



Créajeunes - Adie & young entrepreneurs

L'action de l'Adie est co-financée
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en France avec le Fonds Social Européen.



Le microcrédit
pour créer sa boîte



Adie in France

- Main Micro finance Institution operating in France,
- Targeting :
 - Entrepreneurs without access to bank loans,
 - Job seekers needing financing to get a job.
- Tools :
 - Microcredits from 100 to 10 000 Euros (average 4 000 €),
 - Business Development Services to ensure company durability.
- Results :
 - 155 000 microcredits granted since 1 989,
 - 16 500 clients financed in 2014,
 - Companies Durability Rate (3 years) : 58 %
 - Inclusion rate : 84 %
 - Repayment rate : 93 %,
 - Share of under-30 years old clients : 25 %



Créajeunes



- Specific program developed for young people to provide them small business creation support to confirm their business faisability,
- Priority target :
 - Young people living in suburbs,
 - Without access to bank loans,
 - Holding an idea of starting a small business.
- Training program :
 - Up to 8 weeks,
 - Groups of 5 to 10 young people,
 - Trainers and coaches are mainly volunteers
 - Mixing theoretical modules and individual coaching

Il était une fois... mes cheveux !



New Program



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Training program :

4 to 5 weeks,

Alternating group training and individual coaching,

From personal development to market study, financial analysis...

Objective : being able to decide whether or not start the business and if yes, to start it in 10 months.

		J1	J2	J3	J4	J5
Semaine 1	Matin	Integration	Module de développement personnel '- Moi Chef d'entreprise '- Témoignage d'un chef d'entreprise	Module de développement commercial '- Qui sont mes clients et comment les prospector	Module de développement commercial '- Mon offre, mes prix, ma proposition de valeur	Tutorat
	Après-midi	Travail collectif des stagiaires '- Présentation des bénévoles '- 1ers tutorats	Module de développement personnel '- Moi et mes motivations			
Semaine 1 : Les PP avancent sur leur demande						



Results... and what next ?



- 1 294 young people benefited from the program in 2014, (6 533 since the beginning)
- 78 % were between 20 and 30.
- 46 % are women

- 29 % set up their company in the 10 months following their Créajeunes training.

What next ?

- ⇒ A shorter program aiming at « poorer clients »,
- ⇒ More coaching to adapt to these young peoples,
- ⇒ Facilitate access to microcredit and micro-insurance to the trainees

- ⇒ Support 1 300 young people and increase the creation rate as soon as 2015.