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

UK South Africa

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.

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	THE BUSINESS OFFERING		THE MARKET		
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		Other solutions			
	THE BUSINESS OPERATIONS				
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UB'S GUIDE TO

ACILITATION

NIRIDIA

AUNCH EAGUE Contemporation South Africa Tech HUB

Know your entrepreneur



League

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!

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MODULE 01

Is there a need for

my product?

Market validation

MODULE 02

Who are your custome

& how do I reach them?

Customers

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

PRESENTATION SLIDES

ORKSHEETS

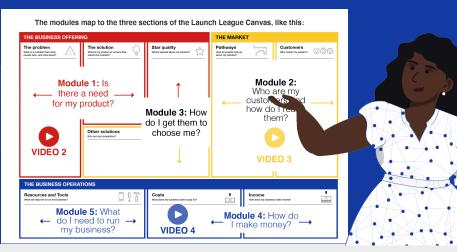
MEET-UP GUIDES

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.

MODULE 03

How do I get them to choose me?

Competition

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MODULE 04

How do I

make money?

Costs & Income

2007

MODULE 05

What do I need to

run my business?

Entrepreneuria Characteristics

Resources

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.





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.





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