



The Startup Club

Program Handbook

WHO WE ARE?



The Startup Club is a pioneering entrepreneurship initiative, designed to equip students with the knowledge, skills, and real-world experience needed to build and scale successful startups.

Through a structured, hands-on learning process, participants will gain insights from industry experts, collaborate with peers, and develop real startup ideas from scratch.



VISION

To be the leading student-driven startup incubation program in Nigeria, empowering the next generation of entrepreneurs with practical knowledge and strong networks.



MISSION

To cultivate an ecosystem of innovative thinkers, problem solvers, and business leaders within the university, fostering an entrepreneurial mindset that drives disruptive and impactful ventures.

PROGRAM OVERVIEW

Structure & Learning Approach



The Startup Club follows a cohort-based learning structure, combining interactive workshops, case studies, mentorship, and real-world projects.

1

IDEATION & VALIDATION

Understanding problems, identifying opportunities, and validating ideas.

The program is divided into three core phases:

2

BUILDING & EXECUTION

Developing MVPs, refining business models, and acquiring early users.

3

PITCHING & GROWTH

Fundraising, scaling strategies, and preparing for investor engagement.



COHORT STRUCTURE

Each cohort will consist of selected participants who will go through a structured entrepreneurial journey over 6 weeks.

Learning Modules & Curriculum

- Week 1-2: Foundations of Startup Building (Problem-Solving, Market Research, Ideation)
- Week 2-3: Business Model Development (Lean Startup, Value Proposition, Customer Discovery)
- Week 3-4: Product Development & MVP (Prototyping, User Feedback, Iteration)
- Week 4-5: Go-To-Market Strategy (Marketing, Sales, Branding)
- Week 5-6: Financials & Fundraising (Revenue Models, Investor Readiness, Pitch Decks)
- Week 6: Final Pitch & Growth Strategy (Demo Day, Scaling, Future Roadmap)

Workshops & Hands-on Activities

- Mentor-Led Masterclasses
- Real Startup Case Studies
- Pitching Simulations & Feedback
- Networking with Founders & Investors

APPLICATION PROCESS

Eligibility Criteria

- Open to all students at Bingham University
- No prior business experience required
- Strong willingness to learn and collaborate

Selection Process

- Online Application at ([Click Here For Application Form](#))
- Immediate Assessment of Application. Shortlisted applicants will be receive an acceptance email/text detailing next steps.
- Final Selection & Cohort Onboarding

Important Dates

- Application Opens: **14th March, 2025.**
- Application Deadline: **May 18th, 2025.**
- Program Kickoff: **May 12th, 2025.**



SUPPORT & RESOURCES

Mentorship & Coaching

Participants will be paired with experienced entrepreneurs and industry professionals who will provide guidance throughout the program.

Access to Startup Ecosystem

Opportunities to attend startup events, meet investors, and join accelerator programs.

Networking Opportunities

Access to a community of founders, investors, and industry experts.

Startup Resource Library

Exclusive access to curated resources, templates, and toolkits for business development, marketing strategies, and financial planning.

Benefits of Joining

- Hands-on learning experience in startup development
- Networking with top-tier entrepreneurs and investors
- Certification of completion and credibility boost
- Exposure to potential funding and investment opportunities
- Practical startup-building knowledge for real-world application

Who Should Join?

- Students passionate about entrepreneurship and innovation
- Aspiring startup founders or co-founders
- Individuals interested in solving real-world problems
- Those looking to gain practical business-building experience

CODE OF CONDUCT & COMMITMENT EXPECTATIONS

Attendance & Participation

All participants must commit to attending sessions and actively participating in program activities.

Ethics & Collaboration


We uphold a high standard of integrity, teamwork, and professionalism.

Commitment Requirements


- Minimum of 2-4 hours per week commitment to training sessions and 6-8 hours per week dedicated to self-directed practice, refinement and application of learned skills.
- Active engagement in workshops, assignments, and pitching sessions.



HOW TO GET INVOLVED



becoming
A MENTOR



We welcome industry experts, alumni, and startup founders to join as mentors.

Sponsorship & Partnerships

Organizations and individuals interested in supporting **The Startup Club** can reach out for partnership opportunities.

Contact Information

For inquiries, applications, or partnerships, reach us at:

Email: alfredagedep@gmail.com (Cohort Lead & Chief Mentor)

Phone: +234 704 9727 733

Website: *In dev.. coming soon!*



FREQUENTLY ASKED QUESTIONS

Q: Do I need an existing startup idea to join?

A: No, you'll develop and refine ideas during the program.

Q: Is the program open to all fields of study?

A: Yes! The Startup Club welcomes students from all disciplines.

Q: Is there a fee to participate?

A: No, the program is free for selected participants.

Q: What happens after the program ends?

A: Alumni gain access to continued mentorship, networking, and potential funding opportunities.

Q: Will I receive a certificate upon completion?

A: Yes, all participants who complete the program will receive a certificate.

Q: Can I join if I already have a startup?

A: Absolutely! The program helps refine and scale existing ventures.

Join The Startup Club & Build Something Great!

Apply now. Take the first step.

[Click Here For Application Form](#)

or go to: <https://tally.so/r/w7Mpe2>

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