

## Implementation Framework - Agrohack Incubation Programme

Activity	Description	Output	Subject Matter Expert
<b>Workstream 1 - Product Development</b>			
Design Thinking   Ideation	Ideation will be delivered in a hybrid format, with innovators having online and offline ideation training content as well as weekly physical capacity building exercises to help them apply what they've learned to improving various elements of their business. This will include social business modelling, financial modelling and management, branding and marketing and market acquisition training.	Innovation concepts are refined and are ready for market validation	BAI HUB
Market Research   User Validation	The innovators will collaborate with industry experts during the phase of user validation. They will be supported to acquire early adopters to test out their startup's business model, value proposition, commercial viability and ability to scale. The experts will guide the start-ups on step-by-step processes during market/user validation. <b>Field visits within farming communities and commodities/produce markets are encouraged in this phase</b>	Validation of product/market fit	BAI HUB
Product Development and Prototyping (using the IDEO framework)	The product development and prototyping will be carried out using the appropriate methodology and framework for product development e.g IDEO Framework. The entire process adopts a user-centered approach to product design, planning, implementation, and development. The process is broken down into the following steps: Observe   Ideate   Visualize   Prototype   Gather feedback   Implement	A Minimum Viable Product (MVP) is developed.	BAI HUB/CEFTER

Testing and Validation	<p>Innovators will test their products in a real market environment to validate the product, marketing plans, production plans, operations and more. This is the final step before full production and the eventual launch of the product/service.</p> <p><b><i>It is advised that all startups at this stage begin to map-out markets for their solutions within Benue state. Virtual teams are encouraged to work with the BAI-Hub team to enable proper matching with relevant stakeholders in the space</i></b></p>	<ol style="list-style-type: none"> <li>1. Product is Tested and Validated</li> <li>2. Business Model is Validated</li> </ol>	BAI HUB/CEFTER
Subject Matter Competency	<p>Products developed have to be focused on either of the key subject matter -</p> <ul style="list-style-type: none"> <li>Production (input, fertilizers, irrigation, greenhouses, vertical farming, etc)</li> <li>Processing/Packaging</li> <li>Storage</li> <li>Agricultural Finance</li> <li>Agricultural Commerce</li> <li>Supply chain, etc.</li> </ul>	<p>Product is clearly solving or linked to solving either -</p> <ul style="list-style-type: none"> <li>Production (input, fertilizers, irrigation, greenhouses, vertical farming, etc)</li> <li>Processing</li> <li>Storage</li> <li>Agricultural Finance</li> <li>Agricultural Commerce</li> <li>Supply chain, etc.</li> </ul>	BAI HUB/CEFTER
Go-To-Market	<p>Innovators will create and execute a go-to-market strategy/plan that details their engagement with target customers in order to sell their products and to achieve a competitive advantage.</p>	<ol style="list-style-type: none"> <li>1. Market entry strategy is developed</li> <li>2. Product is launched</li> </ol>	BAI HUB/CEFTER
Stable Customer Base	<p>Innovators will learn techniques and skills on how to keep a loyal customer base , to buy their products and provide potential for income streams.</p>	<p>Startups has a fit and stable user market/customer base</p>	BAI HUB
Investment Readiness	<p>The start-ups will go through a series of enterprise development training after they have validated their business concept in the market. To help them prepare for funding and expansion, they will attend investment readiness bootcamps, soft skills training, enterprise formalization, organization development training, and growth mentorship.</p>	<ol style="list-style-type: none"> <li>1. Startups ready for funding, investment and expansion into a larger market</li> <li>2. A viable business entity in operation</li> </ol>	BAI HUB/CEFTER

## Workstream 2 - Business Development

Business Model Canvas (BMC)   Lean Canvas Modelling	The innovators identify and understands the business, its value proposition, customers, delivery channels, and goes ahead to develop a lean business model and structure	Solid business model and structure of the business entity	BAI HUB
Business Competency Development	The innovators identifies the competencies that together define successful performance in product and business development as it relates to their startups and develops a robust model for their startups	Business competency model developed and implemented	BAI HUB
Financial Modelling	The innovators identifies and understands the financial structures of the business and goes ahead to develop a robust financial and revenue model or updates the current model based on the new knowledge gained, profit and loss, Business valuation strategies,	1. Startups have a solid financial   revenue model 2. Startups have increased revenue / show potential to provide income	BAI HUB
Legalities	Innovators learn about what a solid legal structure entails and requirements for a solid legal entity. Startups go ahead to register their entity/products (as the case may be) and other legal documentation	1. Startups have a solid legal structure 2. Startups have all legal requirements and documentation (including registration)	BAI HUB/FRACTIONAL IP LTD/CEFTER
Team and Leadership Development	The innovators learn and develop a structure for exposure and access to current management, individual groups for peer support and shared learning, and formalized mentorship. The structure also entails a learning and development arm, and remuneration model for its employees.	1. Startups have a solid team and leadership struture 2. Startups have a learning and development plan for the team 3. Startups have a remuneration and reward model for the team	BAI HUB
Innovator Business Branding Pack	Innovators develop a brand for their products and startups as well as a detailed communications and marketing strategy and other resources to create a unified experience for each customer.	Business Branding Assests, including logo, markerting plan and strategy etc.	BAI HUB
Optimization of Business Processes to support Product	Business/startup operations are optimised and digitised to create potential for business growth via partnerships and product sales and development.	1. Number of business strategies, operational framework and partnerships developed	CEFTER/FRACTIONAL IP

Commercialization and Scaling

2. Scalability plan and structure for the product

"Agribusiness Opportunity Desk"	A platform that aggregates agri-business start ups, market access, financing, mentorship		BAI HUB/CEFTER/FCMB
End of Incubation Event	Close-out of 3 month incubation program and final presentation of refined solutions ready to scale in the market	Startups have completed all milestones and successfully tested out their ideas and solutions and ready to investment with market access	