Startup School
Playbook

Instructions for use

The Startup School Playbook

The Startup School Playbook is a Toolkit designed and published by Sahara Ventures to help academic institutions to nurture entrepreneurship culture among students and lecture. The Startup School concept is inspired by the initiative of Sam Altman the Cofounder of Y-Combinator who runs similarly type of program with Stanford University.

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 School?

A startup school is a programme that builds a foundation for college students and graduates towards their entrepreneurial program. The programme involves matching students to successful young startup founders to share experiences.

What Activities To Carry During a Startup School Session?

Hackers Talks

Talks and presentations from successful founders of startups and early-stage businesses share tips and tricks for building successful startups.

Matchmaking

Matchmaking between students with startup ideas and founders with experience establishing and growing startup companies for mentoring sessions.

Experience Sharing

Students with experience establishing and running startup companies share practical experience with other students in building startups.

How to recruit students?

Organizers of Startup School can recruit students from different student organizations available at the university. Also, you can establish a partnership with student champions and college management teams. You can use promotional materials and ads to reach more students.

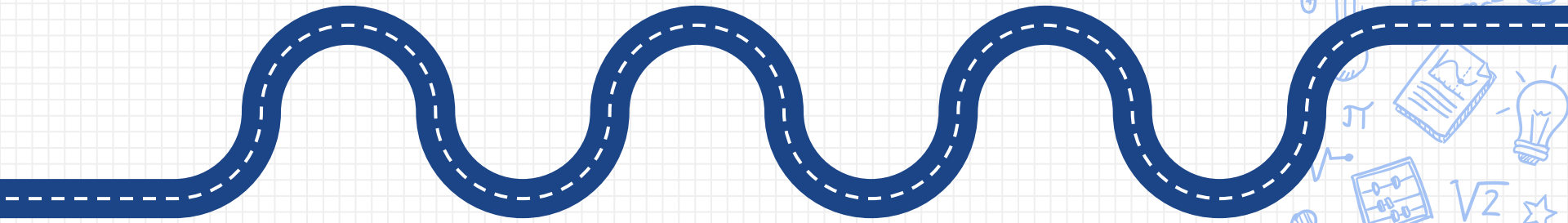
Where to Organize a Startup School Session?

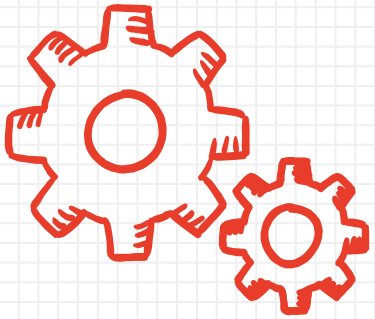
A startup school session can be organized at the venue offered by the university; a lecture hall, classroom, etc.

The Goal is To Reach as Many Students as Possible

How To Run Startup School

1. Engaging With The University Administration to Request Permission to Run a Startup School Programme on Campus
2. Identify Students Champions and Networks Passionate About Entrepreneurship and Work With Them to Organize The Meetup
3. Recruit Young Energetic Founders Who Understand the Context and Complexity of Building Startups from Ground Up.
4. Announce The Date of The Startup School Meetup Through Student Network, Social Media Platforms, etc.
5. Organize a Half or Full Day Session Between The Students and The Founders to Learn and Share Experience.
6. The Sessions Should be Fun and Entertaining to Students.You Should Encourage Students to Ask Questions and Engage With The Founders. Request the Founders to Spare Sometime With The Stuents.





How to recruit founders?

Organizers of the Startup School programme can work with local innovation hubs, business incubators, and entrepreneur networks to recruit founders who will work with students in their entrepreneurial journey.

Sample Topics For Startup School 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 gurantees success moving from ideas to startup company, dos and don'ts.

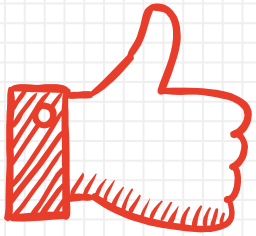
Founder's Culture

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

Important Links

Some Important Links

- ✘ Silicon Dar Startup School
- ✘ Sam Altman Startup Class
- ✘ Y-Combinator Startup School
- ✘ Sam Altman Startup Playbook
- ✘ Paul Graham's Blog



THANKS!

Any questions?

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