

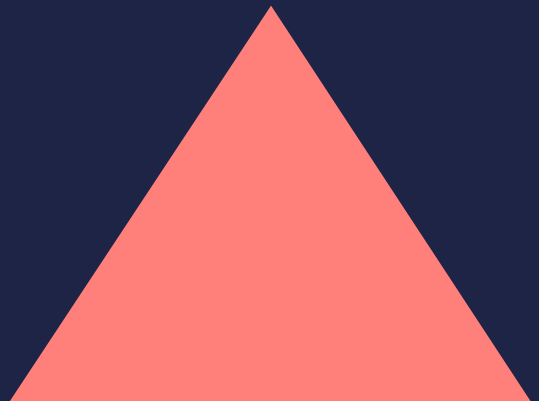


Stage 2: Validate your Business

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
MID
JULY
2023

STAGE TWO

VALIDATE YOUR BUSINESS

The Validate your Business stage is for individuals and teams with an already existing product or service and are looking to test aspects of their business or to achieve product-market fit. This stage helps you attain product-market fit faster, by demonstrating how your solution creates, delivers, and captures value for your users. You'll also get to remove risk and develop revenue models for your solution that are substantiated by evidence from users, customers, and market research. Additionally, you will design and test metrics to measure the success of your business as well as customer acquisition and retention strategies.

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 2: Validate your Business

KShs **40,000**

Covers learning support and facilitation, tools and worksheets, and business design support.



What you gain by taking part in the **Validate your Business Stage**:

- Evaluate and refine the products and services your business or venture offers to the market.
- Understand and refine your business model based on customer validation and feedback.
- Understand your customer needs, aspirations and the value and offer that your business provides them.
- Refine the customer acquisition, retention, and growth channels and strategies that your business can leverage to achieve product market fit and business growth.
- Determine which revenue model and pricing strategies work for your business.
- Explore new products and services that your business can create to deliver more value and loyalty to your customers.
- Understand how to rapidly and effectively test key assumptions in your business.
- Develop strategies and approaches to engage stakeholders and partners for your business.
- Develop Entrepreneurial Leadership capabilities for your team.

WEEK 01

SESSION

MODULE OUTCOME

DELIVERABLES

Evaluating your Business Model

Learn how to put together and review your current business model to understand how your business creates, captures and delivers value.

Identify elements of your business model that you have the biggest assumptions or would like to test and refine.

- Understand the current inner working of your business by putting together your current business model.
- Surface the elements of your business that you have the biggest assumptions or that you would like to prioritize to achieve your desired business goals.
- Understand the basics of designing a business.

- Put together your current business model.
- Share a brief outlining assumptions and questions about elements of your business model.



WEEK 02

SESSION

MODULE OUTCOME

DELIVERABLES

Testing your Value Proposition

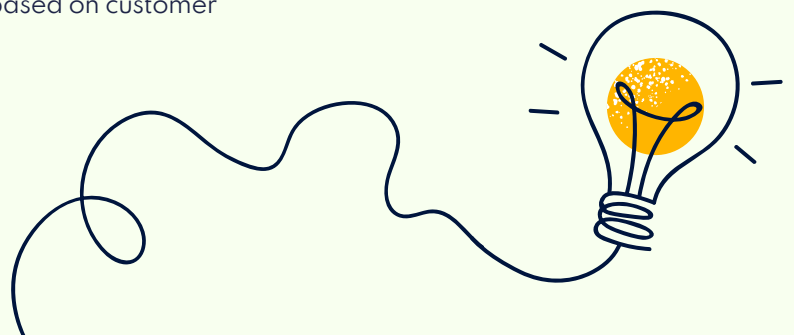
Identify different forms of your value proposition that are unique, and targeted, and design product or service offers that communicate the value proposition for your business.

Evaluate your existing value proposition and offers and highlight key assumptions and aspects that you would like to test and refine.



- Create value propositions for your target users and core customer segments that directly and logically address their needs and wants.
- Create a prototype with key functions and features to test assumptions to further improve the understanding of the target user and the problem.
- Iterate and refine your value proposition based on customer feedback.

- Build prototypes of your value proposition and test it with your customers.
- Build prototypes of your offers and test it with your customers.
- Create refined value proposition and offer statements to share.



STAGE CALENDAR (CONT'D)



WEEK 03

SESSION

MODULE OUTCOME

DELIVERABLES

Testing Your Revenue Model and Pricing

Identify, design, and illustrate your current revenue models and pricing strategies.

Refine your existing revenue models and pricing to create more value for your customers and your business through experimentation.

- Develop revenue models and pricing strategies for your business that are substantiated by evidence from customers and market validation.

- Integrate learnings and insights from customers about your revenue model and pricing to inform a revenue model that offers more value to customers.

- Explore new and unique revenue models and pricing strategies.

- Build prototypes of your revenue model and price and collect evidence to help you further refine how and how much your customers will pay.

- Integrate learnings to refine your revenue model.



WEEK 04

SESSION

MODULE OUTCOME

DELIVERABLES

Testing your Customer Acquisition Channels

Learn how to evaluate your current customer acquisition and retention channels and your sales and marketing.

Expand your thinking about the ways you can use channels to improve how your business delivers value and explore new channels your business can leverage to acquire more customers.

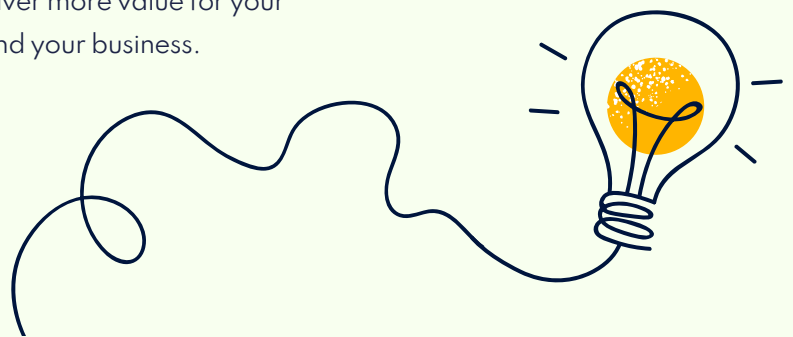
- Evaluate the current demand of your products and services using suitable traction channels.

- Demonstrate the value your venture provides to your customers by exploring, testing and refining different customer acquisition channels.

- Design, and implement innovative sales and marketing strategies to help you deliver more value for your customers and your business.

- Build prototypes that captures key moments around your customer acquisition channels, test and collect evidence about which channels most resonate with your customers.

- Refine and implement working sales and marketing strategies and customer acquisition and retention channels.





WEEK 05

SESSION

Refine your Business Model

Refine your business model based on insights of validating your value proposition and offer, your revenue model and pricing and your customer acquisition and retention channels to move your business forward and get buy-in from others.

MODULE OUTCOME

- Create a more informed and validated business model for your business.
- Refine and articulate more confidently elements of your business model.
- Get buy in of your business from your customers, your team and other key stakeholders.

DELIVERABLES

- Create a refined business model for your venture.
- Create a pitch to communicate your business.



WEEK 06

SESSION

Build your Business Roadmap

Learn how to create a roadmap for your venture informed by market research, the viability of your offer and your capabilities and resources.

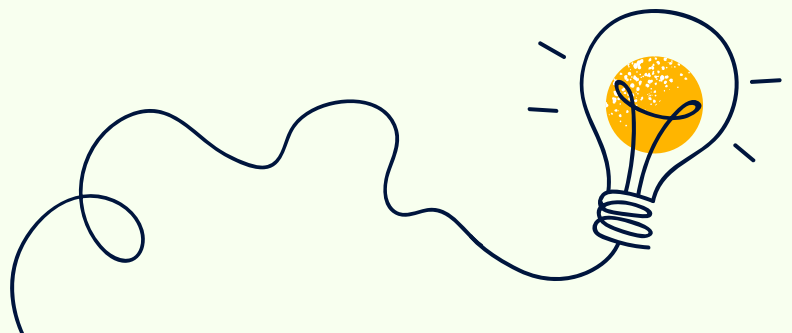
Explore and create key metrics for your business so as to keep you aligned with your goals.

MODULE OUTCOME

- Create a roadmap for your business to set you and your team up for success.
- Create and start testing key metrics for your business.

DELIVERABLES

- Create a business roadmap.
- Create key metrics for your venture.
- Design and activate key business strategies.

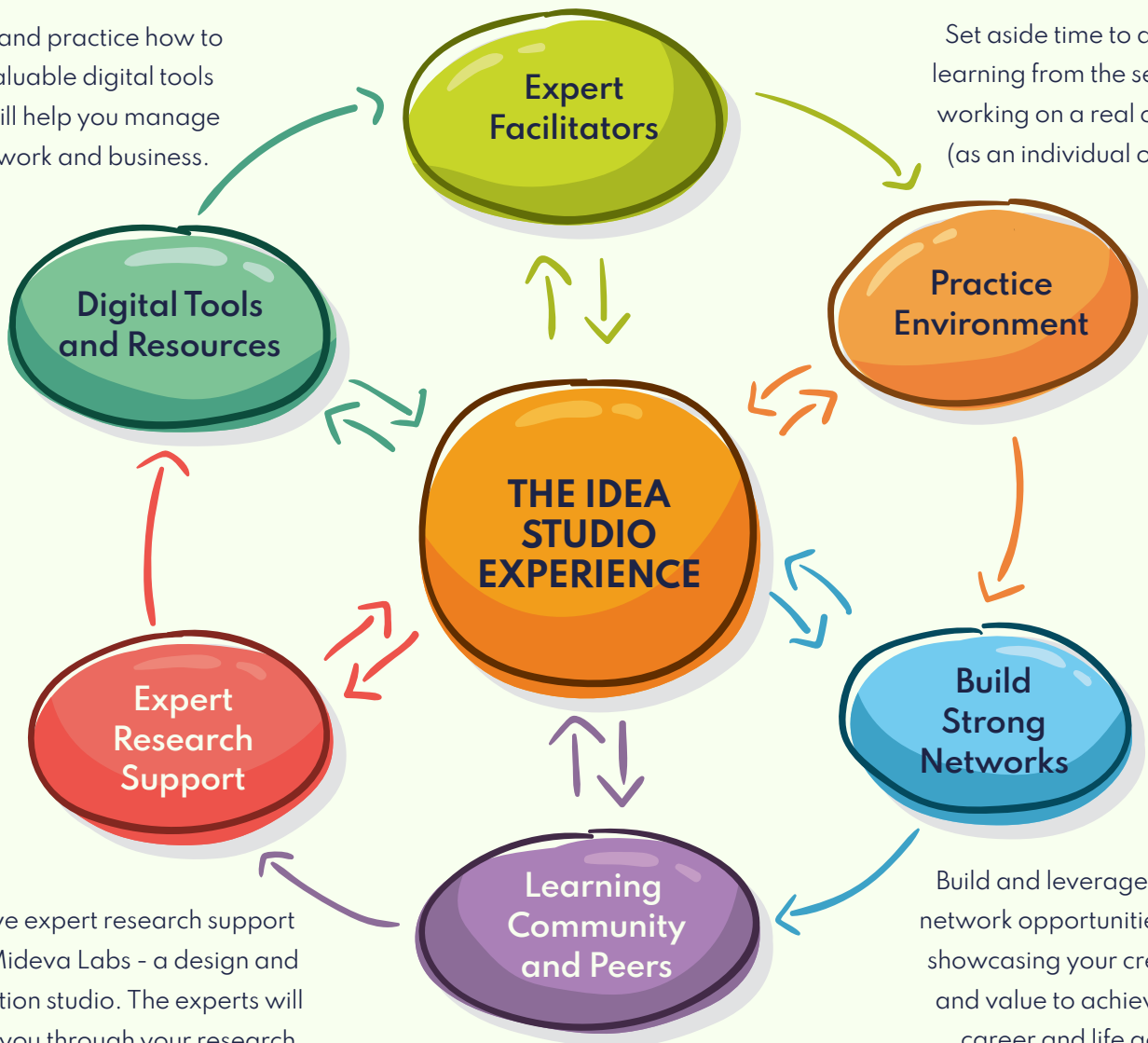


YOUR LEARNING EXPERIENCE:

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).



Receive expert research support from Mideva Labs - a design and innovation studio. The experts will guide you through your research and ideation.

Learn alongside a cohort of like-minded individuals with an interest in entrepreneurship and innovation. Build your network by making valuable connections in each track.



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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