

STEP

Student Training for Entrepreneurial Promotion

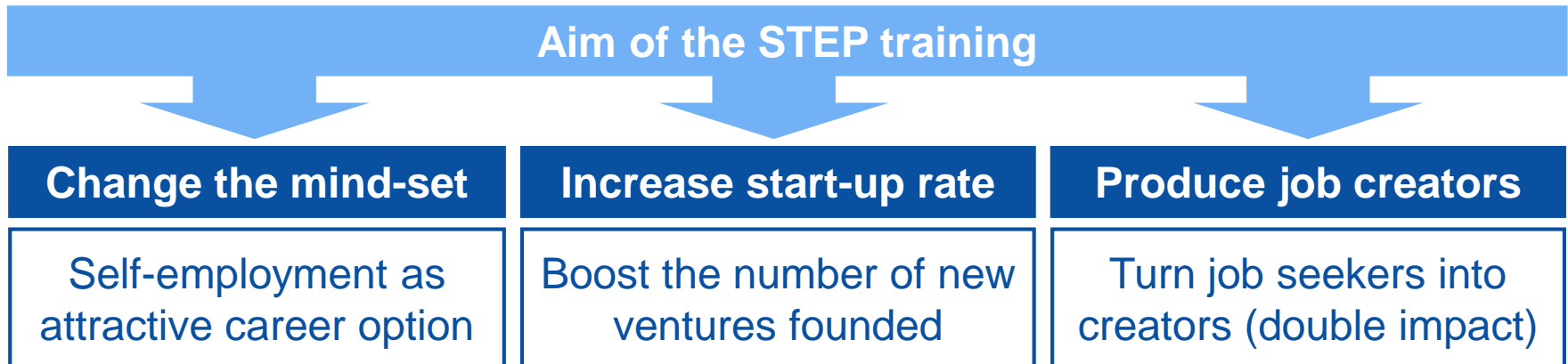
Student Training for Entrepreneurial Promotion

Evaluation Godfrey Okoye University

First and Second Evaluation Wave (T1-T2)

Goals

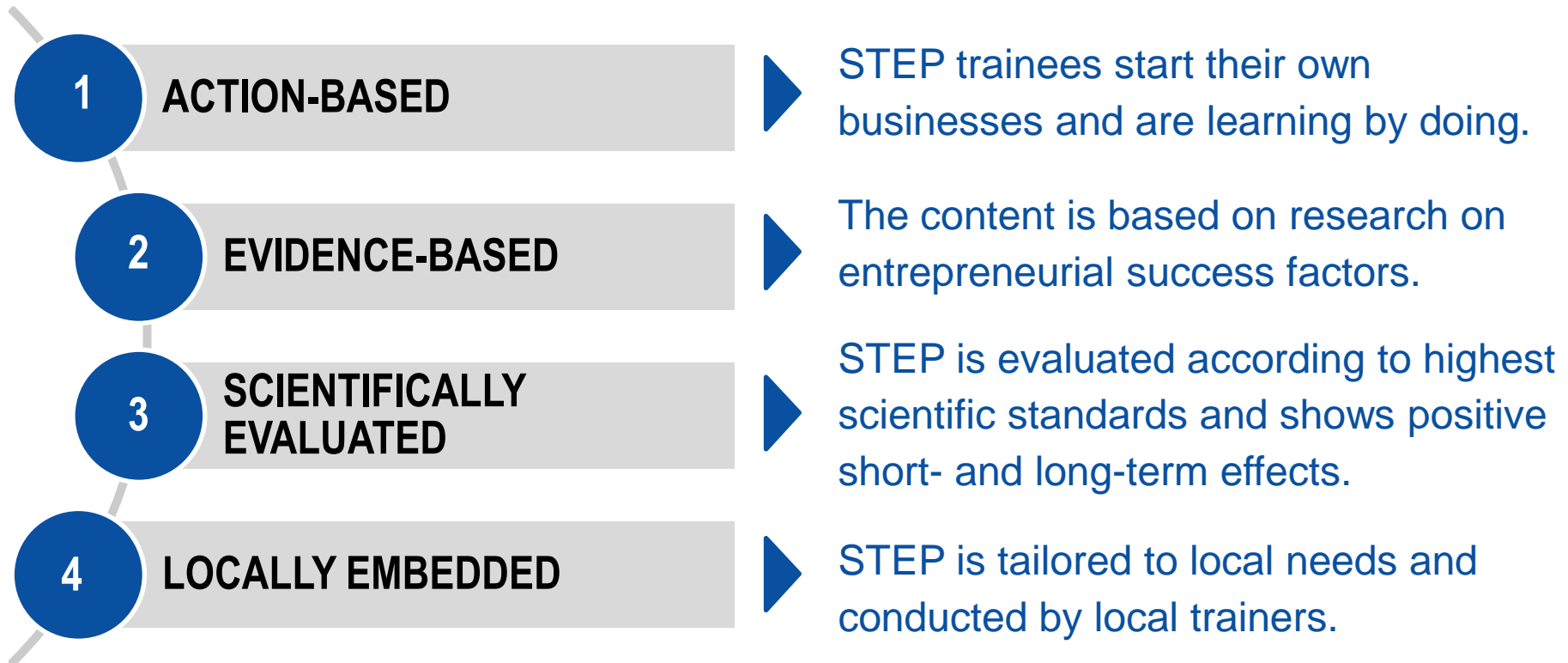
STEP develops young people's skills, knowledge and confidence to pursue an entrepreneurial career.



- Interdisciplinary approach: Training is open to students across different disciplines; mainly **non-business** students
- More than **3,000 students** have been trained in Africa (e.g. Uganda, South Africa), Latin America (Mexico), and Asia (Philippines) since 2009

Key Principles

STEP differs significantly from other entrepreneurship trainings.



STEP is Action-Based

Action-orientation is the core of the successful STEP program.

A Action Knowledge

- Knowledge **what to do**
- Skills **how to do it**

Trainees learn principles of actions that advise how to do things; principles as fast-route to **skill development**.

B Action Training

- Believing that “**I can do it**”:
Confidence

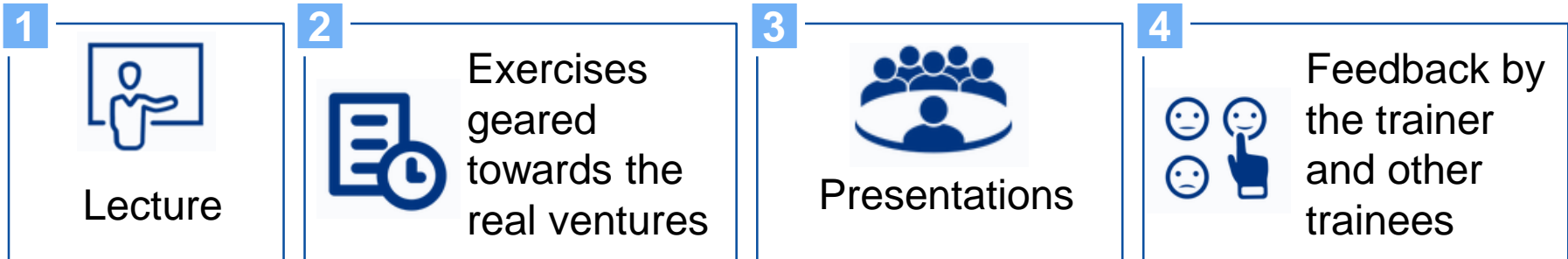
Trainees get **real experience** in starting and running a venture; real experience is invaluable for future start-ups.

*“ I hear and I forget. I see and I remember.
I do and I understand”
- Confucius -*

STEP is Action-Based

STEP trainees start their own businesses and are learning by doing.

- The students form entrepreneurial teams and **start a real business.**
 - Each group receives a starting capital of ~50 USD
 - Starting capital has to be paid back at end of training, profits can be kept
- The training and each session is structured in an **action-oriented way.**
Each session helps the students in further developing their businesses.

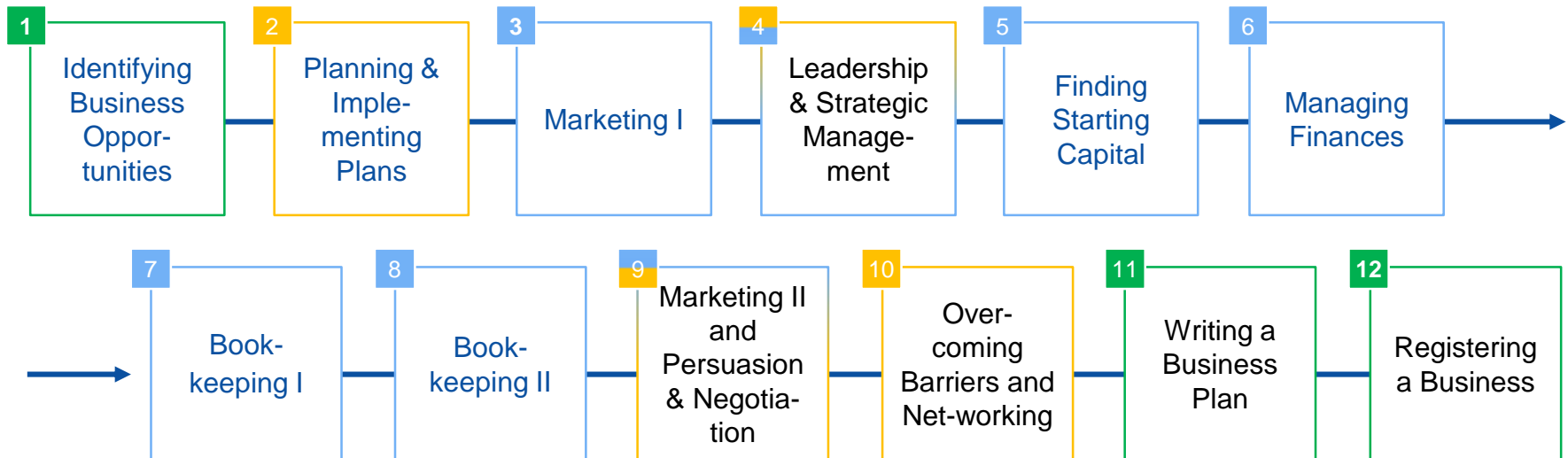


Emphasis

STEP is Evidence-Based and Interdisciplinary

The content is based on research on entrepreneurial success factors.

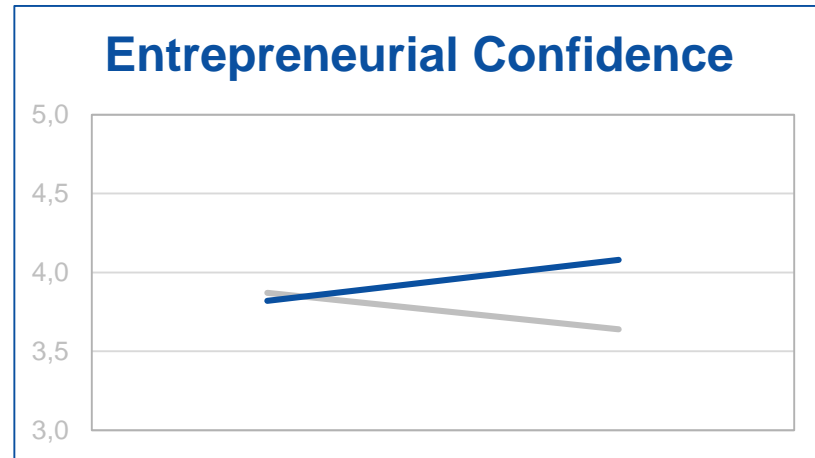
- The course includes 12 sessions à three hours.
- Sessions cover three relevant domains (interdisciplinary approach): **business administration**, **entrepreneurship**, and **psychology**



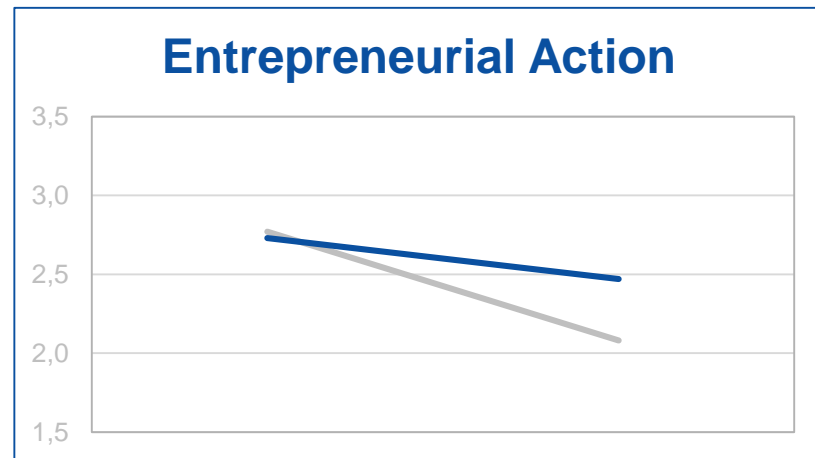
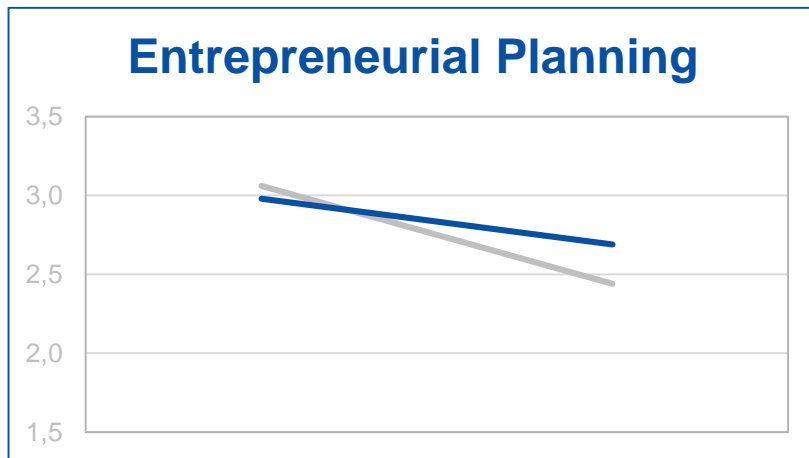
The STEP training has a Positive Impact on Factors Predicting Entrepreneurship

- The STEP trainees identify **95% more opportunities** to create and pursue a business than non-trainees.
- STEP strengthens entrepreneurial confidence; the STEP trainees' **entrepreneurial confidence is 12% higher** than the control groups' entrepreneurial confidence. These results are consistent with the findings from former projects.
- The STEP trainees plan **10% more entrepreneurial activities** to start a business than non-trainees.
- The STEP trainees perform **19% more entrepreneurial activities** to start a business than non-trainees.

Overview of Overall Results from STEP at GOU, Nigeria (Pre & Post STEP)



■ STEP
■ Control Group



Repeated measures ANOVA: Interactions training x wave significant at $p < .001$ (OI), $p < .001$ (ESE), and $p < .05$ (ACT). Not significant for PLA.

Before STEP

Directly after STEP

Before STEP

Directly after STEP

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