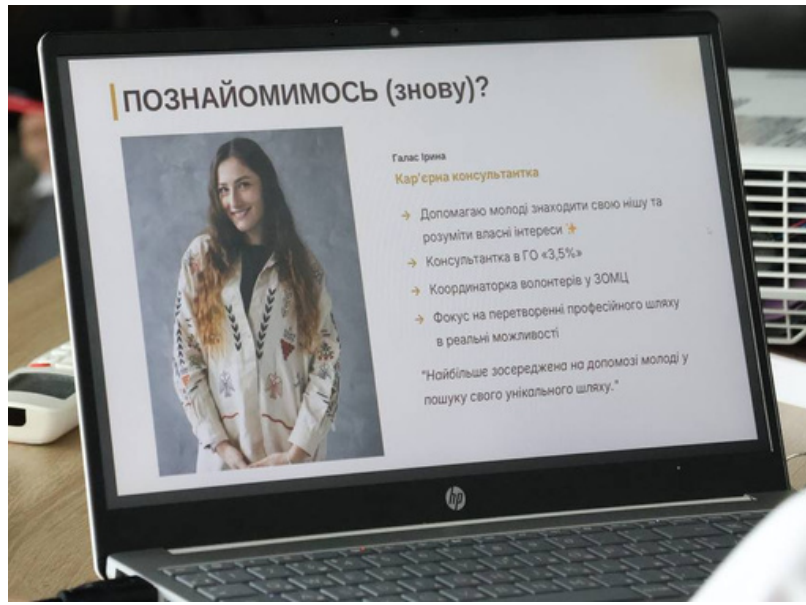




## Business Without Filters: Stop Generating Ideas. Start Building One.

For many young Ukrainians, entrepreneurship looks like an Instagram highlight reel – fast success, clean aesthetics, no visible struggle. The gap between that image and the reality of starting something from scratch is where most ideas quietly die. In Mukachevo, a city in Zakarpattia, a team decided to close that gap – not with inspiration, but with honesty.

Business Without Filters brings young people aged 18–25 together each week for something increasingly rare: unvarnished conversation about what building a business actually involves. The first session, Start. Reality. Business, set the tone. Participants worked through the difference between employment, entrepreneurship, and business ownership – not as abstract categories, but as genuine life choices with different demands and risks. Entrepreneur Ivan Chernychko, co-owner of the iStyle brand, shared his own path without editing out the difficult parts. Every participant left with a personal Entrepreneur's Notebook – a working document they carry into every subsequent session to record ideas, conclusions, and next steps.

The second session, Search. Viability, turned inward. Participants mapped their own strengths and resources, identified their first concrete steps, and worked on the unglamorous foundations of independent work: self-organisation and time management. Four trainers facilitated the session, each bringing a different lens to the same core question – not "do you have a good idea?" but "are you ready to build something with it?"

For young people who have considered emigration as their only path to professional growth, that question matters. Business Without Filters is not asking them to dream bigger. It is asking them to start.

**I** Not "do you have a good idea?" –but "are you ready to build something with it?"

Implemented as part of the British Council's Youth Connect for Ukraine programme, in partnership with the Zakarpattia Regional Youth Centre (ZOMC) and CSO "3.5%."



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