

The Incubation Program supports idea phase and similarly early stage teams and is designed to make them social or angel investment ready or for a first crowdfunding or crowd-donation campaign.

This happens in 10 weeks, starting out with a Needs Assessment to allow for a curriculum, mentors and experts personalized for the teams and followed by a development assessment for SDI impact measurement.

**Week 1: June 19 - 25**

**Check-in: Due Diligence**

Ichikawa/Fishbone diagram (deep why)  
SuperHunch (most impactful and feasible solution(s))  
Idea Validation & Exploration  
Mission & Vision  
Executive Summary

**Week 2: June 26 - July 2**

**Social Impact**

Demonstration (Theory of Change)  
Results-Based Management (RBM) Chain (Input-Output-Outcome-Impact)  
Impact Planning and Measurement (Social Reporting Standard)  
Finding Your Metrics

**Week 3: July 3 - 9**

**Beneficiaries and Users**

Identifying & Interviewing Users  
Redefining Product  
Tips for Traction and Retention  
Customer Journey & Value Proposition

**Week 4: July 10 - 16**

**Partnerships, Cooperation & Speaking Tech**

Mapping Key Players  
Smart Networks & Identifying Allies  
Setting up Partnerships, MoUs  
Working with your future CTO: Explaining Needs, Functionalities, Features

**Week 5: July 17-23**

**Team**

Ethics & values  
New Organisational and Management Models (Laloux, New Work)  
Project Management (Agile, Kanban, Scrum)  
Staff, Volunteers: Team Health

**Week 6&7: July 24 - August 6**

**Financial Planning & Social Business Model**

Social Business Model Canvas

Understanding the Social Investment Market (Potential Financial Paths)

Business Plan & SROI

**Rapid Prototyping Weekend: August 4-6**

**Rapid Prototyping & Hackathon**

Collaborative Online Tools (GitHub, Thingiverse)

FLOSS 101: Maker Culture, Legal Frameworks, Benefits, Best Practices

48-hours Hackathon with Random hacks of Kindness

**Week 8: August 7 - 13**

**Fundraising Planning**

Short-term, seed money: Crowd-donation, Competitions, Prizes, Seed funds

Medium-term: Crowdfunding/donation, Grant Applications, Loan, Equity

Long-term: Approaching Investors, Angel and Impact Investment

**Week 9: August 14 - 20**

**Product Rollout**

Branding

Sales Planning

Marketing & Outreach

Product Launch

**Week 10: August 21 - 27**

**Investment Round**

Angel or Impact Investment Round or

Launch Crowdfunding or Crowd-Donation Campaign