

R.O.A.D BUSINESS STRATEGY TRAINING PROGRAM





”

Entrepreneurship is
less about products
and more about
solutions,

less about services
and more about
people.

“





ARE YOU ...

- **STRUGGLING TO DEFINE YOUR PRODUCT OR SERVICE ?**
- **WONDERING HOW TO STRUCTURE YOUR BUSINESS FOR PROFITABILITY ?**
- **LOOKING TO GET QUALITY CUSTOMERS ?**
- **STRUGGLING TO ATTRACT INVESTORS ?**

THEN THE 5-WEEK R.O.A.D BUSINESS STRATEGY PROGRAM IS FOR YOU

”

Every business is like a plant and needs the right EcoSystem to grow.

Without professional support, business tools, and technology, Startups **cannot** scale.

“



FACILITATOR

Jan Okonji is a Startup Expert, Entrepreneur, Business Coach and the founder of business consultancy firm, BGS.

With over 13 years in the corporate industry and 10 years in entrepreneurship, he supports hundreds of start-ups and SMEs to grow every year.

His greatest passion is found in helping people turn their great ideas into a profitable business.

THE R.O.A.D PROGRAM



10 STEPS

5 SESSIONS

1 TOOL

R.O.A.D BUSINESS STRATEGY PROGRAM

A. OVERVIEW

- ONCE A WEEK
- 5 SESSIONS
- 1 MONTH
- VIRTUAL
- 1-ON-1

FLEXIBLE DELIVERY

ADJUSTABLE SCHEDULES IN ADVANCE
CONTINUED POST-TRAINING GUIDANCE

B. HOW TO ENROLL

PAY TO :

MPESA
PAYBILL 7335701
ACCOUNT NO YOUR FULL NAME



C. PROGRAM OUTLINE

WEEK 1 - CONCEPT

- DOCUMENTS AND BASICS
- BACK STORY, VISION, MISSION
- CUSTOMER SEGMENTATION
- MARKET SIZING

WEEK 2 - CUSTOMER

- WEEK 1 REVIEW
- COMPETITOR ANALYSIS
- CUSTOMER PROBLEMS
- MARKET MESSAGING 1

WEEK 3 - COMMUNICATION

- WEEK 2 REVIEW
- CUSTOMER PROBLEMS REVIEW
- MARKET SOLUTION
- MARKET MESSAGING 2
- CUSTOMER SURVEY

WEEK 4 - CONTENT

- WEEK 3 REVIEW
- DIGITAL MARKETING & ASSETS
- ROUTE TO MARKET
- PACKAGING
- SALES

WEEK 5 - CASH

- WEEK 4 REVIEW
- REVENUE AND COST MODELS
- ANNUAL TARGET SETTING





R.O.A.D

MORE CASH

LESS COSTS

MORE CUSTOMERS

