**BARKULAN CO-WORKING SPACE & INNOVATION HUB**

**STARTUP FOUNDER PROGRAM**

***Description:***

This program is meant to produce founders who will build world-class startups out of Somaliland.

***Goal:***

Building people that will build products.

***Duration:***

6 weeks.

***Structure:***

2 days/ week, 2 hours/ day (Total 4 hours per week).

***Method of teaching:***

Short lecture/ presentation slides, discussion, Q&A. Content will be available online.

***Method of assessment:***

Assignments, team work, pitching.

***Course content:***

1. Ideation
2. Customer development
3. Product development
4. Business model
5. Team building & culture
6. Company building & growth

***Bonus content:***

1. Pitching to investors

***Number of startups:*** 10 per batch

***Number of batches:*** 2 per year

***Periods:*** Summer & Winter

***Summer program:*** June – July 2021

***Winter program:*** November – December 2021

**OVERVIEW**

***Plz Ahmed, add something here about the program.***

**MISSION**

Building people that will build products.

**VISION**

World-class founders & startups out of Somaliland.

**OBJECTIVES**

1. Transferring knowledge about how to build a startup
2. Providing tools to founders for building startups
3. Preparing founders’ mindset to solve critical social & economic problems in S/Land
4. Preparing founders to build local startups that will become global companies

**CORE VALUES**

1. Transferring knowledge
2. Empowering people

**ABOUT BARKULAN**

Barkulan is a co-working space & an innovation hub in Hargeysa, S/Land. The aim of Barkulan is to build a community of change makers in S/Land through entrepreneurship, technology & networking.

**ABOUT AUTHOR/ TEACHER**

Abdulrazak is a business expert & founder/ co-founder of several startups/ businesses. The main focus of the author/ trainer is to build world-class startups in S/Land that will solve pressing issues in the country, like education, health, manufacturing, etc.

**WHO WE ARE SEEKING**

* Ambitious & driven young entrepreneurs
* Good command of English
* Relevant technical skills

**REQUIREMENTS/ INSTRUCTIONS**

Written application submitted to [info@barkulan.com](mailto:info@barkulan.com) that includes a description about:

* Founders/ team
* Idea (problem & solution)

**COURSE CONTENT DETAILS**

|  |  |  |
| --- | --- | --- |
| **NO.** | **CONTENT** | **DESCRIPTION** |
| **1** | ***Ideation*** | Founders will learn in the 1st week of the program, the ideation process. Material will cover:   * Problem * Solution * Insights |
| **2** | ***Customer development*** | Founders will learn in the 2nd week of the program, the customer development process, this week includes also market research. Material will cover:   * Customer discovery * Customer validation * Customer creation * Company building   ***(This last part will be discussed in week 6)*** |
| **3** | ***Product development*** | Founders will be learning in the 3rd week of the program, the product development process. This includes building MVP ***(Minimum Viable Product)***. This week includes also market research. Material will cover:   * Discovery * Definition * Design * Development |
| **4** | ***Business model*** | Founders will be learning in the 4th week of the program, the business model canvas. Material will cover:   * Customer segments * Customer relationships * Distribution channels * Value proposition * Key activities * Key resources * Key partners * Cost structure * Revenue streams |
| **5** | ***Team building & culture*** | Founders will learn in the 5th week of the program, how to build teams & culture within the startup context. Material will cover:   * Co-founder selection & equity distribution * Roles & responsibilities * Core values |
| **6** | ***Company building & growth*** | Founders will learn in the last week of the program how to build & scale a world-class company. Material will cover:   * Articles of association * Incorporation (local & international) * Intellectual property * Branding * Scaling |
| **7** | ***Pitching to investors*** | This part is a bonus material. Founders will be trained on how to pitch their ideas to potential & interested investors. |

**ACTION POINTS & TIMELINE**

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| --- | --- | --- | --- | --- |
| **WEEK** | **DATES** | **DURATION** | **ACTIVITY** | **RESPONSIBILITY** |
| **1** | 27/3 – 1/4 | 6 days | Content design | * Abdulrazak * Input from Ahmed |
| **2** | 3/4 – 8/4 | 6 days | Ideation material | * Abdulrazak * Input from Ahmed |
| **3** | 10/4 – 15/4 | 6 days | Customer development material | * Abdulrazak * Input from Ahmed |
| **4** | 17/4 – 22/4 | 6 days | Product development material | * Abdulrazak * Input from Ahmed |
| **5** | 24/4 – 29/4 | 6 days | Business model material | * Abdulrazak * Input from Ahmed |
| **6** | 1/5 – 6/5 | 6 days | Team building & culture material | * Abdulrazak * Input from Ahmed |
| **7** | 8/5 – 13/5 | 6 days | Company building & growth | * Abdulrazak * Input from Ahmed |
| **8** | 15/5 – 20/5 | 6 days | Pitching material | * Abdulrazak * Input from Ahmed |
| **9 - 11** | 22/5 – 10/6 | 18 days | Social media promotion | Barkulan |
| **-** | 10/6 | Week 1 | Program starts | Barkulan |
| **-** | 22/7 | Week 7 | Program ends | Barkulan |