



Business Skills Lab

DALILA Project | Sahara Ventures – INOMA

PROGRAMME

SAHARA VENTURES

Modules	Learning Outcome	Recommended MOOCs and Readings.
<p>Module 1</p> <p>How to Build a Startup?</p>	<p>Students will be exposed to the concept of “Startups”. What it takes to build a successful startup business. Students will reflect on how to come up with great ideas, build strong startup teams, build great products (services), develop execution and go-to-market strategies. The module will be an overview of all courses before they deep dive into the course.</p> <p><i>Practical Activity</i> Working in Teams Reviewing One Green Business in The Market and Explain Their Business Model to Their Colleagues.</p> <p><i>Tools</i> Pitch Decks.</p>	<p>MOOCs</p> <p>Sam Altman, How to Start a Startup</p> <p>Steve Blank, How to Build a Startup</p> <p>Chris Wedding, Renewable Energy and Green Building Entrepreneurship</p> <p>Readings</p> <p>Sam Altman, Startup Playbook</p> <p>Paul Graham, What is Startup Like</p> <p>Jumanne Mtambalike, Building a Startup Why Money Shouldn't Be Your Motivation</p>
<p>Module 2</p> <p>How to Build Startup Teams?</p>	<p>Students will be exposed on the journey of building startups. Learning on how to leverage their existing networks to build strong startup teams. They will be exposed to team building exercises and tools. How to work in teams and attain maximum results from their teams.</p> <p><i>Practical Activity</i> Working together to build their startup teams, the teams should be as diverse as possible.</p> <p><i>Tools</i> Belbin Team Roles and Insight Discovery</p>	<p>MOOCs</p> <p>Harvard Innovation Lab, Hiring and Team</p> <p>Sama Altman, Team and Execution</p> <p>Readings</p> <p>Jumanne Mtambalike, Who Are The Side Men</p> <p>Jumanne Mtambalike, The Value of Nothing</p>
<p>Module 3</p> <p>How to Frame The Problem Statement?</p>	<p>Working in their teams (4-6 people), students will learn how to frame the right problem statement before working on designing or developing the solution. The team will be exposed to different tools and approaches of problem identification. Students will be encouraged to explore challenges and opportunities in the green business sector and come up with problem statements and to start thinking of the potential solutions.</p> <p><i>Practical Activity</i> Working in teams to shape their problem statements in the form of “How Might We...”</p> <p><i>Tool</i> Lean Canvas</p>	<p>MOOCs</p> <p>Lynda.com, Define The Problem Statement</p> <p>Readings</p> <p>Paul Graham, How to Get Startup Ideas</p> <p>Paul Graham, Before The Startup</p>
<p>Module 4</p> <p>Ideation and Business Model Generation.</p>	<p>The module aims at helping the startup teams formed by the students to co-create and come up with great green business ideas by understanding key questions that their ideas and projects needs to answer e.g The problem they are trying to solve, the relevance of the solution, key metrics, unique value proposition, unfair advantage, customer segment, channels and revenue streams.</p> <p><i>Practical Activity</i> Each team will be required to present their ideas on 1</p>	<p>MOOCs</p> <p>Steve Blank, How to Build a Startup</p> <p>Readings</p> <p>Alexander Osterwalder, Business Model Generation</p>

	<p>minute elevator pitch (The Problem, The Solution and Their Team)</p> <p><i>Practical Activity</i> Each team will be required to put their idea in a business model canvas.</p> <p><i>Tools</i> Pitch Templates and Business Model Canvas</p>	
<p>Module 5 Unveiling Social Impact.</p>	<p>The module aims at exposing the students to the concept of social enterprises. How to build businesses that create social impact. They will learn how to develop business models that consider social impact. How to work with the community and other stakeholders to build businesses that create sustainable impact. They will learn about existing green social enterprises, their business models and approaches.</p> <p><i>Practical Activity</i> Each team will be required to present an existing green social enterprise that inspires them.</p> <p><i>Practical Activity</i> Each team will have to adopt Social Lean Canvas and present how their ideas will create social impact.</p> <p><i>Tools</i> Social Lean Canvas</p>	<p>MOOCs PlusAcumen, Social Entrepreneurship 101 PlusAcumen, Business Model For Social Impact PlusAcumen, Lean Startup Principles For The Social Sector</p> <p>Reading Ann Mei, Lean Impact</p>
<p>Module 6 Design Thinking and Prototyping.</p>	<p>The students will learn design thinking for business innovation as well as rapid prototyping. They will learn how to visualize and design their products (services). From the designs they will be exposed to prototyping tools and try to prototype their ideas.</p> <p><i>Practical Activity</i> Each team will have to visualize their idea and create a prototype that can be tested.</p> <p><i>Tools</i> Visualization and Prototyping Tools.</p>	<p>MOOCs Coursera.com, Design Thinking For Innovation Ideo.org, Human Centered Design</p> <p>Readings Principles For Digital Development Doblin, 10 Types of Innovation</p>
<p>Module 7 Product Testing and Customer Validation</p>	<p>The activity is aiming at helping the students to understand the needs of the beneficiaries of the solution they are bringing through the customer discovery process. The team will talk with actual users (beneficiaries) of the solutions and get their feedback. The team will use this feedback to improve the products or services they intend to provide.</p> <p><i>Practical Activity</i> Team to go out and test their prototypes with actual consumers of their businesses. They gather feedback and present to the rest of the teams.</p> <p><i>Tools</i> Customer Surveys and Human Centered Design</p>	<p>MOOCs Steve Blank, How to Build a Startup. Adora Cheng, Talking to Users and Growing</p> <p>Readings Cleversim, What is Customer Validation Steve Blank, Customer Validation</p>
<p>Module 8 Launching and Go-to Market Strategy.</p>	<p>The aim is to expose the students to different strategies of getting your product (service) to the market. Tools and approaches you can adopt to help boost the visibility of your new brand. They will be exposed to digital and traditional approaches of go to market strategy.</p> <p><i>Practical Activity</i> Each team will be required to create their go-to market strategy and present to the mentors.</p> <p><i>Tools</i> Digital Marketing Tools and Strategy Templates.</p>	<p>MOOCs Steve Blank, How to Build a Startup. Coursera.com, Green Business Strategy</p> <p>Reading Jumanne Mtambalike, Startup Life if For Kids Build Your Business</p>
<p>Module 9</p>	<p>The aim of this module is to introduce students to the concepts of</p>	<p>Local curated contents</p>

Intellectual Property and Company Formalization	<p>trademarks, IPs, copyrights etc. The session will introduce them to the local and global legal environment on the issues. Another component of the model is to introduce them to company formalization; company legal status, shareholding, guarantees etc.</p> <p><i>Practical Activity</i> The teams understand the process and present to the mentor which legal status they want to adopt.</p> <p><i>Tools</i> Local Business Registration Guidelines.</p>	<i>Certification and Standards</i>
Module 10 Investor Pitching Session, Sales, Marketing and Negotiation Skills.	<p>The aim of this module is to expose the students to the investor pitching session and how to negotiate for better business deals. What is an investor pitch, how you should be prepared, dos and don'ts etc. The pitches will focus on the problem they are trying to solve, the solutions they are providing and the strengths of their team.</p> <p><i>Practical Activity</i> The startup teams will prepare 4-6 minutes pitches about their products (services) on which they will present to the mentors and receive feedback.</p> <p><i>Tools</i> Pitch Decks</p>	<p>MOOCs Startup Class, Sales and Marketing, How to Talk to Investors</p> <p>Readings Alejandro Cremades, Pitch Decks What to Include Alejandro Cremades, Pitch Deck of Great Startups</p>

INOMA

Seminars	Learning Outcome	Duration
Seminar 1 Open a door to the entrepreneurship.	The World is changing. Challenges: The Change is accelerating, competitiveness and fast innovation. How to face this challenges? Principles of behaviour for the entrepreneurship. Entrepreneur's fears: debunking five myths of entrepreneurship. Finally, what we want to change?	45 minutes
Seminar 2 A business opportunity: grid connected PV self consumption.	Grid connected PV self-consumption as decentralized generation strategy. Preliminary concepts: centralized, decentralized, distributed. Liberalization of electric energy market. Forecast of PV distributed generation growth. Legal frame in the World. Real examples.	45 minutes
Seminar 3 INOMA: A real case of entrepreneurship in Renewable energies sector.	Why and For What? Origin and evolution of an idea. Potential customers. University and spin-off companies: relationship between them. SWOT analysis. R+D+i as a strategy. Knowledge transfer. First Works.	45 minutes