

**the chase**

**Toucan**  
Website Design  
Stage 4

13th October 2015

**the chase**

# Stage 4

the chase

# Landing Page

the chase

**Toucan Website  
Landing Page**

The screenshot shows a landing page with a red background. On the left, there's a sidebar with a blue header labeled "Edge Awards". The main content area features a white sign-in form titled "Sign in with your email address". It includes fields for "Your email address" and "Your password", a "Sign in" button, and social media sign-in options for Facebook and Twitter. Below the sign-in form is a link to "Forgot your password? Click here". To the right of the sign-in form is a large, stylized illustration of a white egg sitting in a brown nest. At the bottom, there's a "Powered by" section with logos for Time Inc. and Toucan, followed by a "Supported by" section with three pink bars.

**Simple log in section to the Toucan Academy that allows the user to enter their unique log in code from the Edge Awards.**

**Illustrative background has the potential to change, could be used to advertise events such as The Nest.**

Powered by

Time Inc. + TOUCAN™

Supported by

the chase

**Toucan Website  
Landing Page**

The screenshot shows a landing page with a red background. On the left, there's a sidebar with a blue header labeled "Edge Awards". The main content area features two sign-in boxes. The first box, titled "Sign in with your email address", contains fields for "Your email address" and "Your password", followed by a "Sign in" button. Below this are social media sign-in buttons for Facebook and Twitter. A link "Forgot your password? Click here" is also present. The second box, titled "Sign in with your Edge Awards code.", contains a field for "Unique Code XXXX" and a "Sign in" button. A link "Not received your unique code yet? Click here" is located below this box. To the right of these boxes is a large white toucan egg in a nest. At the bottom, it says "Powered by Time Inc. + TOUCAN™" and "Supported by the chase".

**Simple log in section to the Toucan Academy that allows the user to enter their unique log in code from the Edge Awards.**

**Box pop up with option to enter users' unique Edge Awards code.**

Powered by  
**Time Inc. + TOUCAN™**

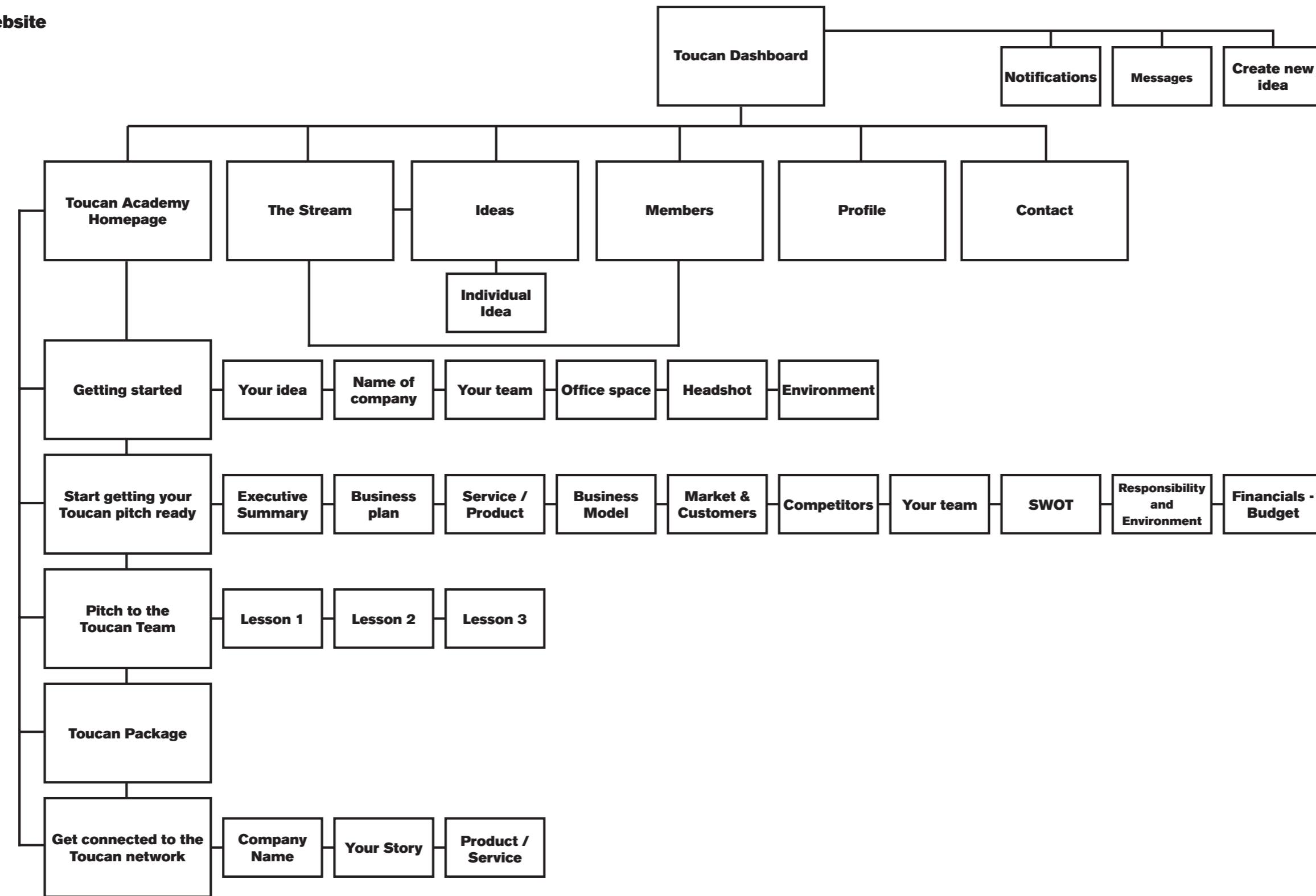
Supported by

[the chase](#)

# Main Site

the chase

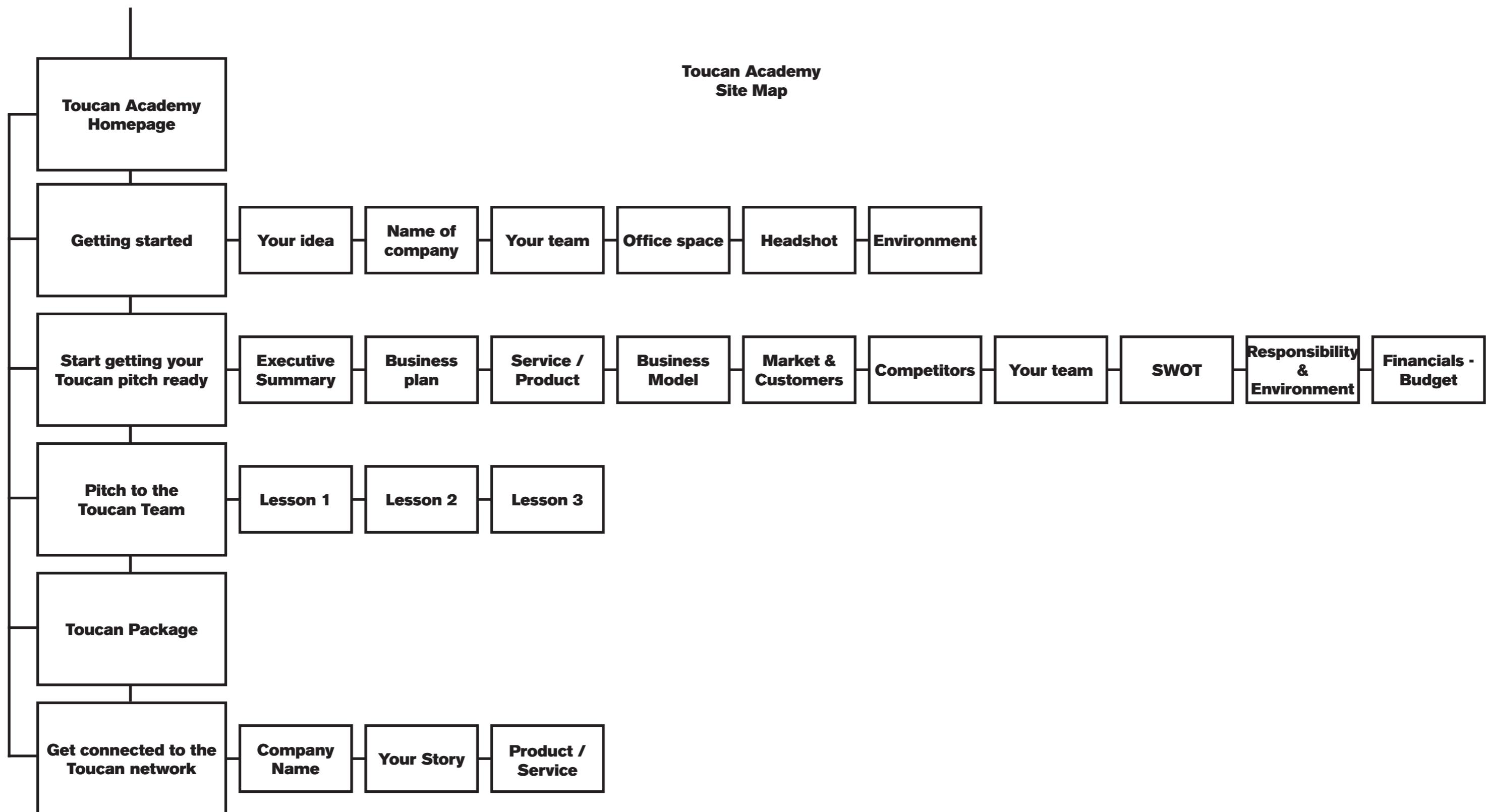
## Toucan Website Site Map



the chase

# **Toucan Academy**

## **Site Map**



the chase

## **DESIGN**

### **Landing Page:**

**Prefer the egg and nest version**

**Likes the orange/red - try another version with the  
TimeInc red colour**

**Make powered by bigger**

**Include 'supported by' companies logos box  
underneath 'Powered by' section**

**Edge Awards will have their own logo -  
incorporate this into the design when the logo is  
finalised.**

**Design also has to work on hardcopy advert**

**Incorporate the design into the homepage as a  
dual login.**

**Login on one side | Edge awards unique code on  
the other side.**

**Experiment with the layout.**

## DESIGN

### General notes:

Fonts - needs to be in keeping with the Toucan brand.

The font they currently use on their site is Roboto

Headline font is Trajan Pro or find something similar.

Open to other fonts such as Google Fonts - but has to be more in keeping with the consistency of the brand of Toucan.

Whatever font is chosen for the dashboard of the site can also be used for the homepage and main pages of the site.

### Colour scheme

Overall blue colour to keep consistency of the Toucan brand.

Some bursts of colour within the rest of the site, on icons and on parallax scroll in the academy.

### Side Navigation

Needs to be a lighter shade to work with the all over colour scheme of the blue.

Be able to distinguish which navigation is which.

**Toucan to send over a full roadmap for the Toucan site.**

More media elements to be added to the Toucan academy section.

**Rounded edges throughout - need to show rounded edges on the ideas boxes**

Soften edges wherever these idea boxes may be presented - within the profile pages etc.

### Top ideas need to incorporate video

Video is elevator pitch - 1min video of person talking about their idea.

Video is to be shown on both the top ideas section and within the idea list.

### Stream

Place ideas and members boxes at the top - like current site shows

**Side navigation and Members list navigation/search box - to be two shades of blue**

### Profile

To include a 'gallery' section on the users' profile page.

Gallery of all kinds of media - images and video mainly.

## **BUILD**

**Joaо - Backend**

**Nick - Front end**  
**Animations**  
**HTML5/Javascript**  
**HTML Designs**

**Need to pass design assets over  
to Nick ASAP once client has  
signed off design. Send as InDesign  
packaged files.**

Vag Rounded BT

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Apercu Reg

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Montserrat

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Futura

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Trump Medieval

**WELCOME TO THE TOUCAN ACADEMY  
AND congratulations on taking the first important**

Raleway

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Baskerville Bold

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Quicksand

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Roboto

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Caxton

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Weiss

**WELCOME TO THE TOUCAN ACADEMY  
AND congratulations on taking the first important**

Bauer Bodoni

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Varela Round

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Trajan Pro

**WELCOME TO THE TOUCAN ACADEMY AND  
CONGRATULATIONS ON TAKING THE FIRST IMPORTANT**

Kadwa

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Palatino

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Lydian

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

De Vinne

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Vag Rounded BT

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Apercu Reg

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Montserrat

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Futura

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Trump Medieval

**WELCOME TO THE TOUCAN ACADEMY  
AND congratulations on taking the first important**

Raleway

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Baskerville Bold

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Quicksand

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Roboto

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Caxton

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Weiss

**WELCOME TO THE TOUCAN ACADEMY  
AND congratulations on taking the first important**

Bauer Bodoni

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Varela Round

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Trajan Pro

**WELCOME TO THE TOUCAN ACADEMY AND  
CONGRATULATIONS ON TAKING THE FIRST IMPORTANT**

Kadwa

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Palatino

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Lydian

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

De Vinne

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Trajan Pro - In keeping with Toucan branding

**WELCOME TO THE TOUCAN ACADEMY AND  
CONGRATULATIONS ON TAKING THE FIRST IMPORTANT**

Montserrat - Sans serif with rounded character

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

Futura - More blocky sans serif

**WELCOME TO THE TOUCAN ACADEMY AND  
congratulations on taking the first important**

## Toucan Website Toucan Academy

Original Font:  
VAG Rounded

Good points:  
Has good standout against  
coloured backgrounds.

Big and bold.  
Has character.

Bad points:  
Looks too childish and  
could alienate professional  
users.

The screenshot shows the homepage of the Toucan Academy website. At the top, there's a navigation bar with a toucan icon, the URL 'toucan.co', and various user icons. A small toucan bird is perched on the left side of the header. The main content area has a light blue background with white clouds at the bottom. In the center, there's a large white cloud containing the text: 'Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student.' Below this, a central callout says: 'Drag to explore the rest of the Toucan Academy' with a small arrow icon. To the left, another cloud contains '① Getting started' in red, with the subtext: 'A few things to help get your idea off the ground - Complete'. To the right, another cloud contains '② Start getting your Toucan pitch ready' in blue, with the subtext: 'A simple guide to getting your Toucan pitch together - Complete'. At the bottom left is the Toucan logo ('TOUCAN™') and at the bottom right are copyright and policy links: '© 2015 Toucan Terms of Service and Privacy Policy'.

## Toucan Website Toucan Academy

Font:  
Trajan Pro

Good points:  
Fits in with the current  
Toucan branding and logo.

Bad points:  
Doesn't have stand  
out against coloured  
background.

The caps make it hard to  
use when it comes to long  
statements of text.

Looks overall professional  
for the academy.

The screenshot shows the homepage of the Toucan Academy website. At the top, there is a navigation bar with icons for notifications (3), messaging, a pencil, a user profile, and a search function. The main content area has a light blue background with white clouds at the bottom. In the center, there is a large white cloud containing the text: "WELCOME TO THE TOUCAN ACADEMY AND CONGRATULATIONS ON TAKING THE FIRST IMPORTANT STEP TO BECOMING AN ENTREPRENEUR! YOU ARE NOW A TOUCAN STUDENT." Below this text is a small instruction: "Drag to explore the rest of the Toucan Academy" with a cursor icon. To the left of the central text is another white cloud containing the steps: "① GETTING STARTED" (with a red circle) and "A few things to help get your idea off the ground - Complete". To the right is a white cloud containing "② START GETTING YOUR TOUCAN PITCH READY" (with a blue circle) and "A simple guide to getting your Toucan pitch together - Complete". At the bottom left is the Toucan logo with the word "TOUCAN™". At the bottom right, there is copyright information: "© 2015 Toucan Terms of Service and Privacy Policy".

## Toucan Website Toucan Academy

Font:  
Futura Bold

Good points:  
Has good standout against  
coloured backgrounds.

Big and bold.

Bad points:  
Doesn't have a lot of  
character.

Been used by many brands  
before.

The screenshot shows the homepage of the Toucan Academy website. At the top, there's a navigation bar with a toucan icon, the URL 'toucan.co', and various user icons. Below the header, a large blue background features white clouds at the bottom. In the center, there's a message for new students: 'Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student.' Below this, a call-to-action says 'Drag to explore the rest of the Toucan Academy' with a small arrow icon. To the left, a white cloud contains the 'GETTING STARTED' section, which includes a red '1' icon, the title 'GETTING STARTED' in red, and a description: 'A few things to help get your idea off the ground - Complete'. To the right, another white cloud contains the 'START GETTING YOUR TOUCAN PITCH READY' section, with a blue '2' icon, the title in blue, and a description: 'A simple guide to getting your Toucan pitch together - Complete'. At the bottom left, the 'TOUCAN™' logo is displayed. At the bottom right, there's a copyright notice: '© 2015 Toucan Terms of Service and Privacy Policy'.

## Toucan Website Toucan Academy

Font:  
Montserrat

Good points:  
Has good standout against  
coloured backgrounds.

Big and bold.

Happy medium between  
being professional whilst  
still having some character.

Bad points:

The screenshot shows the homepage of the Toucan Academy website. At the top, there's a navigation bar with icons for notifications (3), messaging, a pencil, a user profile, and a search function. The main content area has a light blue background with white clouds at the bottom. In the center, there's a large white cloud containing the text: "Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student." Below this, there are three smaller clouds: one on the left labeled "1 Getting started" with the subtext "A few things to help get your idea off the ground - Complete"; one on the right labeled "2 Start getting your Toucan pitch ready" with the subtext "A simple guide to getting your Toucan pitch together - Complete"; and one at the top labeled "3 Pitch to the Toucan Team" with the subtext "Top three lessons that every entrepreneur should learn when pitching - 50%". At the bottom left is the Toucan logo, and at the bottom right are copyright and legal links: "© 2015 Toucan Terms of Service and Privacy Policy".

the chase

# New design for the site

the chase

# Toucan Academy

the chase

**Toucan Website  
Toucan Academy**

The screenshot shows the homepage of the Toucan Academy website. At the top, there's a navigation bar with icons for notifications (3), messaging, a pencil, a user profile, and a search function. The main content area has a light blue background with white clouds at the bottom. In the center, there's a large white cloud containing the text: "Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student." Below this, there are three numbered steps in clouds: 1. Getting started (red), 2. Start getting your Toucan pitch ready (blue), and 3. Pitch to the Toucan Team (yellow). Each step has a brief description and a status indicator ("Complete"). To the right, a sidebar for "Samantha Wilkinson" lists links: The Box, Toucan Academy, Ideas, and Contact. The Toucan logo is at the bottom left, and copyright information is at the bottom right.

Side navigation pops up when the menu symbol is clicked, allowing the user to navigate to any page.

The rounded edges add a friendly but still 'grown-up' touch.

**① Getting started**  
A few things to help get your idea off the ground - Complete

**② Start getting your Toucan pitch ready**  
A simple guide to getting your Toucan pitch together - Complete

**③ Pitch to the Toucan Team**  
Top three lessons that every entrepreneur should learn when pitching - 50%

Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student.

Drag to explore the rest of the Toucan Academy

**Samantha Wilkinson**

The Box

Toucan Academy

Ideas

Contact

**TOUCAN™**

© 2015 Toucan  
[Terms of Service](#) and [Privacy Policy](#)

The screenshot shows the homepage of the Toucan Academy website. The background features a light blue sky with white clouds at the bottom. In the top left corner, there's a small black toucan bird icon. The top navigation bar includes a back arrow, forward arrow, refresh button, the URL 'toucan.co' with a yellow toucan icon, a star, and a menu icon. Below the navigation is a header with a search bar and icons for notifications (with a '3' badge), messaging, a pencil, a user profile, and a share button.

**Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student.**

Drag to explore the rest of the Toucan Academy

**① Getting started**  
A few things to help get your idea off the ground - Complete

**② Start getting your Toucan pitch ready**  
A simple guide to getting your Toucan pitch together - Complete

**③ Pitch to the Toucan Team**  
Top three lessons that every entrepreneur should learn when pitching - 50%

**TOUCAN™**

© 2015 Toucan  
[Terms of Service](#) and [Privacy Policy](#)

**Toucan Website**  
**Toucan Academy**

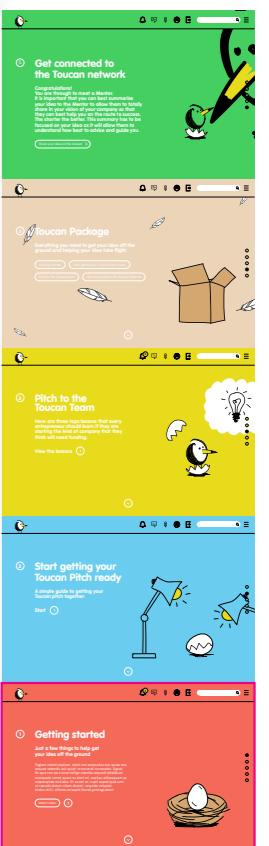
The screenshot shows a web browser window for 'toucan.co'. The main content area features a light blue background with white clouds containing numbered steps. A small toucan icon is in the top left corner. The top right has a navigation bar with icons for notifications (3), message, edit, user, and search.

- 1 Getting started**  
A few things to help get you started
- 3 Pitch to the Toucan Team**  
Top three lessons that every entrepreneur should learn when pitching - 50%
- 4 Toucan Package**  
Everything you need to get your idea off the ground - 0%
- 5 Get connect to the Toucan network**  
Some tips before sharing your idea with others - 0%

Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student.

the chase

The screenshot shows the Toucan Academy website with a red background. At the top left is a small toucan icon. The top right features a navigation bar with icons for notifications (3), messages, edit, user profile, and a search bar. Below the navigation is a large white circle containing the number '1'. To its right, the text 'Starting out.' is displayed in a large, bold, white font. Underneath this, a pink horizontal line separates the main title from the subtext 'Just a few things to help get your idea off the ground'. To the right of the subtext is a vertical column of five white circles. Below the subtext is a paragraph of placeholder Latin text: 'Fugiam volent expliam, solut ium excessitas eos quiae eos sequeae velendis aut quiati re exerati nonecabo. Agnat. Ro que con pa nonse imilige ndantia sequodi pitatibus eumquate nonet quam es dent mi, expliqu atibeaquam as nulparuptae eicillabo. Et occat re, cupit asped quia sum ut repudis dolum sitam dionet, sequide voluptat. Andus dicit, offictes eosapid itiandi gnimagnatent'. At the bottom left is a 'Start' button with a right-pointing arrow. To the right of the text is a large illustration of a white egg in a nest.



the chase

The screenshot shows a web browser window with the URL 'toucan.co' in the address bar. The header features a toucan icon, a search bar, and several user icons. Below the header is a navigation bar with the title '1. Starting Out' and links for 'Market Research', 'Name & Brand', 'Costs', 'Social', 'Sustainability', and 'Finding a mentor'. The main content area has a light orange background. A large number '1' in a circle is next to the section title 'Market Research'. The text 'Da voluptatio te iunt ad que ditam eritate pratini musanitis am que as enia doluptat eosti receseq uidelis esto qui tem aspe a alitatibus, cusdam.' is displayed. Below it is a section titled 'Talk to potential customers/friends/family.' with placeholder text. Another section titled 'Questionnaires.' contains placeholder text about registration across social media platforms. On the right side of the content area, there is a vertical stack of five small screenshots showing different steps of the 'Toucan Package' process.

1. Starting Out

Market Research Name & Brand Costs Social Sustainability Finding a mentor

1 Market Research

**Da voluptatio te iunt ad que ditam eritate pratini musanitis am que as enia doluptat eosti receseq uidelis esto qui tem aspe a alitatibus, cusdam.**

**Talk to potential customers/friends/family.**

Itatiasi taquos elita secto bernatiam rest alit officae omnis poribustrum ilit eos enimquea nus aut officiust facit excest quibusa pelest inullaccum nonsequae im voluptat et ersperes aut voles voles orrundissum quis.

**Questionnaires.**

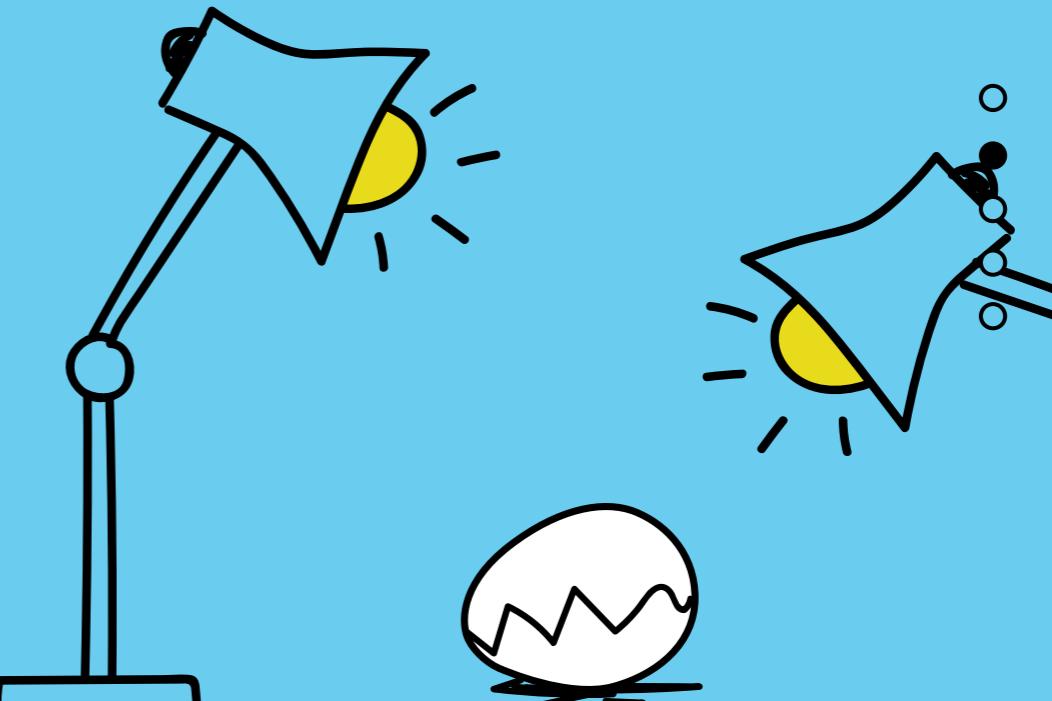
Have you registered it yet? If not, are you able to register it? If so, are you able to register the name across all relevant social media platforms for your industry? Consistency is important.

toucan.co

## ② What's next?

A simple guide to getting your Toucan pitch together.

Start >



2. What's next?  
(Section heading)

An example of how each section heading will look.  
A mixture of text and illustration.



the chase

The screenshot shows a web browser window for 'toucan.co'. The header features a toucan icon, a search bar, and navigation icons. Below the header, a navigation bar includes links for '2. What's next?' (highlighted), 'Register a company' (underlined), 'Write a pitch deck', 'Write a business plan', 'Build the website', 'Your team', and 'How to stand out'. A large number '2' in a circle indicates the current step. The main content area is titled 'Register a company' and contains placeholder text: 'Da voluptatio te iunt ad que ditam eritate pratini musanitis am que as enia doluptat eosti receseq uidelis esto qui tem aspe a alitatibus, cusdam.' Below this is a form with a 'Where? How?' input field and a 'Submit' button. To the left, a sidebar lists steps: '2. What's next? (Register a company)' and 'An example of how forms will look within the Toucan Academy.' On the right, a vertical column displays four colorful cards with tips: 'Get connected to the Toucan network', 'Toucan Package', 'Pitch to the Toucan Team', and 'Start getting your Toucan Pitch ready'.

2. What's next?  
[Register a company](#)   [Write a pitch deck](#)   [Write a business plan](#)   [Build the website](#)   [Your team](#)   [How to stand out](#)

**2** **Register a company**

**Da voluptatio te iunt ad que ditam eritate pratini  
musanitis am que as enia doluptat eosti receseq  
uidelis esto qui tem aspe a alitatibus, cusdam.**

Where? How?

Submit

Cid et ipidior iantur sum et restrum  
hitemodignis dem es iliquun dendae.

Open a bank account.

Little tips and messages to help the user through these steps are placed on the side.

The screenshot shows a web browser window for 'toucan.co'. The header features a toucan icon, a search bar, and navigation icons. Below the header, a navigation bar includes links for '2. What's next?', 'Register a company', 'Write a pitch deck', 'Write a business plan', 'Build the website', 'Your team' (which is underlined), and 'How to stand out'. A sidebar on the left lists '2. What's next? (Your team)' and 'An example of how slider charts will look'. The main content area has a heading '2 Your team' with a number '2' in a circle. It contains a large block of Latin placeholder text: 'Da voluptatio te iunt ad que ditam eritate pratini musanitis am que as enia doluptat eosti receseq uidelis esto qui tem aspe a alitatibus, cusdam'. Below this is a section titled 'How many people are there in your team?' with a slider set to 22. A blue vertical line with three circular icons is positioned on the left side of the main content.

2. What's next?  
(Your team)

An example of how slider charts will look

2 Your team

Da voluptatio te iunt ad que ditam eritate pratini musanitis am que as enia doluptat eosti receseq uidelis esto qui tem aspe a alitatibus, cusdam

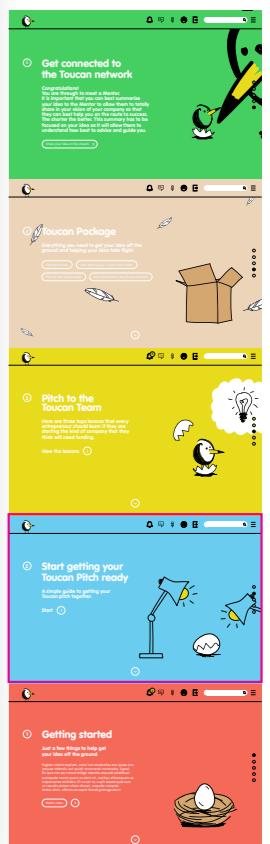
How many people are there in your team?

Select the amount of people in your team - 22

1 50

Who is the team composed of?

Undipsunt quia commimi nctinulpa culparc hiliquis ex earum la eiciend itibuscimodi ad everfer erchit harumquo quunt que nim dolorestius. Ebitatias andero et et laborem sim alis dolupit et maxim alibusam que dolum qui sectotati abores valoriora inidis ea sa et cunta nel ius des maximaognimil



The screenshot shows a web browser window for 'toucan.co'. The main content area has a yellow background. On the left, there's a sidebar with a section heading '3. Pitch to the Toucan Team (Section heading)' and a paragraph of text: 'An example of how each section heading will look. A mixture of text and illustration.' Below this is a 'Start' button with a right-pointing arrow. The main content area features a large white number '3' in a circle, followed by the word 'Investment' in a large white font. To the right of the text is a cartoon toucan chick standing in an eggshell, looking at a glowing lightbulb inside a thought bubble. The lightbulb has several yellow and black dots around it. At the top of the page, there's a navigation bar with icons for notifications (3), messaging, a pencil, a user profile, and a search bar.

③

# Investment

Here are three tops lessons that every entrepreneur should learn if they are starting the kind of company that they think will need funding.

Start >

3. Pitch to the Toucan Team (Section heading)

An example of how each section heading will look. A mixture of text and illustration.

① Get connected to the Toucan network

② Toucan Package

③ Pitch to the Toucan Team

④ Start getting your Toucan Pitch ready

⑤ Getting started

the chase

The screenshot shows a web browser window with the URL 'toucan.co' in the address bar. The page has a yellow header with a toucan icon on the left and several icons on the right: a bell, a speech bubble, a pencil, a user profile, and a search bar. Below the header is a navigation bar with the title '3. Investment' and links to 'Investment memorandum', 'Equity', 'Valuation', 'Meeting investors', 'Due diligence', 'Types of investment', and 'How to secure'. A large section titled 'Investment' is displayed, featuring a bold quote: 'Investors are people too and they are still influenced by a good bargain. They are just regular people who just happen to have their own money or other people's money that they are willing to put forward and even though they have a really good opinion on things, they might be wrong.' Below this is a section titled 'Advice' with a long paragraph about the volatility of venture capital and the need for self-assessment. On the left side of the main content area, there is a sidebar with the heading '3. Pitch to the Toucan Team (Investors)' and a sub-section titled 'An example of how text pages will look within the Toucan Academy.' To the right of the main content, there is a vertical stack of five smaller screenshots showing different sections of the website: 'Get connected to the Toucan network', 'Toucan Package', 'Pitch to the Toucan Team', 'Start getting your Toucan Pitch ready', and 'Getting started'.

3. Investment

Investment memorandum   Equity   Valuation   Meeting investors   Due diligence   Types of investment   How to secure

**3** **Investment**

**Investors are people too and they are still influenced by a good bargain. They are just regular people who just happen to have their own money or other people's money that they are willing to put forward and even though they have a really good opinion on things, they might be wrong.**

---

**Advice**

People are going to give you all kinds of advice, and it is really easy to take their advice because you walk into their office and you see all of their impressive accolades on the walls, these people are incredibly smart. But if you look at the returns on venture capital it is really shaky. Technology is a highly volatile industry. Remember that fundamentally the future is unwritten. So people can give you lots of advice and all those things might very well be true, so you should assess them for yourself, but you should not take it on face value because they could be wrong and you have to remember that for all the millions of dollars that venture capital investors have made and for all of their accolades, there are things that they have passed on and those are the things that stay with them. So if you can convince someone that you might be that one project that may beat the odds, then

**Toucan Website  
Toucan Academy**

4

# Growing your company.

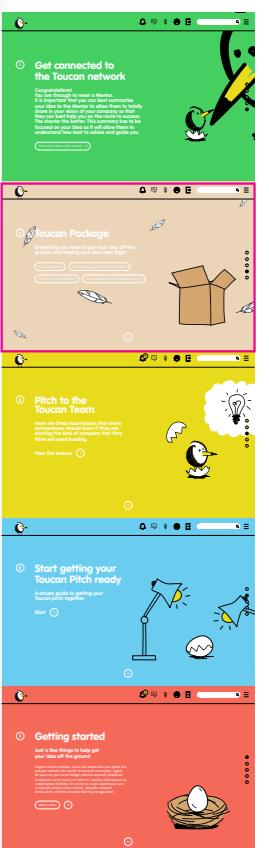
Helping your company spread its wings.

Start >

## 4. Toucan Package (Section heading)

An example of how each section heading will look. A mixture of text and illustration.

Showing how links to other sections can be incorporated into the design.

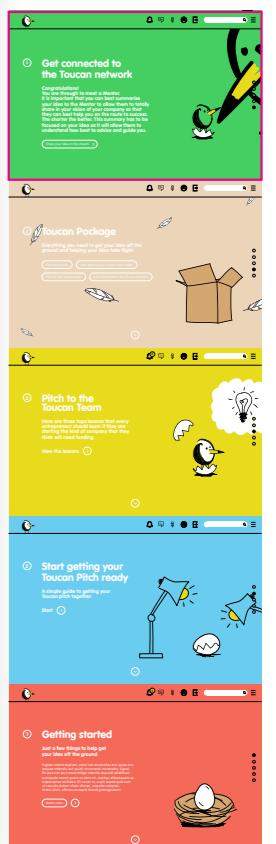


the chase

The screenshot shows a web browser window for 'toucan.co'. The main content area has a green background featuring a toucan illustration. A large toucan head is on the right, and a smaller toucan is on the left. The word 'Lifestyle' is written in white, bold, sans-serif font. To the left of 'Lifestyle' is a white circle containing the number '5'. Below 'Lifestyle' is a line of Latin text: 'Ducim ipsanis pa et ventur, cum corit ventis sequi duntorestis aut veni accus di consequi.' A 'Start >' button is located below this text. At the top of the page, there is a navigation bar with icons for notifications, messages, a pencil, a user profile, and a search function.

5. Connect to the Toucan network  
(Section heading)

An example of how each section heading will look.  
A mixture of text and illustration.



the chase

toucan.co

0. Section Title

Navigation link 1    Navigation link 2    Navigation link 3

**0 Text Page Template**

Some body text. Por sinverit offic to dolorianissi ommod quiae omnim volupti aut endia demolup itassimin parchicil mini restotatiis maximusandic tem asperro blaborit que nemo dolorion consequae ressinihit que volorum none et audae resequas veliquam rem quam que a eum que pel in eosa doluptaque quassitasped quam volorerores et earchita corro bere velles de vitatia ssitis

---

**Text Page Template**

Some body text. Por sinverit offic to dolorianissi ommod quiae omnim volupti aut endia demolup itassimin parchicil mini restotatiis maximusandic tem asperro blaborit que nemo dolorion consequae ressinihit que volorum none et audae resequas veliquam rem quam que a eum que pel in eosa doluptaque quassitasped quam volorerores

---

**Text Page Template**

toucan.co

0. Section Title

Navigation link 1    Navigation link 2    Navigation link 3

0 Text + Image Page Template

Little tips and messages to help the user through these steps are placed on the side.

Some body text. Por sinverit offic to dolorianissi ommod quiae omnim  
volupti aut endia demolup itassimin parchicil mini restotatiis maximusandic  
tem asperro blaborit que nemo dolorion consequae ressinihit que volorum  
none et audae resequas veliquam rem quam que que a eum que pel in

toucan.co

0. Section Title

Navigation link 1    Navigation link 2    Navigation link 3

0 Text + Video Page Template

Some body text. Por sinverit offic to dolorianissi ommod quiae omnim  
volupti aut endia demolup itassimin parchicil mini restotatiis maximusandic  
tem asperro blaborit que nemo dolorion consequae ressinihit que volorum  
none et audae resequas veliquam rem quam que que eosa doluptaque  
quassitasped quam volorerores et earchita corro bere vitatia ssitis.

5. Connect to the Toucan network  
(Section heading)

An example of how each section heading will look.  
A mixture of text and illustration.

Little tips and messages to help the user through these steps are placed on the side.

the chase

The screenshot shows a website template for 'Text + Form Page Template'. At the top, there's a header bar with a toucan icon, a search bar, and various user icons. Below the header, a section title '0. Section Title' is displayed above three navigation links: 'Navigation link 1' (underlined), 'Navigation link 2', and 'Navigation link 3'. The main content area features a large heading 'Text + Form Page Template' with a numbered circle '0' to its left. Below the heading is a block of placeholder Latin text. To the left of the main content, there's a sidebar with a section heading '5. Connect to the Toucan network (Section heading)' and a note about section headings. On the right side, there's a callout box with a question and a 'Submit' button, along with a tip message. A decorative vertical line with circular icons is positioned on the far left.

0. Section Title

Navigation link 1    Navigation link 2    Navigation link 3

**0 Text + Form Page Template**

Some body text. Por sinverit offic to dolorianissi ommod quiae omnim  
volupti aut endia demolup itassimin parchicil mini restotatiis maximusandic  
tem asperro blaborit que nemo dolorion consequae ressinihit que volorum  
none et audae resequas veliquam rem quam que que eos a doluptaque  
quassitasped quam volorerores et earchita corro bere vitatia ssitis.

---

**Mendio que nos doluptam etume  
consector soles quo svalor reribusam**

What is your business idea? What makes it creative and unique?

Submit

Little tips and messages to help the user through these steps are placed on the side.

**Et ditat. Pelest, nos velenda secatio repudigni si**

# The main dashboard

## Toucan Website Ideas

The screenshot shows a web browser window for 'toucan.co'. At the top, there's a navigation bar with icons for notifications (3), messaging, editing, user profile, and a search bar. A small toucan icon is in the top-left corner. Below the header is a light blue cloud-shaped background. In the center, the text 'Top ideas' is displayed above a three-item slider gallery.

**Top ideas**

How the top ideas cloud can look with three different top ideas within a slider gallery.

Support >

**Beauty Smoothies**

Food Stamp 3

Food

**Read your smart phone and tablet without glasses or contact lenses**

Bright Idea Stamp 3

Bright Idea

**ShopIt**

Fashion Stamp 3

Fashion

Support > < >

The slider has five circular navigation dots at the bottom, with the third dot highlighted in green. The first card is red ('Food'), the second is green ('Bright Idea'), and the third is pink ('Fashion'). Each card features a play button icon in the center.

the chase

toucan.co

The screenshot shows a web browser window for 'toucan.co'. At the top, there's a navigation bar with icons for back, forward, search, and menu. A yellow toucan icon is on the left. Below the header is a light blue header bar with a small toucan icon and user profile icons. A large white cloud shape is on the left side of the main content area. In the center, there's a section titled 'Top ideas' with a red background. On the left of this section, there's a grey sidebar with two items: 'How the top ideas cloud can look with one top idea shown within a slider gallery with an image.' and 'Adding a support shortcut to the site allowing the user to access the future 24 hour helpline.' Each item has a right-pointing arrow and the word 'support' below it. The main content area features a slider gallery. The first card in the slider is titled 'Beauty Smoothies' with a red background. It contains text about making smoothies for beauty from within and a photo of a woman speaking on stage. Below the photo is a play button icon. At the bottom of the slider card are three circular buttons: 'Food' (red), 'Stamp' (white), and a leaf icon with the number '3'. There are also five small circular dots at the bottom of the slider and arrows for navigation. The bottom part of the page has a light blue footer bar with the text 'Ideas list'.

Top ideas

How the top ideas cloud can look with one top idea shown within a slider gallery with an image.

support >

Adding a support shortcut to the site allowing the user to access the future 24 hour helpline.

support >

**Beauty Smoothies**

Making smoothies that make you look your best! Beauty from within focusing on hair and skin. Our smoothies are made with ingredients and extra vitamins to give you the boost you want to achieve results fast. Don't need to spend money on creams that never work just have one our smoothies and watch how amazing your body is. Transformation from within.

Food Stamp ⚡ 3

● Food

...

< >

Ideas list

← → C toucan.co ⭐ ⚙



3

Support Helpline 👤>

**Need help?  
Fill in the form  
below and we'll  
get back to you as  
soon as we can.**

Your name

Your email

Your message

Send message

How the support helpline  
may look once selected.

> look your best!  
hair and skin. Our  
ents and extra  
u want to achieve  
money on creams  
ur smoothies and  
dy is. Transformation

3

Alternatively you can phone us on:  
**+44(0)7714706543**



the chase

The screenshot shows a web browser window for 'toucan.co' titled 'Toucan Website Ideas'. The header includes a toucan icon, user navigation (notifications, messages, profile), and a search bar. Below the header is a section titled 'Ideas list' with filtering options: 'Recent Ideas' (selected), 'Most popular', 'Show 20 200', and 'Topics'. A note on the left says 'Colour coding the different types of idea.' with a sub-note about categorizing ideas. The main content displays four idea cards per row:

- Beauty Smoothies** (Orange card): Image of a woman speaking, play button. 'Stamp' button, 3 leaf icon. Category: Food.
- Read your smart phone and tablet without glasses or contact lenses** (Green card): Image of a woman speaking, play button. 'Stamp' button, 3 leaf icon. Category: Bright Idea.
- ShopIt** (Pink card): Image of a woman speaking, play button. 'Stamp' button, 3 leaf icon. Category: Fashion.
- Public Relations APP** (Blue card): Image of a man speaking, play button. 'Stamp' button, 3 leaf icon. Category: Entrepreneurship.

Below the cards is a legend: a red circle for Food, a green circle for Bright Idea, a pink circle for Fashion, and a blue circle for Entrepreneurship. The bottom row of the grid is partially visible.

the chase

**Toucan Website  
Individual Idea -  
With media**

Once the user has selected an idea from the list they will be presented with all the information about that particular idea.

This page shows how an idea will look with media.

Slider gallery for any image / video used in the idea.

toucan.co

**Beauty Smoothies**  
by Sagal Jama

Support >

Slider gallery for any image / video used in the idea.

Downloads:

Executive Summary

Executive Summary

**Beauty from within**

Making smoothies that make you look your best! Beauty from within focusing on hair and skin. Our smoothies are made with ingredients and extra vitamins to give you the boost you want to achieve results fast. Don't need to spend money on creams that never work just have one our smoothies and watch how amazing your body is. Transformation from within.

There are two smoothies at the moment. One targeting the hair and one for skin.

Share this project

3 Stamp Food

Sagal Jama

[beautysmoothies.uk.org](http://beautysmoothies.uk.org)

[See full bio](#) [Message me](#)

the chase

**Toucan Website  
Individual Idea -  
Without media**

The screenshot shows a web browser window with the URL 'toucan.co' in the address bar. The page features a light blue header with a toucan icon on the left and various navigation icons on the right. The main content area has a white background. On the left side, there is a sidebar with a pink horizontal bar at the top. The sidebar contains two sections of text:

**Once the user has selected an idea from the list they will be presented with all the information about that particular idea.**

**This page shows how an idea will look without media.**

Below this, there is a button labeled 'Support >'. The main content area starts with a section titled 'Beauty Smoothies' by Sagal Jama. It includes a sub-section 'Beauty from within' with a description of the smoothies. There are download links for 'Executive Summary' (twice). To the right, there is a 'Share this project' button, a stamp section with '3' and 'Stamp' (highlighted in orange), and a 'Food' category. Below this is a bio for Sagal Jama, including a photo, a website link ('beautysmoothies.uk.org'), and links to 'See full bio' and 'Message me'. At the bottom, there are tabs for 'Idea progress', 'Comments', and 'Similar ideas'. A large callout box in the bottom right corner says 'Remember to complete the necessary documents for your idea ready for your Toucan pitch!'. The bottom of the page has a footer with 'the chase' and a page number '43'.

**Beauty Smoothies**  
by Sagal Jama

**Beauty from within**

Making smoothies that make you look your best! Beauty from within focusing on hair and skin. Our smoothies are made with ingredients and extra vitamins to give you the boost you want to achieve results fast. Don't need to spend money on creams that never work just have one our smoothies and watch how amazing your body is. Transformation from within.

There are two smoothies at the moment. One targeting the hair and one for skin.

Downloads:

[Executive Summary](#) [Executive Summary](#)

Idea progress Comments Similar ideas

**Idea progress**

Stamps Discussions

Remember to complete the necessary documents for your idea ready for your Toucan pitch!

**Toucan Website  
Individual Idea -  
Idea progress**

toucan.co



One targeting the hair and one for skin.

Downloads:

[Executive Summary](#) [Executive Summary](#)

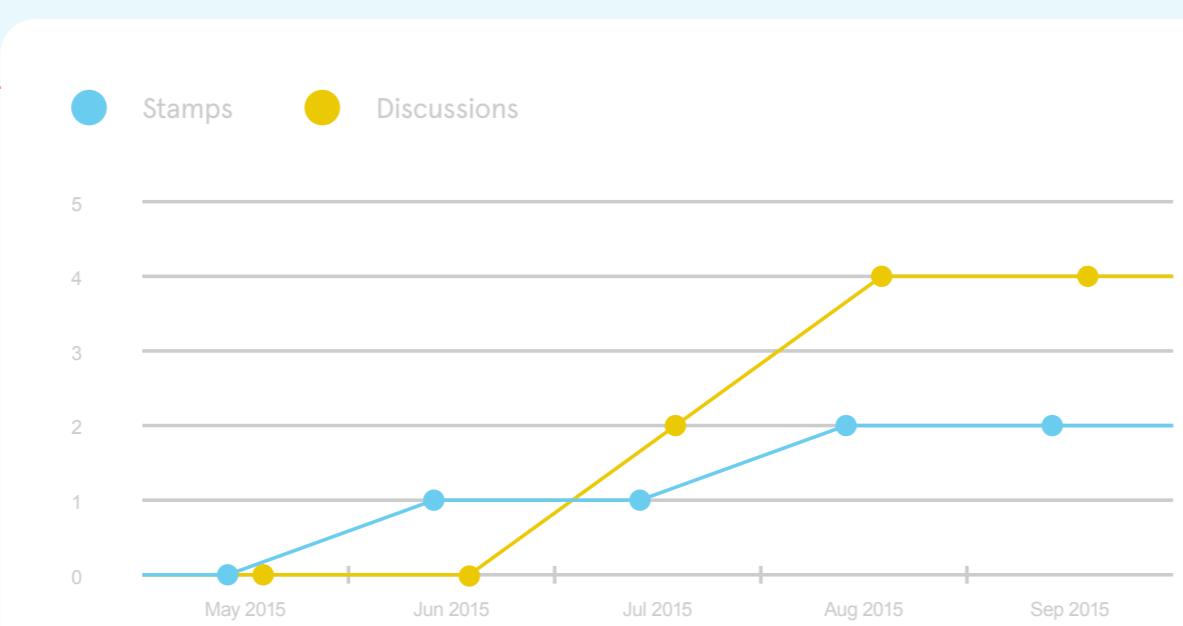
Sagal Jama  
[beautysmoothies.uk.org](#)  
[See full bio](#) [Message me](#)

Idea progress Comments Similar ideas

**Idea progress**

Ideas progress > support

Stamps Discussions



Month	Stamps	Discussions
May 2015	0	0
Jun 2015	1	0
Jul 2015	1	2
Aug 2015	2	4
Sep 2015	2	4

Remember to complete the necessary documents for your idea ready for your Toucan pitch!

Executive Summary - 30%  
Business Plan - 60%  
Service/Product - 60%  
Business Model - 80%

the chase

**Toucan Website  
Individual Idea -  
Comments**

The screenshot shows a web browser window for the URL [toucan.co](http://toucan.co). The page is titled "Individual Idea - Comments". At the top, there is a navigation bar with icons for back, forward, search, and user profile. A yellow toucan icon is on the left, and a notification bell icon shows 3 notifications. Below the header, there is a small image of a person's face and some text: "One targeting the hair and one for skin." On the left side, there is a sidebar with the heading "Additional information about the selected idea." and a "Comments" section. The main content area has tabs for "Idea progress", "Comments" (which is selected), and "Similar ideas". The "Comments" tab has a sub-section titled "Comments" with a "Leave a comment" form and a "Comment" button. Below this, a comment from a user named Rasha Khawaja is shown, reading: "Really love this idea! Have you got a business plan yet? 2 days ago by Rasha Khawaja". To the right of the comment form, there is a note: "Use this space to cheer the creator along, ask questions and talk to your fellow Toucan members. Please remember to be respectful and considerate. Thanks!"

Idea progress    **Comments**    Similar ideas

Additional information about the selected idea.

Comments

Leave a comment

Image    Video    Idea    Comment

Really love this idea!  
Have you got a business plan yet?  
2 days ago by Rasha Khawaja

Use this space to cheer the creator along,  
ask questions and talk to your fellow Toucan  
members. Please remember to be respectful  
and considerate. Thanks!

the chase

**Toucan Website  
Individual Idea -  
Similar ideas**

toucan.co



One targeting the hair and one for skin.

Downloads:

[Executive Summary](#) [Executive Summary](#)

Sagal Jama  
[beautysmoothies.uk.org](#)  
[See full bio](#) [Message me](#)

Idea progress Comments Similar ideas

Additional information about the selected idea.

Support >

### Similar ideas



**Beauty Smoothies**

**Read your smart phone and tablet without glasses or contact lenses**

**ShopIt**

**Public Relations APP**

Stamp Ø 3 Stamp Ø 3 Stamp Ø 3 Stamp Ø 3

the chase

**Toucan Website**  
**The Stream**

A screenshot of a web browser displaying the Toucan website. The URL 'toucan.co' is visible in the address bar. The page title is 'The Stream'. At the top, there is a navigation bar with icons for notifications (3), messages, a pencil, a user profile, and a search bar. A small toucan bird icon is on the left side of the header.

**Stream**

**Support >**

**Popular**

**The Nest**

We are offering all Toucan members 20% off full-price tickets. Simply enter the following discount code to be eligible:

YOU4C4N

**Buy tickets**

**Hi folks,  
I just joined Toucan**  
2 days ago by Samantha Wilkinson

**3**

**label? We can help #YouCan  
#fashion #startup pic.twitter.com/  
HIWAVubLc2**

**Can you start  
a fashion label?  
Toucan can directly**

A pink horizontal line highlights the 'Support >' button on the left sidebar. A tooltip-like callout points to this button with the text: "Design for the pop ups on the site, in this case a pop up advertising 20% off tickets for The Nest event."

the chase

**Toucan Website**  
**The Stream**

A screenshot of the Toucan website's stream page, titled "The Stream". The top navigation bar includes a toucan icon, the URL "toucan.co", and various user icons (notifications, messages, profile, etc.). A search bar and a menu icon are also present.

The main area is titled "Stream" and features two large buttons: "Ideas" (yellow circle with a lightbulb icon) and "Members" (green circle with a person icon). Below these are three tabs: "Popular" (underlined), "New", and "Topics".

A sidebar on the left contains the text "Links to ideas and members pages." next to a pink-outlined box, and "Stream of all the latest notifications for other users." next to a blue-outlined box.

The main content area shows a "What's happening?" section with "Image", "Video", and "Idea" filters, and a "Share" button. A notification bubble indicates 3 new items. A recent post by "Samantha Wilkinson" says "Hi folks, I just joined Toucan" and was posted "2 days ago".

On the right, there are two tweet cards from "@Toucan": one about starting a fashion label and another repeating the message. Both cards include a photo of a woman in a studio, the URL "www.toucan.co", and social media links for Twitter (@toucan) and Facebook (toucan).

the chase

**Toucan Website**  
**The Stream**

The screenshot shows the Toucan website's stream interface. At the top, there is a navigation bar with icons for notifications (3), messages, edit, user profile, and export. Below the navigation is a header featuring a toucan icon and the text "Stream".

On the left, there are two large buttons: "Ideas" (yellow circle with a lightbulb icon) and "Members" (green circle with a person icon). Below these are three smaller buttons: "Popular" (selected), "New", and "Topics".

A vertical sidebar on the left contains a "Support" button with a right-pointing arrow and two circular icons with horizontal lines.

The main content area includes a "What's happening?" section with "Image", "Video", and "Idea" buttons, and a "Share" button. A recent post by "Samantha Wilkinson" is displayed, showing a profile picture of a woman and the text: "Hi folks, I just joined Toucan" followed by "2 days ago".

A pink horizontal line runs across the middle of the screen, separating the main content from a sidebar on the right.

The sidebar on the right is titled "Search" and lists multiple entries for "Ahmed Amarouch" from "Oxford, UK". It also displays a post from "Ahmed Amarouch" dated "10/01/2015 17:57:00" with the text: "It's the last day of #LF inspired you to start your label? We can help #Y #fashion #startup pic HIWAVubLc2".

the chase

**Toucan Website**  
**The Stream**

The screenshot shows the Toucan website's stream interface. At the top, there is a navigation bar with icons for notifications (3), messages, edit, user profile, and export. Below the navigation is a header with a toucan icon and the text "Stream". To the right of the stream area is a sidebar for "Samantha Wilkinson" with links for "The Box", "Toucan Academy", "Ideas", and "Contact". The main stream area has sections for "Ideas" (yellow circle with lightbulb icon) and "Members" (green circle with person icon). Below these are tabs for "Popular", "New", and "Topics". A "Support" button is located on the left side of the stream. On the right side of the stream, there is a post from "Samantha Wilkinson" with a thumbnail image of her, the text "Can you start a fashion label?", and a link to "www.toucan.co". Below this is a timestamp "10/01/2015 17:57:00". Further down the stream, there is another post from "Samantha Wilkinson" with the same content and timestamp. The bottom of the sidebar features a "Search" section with a list of results for "Ahmed Amarouch" from Oxford, UK.

**How the side nav of the members list will drop down when the main side navigation is selected with the members list.**

**Stream**

**Ideas**

**Members**

**@Toucan**

It's the last day of #LF inspired you to start your label? We can help #Y #fashion #startup pic HIWAVuLc2

Can you start a fashion label?  
Toucan can directly connect you with the best in business  
WHO CAN? YOU CAN, WITH TOUCAN!

[www.toucan.co](http://www.toucan.co)

[@toucan](#) [toucan](#)

10/01/2015 17:57:00

**What's happening?**

Share

Hi folks,  
I just joined Toucan  
2 days ago by Samantha Wilkinson

3

**Support >**

**Samantha Wilkinson**

The Box

Toucan Academy

Ideas

Contact

**Search**

Ahmed Amarouch Oxford, UK

the chase

**Toucan Website**  
**The Stream**

Comment

Hi folks,  
I just joined Toucan  
2 days ago by Samantha Wilkinson

Comment

I just updated my idea on Toucan.  
Have a look [here](#).  
2 days ago by Samantha Wilkinson

Comment

Hi folks,  
I just joined Toucan  
2 days ago by Samantha Wilkinson

Can you start  
a fashion label?  
Toucan can directly  
connect you with the  
best in business  
WHO CAN? YOU CAN,  
WITH TOUCAN  
[www.toucan.co](http://www.toucan.co)  
 @toucan toucan

10/01/2015  
17:57:00

It's the last day of #LFW. Has it  
inspired you to start your own  
label? We can help #YouCan  
#fashion #startup pic.twitter.com/  
HIWAVubLc2

Can you start  
a fashion label?  
Toucan can directly  
connect you with the  
best in business  
WHO CAN? YOU CAN,  
WITH TOUCAN  
[www.toucan.co](http://www.toucan.co)  
 @toucan toucan

10/01/2015  
17:57:00

It's the last day of #LFW. Has it  
inspired you to start your own  
label? We can help #YouCan  
#fashion #startup pic.twitter.com/  
HIWAVubLc2

Twitter widget.

the chase

**Toucan Website  
Members page**

**Rasha Khawaja**  
Oxford, UK  
I'm Rasha Khawaja, CEO & Founder of Toucan.

0 3 Ideas      6 Likes

**Ahmed Amarouch**  
Oxford, UK  
I'm Ahmed Amarouch, CEO & Founder of sharewater. Sharewater is a social enterprise. Our goal is to increase the access to clean water.

0 3 Ideas      6 Likes

**Ahmed Amarouch**  
Oxford, UK  
I'm Ahmed Amarouch, CEO & Founder of sharewater. Sharewater is a social enterprise. Our goal is to increase the access to clean water.

0 3 Ideas      6 Likes

**Ahmed Amarouch**  
Oxford, UK  
I'm Ahmed Amarouch, CEO & Founder of sharewater. Sharewater is a social enterprise. Our goal is to increase the access to clean water.

0 3 Ideas      6 Likes

**Support**

Infographic to show user's progress through the Toucan Academy.

the chase

## Toucan Website Profile

The screenshot shows a web browser window for 'toucan.co' with a light blue header featuring a toucan icon and navigation icons. The main content area has a light blue background.

**Your Profile** (Section Header)

**Rasha Khawaja** (Profile Name)

[www.rashakhawaja.co.uk](http://www.rashakhawaja.co.uk)  
Oxford, UK

I'm Rasha Khawaja, CEO & Founder of Toucan.

0 3 Ideas      4 Likes

**Rasha's Ideas** (Section Header)

Three small thumbnail images of a woman's face are shown.

**Academy Goals** (Section Header)

Complete these goals to unlock the ability to pitch to the Toucan team.

- Watch 3 videos
- Read 3 articles
- Fill in business plan form
- Get 5 stamps or more

[More about this](#)

**Profile Goals** (Section Header)

- Upload a photocopy of your passport
- Upload a photocopy of your utility bill

the chase

## Toucan Website Profile

The screenshot shows the Toucan website profile page for Rasha Khawaja. At the top, there's a navigation bar with a toucan icon, the URL 'toucan.co', and various user icons (bell, message, edit, profile, etc.). Below the header is a section titled 'Your Profile' featuring a large circular profile picture of Rasha Khawaja. To the left of the profile picture is a green circular icon with a person icon and a yellow circular icon with an envelope icon. A pink horizontal line connects these two icons. To the right of the profile picture is a section titled 'Academy Goals' with a list of tasks to complete. Below the profile picture, Rasha's name is displayed in bold, along with her website 'www.rashakhawaja.co.uk' and location 'Oxford, UK'. A bio states 'I'm Rasha Khawaja, CEO & Founder of Toucan.' Below this, there are two counts: '0 Ideas' and '4 Likes'. A pink horizontal line separates this from another section titled 'Rasha's Ideas' which shows three small thumbnail images of Rasha. On the far left, there's a sidebar with text about encouraging users to prove they are real people by uploading evidence. On the far right, there's a section titled 'Profile Goals' with two items to upload.

**Support >**

**Tick boxes shown on the profile page of each user to encourage them to make more of the Toucan Academy process and to prove that they are a real person.**

**Rasha Khawaja**  
www.rashakhawaja.co.uk  
Oxford, UK

I'm Rasha Khawaja, CEO & Founder of Toucan.

0 Ideas      4 Likes

**Rasha's Ideas**

**Academy Goals**

Complete these goals to unlock the ability to pitch to the Toucan team.

- Watch 3 videos
- Read 3 articles
- Fill in business plan form
- Get 5 stamps or more

[More about this](#)

**Profile Goals**

- Upload a photocopy of your passport
- Upload a photocopy of your utility bill

the chase

## Toucan Website Profile

The screenshot shows the Toucan website profile page for Rasha Khawaja. At the top, there's a navigation bar with a toucan icon, the URL 'toucan.co', and various user icons (bell, message, edit, profile, etc.). Below the header is a section titled 'Your Profile' featuring a large circular profile picture of Rasha Khawaja. To the left of the profile picture is a green circular icon with a person icon and a yellow circular icon with an envelope icon. A pink horizontal line connects these two icons. To the right of the profile picture is a section titled 'Academy Goals' with four completed tasks: 'Watch 3 videos', 'Read 3 articles', 'Fill in business plan form', and 'Get 5 stamps or more'. Below this is a link 'More about this'. On the far left, there's a sidebar with the text 'Tick boxes shown on the profile page of each user to encourage them to make more of the Toucan Academy process and to prove that they are a real person.' Below the profile picture, Rasha's name is displayed as 'Rasha Khawaja' with her website 'www.rashakhawaja.co.uk' and location 'Oxford, UK'. A bio states 'I'm Rasha Khawaja, CEO & Founder of Toucan.' Below this, there are two counts: '0 Ideas' and '4 Likes'. In the bottom left corner of the main content area, another sidebar says 'Tick boxes shown on the profile page of each user to encourage them to upload evidence to prove they are who they say they are.' At the very bottom left, the text 'the chase' is visible.

**Your Profile**

**Rasha Khawaja**  
www.rashakhawaja.co.uk  
Oxford, UK

I'm Rasha Khawaja, CEO & Founder of Toucan.

0 Ideas

4 Likes

**Academy Goals**

- Watch 3 videos
- Read 3 articles
- Fill in business plan form
- Get 5 stamps or more

More about this

**Rasha's Ideas**

the chase

## Toucan Website Profile

The screenshot shows a web browser window for 'toucan.co' with a light blue header featuring a toucan icon and navigation links. The main content area is titled 'Your Profile' and displays a circular profile picture of a woman (Rasha Khawaja) with a green 'Support' button to her left. Below the profile picture, her name 'Rasha Khawaja' and website 'www.rashakhawaja.co.uk' are shown, along with her location 'Oxford, UK'. A bio states 'I'm Rasha Khawaja, CEO & Founder of Toucan.' To the right, there are sections for 'Academy Goals' (with four completed tasks) and 'Profile Goals' (with two tasks). A sidebar on the left contains two descriptive text blocks.

**Academy Goals**  
Complete these goals to unlock the ability to pitch to the Toucan team.

- Watch 3 videos
- Read 3 articles
- Fill in business plan form
- Get 5 stamps or more

[More about this](#)

**Profile Goals**

- Upload a photocopy of your passport
- Upload a photocopy of your utility bill

**Rasha's Ideas**

0 3 Ideas

4 Likes

**Support**

**Tick boxes shown on the profile page of each user to encourage them to make more of the Toucan Academy process and to prove that they are a real person.**

**Tick boxes shown on the profile page of each user to encourage them to upload evidence to prove they are who they say they are.**

the chase

## Toucan Website Profile

The screenshot shows the Toucan Website Profile page. At the top, there is a navigation bar with a toucan icon, the URL 'toucan.co', and various icons for notifications, messages, and account management. Below the navigation bar, the main header reads 'Your Profile'.

**Rewarding the success of activity within the Toucan Academy.**

**Rasha Khawaja**  
www.rashakhawaja.co.uk  
Oxford, UK

I'm Rasha Khawaja, CEO & Founder of Toucan.

**0 3 Ideas**      **4 Likes**

**Rasha's Ideas**

**Congratulations you've cracked it!**

You can now pitch your idea to the Toucan team.

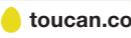
**Pitch now**

**Profile Goals**

- Upload a photocopy of your passport
- Upload a photocopy of your utility bill

the chase

**Toucan Website  
Profile**

 toucan.co

📍 Oxford, UK

I'm Ahmed Amarouch, CEO & Founder of sharewater. Sharewater is a social enterprise.

0 3 Ideas

0 6 Likes

**Rasha's Ideas**

  
**Beauty Smoothies**  
Stamp 3 Food

  
**Beauty Smoothies**  
Stamp 3 Food

  
**Beauty Smoothies**  
Stamp 3 Food

**Friends**

Following: 0 Followers: 4

[Find friends on Facebook](#)

**Rasha's Stream**

Thank you Rasha for your feedback! Great to hear that this helps understand sharewater's vision better.  
on sharewater

Ahmed Amarouch  
10/01/2015 17:57:00

Thank you Rasha for your feedback! Great to hear that this helps understand sharewater's vision better.  
on sharewater

the chase

**Toucan Website  
Profile**

The screenshot shows a web browser window for 'toucan.co'. At the top, there's a navigation bar with icons for back, forward, search, and user profile. Below the navigation is a header featuring a cartoon toucan bird on the left and several red rectangular buttons labeled 'Stamp' and 'Food' with leaf icons. A sidebar on the right contains a message from 'Ahmed Amarouch' dated '10/01/2015 17:57:00' and three more messages from 'Rasha' with identical content. The main content area is titled 'Rasha's Gallery' and displays three media items: a photo of a hand holding a lightbulb above a person's head, a video thumbnail of a woman speaking, and a blurred photo. A link 'View more photos and videos' is at the bottom of the gallery.

**User's gallery of media they upload.**

**Rasha's Gallery**

[View more photos and videos](#)

Feedback: Great to hear that this helps understand sharewater's vision better.  
on sharewater

Ahmed Amarouch  
10/01/2015 17:57:00

Feedback: Great to hear that this helps understand sharewater's vision better.  
on sharewater

Ahmed Amarouch  
10/01/2015 17:57:00

Feedback: Great to hear that this helps understand sharewater's vision better.  
on sharewater

Ahmed Amarouch  
10/01/2015 17:57:00

the chase

**Toucan Website  
Profile**

The screenshot shows a web browser window for 'toucan.co' with a light blue header featuring a toucan icon and navigation icons. The main content area has a light blue background.

**Your Progress:** An infographic showing user progress through the Toucan Academy. It consists of five circular nodes connected by arrows. Node 1 is blue with the number 1. Node 2 is also blue with the number 2. Nodes 3, 4, and 5 are grey with padlock icons. A green 'Support' button is visible on the left side of the progress bar.

**Profile Section:** Features a circular profile picture of Rasha Khawaja, a woman with blonde hair, next to a green person icon and a yellow envelope icon. Below the picture is her name, **Rasha Khawaja**, her website [www.rashakhawaja.co.uk](http://www.rashakhawaja.co.uk), and her location, Oxford, UK. A bio states: "I'm Rasha Khawaja, CEO & Founder of Toucan."

**Rasha's Ideas:** Shows 3 Ideas represented by a leaf icon and the number 3. Below this section is a decorative blue wavy footer.

**Friends Section:** Displays statistics: Following: 0 and Followers: 4. A blue button says "Find friends on Facebook".

**Rasha's Stream:** A feed of posts. The first post is from Ahmed Amarouch, dated 10/01/2015 17:57:00, thanking Rasha for feedback. Another post from the same user expresses appreciation for Rasha's vision.

the chase

toucan.co

Contact

If you have a question, please get in touch using the contact form below

Your name

Your email

Your message

Support

Find us at  
24 Queen Anne's Gate  
London SW1H 9AA  
United Kingdom

General question

If you have any questions unanswered from reading the FAQ section, feel free to get in touch with us via email at:

[questions@toucan.co](mailto:questions@toucan.co)

**It also works on  
mobile devices...**

**Toucan Website  
Toucan Academy**

---

Using the new typeface,  
VAG Rounded, to balance  
between the character of  
stage 1 and the professional  
look of stage 2.

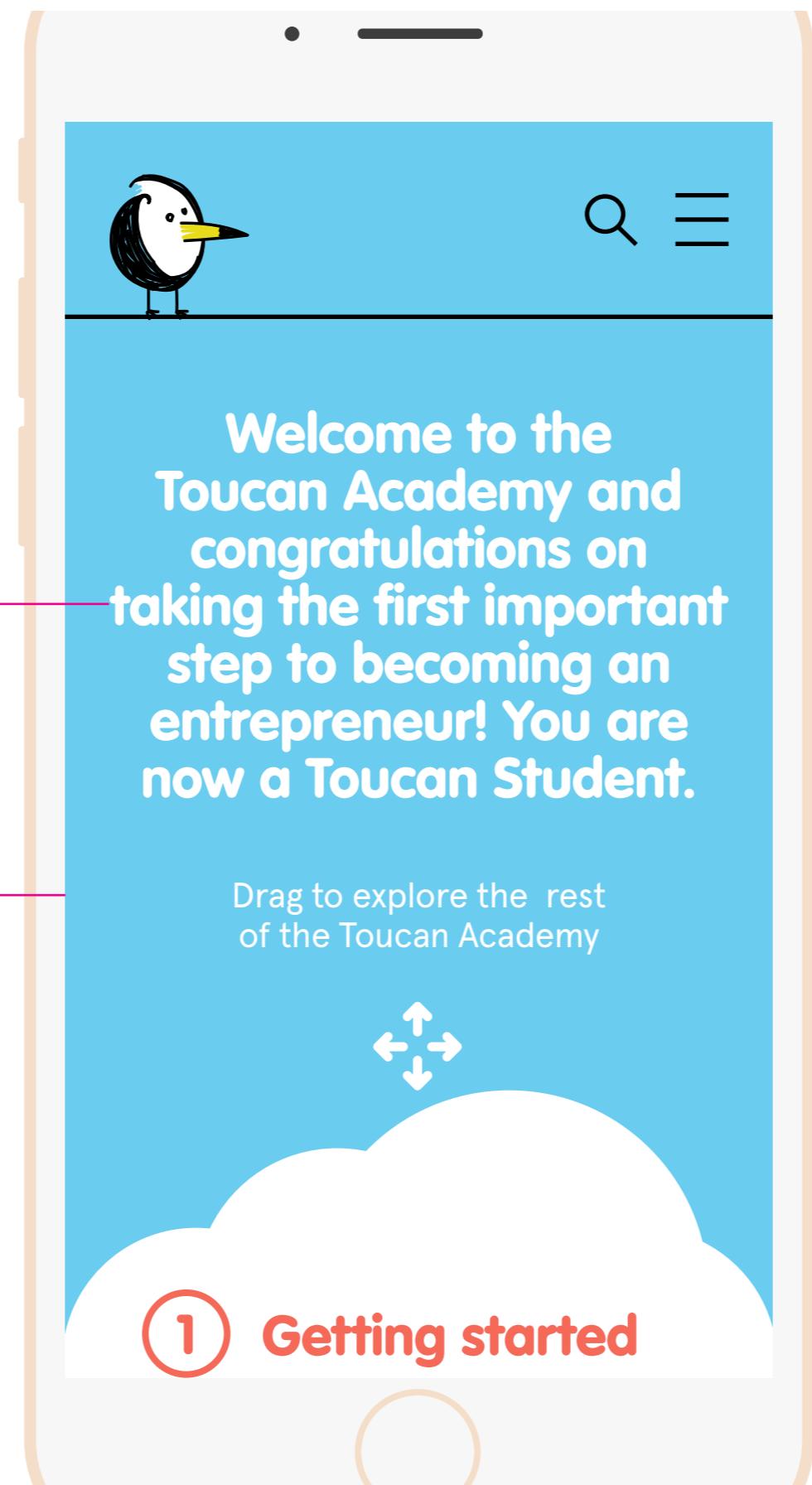
---

Changing the design of  
the landing page (Toucan  
Academy) to be a cloud scape  
allowing the user to drag and  
navigate around the space.

Dragging up or down will allow  
the user to see more stages in  
the Toucan Academy.

There is also the potential to  
add more clouds/stages to the  
Toucan Academy in the future.

the chase

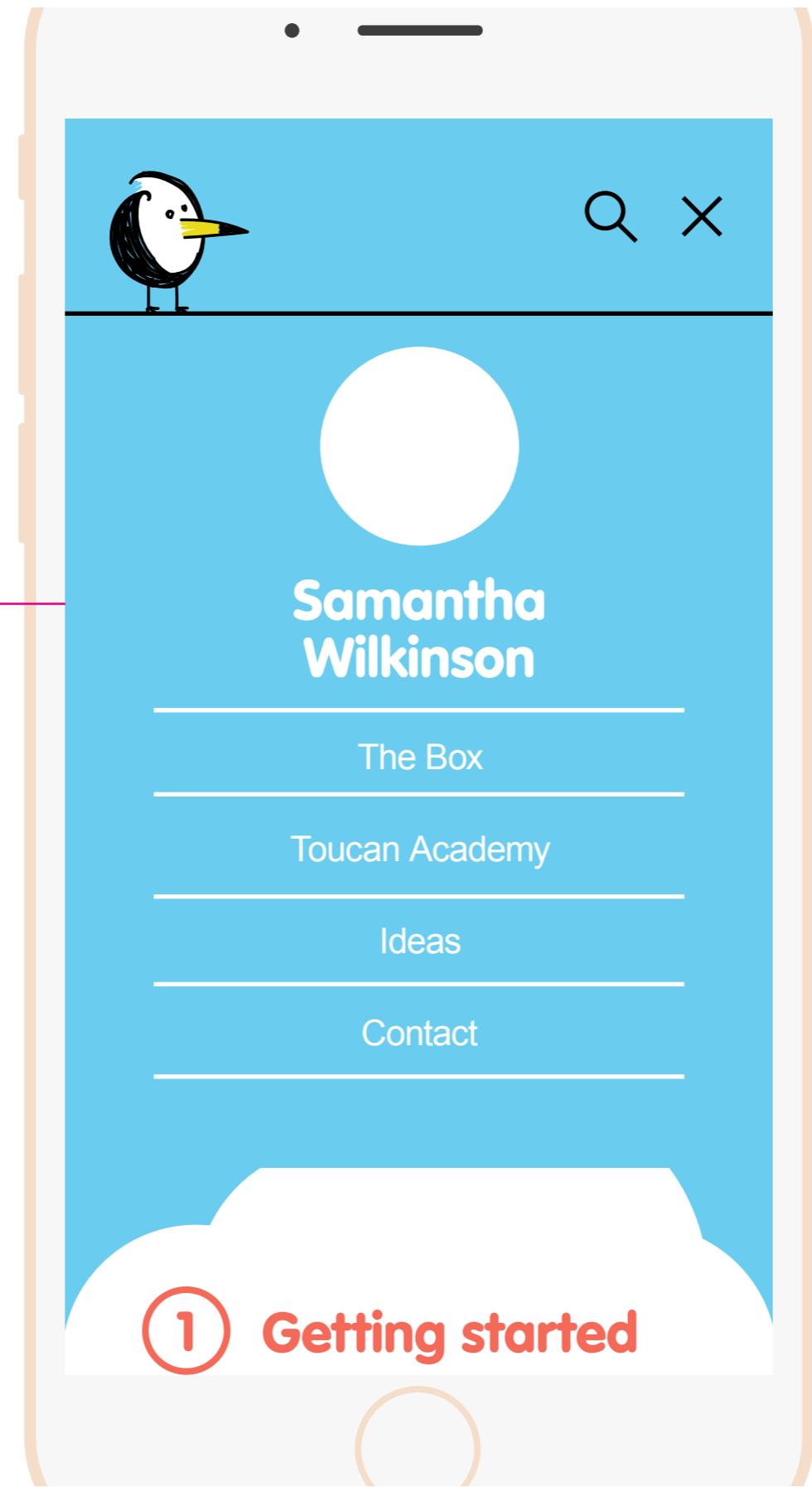


**Toucan Website  
Toucan Academy**

---

Side navigation pops up when the menu symbol is clicked, allowing the user to navigate to any page.

The rounded edges add a friendly but still 'grown-up' touch.

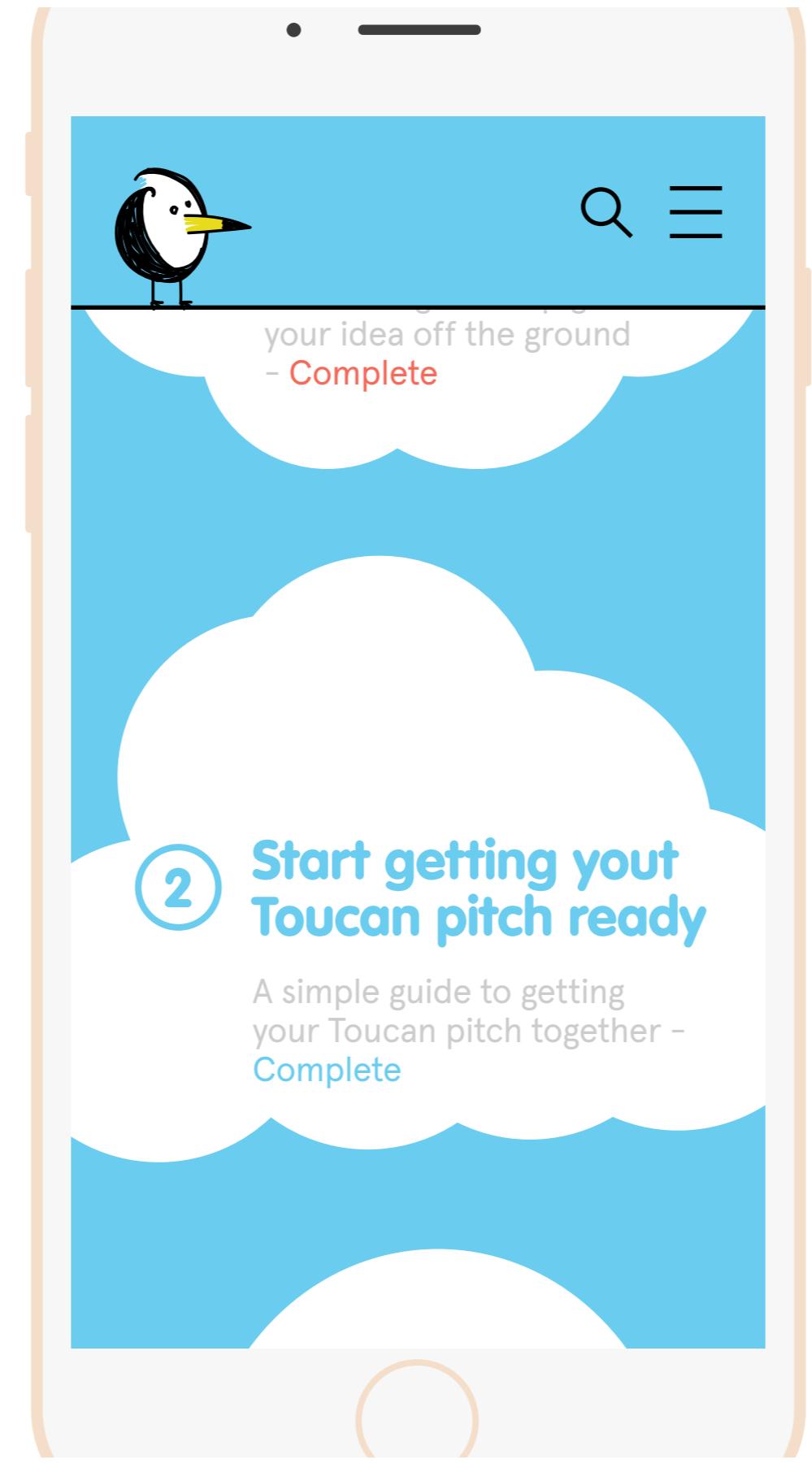


**Toucan Website**  
**Toucan Academy**

Selecting a stage of the Toucan academy will allow the user to travel through the Toucan Academy as a process and allow them to explore whilst on this journey.

the chase

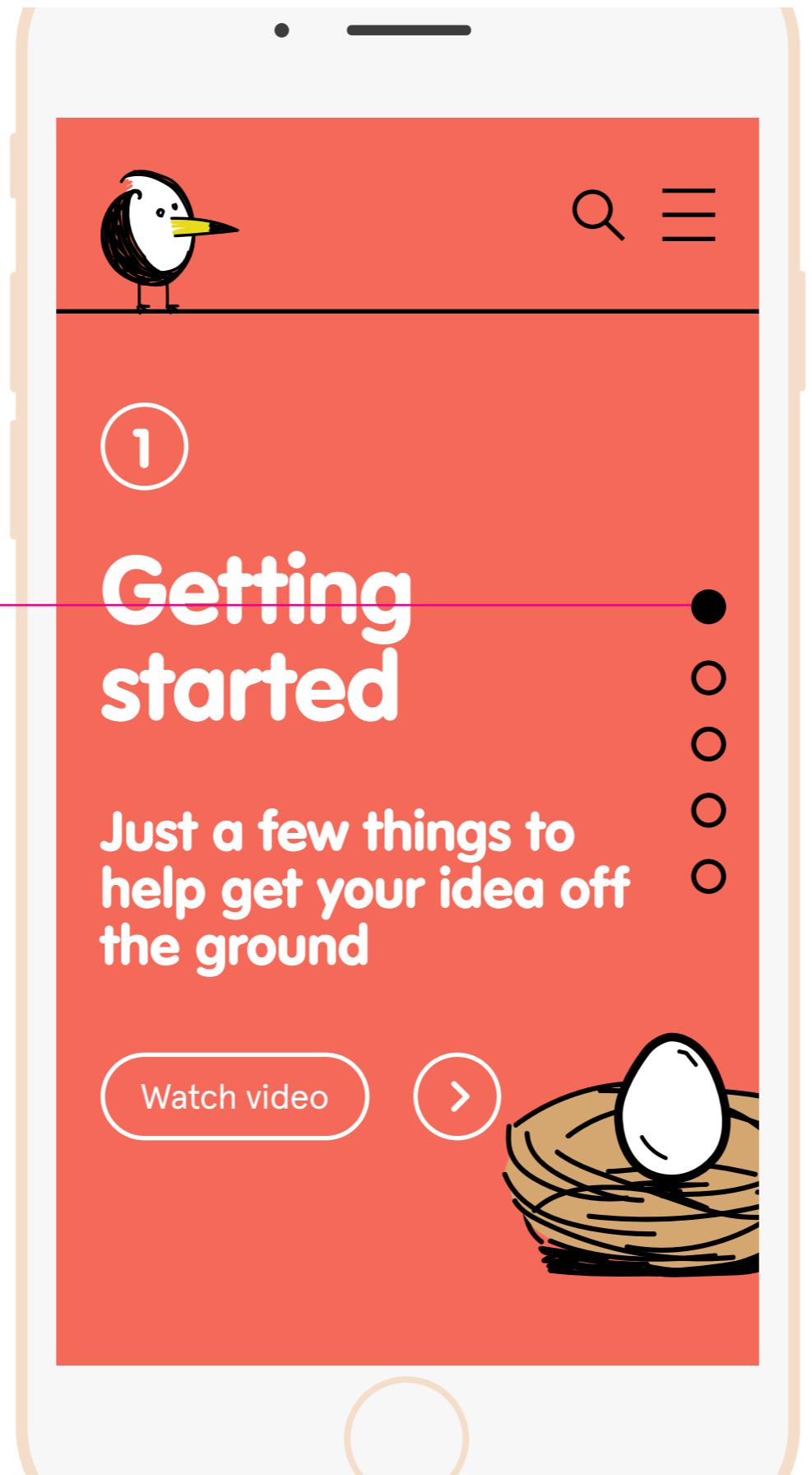




## Toucan Website Toucan Academy

Step by step guide through the Toucan Academy. The user can navigate simply to each stage of the academy process using this side navigation.

the chase



## 1. Getting started (Your idea)

An example of how a text page will look within the Toucan Academy.

the chase

Getting started

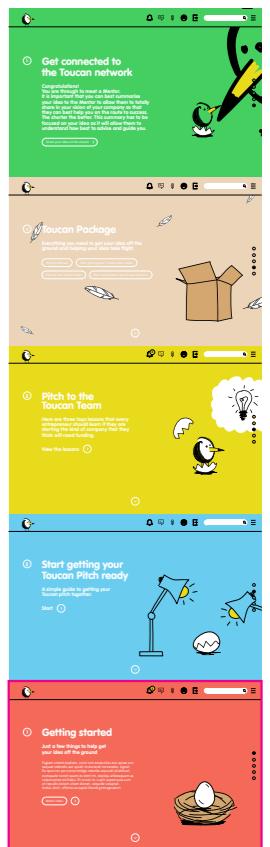
Your Idea Company Name

Your Team Office Space

Headshot The Environment

## ① Your idea

Are you solving a problem? Or are you building on an existing concept? Do you believe in your idea? Are you passionate about it? Would you use your idea? What is your USP? Are you ready to commit to this idea because it takes time to build something worthwhile. Are you prepared to take feedback on board and...



Getting started

Your Idea Company Name

Your Team Office Space

Headshot The Environment

as an entrepreneur.

## ① Headshot

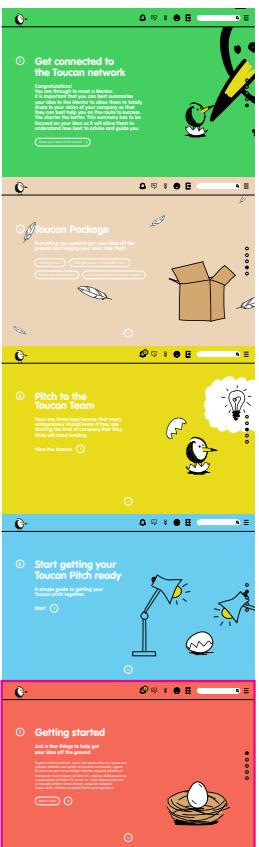
It is good practise to get yourself a presentable head shot so when you are searched for on social media by Mentors and Investors you present your company strongly – after all you are the face of your own brand. Have you considered where you would be able to get a good head shot?

### 1. Getting started (Headshot)

An example of how images can be uploaded within the Toucan Academy.

In this case the uploading of a profile picture.

the chase

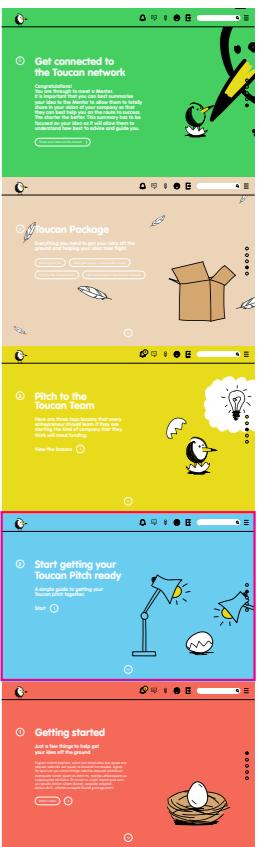


---

2. Start getting your Toucan Pitch ready  
(Section heading)

An example of how each section heading will look.  
A mixture of text and illustration.

the chase



## 2. Start getting your Toucan Pitch ready (Executive Summary)

An example of how forms will look within the Toucan Academy.

the chase

Start getting your Toucan Pitch ready

Step 1 Step 2 Step 3 Step 4

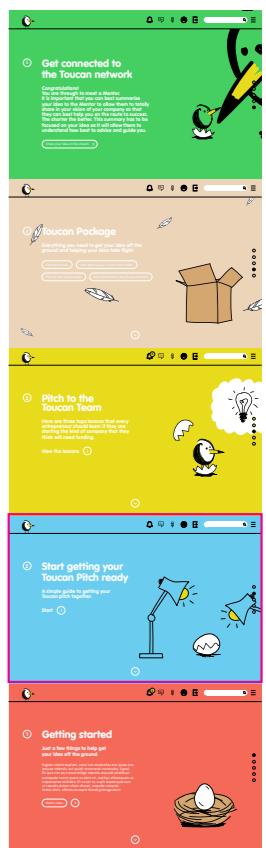
Step 5 Step 6 Step 7 Step 8

Step 9 Step 10

## ② Executive Summary

It is extremely important that you write an Executive Summary because it will be the basis of everything moving forwards. So let's

### What is your business



2. Start getting your Toucan Pitch ready  
(Your team)

An example of how slider charts will look

the chase

Start getting your Toucan Pitch ready

Step 1 Step 2 Step 3 Step 4

Step 5 Step 6 Step 7 Step 8

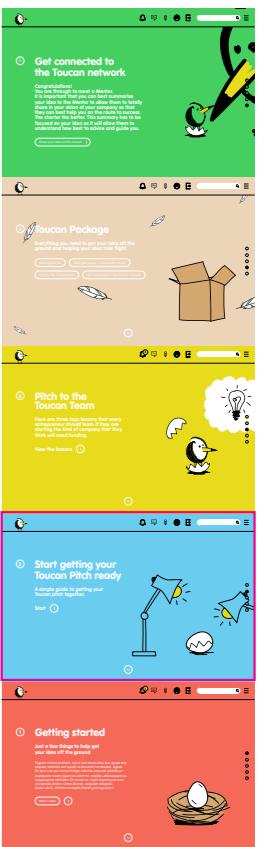
Step 9 Step 10

② Your team

How many people are there in your team?

Select the amount of people in your team - 22

1 50



### 3. Pitch to the Toucan Team (Section heading)

An example of how each section heading will look.  
A mixture of text and illustration.

the chase

③

# Pitch to the Toucan Team

Here are three tops lessons that every entrepreneur should learn.

Start >



### 3. Pitch to the Toucan Team (Investors)

An example of how text pages will look within the Toucan Academy.

the chase

Pitch to the Toucan team

Investors Money Advice

## ③ Investors

Investors are people too and they are still influenced by a good bargain. They are just regular people who just happen to have their own money or other people's money that they are willing to put forward and even though they have a really good opinion on things, they might be wrong.

## Money

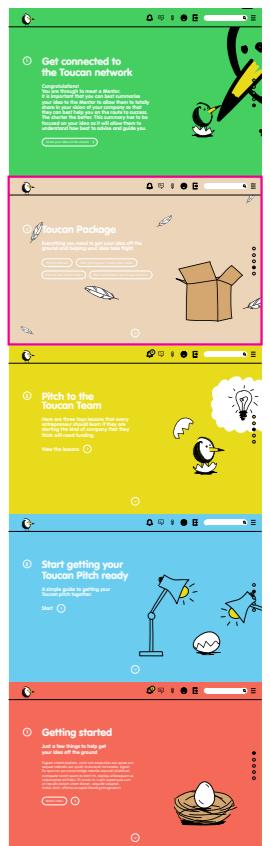


#### 4. Toucan Package (Section heading)

An example of how each section heading will look.  
A mixture of text and illustration.

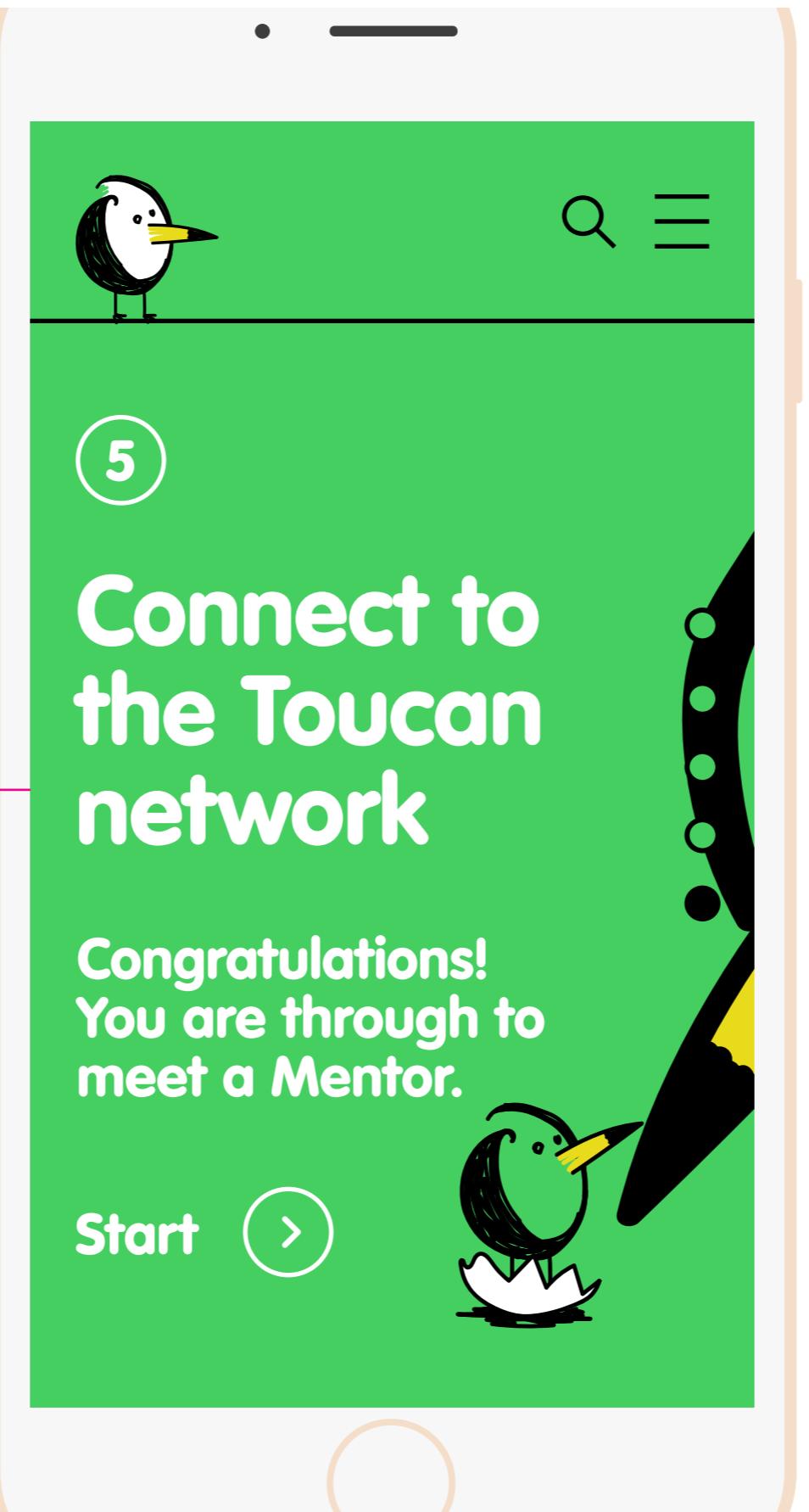
Showing how links to other sections can be incorporated into the design.

the chase



## 5. Connect to the Toucan network (Section heading)

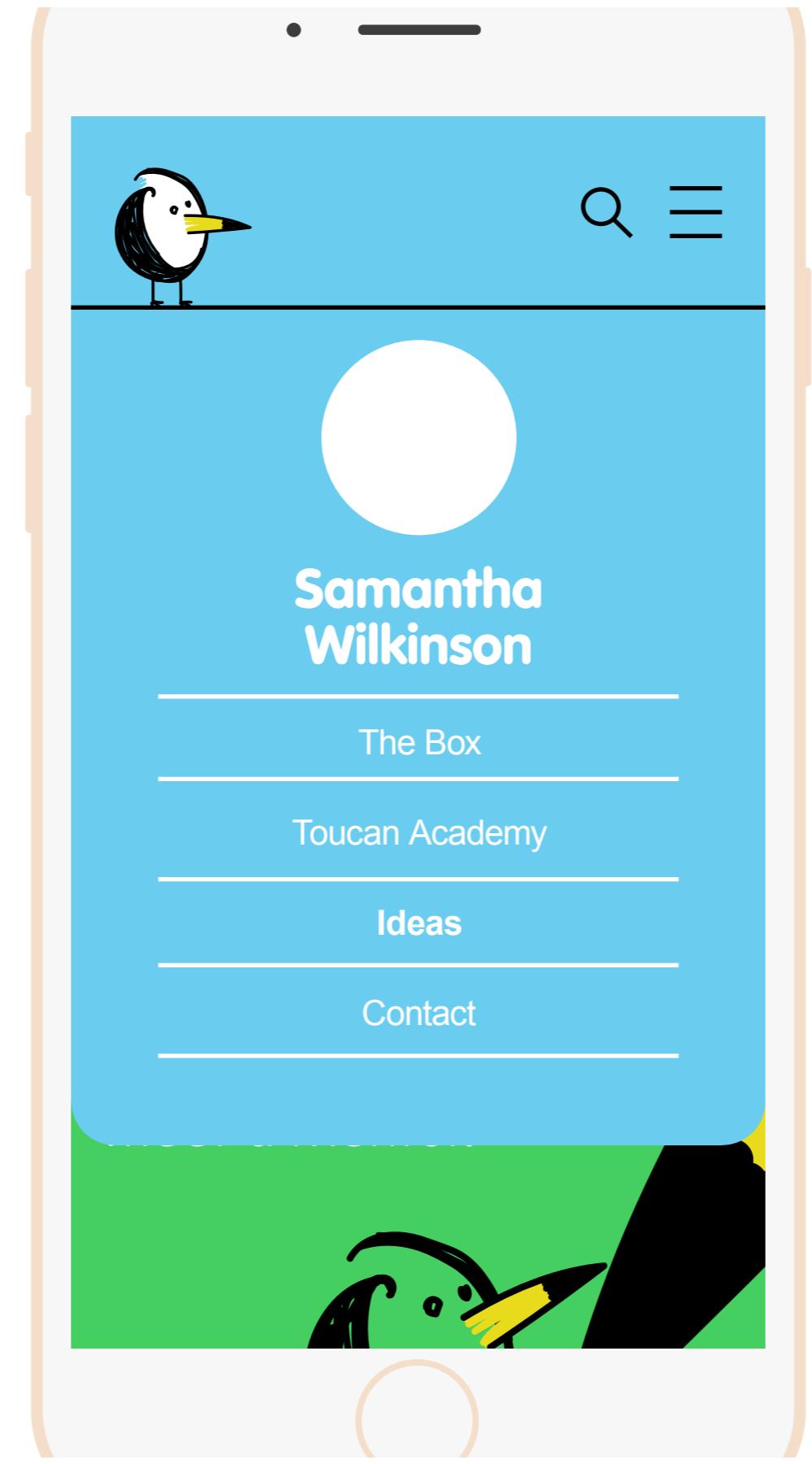
An example of how each section heading will look.  
A mixture of text and illustration.



the chase



**Toucan Website**  
**Toucan Academy**



the chase

## Toucan Website Ideas

How the top ideas cloud can look with one top idea shown within a slider gallery without an image.

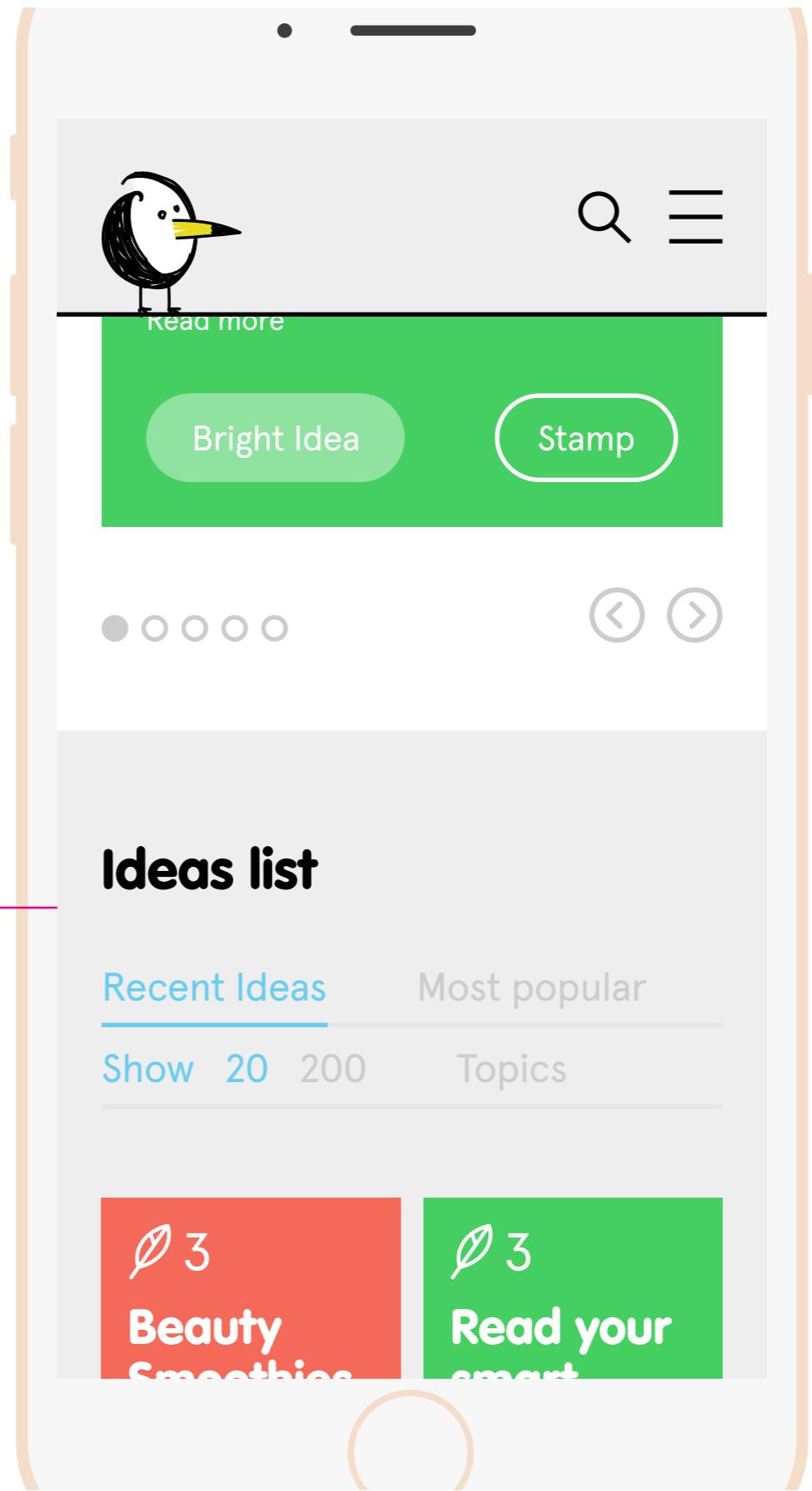
Top ideas

Read your smart phone and tablet without glasses or contact lenses

As seen in the Daily Express

The Daily Express printed the following story in July 2014: New screen will allow users to read computers and mobiles WITHOUT glasses A STATE-OF-THE-ART...  
Read more

## Toucan Website Ideas



Colour coding the different types of idea.

I know we spoke about getting rid of the 'worlds' but I think categorising the ideas into groups helps the user find the idea they want to see.

the chase

## Toucan Website Ideas

The interface consists of a header with a toucan icon, a search icon, and a menu icon. Below the header are four cards arranged in a grid:

- Food (Red Card):** Leaf 3, **Beauty Smoothies**, Beauty from within, Stamp button.
- Bright Idea (Green Card):** Leaf 3, **Read your smart phone and tablet without...**, As seen in the Daily Express, Stamp button.
- Food (Blue Card):** Leaf 3, **Public Relations App**, Interconnecting, Stamp button.
- Bright Idea (Pink Card):** Leaf 3, **ShopIt**, Search engine to enable shoppers to find any item on the internet, Stamp button.

Legend:

- Food
- Bright Idea

Colour coding the different types of idea.

I know we spoke about getting rid of the 'worlds' but I think categorising the ideas into groups helps the user find the idea they want to see.

the chase

**Toucan Website  
Individual Idea**

Once the user has selected an idea from the list they will be presented with all the information about that particular idea.

This page shows how an idea will look within any media present.

The image shows a smartphone displaying a mobile website. The top navigation bar is white with a black toucan icon on the left, a magnifying glass icon for search, and a menu icon (three horizontal lines) on the right. The main content area has a solid red background. At the top of this red area, the title "Beauty Smoothies" is displayed in white, bold, sans-serif font, followed by "by Sagal Jama" in a smaller white font. Below this, the section title "Beauty from within" is centered in white. The text within this section reads: "Making smoothies that make you look your best! Beauty from within focusing on hair and skin. Our smoothies are made with ingredients and extra vitamins to give you the boost you want to achieve results fast. Don't need to spend money on creams that never work just have one our smoothies and watch how amazing your body is. Transformation from within." At the bottom of the red area, another text block says: "There are two smoothies at the moment. One targeting the hair and one for skin." A small circular icon is visible at the very bottom center of the phone screen.

**Beauty Smoothies**

by Sagal Jama

**Beauty from within**

Making smoothies that make you look your best! Beauty from within focusing on hair and skin. Our smoothies are made with ingredients and extra vitamins to give you the boost you want to achieve results fast. Don't need to spend money on creams that never work just have one our smoothies and watch how amazing your body is. Transformation from within.

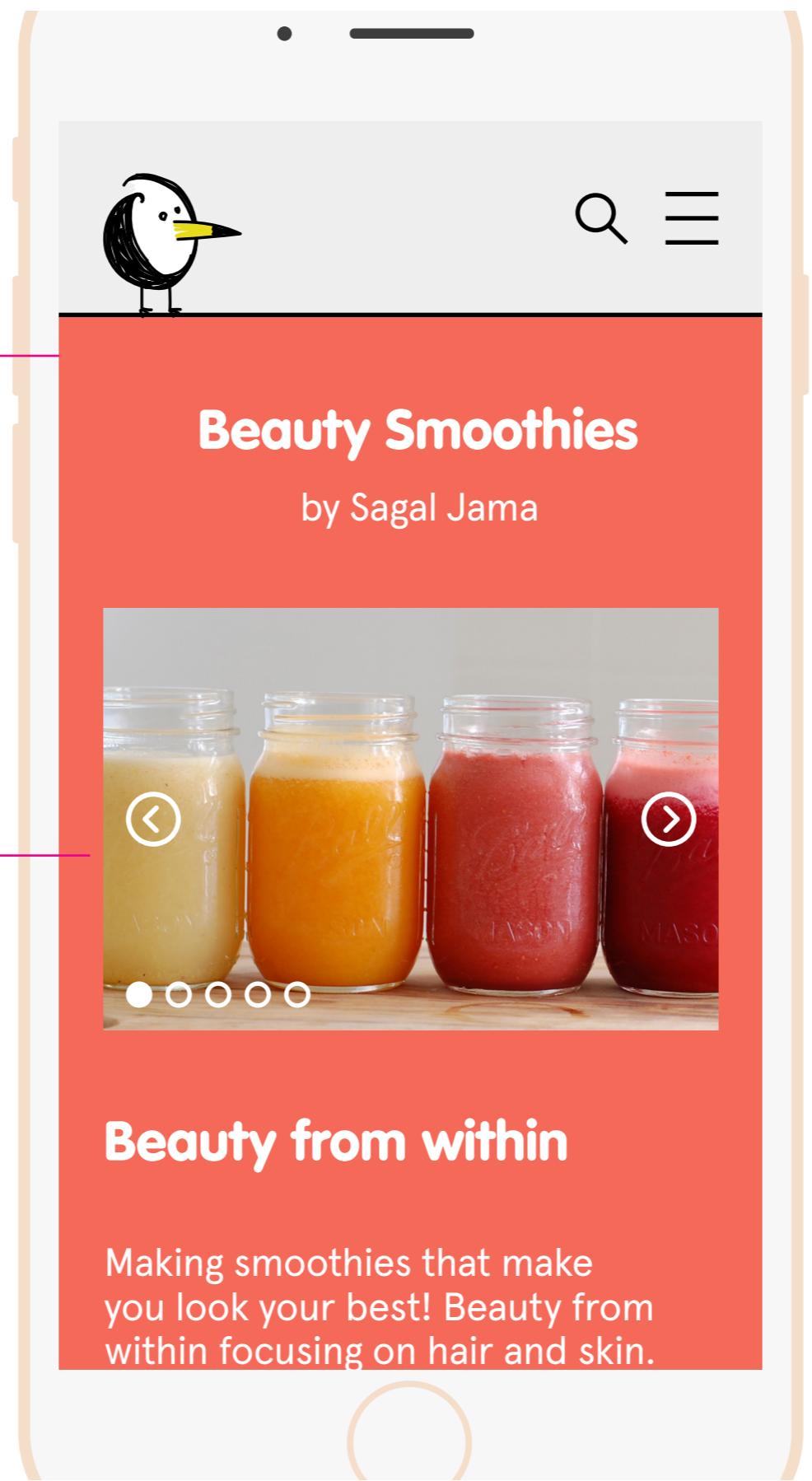
There are two smoothies at the moment. One targeting the hair and one for skin.

**Toucan Website  
Individual Idea**

Once the user has selected an idea from the list they will be presented with all the information about that particular idea.

This page shows how an idea will look with media.

Slider gallery for any image / video used in the idea.



**Toucan Website  
Individual Idea**

moment. One targeting the hair and one for skin.

Share this project

3 Likes

---

Sagal Jama

beautysmoothies.uk.org

See full bio Message me

Downloads:

Executive Summary

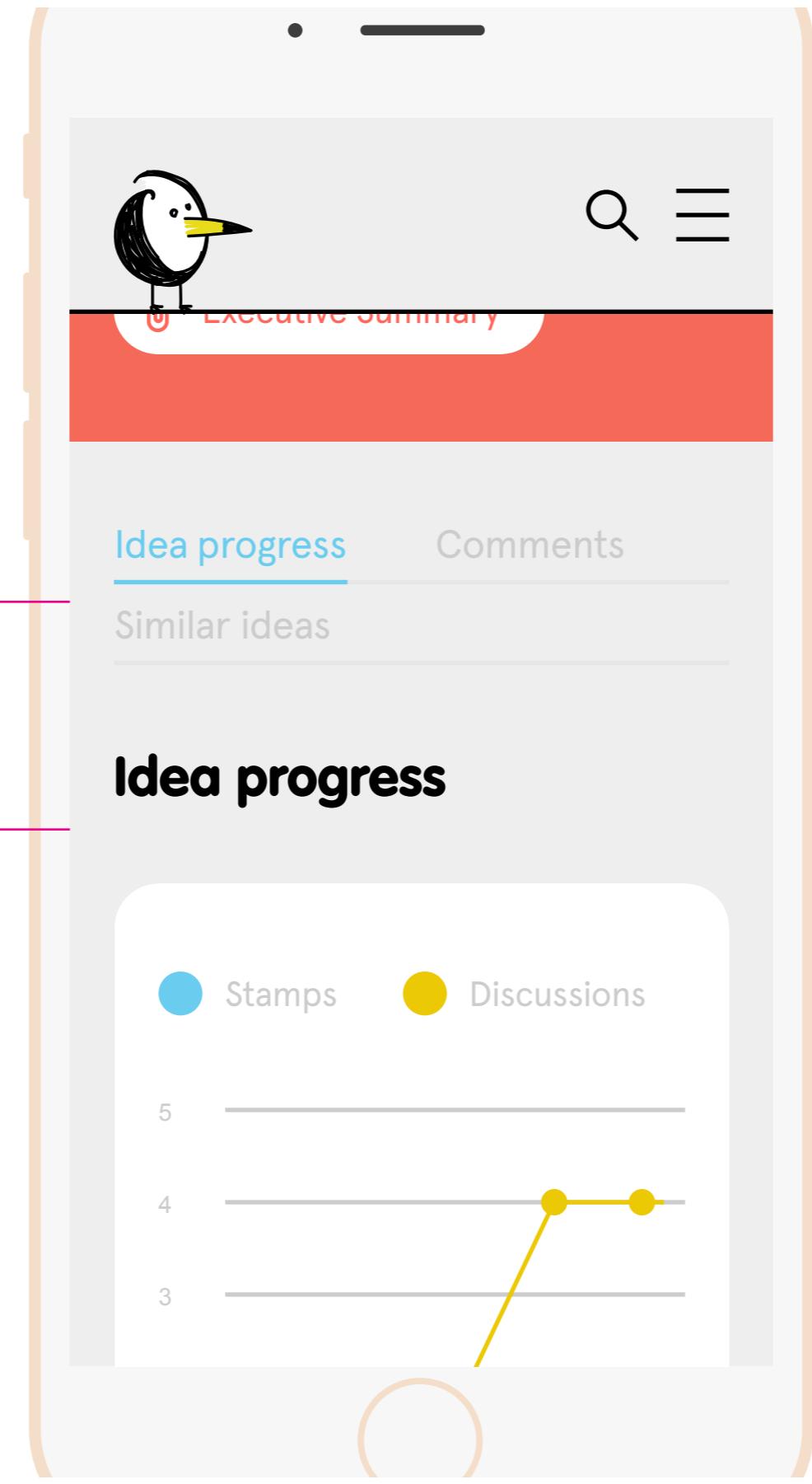
the chase

**Toucan Website  
Individual Idea**

Additional information  
about the selected idea.

Idea progress

the chase

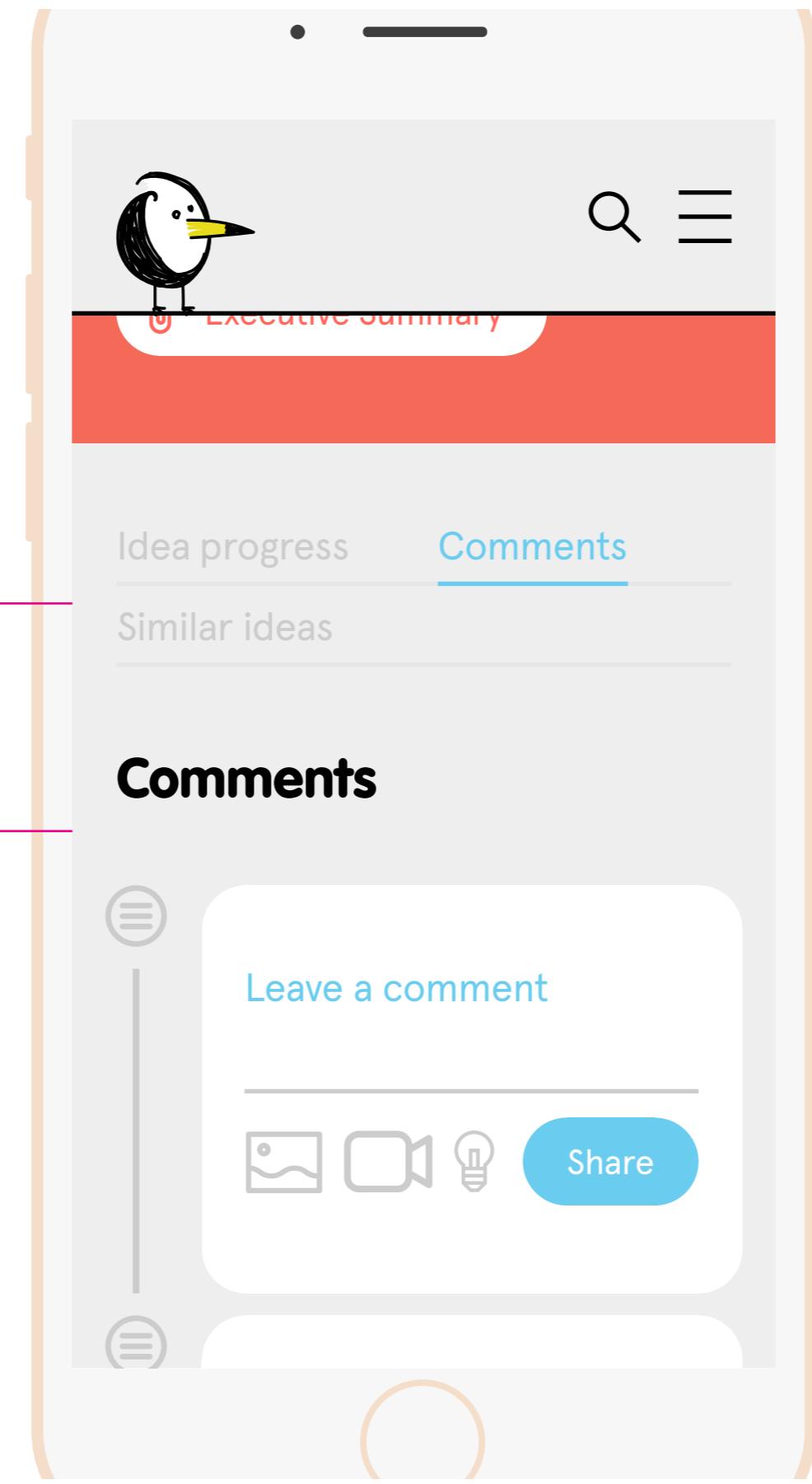


**Toucan Website  
Individual Idea**

Additional information  
about the selected idea.

Comments

the chase



**Toucan Website  
Individual Idea**

Additional information  
about the selected idea.

**Similar ideas**

Idea progress      Comments

Similar ideas

## Similar ideas

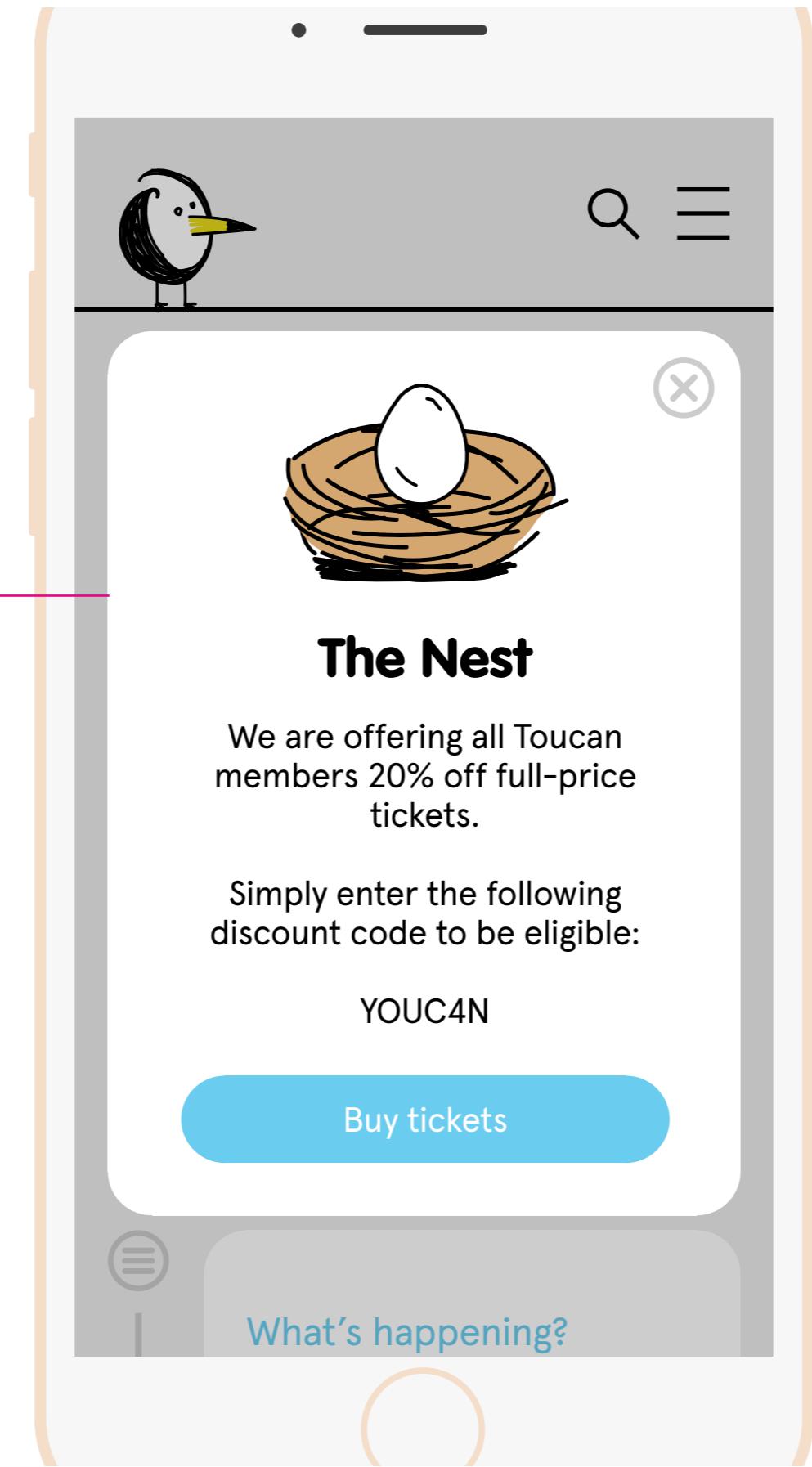
3  
**Beauty Smoothies**  
Beauty from within

3  
**Read your smart phone and tablet without...**  
As seen in the Daily Express

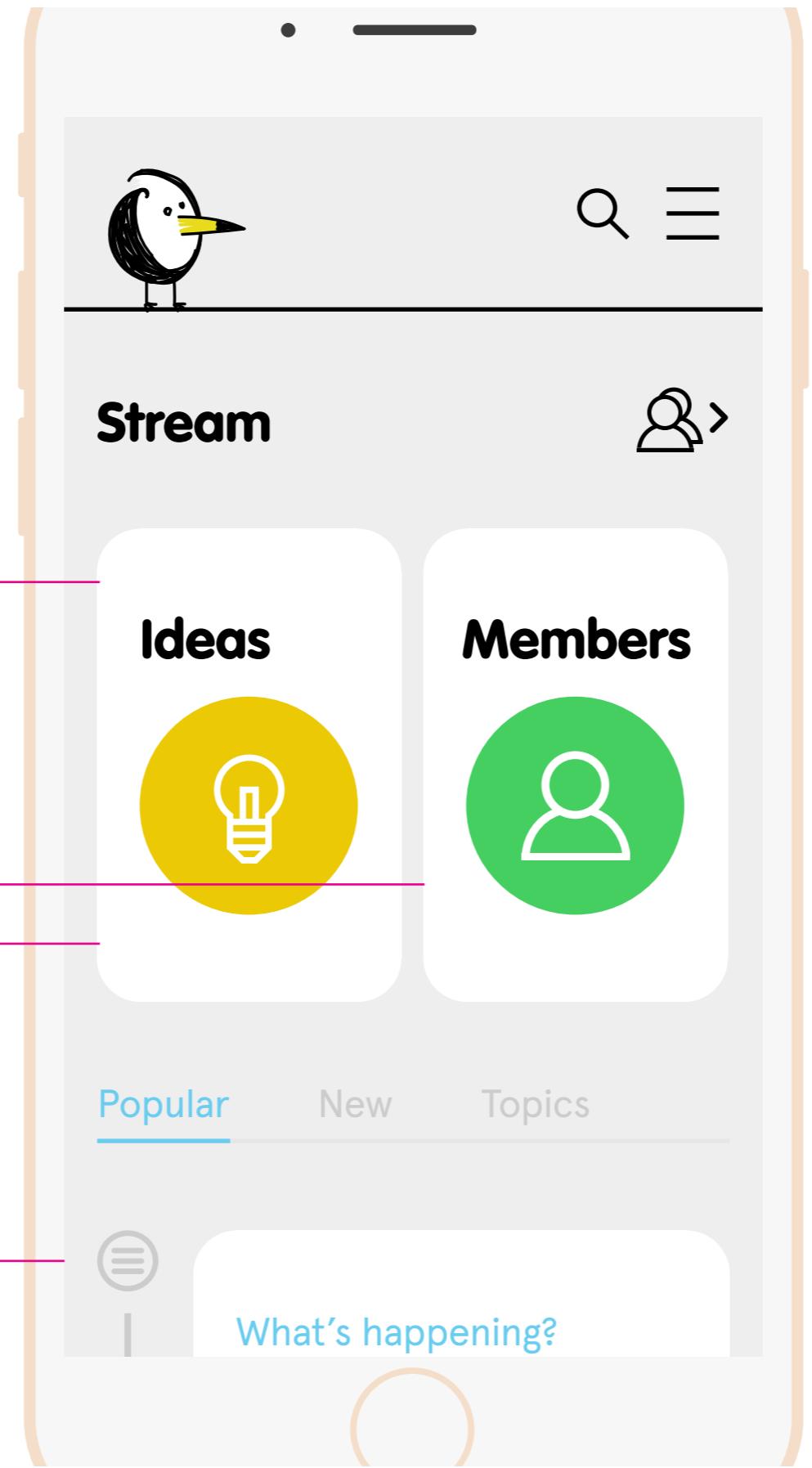
the chase

**Toucan Website**  
**The Stream**

Design for the pop ups on the site, in this case a pop up advertising 20% off tickets for The Nest event.



**Toucan Website**  
**The Stream**



Links to ideas and members pages.

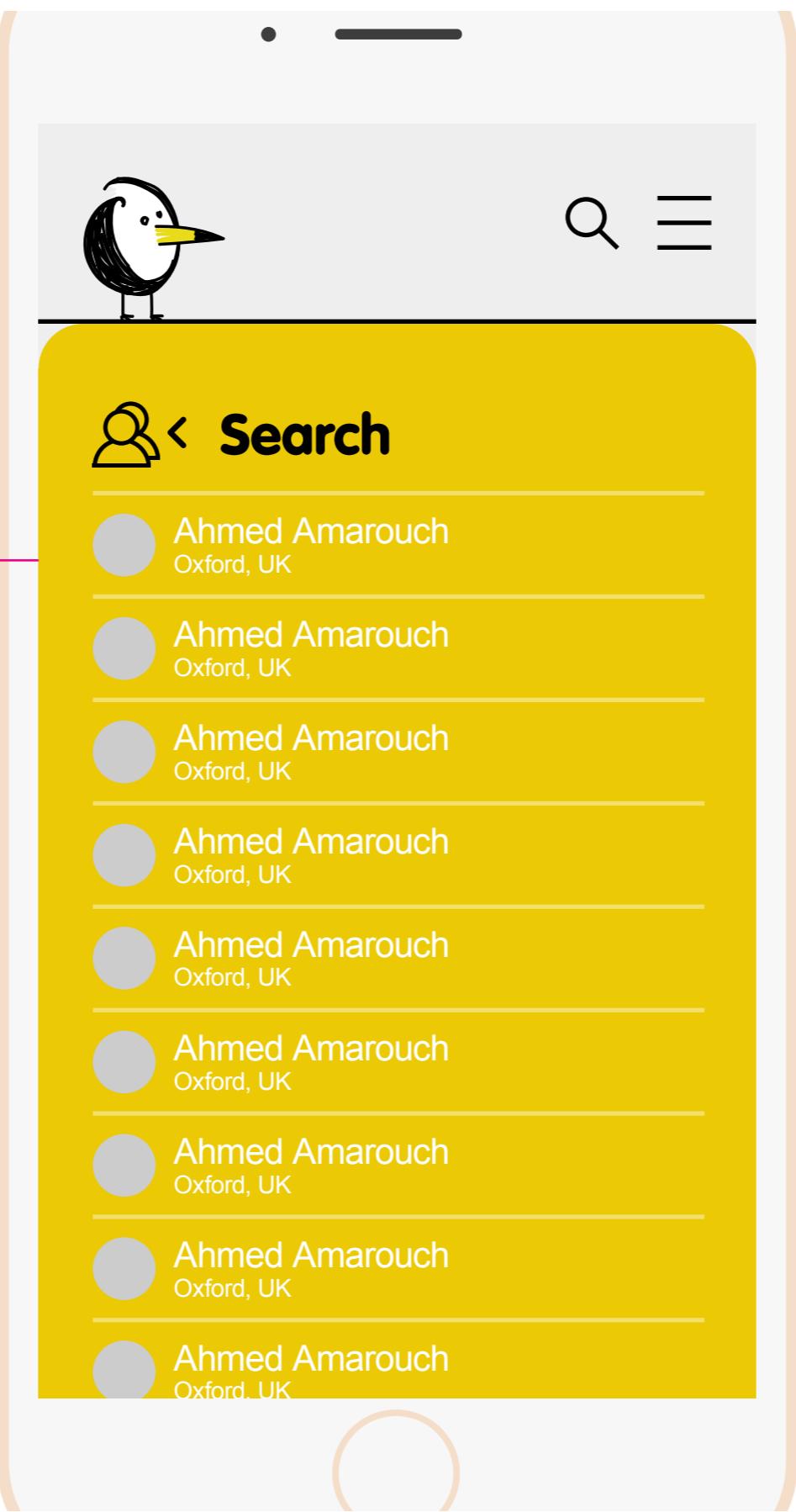
Rounded edges add a friendly yet still 'grown-up' touch.

Stream of all the latest notifications for other users.

the chase

**Toucan Website**  
**The Stream**

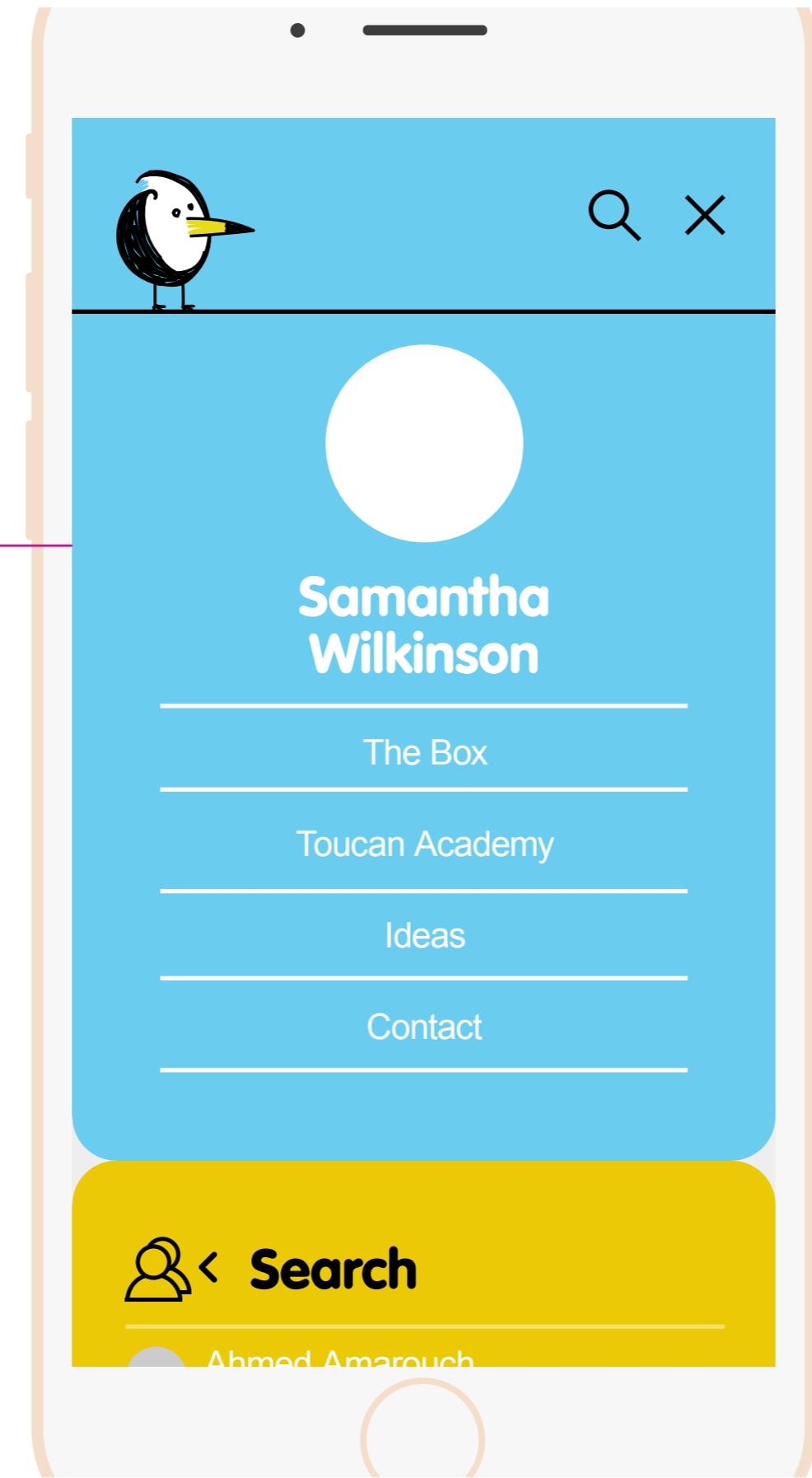
Design of the pop out  
side nav showing the  
list of members.



the chase

**Toucan Website**  
**The Stream**

How the side nav of  
the members list will  
drop down when the  
main side navigation  
is selected with the  
members list.



the chase

The image shows a mobile application interface for a 'Members' page. At the top left is a small toucan icon. To its right are a magnifying glass icon for search and a three-line menu icon. Below this, the word 'Members' is displayed in a large, bold, black font. To the right of 'Members' is a user icon consisting of two people and a right-pointing arrow.

The main content area displays four member profiles in a grid:

- Ahmed Amarouch**  
Oxford, UK.  

- Ahmed Amarouch**  
Oxford, UK.  

- Ahmed**
- Ahmed**

Each profile card features a circular icon with the number '03' and a leaf-like symbol with the number '6'.

**Toucan Website  
Profile**

Your Profile



Rasha Khawaja

www.rashakhawaja.co.uk

Oxford, UK

I'm Rasha Khawaja, CEO & Founder of Toucan.

**Toucan Website  
Profile**

**Tick boxes shown on the profile page of each user to encourage them to make more of the Toucan Academy process and to prove that they are a real person.**

**Academy Goals**

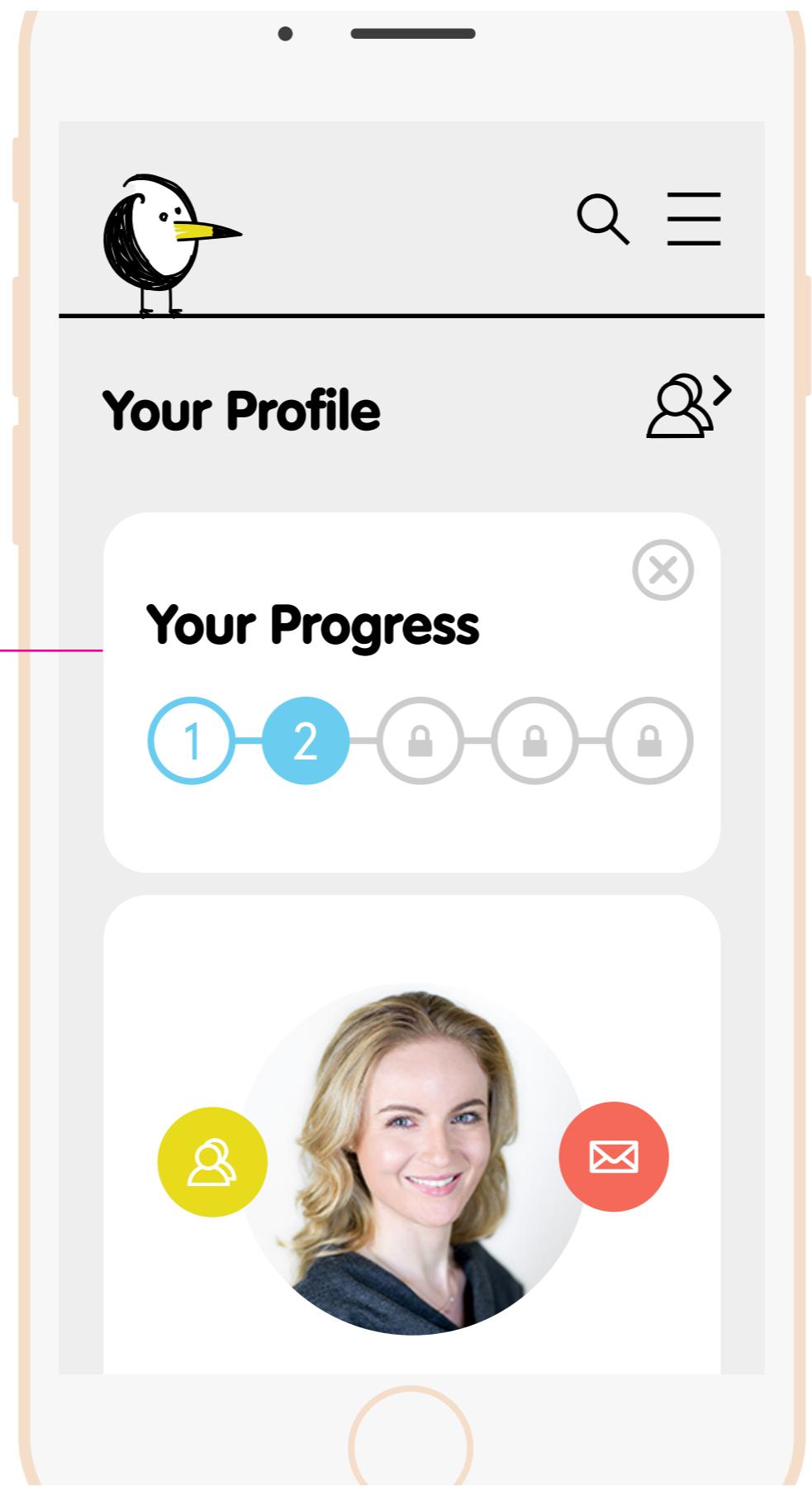
Complete these goals to unlock the ability to pitch to the Toucan team.

- Watch 3 videos
- Read 3 articles
- Fill in business plan form
- Get 5 stamps or more

[More about this](#)

**Toucan Website  
Profile**

An infographic to show  
user's progress through  
the Toucan Academy.



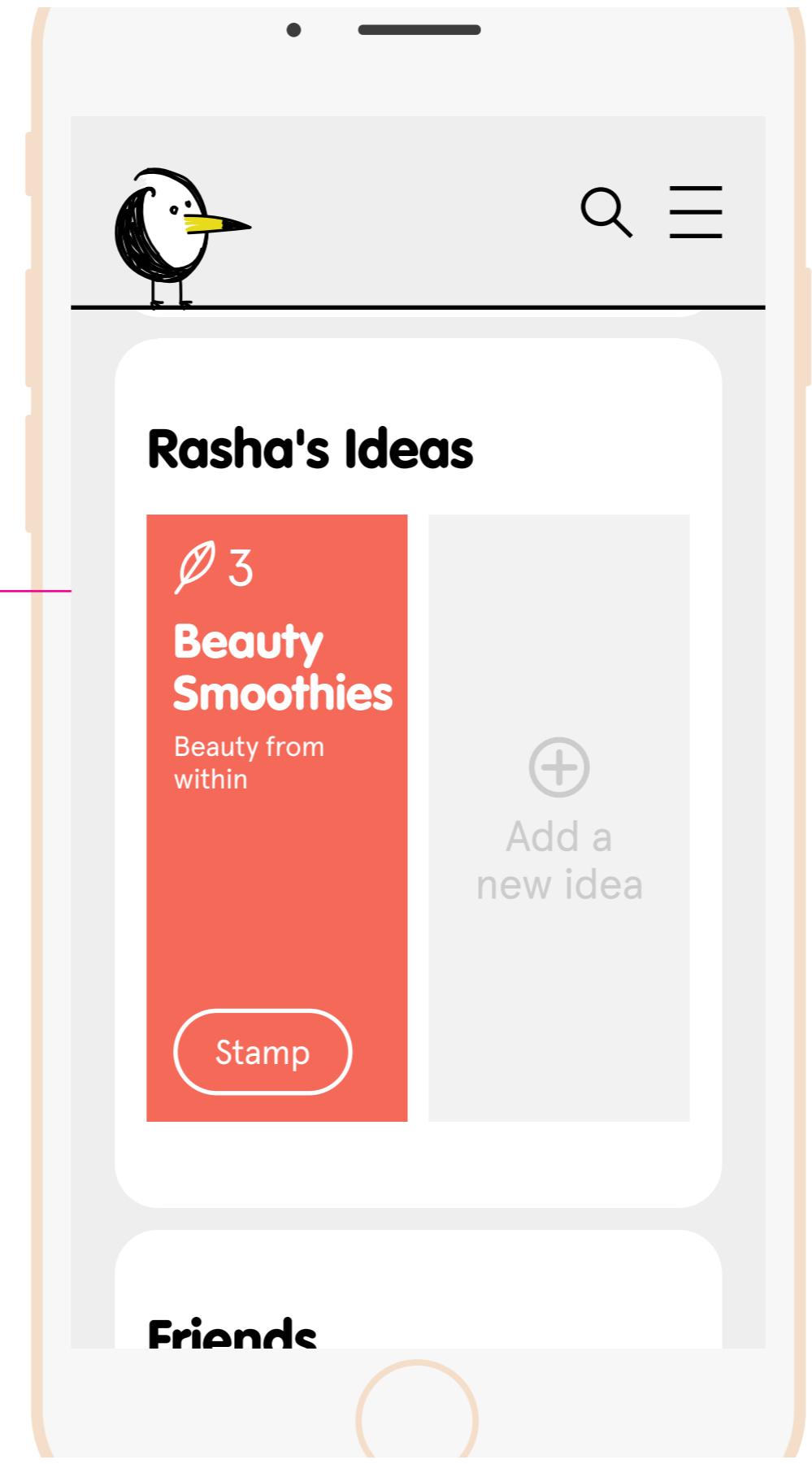
the chase

**Toucan Website  
Profile**

More information for the  
profile page:

User's ideas  
Friends list  
User's stream

the chase

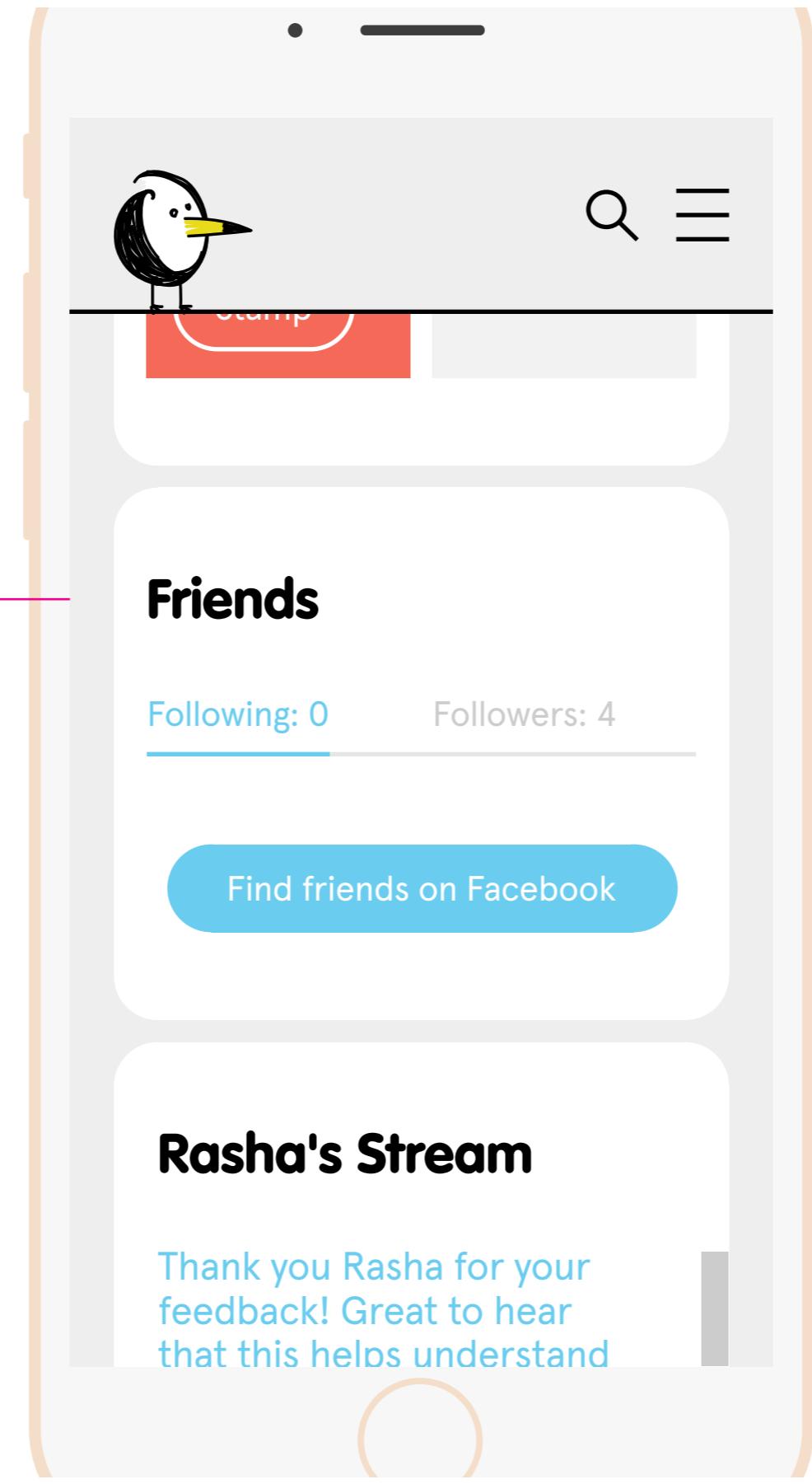


**Toucan Website  
Profile**

More information for the  
profile page:

User's ideas  
Friends list  
User's stream

the chase



Contact page with  
information of how to get  
in touch.

Contact

If you have a question, please get in touch using the contact form below

Your name

Your email

Your message

Send message

Contact page with  
information of how to get  
in touch.

If you have any questions unanswered from reading the FAQ section, feel free to get in touch with us via email at:

[questions@toucan.co](mailto:questions@toucan.co)

**Technical question**

If you are a registered member and are experiencing technical difficulties in accessing our member services, email us at:

[tech@toucan.co](mailto:tech@toucan.co)

Contact page with  
information of how to get  
in touch.

The image shows a smartphone displaying a website. At the top is a header bar with a toucan icon, a search icon, and a menu icon. Below the header is a section titled "Press question". Inside this section, there is text: "If you are a member of the press, email us at: press@toucan.co". Below this is a larger section titled "Find us at" followed by the address "24 Queen Anne's Gate London SW1H 9AA United Kingdom". At the bottom of this section is a map showing the location of 24 Queen Anne's Gate on Birdcage Walk in London.

**Press question**

If you are a member of the press, email us at:  
[press@toucan.co](mailto:press@toucan.co)

**Find us at**  
**24 Queen Anne's**  
**Gate London**  
**SW1H 9AA**  
**United Kingdom**

A map of a street area in London. A red pin marks the location of "24 Queen Anne's Gate" on "Birdcage Walk". Other visible streets include "Old Queen St" and "Queen Anne's Gate". A small image of a building labeled "The Guard's Chapel" is also shown.

# Summary

the chase

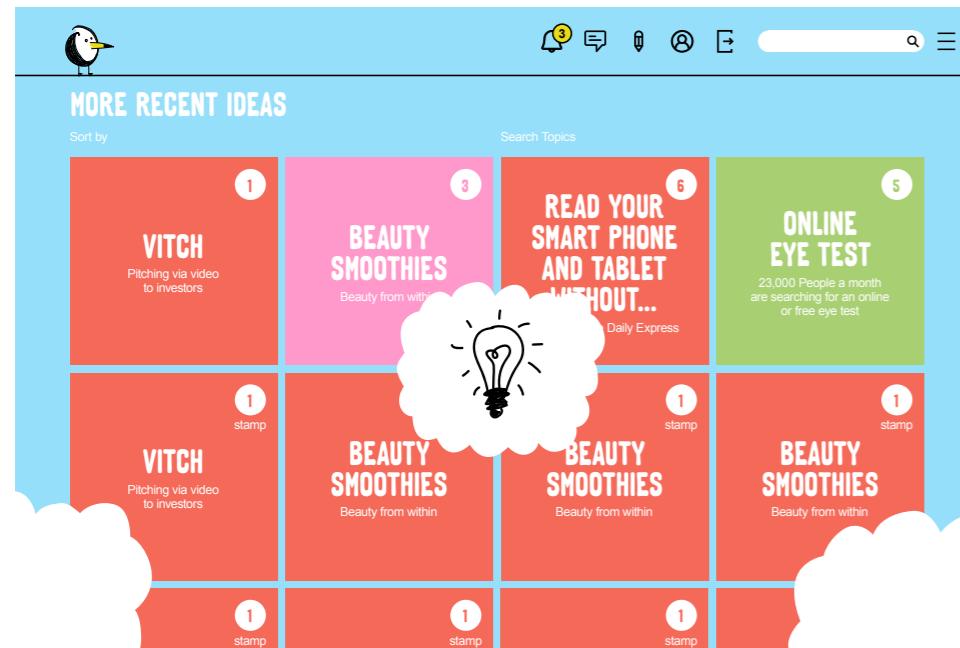
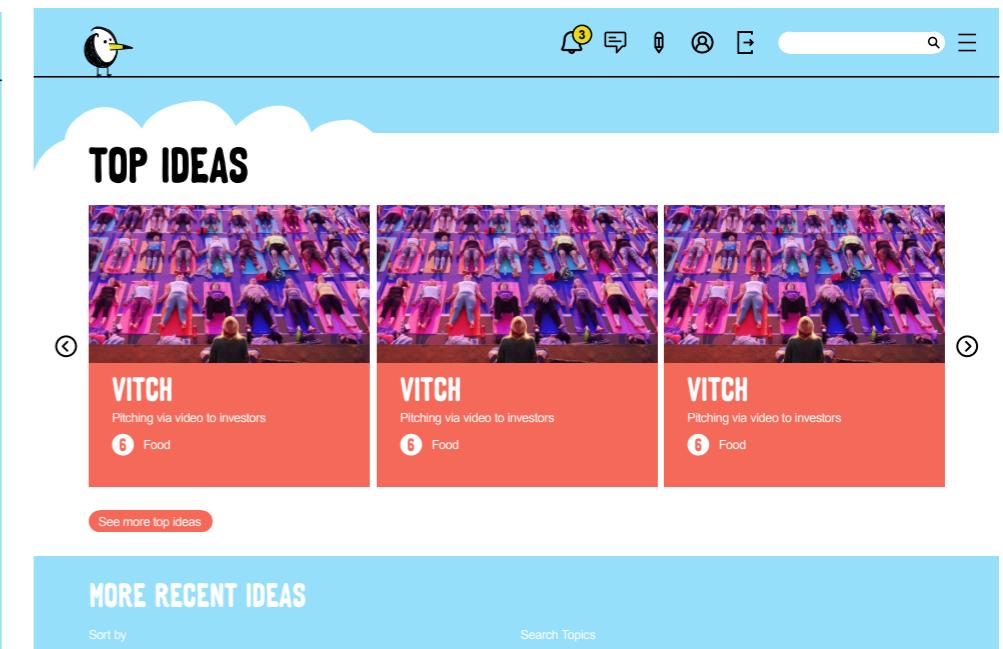
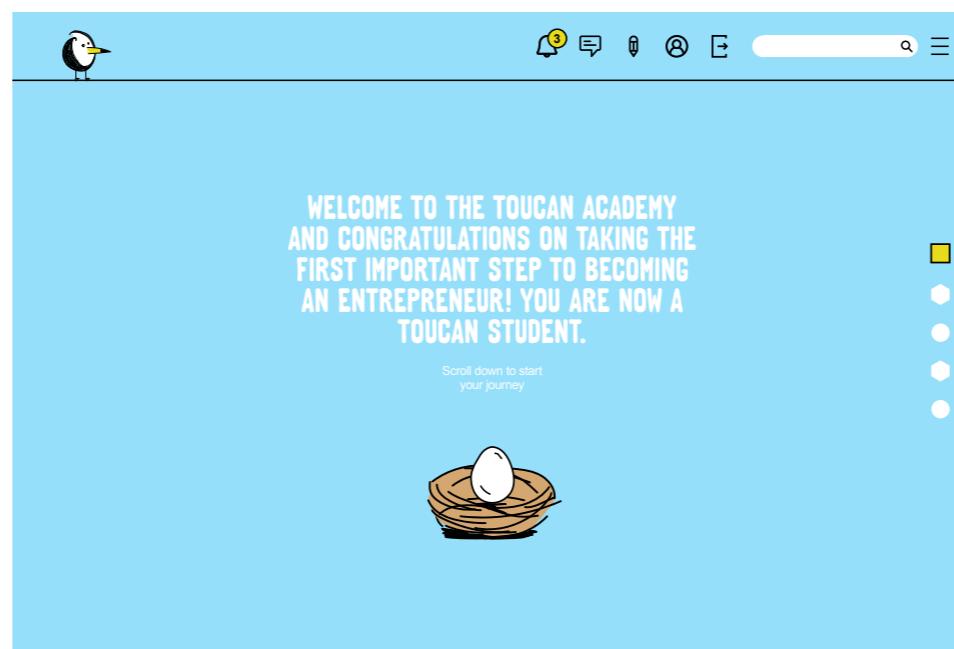
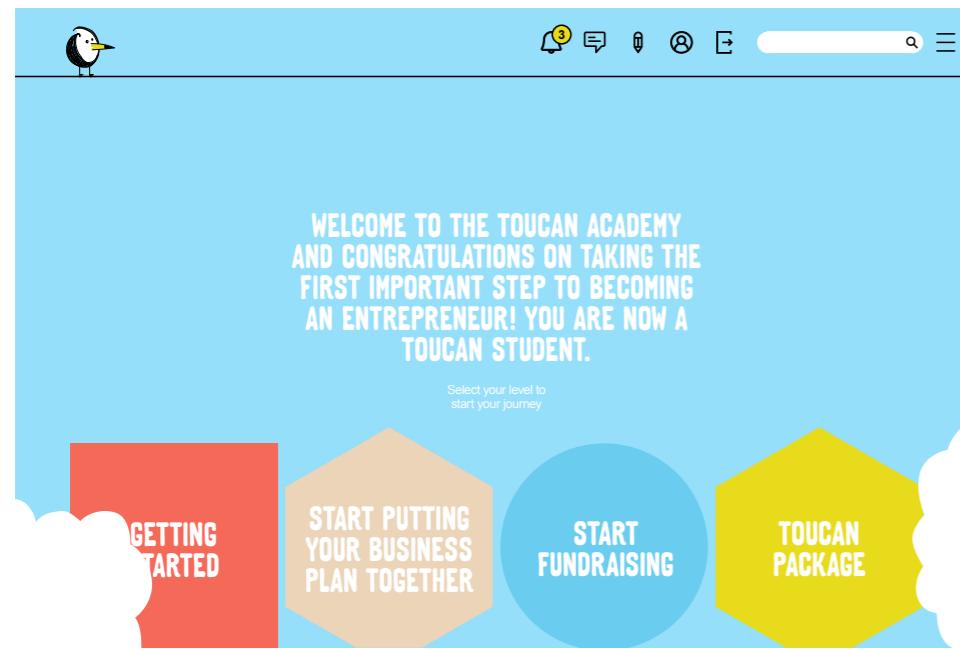
## Toucan Website Existing design

The Toucan website features a clean, modern design with a dark header bar and a light gray background. The header includes a search bar, notification icons, and a user profile menu.

- Toucan Academy:** A landing page for new students. It features a welcome message, four main service offerings (Getting Started, Start putting your business plan together, Start Fundraising, Toucan Package) represented by blue hexagons, and a "Meeting A Mentor" section.
- IDEAS:** A page listing various ideas with associated stamps. Ideas include Vitch (1 stamp), Beauty smoothies (3 stamps), Read your smart phone and tablet without glasses or contact lenses (6 stamps), Online Eye Test (5 stamps), Public Relations APP (10 stamps), Data Share (11 stamps), and Crisalist.com - Travel Website (10 stamps).
- THE BOX:** A page for sharing ideas. It shows a list of ideas with their respective stamps and a form for adding new ideas.
- User Profiles:** Examples of user profiles for Samantha Wilkinson, showing basic information, a progress bar, and activity streams.

the chase

## Toucan Website First stage design



AHMED AMAROUCH

Oxford, UK

I'm Ahmed Amarouch, CEO & Founder of sharewater.

Following 7 Followers 4 Ideas 1 Stamps

MY PROGRESS

AHMED'S STREAM

Thank you Rasha for your feedback! Great to hear that this helps understand sharewater's vision better on sharewater

Ahmed Amarouch 10/01/2015 17:57:00

I just updated sharewater

Ahmed Amarouch 10/01/2015 17:57:00

I just updated sharewater

Ahmed Amarouch 10/01/2015 17:57:00

AHMED'S IDEAS

## THE BOX

@TOUCAN Is the Queen the country's most successful CEO? #longestreign 12:58 - 09 Sep 2015

Cake for two?! Thanks @RealRasha and @valeriecafe #chocolates #cake #foodcoma pic.twitter.com/PBB0khzS5R 12:58 - 09 Sep 2015

To be successful, you have to have your heart in your business, and your business in your heart. Thomas Watson Sr. #tuesday #gold 12:58 - 09 Sep 2015

Did you know that one of our students was nominated for a Bafta and an Oscar?! #bf #markgill #film #success #entrepreneur #filmmaker 12:58 - 09 Sep 2015

Did you know that one of our students was nominated for a Bafta and an Oscar?! #bf #markgill #film #success #entrepreneur #film 12:58 - 09 Sep 2015

IDEAS

MEMBERS

What's happening?

Image

Samantha Wilkinson 10/01/2015 17:57:00

Hi folks, I just joined Toucan

Comment

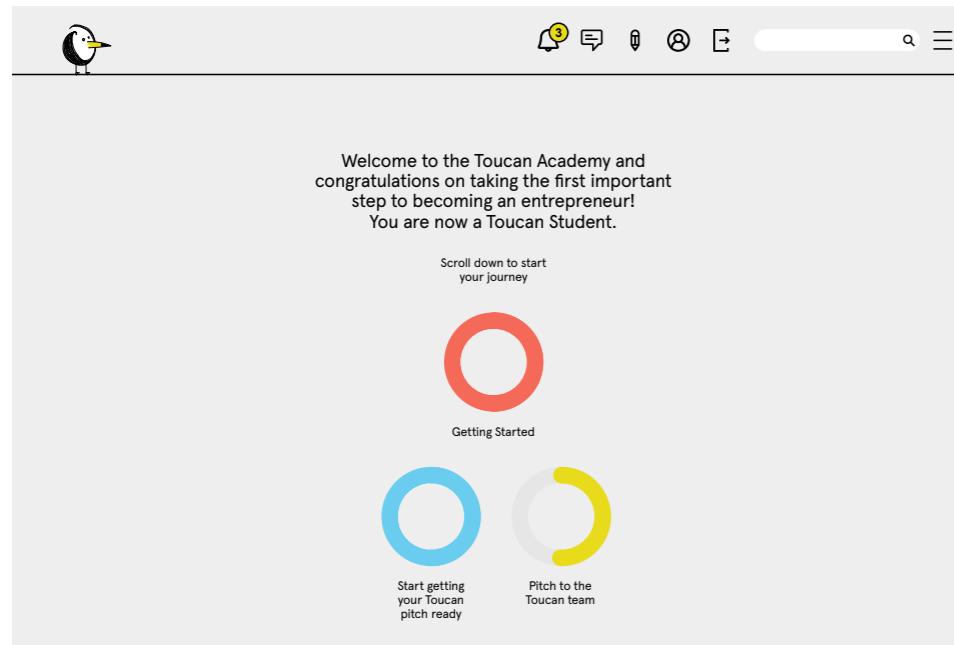
Samantha Wilkinson 10/01/2015 17:57:00

Hi folks, I just joined Toucan

Comment

the chase

## Toucan Website Second stage design



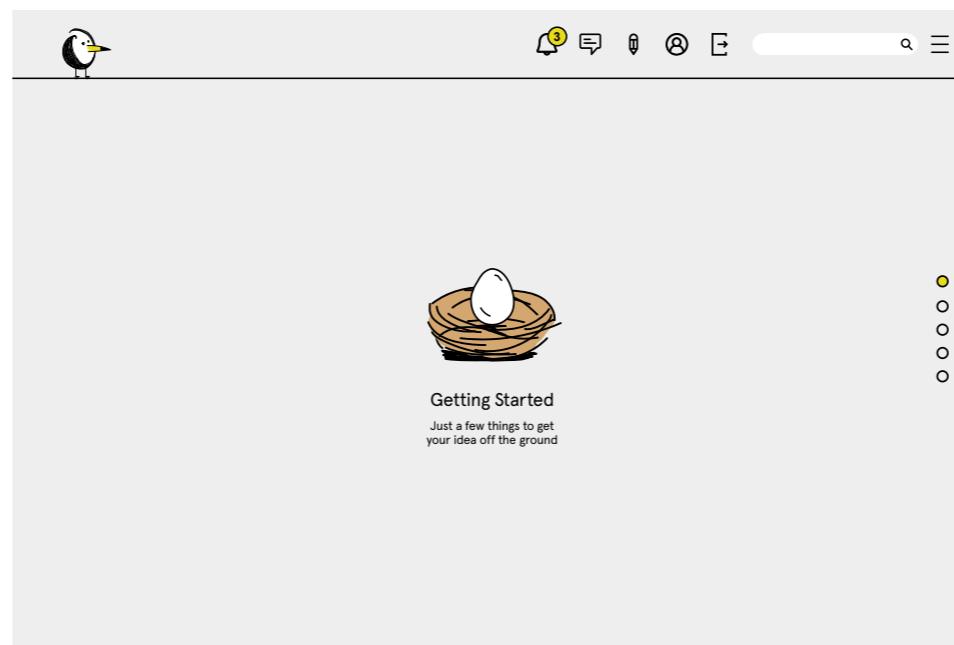
Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student.

Scroll down to start your journey

**Getting Started**

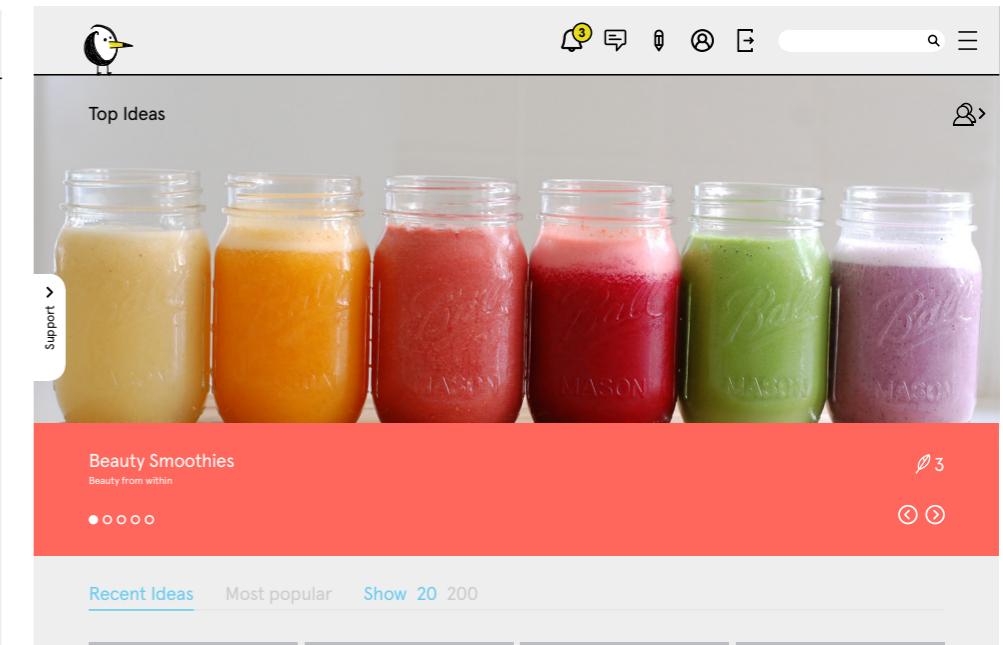
**Pitch to the Toucan team**

**Start getting your Toucan pitch ready**



**Getting Started**

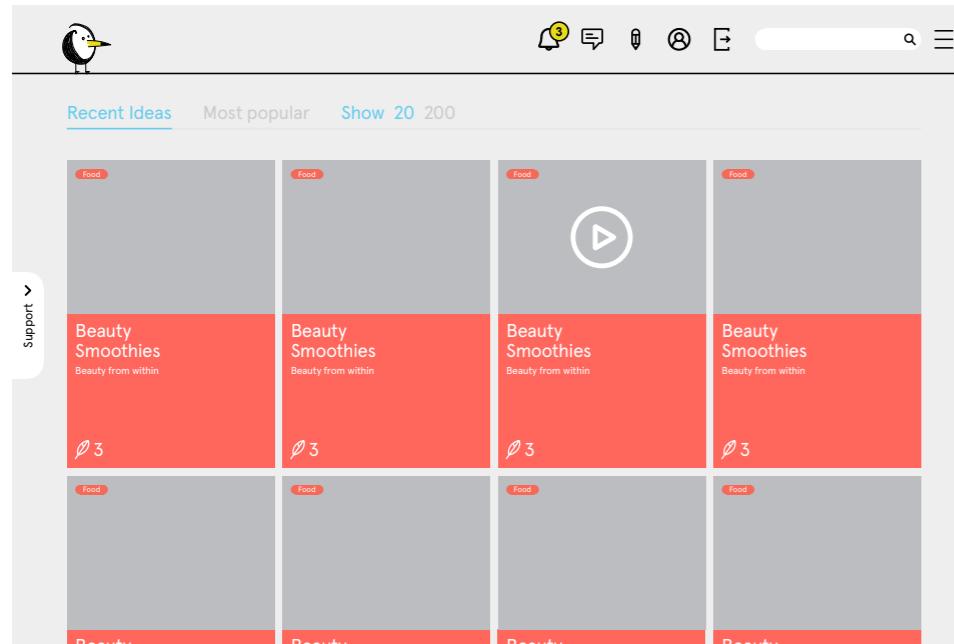
Just a few things to get your idea off the ground



**Top Ideas**

**Beauty Smoothies**  
Beauty from within

Recent Ideas Most popular Show 20 200

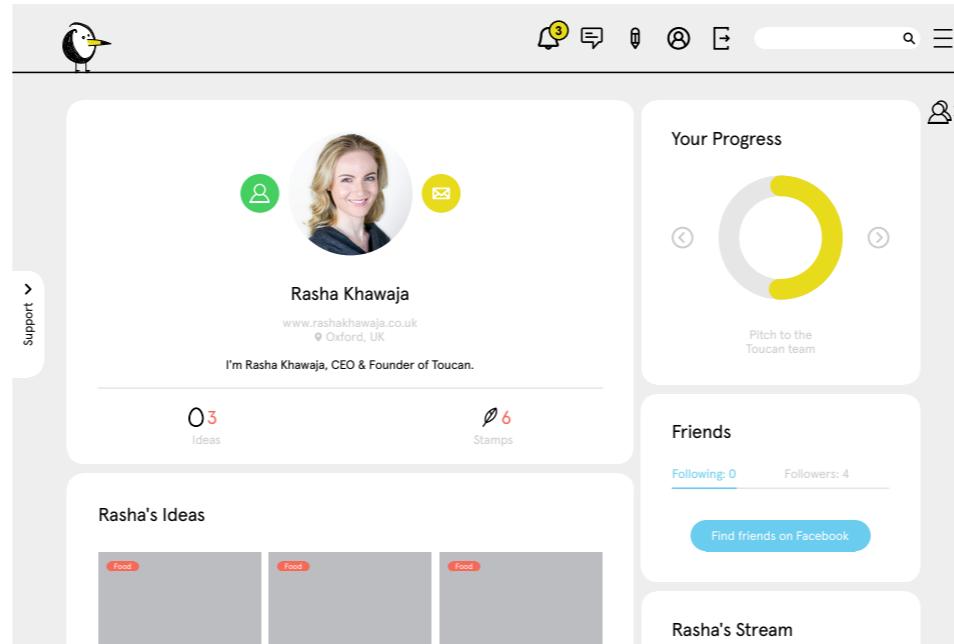


Recent Ideas Most popular Show 20 200

**Support**

**Beauty Smoothies**  
Beauty from within

0 3



**Rasha Khawaja**  
www.rashakhawaja.co.uk  
Oxford, UK

I'm Rasha Khawaja, CEO & Founder of Toucan.

**Your Progress**

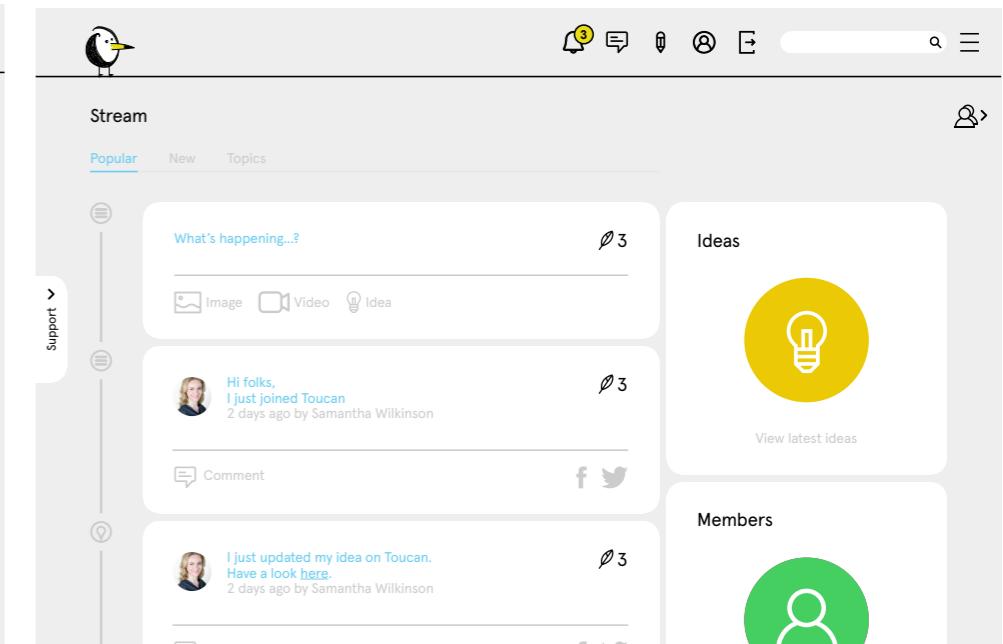
0 Ideas 0 Stamps

**Friends**

Following: 0 Followers: 4

**Rasha's Ideas**

**Rasha's Stream**



**Stream**

Popular New Topics

**Support**

**What's happening...?**

Image Video Idea

Hi folks, I just joined Toucan.  
2 days ago by Samantha Wilkinson

Comment

I just updated my idea on Toucan.  
Have a look [here](#).  
2 days ago by Samantha Wilkinson

Comment

**Ideas**

**Members**

the chase

## Toucan Website Third stage design

Welcome to the Toucan Academy and congratulations on taking the first important step to becoming an entrepreneur! You are now a Toucan Student.

**1 Getting started**  
A few things to help get your idea off the ground - Complete

**2 Start getting your Toucan pitch ready**  
A simple guide to getting your Toucan pitch together - Complete

**3 Pitch to the Toucan Team**  
Top three lessons that every entrepreneur should learn when pitching - 50%

Drag to explore the rest of the Toucan Academy

**TOUCAN**

© 2015 Toucan  
[Terms of Service](#) and [Privacy Policy](#)

## 1 Starting out.

Just a few things to help get your idea off the ground

Fugiam volent expliam, solut ium excessitas eos quiae eos sequae velendis aut quiati re exercat i nonecabo. Agnat. Ro que con pa nonse imilige idantia sequodi pitatibus eumquate nonet quam es dent mi, exiliqut atbeaquam as nulparuptae eicillabo. Et occat re, cupit asped quia sum ut repudis dolum sitam dionet, sequele volupat. Andus dicit, offictes eosapid itandi grimageant.

**Start >**

**Support >**

### Top ideas

**Beauty Smoothies**  
Making smoothies that make you look your best! Beauty from within focusing on hair and skin. Our smoothies are made with ingredients and extra vitamins to give you the boost you want to achieve results fast. Don't need to spend money on creams that never work just have one our smoothies and watch how amazing your body is. Transformation from within.

Food Stamp ⚡ 3

Food

**Ideas list**

### Ideas list

Recent Ideas Most popular Show 20 200 Topics

- Beauty Smoothies** Stamp ⚡ 3 Food
- Read your smart phone and tablet without glasses or contact lenses** Stamp ⚡ 3 Bright Idea
- ShopIt** Stamp ⚡ 3 Fashion
- Public Relations APP** Stamp ⚡ 3 Entrepreneurship

### Your Profile

**Rasha Khawaja**  
www.rashakhawaja.co.uk  
Oxford, UK

I'm Rasha Khawaja, CEO & Founder of Toucan.

0 3 Ideas ⚡ 4 Likes

**Academy Goals**  
Complete these goals to unlock the ability to pitch to the Toucan team.

- Watch 3 videos
- Read 3 articles
- Fill in business plan form
- Get 5 stamps or more

More about this

**Profile Goals**

- Upload a photocopy of your passport
- Upload a photocopy of your utility bill

### Stream

**Ideas** **Members** **@Toucan**

Popular New Topics

What's happening?

Image Video Idea Share

Hi folks,  
I just joined Toucan  
2 days ago by Samantha Wilkinson ⚡ 3

It's the last day of #LFW. Has it inspired you to start your own label? We can help #YouCan #fashion #startup pic.twitter.com/HIWAVubLc2

Convocar la fashion label?

Conviene la fashion label?

10/01/2015 07:57:00

It's the last day of #LFW. Has it inspired you to start your own label? We can help #YouCan #fashion #startup pic.twitter.com/HIWAVubLc2

Can you start a fashion label?  
Toucan already

the chase

# Thanks

the chase

**Toucan Website**  
**Sign in page**

Sign in

Your email address

Your password

Sign in

Forgot your password?  
[Click here](#)

Sign in with Facebook

Sign in with Twitter

Don't have a Toucan account? [Sign up](#) now for your free account.

TOUCAN™

the chase