Youth Start’s Entrepreneurial Challenges are part of a holistic learning program. It is based on the Trio Model for Entrepreneurship Education, which encompasses three elements. The first is "Core Entrepreneurial Education", which includes the basic attributes for entrepreneurial thinking (the competence to develop and implement ideas). The second is "Entrepreneurial Culture", which is the promotion of personal competencies within a social context (a culture of open-mindedness, empathy, teamwork and creativity, risk-taking and awareness of risks). The third aspect is "Entrepreneurial Civic Education", which is empowering students in their role as citizens (assuming responsibility for themselves, others and the environment).

The 18 Challenge families of the Trio Model cover a broad range of entrepreneurship education themes, activities and situations united by one common goal: to encourage young people to be open to new ideas and implement these ideas creatively. The Challenges offer a variety of tasks to work on aspects such as initiative, motivation and innovation, confidence and social participation. The support materials are tailored to students at the primary level and at secondary levels I and II, with age-appropriate Challenges for each group. It includes videos with physical exercises designed help young people activate and concentrate and trains mindfulness in school.