

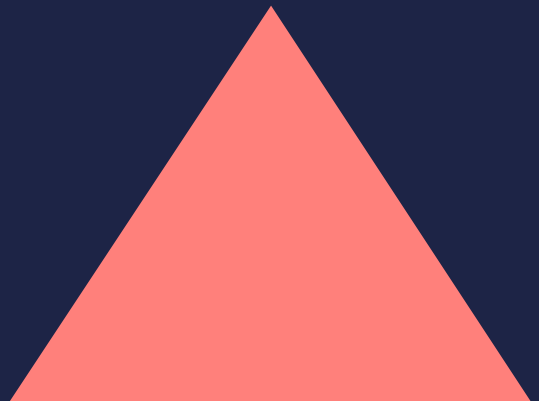


Stage 1: Explore Business Ideas

ISA ENTREPRENEURSHIP PROGRAM

Building a successful business on your own can be challenging.

Building program is designed to help you along the way. The program is designed for aspiring, idea-stage and early-stage entrepreneurs and teams who are looking to explore, validate or build new or refine existing businesses. Depending on where you are at in your journey, the Explore Business Ideas, Validate your Business and Launch your Business stages equip you with tools, skills, mindsets, talent opportunities, resources, coaching, and business support services to make learning immersive and impactful for your venture and to take you to the next level in your entrepreneurship journey.





STARTS

**JUNE
2023**

STAGE ONE

EXPLORE BUSINESS IDEAS

The Explore Business Ideas stage is for anyone looking to learn and practice how to identify viable business opportunities to pursue. This immersive stage will help you explore and identify business opportunities based on research and understanding of your target customers' needs, challenges, and aspirations and understanding of gaps/opportunities that currently exist in your target market.

You'll also gain creative confidence by applying the methods and mindsets of design thinking and human-centered design in understanding the social, functional, emotional, and behavioral needs and aspirations of your customers and stakeholders.

Cohort Preference

- Wednesdays (9am - 4pm)
- Saturdays (9am - 3pm)

Duration

6 weeks

Weekly Commitment

- 10-15 hours (In-person/Studio Sessions)
- 6-8 hours (Virtual Sessions) (Tuesdays/Thursdays)
- 8-20 hours (Learning Application)

Stage 1: Explore Business Ideas

KShs **30,000**

The cost covers learning support and facilitation, tools and worksheets, and research support.



What you gain by taking part in the **Explore Business Ideas Stage**:

- Explore, Validate and Build a minimum viable business (or an actual business).
- Get support identifying promising business opportunities.
- Develop and practice the skills needed to run a business.
- Access pre-vetted talent and team for your venture.
- Get expert support and coaching to design and build your business.
- Access, connect and collaborate with a community of peers, entrepreneurs, coaches, and potential partners.
- Track and communicate your progress, skills, and capabilities.
- Potentially receive further support at the end of the program in the form of a launch fund.



WEEK 01

SESSION

Problem Solving with Design Thinking

Learn to use the principles of design thinking to reduce risk, test assumptions early, and build a business that truly meets the needs of the people you serve. Begin to apply these tools and processes for your own work and business.

MODULE OUTCOME

- Understand and practice the mindsets of Design Thinking through real-world scenarios.
- Apply the methods and mindsets of design thinking to your work.
- Identify opportunities or challenges to create solutions for, as a basis of your venture.

DELIVERABLES

- Identify opportunities to pursue or challenges to focus during the program. This will form the basis of what your venture will seek to address.
- Create a concept note for the opportunities or challenges you intend to solve.



WEEK 02

SESSION

Opportunity Validation and Selection

A business creates value by solving a problem or a challenge that customers face.

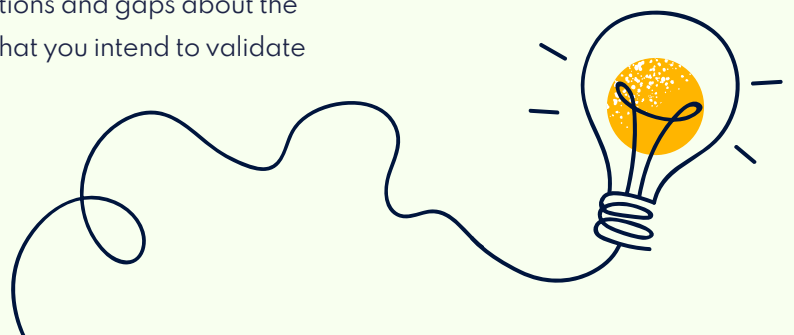
Dig deeper into understanding the problem you are seeking to solve, the industry, the current players, the gaps, and opportunities to explore.

MODULE OUTCOME

- Understand and validate the problem or opportunity space through secondary research and inspiration.
- Map key stakeholders and customer segments to engage further to gain insights.
- Map existing players, their approach, and existing gaps and opportunities.
- List assumptions and gaps about the opportunity that you intend to validate further.

DELIVERABLES

- Validation Report from Secondary Research Findings
- Refined Opportunity Brief
- Primary Research Guide



STAGE CALENDAR (CONT'D)



WEEK 03

SESSION

MODULE OUTCOME

DELIVERABLES

Customer & Stakeholder Validation

Uncover deeper insights about the opportunity you want to pursue by planning and conducting great customer and stakeholder interviews, observations, and immersions. Collect and make sense of the findings into insights and ideas that can propel you to create an innovative venture.

- Refine the opportunity based on a rigorous understanding of the problem, the target user, customer, and market.
- Practice other research approaches.
- Interview experts, and other stakeholders affected or affecting the problem you are looking to solve.
- Express and define a validated problem in a concise problem statement supported by user insights.
- Define your customer segments and stakeholders based on research.

- Primary Research Findings Report.
- Refined customer & stakeholder personas.
- Defined problem informed by insights.



WEEK 04

SESSION

MODULE OUTCOME

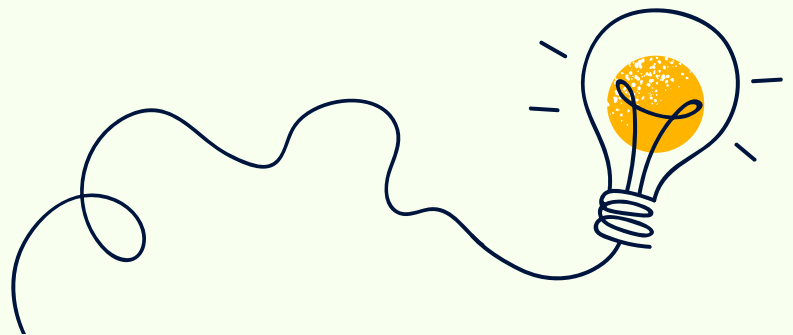
DELIVERABLES

Business Idea Generation

Develop ideas for innovative products and services by keeping your customer needs at the center of the development process. Assess your potential market size for your idea early on to inform the viability of your venture.

- Create user-centered solutions that directly address the problem identified describing how it works.
- Identify unique customer segments and refine your solution to address their needs and aspirations.
- Get tangible with your solutions so as to easily and quickly communicate and receive feedback.

- Solution pitch or elevator pitch.
- Ideas summary document.
- Solution prototypes or tangible concepts that can be tested.



STAGE CALENDAR (CONT'D)



WEEK 05

SESSION

MODULE OUTCOME

DELIVERABLES

Idea Testing & Refinement

Translate your business idea into tangible concepts that can be tested with actual customers.

Design quick experiments to test your solution and receive real feedback from customers and stakeholders.

Make early refinements to your idea based on critical feedback and get ready to design your business around this solution.

- Get tangible with your solutions so as to share and get feedback on your ideas.

- Uncover insight into your customers' wants and needs by using rough and rapid prototypes of your solution to gather feedback.

- Refine your market size, competitor analysis, and your offerings.

- Create a culture of experimentation on your team and expand your capacity for innovation.

- Business Idea Presentation.

- Business Idea Testing Plan.

- Market size Calculation.

- Summary of the Competitor Analysis.



WEEK 06

SESSION

MODULE OUTCOME

DELIVERABLES

Patch & Pitch your Business

Learn how to put together elements of your business that communicate how your business creates, captures, and delivers values using the lean canvas and the business blueprint.

Create a pitch of your business to share with your customers and stakeholders to get their buy-in.

- Create and refine your business blueprint and lean canvas.

- Start digging deeper into elements of your business.

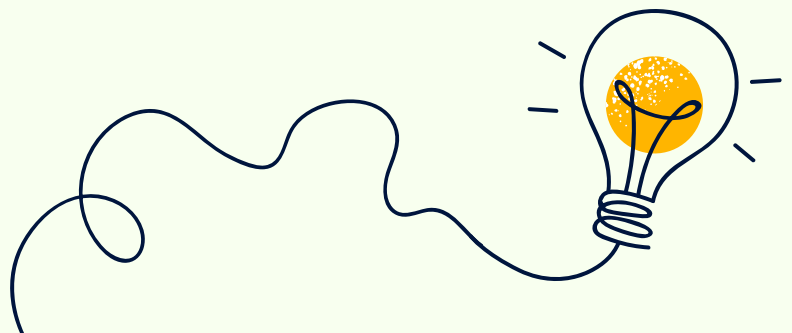
- Craft a pitch for your venture and identify early adopters to reach out to to get early buy-in.

- Practice the art of sales and getting traction for your business.

- Refined Business blue-print and lean canvas.

- Refined Pitch deck for your business.

- Prospect lists of customers.

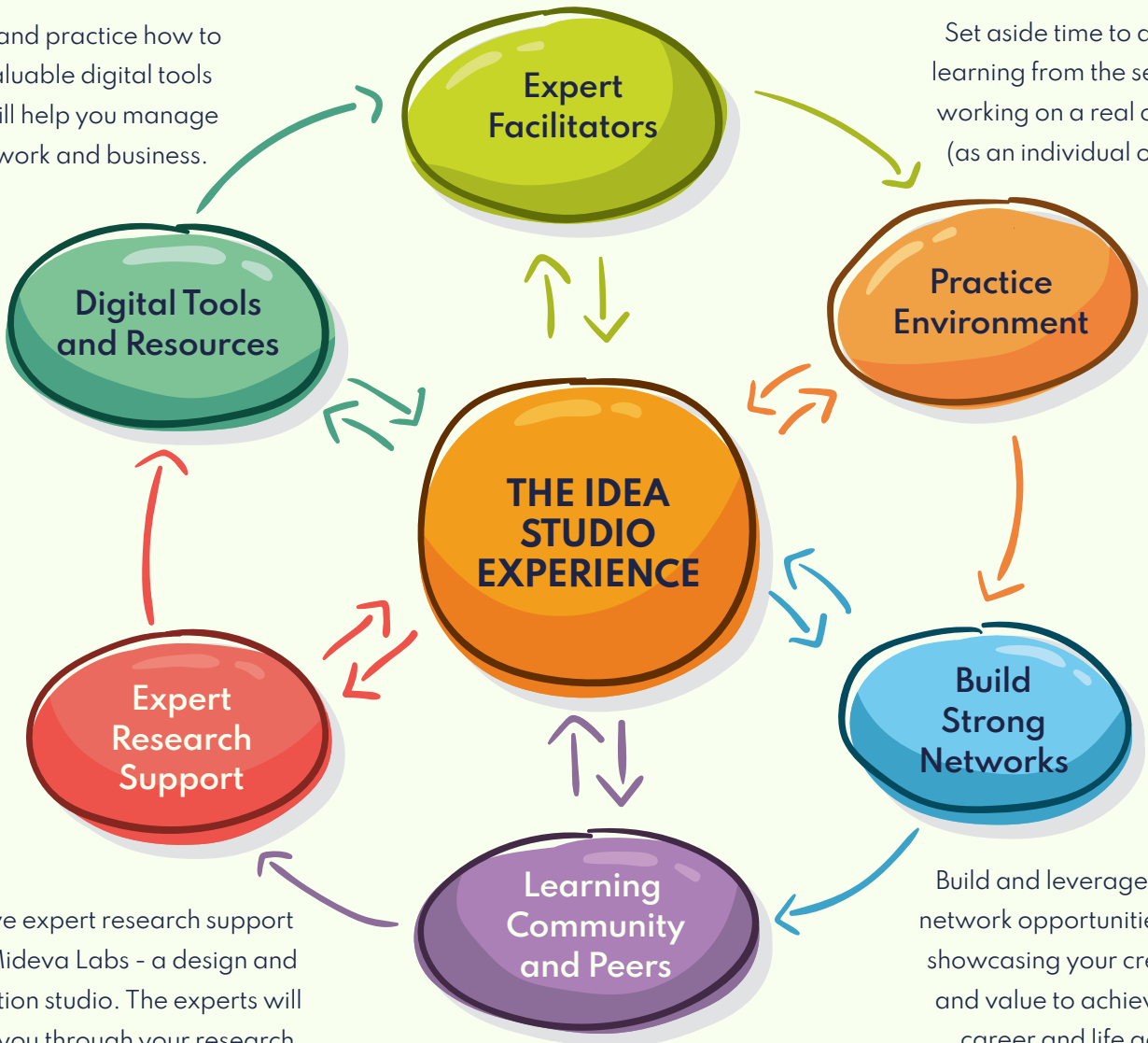


YOUR LEARNING EXPERIENCE:

Receive coaching from a team of business innovation practitioners with facilitation expertise who will guide discussions, foster peer connection, and provide feedback on your work and tasks.

Learn and practice how to use valuable digital tools that will help you manage your work and business.

Set aside time to apply the learning from the sessions by working on a real challenge (as an individual or team).



HOW YOU WILL LEARN:

In-studio sessions

Choose between an in-person weekday and an in-person Saturday learning studio session for the duration of the program. You will interact with other participants, share reflections, get in-person feedback, and meet our network in-person.

In the field environment

You will practice your understanding by working on a real business opportunity. You will get guidance on how to go out in the field, how to talk to and interact with your customers and how to gather insights and ideas in the field.

Virtual Sessions

Take part in our virtual sessions to complement our in-person sessions. The sessions will cover topics such as leadership, project management, communication, and other 21st-century skills needed to succeed in entrepreneurship.

Self-guided resources

These will include articles, videos, podcasts, templates, and other learning materials to deepen your learning.

Expert Coaching Sessions

You will receive personalized expert support from practitioners to help you all the way in your journey.





For any inquiries or questions, feel free to reach us on:

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