

## **Quarterly Startup Masterclass**

### **A Collaboration between Sidebrief & MBM Africa**

#### **Introduction**

The MBM Africa Startup Masterclass Program is a comprehensive regulatory compliance virtual training programme designed to cater to startups at various stages of development. This program aims to equip entrepreneurs with the necessary knowledge, skills, and guidance essential for their journey from the idea stage to scaling their businesses into different markets. Divided into three distinct quarters, this program provides focused learning and actionable insights for Idea Stage Startups and Early Stage Startups.

#### **Program Structure**

The masterclass program will be divided into two quarters, each tailored to meet the unique needs of startups at various stages:

#### **Quarter 1: Idea Stage Startups - Business Formalization and Structuring**

In collaboration with Sidebrief, this quarter will guide idea stage startups through the crucial process of formalizing their businesses:

##### **Focus:**

- **Business Ideation and Validation:** Understanding market needs, conducting feasibility studies, and validating business ideas.
- **Legal Structure and Business Formalization:** Guidance on choosing the right legal structure, registering the business, and setting up foundational processes.
- **Financial Planning and Fundamentals:** Introduction to basic financial concepts, budgeting, and creating a preliminary business plan.

## **Quarter 2: Early Stage Startups - Intellectual Property Protection, Investment Readiness, Compliance Management**

In collaboration with Sidebrief, this quarter will provide in-depth insights into critical aspects of business growth and stability:

### ***Focus:***

- **Intellectual Property (IP) Strategies:** Understanding different forms of IP, assessing the need for protection, and navigating the IP landscape.
- **Investment Readiness Preparation:** Crafting compelling pitches, understanding investor expectations, and refining business models for scalability.
- **Regulatory Compliance and Risk Management:** Knowledge on legal compliances, industry specific licenses, risk assessment, and governance structures.
- **Access to Funding Opportunities:** Guidance on accessing various funding sources and preparing for fundraising.

## **Masterclass Format**

The program aims to equip entrepreneurs at different stages of startup development with practical knowledge, skills, and strategies required for sustainable growth and expansion.

### **a. Format Overview:**

Quarterly Structure: Each quarter spans three months, focusing on specific developmental stages of startups - Idea Stage, Early Stage, and Scaleup.

### **b. Modules and Sessions:**

Interactive Workshops: Engaging sessions covering essential topics relevant to the respective stage.

Expert-Led Sessions: Insights shared by industry experts, successful entrepreneurs, and seasoned professionals.

Case Studies and Practical Exercises: Real-life scenarios and hands-on activities to apply learned concepts.

Consultation: Access to tailored guidance to address specific challenges and opportunities.

### **c. Delivery Method:**

Live and Post recorded Virtual Sessions: A virtual approach allowing flexibility for participants to attend either actively or by watching post recorded virtual sessions, ensuring accessibility.

Scheduled Sessions: Regularly scheduled sessions with flexibility to accommodate diverse time zones and commitments.

### **d. Program Curriculum:**

Customized Learning Paths: Tailored curriculum addressing specific needs and challenges at each startup stage.

Sequential Learning: Structured modules building upon foundational knowledge, progressing to advanced strategies and skills.

Practical Application: Emphasis on actionable takeaways, enabling participants to implement learned concepts in their businesses immediately.

**e. Support Resources:**

Learning Materials: Access to comprehensive study materials, toolkits, and resources for ongoing reference.

**f. Program Evaluation:**

Participant Assessments: Periodic evaluations to gauge learning outcomes and assess progress.

Feedback Mechanism: Continuous feedback loops for refining program content and ensuring participant satisfaction.

**Feedback and Future Improvements**

MBM Africa and Sidebrief value continuous improvement. Detailed feedback forms and digital survey tools like Google Forms will be utilized to enhance the program based on participants' insights.

**Post-Program Nurturing**

Upon program completion, participants will receive a recap email summarizing key insights, resource links, and surveys. Ongoing support through articles, newsletters, and additional content will be provided to foster continuous learning within the MBM Africa entrepreneurial community.

**Program Workflow Plan: Quarterly Business Training**

**Pre-Program Phase:**

1. Collaboration with MBM Africa to finalize program details.
2. Designing visually appealing promotional materials, highlighting MBM Africa's contributions.
3. Promoting the program across MBM Africa's platforms.

**Registration and Communication:**

1. Creating an accessible online registration platform.
2. Clear communication of registration instructions and program details to participants.

**Post-Program Phase:**

1. Sending a follow-up email with program highlights and resource links to participants.
2. Collecting and analyzing feedback from participants to enhance future sessions.
3. Sustaining engagement through regular content sharing and community-building initiatives via MBM Africa 's online platforms.