

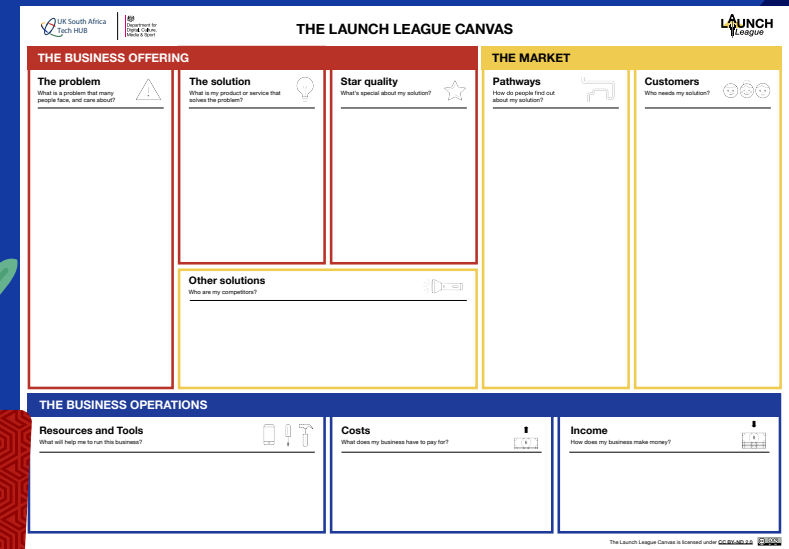
The Launch League Idea-Stage Toolkit has everything you need to run a six-week programme for idea-stage entrepreneurs in your community.



The **Hub Guide** has all the info you need to run this programme, as well as some tips and tricks for facilitating programmes and supporting idea-stage entrepreneurs.



The **Launch League Canvas** is the main learning tool for this programme which can be printed or sent digitally to entrepreneurs. This is an easy-to-use template for entrepreneurs to map the different parts of their business and better understand how they work together to create value for their customers.



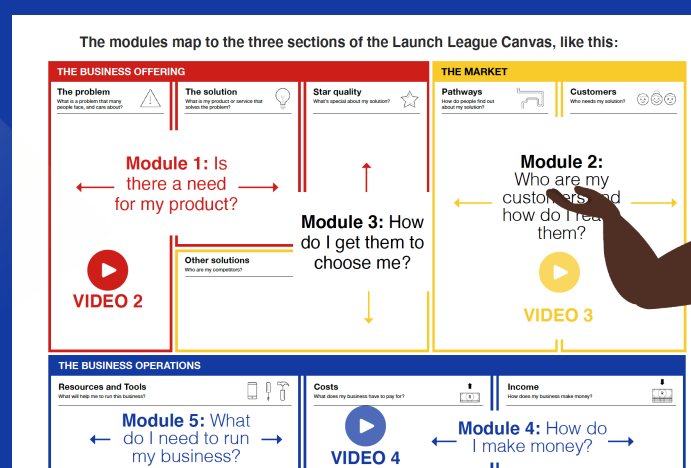
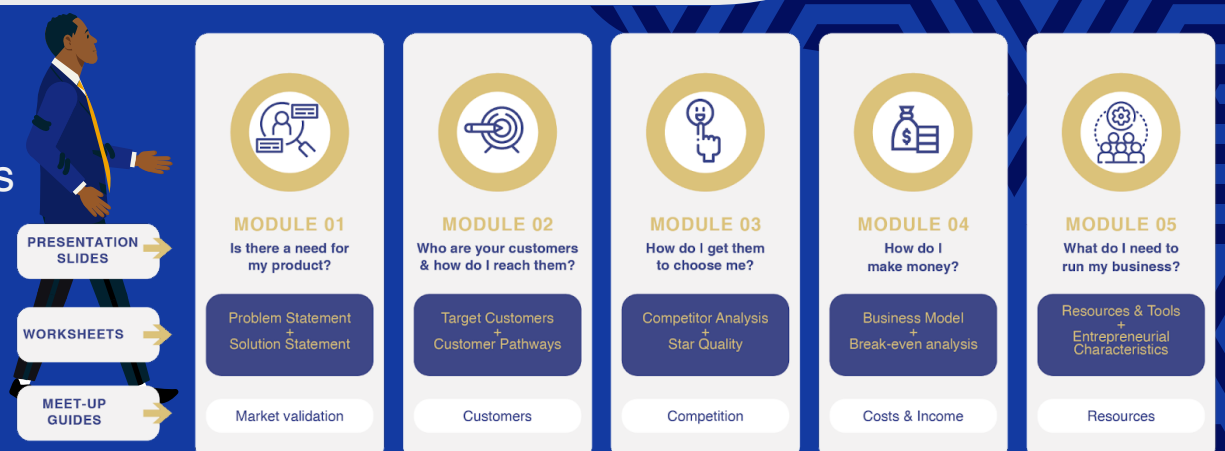
Programme design FIVE WEEKLY MEET-UPS

Start with an intensive **two-day bootcamp** where you cover all the modules then set up weekly meet-ups. Entrepreneurs should go out and speak to their potential customers, bringing their findings to each meet-up. The **meet-up guides** prompt peer learning and often result in major lightbulbs!

You can change this up as you like — it's open-licence!

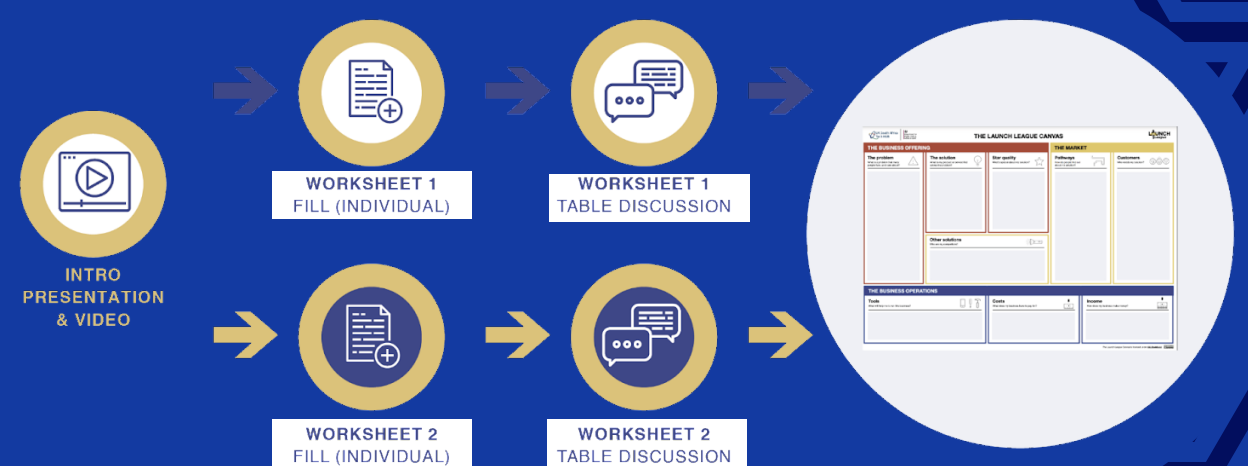
There are five modules, each containing:

- Slides for presenting with editable facilitator notes
- Two worksheets
- A meet-up guide



Each module relates to an area of the **canvas** which is filled in as the programme goes along.

The facilitators (we recommend a team of two) will introduce each module in the bootcamp, and explore some key concepts through a short presentation and interactive discussion. Participants will then complete each module worksheet on their own, then discuss it as a group, and lastly fill out the relevant section in their Canvas.



ABC Tutors



An example business is used throughout the programme content — ABC Tutors — and the explainer video series helps entrepreneurs to understand how the Canvas sections are filled in through a relatable business.

The Idea-Stage Programme Toolkit also includes two bonus tech tools modules for you to discuss how to use free or low-cost software to run businesses better.



DESIGNED & DELIVERED BY
VIRIDIAN



This toolkit has been tried and tested by hubs across South Africa. **READY TO GIVE IT A GO?**