

**University Startup Lab
Program Design Parameters
Last Update: February 2022**

Purpose of the University Startup Lab

Stellenbosch University LaunchLab (“SU LL”) is Africa’s #1 ranked university business incubator. It’s mandate is to create sustainable, high impact startups originating from university research. It is wholly owned by Stellenbosch University but works with various universities across South Africa and the African continent.

The purpose of the University Startup Lab (“USL”) is to transform university research including intellectual property into commercially viable startup organisations. This transformation occurs through the Ignite business builder program as well as workshops offered to high potential pre and post spin outs. The course focuses on business, entrepreneurship and technology development and has clear outcomes, deliverables and timelines.

University Startup Lab Business Building Program

This document defines the course objective, deliverables and ideal startup profile as well as specifics of the courses including online learning platform, cadence of the course, curriculum, mentoring, cohort sessions and post-program support. Lastly, it defines the cost of each program.

Ignite - Business Builder Program

What is the objective of Ignite?

To assist early stage technology transfer entrepreneurs in building proper startups foundations, developing a MVP, securing a first sale and raising external capital all while developing the team.

Ignite will help technology transfers entrepreneurs transform their vague, early stage startup idea into a fully fleshed out business plan and budget based on their unique mission, vision, values that can access investor funding while generating a sales pipeline and closing a first sale.

What are the outcomes of Ignite?

Ignite focuses on four major development workstreams: Business, Investor, Product & Entrepreneur.

- Business
 - Clear understanding of the foundations of a startup, Design Thinking & Lean Startup.

- Mission, vision, values for their startup.
- Customer Discovery interviews conducted with at least 10 potential partners.
- Business plan including target market, customer discovery insights, sales pipeline, 12 month budget and funding options. Key hypothesis, prioritisation and time to test.
- Investor
 - 12 month milestones, timeline & funding needs.
 - Pitch Deck in UTF format.
 - Data Room in the UTF format.
- Product
 - Product Development in conjunction with Stellenbosch University experts and various partners.
 - IP and Regulatory.
- Entrepreneur
 - Get Clarity workshops.
 - Grit, Growth Mindset, etc.

What characteristics define the ideal company for Ignite?

The ideal Ignite company will include technology originating from universities across SA and the African continent.

The ideal team will have the following characteristics:

- Seed or Series Seed funding approval from the University Technology Fund or another investor.
- 1-2 full time team members.
- Team working on the project for > 6 months.
- Company spun out with an IP or tech protection submitted and a cap table set.
- Commercial Checklist approval by SU LL.
- MVP either done or almost ready.
- > 6 months of runway based on the average 3-month cash burn rate.
- Willingness to be coached and accept constructive feedback.

How long is the program?

Ignite business building lasts for 12 weeks starting ending with a Demo Day. Mentor sessions and additional work with the SU LL team may continue for an additional 8 weeks after program end.

How many times per year is it run? When does it occur? How many teams per cohort?

It is run three times per year in cohort format:

- Cohort 1 from 1 April - 1 July.
- Cohort 2 from 1 July - 1 October.
- Cohort 3 from 1 September - 1 December.

There will be a minimum of two and maximum of five startups per cohort.

What is the cadence of the program?

All teams follow a standardized schedule:

- Content: watch between Friday and Wednesday of each week.
- Cohort session: every Wednesday from 1400 - 1600 SAST.
- 1:1 Mentoring: 60 minutes each Thursday.
- Workshop Session: 60 minutes every other Friday with select experts.
- Bespoke Business Building: 2+ hours per week per team led by USL Director.

What is the curriculum?

Week	Lesson	Outcome
1	Startup 101	Mission, Vision, Values
2	Design Thinking, Lean Startup, Lateral Thinking	Ideation, Market Map, Monopoly Niche
3	Customer Discovery with Empathy	Customer Discovery Pipeline
4	Product Development	GOOTB - 10+ Customer Interviews
5	Define, Ideate, Prototype	GOOTB - 10+ Customer Interviews
6	Fundraising	Budget
7	Budgeting & Runway	Pitch Deck
8	Pitch Preparation	Data Room
9	Bringing it all together	Business Plan
10	Work with SU LL Team & Mentor	Business Plan, Pitch Prep, Data Room
11	Work with SU LL Team & Mentor	Business Plan, Pitch Prep, Data Room
12	Demo Day	Next Steps

What are the workshops?

Week	Workshop
2	Intellectual Property and Technology Transfer
4	Public Speaking & Networking Tips & Tricks
6	C-Team Roles & Responsibilities

8	Stakeholder Communication
10	Dynamics of Venture Capital

Note: each week also includes an 'Entrepreneurial Development' section within content and mentoring.

How do mentors work with startups?

Each team is paired with a 1:1 mentor specifically matched for their unique business needs. Mentors attend all cohort sessions to assist their team in applying the course content to their startup. Teams then meet with their mentor each week. Mentors work directly with the SU LL Business Builder team in weeks 10 & 11 to finalise a business plan, pitch deck and data room.

What post-program support is offered?

Teams may continue working with their mentors after the 10 week program. They may also join the SU LaunchLab community to attend events, workshops or office hours. Lastly, teams may contract with SU LaunchLab directly for specific 'pay for success' services such as business plan development, fundraising assistance and leadership development.

What is the cost of the program?

Pricing is negotiated with each team based on their runway, needs and progress on the 0 to 1 journey. Cost can be all cash or include a mix of cash and company shares.

To apply please see www.launchlab.africa/university-startuplab

Together we can transform seemingly impossible into world shaping.