

Programme Overview



Background

In early 2020, the UK-South Africa Tech Hub commissioned Fraser Consulting* to design and develop an open-licence for South African entrepreneurship hubs to leverage, to better support and connect early-stage entrepreneurs, with a particular focus on tech/ tech-enablement.

The Launch League was developed in early 2020, and was run with 32 entrepreneurs in partnership with mLab Limpopo (Polokwane) and mLab Gauteng (Tshwane).

The Launch League Hub Training course in February will equip hub facilitators with the confidence and knowledge to run the programme themselves.

*Fraser Consulting is re-branding as “Viridian” in late October. Same, same extensive experience – new name!

What is the Launch League?

The Launch League equips idea/ early-stage entrepreneurs with an overarching understanding of their business idea as a viable and profitable solution for the market. By the end of the programme, participants should be able to:

- Articulate the business' value proposition
- Analyse and understand the competitive landscape
- Identify customer segments and key channels to reaching customers and users
- Identify costs and revenue opportunities, and how to calculate and maximise profit
- Better understand themselves as entrepreneurs and the resources they have to leverage
- Understand some free tech tools that can be used to run their business more effectively and to reach customers

Hub Programme Pack

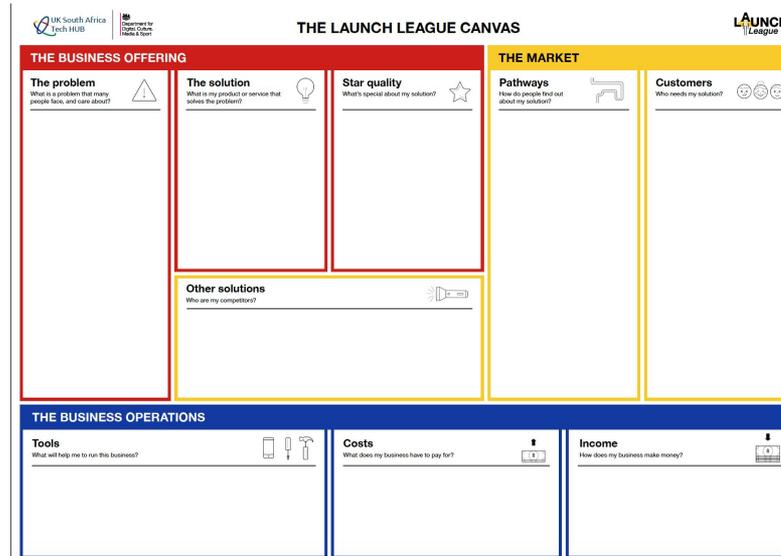
The Launch League hub programme pack consists of templates and resources, that can be adapted and used by hubs to run the programme. The content is currently in review, but will be ready for use from January 202.

- Slides for each module (with some facilitation notes)
- Worksheets for each module
- Facilitators guides for each meet-up
- Templates: application form, register, recruitment emails, selection rubric, feedback forms, schedule etc.
- Launch League Canvas & 4x Canvas explainer videos
- Launch League Facilitator Playbook

Launch League Canvas

The Launch League Canvas is an adaptation of the Lean Canvas, using simpler and more relatable language and sections. It is used as the primary tool throughout the programme; and all the module content and exercises prepare entrepreneurs for completing the sections of the Canvas.

The Canvas provides structure and is a tangible output for entrepreneurs, as they will walk away with their “one page business plan”.



THE LAUNCH LEAGUE CANVAS

UK South Africa Tech HUB | Funded by Department of Trade and Industry

THE BUSINESS OFFERING

The problem
What is a problem that many people face, and care about? 

The solution
What is my product or service that solves the problem? 

Star quality
What's special about my solution? 

Other solutions
Who are my competitors? 

THE MARKET

Pathways
How do people find out about my solution? 

Customers
Who needs my solution? 

THE BUSINESS OPERATIONS

Tools
What will help me to run this business? 

Costs
What does my business have to pay for? 

Income
How does my business make money? 

Target Market

The ideal target market for this programme are individuals with a **well articulated business idea**, or a **very early stage business**. Participants will need to work through the programme using their own business/business idea to complete the exercises.

Participants should have **some tech proficiency**, and **access to a smartphone or desktop computer** in order to use the tech tools covered in the course.

Programme design

The programme is designed as an intensive, facilitated learning bootcamp, where entrepreneurs will work through the content; followed by a series of meet-ups for entrepreneurs to apply the learnings and build connections with the group. It is designed as a face-to-face programme but can be adapted for virtual or blended delivery.

- **Two-day bootcamp**

Covering 5 core modules and 2 tech tools sessions. Bootcamp material consists of editable slides, worksheets, the Launch League canvas and explainer videos.

- **Five meet-ups**

Meetup material consists of meet-up guides for the entrepreneurs and the facilitators.

Five core bootcamp modules

01

Is there a need for my product?

Identifying opportunities, understanding problem-solution fit, and the difference between offering a product or a service.

02

Who are my customers & how do I reach them?

Identifying customers, customers vs users, customer profiles, adoption and reaching customers.

03

How do I get them to choose me?

Creating value, differentiating your business, and explaining your value proposition.

04

How do I make money?

Understanding fixed and variable expenses, income and revenue streams, cost of goods, prices and profit.

05

What do I need to run my business?

Understanding how to grow a business to the next stage, resources, me as an entrepreneur, building a community, partners, online tools, events.

Tech Tools covered

The Tech Tools modules are designed to be group discussions on what tools are currently used and what free tools are available. The slides provide some content on a few specific tools that can be used as a guide for the facilitator.

- Whatsapp for business
- Canva
- Facebook
- G Suite
- Yoco/payments tools
- Wave accounting

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The content is available and may be adapted for any purposes, including commercial use.

You should reference the UK-South Africa Tech Hub and link to the Launch League website in the programme content.

Hubs should also inform Viridian if the programme content is to be used; in order for us to track programme impact measurement.



Please contact Claire Jowell on
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the Launch League programme
content or use.

