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. <u>You can learn more about the</u> <u>project here.</u>

Learn More About Innoversity Project.



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What is a Startup Launchpad?

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A Startup Launchpad is a step-by-step programme designed for universities looking to support students in launching their startup companies in academic setup by engaging with local entrepreneurship ecosystems.

How To Run On-Campus Startup Launchpad Programme

and Projects to Join The

Launchpad Program

Call For Ideas and Projects Ideation and Team Building Go-To-Market Strategy University Opens Up a Call For University Lecturers Become Coaches and Help Introducing The Students to The **Basics of Talking and Engaging Ideas and Projects From** The Selected Ideas Through Conceptualization, Ideation, Design Thinking and Prototyping. With Customers. Students. **Networking and Linking Screening and Selection Business Modelling University Works With Ecosystem University Coaches Works With Organizing a Matchmaking Sessions to Ecosystem Actors to Help Students** Actors to Screen and Select Ideas Introduce Students to Mentors and

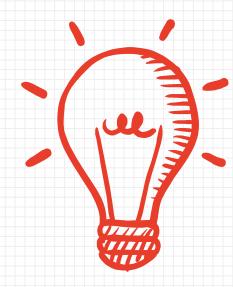
Work On Their Business Models and

Validate Their Hypothesis.

Available Support Organizations and

Networks in The Ecosystem.

Who Are The Ecosystem Actors?



Who Are The Ecosystem Actors?

Ecosystem actors involve local ESOs, innovation hubs, accelerators and business incubators working with startups and early-stage businesses. Universities can engage them in mentoring and supporting promising business ideas and startups from the university.

What to Assess During The Selection of Ideas and Projects?

The Problem

It is important to make the size of the problem is big and relevant enough for the identified market, encourage critical thinking.

The Solution

The solution must be relevant and realistic to the targeted market, feasible, desirable and viable, and encourage creativity in problem-solving. The team should be passionate about solving the problem, eager to learn, and open to receiving feedback and external opinions to improve the solution.

The Team



How to Organize a Startup Launchpad Bootcamp?



For the selected startup team, a startup Bootcamp is an intense one to two weeks activity to work on their idea. The goal is to have a Minimum Viable Product (MVP) at the end of the Bootcamp. Success is having a promising business ideas and learning new skills.

How to Organize a Startup Launchpad Bootcamp?

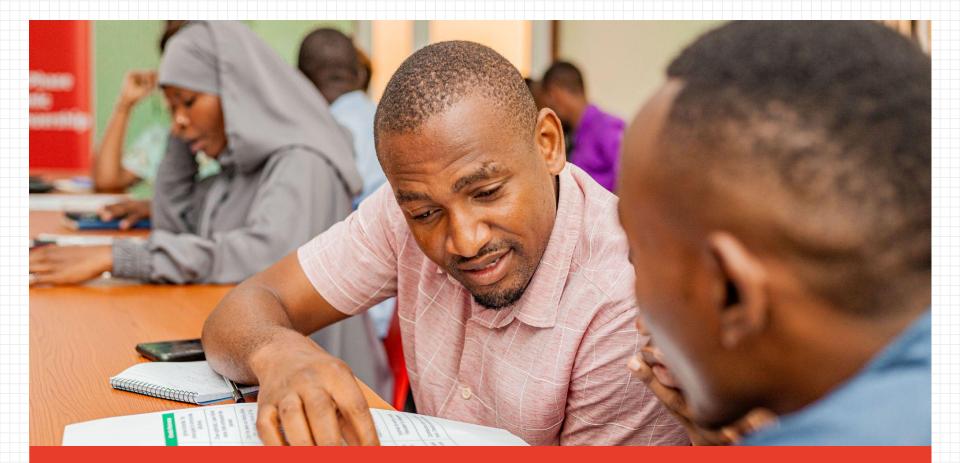






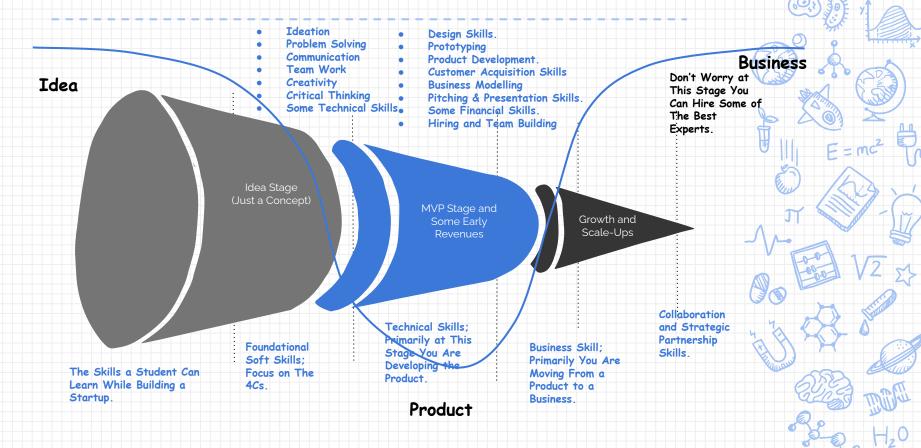


Student teams are linked with mentors and coaches, helping them to work on their ideas. The environment of the Bootcamp must promote a culture of collaboration and co-creation among students and coaches. and it should be a safe space where students can contribute freely.



The Primary Goal of The Launchpad is to Gain New Skills

What Are The Skills Students Learn in Entrepreneurship Journey?



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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

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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.

Important Tool

Some Important Links to The Tools;

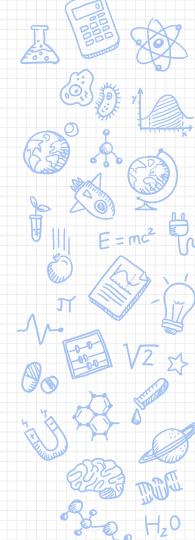
- **X** Business Model Canvas
- × Lean Canvas
- × Belbin Team Tool
- × Social Lean Canvas
- × Ideo Human Centered Design
- X Value Proposition Canvas
- × Empathy Map
- × Pitch Deck Template



Important Links

Some Important Links

- × Silicon Dar Startup School
- **X** Google Launchpad Paris
- X Startup Sauna
- × Sam Altman Startup Class
- X Y-Combinator Startup School
- × Sam Altman Startup Playbook
- × Paul Graham's Blog







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