EMPIRE PARTNER FOUNDATION

THE HUB OF TECH AND CREATIVE ARTS

INCUBATION PROGRAM FRAMEWORK

PROGRAM BRIEF

INCUBATION PROGRAM

The EPF-Inculator Incubation programme is designed for EPF hackathon winners who are in the process of starting or launching their new venture. The programme focuses on the identified market opportunity, scrumming and helping cohorts launch their startup; growth strategy; and how best to finance and ensure that the startup is profitable.

AIM OF PROGRAM

The EPF Incubation Program aims to support early-stage entrepreneurs and startups in the Technology enabling business technology sector by providing them with a comprehensive ecosystem of resources, mentorship, and networking opportunities. The program seeks to accelerate the growth and success of these ventures, fostering innovation, sustainability, and environmental impact.

CAPACITY BUILDING

Tailored Workshops: Entrepreneurs will participate in workshops covering essential topic such as

1. **Business Model development**
2. **Value proposition**
3. **Customer discovery**
4. **Market access**

METHODOLOGY

LEAN ITERATOR METHODOLOGY

We follow lean startup principles, where we help cohorts to constantly identify their biggest risk or assumption and find a way to validate against it.

- ★ Build.
- ★ Measure.
- ★ Learn.
- ★ Repeat.

Everything is about getting real data to prove your assumptions and solving customers problems as quickly as possible. In short it's all about traction.

The essence of the lean methodology is to take you through the process of refining and validating your idea, essentially testing all its parts as a product and making the necessary adjustments to make it viable as a money-making business.

The key here is to identify and address a problem your target market faces, with a focused primary offering. As your users respond to your product, refine and iterate your offering, learning from your audience as you go.

CURRICULUM

Our curriculum is a curated step-by-step guide that shows cohorts how to take your idea from concept to product/market fit.

Unlike traditional courses that drown cohorts in lots of theory, our curriculum gathers insights from real entrepreneurs. They help cohorts to focus on practicing the right actions at the right time based on the stage of their idea.

- Stage-based Curriculum

- Integrated tools, and
- Personalized coaching from certified mentors.

Our step-by-step guides help you focus on the right actions for taking your idea from concept to product/market fit.

Product-market fit is one of the most important Lean Startup concepts, yet it is also one of the least well defined. Marc Andreessen coined the term product-market fit in a 2007 blog post where he said, “Product-market fit means being in a good market with a product that can satisfy that market.”

The Lean Product Process consists of six steps:

- Determine your target customer
- Identify underserved customer needs
- Define your value proposition
- Specify your Minimum Viable Product (MVP) feature set
- Create your MVP prototype
- Test your MVP with customers

START DATE: July 17th 2023

TIME WEEKLY: 2pm once a week

DURATION: 14 WEEKS

THEMES	**RESPONSIBLE PERSONNEL**	**Timeline**
Induction/Orientation		Week 1
Setting the scene: Meeting Social needs With Your Idea		Week 2
The Startup Innovation Process		Week 3
Value Proposition		Week 4
How to get your first customer through customer Interviews		Week 5
Market assumptions & Experiments		Week 6
Product Prototyping		Week 7
Product Launch		Week 8
Review: 10 Slide Pitch Deck		Week 9
Creating A Financial Model		Week 10
Practical Financial Management		Week 11
Branding, Sales And Marketing		Week 12
Management And Planning		Week 13
Company Creation		Week 14