

Swedish program – an overview (1/2)

Boot Camp	Workphase 1	Camp 1	Workphase 2	Camp 2
<p>Desired outcome</p> <ul style="list-style-type: none"> • First assessment of participants' real impact, value addition & business model • All participants mini-accelerated • Selection of accelerator participants <p>Common core content</p> <ul style="list-style-type: none"> • Customer Value Proposition analysis • Stakeholder analysis • Radar Light • 100 day goal • Pitch <p>Swedish content</p> <ul style="list-style-type: none"> • Why impact entrepreneurship matters and the role of the impact economy • What is real impact and how it is created? • Impact Assessment • 24 month goal and rough plan • Selection of growth and impact metrics • Draft investor ask 	<p>Desired outcome</p> <ul style="list-style-type: none"> • Participants have a clear view on real impact they create • Participants and BD understand what to focus on during accelerator • Business model is being shaped <p>Common core content</p> <ul style="list-style-type: none"> • Full Radar analysis • Business Modelling (Business Model Canvas) <p>Swedish content</p> <ul style="list-style-type: none"> • Full impact assessment analysis • Start problem definition and root cause analysis • Start target group & customer analysis and quantification • Identify sources of data for quantification of target group and user group analysis and baseline calculation 	<p>Desired outcome</p> <ul style="list-style-type: none"> • Customer and stakeholder understanding • Sales readiness • Understanding of financial management (budget, profitability) <p>Common core content</p> <ul style="list-style-type: none"> • Customer and stakeholder analysis • Sales strategy • Financial management: understanding of running a profitable business <p>Swedish content</p> <ul style="list-style-type: none"> • Finalizing of problem definition, customer / target group analysis and baseline analysis • Defining Theory of Change • Introduction to the Bridge Method • How to use technology to improve and scale your impact. 	<p>Desired outcome</p> <ul style="list-style-type: none"> • Stress test value proposition and business model with customers, users and stakeholders • Pivot if needed <p>Common core content</p> <ul style="list-style-type: none"> • Set final business and impact model • Meet customers, users and target group • Start budget work <p>Swedish content</p> <ul style="list-style-type: none"> • Individual workshops in the Bridge method, with the purpose of finding and working with partners who can enable the scaling of both business and impact 	<p>Desired outcome</p> <ul style="list-style-type: none"> • Plan for growth • Get investor ready • Understand importance of value creation (brand, unique technologies and models) <p>Common core content</p> <ul style="list-style-type: none"> • Growth and scale up strategies • Financing and investor strategies • Investor ask <p>Swedish content</p> <ul style="list-style-type: none"> • Results of the Bridge Method-analysis – how do these impact our business model and sales strategies? • Service design and user experience • Investment instruments – which ones for you? • 24 month plan and how does this impact our budget and need for capital?

Swedish program – an overview (2/2)

Workphase 3	Camp 3	Workphase 4	Demoday	Workphase 5
<p>Desired outcome</p> <ul style="list-style-type: none"> • Growth strategy finalized • Investor ask developed • First pre-due diligence done (legal, team, financials, assets) • Refine service design if needed 	<p>Desired outcome</p> <ul style="list-style-type: none"> • Impact Management plan ready • Team set up finalized • Leadership skills reviewed 	<p>Desired outcome</p> <ul style="list-style-type: none"> • 24 month growth plan and budget ready • Investment memo ready 	<p>Desired outcome</p> <ul style="list-style-type: none"> • Relations initiated between participants and investors, funders, partners clients • Good media coverage 	<p>Desired outcome</p> <ul style="list-style-type: none"> • Review outcomes of DemoDay • Review 24 month plan if needed • Set plan for Alumni Track
<p>Common core content</p> <ul style="list-style-type: none"> • Work on growth strategy and investor ask 	<p>Common core content</p> <ul style="list-style-type: none"> • Recruitment needs identified • Board / Advisory Board • Impact measurement and management 	<p>Common core content</p> <ul style="list-style-type: none"> • Finalize ask • Clean table – all remaining to dos are checked • Speaker coaching as needed 	<p>Common core content</p> <ul style="list-style-type: none"> • Professional production • Celebration 	<p>Common core content</p> <ul style="list-style-type: none"> • Assessment of outcomes of DemoDay
<p>Swedish content</p> <ul style="list-style-type: none"> • Work on impact measurement and management plan including identification of sources of data for both baseline and outcomes / impact analysis • Service design workshops if needed • Budget for 24 month growth and development plan • Conduct mini / pre-due diligence • Look into assets, legal, tax, team, financials, budget, weaknesses, strengths 	<p>Swedish content</p> <ul style="list-style-type: none"> • Team building and leadership strategies • Pitch training and speaker coaching • Sales strategies – to investors, to partners, to customers • How to make an investment memo 	<p>Swedish content</p> <ul style="list-style-type: none"> • Initiate / develop partnerships after The Bridge Method results / outcomes. • Finalize investment memo • Finalize 24 month growth plan 	<p>Swedish content</p> <ul style="list-style-type: none"> • Speed dating sessions before or after general pitch sessions • Price for best pitch, by jury and o by public vote, maybe in different categories • If budget allows, winners get price money 	<p>Swedish content</p> <ul style="list-style-type: none"> • Set plan for Alumni Track • Review need for due diligence assistance