

## Quarterly Startup Masterclass Workplan

### 1. 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 StartupKano, 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.

## **2. 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.

## **3. Feedback and Future Improvements**

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.

## **4. 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.

## **5. 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.