

Startup 101

Welcome to Session 2



Energizer

Objectives of today

- Recap from last session + analysing a few ideas
- Business Models
- Diving into B2B business ideas
- Productivity

Recap assignment 1

Specific Problem: Difficulties in getting or purchasing local foods/products

Who has the Problem: Foreigners

How big is it: Big number of foreigners face this problem

How urgent is it; Very Urgent

How frequent is it: Occurs oftenly

How costly is it: It can cost....

How did you find out about it: been seeing some of my friends struggling to buy local staffs ,in most cases they buy in high price than the actual amount just because they are foreigners and they find hard to trace places with varieties of products they want since they are new around here

Recap assignment 1

Specific Problem: Lack of experience and Professional guidance

Who has the Problem:

How big is it: Large about 100M+ youths and businesses in Africa

How urgent is it: Urgent

How frequent is it:

How costly is it: High Cost

How did you find out about it: Frequent news on personal losses and business falls.

Specific Problem: Not having a constant time days for garbage trucks to pick out garbage from households

Who has the Problem:

How big is it: Very large

How urgent is it: It is likely very urgent

How frequent is it: Very Frequent

How costly is it: Not very costful but depends with the number of people needing the service

How did you find out about it: It has been almost a week now, and we have a pile of garbage that we don't know how to damp cause we don't know when the garbage truck will pass near our home so I wished I would had a mean to connect with the garbage damping service and that's when I came up with the idea

Specific Problem: The problem falls in the communication arena regarding the misuse of media especially for youngsters which has become rampant in the modern era.

Who has the Problem: Almost all except a few. Generally, Youngsters are leading this.

How big is it: Large. Most of the people nowadays have phones.

How urgent is it: The problem is urgent. There is a need to manage, control and technically the mechanism use of m

How frequent is it: The problem is frequent as communication devices are used everyday.

How costly is it: The problem costs immensely as large sums of money are wasted in purchasing internet bundles which are then utilized in nonsensical, unimportant things. Moreover a lot of time is also wasted which in turns reduces manpower for the progress of our country both socially and economically.

How did you find out about it: Interacting with different people from different parts of the country have depicted that, a lot of phone users misuse their devices. It follows that, there is a need to rectify the problem so as to harvest fabulous benefits from these devices rather than wasting our time in speculating whatever pop-ups in our screen displays.

The Basics of an idea

1. There is a problem / need / want
2. You solve it
3. Someone pays it for it

5 criteria for a good idea

1. There is a Problem
2. The idea can grow big
3. You have a founder – market fit
4. You have a unique insight
5. You have a unique value proposition

Unique value proposition

- Your solution dramatically reduces costs or time
- It is significantly (10 x) better than existing solutions

What's the UVP of Bolt?

The Bolt logo is displayed in a green, bold, sans-serif font. The letter 'o' is stylized with a dot below it, resembling a lowercase 'a' or a drop.

Unique Value Propositions

Riders / drivers = get more consistent demand of customers

Users = Get a safe ride at a fixed rate wherever you are, anytime

What's the UVP of Piki?



Unique Value Propositions

Restaurants = get access to more customers

Consumer = get access to a variety of food choices from the comfort of their home

What is a business model?

Share your ideas

Business Model

A business model entails

1. How your business operates
2. How the business makes money

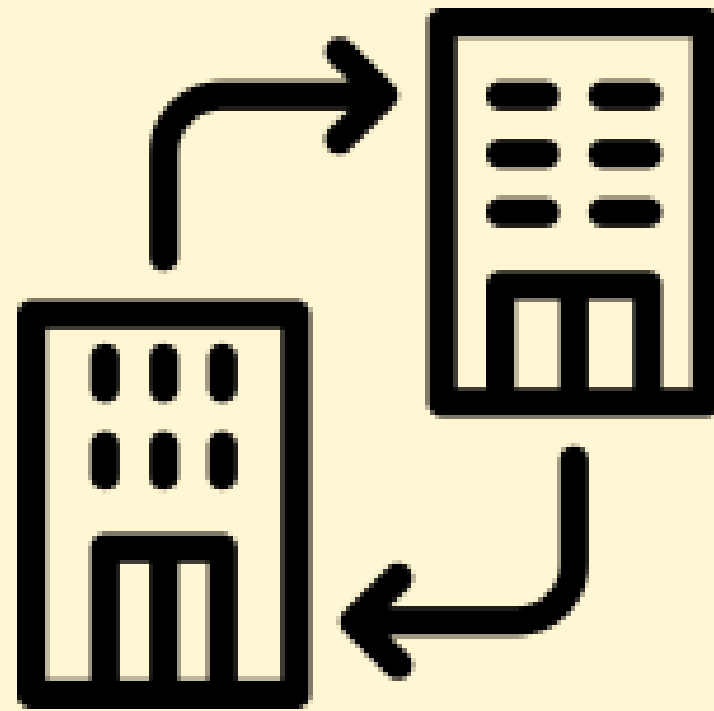
How can a business make money?

We sell to someone (= customer / market)

What different customers are there?

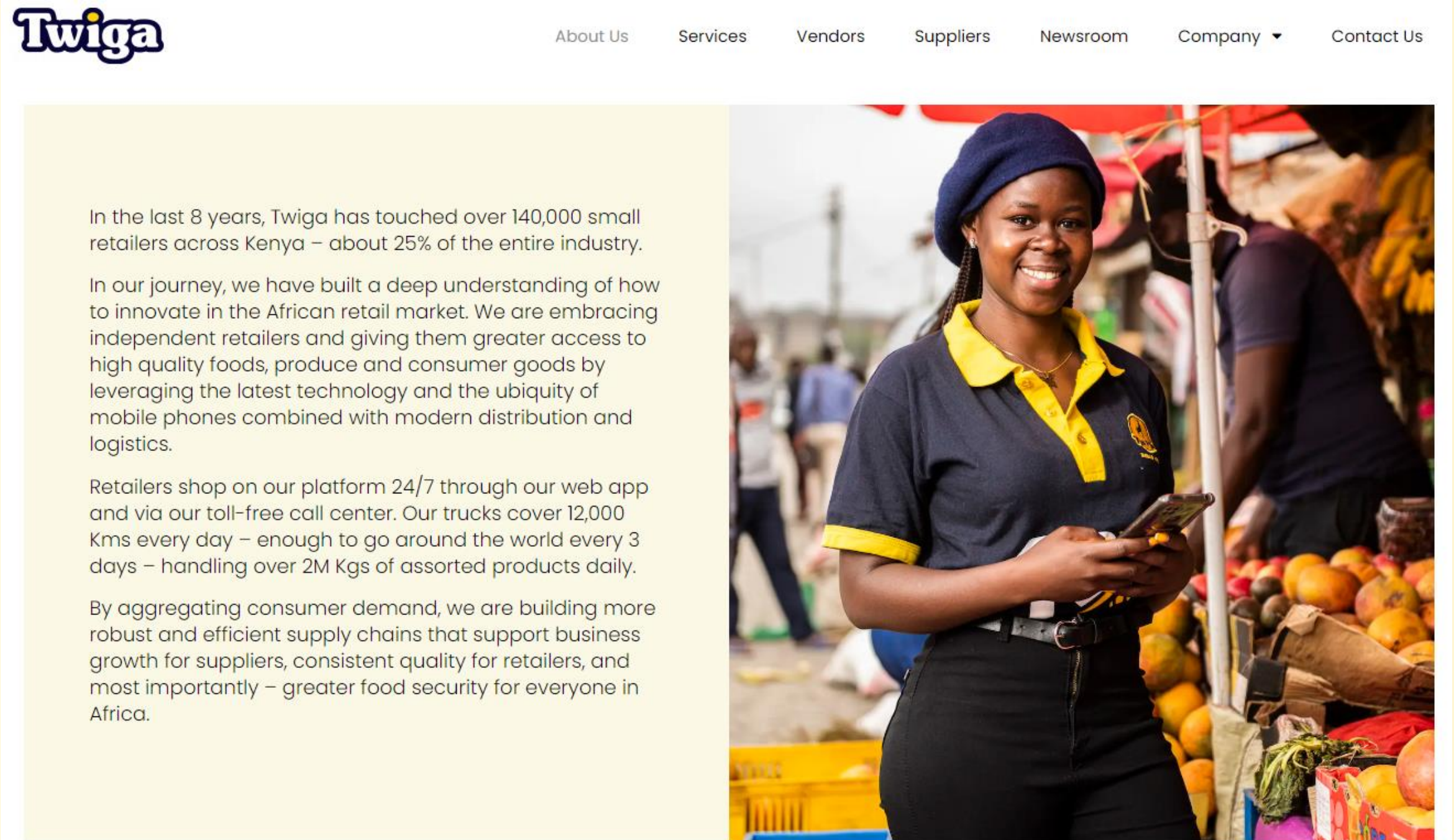
B2B vs. B2C vs. B2G

Focus Today: B2B



Twiga Foods

<https://www.youtube.com/watch?v=iqQVAOZIFzQ>



The screenshot shows the Twiga Foods website. The header features the Twiga logo on the left and a navigation menu on the right with links: About Us, Services, Vendors, Suppliers, Newsroom, Company (with a dropdown arrow), and Contact Us. The main content area has a light yellow background. On the left, there is a text block with three paragraphs. On the right, there is a large photograph of a smiling woman wearing a dark blue beret and a dark blue polo shirt with a yellow collar and sleeve trim. She is holding a smartphone. The background of the photo shows a busy outdoor market with various fruits and people.

Twiga

About Us Services Vendors Suppliers Newsroom Company ▼ Contact Us

In the last 8 years, Twiga has touched over 140,000 small retailers across Kenya – about 25% of the entire industry.

In our journey, we have built a deep understanding of how to innovate in the African retail market. We are embracing independent retailers and giving them greater access to high quality foods, produce and consumer goods by leveraging the latest technology and the ubiquity of mobile phones combined with modern distribution and logistics.

Retailers shop on our platform 24/7 through our web app and via our toll-free call center. Our trucks cover 12,000 Kms every day – enough to go around the world every 3 days – handling over 2M Kgs of assorted products daily.

By aggregating consumer demand, we are building more robust and efficient supply chains that support business growth for suppliers, consistent quality for retailers, and most importantly – greater food security for everyone in Africa.

Sokowatch

<https://www.youtube.com/watch?v=ggNHuhsETQc>



Group work (20 min.)

1. Rewatch the video if you want
2. Map out the problem with the 5 criteria
3. Map out the process: how exactly does the business work?
4. What's the unique value proposition?

Presentations (30 min.)

Group 1: Present problem Sokowatch

Group 2: Present process Sokowatch

Group 3: Present UVP Sokowatch

Group 4: Present

Group 5: Present problem Twiga

Group 6: Present process Twiga

Group 7: Present UVP Twiga

Group 8: Present

How can you develop a B2B idea?

1. Think through past jobs / internships / work experience you had => where were problems?
2. Talk to small business owners and find out their challenges

Assignment until next week

- Identify a B2B problem in a group
- Interview businesses
- Create a presentation for presenting next session (powerpoint template in the drive)

Assignment (5 – 10)

Health

- Dispensaries
- Labs
- Pharmacies

Agriculture

- Small market vendors of fruit and vegetables
- Supermarket vendors of fruit and vegetables
- Permanent street vendors of fruit and vegetables

Hospitality

- Restaurants Mamantilie (food around TZ 3000)
- Restaurants Migahawa

Interview questions

1. What problems do you face currently which affect your business badly?
2. When was the last time you faced the problem?
3. How often do you have the problem?
4. What have you tried so far to solve it? What don't you like about the solutions?
5. Do others face the same problem?

Productivity (30 min.)

How do you rate your productivity level?

Who wants to improve their productivity?

Where do you face the biggest challenges?

Productivity

https://www.youtube.com/watch?v=4un_qKTHqqU

Create timeblocks for next week

Core goals until end of the year:

StartHub	Academy	Consulting
<ul style="list-style-type: none"> Impact report Salary process started <ol style="list-style-type: none"> Review Roles + Targets Policies / Target agreements NGO = local Reheat <p>Optional:</p> <ul style="list-style-type: none"> clear yearly plan growth journey 	<ul style="list-style-type: none"> M&E report sign CFT MoU have better structure / tools in place 	<ul style="list-style-type: none"> Canitas 3-year clear send agriculture proposal do RIL Research

TZ (19th - 20th)

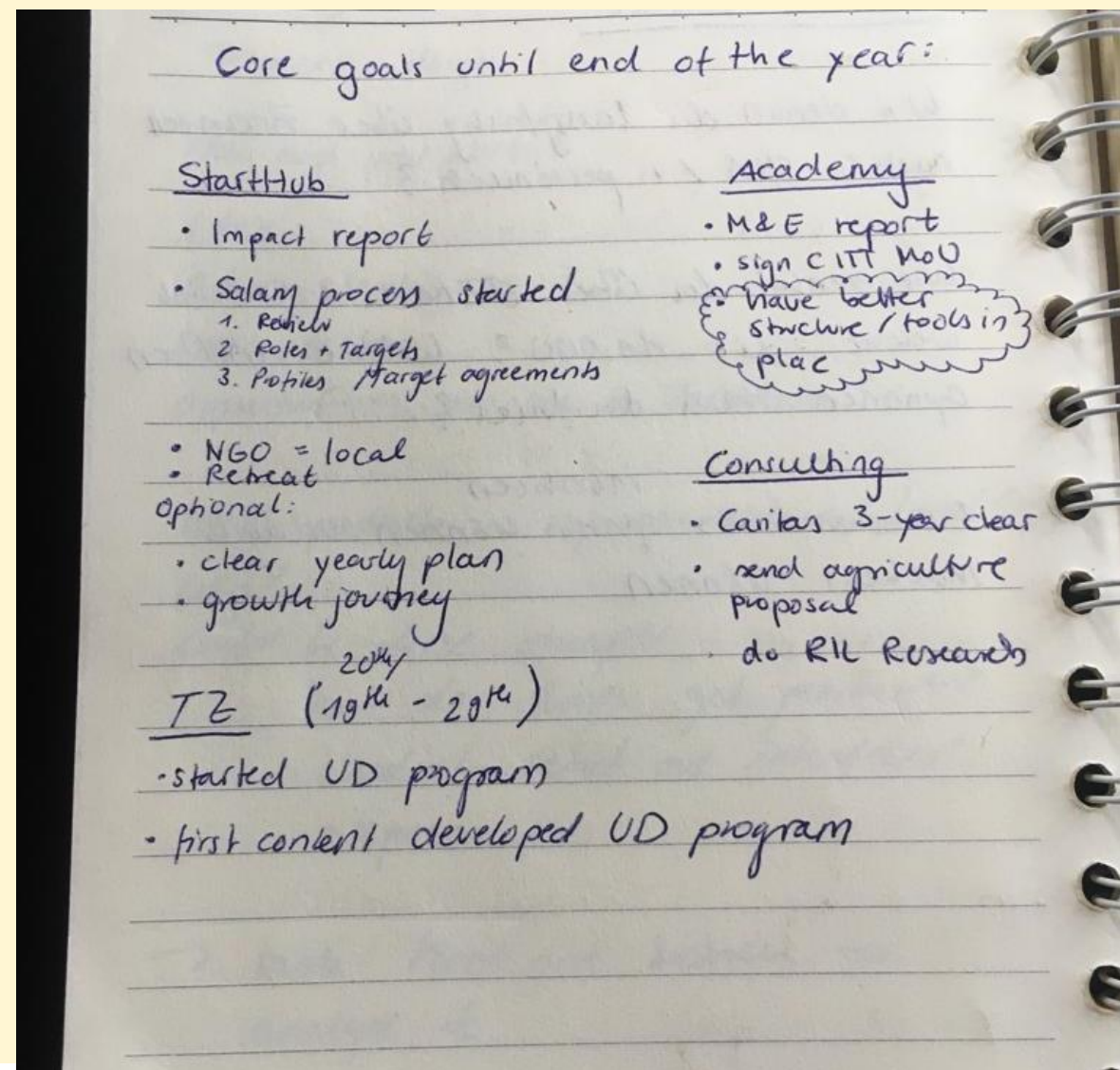
- started UD program
- first content developed UD program

	Mo	Tu	We	Th	Fr	Sa	Su
7	call Medard				Dirch invites		
8	call Steven	share doc for the team to think about	selection - UD pres.		Deo doc	Jinja	Jinja
9		conway Roles Targets	planning session 9-10:30	template meeting - UD	3.30 salary review		
10			Newsletter	Gulvintro			
11	Inception meeting RIL				Fortunate - now - regional strategy - scaling programs		
12							
13		Panel Africa		South UNDP Sudan lunch	RIL		
14	Monday meeting	Reheat salary	Fundraising session		Academy strategy		
15					Deo probation		
16	Must skilling Program	Tea [Paper J]					
17	Deo probation						
18				Maive Dinner			
19	Call Alex						

Date: _____ Page: _____

Step 1

- Write down all the goals and tasks you have and want to do until Friday next week



Step 2

- Create a schedule for the week and timebox exactly when what will be done + timebox when you will work on the StartHub Assignment

