

33 Top Programs For Young Entrepreneurs

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SPECIAL!

MAY 1995

DIRECTORY ASSISTANCE

JENNIFER KUSHELL IS FOLLOWING THE entrepreneurial axiom: Find a niche and fill it.

Her niche: youth entrepreneurship. Her product: *The International Directory of Young Entrepreneurs (IDYE)*.

"There's always been a lack of resources for younger entrepreneurs," says the 21-year-old Boston University undergrad, "so we decided to put together an operation to help people find each other."

Produced in November 1993 with her business partner, Benjamin Kyan, the directory wound up being much

more than a telephone book. "It became an international network of people who didn't necessarily know each other but had things to offer one another," explains Kushell, who is president of and handles marketing for IDYE. Kyan is the company's director of information services.

The directory and network boasts about 500 members from 30 countries. Aspiring, emerging and successful entrepreneurs, they range in age from 10 to early 30s. IDYE members receive the directory quarterly on computer disk and can take advantage of professional business resources rang-

ing from social clubs and venture capital groups to business opportunities.

In addition to the directory, which offers personal and business information on the young business owners, Kushell and Kyan recently started a quarterly newsletter spotlighting some key issues these entrepreneurs face, such as gaining credibility and presenting a professional image. But they don't stop there. "If people can't find a resource, we'll find the information for them," vows Kushell.

Where is IDYE headed? If its founders succeed, the company will become a multinational conglomerate and the place for young entrepreneurs to turn. "We want to be the number-one resource for everything a young entrepreneur would need—whether it's travel services or convention planning. We also want to do a four-color magazine and eventually start a business consulting service," says Kushell, who grew up surrounded by entrepreneurs and has already owned three other small businesses.

"I always wanted to do things on a larger level, and this is the largest thing I could think of," says Kushell with a laugh.

That's what makes IDYE so appropriate for its audience—its co-founders have been there, done that and are still learning more. —C.E.G.



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Global ambition: Jennifer Kushell is positioning her directory to help fellow young entrepreneurs around the world.