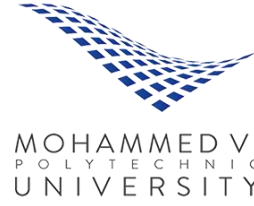


**Centre International Hassan II
de formation à l'environnement**



مؤسسة محمد السادس لحماية البيئة
FONDATION MOHAMMED VI
POUR LA PROTECTION DE L'ENVIRONNEMENT
www.fmde.org

**مركز الحسن الثاني الدولي
للتكوين في البيئة**



African Youth Climate Hub Incubation Program



Vision



To respond to, amplify and bolster African Youth
Leadership for Climate Action





Mission

Provide Young African Climate Entrepreneurs with resources and tools to concretize and scale up their projects

Objectives



1



Strengthen the African ecosystem that nurtures entrepreneurship and the growth of startups

3



Play an important and multidimensional role in supporting new climate-resilient and low-carbon emission technologies to be developed, accepted, and used by society

2



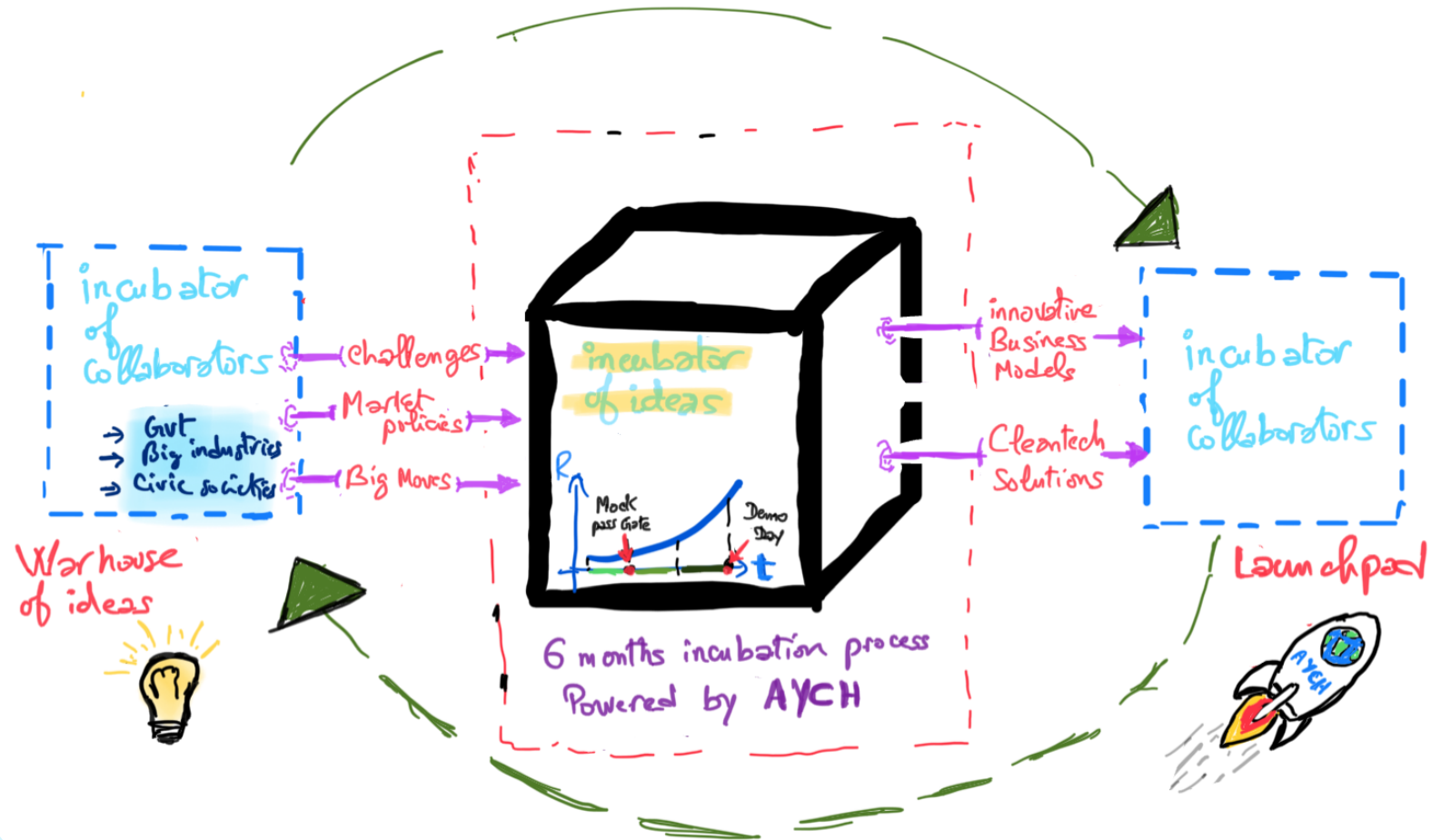
Reduce business risk by helping entrepreneurs to transform project ideas into technologies that solve climate issues

4



Catalyze the development of more sustainable and inclusive societies

Green Pivot



A six (6) months incubation process over three (3) physical sprints and two (2) virtual periods, with tailored content at each phase



AYCH incubation program first sprint will have as a major input, the start upper **idea**, then morph it to a **viable business model canvas** based on multiple iterations during the **customer discovery phase**, then support the start upper to acquire their first client

...

1st Sprint



AYCH incubation program second sprint will have as inputs a viable **Business Model Canvas (BMC)** and some **introductory insights from potential customers**, then break its nine building blocks down into pieces and develop the **first part** of a **viable Business Plan** to achieve a Market **Mastery**

...

2nd Sprint



Crescendo,
Business workshops,
Advanced Market analysis workshops

1st Virtual incubation



The third sprint will have as inputs a **Beta** version of a **Business Plan** with some key **financial components (i.e. Income statement, Balance sheet, Cash flow and EBITDA, etc.)**, a strong knowledge and mastery of the **green market**, its **trends, barriers of entry**, and some **insights about prototyping** and the impact of **green technologies** on the international business landscape. A sprint to deliver a **structured Business Plan, a design and a prototype of the product or solution** to be pitched in front of jury of experts and climate gurus, during the Demo-day

...

3rd Sprint



Follow-up,
Business plan final review
Communication skills & Pitch templates

Final touch-point before the Demo Day

2nd Virtual incubation

AYCH Verticals



Finance

Cash flow, income statements, balance sheet and forecasts, and cap table, etc.



Marketing & communication

Introductory and advanced Marketing tools



Law

IP, Board of investors, valuation and agreements



Climate Literacy

So called **Green waves**
1, 2 & 3



Psychology

Startup team, consumer and investor behaviour



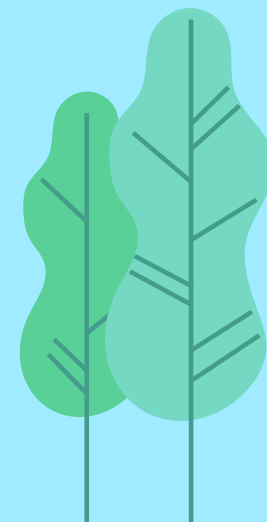
Strategy

Strategic oversight and management skills

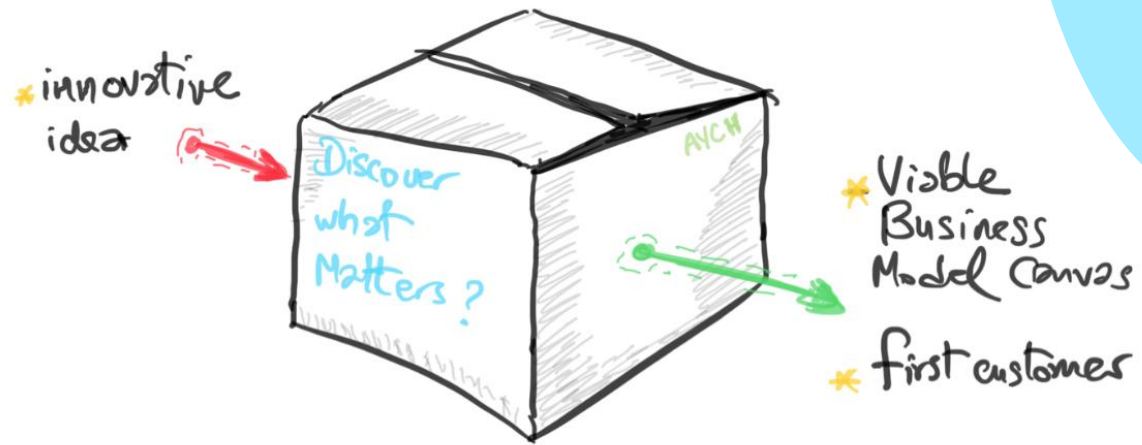


Operations & Tech

Processes, go-to-market, Product Market fit, Business Model Canvas, prototyping, etc.



1st Sprint: Discover What Matters





Curriculum Matrix

1. Ideation

- Design Thinking
- Approaching Entrepreneurship: Lifetime Mentality, Attitude and Skillsets

2. Value Proposition

- How to define a clear Value Proposition?
- How to use the value proposition design canvas

3. Market Analysis

- Primary Market Research (PMR)
- Complex problems to solve and Great solutions to deploy
- Competitive analysis

4. Customer: User Experience

- Go-to-Market
- Customer centric design
- Customer validation

5. Green Wave 1.0

- Climate system and Market boundaries
- Life cycle-assessment: Think upstream the value chain before producing
- Circular economy and the power of green businesses

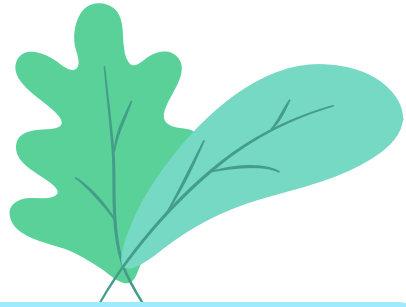
6. Revenue model & Adjustments

- Product-Market-fit
- Cost structure & Revenue streamlines
- How to adapt to changes

7. Communication 1.0

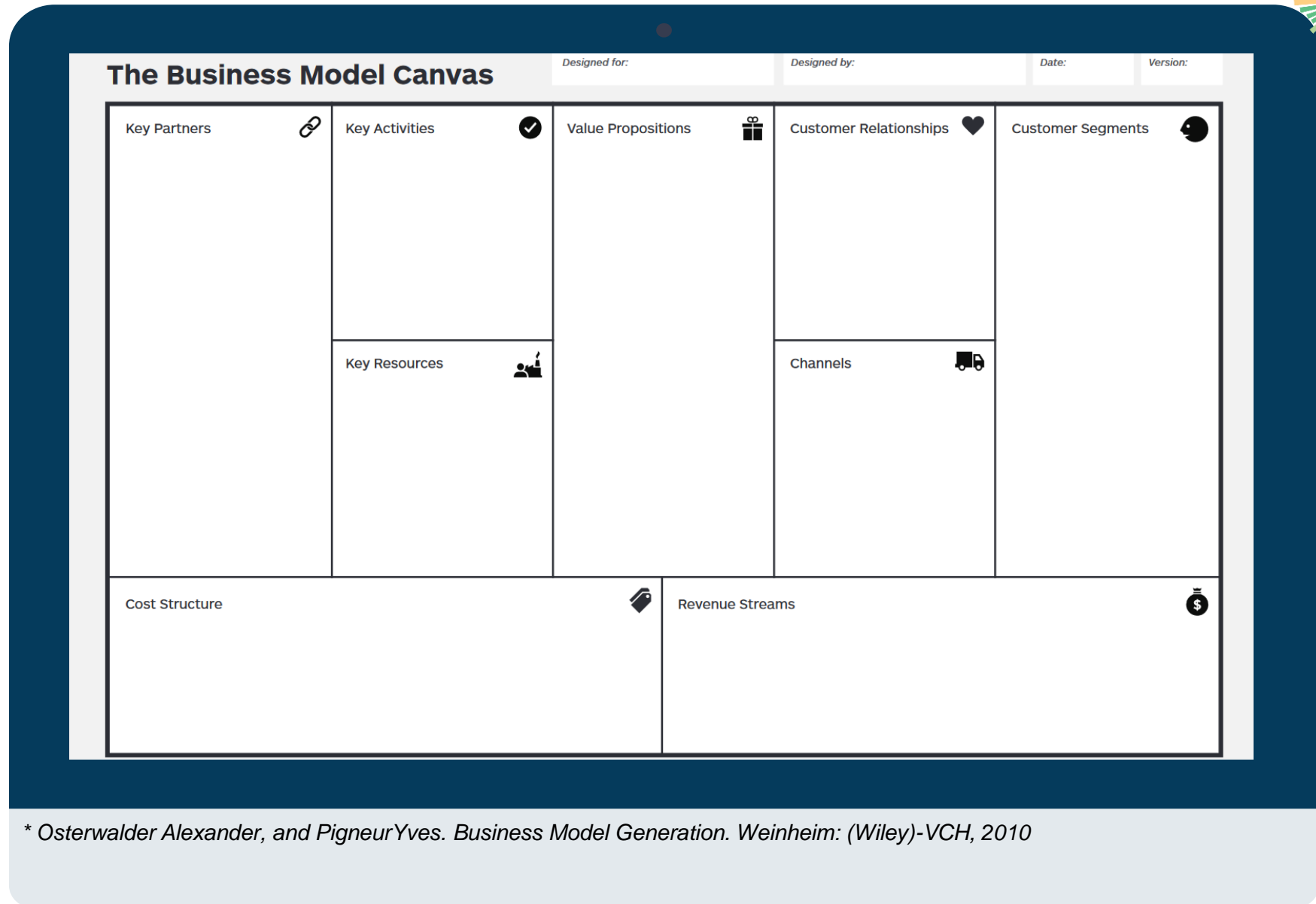
8. Finalizing the Business Model Canvas

From Assumptions to Validation

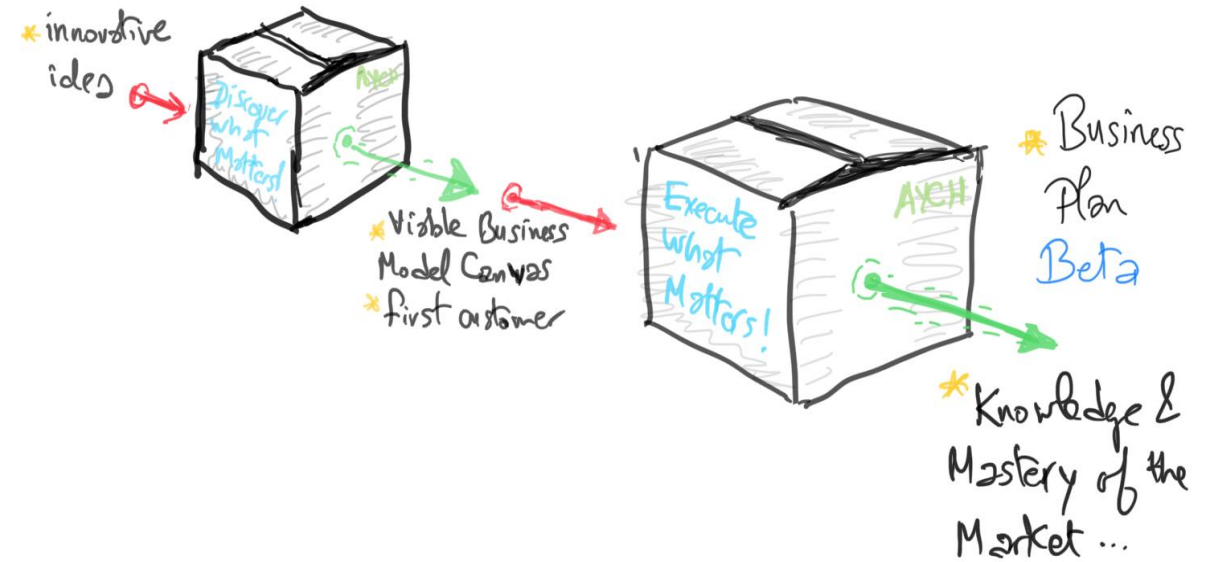


Business Model Canvas* (BMC)

...



2nd Sprint: Execute what matters !





Curriculum Matrix

1. Executive Summary

- The startup Vision, Mission, and objectives
- **Repurposing information to enhance Value:**
From big and fuzzy numbers to a tightened concept

2. Company Description

- Business Opportunity and targeted Market
- What is a competitive advantage?

3. Organization & Management

- Organizational approaches, and Management systems
- Every profile in your venture is unique

4. Advanced Market Analysis

- Trends, big moves, and Barriers to entry:
Climate Market and its size
- What do successful competitors do? Why does it work? Can you do it better?

5. Green Wave 2.0

- Carbon footprint for a green venture
- Introduction to climate Finance
- Principles of sustainable design

6. Financial projections

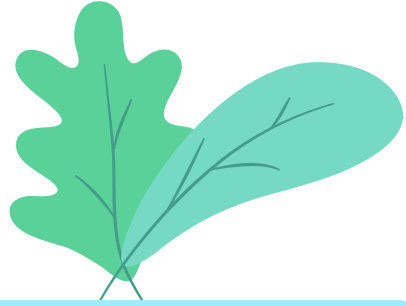
- Income statement and cash flow
- Balance sheet
- Cash flow
- Key financial Metrics: EBITDA (Earnings before interest, taxes, depreciation, and amortization)
- Sales Forecasts and needed investment

7. Prototyping for climate 1.0

8. Startup Law Fundamentals (Part1)

- Company formation
- Board of Directors and Equity (Shares)

9. Communication 2.0



Business Plan (Beta version)



1st Virtual incubation: Crescendo





Curriculum Matrix

1. Advanced Market Analysis - Your virtual journey

- *Use Big Data to help your startup grow*
- *Data Visualization is a must for every start up toolkit*

2. Financial projections (Use cases)

- *Income statement and cash flow (Part 2)*
 - *Balance sheet (Part 2)*
 - *Cash flow (Part 2)*

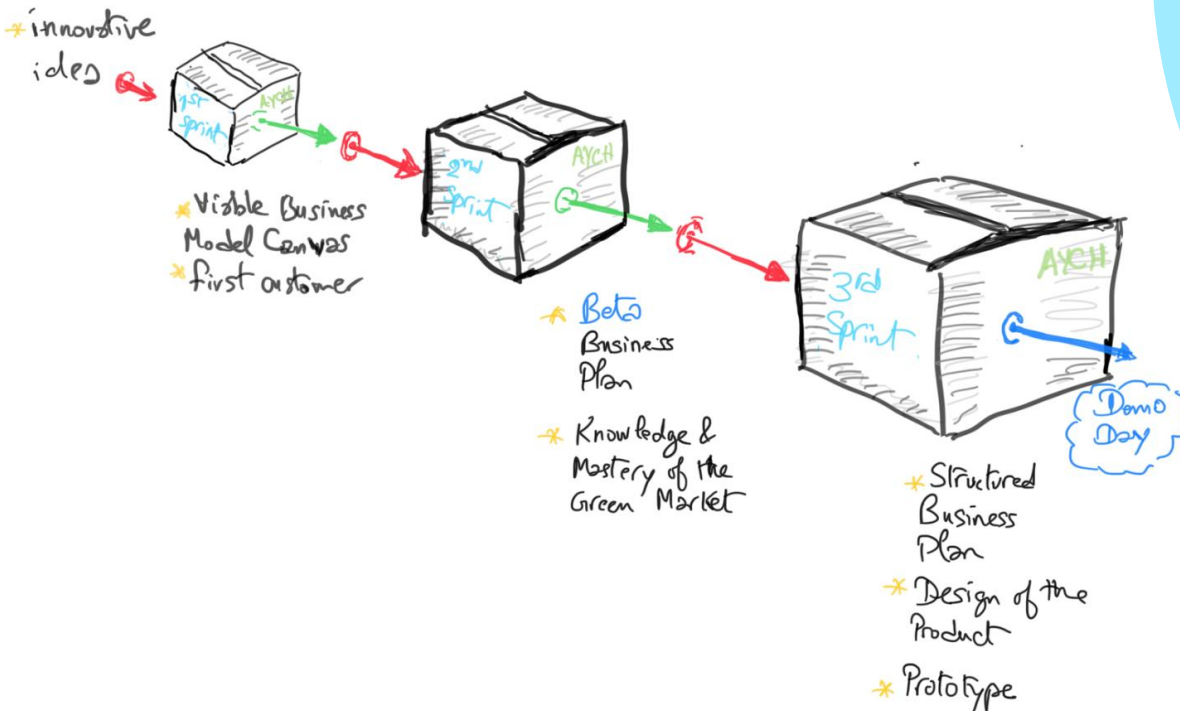
3. Startup Law Fundamentals

- *Patents & IP*
- *Terms of sale*

4. Green Wave 3.0

Climate Policy (intro)

3rd Sprint: Deliver what matters !





Curriculum Matrix



1. Operations Management

- The Value proposition Canvas
- Business Process Mapping: Visualize value
- Operational Metrics Challenges in Launching a New Venture

2. Service or Product Line

- Definition of the core product or service and its lifecycle
- Pricing techniques
- Business Process Mapping: Visualize value
- Channels and distribution
- Marketing and sales budget
- Refining your Marketing plan

3. Lean Psychology

- Funders and Founders relationship
- Founders Burnout

4. Startup Law Fundamentals (Part2)

- Founders Agreements
- Employee Agreements

5. Green Wave 3.0

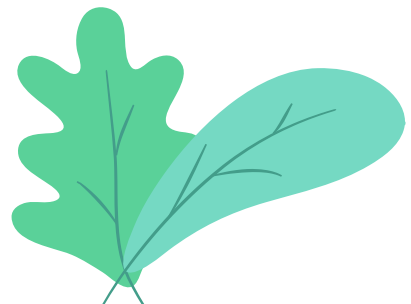
- Design for Climate
- Green Supply chain
- Climate Policy
- Application of Quality Function Deployment in green products

6. Financial projections 2.0

- An Entrepreneur's Perspective: The Funding Landscape
- Cap Table
- Tax impacts
- Introduction to valuation

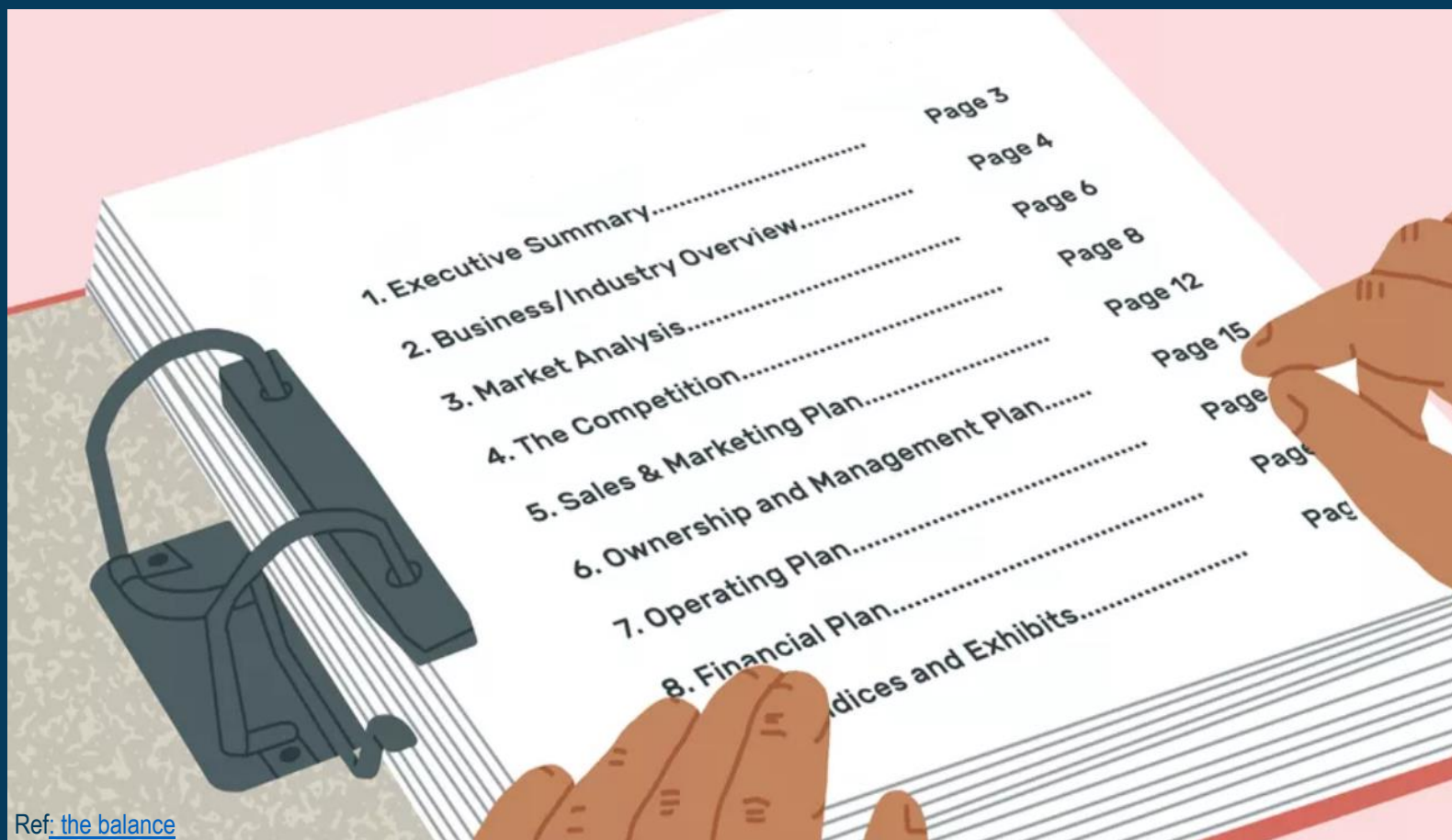
7. Prototyping for climate 2.0

8. Communication 3.0



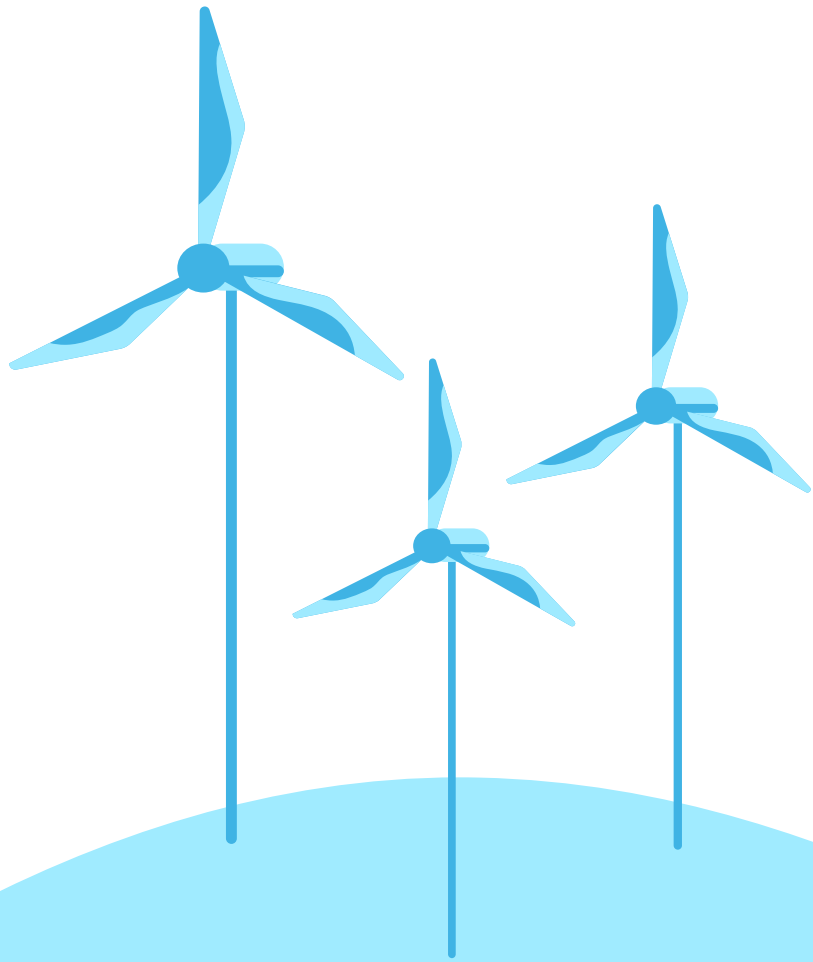
Business Plan (Beta version)

...



Ref: [the balance](#)

2nd Virtual incubation: Follow-up



Curriculum Matrix

1. Advanced Pitching skills

- *Build trust is what it takes to make the bound*
- *Pitching templates*

2. Financial projections (in-depth)

- *Refine your startup valuation*
- *Business Plan final review*



Then we **Pitch** during AYCH
Demo day



AYCH Incubation program - **Timeline**

...

**1st Sprint: Discover
What Matters !**



**2nd sprint: Execute
What Matters !**



**1st virtual incubation :
Crescendo**



**3rd Sprint: Deliver
What Matters !**



**2nd virtual incubation:
Follow-up**



DEMO DAY

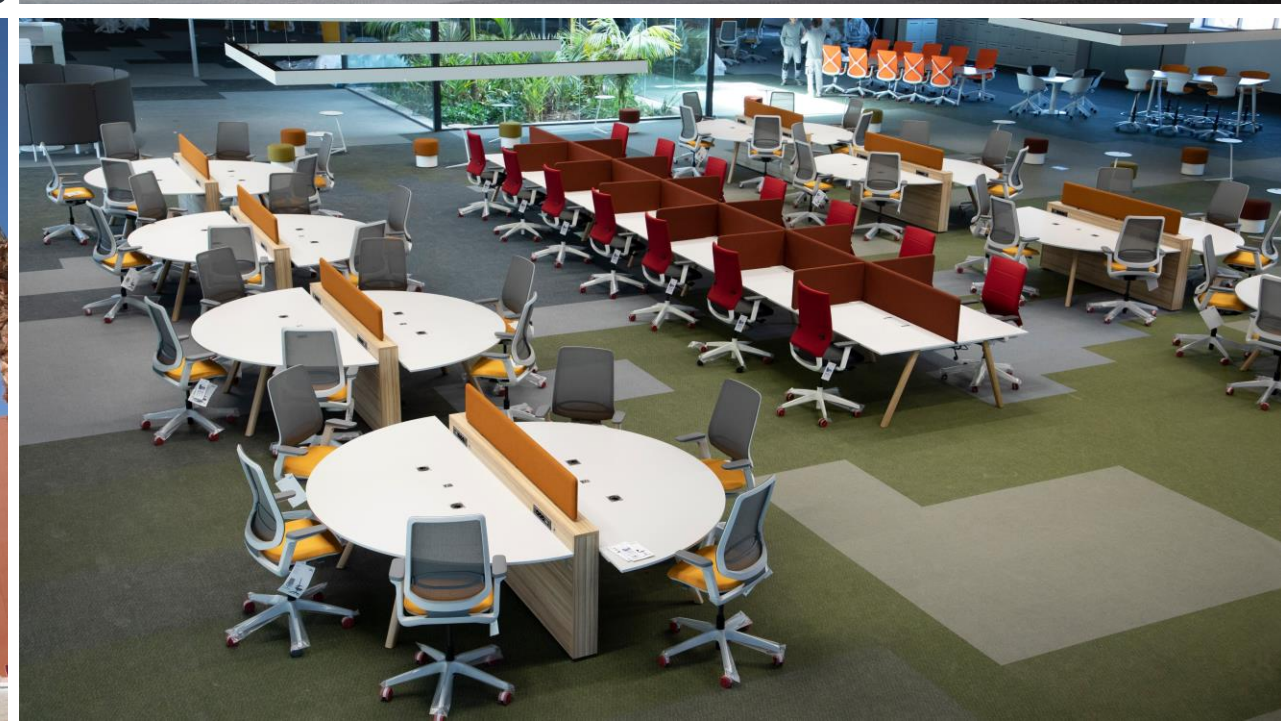


During the last
day of the last
week of the
incubation
period

...

**Our world-class
infrastructure reflects
our mantra**









Thanks!

