

The background of the slide is decorated with stylized green leaves. Some leaves are floating in the upper corners, while a dense cluster of leaves forms a border along the bottom edge. The leaves are in various shades of green, from a light sage to a dark forest green, and have simple vein patterns.

Project TESSA

Teen **E**ntrepreneurs with **S**ocial and **S**ustainable **A**ims

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Initiators



Melissa Vasi

Melissa is a professor of Business Administration and Business Informatics. She specializes in social entrepreneurship, sustainability, and digital innovation in business models



Konstantin Motz

Konstantin is a school psychologist and English teacher. He works at the intersection of education and mental health, supporting students in building emotional resilience and motivation

Context

Young people aged **15 to 19** are increasingly interested in social engagement and social entrepreneurship.

However, many lack concrete knowledge about founding, psychological support, and access to low-threshold professional guidance.

Schools and youth centers often struggle to meet this need.

Objectives

Project TESSA aims to empower motivated young people in developing their ideas for a social project or startup through individual guidance in two complementary dimensions:



Business

Support in project development, planning, and strategic positioning (e.g. Business Model Canvas, financing, impact measurement)



Psychology

Reflection on personal resources, resilience, values, and motivation in relation to the role of a social entrepreneur

Target group

Project TESSA is aimed at young people between the ages of 15 and 19 who:

- ✓ Have or wish to develop a social or sustainable idea
- ✓ Want to start something on their own – individually or as part of a team
- ✓ Want to make a difference

Offer



Coaching

Young people receive personalized guidance tailored to their idea, motivation, and development phase. One individual coaching, online or in person (in Mittelfranken), completely free of charge



Workshops

Interactive sessions that introduce key concepts of social entrepreneurship and help participants explore their own interests, values, and potential ideas. Especially suitable for project days or enrichment programs in schools



Networking

Participants are connected with established youth initiatives, startup competitions, mentoring platforms, and relevant funding structures to take their ideas further and grow within a supportive ecosystem

Contacts

Do you have any questions?

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