



The Hive Incubator

Program Structure

2024

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The Hive Incubator program is designed to guide startups through three key stages: ideation, prototyping, and early-stage growth. The curriculum reflects this journey. It is a rigorous and hands-on journey, ensuring a mix of theoretical and practical learnings.



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WEEK1

ORIENTATION AND DOCUMENTATION

The purpose of this course is to help entrepreneurs identify and validate real market problems for their business ideas.

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- 1. Orientation and onboarding - HR
 - 2. Documentation and Legals - Legal
 - 3. Tour of facility - HR
 - 4. Introduction to hive - Programs Team
 - 5. Expectation and welcome - Director



CORE MODULE

During the core module, you will be expected to show up daily. Although the activities will be individual on certain days, showing up is a criteria for ensuring we can monitor progress. The programs team will also be available to direct activities and workflow.

Week Structure 9am - 2pm

Monday - Course lecture with activities

Tuesday - Implementation and workshop activity

Wednesday - Coaching Webinar

Thursday - Mentor meeting. (Once a month)

Friday - Work shop (The workshop is submission of activity and a time for the cohort to share knowledge and perspective on the week)

WEEK 2-5

IDEATION MODULE

In the ideation phase, entrepreneurs focus on identifying problems, validating their ideas, and exploring innovative solutions. By the end of this phase, participants will have a well-defined business concept and a clear action plan.

1. Problem identification and validation
2. Ideation and brainstorming
3. Lean Canvas Model
4. Pitching and Strategic Communication



WEEK 6-9

PROTOTYPE MODULE

Prototype phase, startups shift their focus to building minimum viable products (MVPs), testing assumptions, and gathering user feedback. This phase emphasizes product development and iterative improvement based on real-world testing.

1. Product Development
2. Market Research and Validation (Solution Validation)
3. Financial Planning and Budgeting
4. Intellectual Property and Legal Considerations



WEEK 10-13

EARLY STARTUP MODULE

In the early stage, participants prepare for market entry and growth. This stage focuses on go-to-market strategies, customer acquisition, and securing investment, equipping startups with the tools to scale and sustain their ventures. By the end of the program, participants are ready to launch with a clear roadmap for success.

1. Go-to-Market Strategy
2. Operations and Scaling
3. Fundraising and Investment
4. Team Building and Management



IMPLEMENTATION MODULE

Week Structure

Monday - Programs team Checkin

Tuesday - Work on your business

Wednesday - Coaching webinar

Thursday - Mentor meeting. (Once a month)

Friday - Business Clinic (A time to discuss what happened during
the week with your coach and peers)

WEEK 14-18

IMPLEMENTATION PHASE

The Hive Incubator will offer an implementation phase in the form of business clinics over a 5-week period. This phase is designed to provide personalized, hands-on support to startups as they implement their strategies, troubleshoot challenges, and refine their business models. Through tailored coaching sessions and real-time feedback, participants will receive the guidance they need to make crucial adjustments and further prepare their ventures for growth and success in the marketplace.



WEEK 19-22

BUSINESS EVALUATION PHASE

The Hive Incubator will offer an evaluation phase to appraise the health of the business in a structured OKR style appraisal system.

1. Market Potential Appraisal
2. Problem solution Appraisal
3. Founding team Appraisal
4. Business Model Appraisal



WEEK 23-25

CLOSING PHASE

The Hive Incubator will close the program by preparing the cohort for the demo day. The closing phase is an investment readiness phase. the cohort will learn about pitching and stakeholder management.

1. Pitch Training
2. Pitching Competition
3. Stakeholder Management



WEEK 26

DEMO DAY

Demo Day marks the culmination of The Hive Incubator's program, where participants showcase their startups to an audience of investors, industry leaders, and potential partners. It's a pivotal opportunity for entrepreneurs to present the progress they've made, demonstrate their market-ready solutions, and pitch for funding or strategic partnerships. This high-stakes event serves as the launchpad for many startups, giving them the visibility and connections they need to accelerate their growth beyond the incubator.



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THANK YOU

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