

You – OLO going for crowd funding



YOU-OLO.com is an online social enterprise supporting young entrepreneurs in the early stages of their business journey. YOU-OLO stands for 'you only live once' and the organisation aspire to breathe life into this motto by encouraging the thousands of potential young Scottish entrepreneurs to turn their business ideas into reality. They aim to promote entrepreneurship as a career choice to 16-24 year olds to offer a solution to youth unemployment but they need your help! Here is what they say:-

“Over the next 65 days we are running a crowdfunding campaign to raise £20,000 to allow YOU-OLO.com to be fully developed so we can officially launch (<http://www.buzzbnk.org//you-olo>). We are on the hunt for individuals and businesses to join the crowd and give all young people an opportunity to achieve their ambitions! We are offering benefits ranging from newsletter recognition, advertising space and major sponsorship opportunities.

So how exactly does YOU-OLO work? We help young entrepreneurs to develop their business idea with support from a mentor, raise money through crowdfunding and reach their first customers via our YOU-OLO's retail service. We aim to offer the first idea rescue service and encourage young people to take the leap into entrepreneurship. Young upcoming entrepreneur Gemma Pirnie of Your New Crew highlighted the difficulties of starting up stating, 'Being a young entrepreneur is really good fun, but it is also a steep learning curve and a lot of hard work, which is why YOU-OLO's support for start-up entrepreneurs is so important'. We aim to fill a missing gap in entrepreneurial support services and

create a global platform connecting entrepreneurs, mentors and customers across the world. We already have YOU-OLO supporters ready to launch YOU-OLO in India, South Africa, North America and Australia so we are well on the way to achieving this goal.

We only need 1000 people give £20. So for the cost of a Chinese takeaway you could help shape a young Scottish entrepreneur's future...an undeniably more productive way to spend your money. So to help kick start the next generations of entrepreneurs into business please support our campaign on www.buzzbnk.org//you-olo.

Thank you, your support will make a difference."

Our photograph is of Gordon Macdonald MSP for Edinburgh Pentlands who showed his support for young entrepreneurs throughout Scotland by backing YOU-OLO.com at a reception hosted at the Scottish Parliament in May.

The reception was attended by over 100 leading business professionals throughout Scotland, along with young entrepreneurs from every Parliamentary region in Scotland sharing their business venture plans and aspirations for the future.

Gordon Macdonald MSP is supporting the work of YOU-OLO.com because of the rising unemployment rate in the 16-24 generation, and the opportunities entrepreneurship provides. YOU-OLO.com promotes entrepreneurship as a career choice by breaking down the barriers young people face when trying to start up their business, those being; mentoring support, startup capital and access to a global customer base.