

Startup Launchpad Playbook



Instructions for use

The Startup Launchpad Playbook

The Startup Launchpad Playbook is a Toolkit designed and published by Sahara Ventures to help academic institutions to nurture entrepreneurship culture among students and lecture. The goal of the playbook is to help mentors and lecturers support students in their journey of launching startup companies.

Innoversity Project ®

Innoversity is a project supporting higher education institutions in Tanzania to move towards third and fourth generation universities embracing innovation and entrepreneurship for socioeconomic good. [You can learn more about the project here.](#)

Learn More About [Innoversity Project.](#)



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What is a Startup Launchpad?

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How To Run On-Campus Startup Launchpad Programme

Call For Ideas and Projects
University Opens Up a Call For Ideas and Projects From Students.

Ideation and Team Building
University Lecturers Become Coaches and Help The Selected Ideas Through Conceptualization, Ideation, Design Thinking and Prototyping.

Go-To-Market Strategy
Introducing The Students to The Basics of Talking and Engaging With Customers.

Screening and Selection
University Works With Ecosystem Actors to Screen and Select Ideas and Projects to Join The Launchpad Program

Business Modelling
University Coaches Works With Ecosystem Actors to Help Students Work On Their Business Models and Validate Their Hypothesis.

Networking and Linking
Organizing a Matchmaking Sessions to Introduce Students to Mentors and Available Support Organizations and Networks in The Ecosystem.

Who Are The Ecosystem Actors?



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How to Organize a Startup Launchpad Bootcamp?



Student teams are linked with mentors and coaches, helping them to work on their ideas. The environment of the Bootcamp must promote a culture of collaboration and co-creation among students and coaches, and it should be a safe space where students can contribute freely.





The Primary Goal of The Launchpad is to Gain New Skills



Sample Topics For Startup Launchpad Sessions

How to Start

Discuss how to start; how to select problems to solve, how to assess whether the idea makes sense, where to seek help, etc.

Building Teams

Discuss how to identify and recruit co-founders and the first hire of your startup team. How to incentives them, etc.

Handling Failure

Discuss ways to handle drawbacks and disappointments in building startup companies, on and off campus, etc.

How to Formalize

Discuss how to build systems and structures will help in business formalization. Where to go and who to engage in the process.

Execution Strategy

Discuss how to develop strong execution strategy that guarantees success moving from ideas to startup company, dos and don'ts.

Founder's Culture

Discuss how to develop entrepreneurial culture; a culture of first learning, commitment, taking risks, etc.

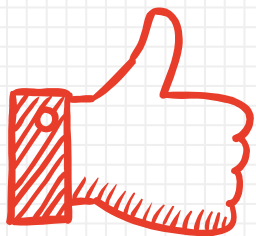


- ✗ Business Model Canvas
- ✗ Lean Canvas
- ✗ Belbin Team Tool
- ✗ Social Lean Canvas
- ✗ Ideo Human Centered Design
- ✗ Value Proposition Canvas
- ✗ Empathy Map
- ✗ Pitch Deck Template

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Important Links

Some Important Links



THANKS!

Any questions?

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