

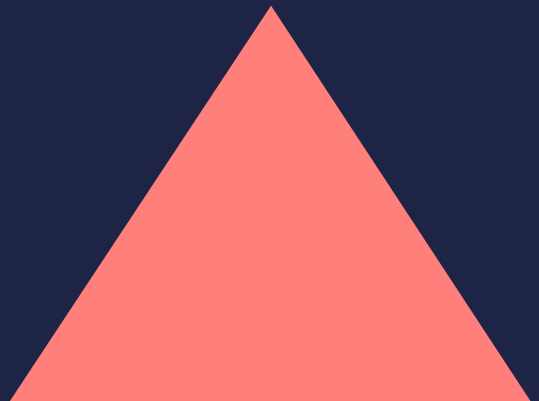


Stage 3: Launch your Business

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
AUG
2023

STAGE THREE

LAUNCH YOUR BUSINESS

The Launch your Business stage is for individuals and teams with a validated product or service and are looking to set up their business processes and activities for launch and growth. This stage helps you understand people and processes, talent and onboarding, culture, structures, use of data, the legal operating environment, financial compliance and reporting, investment support available and product development. You'll also learn and practice how to frame and put together pitches in the interest of growing your venture.

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 3: Launch your Business:

KShs **50,000**

Covers learning support and facilitation, tools and worksheets, and research support.



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

- Understand the different processes, systems, tools and activities needed to be set up for your business to achieve growth.
- Work along side venture support experts (legal, investment, finance, leadership and teams, culture, product, marketing, sales, investment, technology, operations) in setting up your processes, operations and teams.
- Practice different forms of leadership.
- Pitch your business for buy-in.
- Build partnerships and networks to support the launch and growth of your business.



WEEK 01

SESSION

MODULE OUTCOME

DELIVERABLES

Setting up Operations

Core Skills

- Work Planning (Budgeting, Resource allocation).
- Data for startups.

- Understand the structures, and processes as a whole and not in isolation, so you can improve the quality of your venture.
- Understand how data can be used in business.

- Operations Plan.
- Workplan.
- Data Visualization.



WEEK 02

SESSION

MODULE OUTCOME

DELIVERABLES

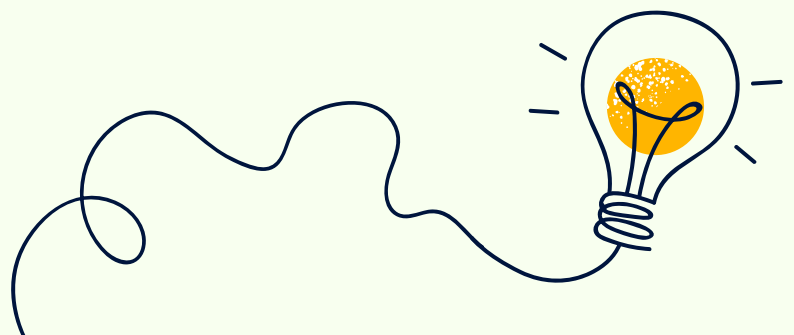
Team & Culture

Core Skills

- Building your team.
- Hiring and Talent Management.
- Building your startup culture.

- Clear understanding of what it takes to build a great team for my business.
- Start building your ideal startup culture.

- Hiring and Talent Management Plan.
- Culture Playbook.
- Session Reflection.



STAGE CALENDAR (CONT'D)



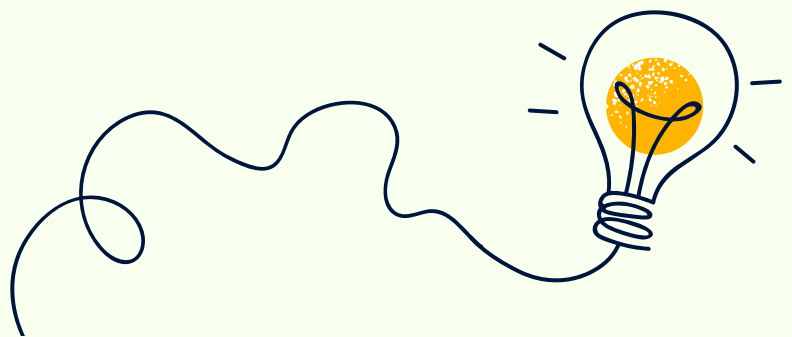
WEEK 03

SESSION	MODULE OUTCOME	DELIVERABLES
Legal and Finance Core Skills - Compliance for your business. - Legal for businesses. - Finance for businesses.	 - Understand your business legal operating environment. - Set up all the requirements for my venture. - Understand and create financial reports for your venture. - Comply with all the financial regulations.	 - Legal compliance checklist. - Financial Statements. - Budget and Financial Projections.



WEEK 04

SESSION	MODULE OUTCOME	DELIVERABLES
Managing your Venture Core Skills - Setting and Tracking Business Goals. - Building Partnerships. - Valuations & Investments. - Impact Measurements.	 - Gain understanding of funding types available for social ventures. - Set Impact measurement metrics for your social impact business. - Evaluate your Business for investment.	 - Investment and due diligence readiness check.



STAGE CALENDAR (CONT'D)



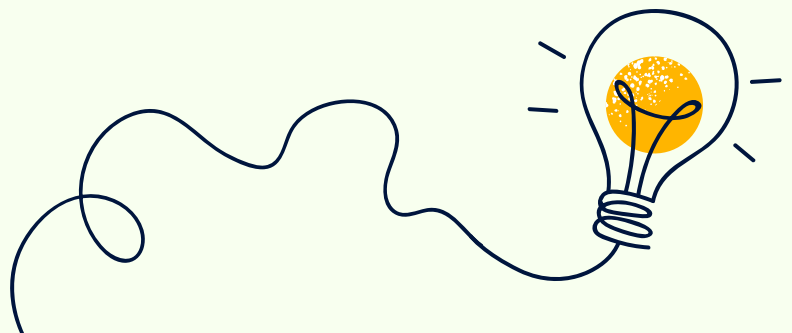
WEEK 05

SESSION	MODULE OUTCOME	DELIVERABLES
Pitching your Business Core Skills - Storytelling for your business. - The art of pitching. - Building Networks. - Storytelling with Data.	- Put together a pitch story for my venture. - Do different types of pitches. - Put together an attractive presentation to compliment my pitch. - Demo your product or service in different ways.	- Final Pitch Deck.



WEEK 06

SESSION	MODULE OUTCOME	DELIVERABLES
Team Leadership Core Skills - Adaptive Leadership. - Managing teams. - Team working styles and management.	- Create team user guides.	- Reflections.



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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