

## Scaling-up Social Enterprises Grant Cycle

### “Business Idea Validation Training” Program Agenda

#### Objectives:

- Validate viable “Business Ideas” by a four weeks lean startup methodology training.
- Create the “Business Proposal” and “Business Budget” with validated information and documentation
- Create a Business Idea evaluation by experts
- Improve participants business skills

### AGENDA

#### 1st Week:

- Date:
  - Group A: Thursday, September 7th - from XX:XX am/pm to XX:XX am/pm
  - Group B: Thursday, September 7th - from XX:XX am/pm to XX:XX am/pm
- Venue:
- Content:
  - Business Model Canvas
  - Budget

#### 2nd Week:

- Date:
  - Group A: Thursday, September 13th - from XX:XX am/pm to XX:XX am/pm
  - Group B: Thursday, September 14th - from XX:XX am/pm to XX:XX am/pm
- Venue:
- Content:
  - Stakeholders Map
  - DAFO
  - Business model hypothesis identification
    - Value proposition hypothesis
    - Customer segmentation hypothesis
    - Customer relationship hypothesis
    - Distribution channel hypothesis
    - Key resources hypothesis
    - Revenue hypothesis
    - Key partners hypothesis
  - Problem interviews

#### 3rd Week:

- Date:
  - Group A: Thursday, September 20th - from XX:XX am/pm to XX:XX am/pm
  - Group B: Thursday, September 21st - from XX:XX am/pm to XX:XX am/pm

- Venue:
- Content:
  - Value Proposition Canvas
  - Sales conversion funnel
  - Sales documentation design
  - Sales roadmap

#### **4rd Week:**

- Date:
  - Group A: Thursday, September 27th - from XX:XX am/pm to XX:XX am/pm
  - Group B: Thursday, September 28th - from XX:XX am/pm to XX:XX am/pm
- Venue:
- Content:
  - Distribution channel validation
  - Distribution channel economy
  - Key partners validation
  - Revenue model and price validation

#### **5th Week:**

- Date:
  - Group A: Thursday, October 4th - from XX:XX am/pm to XX:XX am/pm
  - Group B: Thursday, October 5th - from XX:XX am/pm to XX:XX am/pm
- Venue:
- Content:
  - Final Budget Review