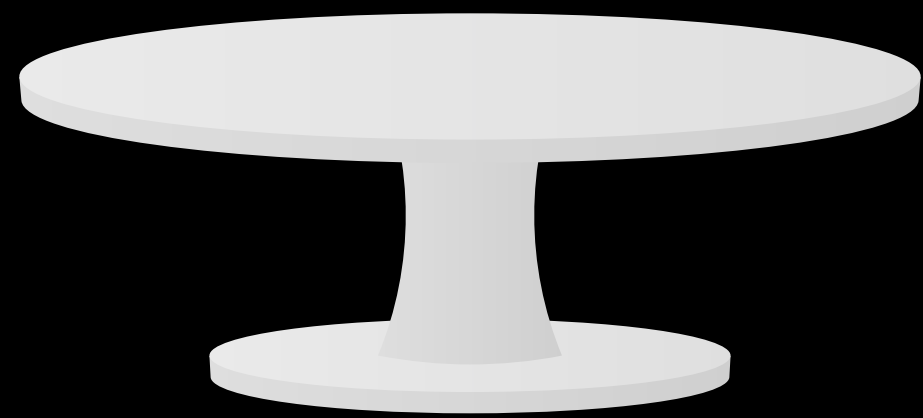




15% Brussels youth
between 15 and 24 is
Not
Educated
Employed or
Trained

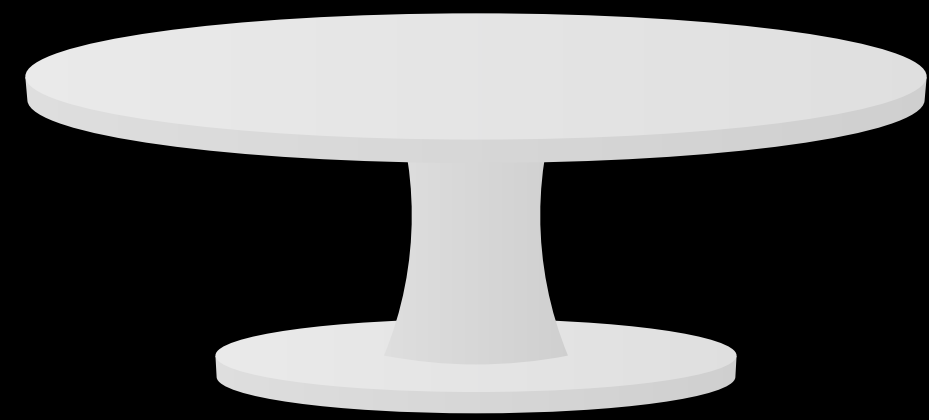
WHY



RESEARCH SHOWED

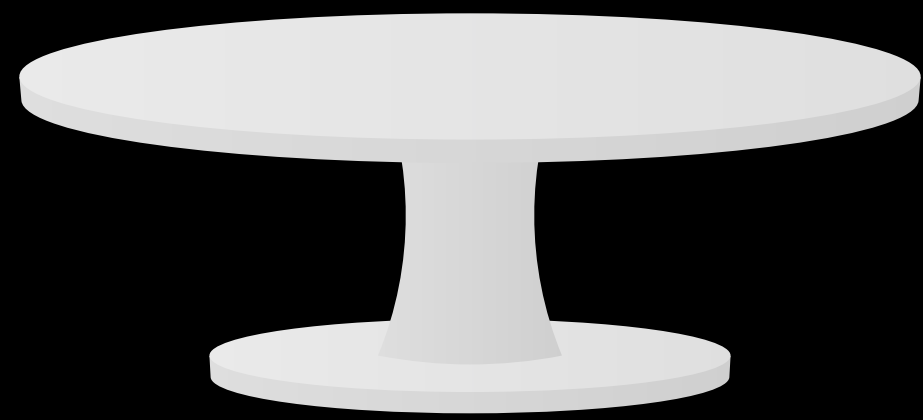
lacking soft skills
is an important reason
why NEET-youth
struggles to enter and
stay in the labour market

SOFT SKILLS



- be on time
- be professional
- self reflect
- be flexible
- the right attitude

SO



WE ASKED OURSELVES

what do they need
to improve those skills
and build self esteem
so they can (re)enter
the professional market?



HOLDING IN ACCOUNT

- why they relapsed
- their pride
- their tension span
- fun factor
- cultural background
- failed projects



**THIS IS NOT
A CAKE**



**THIS IS THE PRODUCT
OF NEW LEARNED SKILLS
AND CONFIDENCE**



**LEARN NEET-YOUTH
WHAT IT'S LIKE
TO RUN A BUSINESS
BY RUNNING A BAKERY
...AND SELL CAKES**

**in the process they learn skills
and build self esteem**

**FIRST WE CREATE A SAFE
ENVIRONMENT WHERE
THEY CAN PRACTICE TO
RUN A BUSINESS**

...a bakery





STATUS



STATUS
SIMPLE



STATUS
SIMPLE
SCALABLE

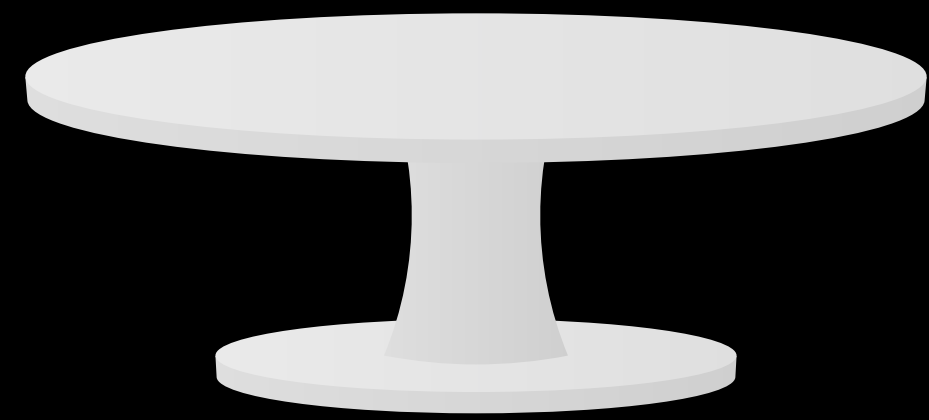


STATUS
SIMPLE
SCALABLE
METAPHOR



**STATUS
SIMPLE
SCALABLE
METAPHOR
CAKES!**

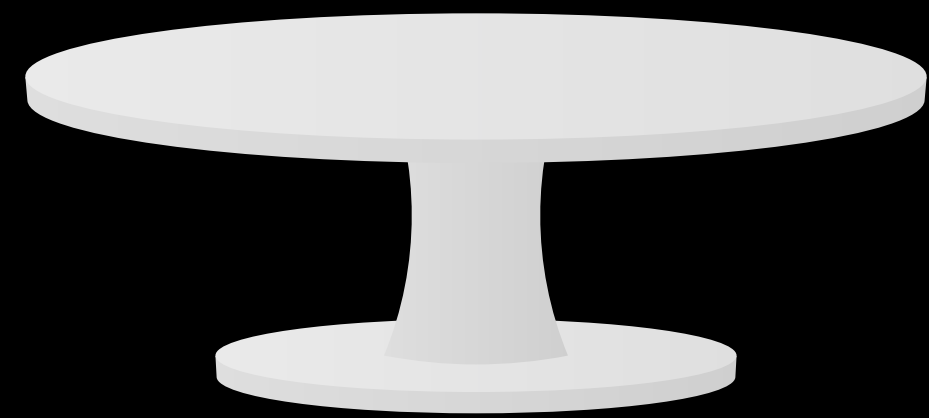
ROLE



INFORMAL INTERVIEW

we ask them what they think is their USP to figure out what role they can play in the company

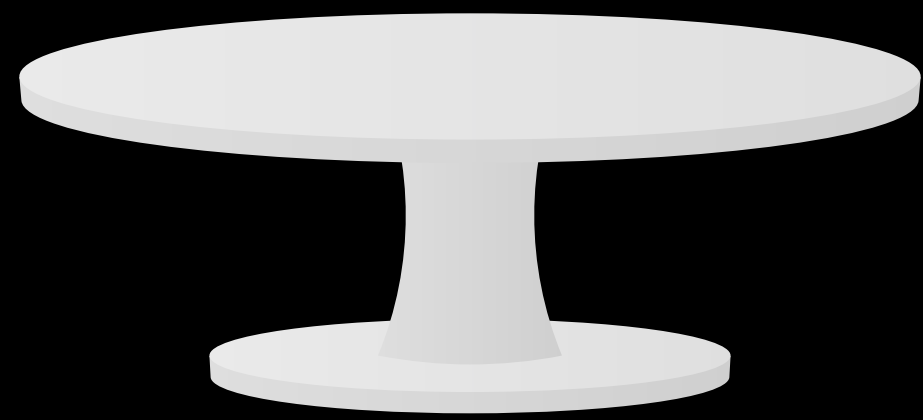
MENTOR



HARD SKILLS

together with a
mentor they learn
their skill over time

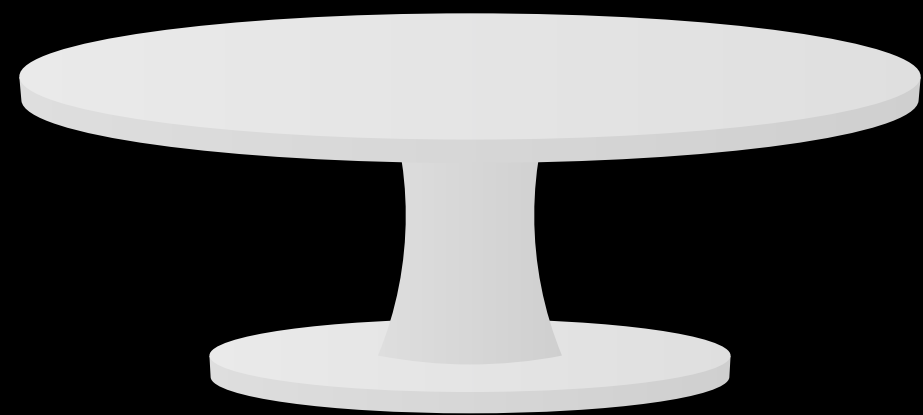
GROUP



SOFT SKILLS

like every company
there will be team
meetings about
process, progress,
planning etc

ROLE MODELS



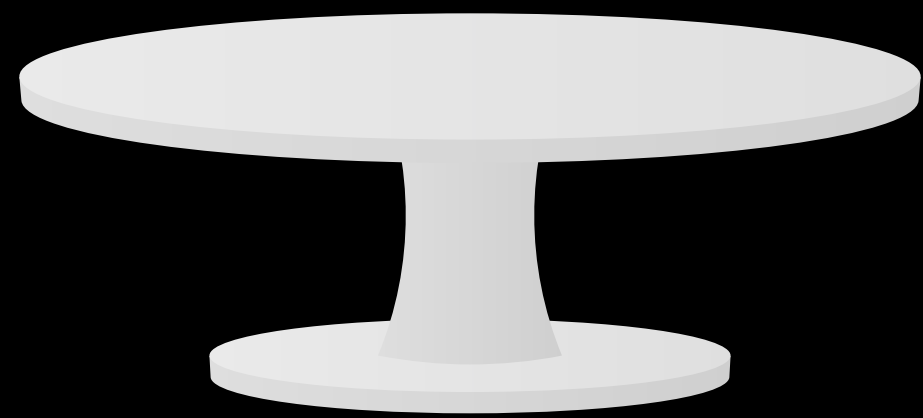
FIELD TRIP

there will be field trips
per expertise to cool
companies

"I went to Delaize HQ to learn about distribution!"

"I went to this add agency to learn about marketing!"

WRAP UP



IN THE END

**they learned a skill
sold cakes and are
connected to job
agencies**

...ready for the future even!



WE

will pitch this
with the right insitutions

YOU

contact us if you know
business tutors and
bakery patisserie experts
who like this idea



**THIS IS NOT
A CAKE**