

Quarterly Startup Masterclass

A Collaboration between Sidebrief & MBM Africa

Introduction

We are thrilled to present the Sidebrief and Startup Kano “Quarterly Startup Masterclass”, a collaborative effort aimed at empowering startups with the knowledge and skills they need to succeed. This program is designed to cater to startups at different stages of development while leveraging the expertise of Sidebrief, a leading regulatory technology company.

Program Structure

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

1. 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:

A. Session 1: Business Idea Validation

- Assessing the viability of your business concept.
- Identifying target markets and potential customers.
- Conducting market research and analysis.

B. Session 2: Business Structure and Legal Considerations

- Choosing the right legal structure for your startup.
- Registering your business and fulfilling legal obligations.
- Navigating licenses and permits.

2. 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:

A. Session 1: Intellectual Property Protection

- Identifying and safeguarding your intellectual property.
- Trademarks, copyrights, and patents.
- Handling intellectual property disputes.

B. Session 2: Investment Readiness

- Understanding contract documents for various funding options.
- Corporate Governance
- Due diligence and investor relations.

C. Session 3: Compliance Management

- Navigating regulatory requirements and compliance.
- Ensuring ethical business practices.

- Risk management and legal obligations.

3. Quarter 3: Scaleups - Expansion into Different Markets

Sidebrief, in collaboration with MBM Africa , this quarter will address the specific challenges and opportunities faced by scaleups:

A. Session 1: Market Expansion Strategies

- Assessing new markets and opportunities.
- Developing market entry strategies.
- Adapting your business model for growth.

B. Session 3: Global Expansion

- Exploring international markets.
- Overcoming cross-border challenges.
- Cultural and legal considerations.

Masterclass Format

All training sessions will be conducted via Zoom, ensuring accessibility for all participants. Each session will have a duration of 2 hours, allowing for detailed discussions and engagement.

With the combined expertise of Sidebrief and Startup Kano, we are committed to providing startups with comprehensive, detailed, and actionable insights to foster growth and success.

Feedback and Future Improvements

We are committed to continuous improvement and have established a feedback and evaluation system. Participants will receive comprehensive feedback forms, and we will leverage digital survey tools like Google Forms to streamline data collection, enhance analysis, and guide future growth. Embracing this feedback loop underscores our dedication to progress and optimization.

Post-Program Nurturing

The program's conclusion marks the beginning of an extended engagement journey. Within a week, participants will receive a follow-up communication summarizing the program highlights, providing links to shared resources, and including a survey link. In the following weeks, we will provide a steady stream of enriching content, such as articles and newsletters , to support ongoing learning and engagement within the entrepreneurial community.

Program Workflow Plan: Quarterly Business Training

1. Pre-Program Phase:

a. Conceptualization and Planning:

Collaborate with Startup Kano to finalize program details, including date, time, and venue.

b. Design and Promotion:

1. Developing visually appealing promotional materials, including social media flyers and program posters.
 2. Promoting the program through Sidebrief and Startup Kano's social media platforms, websites, and email newsletters.
- 2. Registration and Communication:**
- a. Setting up an online registration platform using Eventbrite.
 - b. Provide clear registration instructions and program details to participants.
- 3. Post-Program Phase:**
- a. **Follow-Up Communication:**
 1. Send a follow-up email to participants with a recap of the program, links to resources, and a survey link.
 2. Share relevant content, such as articles and newsletters related to entrepreneurship, in the following weeks.
 - b. **Feedback Analysis:**
 1. Collect and analyze feedback from participants to identify areas for improvement.
 2. Use digital survey tools to streamline data collection and analysis.
 - c. **Continuous Engagement:**
 1. Maintain engagement through regular content sharing on social media and email newsletters.
 2. Foster connections among participants through online communities or meetups.