



HELPING HAMILTON'S YOUTH: EMPOWERING YOUNG ENTREPRENEURS THROUGH DIGITAL MARKETING



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PROBLEM

How might we support young entrepreneurs in Hamilton to grow/start a business through digital marketing & social media?

CHALLENGES

- With limited job opportunities, more youth are turning to self-employment.
- However, existing resources focus on large-scale businesses, leaving youth entrepreneurs with little support.
- High competition and economic instability make it difficult for youth-led startups to grow and sustain themselves².

In May 2024, the youth unemployment rate in Canada **14%** was — which is more than double the national average¹.

SOLUTION

Hamilton Entrepreneurship Learning Program (HELP): A mentorship initiative that equips youth with digital marketing skills to grow their businesses.

IMPLEMENTATION



STEP 1: Participants apply to the program and are matched with a mentor.

STEP 2: Participants attend workshops and meet with mentors

STEP 3:
Receive feedback and participate in real-world challenges.

STEP 4:
Complete the program with ongoing mentor support

REVENUE GROWTH

- Sponsorships
- Grants
- Workshops & Paid Consultations
- Start-up Funding

DESIRABILITY

- HELP fills the gap in affordable entrepreneurship education
- Empowers youth with practical, real-world business strategies

NEXT STEPS

We're ready to launch a pilot program!

Looking for:

- Local business partners to support mentorship
- Feedback from young entrepreneurs on what they need most
- Community organizations to help us reach more youth



REFERENCES

1. Spiteri, S., Adkins-Hackett, L. (2024, August 9). The State of Youth Employment in Canada. *LMIC*. https://lmic-cimt.ca/the-state-of-youth-employment-in-canada/?utm_source=chatgpt.com.
2. Admin, C. (2024). Challenges faced by startups in Caada. *NextStars*. <https://nextstars.io2024/05/18/challenges-faced-by-startups-in-canada/>.