Social Enterprise Development Bootcamp

Syllabus 2.1

Social Innovation Acceleration Program (SIAP) is an **education platform and an incubation program for early-stage social entrepreneurs**. Our goal is to become a **launchpad** for social enterprises in Indonesia and work with them to create long-term sustainable impact and solve some of the country's most pressing economic and social issues.

SIAP focuses on entrepreneurs with ideas and solution to create positive impact and drive change through business, and assists them to further grow their product. In the process, we provide entrepreneurs with mentorship, personal, team and business development, knowledge resources, as well as impact assessment methodology and community support.

We have 2 (two) main programs:

1. Social Enterprise Development Bootcamp (2 months)

Social Enterprise Development (SED) Bootcamp is a **bi-monthly full day workshops** (6 Saturdays over a period of 2 months) located at Impact Hub Jakarta where we invite expert mentors to help the participants to learn more about social entrepreneurship and develop set of skills they need to accelerate their projects. There are 15 Workshop Sessions delivered by our mentors and board of directors. This bootcamp is dedicated for aspiring, ideation to early stage social entrepreneurs.

In 2018, we aim to intake 30 Social Enterprises in a more sector-focused discipline within Social Industry. Previously, we have selected 18 Social Enterprise Founders in the first Bootcamp which includes: PIBO, iBeasiswa, Obabas, Sipanen, Sehatmental.id, Leloqbelu, Warung Kebunku, Venambak, and Menjadi Manusia.

Program Target:

Participants are able to validate ideas and building an MVP/Prototype maximum 3 months after the bootcamp is finished. Participants will also learn about frameworks and fundamentals on building a social enterprise. At the end of the program, participants will understand about theory of change, product development stage, marketing strategy, impact assessment and able to create a compelling pitch deck which can be used to validate and hopefully to attract funding.

2. Advancement Stage

In our Social Enterprise Advancement Stage (SEAS), we offer hands-on venture building method. We aim to intake early stage social enterprise that has established more than 6 months and has a validated MVP product with solid traction and at least one full time founder. We intensively helping our selected incubatees to develop and grow their startup with three main programs: product development, network enhancement, and impact assessment.

Our main focus is with impact-driven projects that have a **valid business model to scale**. We don't focus on specific technology but rather on the potential of the business model that can drive positive change **in a sustainable manner**. We highly regard our program as a founder's training ground since we believe that it is **the people** behind the company that will make or break it.

Our 3 main **sector focus** are Education, Health and Agriculture Sectors. Although for our Social Entrepreneurship Development Bootcamp we didn't specify any sector since this stage is more for aspiring and ideation stage social entrepreneurs.

SED Bootcamp 2.1 Syllabus

1. **Bootcamp 1: 11 August 2018**

    Participants will learn how to define founder & product vision toward social innovation. Understanding change theory and implement it as a fundamental of startup. There will be 3 sessions:

Topic	Mentor	Deliverables
Start with Why	Indri Mahadiraka, CEO Saveyourselves.id	1. Why did you start the company? 2. The importance of putting your mind & heart at your business 3. Motivation to change the world 4. The hard things about starting your business 5. Case Study: SaveYourSelves - from scratch until Now (please tell your experience with SIAP)
Founders Vision	Aria Widianto, VP Strategy & Partnership AMARTHA	1. Find your passion/choosing your cause 2. How to create a strong and clear vision 3. Aligning founder's vision to the company/organization 4. How to build a long last company 5. Case Study: Please explain Amartha Milestones & History

Change Theory	Dessy Aliandrina, Executive Director Sociopreneur.id	1. Understanding theory of change 2. Understanding social entrepreneurship 3. Building hypothesis into theory of change 4. Pitfalls to watch out when creating theory of change 5. Know your theory of change 6. Mapping the outcomes pathway 7. Happiness canvas

2. Bootcamp 2: 18 August 2018

Participants will learn how to develop the product in lean way to find & validate the product's core feature. Understanding the product development methodology. There will be 2 sessions:

Topic	Mentor	Deliverables
Value Proposition	Augustine Merriska, Program Director PLUS	1. Able to create the unique value of participant's startup 2. Understand the value creation process from customer perspective 3. Understand the customer needs and current condition 4. Able to translate customer needs to product planning 5. Able to fill the social lean canvas
Founders Vision	Anatasof Wirapraja, Senior Product Manager HARA Token	1. Able to choose the single core feature that customer really need 2. Able to create feature planning for prototype 3. Understand several way of prototyping and product validation 4. Understand the basic of Product Requirement Document 5. Understand about Google Design Sprint 6. Understand the magic 8 ball for customer insight

3. Bootcamp 3: 1 September 2018

Participants will learn how to validate the problem, customer, and solution. Understanding the current business model and decide the right revenue stream. There will be 2 sessions and 1 Sharing Session (Life as a Founder)

Topic	Mentor	Deliverables
Market Analysis	Dimas Pramudya, Internal Growth Go-Jek	1. Able to gather secondary data to see market potential 2. Able to see the market change & trend of the targeted industry 3. Able to translate raw data to actionable insight for the startup 4. Understand a right metrics to be measured for growth
Business Model Innovation	Dondi Hananto, Partner at Patamar Capital	1. Understand the variance of business model in the industry 2. Equipped with several framework to tweak the business model 3. Able to create several potential business model for the startup 4. Able to understand & map out every stakeholder & business process
Life as a Founder	Aldi Ulaan, Venture Builder at Kolaborasi	Peer-sharing session on how to build a team operating system to optimise performance and increase productivity at work

4. Bootcamp 4: 8 September 2018

Participants will learn how to Create a good marketing strategy and select the right marketing communication channel. There will be 2 sessions:

Topic	Mentor	Deliverables
Content and Story Building Strategy	Iqbal Hariadi, Marketing Manager Kitabisa.com	1. Good and bad content (General Theory) 2. Integrated content strategy for social enterprise 3. How to tell an engaging story - Case Study: Kitabisa 4. How to create "Click Bait" or "Call in Action" 5. How to select the channel of the story 6. How to calculate the Conversion Rate

Go to Market Strategy / Growth Hacking	Afifa Urfani, CMO Crowde	1. Understand the basic of marketing strategy for bootstrapping mode 2. Creating an actionable plan for 3-6 months marketing 3. How to select the right marketing channel 4. Able to create customer persona and how to reach them 5. Best practice of SEO, Paid Ads, and PR for startup

5. **Bootcamp 5: 15 September 2018**

Participants will learn about sustainability scheme, impact assessment metrics, and a sharing session about community development. How to map, plan, and decide the impact they want to create through their startup What kind of metrics to be measured in order to understand the current progress they've made and understand the process designed to create a condition of economic and social progress for the whole community.

Topic	Mentor	Deliverables
Sustainability Scheme	Ari Sutanti, Senior Programmes Manager British Council	1. The limitation of Social Enterprise (in terms of generating money) 2. How to sustain your business 3. How to get grants funding 4. Creating report for grants funding
Impact and Assessment Metrics	Romy Cahyadi, CEO Instellar	1. The Importance of Impact Assessment 2. Methodology & tools to assess and measure social impact 3. Data collection methods 4. Scaling the impact 5. Impact Investment 101
Community Development	William Hendradjaja, Partner at ImpactHub	Peer sharing session about understanding the process designed to create a condition of economic and social progress for the whole community

6. **Bootcamp 6: 22 September 2018**

Participants will learn about finance and assessment and understand the basic financial activities for startup and how to raise fund to investors. Understand how to build a standard pitch deck for potential customer, partner, and investor and how to pitch it effectively. There will be 2 sessions:

Topic	Mentor	Deliverables
Finance and Investment	Aldi Adrian Hartanto, Head of Investment Mandiri Capital Indonesia	1. Best practice of financial management for startup 2. Understand the financial metrics, growth metrics, and investment metrics 3. Understand how investment & venture capital works 4. Understand what is investor are looking for in a startup 5. Able to plan a road map for fund raising in the future
Best Practice of Pitching	Adryan Hafizh, CEO Kolaborasi.co	1. Best practice on creating a pitch deck for partnership and fundraising 2. Learn about the structure and content strategy of pitch deck 3. Industry tips on how to pitch effectively to different stakeholders at different occasions