



**YOUTHXPOR**

THE WORLD IS YOURS

# MATCHING ENTREPRENEURS

How an easy tool could define the future of young entrepreneurs and entire economies for free

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## Abstract

According to the International Labour Organisation (ILO) report "Labour Outlook 2023", in Latin America and the Caribbean in the year 2022, 21% of young people were not enrolled in the education system or in the labour market. In other words, 2 out of 10 young people were not studying and were unemployed. Furthermore, inactivity is significantly higher among young women (26.6%), who see their labour and educational development limited due to domestic and care work.

In addition to the lack of employment, there is another major challenge: informality. According to the report, 7 out of 10 young people in the region were working under an informal labour regime, a phenomenon that has a direct impact on their quality of life and affects the start of their social security contributions.

However, despite this complex panorama, Latin America and the Caribbean currently has the best trained and educated generation in history, which confronts the region with the challenge of wasted potential.

It is in this context that we consider it essential to promote the inclusion of young entrepreneurs in the labour market, providing access to platforms that comprehensively address the problem of unemployment and foster the creation of entrepreneurial opportunities.

In recent years, there has been remarkable progress in the conditions for entrepreneurship in several Latin American countries. Likewise, in the region, there are young entrepreneurs with immense potential, who have brilliant ideas or promising projects, but may face difficulties in putting them into practice or in making themselves known in society.

Our project's mission is to empower these young entrepreneurs and motivate them to export and import products to and from their countries of origin. To achieve this, we propose the creation of "**YouthXport**", a free application that solves problems related to international logistics and customs in each country. This application will allow them to manage their operations from the comfort of their homes, ensuring 100% compliance and security in the supply chain, without the need for prior investment. In addition, we will provide advice and seek the collaboration of professionals, large companies and governments, generating alliances that support this cause. We firmly believe in the potential of young Latin American entrepreneurs and through our platform we seek to eliminate barriers and provide them with the necessary tools to achieve success in their ventures, generating a positive impact on local and regional economies, and a collaborative synergy unprecedented in the world.

## About the Authors



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She is enthusiastic about youth empowerment and education initiatives and has collaborated with various social projects in Argentina and Latin-American over the years.



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## Table of Contents

Abstract.....	2
About the Authors .....	3
Table of Contents.....	4
Table of Illustrations.....	4
Introduction.....	6
Problem Landscape .....	7
Youth Entrepreneurship: A Way to Combat Unemployment and Marginalisation .....	9
Young Women and Entrepreneurship.....	12
The Importance of Technology as a Generator of Opportunities.....	13
Success Stories in South America.....	14
Our Project.....	15
How “YouthXport” works?.....	15
How do you get Consultancy and International Logistics free of Charge?.....	16
Project Calendar.....	17
SMART Objectives and Project Evaluation .....	19
A-Short-term objectives – Initial phase .....	19
Medium-term objectives .....	20
Brand Identity .....	24
Application Visualization.....	25
Communication and Dissemination Strategy .....	26
Funding .....	29
Challenges for the Correct Implementation of the Project.....	29
Our Contribution to the ODS and Final Comments.....	31
References .....	33
Images References.....	34

## Table of Illustrations

1- Youth (ages 15-24) unemployment rate. Selected countries of Latin America and the Caribbean. (Source: ILO 2022) .....	7
2- Youth unemployment rate rises in Ecuador. (Source: UDLA CHANNEL 2023).....	8
3- Project seeks to boost youth entrepreneurship in Latin America. (Source: Vistazo 2023).....	9



4- Proportion of high potential entrepreneurship by gender and region. (Source: GEM 2022, p. 71) ..... 12

5- Empowering women entrepreneurs in sustainable food: The plant power story. (Source GEM 2022, p.72)..... 13

6- Graphic description of the purchase, sale and advice process that would be carried out in the application. (Source: Own elaboration)..... 16

7- Representation of the team's journey over the months in the creation and formulation of the project. (Source: Own elaboration) ..... 17

8- Timeline of the development and expansion of the platform to different countries in Latin America. (Source: Own elaboration) ..... 18

9- Summary of estimated figures (minimum) for the year 2030. (Source: Own elaboration) 23

10-YouthXport Logo. (Source: Own elaboration).....24

11- Mockup of YouthXport Application. (Source: Own elaboration) ..... 25

12-YouthXport SWOT Analysis. (Source: Own elaboration).....31

## Introduction

Are you a young Latin American entrepreneur with lots of ideas, but few resources to put them into action? Do you have the ideas and the resources, but don't know how to implement them? Or maybe you have an entrepreneurial venture, and you know that the world should know about it, but you don't know where you can spread it.

Unfortunately, not all young people in the region are born with the same opportunities, nor do they all have access to the knowledge and information needed to transform their ideas into successful realities.

In a current scenario of growing global challenges, Latin America faces a variety of challenges. Among them are poverty, inequality and unemployment, factors that often limit and hinder the aspirations and ambitions of the young Latin American generations.

It is in this context that the empowerment of the youth becomes a crucial element in promoting the prosperity and development of countries. Their well-being is directly related to the eradication of poverty, the reduction of social disparities, access to health and education, gender equality, environmental protection and the construction of more peaceful, transparent and sustainable societies (CEPAL, 2021, p. 7).

### **But how can the well-being and empowerment of Latin American youth be promoted while reducing unemployment and social inequality in the region?**

This project seeks to provide an answer to this question by promoting youth entrepreneurship. In recent years, entrepreneurial activity has gained increasing relevance in the region as an alternative to gain economic independence, generate employment and foster innovation. (GEM, 2022, p. 46)

Moreover, technological developments and virtual platforms have become crucial allies in achieving this goal and reducing existing barriers. Digital tools such as internet access, artificial intelligence and social media have not only expanded the field of knowledge and action but have also demonstrated their potential to amplify the voices of young people. (Blog Exatec, n.d)

Specifically, in the sector, it has been demonstrated that the democratisation of access to and use of information and cutting-edge technologies is one of the fundamental factors in guaranteeing the success of a business venture. (Fundacion BBVA, 2023, p. 11)

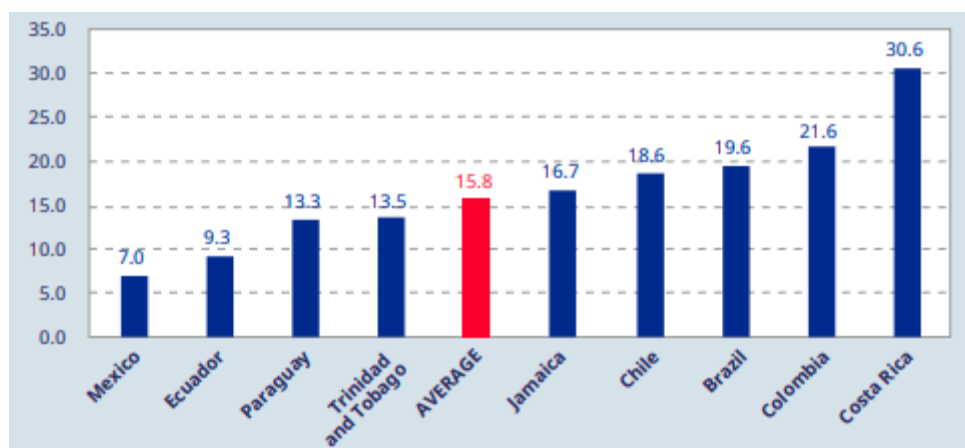


It is in this context that **YouthXport** is born, an initiative aimed at contributing to the empowerment and well-being of young people in Latin America, promoting entrepreneurship and economic development. With this objective in mind, our project consists of the creation of a mobile application where young **entrepreneurs<sup>1</sup>** can export their products throughout the region. Through this, we seek to contribute to the promotion of innovation, the creation of new opportunities and the reduction of unemployment, the improvement of access to economic resources, the elimination of barriers and finally the advancement of inclusion and mobility between different social sectors.

**Our ultimate goal is to actively promote the consolidation of the 2030 Agenda and the Sustainable Development Goals in Latin America.**

## Problem Landscape

According to a report by the Latin American and Caribbean Economic System, "**youth unemployment is a time bomb in Latin America**" due to the high percentage of unemployment (average rate of 14.8%), informality and lack of opportunities for young people in the region. Around 60% of young people in Latin America and the Caribbean are trapped in informality with precarious employment, variable salaries and lack of social protection. Moreover, this problem worsened significantly during the COVID-19 pandemic. (SELA, 2021; ILO, 2023, p. 98)



**Figure 1** Youth (ages 15-24) unemployment rate. Selected countries of Latin America and the Caribbean. (Source: ILO, 2022)

<sup>1</sup> Entrepreneur refers in this project to all self-employed individuals who are considered entrepreneurs (business owners) in one of two categories: self-employed without employees (self-employed without employees) and self-employed individuals who hire other workers (self-employed who are employers) (OECD, 2017, p.21).

The lack of job opportunities, poverty and inequality factors in Latin America have led to the discouragement of many young people in the region, who choose not to study or work, generating a lack of expectations and low motivation in the search for employment, tending towards social exclusion and job insecurity. The situation is unacceptable from an ethical and economic point of view, since the young generations will be the economies of the future. Moreover, Latin America has the best educated young generations in history, which represents a unique opportunity for the region to boost its development. In this context, building a social commitment to combat this situation is crucial for today's governments. (Herranz, 2016)



*Figure 2 Youth unemployment rate rises in Ecuador. (Source: UDLA CHANNEL 2023)*

The challenge of combating youth unemployment is of great magnitude and requires innovative government policies and collaborative action to tackle the situation:

- Currently, companies in Latin America are not getting qualified employees for the vacancies they are trying to fill, and this is largely due to the poor education that young people receive at school, many of them do not reach university nowadays. (Herranz, 2016)
- On the other hand, the educational model has become obsolete: a link must be established between the world of education and the world of work, so that young people are prepared to face today's world. In this sense, young people are not prepared in basic aspects such as preparing an application, preparing a CV, assessing skills or facing a job interview. (Herranz, 2016)
- Likewise, policies should be launched to promote vocational training opportunities in companies, with the aim of educating young people in eminently technical tasks that require prior specialisation or constant updating



in certain subjects and complementing them with general job search tools. (Herranz, 2016)

Regarding informality, there is an existent urgency of generating policies that are focused to the youth at the beginning of the labour trajectories, due to the greater probability of being unemployed, of being informal and having a high labour turnover, which in some cases leaves scars throughout their working lives. (ILO, 2023, p. 98)

## Youth Entrepreneurship: A Way to Combat Unemployment and Marginalization

On the other hand, the idea of entrepreneurship in Latin America is becoming increasingly common. Today's young people find in innovation a way to work success. This formula nowadays means achieving professional and economic development as efficiently and cost-effectively as possible. Whereas in previous generations it was the idea of "starting a family", today's young entrepreneurs want to be their "own bosses", to "make their own profit" and are looking for work flexibility at every moment of the day (OCDE, 2017).



**Figure 3** Project seeks to boost youth entrepreneurship in Latin America. (Source: Vistazo 2023)

This trend towards youth entrepreneurship is good news because, according to the OECD (2017), it can be a vehicle to promote the employability and social mobility of individuals, while generating a productive transformation in the economic structure of regions and countries. In other words, through entrepreneurship, young people could

improve their possibilities to enter the labour markets and generate other positive externalities in the medium term. (p. 221)

Currently, youth entrepreneurship in Latin America is closely linked to the structure of the business environment in the region. Small and medium-sized enterprises (SMEs) account for more than 80% of employment and more than 90% of all enterprises in Latin America. However, large enterprises still contribute almost 70% of the region's gross domestic product. These asymmetries between the distribution of employment and productivity can also be seen in existing gaps in key areas such as skills, adoption of technical developments and finally access to international networks. (OECD, 2017, p.221)

Likewise, levels of new entrepreneurial activity are highly variable, across all countries as well as income groups. In this sense, unequal opportunities for starting a business are a key characteristic of the sector. (GEM, n.d., p. 17)

Thus, despite the exponential growth of youth-led SMEs in Latin America in recent years, there are still many challenges to overcome as a region in this area. (Forbes Centroamerica, 2023)

- **Lack of knowledge in financial management:** Financial education as a basis for setting up a business is the primary challenge facing young people today, sometimes little or none.
- **Difficult access to project finance and lack of knowledge of the market before launching a product:** Many young entrepreneurs have innovative and promising ideas but find it difficult to access the capital needed to launch their venture. The requirements and conditions for accessing loans or investments are often restrictive. Currently, 81% of youth entrepreneurship in Latin America is self-funded. (Fundacion BBVA, 2023, p.16)
- **Lack of "network, networking or experience" to generate business and strategic alliances to take entrepreneurship to the next level:** Lack of proper mentoring and guidance can lead to costly mistakes and disorientation for young people in managing their business, especially for those from middle- and low-income households. (OECD, 2017, p.222)
- **Difficult access to technological tools:** Although it seems unacceptable in today's technological age, it is still a great challenge for many countries to gain knowledge and access to technologies that promote and boost youth entrepreneurship.
- **Barriers and bureaucracies specific to each country's administration:** Bureaucracy and lack of flexibility in administrative procedures, together with their costs, make it difficult to formally register a business and obtain permits or licences for certain undertakings.

On the other hand, in international trade, according to a World Bank report on entrepreneurship in Latin America, "few companies enter export markets". Access to the international market is a prominent symptom of 'transformative entrepreneurship' where only 'better performing' companies thrive and most of those that manage to enter this market 'do not survive more than a year'. (World Bank Organization, n.d., p.11)

A country's export performance is an immediate consequence of competitiveness and not the other way around. In line with Haguenuer (1989): according to the concept of efficiency, competitiveness is defined as the ability of a country to produce a given good at better or equal conditions compared to other economies (p.9). Therefore, to be able to import or export, the entrepreneur must be internationally competitive. Consequently, the possibility of accessing this type of market makes it even more difficult for young entrepreneurs, who must be truly prepared to make the leap to international markets. (Medeiros, 2019)

To gain a deeper understanding of the problem landscape, we decided to conduct a series of interviews with our initial target audience: young Argentinian entrepreneurs or those who aspire to become entrepreneurs in the future, so that they could share with us their vision of the problem.<sup>2</sup>

**Box 1: Interview GCM22**

"...bureaucracy is a huge problem. There is a lack of clear information on what needs to be complied with..." "... Nobody knows all the requirements, except those who are exclusively export oriented. This becomes a barrier to entry into the international market". (May 10, 2024)

**Box 2: Interview GCF26**

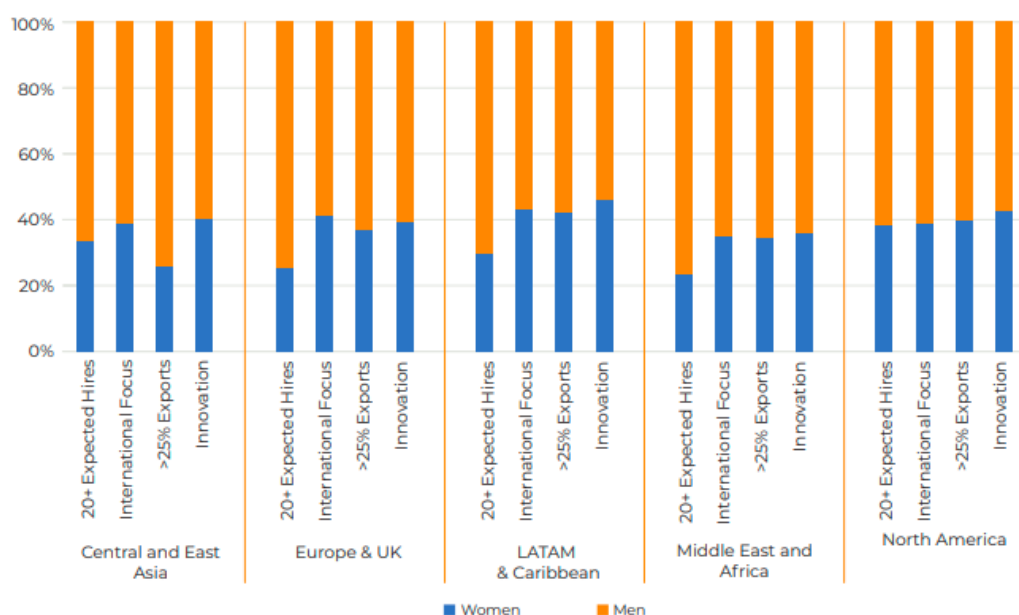
"The main problems are taxes, as in Argentina there are too many of them. Also, if you are in production, you don't have time to research each country's regulations for the manufacture of a given product. The region is chaotic in that sense; you need to be a specialist in each country to really know what is required. If you are a producer and supplier manager, you don't have time to learn the regulations, laws and requirements of other countries." (May 23, 2024)

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<sup>2</sup> The interviews have been anonymized and coded to protect the identity and data of the participants

## Young Women and Entrepreneurship

Latin America and the Caribbean stand out as the most entrepreneurial region in the world for women, with the highest rates of female founding (21.2%) and entrepreneurial intentions (33.3%), as well as the smallest gender gap in both indicators (W/M 0.85, 0.89), according to the latest Global Entrepreneurship Monitor's Women's Entrepreneurship report. (Global Entrepreneurship Monitor, n.d, p.71). Moreover, according to the International Trade Centre (ITC), 20% of exporting companies in the world are founded by women, who are actively involved in innovation processes. (G20, 2024)



**Figure 4** Proportion of high potential entrepreneurship by gender and region. (Source: GEM 2022, p.71)

However, although the overall picture shows significant improvements over the last decade, there is still a long way to go. Firstly, the main reason for women to start a business is labour shortage, which drives 82.2% of women to decide to start a business. Also, in general, when it comes to starting and then maintaining a business, women face many more difficulties in terms of digital literacy, access to advice or financing than men. (GEM, 2023, p. 71). Consequently, the closure rate of businesses started by women in the region is 20% higher than that of men. (Fundación BBVA, p.23). Thus, it is possible to observe that the present context clearly presents considerable challenges for the development and empowerment of new business initiatives led by women.



*Figure 5 Empowering women entrepreneurs in sustainable food: The plant power story. (Source: GEM 2022, p.72)*

In conclusion, although entrepreneurship proves to be a feasible way to ensure well-being and address the problems of poverty and inequality in the region, it is not currently offering its full potential for empowerment and economic autonomy to young Latin Americans. It is in this context that technology and digitalisation emerge as key allies in addressing some of the obstacles mentioned above.

## The Importance of Technology as a Generator of Opportunities

The digitisation of the economy is radically transforming communication, production, government and trade. Digital technologies drive growth, increase productivity, foster innovation and diversify exports. In this context, an environment that enables remote transactions, enhances trust in digital markets and supports cross-border deliveries, while safeguarding the privacy of people's data, is essential. Improved digital connectivity can significantly reduce trade costs, especially in low- and middle-income economies. (WTO, 2023)

International cooperation is also crucial to ensure that small businesses, women and young entrepreneurs benefit from digital trade. Digitalisation reduces production costs and allows companies to optimise their operations. It also offers new opportunities for young people and women to access international markets, overcoming traditional barriers and promoting financial independence and economic empowerment. (WTO, 2023)

On the other hand, social media and online education platforms allow individuals and small businesses to connect globally, overcome language barriers and acquire essential skills to adapt to changes in the labour market. Crowdfunding platforms also





offer alternative financial solutions, especially for young people and women. (Blog Exatec, n.d)

## Success Stories in South America

As mentioned above, the use of digital platforms and applications to support and promote entrepreneurship and start-ups has experienced a significant boom in recent years in South America. Specifically, the growing presence of networking platforms or hubs for startups and entrepreneurs that have as their goal the creation of mutually beneficial ecosystems or communities is noteworthy. (Blog Exatec, n.d)

Below are two success stories that not only demonstrate the feasibility of our proposal, but also the potential of technology to foster economic growth, employment and entrepreneurship.

### **Uruguay: “Match your Business”**



Created in 2023, Match Your Business is a platform designed to facilitate the search for business partners and the creation of effective business relationships. Like dating apps such as Tinder or Badoo, this platform uses an intelligent algorithm to analyse companies' profiles and preferences, suggesting strategic connections based on compatibility. Currently, it has 453 registered companies in a wide variety of industries. (Match your Business, n.d.)

### **Colombia: “Startupeable”**



Created in 2020, this platform seeks to encourage more and more Latin American companies to receive the necessary investments for their growth, seeking compatibility between entrepreneurs and investors and thus facilitating financing opportunities. At present, this leading platform has more than 100 investors and registers more than 500,000 annual web views. (Startupeable, n.d.)

## Our Project

Our project seeks to develop an application that helps young entrepreneurs to internationalise their products free of charge, boosting their small businesses and at the same time generating synergies between different markets. The innovative aspect of this project is that there are no similar platforms in the world.

### How “YouthXport” works?

The idea is to generate collaborative work where all parties involved benefit. Although the platform does not pursue an economic objective, we know that for it to work, everyone must win in some way. But how?

Firstly, there will be the users of the application, who will be sellers of products or **buyers of innovation** (we define "buyers of innovation" and not just "buyers" as people who are committed to a better, diverse world, with equal opportunities for all and who support internationalisation without barriers).

In this way, if you have an enterprise that works well in your country and you would like to promote it by selling abroad, this platform could be the solution to your problems.

No one is born with the knowledge or tools required to import or export in this complex world, and for this simple reason the platform will do everything until the seller is able to do it himself.

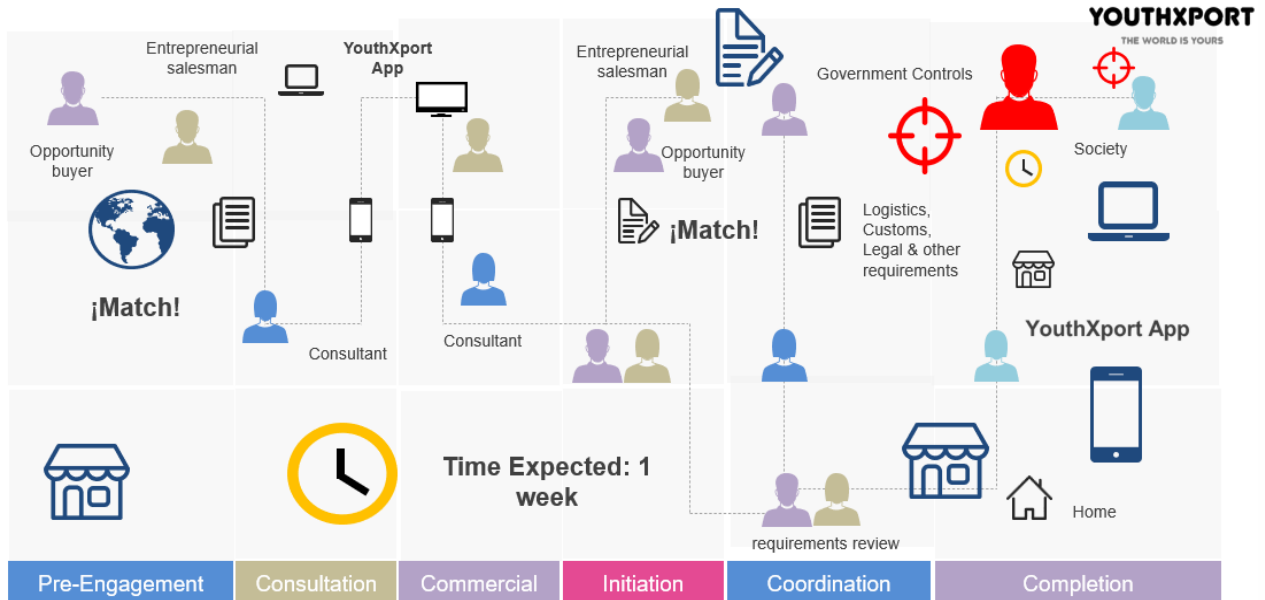
In this way, the young entrepreneur who wishes to sell through this platform will always find professionals available to help him or her carry out the task. The platform will advise on the export requirements of your country and the import requirements of the destination country, to avoid problems at customs. It will also provide the international logistics of the products, where the means of transport will depend on the best option available at the time of delivery (water, land or air). Finally, it will also offer the insurance that corresponds to the cargo in question until the delivery of the product.

Young entrepreneurs will be able to place their products on the platform and offer as much as they want, as long as those quantities do not lead the creators of the platform to assume that they are a large company or large competitors who want to take advantage of free shipping or advice. For this reason, maximum ceilings would be set for free sales in dollars, as we assume that the practice makes the professionals and those who set up a common practice already have the experience to be able to do it themselves or even pay the platform for maintenance and expansion.

**Innovation buyers** will be able to participate in the same way. They will be able to filter according to their preferences or place the product they want to buy on this platform. And if the product is not yet available, the platform will have a warning function that will notify the user of the addition of a similar or similar product. Buyers will also receive free advice on import requirements at source for the first 10 purchases they make. And they will have the benefit of receiving discounts on international transport and import customs costs just for being part of the platform.

When the buyer finds the product, they like and selects "Match", the process of virtual export and import advice begins. The purchase will not be automatic in the first instance, since being a new platform with different products, it will require the analysis of professionals who are online on technical and legal issues of the purchase or international sale of the product in question. In other words, it will be necessary to validate that the characteristics of the product comply with the laws of each country and that they are correctly classified for fiscal, tax and customs purposes required by governments and customs at the time of declaration, ensuring 100% compliance. The technical analysis of the material is expected to take no more than a week.

### YouthXport Flowchart Process



**Figure 6** Graphic description of the purchase, sale and advice process that would be carried out in the application. (Source: Own elaboration)

### How do you get Consultancy and International Logistics free of Charge?

The creators of the YouthXport platform will have to work hard to communicate with and attract users, companies and governments that believe in the goal of empowering



young entrepreneurs in their countries. Not only will the buyers and sellers of ventures benefit, but also companies and governments. How?

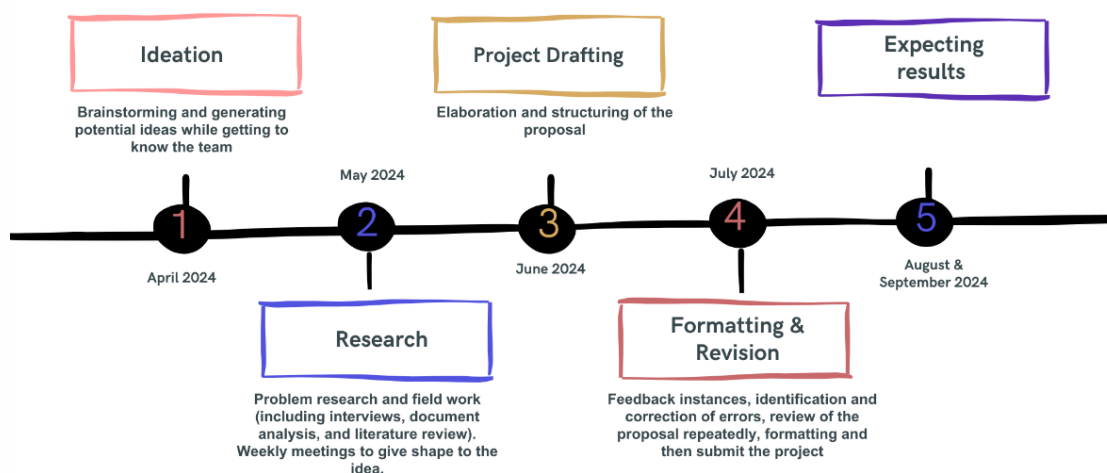
**Governments** that wish to cooperate with this initiative will be contributing in the long term to improving the level of foreign exchange and boosting exports from their countries, as well as increasing the income of their populations, promoting economic and social development. On the other hand, the **companies and/or professionals** that provide international consultancy or logistics services on the platform will also benefit from the future potential clients that the network generates, since entrepreneurs will not be small forever. Thus, while the idea of collaborative work is to empower young people, we are also aware of the importance of giving back to those who helped make the magic of YouthXport happen.

In short, users will be YouthXport's most important asset, so the platform will constantly work to accompany the ventures of young sellers and address the queries of buyers abroad. In addition, we will actively seek with the advancement and expansion of the application to improve processes, automate work and improve the quality of the overall service to achieve optimal delivery of the platform's products to its buyers. Agreements will be created with universities and study centres to offer internships in YouthXport to help insert young people into a disruptive world of work. Equal opportunities will be provided to anyone who wishes to participate, even if they have not completed their studies or have no work experience.

## Project Calendar

### About our Timeline Geneva Challenge 2024

Our project creation and development process



*Figure 7 Representation of the team's journey over the months in the creation and formulation of the project. (Source: Own elaboration)*

In its initial phase, YouthXport will launch the platform in Argentina in its first year of operation, working hard through a solid communication and dissemination campaign to achieve the insertion of this application in society. It will also seek to begin to generate the incorporation of advisors and professionals to the platform, as well as to establish alliances with companies that support the initiative, to prepare the ground for the second phase, which will consist of the internationalisation of the application.

The selection of the country in question is because it is our country of origin and, therefore, we already have a better knowledge of the market, regulations and we have a solid network of contacts that could lead us to potential alliances that support the project. However, as can be seen in Figure 8, the medium-term objective will be to expand YouthXport to 9 countries in Latin America, following a criterion of geographical proximity (first countries bordering Argentina and then countries further away from the starting point) and complexity and difficulty of market entry.

Thus, in the second year, the platform will be present in the app shops of Uruguay and Chile, in the third year in Bolivia, Peru and Paraguay, in the fourth year in Ecuador, Colombia and Venezuela, and then we will seek to work in larger and more challenging markets such as Brazil and Mexico.

The goal will be to achieve in the long term an internationalisation of the platform to all Latin American and Caribbean states, and ultimately to other regions of the world. The success of the implementation will depend on the communication strategy, the access to funding, the accompaniment of governments, companies, civil organisations and finally the collaboration and faith of the people in the initiative.

### YouthXport Expansion Campaign

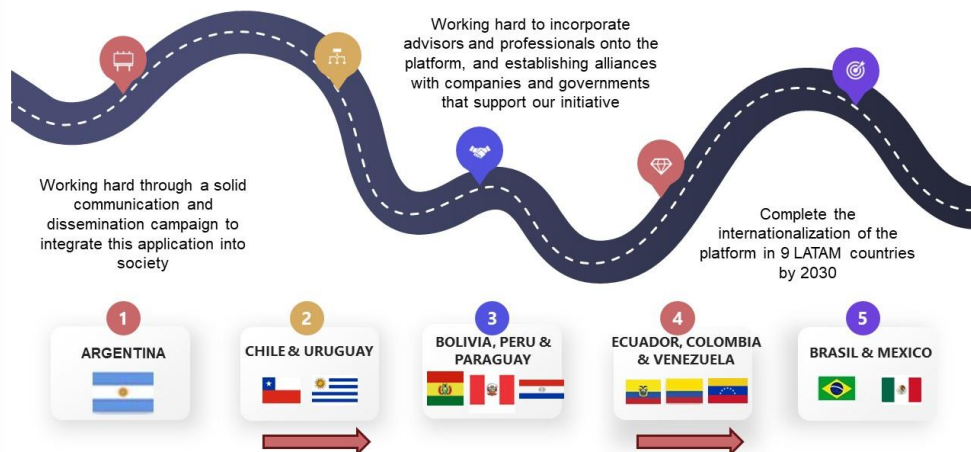


Figure 8 Timeline of the development and expansion of the platform to different countries in Latin America. (Source: own elaboration)



## SMART Objectives and Project Evaluation

When setting out the objectives of this project, we have chosen to present them in a short and medium-term perspective, which will coincide with the phases of expansion of the platform to different parts of Latin America.<sup>3</sup>

### A-Short-term objectives – Initial phase

<b>Prior to the launch of the application - Argentina</b>	
Objectives	Indicator/s
Obtain an alliance with an international logistics and transport company to offer discounts to entrepreneurs for shipping their products within <b>Argentina</b> , before the launch of the platform.	Signing of a strategic alliance with a logistics and transport company. <sup>4</sup>
Form a multidisciplinary team of volunteers, composed of a minimum of 2 systems engineers, 2 business administration specialists, 2 accountants, 2 international trade experts, 1 customs broker, 1 freight forwarder and at least 1 international courier within a period of 8 months, to collaborate with the development of the application and the project. <sup>5</sup>	Number and type of professionals belonging to YouthXport.
<b>First year - Argentina</b>	
Develop and launch a free mobile application (YouthXport) that seeks to contribute to solving international logistics and customs issues for young entrepreneurs in Latin America. It will be launched in its initial phase in the territory of <b>Argentina</b> with at least 5 key functionalities (navigation and search, registration and login, user profile, social interaction and shopping functions) and within 12 months.	Presence of the application in the application shops available in <b>Argentina</b> .
Reach a minimum of 1000 combined downloads in	Total downloads of the

<sup>3</sup>The criterion used to determine the estimated figures is based on the hypothesis of the exponential nature of the application. This means that, once developed and available in the app shops, and with a team of collaborating companies and professionals, its expansion will be increasingly accelerated, facilitating its dissemination throughout the proposed countries.

<sup>4</sup> Preferably operating internationally for the further development of the project

<sup>5</sup> With the progressive expansion of the project, it will also grow, incorporating volunteers from all over the region.



the first 3 months after the launch of the platform, by developing an appropriate communication and marketing strategy.	platform in <b>Argentina</b> during the first 3 months after launch.
Achieve 400 sales within 6 months after the launch of YouthXport in <b>Argentina</b> .	Total purchases and sales made in the application.
Initiate the expansion process to <b>Chile</b> and <b>Uruguay</b> by engaging at least 10 managers, advisors and consultants per country. This will be done by developing an appropriate communication and marketing strategy after 12 months from the launch of the application.	Number of managers, advisors and consultants registered in <b>Argentina, Chile</b> and <b>Uruguay</b> .

### Medium-term objectives

<b>Second year- Argentina, Chile and Uruguay</b>	
Launch YouthXport in <b>Chile</b> and <b>Uruguay</b> after one year of existence of the application.	<p>Availability of the application in the virtual shops of these countries.</p> <p>Availability of benefits in transport and logistics costs in the export and import of products in those countries.</p> <p>Availability of a minimum of 10 managers, advisors and consultants from these countries specialised in the necessary subjects.</p>
Reach a minimum of 45,000 downloads combined between <b>Argentina</b> (30,000 downloads), <b>Chile</b> (10,000) and <b>Uruguay</b> (5,000) in the first 2 years after the launch of the platform in each country, through the expansion of the previously established communication and marketing strategy.	Total downloads of the platform in the countries of <b>Argentina, Chile</b> and <b>Uruguay</b> after two years of presence in the app shops available in each country.
Achieve a minimum of 3000 purchases and sales among users of the application in <b>Chile</b> and <b>Uruguay</b> within one year after the launch of the application and 8000 purchases in <b>Argentina</b> by the end of the second year after the launch of the	Total purchases and sales made in the application in each country.



application.	
Form new partnerships with at least 5 large companies, NGOs and governments in each country to support the project by signing strategic agreements within 2 years of the launch of the application. <sup>6</sup>	Signing of strategic agreements with companies, non-governmental organisations and governments of the different participating countries.
<b>Third year - Argentina, Chile, Uruguay, Bolivia, Peru and Paraguay</b>	
Launching YouthXport in <b>Bolivia, Peru</b> and <b>Paraguay</b> after two years of the application's existence.	<p>Availability of the application in the virtual shops of these countries.</p> <p>Availability of benefits in transport and logistics costs in the export and import of products in those countries.</p> <p>Availability of a minimum of 10 managers, advisors and consultants from these countries specialised in the necessary subjects.</p>
<p>Reach a minimum of 35,000 downloads combined between <b>Peru</b> (20,000 downloads), <b>Bolivia</b> (7,000 downloads) and <b>Paraguay</b> (9,000 downloads) in the first year since the launch of the platform in each country, through the expansion of the previously established communication and marketing strategy.</p> <p>It will also seek to continue expanding the use of the platform and the incorporation of new users in <b>Argentina, Chile</b> and <b>Uruguay</b>. In this way, due to the expected expansive effect, the objective will be to achieve a minimum of 100,000 new downloads combined between the 3 countries 3 years after the launch of the application in the respective countries.</p>	<p>Total downloads of the platform in the countries of <b>Peru, Bolivia</b> and <b>Paraguay</b> after one year of presence in the app shops available in each country.</p> <p>Total downloads of the platform in <b>Argentina, Chile</b> and <b>Uruguay</b> after one year of presence in the app shops available in each country.</p>
<p>Achieve a minimum of 15,000 purchases and sales among the application's users in <b>Bolivia, Peru</b> and <b>Paraguay</b> within one year of its launch.</p> <p>Achieve a minimum of 20,000 purchases and sales</p>	Total accumulated purchases and sales made in the application in each country.

<sup>6</sup> This objective is common to all phases of the platform's expansion.



<p>among the app's users in <b>Chile</b> and <b>Uruguay</b> within two years of the launch of the app.</p> <p>Achieve a minimum of 30,000 purchases and sales among the app's users in <b>Argentina</b> within 3 months of the launch of the app.</p>	
<p><b>Forth year</b> - Argentina, Chile, Uruguay, Bolivia, Peru, Paraguay, Colombia and Ecuador</p>	
<p>Launch Youth Export in <b>Colombia</b> and <b>Ecuador</b> after three years of the application's existence.</p>	<p>Availability of the application in the online shops of these countries.</p> <p>Availability of benefits in transport and logistics costs for the export and import of products in these countries.</p> <p>Availability of a minimum of 10 managers, advisors and consultants from these countries specialised in the required fields.</p>
<p>Reach a minimum of 40,000 downloads combined between <b>Colombia</b> (30,000 downloads), and <b>Ecuador</b> (10,000 downloads) in the first year since the launch of the platform in each country, through the expansion of the previously established communication and marketing strategy.</p> <p>It will also seek to continue expanding the use of the platform and the incorporation of new users in <b>Argentina, Chile, Uruguay, Paraguay, Peru</b> and <b>Bolivia</b>. In this way, due to the expected expansive effect, the objective will be to achieve a minimum of 150,000 new downloads combined between the 6 countries.</p>	<p>Total downloads of the platform in the countries of <b>Colombia</b> and <b>Ecuador</b> after one year of presence in the app shops available in each country.</p> <p>Total downloads of the platform in <b>Argentina, Chile, Uruguay, Paraguay, Peru</b> and <b>Bolivia</b> after one year of presence in the app shops available in each country.</p>
<p>Achieve a minimum of 15,000 purchases and sales among the app's users in <b>Colombia</b> and <b>Ecuador</b> within one year of launching the app.</p> <p>Achieve a minimum of 45,000 purchases and sales among the app's users in <b>Paraguay, Bolivia</b> and <b>Peru</b>, within two years of launching the app.</p> <p>Achieve a minimum of 70,000 purchases and sales among the application's users in <b>Chile</b> and</p>	<p>Total accumulated purchases and sales made in the application in each country.</p>



<p><b>Uruguay</b>, within three years of the launch of the application.</p> <p>Achieve a minimum of 80,000 purchases and sales among the app's users in <b>Argentina</b> within four years of the launch of the app.</p>	
<p><b>Fifth year</b> - Argentina, Chile, Uruguay, Bolivia, Peru, Paraguay, Colombia, Ecuador, Brasil and México</p>	
<p>Launch YouthXport in <b>Brazil</b> and <b>Mexico</b> in the fifth year of the application's creation.</p>	<p>Availability of the application in the virtual shops of these countries.</p> <p>Availability of benefits in transport and logistics costs in the export and import of products in these countries.</p> <p>Availability of 10 managers, advisors and consultants from these countries in the necessary matters.</p>

Thus, by 2030, the application is expected to be consolidated in 9 countries in the region and ready to begin a new phase of expansion to other countries in Latin America and the world.



**Figure 9** Summary of estimated figures (minimum) for the year 2030. (Source: Own elaboration)



## Brand Identity

**Name of the project:** YouthXport

**Slogan:** “The word is yours”

- **Mision:** The aim of the project is to eliminate knowledge and financial barriers to international trade, seeking to provide young Latin Americans with the tools they need to succeed in their endeavours.
- **Vision:** To be a leading platform present throughout Latin America that actively contributes to the reduction of unemployment and inequality, the promotion of entrepreneurship and innovation, the empowerment of young people and the promotion of sustainable development in the states, in accordance with the principles of the 2030 Agenda.
- **Values:** youth empowerment, diversity, inclusion, innovation, excellence, and sustainability.



*Figure 10 YouthXport Logo. (Source: Own elaboration)*

# Application Visualization

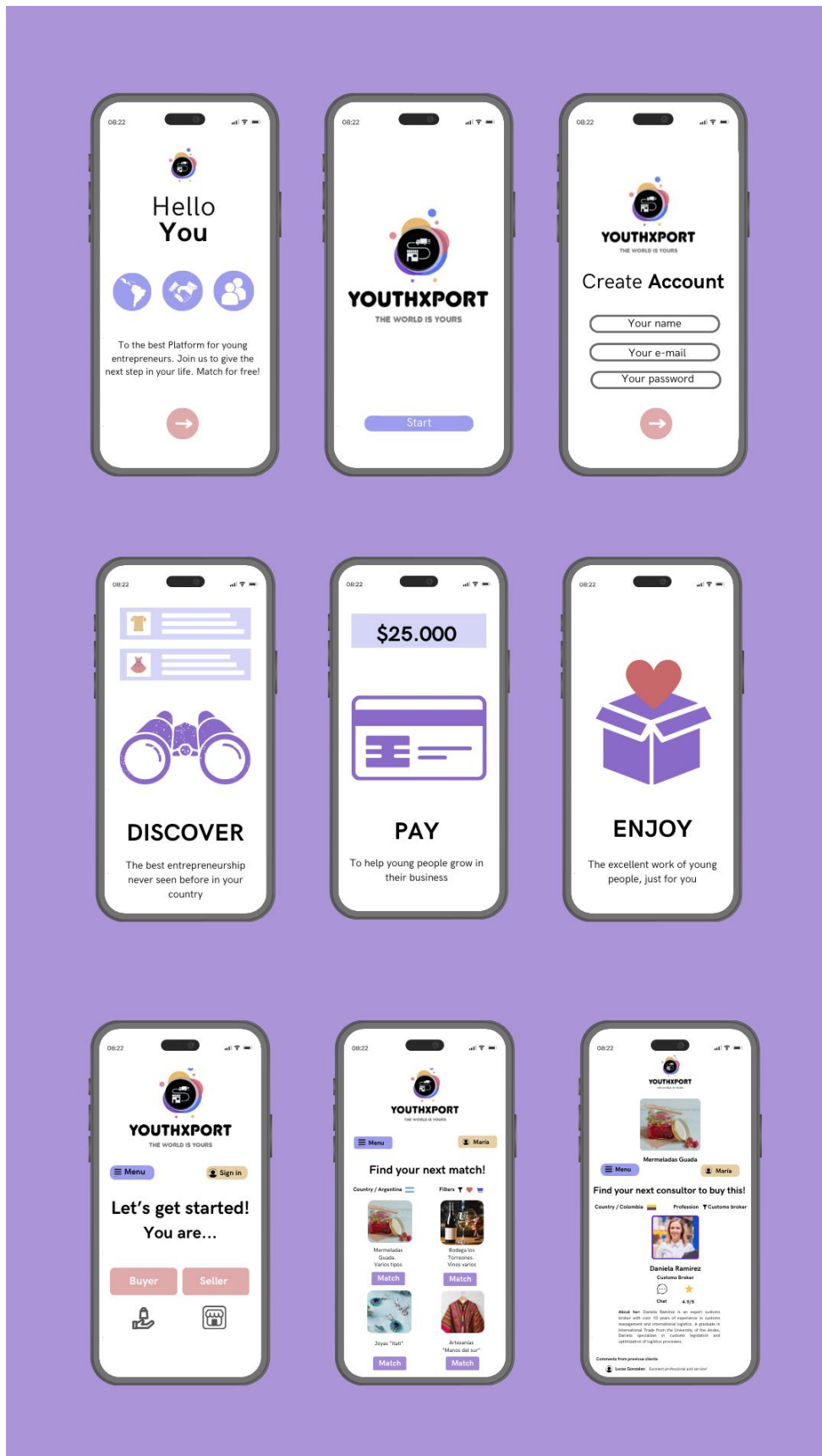


Figure 11 Mockup of YouthXport Application. (Source: Own Elaboration)

## Communication and Dissemination Strategy

The YouthXport dissemination strategy will be based on a diversified strategy, considering traditional and non-traditional communication platforms. It will also include establishing partnerships with various actors from the public, private and civil society sectors to ensure funding and appropriate awareness of the platform.

The strategies and dissemination channels that will be key to the promotion of the application are identified below:

- **Alliance with universities:** establishment of alliances with higher education institutions in the different countries involved, with the aim of attracting our main users, young people. We will seek to organise informative talks to present the project and inform about its benefits.
- **Entrepreneurship events:** participation in fairs, conferences and networking events. We want to have a presence at entrepreneurship events where we can present the application and attract young people who have an entrepreneurial venture to join us.
- **Communication in social media**
  - Instagram: creation of an account where engaging visual content can be published, such as photos and videos of exchange experiences, testimonials from participants, and project updates.
  - LinkedIn: Publication of articles and professional updates to attract organisations and institutions interested in partnerships and collaborations.
  - Twitter: Use of this platform for quick updates, interaction with the public, and promotion of events and news.
  - TikTok: Development of dynamic and creative content to capture the attention of young audiences through short and viral videos.
  - Pay publicity: Investment in targeted advertising campaigns on these platforms to maximise reach and visibility.
- **Traditional communication**
  - Interviews with traditional media journalists.
  - Articles and features: Coordination of interviews and features in traditional media such as newspapers, magazines and television to reach a wider audience.

- Press releases: Distribution of press releases to relevant media to announce launches, events and project achievements.
- **Meetings with institutional business leaders:** Organise meetings and presentations with business leaders to discuss possible logistics and/or sponsorship collaborations. We aim to develop specific value propositions for each company, highlighting the mutual benefits of a partnership.

**Potential partnerships identified:**

Aliexpress	AliExpress is a global e-commerce platform with a business model that facilitates direct factory-to-consumer shopping and is known for its competitive prices and wide range of products available for international shipping.
Correo Argentino	Correo Argentino is the national postal service of Argentina, responsible for providing mail and logistics services throughout the country.
DHL	DHL is a global logistics company. It specializes in international express deliveries, freight transportation, and supply chain management
Fedex	Federal Express is a global courier delivery services company. Currently it is known for its overnight shipping service, real-time package tracking, and innovative logistics solutions.
Mercado Libre	Mercado Libre is a leading e-commerce platform in Latin America. It provides a space where individuals and businesses can buy and sell a wide variety of products, ranging from electronics and fashion to household goods and automobiles.

- **Collaboration projects with local, regional and national governments, non-governmental and civil society organisations and finally international bodies.** To maximise the impact of YouthXport, the following organisations are identified with which strategic partnerships could be established:

➤ **International Organisations**

Interamerican Development Bank (IDB)	It is an international financial institution founded to support economic, social and institutional development in Latin America and the Caribbean. It provides financing and technical assistance to
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	countries in the region for projects that promote sustainable development and poverty reduction, working with both governments and the private sector.
Economic Commission for Latin America and the Caribbean (CEPAL)	CEPAL has extensive experience in conducting economic and social studies in Latin America and the Caribbean. Collaboration could include using CEPAL's databases and studies to obtain relevant information on international markets, economic trends, and trade policies.
Andean Development Corporation (CAF)	The Andean Development Corporation (CAF) is a multilateral financial institution. CAF's main objective is to promote sustainable development and regional integration in Latin America by financing projects public and private projects in key sectors for economic and social growth.

➤ **Third sector and Civil Society Organizations**

AIESEC	It is a non-profit international educational and cultural exchange organisation for young people. Its main objective is to promote sustainable development, aiming at peace through interculturality, leadership and professional development. In addition to promoting exchanges, they offer many internship and leadership-oriented programmes.
Global Shapers	It is an international community of young leaders, created by the World Economic Forum. The initiative aims to bring together talented and committed young people from around the world to address local and global challenges and promote positive change in their communities.
Rotary International	It is a global voluntary service organisation that brings together business and professional leaders to provide humanitarian service, promote ethics in all vocations, and advance goodwill and world peace.
World Youth Alliance	It is an international youth organisation dedicated to promoting human dignity and building a culture





	of life around the world. WYA works through education, culture and advocacy, empowering young people from different countries to influence policy and culture in favour of human dignity.
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- **Influencers and App Ambassadors:** Finally, we understand that a good communication strategy must have brand ambassadors, prominent personalities that promote YouthXport. That is why we will select influencers in relevant areas such as commerce, entrepreneurship and youth. We will develop specific programmes for ambassadors to actively promote YouthXport on their social networks and participate in events and promotional campaigns.

## Funding

To ensure the sustainability and growth of YouthXport, a diversified funding strategy will be implemented, combining public and private funds and contributions from international organisations.

Firstly, collaboration will be sought with national governments and public institutions that support youth entrepreneurship and international education initiatives. This will include applying for grants and funds for youth exchange and development programmes.

Secondly, the companies identified above will be invited to become official sponsors of the project. These partnerships would not only provide funding through sponsorship and donations, but could also offer in-kind benefits, such as discounts on logistics and transport services for programme participants.

Finally, the possibility of receiving funding from international organisations and foundations that support educational and cultural development will be explored. Institutions such as the Inter-American Development Bank (IDB) and the Andean Development Corporation (CAF) will be approached to establish financing and technical cooperation agreements. In addition, partnerships will be sought with international NGOs and foundations that offer grants and funds for social impact projects.

This combination of funding sources will allow YouthXport to maintain a solid and diversified financial structure, ensuring the continuity and expansion of its activities.

## Challenges for the Correct Implementation of the Project



We identified several crucial challenges that need to be addressed to ensure the proper implementation of the YouthXport project and guarantee its success. These challenges range from the effective promotion of the implementation to the logistical and operational management of the programme. Below are the main risks to consider, as well as the strategies that will be employed to mitigate them:

**1. Getting the Software Team to develop the application for free:** we know that the development of the application will be one of the main challenges we will have to overcome. We will need to assemble a team of professional developers who are committed to working at minimal cost. To this end, several options will be explored, such as collaboration with universities and programming schools that can offer the development as part of their academic projects. The possibility of establishing alliances with technology companies through corporate social responsibility (CSR) programmes or with startups interested in contributing to social initiatives will also be analysed.

**2. How to Get the App Known:** We know that one of the main challenges is to get the app known. The competition for space on young people's mobile screens is the most fierce. That is why we will implement a comprehensive marketing campaign, including traditional and non-traditional means of communication. In addition, referral strategies and incentive programmes could be developed to increase the visibility and adoption of the application.

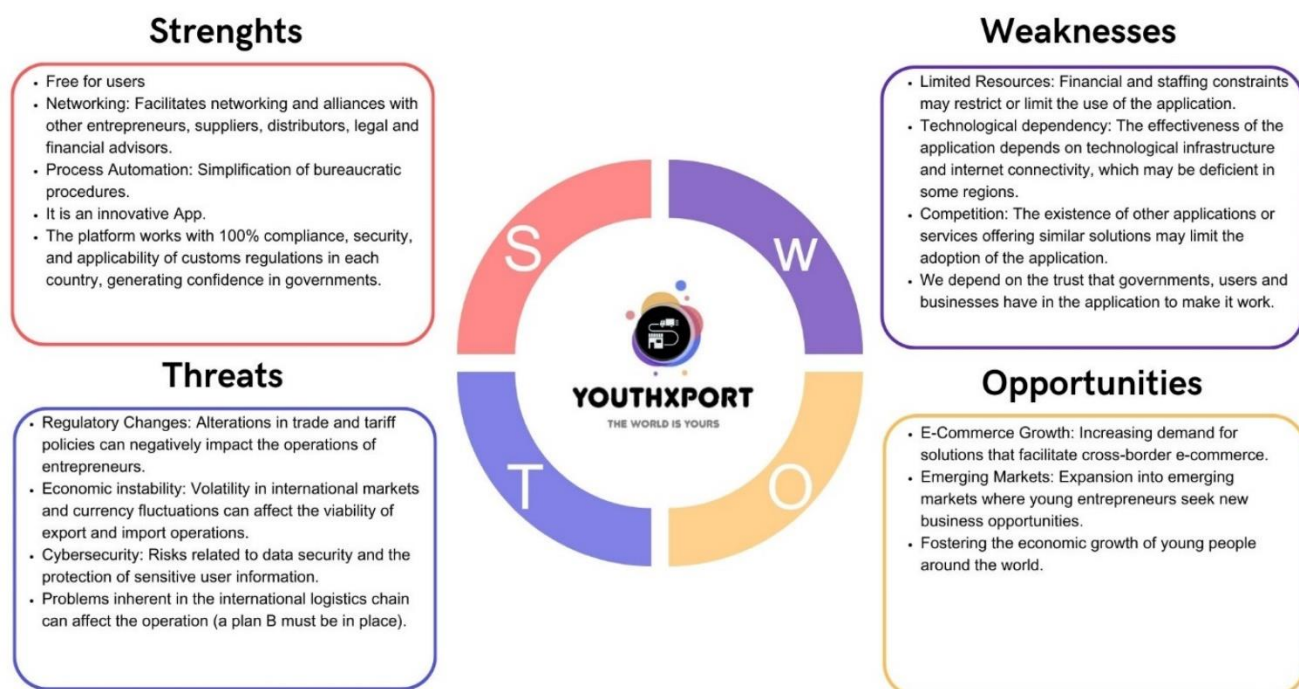
**3. Have sufficient resources to do so:** Diversification of funding sources, such as government grants, corporate sponsorship and contributions from international organisations, will be key to maintaining the financial stability of the project. In addition, efficient management of available resources is critical to maximise the impact and reach of the project.

**4. Logistics and Operational Management:** Logistics and operational management is one of the most complex and critical components of the project. This includes the coordination of the exchange of products, their sale in the country of origin and their correct reception in the country of purchase. In addition, clear protocols and emergency procedures must be implemented to handle any unforeseen situations during exchanges.

**5. Sustainability:** Undoubtedly, one of the biggest challenges that YouthXport will face after its launch in Argentina will be to maintain the activity of the project in the long term. Despite having a solid team, financial resources, strategic alliances and an efficient logistical and operational management system, the success and fate of the project will ultimately depend on the entrepreneurs who decide to embark on this



initiative and use the platform to enhance their ventures and ideas. In this sense, as mentioned above, a solid and efficient communication strategy will be essential to its success.



*Figure 12 YouthXport SWOT Analysis. (Source: Own Elaboration)*

## Our Contribution to the ODS and Final Comments

The launch of YouthXport will not only contribute comprehensively and directly to the Sustainable Development Goals and the consolidation of the 2030 Agenda in Argentina and, subsequently, throughout Latin America, but also seeks to promote youth empowerment in the entrepreneurial sphere. This will be achieved through the promotion of economic autonomy, skills development and participation in networks that can influence the future public policies of states.

Firstly, through its launch and promotion, we actively seek to foster sustainable and inclusive economic growth in the countries and regions involved, increasing employment and decent work opportunities for young people. Also, as mentioned above, our project has at its core to promote and support youth entrepreneurship,



creativity and innovation, fostering the creation and growth of micro, small and medium-sized enterprises, through access to mentoring and economic opportunities. In this way, we will be contributing to SDG 1 (End Poverty), SDG 2 (Zero Hunger) and SDG 8 (Decent Work and Economic Growth).



Furthermore, the project will contribute to the reduction of inequality in the region by empowering and promoting the social and economic inclusion of young people, regardless of their gender, ethnicity, religion, economic or other status. This aligns with SDG 5 (Gender Equality) and SDG 10 (Reducing Inequalities)



Finally, one of the main axes of the project is its strong emphasis on strategic alliances between companies, governments and civil society organisations. However, our vision also includes that, in the future, these collaborations will not only take place at the organisational or institutional level, but also between the users of the platform themselves. By being part of a community of entrepreneurs, young people will, thanks to YouthXport, have a voice in the public debate with the potential to influence future policies related to entrepreneurship, innovation, international trade and youth.

Thus, this approach is directly linked to SDG 17 (Partnerships to achieve the goals), where actors are expected to cooperate to achieve the goals of the project and, consequently, those of the 2030 Agenda.



In conclusion, **YouthXport** will not only boost economic development, youth empowerment, job opportunities and reduce inequality, but also strengthen the strategic partnerships needed to achieve a more sustainable and equitable future across Latin America.

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