

## An Intro to Incubator



**Thrive's Incubator program is a launch pad for budding social entrepreneurs.**

### STRUCTURE

Participants of Incubator will receive both coaching and classroom instruction. One-on-one coaching is offered once weekly for 24 weeks. The classroom portion takes place twice per week over 12 weeks in the evening. A cohort will have a maximum of 12 participants.

### CURRICULUM

Incubator offers curriculum around all things social enterprise. Participants will write a business plan, discuss key operational considerations, and have important conversations around the ways in which businesses can contribute to building a resilient local economy and reducing poverty.

A high-level outline of the program can be described as follows;

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| <b>Week 1 – 2</b>   | Are focused around, crafting strong mission and vision, becoming clear on social impact objectives, and mapping out the business model.  |
| <b>Week 3</b>       | Takes participants through their financials, including start-up costs, sales forecasts, direct and indirect costs.   |
| <b>Week 4 – 5</b>   | The program moves into market research, including both research around their commercial and social objectives.   |
| <b>Week 6 – 8</b>   | Are concentrated on various topics in marketing, branding, and advertising. This content is focused on completing the marketing portion of the business plan and setting marketing goals.  |
| <b>Week 9 – 10</b>  | Moves the program into operations, including logistics and sales processes, and risk management.<br><i>At the end of week 10, we ask for a draft of the business plan to be submitted for feedback.</i>  |
| <b>Week 11 – 12</b> | Participants develop the metrics and milestones around their launch and are prepared for some of the operational realities of running a business. For example, how does a social entrepreneur balance the demands of their business and personal life?<br><i>Participants will receive feedback on their draft business plan in week 11 and will submit the final version at the end of week 12.</i> |

## COACHING

Coaching is designed to support participants with individual needs that may not be covered or are more difficult to address in the classroom setting. This one on one relationship provides an amazing opportunity for participants to receive tailored feedback and support throughout their start-up process.

## PARTICIPANTS

We're looking for participants that are ready to go with an idea that demonstrates a clear revenue generating model and social impact. The typical portraits of successful participants are those that are committed, coachable, and have the personal supports to make it happen. They care about their community and creating sustainable change in Calgary.

## EXPECTATIONS

It is expected that participants have 100% attendance for both classroom and coaching components, with absences allowable only under special circumstances. Participants can reasonably expect the program commitment to be 15-20 hrs per week, as there will be a need to work on the business plan outside of the classroom/coaching.

## PHILOSOPHY

Thrive's work is built on values of inclusion, relationships, local ownership, and shared prosperity, and social enterprise is an important vehicle in advancing these values. At the intersection of business and social sectors, social enterprise acts to broaden economic participation, create sustainable livelihoods, and address important social inequities in our communities. Incubator is Thrive's way of providing the vital tools to local social entrepreneurs in the making.