



StartUp R.O.A.D. Map

An Exclusive Program for New Business Owners

For more details email us at: info@bizgrowth.club
or call +254 743 541 281, +254 768 056 992



Are you new to entrepreneurship and looking to develop a powerful brand, scale operations and partner with experts as you transition safely into business in the shortest time possible?

Enroll for our high impact 2 Month virtual program for Start-Ups or SMEs and learn how to lay the road map to profitable business.

COURSE DURATION: 2 MONTHS

Mondays 9:00 AM – 12:30 PM

SESSIONS: TWICE A WEEK

Wednesday 9:00 AM – 12:30 PM

- What you get:**
- 0 Growth opportunities with SNDBX Kenya
 - 0 Access to top international and local business growth institutions
 - 0 Personalised training – only 30 people per class permitted
 - 0 Hands on business growth tools assured to help you scale
 - 0 Practical knowledge of the Kenya and Africa Start-up and SME market





Stephanie Nguku

- Founder, Upscale Consulting
- SNDBX Investor Readiness Expert
- 12 years' experience working with SMEs in the commercial and financial sector.



Jan Okonji

- Founder, Business Growth Solutions
- SNDBX Startup Expert
- 13 years' experience working with startups.

ENROLLMENT REQUIREMENTS

- Registration Fee** Kshs. 5,000
- Course Fee** Kshs. 35,000
- Duly Filled Registration Form**
- Access to steady internet and computer**

Payments are to be made via mobile phone to the following account

SAFARICOM MPESA:	PAYBILL	7335701
	ACCOUNT NUMBER	FULL NAME



MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP

DAY 1 MINDSET

- o How to safely transition from a comfort zone to learning zone
- o Limiting beliefs around success & money
- o The fixed, growth & false mindset
- o How to avoid mental roadblocks

DAY 2 GOAL SETTING THAT WORKS

- o The belief cycle
- o Why desires are greater than goals
- o Reasons we struggle to achieve goals
- o The importance of goals for our business
- o 5 keys to effective goal setting

DAY 3 ENTREPRENEUR SKILLS & FUNDAMENTALS

- o The 7 keys to a powerful business mindset
- o 6 business dynamics to keep in mind as your start up
- o 6 keys you to unlock your startup
- o 6 M framework business fundamental
- o Building a great team
- o Identifying the field of business suitable for you

MODULE 2: IDEA GENERATION

DAY 4 IDEA GENERATION METHODOLOGIES

- o What makes a business idea
- o Using the TRAP model to identify your business

- o Learning from successful business owners
- o Surveying your local business area
- o Scanning your environment
- o Drawing from experience
- o Structured brainstorming

DAY 5 SELECTION

- o Your idea list
- o SWOT analysis as a strategic tool to select your business ideas
- o Complete summary of your IDEAL business idea

DAY 6 VALIDATION

- o Developing your Business Model Canvas (BMC)

MODULE 3: PRODUCT DESIGN & DEVELOPMENT

DAY 7 DEFINITION STRATEGY

- o Reasons for new product failures
- o The golden triangle
- o 2 key factors in product creation
- o Lean startup methodology
- o The product design process

DAY 8 IDEATION

- o Cross functional teams
- o Generating ideas
- o Identifying opportunity areas





DAY 8 (Cn)

IDEATION

- 0 Design thinking
- 0 Generating new product concepts & evaluation
- 0 The golden rules of brainstorming

SCREENING & EVALUATION

- 0 Concept screening & testing
- 0 Understand the external environment

DAY 9

ANALYSIS

DEVELOPMENT

- 0 Position development
- 0 Crafting your value proposition
- 0 Know the target market

MODULE 4:

CUSTOMER DEFINITION

DAY 10

CUSTOMER EVOLUTION

WHAT CUSTOMERS REALLY WANT

DAY 11

REACH & APPROACH

KNOW YOUR TARGET MARKET

CUSTOMER SEGMENTATION

- 0 Definition
- 0 Models
- 0 Process

DAY 12

RECAP DAY 11

KEEP IN TOUCH STRATEGIES

MODULE 5:

PRODUCT DELIVERY LAUNCH

DAY 13

MANAGING YOUR PRODUCT

- 0 Positioning
- 0 Distributing
- 0 Pricing
- 0 Where & how to market

PRODUCT MESSAGING

DAY 14

PRODUCT LAUNCH

- 0 Launch goals
- 0 Types of launches
- 0 Elements of a successful launch
- 0 When to launch & follow up post-launch
 - Phased release
 - Track metrics & user satisfaction

DAY 15

THE GO-TO-MARKET (GTM) STRATEGY

CLOSE OUT & NEXT STEPS

DAY 16

- 0 Overview of Business Model Canvas (BMC)
- 0 SNDBX expert directory
- 0 Meet your expert
- 0 Award of certificates

