

# ALUMNI BUSINESS SPOTLIGHT



## About Youth4Business

The mission of Youth4Business is to provide quality entrepreneurial education to the youth of Les Cayes, Haiti. Youth4Business envisions Haiti as a place where youth can have the resources, mindset, and opportunities they need in order to reach their full potential. Students are encouraged to turn creativity into action, using what they learn from knowledgeable educators to embark on their own entrepreneurial journey.

## A Brief History

Youth4Business began as an educational offshoot of Deep Springs International, a non-profit organization that empowers individuals to provide safe water to their communities in Haiti. The concept for Deep Springs was initially developed by Ruth (Dykstra) Entwistle '07 and Michael Ritter '06 as an entry for the Business Plan Competition in 2006. Michael, a biology major, offered the scientific perspective, while Ruth, one of the first four students in the entrepreneurship department, took charge of the business aspects.

Youth4Business initially taught students how to run their own clean water business. It branched off to become a separate organization focusing on creating jobs for young adults in rural communities through business education programs.

Haiti is a country of rich resources, from its fertile soil to its resilient people. Yet it remains one of the poorest countries in the world due to political instability, violence, economic turmoil, and natural disasters. Within this backdrop, many Haitian youth struggle to see opportunity. Many young people desire to start and run successful businesses but lack the tools and know-how to do so profitably.

Youth4Business trains qualified educators who teach a sound entrepreneurship curriculum through interactive classroom lessons and business plan development. The organization currently has four full-time staff members in Haiti and a Board of Directors that works in the U.S. to generate funding. To date, 4,968 Haitian students have completed the Y4B curriculum.

## HELPING HAITIANS TURN CREATIVITY INTO ACTION

# MILESTONES

**2006**

After winning the first nonprofit Business Plan Competition, Ruth (Dykstra) Entwistle '07 and Michael Ritter '06 turned their idea into Deep Springs International.

**2008**

The entrepreneurship education program began in 9 schools in Les Cayes, Haiti.

**2010**

A devastating earthquake leads Deep Springs and the entrepreneurship education program to split, creating Youth 4 Business.

**2011**

Youth 4 Business is officially incorporated.

**2012-2024**

Haitian teachers, business people, and program alumni teach thousands of students to turn difficulties into opportunities.

**2025**


Over 430 students alongside alumni, teachers, staff and others participated in the annual Youth4Business student conference.

## Team

**Ruth Entwistle '07**

Founder, U.S. Director, and Board President  
B.S. in Entrepreneurship

## Contact

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