



FRIEDRICH NAUMANN
FOUNDATION For Freedom.
Tanzania



InnoSpark Incubation

THE STARTUP MENTORSHIP WORKBOOK

★

FROM IDEA → TO IMPACTFUL BUSINESS





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You are only limited by how far you can **IMAGINE**

This workbook is designed to provide you with a step by step guidance in your journey to building a remarkable and successful startup. Follow the each session and practice each framework with your startup concept. Each framework is part of the puzzle that will unravel your startup potential.

How to win with this workbook?

- Don't skip any section or framework of this workbook
- Ask critical questions about your startup while working on each section
- Share and learn from your peers! Great IDEAS are born from unplanned conversations
- Present your work and collect feedback whenever possible



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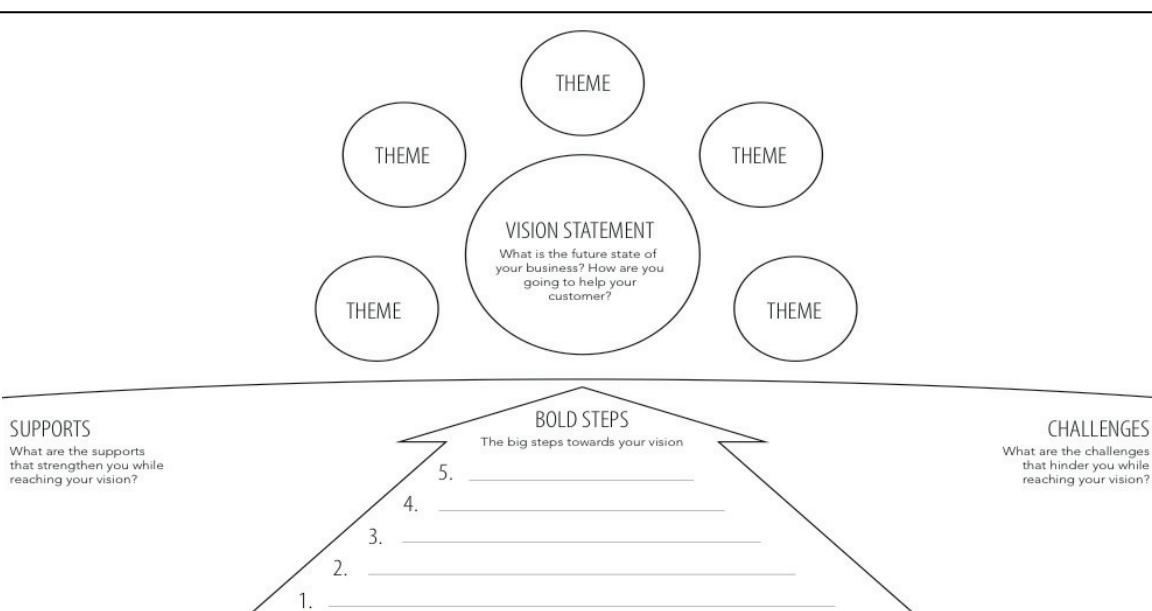


Startup
Roadmap

Your Y Factor

Write down your why. Based on your reflections, write a brief statement that explains why you are building this startup. This statement should be personal and meaningful to you.

Based on your "why" and motivation to building your company, explore your startup vision, as aligned to your why for launching the startup





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Startup
Roadmap

Write down your vision and mission statement below

Points to Note

Finding Solution-fit

Customer Painpoints

Think through your customers' daily experience, what are the challenges and frustrations they face in accessing alternative solutions , For each journey, what do you proffer as the solution?

	Pain points	Solutions
Productivity		
Finances		
Process		
Support		

Solution Desirability

Startup Roadmap

Show how your proposed solution is adding value to the customer throughout your solution delivery value chain. How do you meet their expectation and create new perception for your customers?

Customer Painpoint	Your Solution	Value Delivered

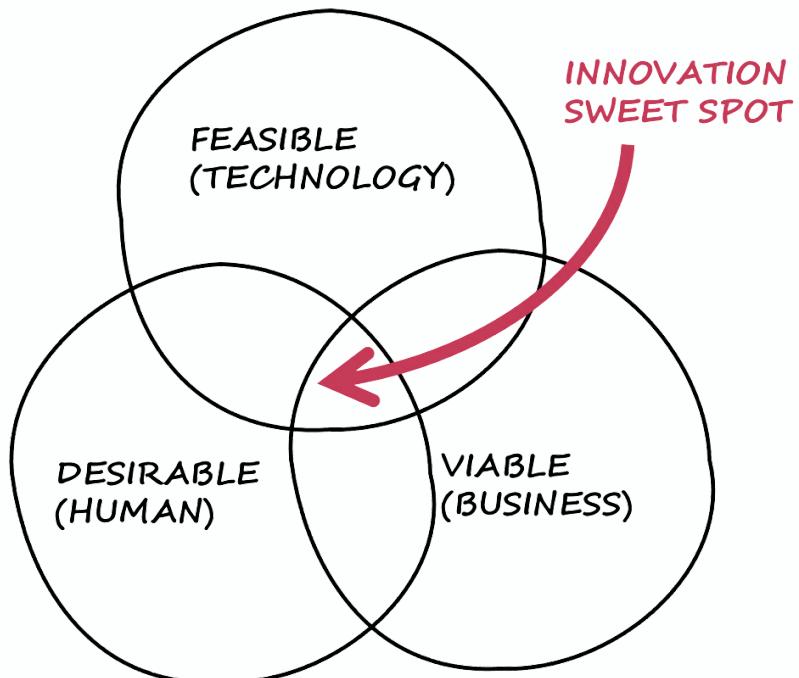
Team-Fit Assessment

In the chart below, pin point the skills, experience and background required to build a billion dollar business in your sector, list your current team skills and highlight what skills could be missing in your current team.

Innovation Sweetspot

Startup
Roadmap

For Viability; highlight cost structure, pricing model, current consumer financial behavior. For Feasibility, highlight current team skills, network and available resources (\$). For Desirability, highlight user acquisition rate, benchmark related solution and their customer acquisition, retention rate.



Points to Note

Market Segmentation

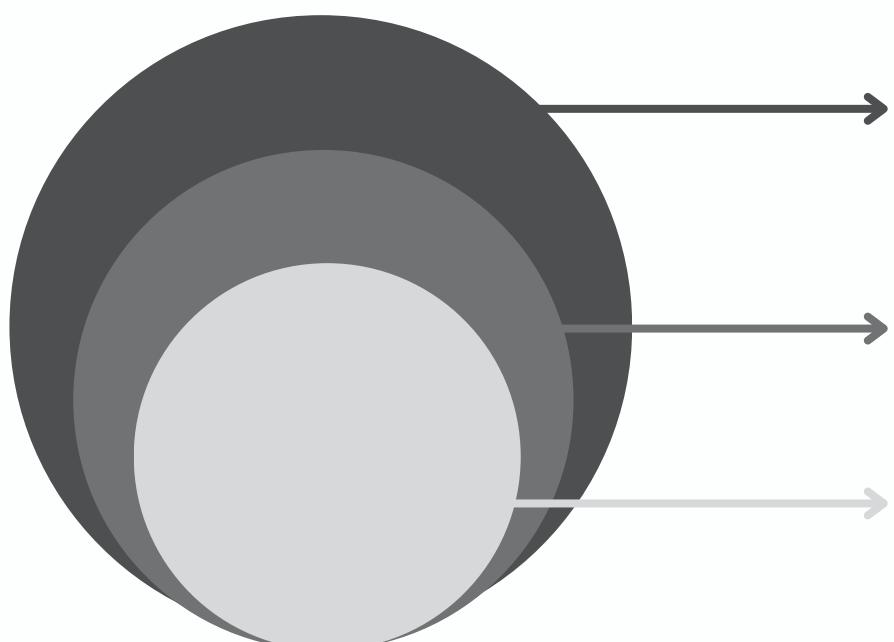
Startup
Roadmap

Based on your business idea, detail your customer profile, using the below table to profile your customer.

Behaviour	Demographics	Geography

Market Size Validation

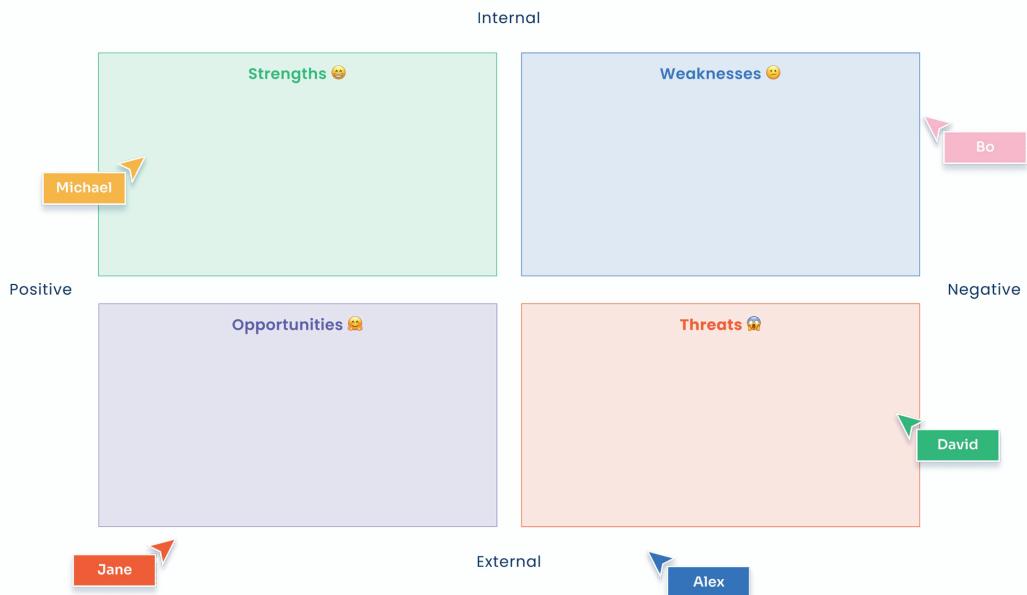
Assess the market size of your startup, using East Africa as your benchmark. The bigger circle represent the total market size, the mid circle is the market size taken by competitors and smaller circle your target obtainable market



SWOT Analysis

Startup
Roadmap

Create your startup SWOT Analysis below and note down areas/strategies to improve weak areas in the note section



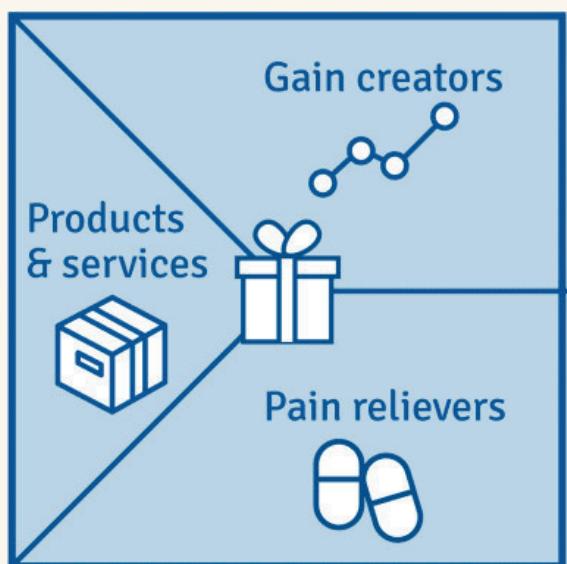
Points to Note

Finding Your Niche

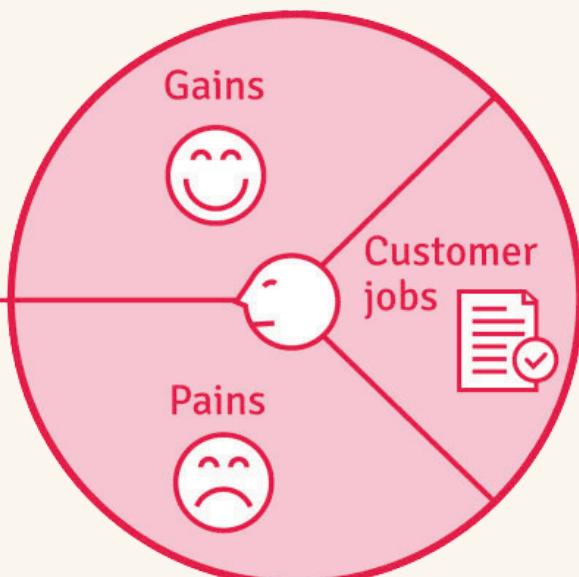
Category King

Becoming a category king depends on how your startup is meeting customer expectations and perceptions. Complete the VP Canvas below to get started

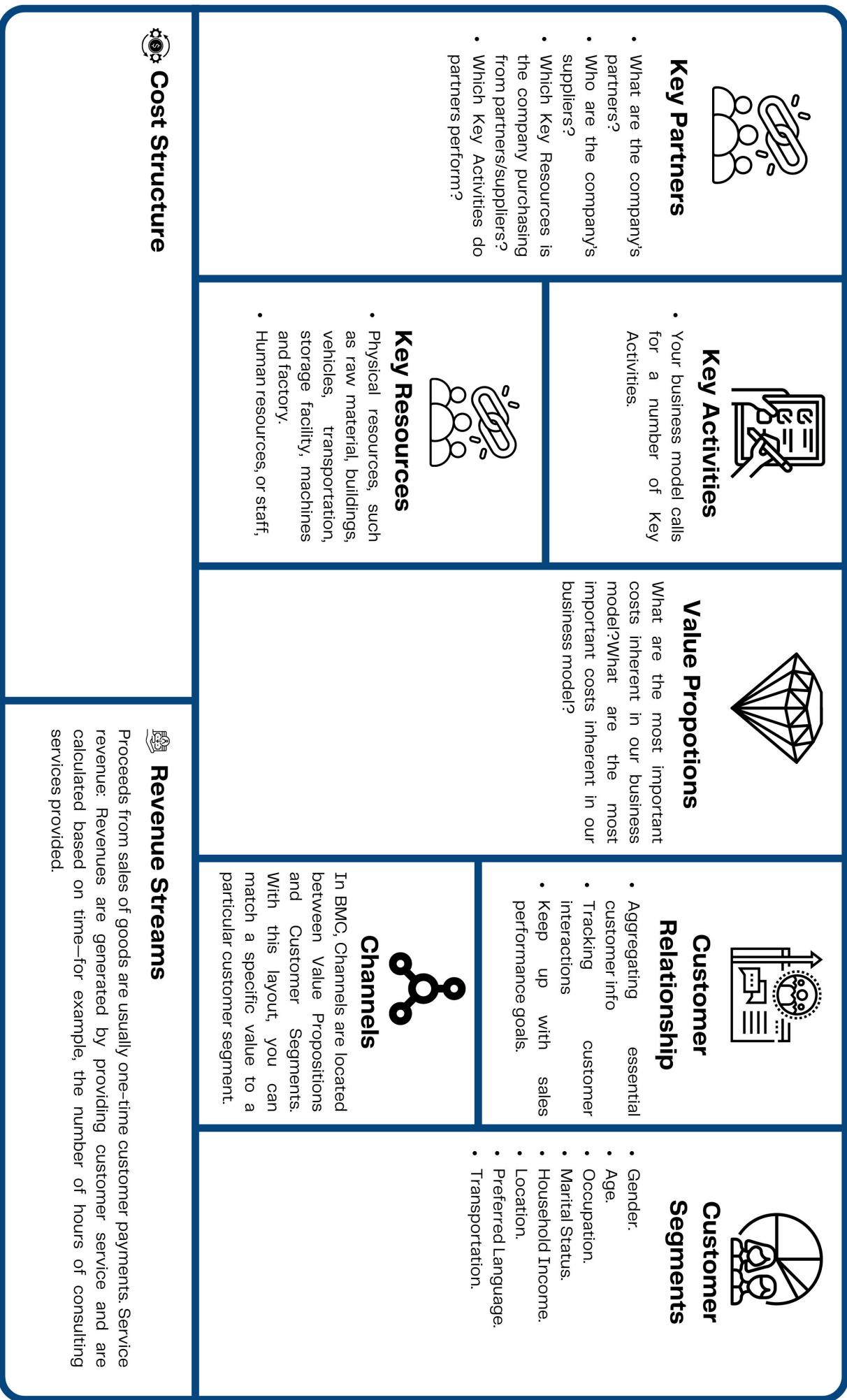
Value Proposition



Customer Profile



Business Model Canvas



BUSINESS MODEL CANVAS

Designed for :

Designed by :

Date :

Version :

 Key Partners

 Key Activities

 Value Propositions

 Customer Relationship

 Customer Segments

 Channels

 Key Resources

 Cost Structure

 Revenue Stream

BM Validation

Test your proposed models, using existing solutions to benchmark your business model drivers. Highlight why your assumptions are best choice

	Your Solution	Existing Solution	Assumptions
Channel			
Revenue Model			
Pricing			
Value Proposition			
CRM			

Customer Mapping

Buyer Cycle	Acquire	Nurture	Convert	Retain
Customer Goal				
Touchpoints				
Customer Thoughts				
Customer Feelings				
Recommendation				
Your Hook				

Telling Your Story

SUBJECT	GOAL	AUDIENCE
What is the story about?	What do you want to achieve with this story?	What is your story's audience? What are their needs?
BEFORE What does your audience think, feel, know, want, before they have experienced your story?	1. SET THE SCENE What do you need to introduce? What should be set up or explained?	2. MAKE YOUR POINT The audience's A-Ha moment.
		3. CONCLUSION The end of your story. What is the conclusion? What is your call to action?
		AFTER What does your audience think, feel, know, want, after they have experienced your story?

Pitch Deck Checklist



We have a “Strategic Plan” to Building
Successful Companies

Its Called **DOING THINGS**

Your dream

Your Future

