

SNDBX

The Village Formula

R.O.A.D STARTUP TRAINING PROGRAM 2022



”

Entrepreneurship is
less about products
and more about
solutions,

less about services
and more about
people.

“





FACILITATOR

Jan Okonji is the resident Startup Expert at the SNDBX | Kenya (a Pan African business development hub) and the founder of business consultancy firm, BGS.

With over 13 years in the corporate industry and 8 years in entrepreneurship, he supports hundreds of start-ups and SMEs to grow every year.

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

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

“



ARE YOU ...

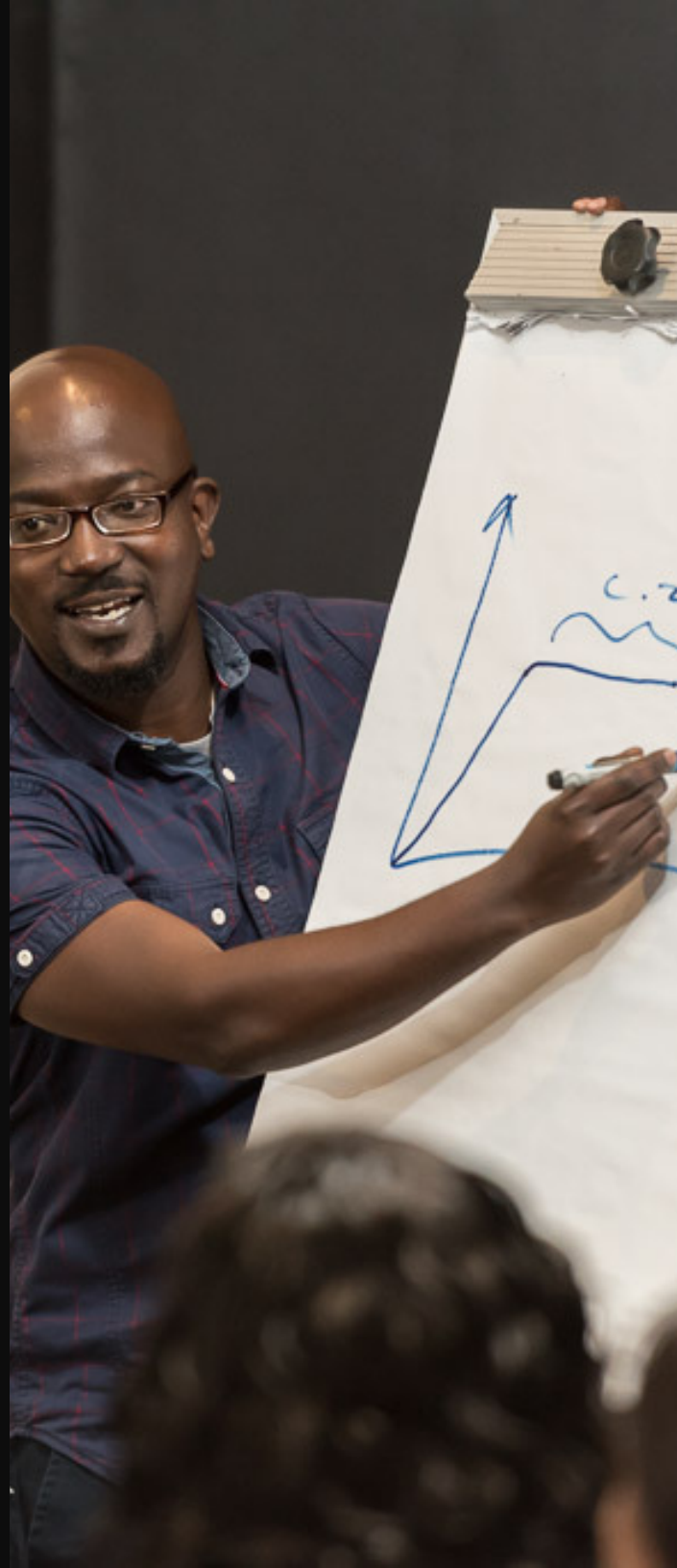
- **STRUGGLING TO DEFINE YOUR PRODUCT OR SERVICE ?**
- **WONDERING HOW TO STRUCTURE YOUR BUSINESS FOR PROFITABILITY ?**
- **LOOKING TO GET QUALITY CUSTOMERS ?**
- **STRUGGLING TO ATTRACT INVESTORS ?**

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10 STEPS

5 WEEKS

1 TOOL



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A. OVERVIEW

- ONCE A WEEK
- 5 SESSIONS
- 1 MONTH
- 10:00 AM - 2:00 PM - FLEXIBLE

WHERE?

CMS AFRICA BUILDING, SNDBX GROUND FLOOR,
CHANIA AVENUE, KILIMANI

OR

VIRTUAL SESSIONS

B. HOW TO ENROLL

PAY TO :

BUSINESS GROWTH SOLUTIONS
SBM BANK
NGONG MILELE MALL BRANCH
ACCOUNT NO 0622 3840 58001

OR

MPESA

PAYBILL 7335701
ACCOUNT NO YOUR FULL NAME



C. COURSE OUTLINE

WEEK 1 - THE CUSTOMER

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

WEEK 2 - THE MARKET

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

WEEK 3 - THE SOLUTION

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

WEEK 4 - THE SALES

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

WEEK 5 - YOUR TARGETS

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



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