

Fetola's Incubation Capacity-building series 2020 Incub8Africa Bootcamp 2020

PROSPECTUS

SA's first professional capacity-building program for incubation teams, ESD practitioners and business growth specialists. Join your industry peers and enhance your skills. Build and maintain a highly impactful, sustainable SME incubation / acceleration initiative.

Do you want to:

- Learn how to establish and manage a consistently high- performing incubator
- Enhance your understanding of maximising shared value
- Increase the long-term survival rate of the businesses you support
- Avoid common pitfalls in incubation, eliminate 'failure to launch', learn to select and manage high-impact mentors and more
- Access powerful tools to measure, monitor and scale incubator performance
- Build a network of fellow practitioners from South Africa and beyond.

Overview:

A series of inspirational, informative and interactive bootcamps designed to meet the needs of incubator managers, transformation specialists, BDS providers and SME growth practitioners. Written and facilitated by leading incubation sector specialists with years of experience across a wide range of industries, business types and incubation models.

Ideal Candidate

These bootcamps are for people involved in business development services, incubation management, enterprise and supplier development. Mentors, investors, managers and development practitioners wishing to gain more in-depth understanding of the full spectrum of incubation, and how to improve long-term impact.



Bootcamps:

Each bootcamp consists of a 2-day interactive workshop with practical exercises and peer participation. Participants receive written manuals and access to relevant tools and templates. Ongoing post-camp mentorship & consulting support is available on request

Aim high – How to become a World Class Incubator

Incubation is a global industry as many countries around the world strive to stimulate their economies by mastering the art of scaling small business success. Whilst no single incubator can claim to have completely cracked the code, there are many different models and methods from which we can learn. Our aim is to provide practical solutions for the two important fundamentals - Incubator sustainability and candidate success.

Part One – Delivering value to your investors – building a sustainable Incubator

Camp 1 - Creating an optimal incubator

Your ability to succeed in the long-term is dependent on your ability to make an impact, generate results and maintain investor interest. This bootcamp covers the fundamentals of conceptualizing and setting up an award-winning incubator.

- World-class Incubation – Incubator differentiation, design, funding and financial sustainability
 - Defining success – What is an incubator and how do we know if it is successful?
 - Different types of incubators (ideation, acceleration, ESD initiatives, virtual incubation, sector-based incubation, SEDA)
- Optimal Incubator management – doing it right
 - Incubator staff and people management
 - Systems and methods
 - Reporting, record-keeping and M&E
 - Feedback loops
- Attracting the right people
 - Marketing, Brand Management and communications
 - Sales channels



Camp 2 Building Sustainable Funding, Ethics and Governance for your Incubator

In this bootcamp we interrogate different funding models, funding sources and how to ensure long-term incubator sustainability. We also provide guidance on the governance and ethics that underpin investor confidence.

- Return on Investment
- Funding models and Funding sources
- Creating your own fund
- Accessing BEE-related funding
- Incubator Governance structures
- Ethics

Part Two – delivering value to your candidates - ensuring SME success

Camp 3 – Day one: Identifying, onboarding & retaining the right candidates

Much of Incubation success is determined by the quality of candidates you attract. All the support in the world will not change a poor candidate into a winning outcome. In this bootcamp we share practical ways to improve your competitiveness and ensure you attract, retain and grow the very best candidates.

- What's the plan? Setting the vision
- Structuring the candidate support program
- How to find Wally? Selection processes for different models (NB section on startups, ideation....Impact hub?)
- Staying the distance. Attitude and Agile thinking (motivation, inspiration and relationship management)
- Personal mastery and Vision workshop
- Skills-training for optimal results



Camp 3 – day two Mastering your Mentors

The importance of mentoring on the success trajectory of a business is well known, and yet this component is tricky to get right at scale. This bootcamp provides insight into practical solutions for turning your mentor team into your greatest incubation asset.

- What's the plan?
- How to find Wally's mentor? Selection
- Types of mentors (volunteers, professionals, technical consultants, coaches)
- Induction and Training
- Management, contracting and Performance tracking
- Exit-readiness

Camp 4 Mastering the money - Financial management, investment readiness and growth finance for SMEs

One of the fundamentals of business growth is access to finance, yet there are many misconceptions about how, when and why to introduce growth capital into a business. Here we explore practical solutions for helping SMEs become investment ready so they can bridge the divide between themselves and those with money

- Getting the basics right
- A culture of money
- Investment readiness
- Funding and finance partners
- Equity, investment and fund management

Camp 5 Mastering the Market – helping candidates to access appropriate sales channels

While market access is the key that unlocks long-term success, this is an area where many incubators stumble. We review different market access models and interrogate practical solutions for optimizing market access in your incubator.

- Market Demand
- Marketing, media and Brand Management
- Market-appropriate opportunities
- Online marketing
- BtoC, BtoB and tenders
- Supplier Development training



- Dealing with corruption, ethics and Governance

What to expect:

This part-time, intensive series comprises of five 2-day interactive bootcamps with practical and group assignments and follow-up support.

Facilitators are all experts in their field, with practical experience in the establishment and implementation of successful SME growth-programs

Certificate of completion

Cost: R23,500 per person per bootcamp – includes learner guides, access to templates, refreshments and the full two-days of training. Special rates are available for learners who sign up for the full 5 workshop series.

