



## 2017 Seedbed Accelerator Programme Overview

Programme	Learning Outcomes	Format	Date
<b>1. Programme Introduction</b>	<ul style="list-style-type: none"> <li>• Programme Launch</li> <li>• Mutual agreements</li> <li>• Introductions</li> </ul>	Half day WS	17/05
<b>2. Value Proposition</b>	<ul style="list-style-type: none"> <li>• Deepen your understanding of your customers and how you can meet their needs</li> <li>• Develop clear value proposition for your business</li> <li>• Know how to test key assumptions you have made about your business model</li> </ul>	Half day WS	17/05
<b>3. Business Model Canvas</b>	<ul style="list-style-type: none"> <li>• Clarity on your business model, a clearly defined and differentiated positioning and ranked by importance customer segmentation.</li> <li>• An understanding of the messaging and channels you will use to communicate to your customers and stakeholders</li> <li>• Action plans listing the desired outcome, timing and person or team responsible for delivering it.</li> </ul>	Full day WS	31/05
<b>4. Business Strategy</b>	<ul style="list-style-type: none"> <li>• Understand principles around strategy</li> <li>• Building on WS 1 – 2 draft your business strategy to put plans into action</li> </ul>	Webinar	07/06
<b>5. Business Review Panel One</b>	<ul style="list-style-type: none"> <li>• In depth look at your business/ investment proposition</li> </ul>	1.5 hour session	WC 12/06
<b>6. Social Impact fundamentals</b>	<ul style="list-style-type: none"> <li>• Introduction to impact metrics</li> <li>• Common measurement models</li> <li>• Develop your own impact framework</li> </ul>	Half day WS	21/06
<b>7. Finance fundamentals</b>	<ul style="list-style-type: none"> <li>• Understand Financial management (half day)</li> </ul>	Half day WS	21/06
<b>8. Comms / Marketing Strategy</b>	<ul style="list-style-type: none"> <li>• Understand your 'Theory of Change'</li> <li>• Develop your communications strategy</li> <li>• Understand your audience and develop key messages</li> <li>• Evaluate your comms strategy</li> </ul>	Full day WS	05/07



<b>9. Marketing channels / activities</b>	<ul style="list-style-type: none"> <li>Follow up to 5) – more specifics around what you can choose to do now you have a comms strategy? E.g. social media / PR etc</li> </ul>	Webinar	12/07
<b>10. Business Review Panel Two</b>	<ul style="list-style-type: none"> <li>In depth look at your business/ investment proposition</li> </ul>	1.5 hour session	WC 11/09
<b>11. Growth Stage Launch</b>	<ul style="list-style-type: none"> <li>Programme Overview</li> <li>Welcoming new arrivals</li> <li>Revisiting mutual agreements</li> </ul>	2 hour session	04/10
<b>12. Leadership</b>	<ul style="list-style-type: none"> <li>Learn about leadership from growth orientated entrepreneurs</li> <li>Identify your leadership challenges over the next 12 months &amp; put in place strategies to meet them</li> </ul>	Three quarter day WS	04/10
<b>13. Managing Growth</b>	<ul style="list-style-type: none"> <li>Preparing for growth</li> <li>Identify barriers to growth</li> <li>De risking growth</li> <li>Bringing people with you</li> </ul>	Full day WS	18/10
<b>14. Business Review Panel Three</b>	<ul style="list-style-type: none"> <li>In depth look at your business/ investment proposition</li> </ul>	1.5 hour session	WC 30/10
<b>15. Good Management Practice</b>	<ul style="list-style-type: none"> <li>Good Governance – the role of the board</li> <li>Building a developing a good team</li> </ul>	Half day WS	08/11
<b>16. Social Investment</b>	<ul style="list-style-type: none"> <li>Understand social investment in its different forms</li> <li>Clarify your own investment needs – what type of investment is right for you?</li> </ul>	Half day WS	22/11
<b>17. Financial Modelling</b>	<ul style="list-style-type: none"> <li>Understand and practice financial forecasting</li> <li>Build your own social investment plan</li> </ul>	Full day WS	22/11
<b>18. The Investment Proposal</b>	<ul style="list-style-type: none"> <li>Learn what makes a good investment proposal</li> </ul>	webinar	29/11
<b>19. Practice pitching &amp; presenting</b>	<ul style="list-style-type: none"> <li>Learn about Fine tune your investor pitch and</li> <li>practice with your cohort and facilitators</li> </ul>	Full day WS	06/12
<b>20. Investor Day</b>	<ul style="list-style-type: none"> <li>Present your pitch to an invited audience of social investors and alumni</li> <li>Celebrate the conclusion of the programme</li> </ul>	Half day Event	13/12