



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

Welcome to IDEA App!

This is the week-by-week of
your incubation program.

What will your learning process look like through IDEA App?

The 4-month disciplined-based entrepreneurship program divided into 8 business modules helps you go from business idea to market in a short-period of time.



Every week review and challenge your work with your personal mentor guided by the business modules.



Every 2 weeks get started on a new business module to validate your business idea.



Meet regularly your peers to learn and share about the soft skills needed to grow as an entrepreneur.



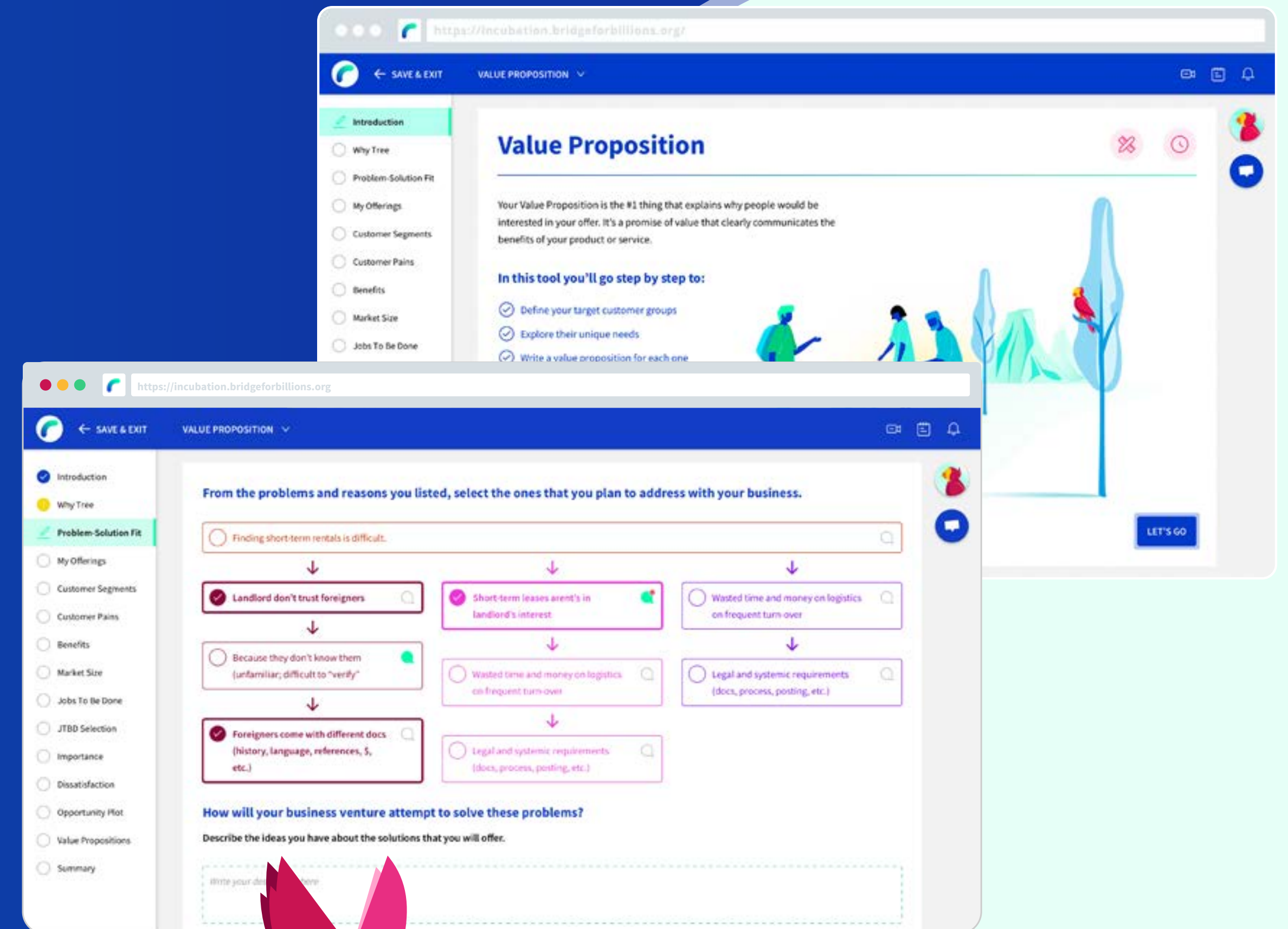
Week 1 and Week 2

Business Module 1

Value Proposition

Make sure you define your true value. Your Value Proposition is the #1 thing that explains why people would be interested in your offer. It's a promise that clearly communicates the benefits of your product or service.

- Get to the root of the problems you're trying to solve
- Identify and group your customers into segments
- Do customer discovery interviews and research
- Estimate your market size and build a market opportunity graph
- Write concrete value proposition statement





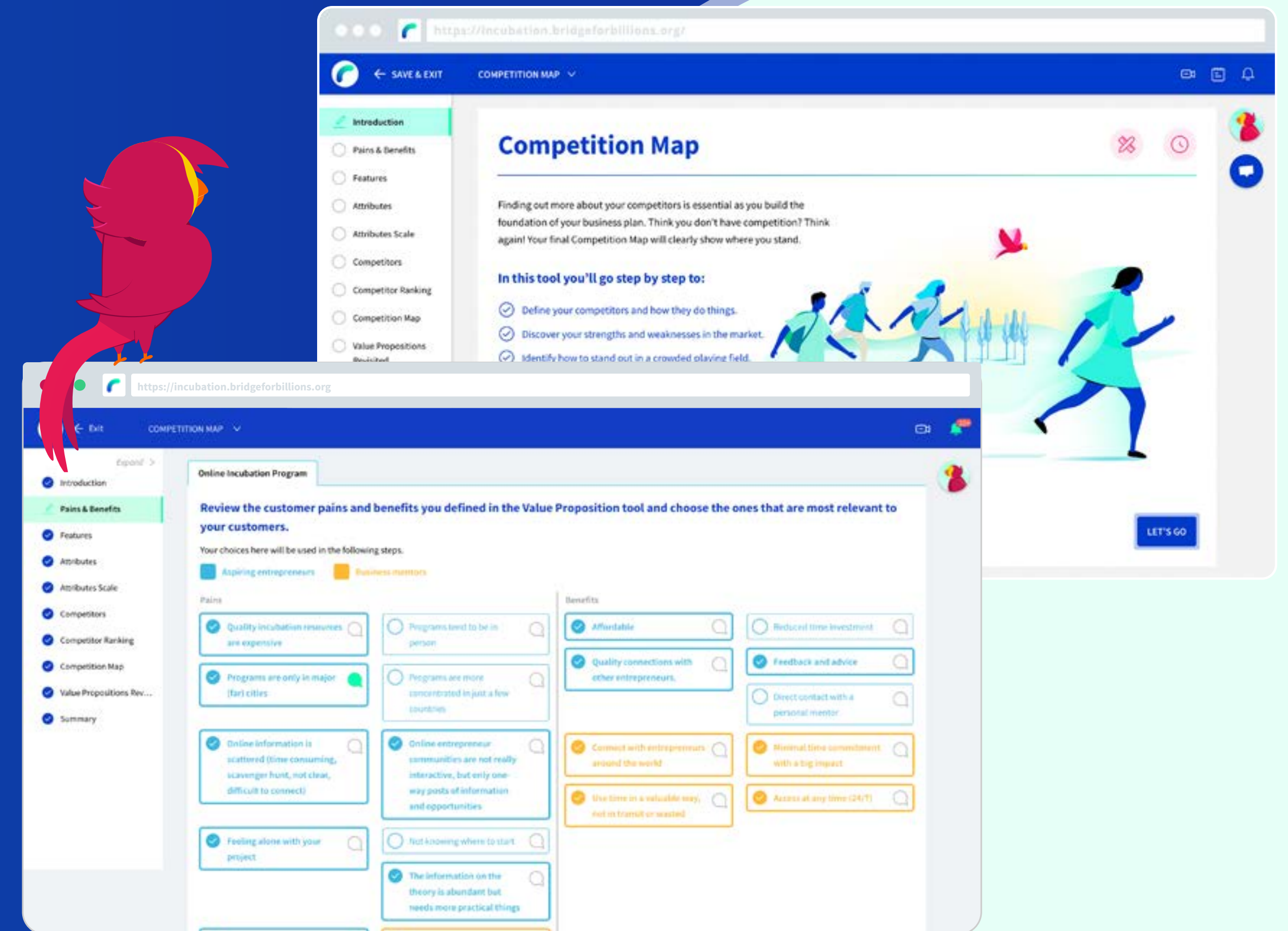
Week 3 and Week 4

Business Module 2

Competition Map

Understanding your competitors is essential to finding your spot in the market. Think you don't have much competition? Think again! Take on new perspectives and build a Competition Map that will clearly show where you stand.

- Define the attributes that you and other solutions compete on
- Identify competitors you didn't know you had
- See how you stand out among the crowd
- Discover where you can improve your offering





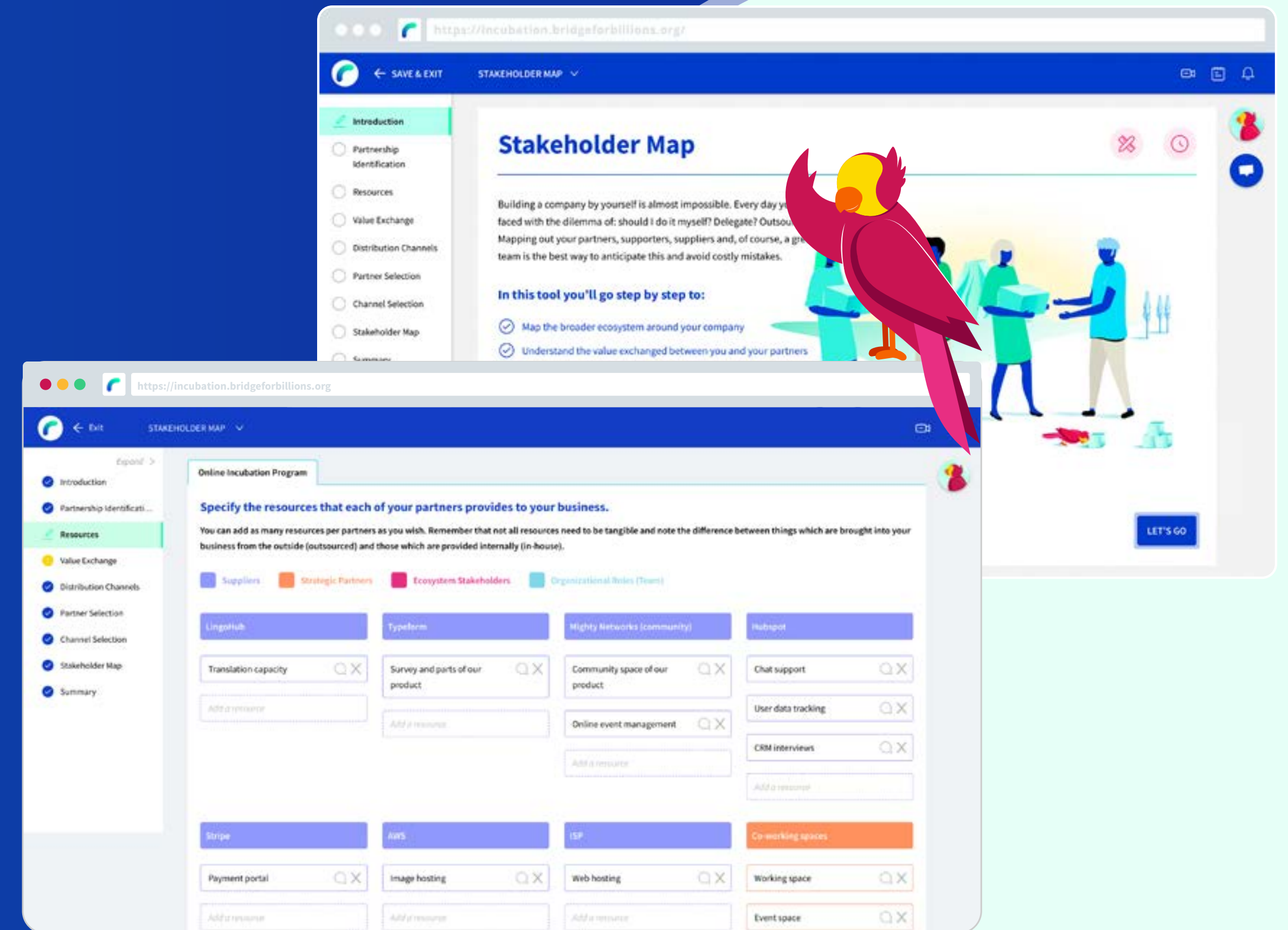
Week 5

Business Module 3

Stakeholder Map

Building a company 100% by yourself is almost impossible. Every day you'll decide: should I do it myself? Delegate? Outsource? Building relationships with your partners, supporters, suppliers and, of course, a great team is key.

- Identify all different types of partners and collaborators
- Understand the possible value exchange you can have with each one
- Decide what you should do in-house and what you should let others do
- Explore your distribution channel options and choose the best ones
- Create a map of the ecosystem of partners around your business





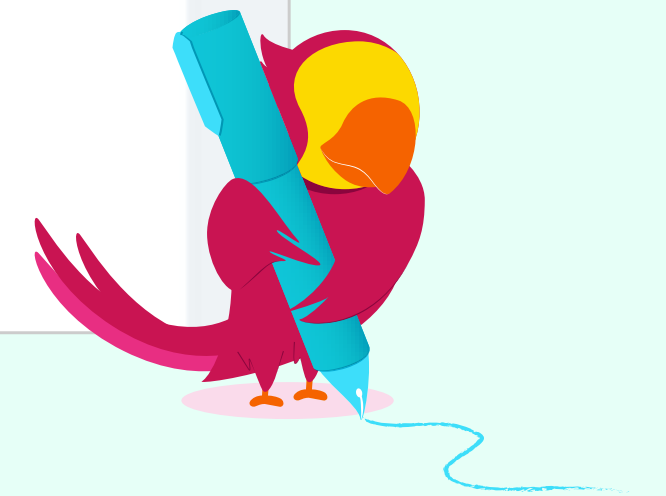
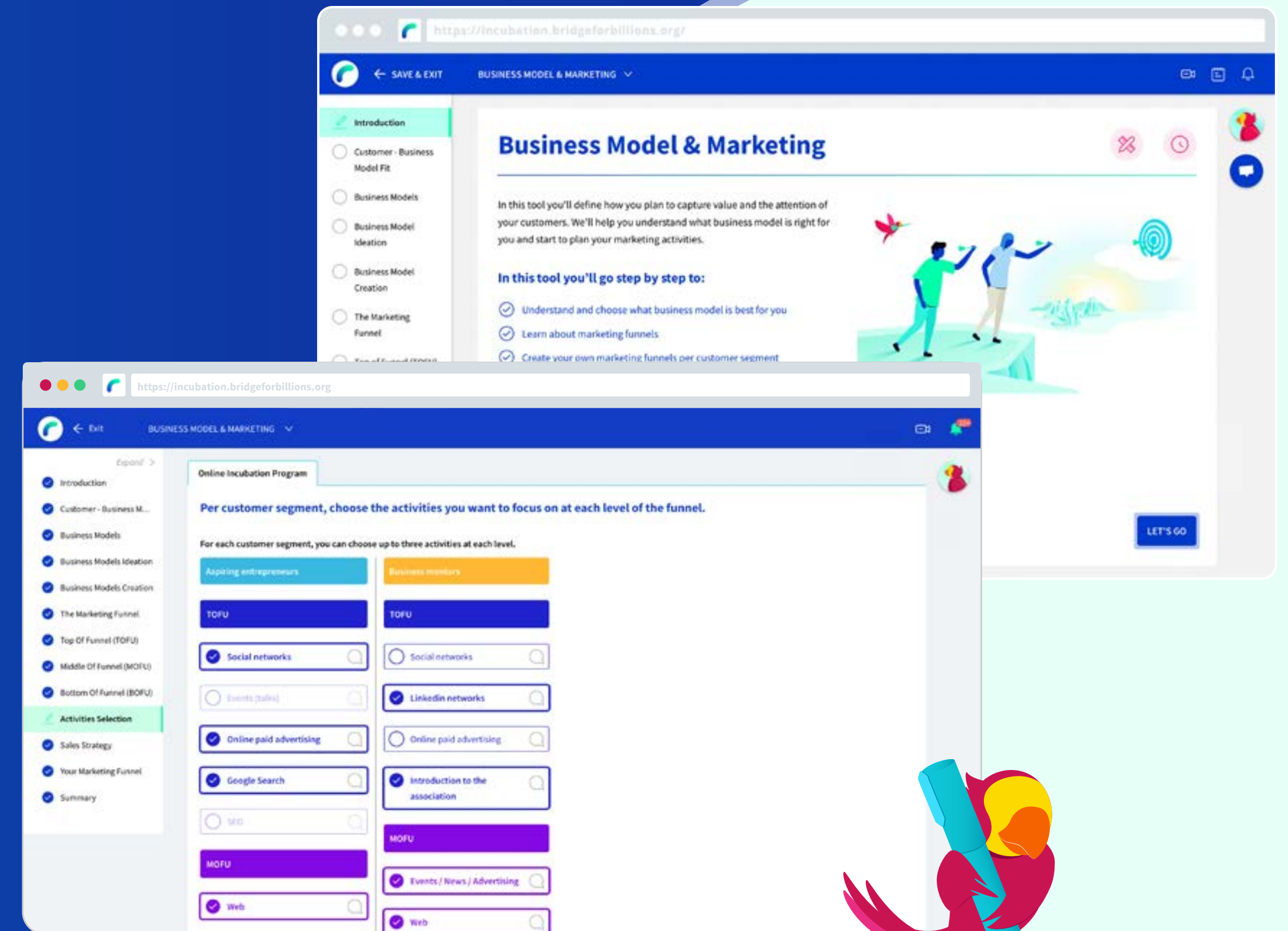
Week 6

Business Module 4

Business Model & Marketing

How do you plan to sustain your business and capture your customers' attention? We'll help you understand what business model is right for you and start planning your marketing activities.

- Learn about different business models
- See how your business model could (or should) differ per customer segment
- Use design thinking to choose the best one(s) for you
- Understand the basics of a marketing funnel and create your own
- Estimate your cost to acquire a customer





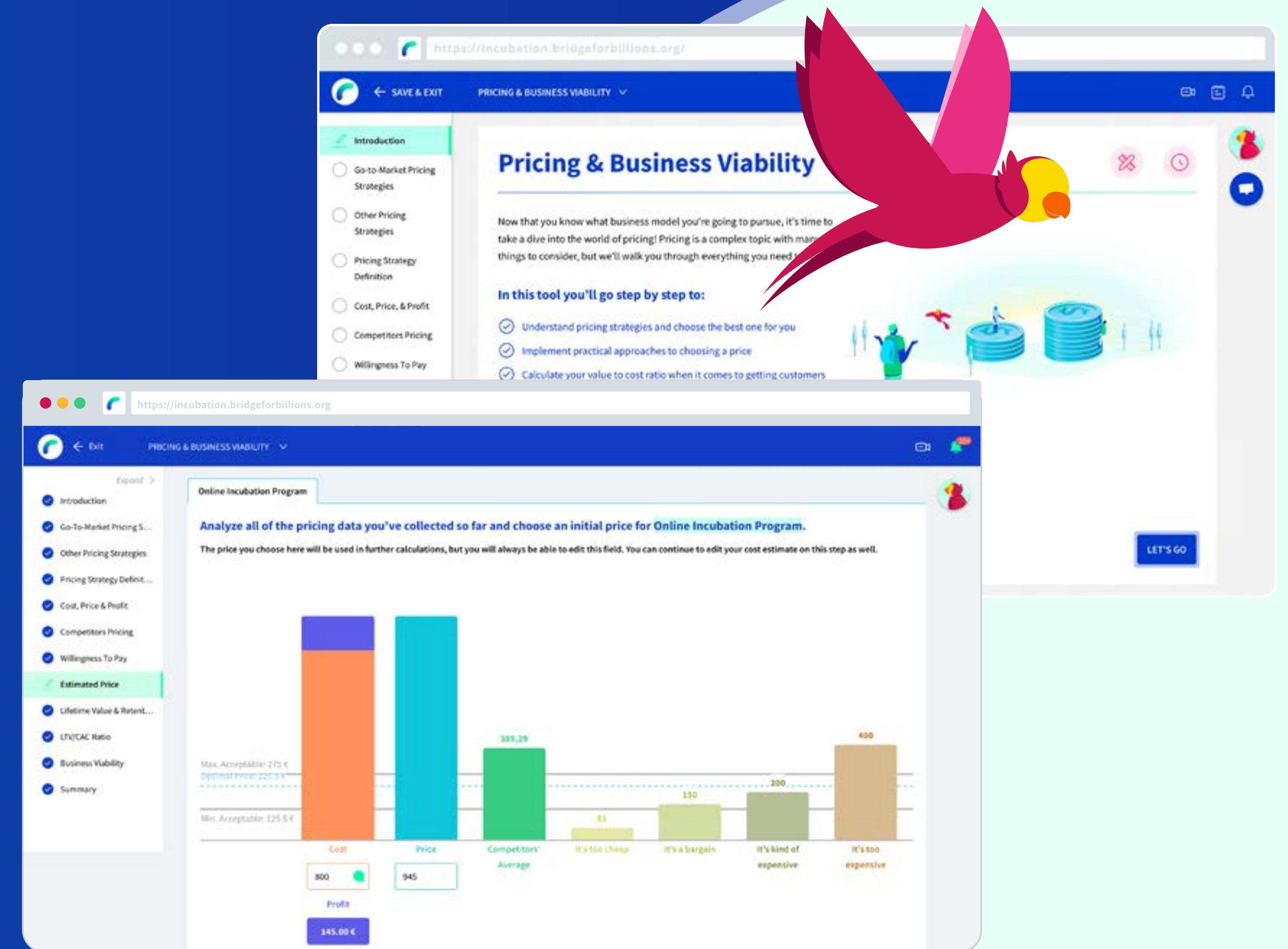
Week 7 and Week 8

Business Module 5

Pricing & Business Viability

Are you leaving money on the table by being too shy with prices, or overcharging and losing business opportunities? We'll help you figure it out by setting your first price point and determining a pricing strategy.

- Learn about different pricing strategies and choose yours
- Compare your competitors' price points and strategies
- Do customer discovery to understand their willingness to pay
- Learn and use a pricing methodology to determine a price point
- Estimate your customers' lifetime value (LTV)





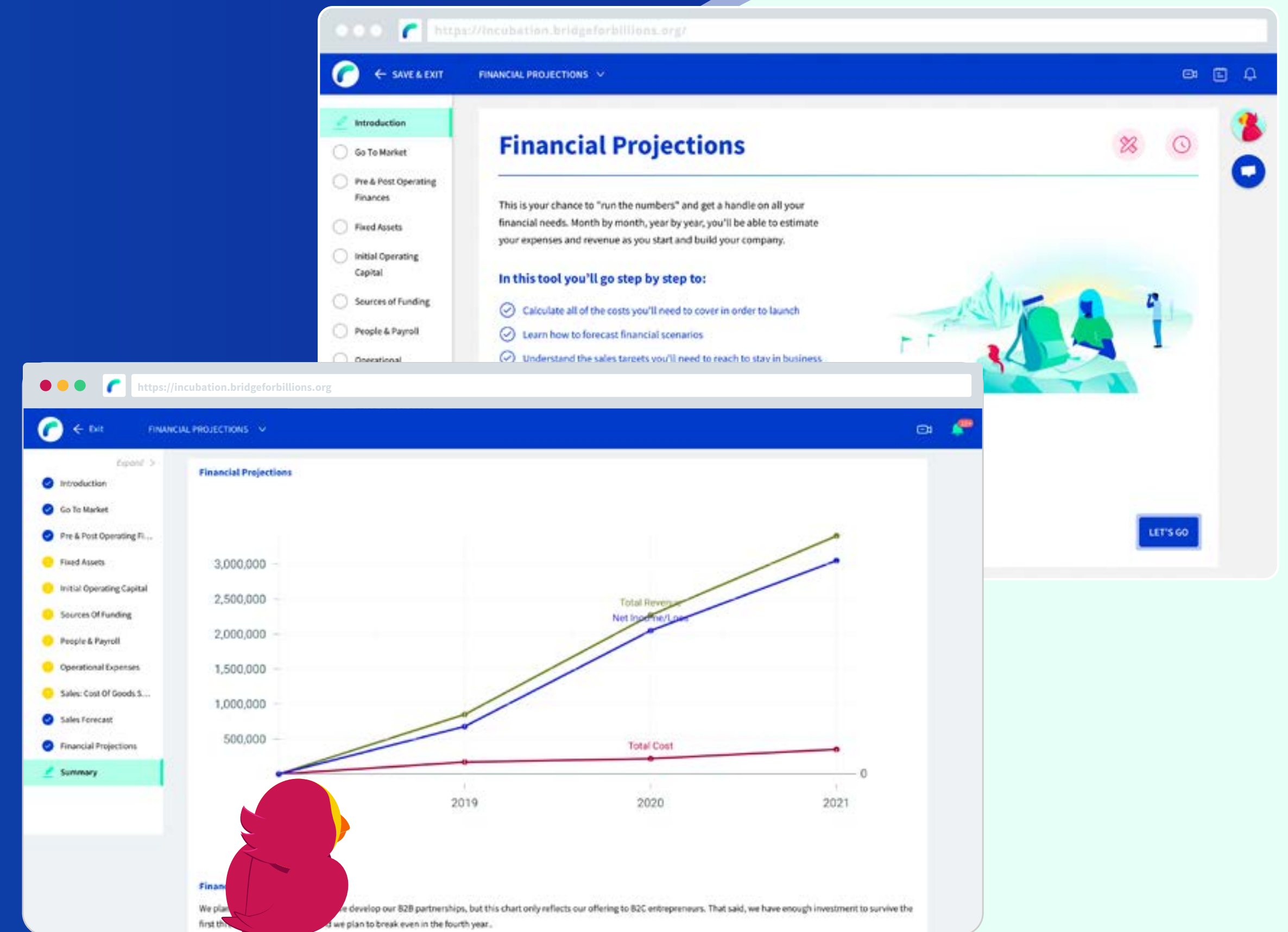
Week 9 and Week 10

Business Module 6

Financial Projections

We make it easy even if you're allergic to numbers. Get a step by step handle on all of your financial needs. Month by month, year by year, you'll be able to estimate your expenses and revenue as you start and build your company.

- Determine the funds you'll need to launch
- Project the expenses you'll have in your first years of operation
- Plan for the team you'll need and their salaries as you grow
- Understand the sales targets you'll need to reach
- Account for what it costs you to produce your product or service





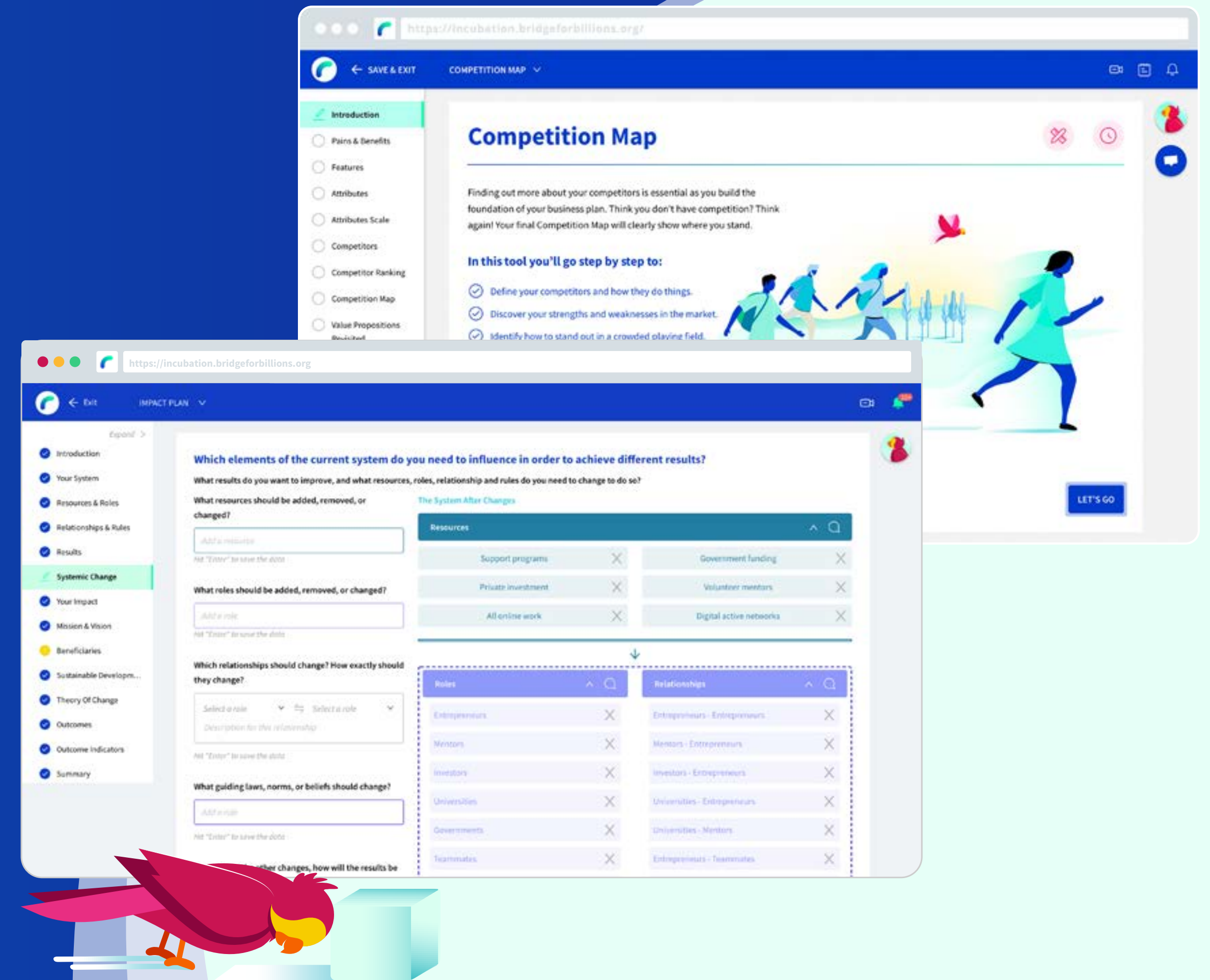
Week 11

Business Module 7

Impact Plan

Changing the world we live in? Building an Impact Plan will help you clarify what system you're a part of and how you're trying to influence it. You will also measure the impact you're actually having on your customers, certain beneficiaries, your sector, or even the world.

- Map the system you work within and the elements that govern it
- Show how you want to change what's happening within it
- Craft your mission and vision statements
- Identify if you are working on any of the UN's Sustainable Development Goals
- Define how you will measure your impact and track results





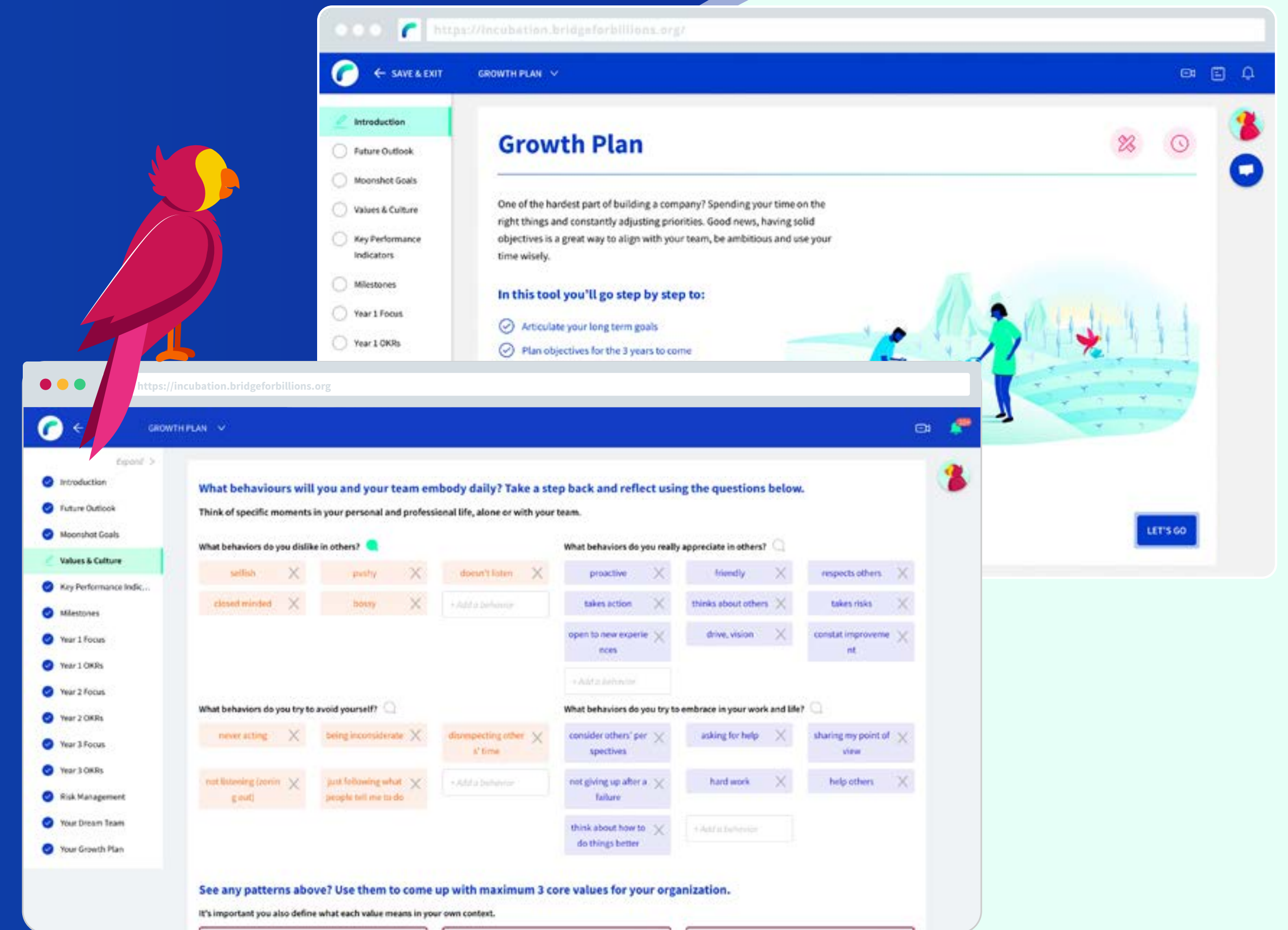
Week 12

Business Module 8

Growth Plan

Once you start your business, you'll have to constantly adjust priorities to make sure you're spending your time on the right things. Having solid, measurable objectives is a great way to align with your team and stay on track.

- Put your long term goals in writing and draft a plan to reach them
- Identify your company's values
- Determine the KPIs you'll track overtime (Key Performance Indicators)
- Set milestones to help you reach your goals
- Identify and plan for future risks



The core of our learning- experience

IDEA App method is based on creating an entrepreneurship learning experience where founders, like you, from all over the world, are “pushed” into the uncertainty and ambiguity of launching a business in a structured space and with the right support.

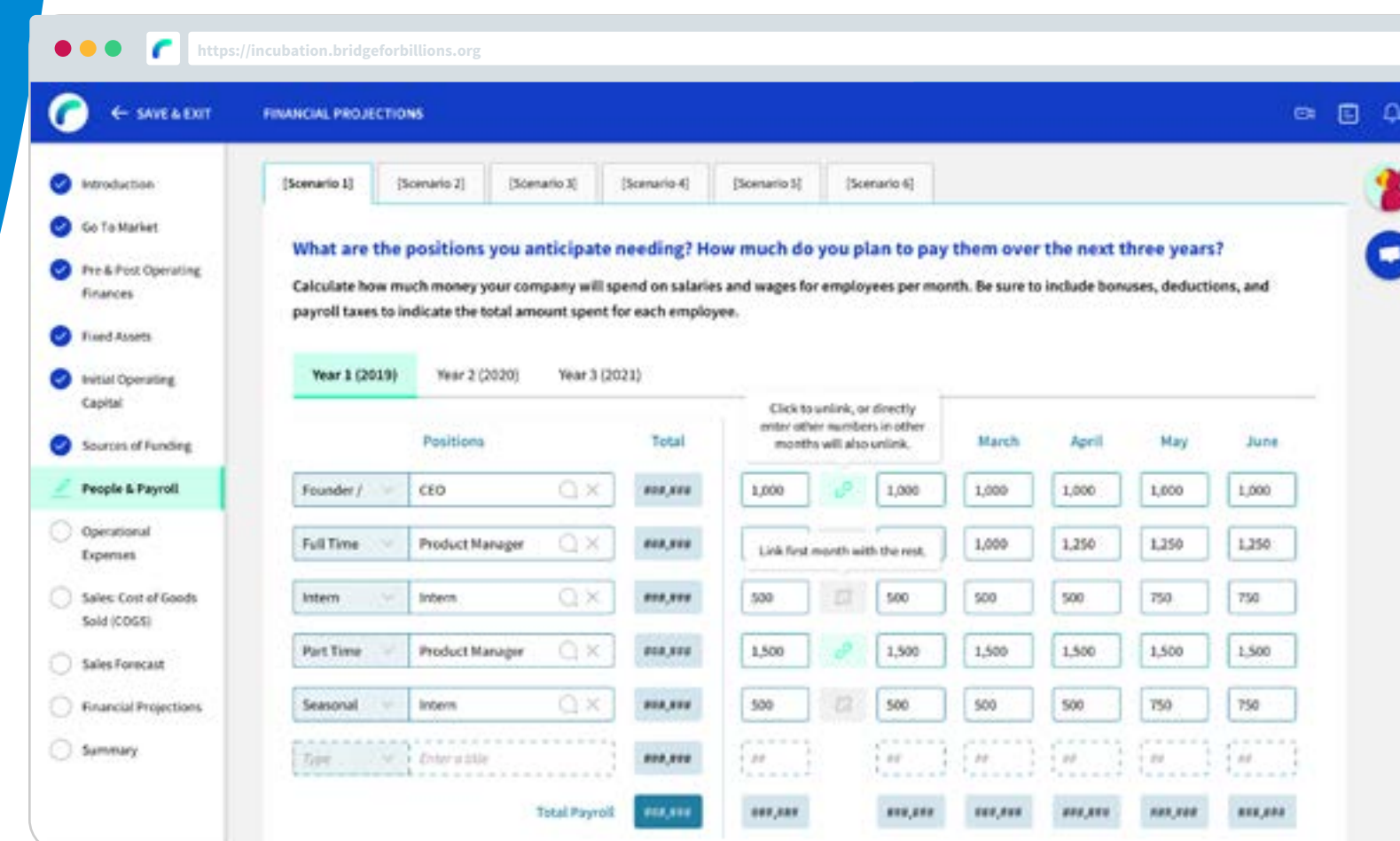
Learning happens while doing

The truth is founders learn best by doing and magic happens when they start working with questions and not with answers. Our program allows you to formulate your own ideas and really answer the tough questions in a **step-by-step format by committing to fill the tool weekly.**



Founders must confront the market

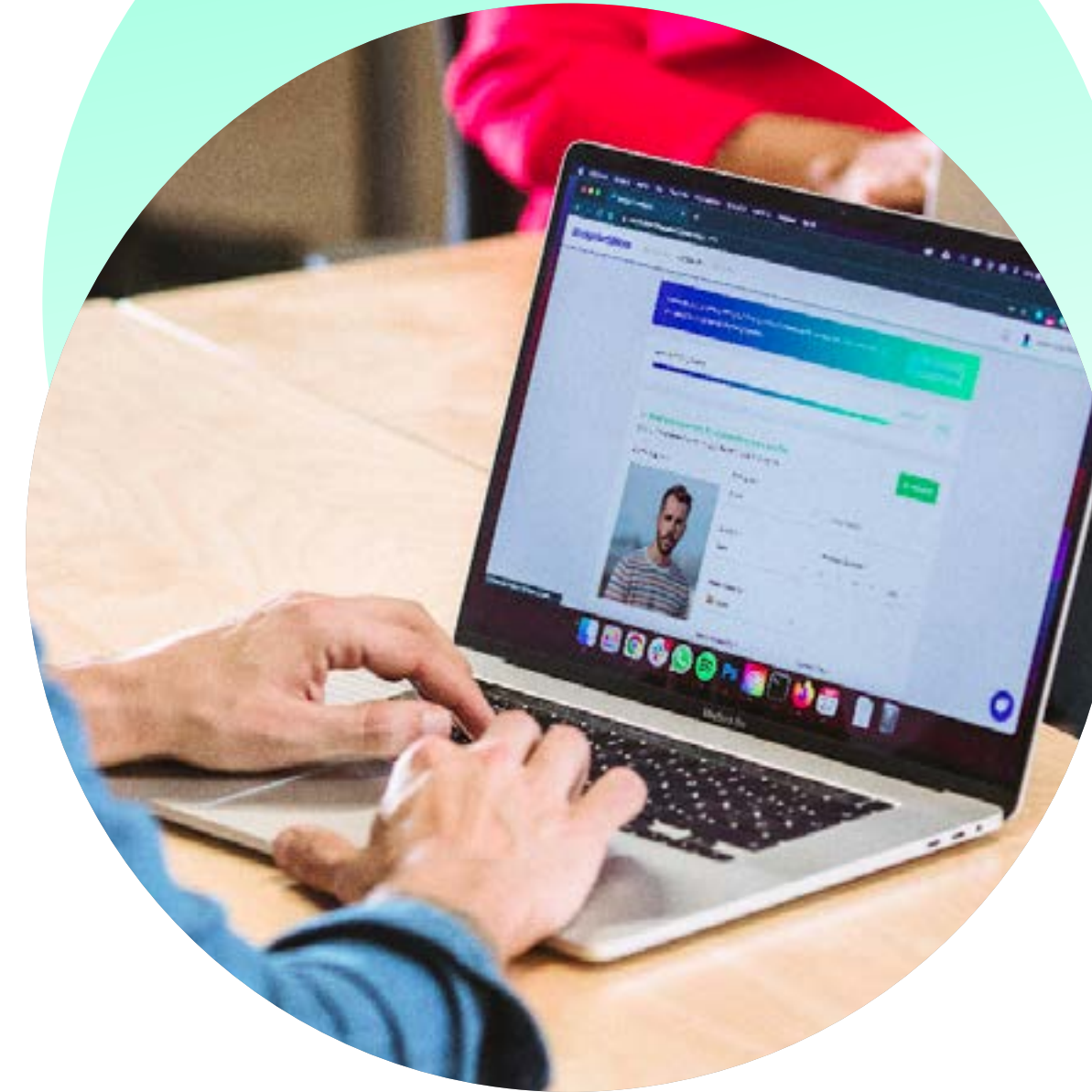
Entrepreneurs must develop a thorough and market-ready proposition to attract clients and obtain enough funds to launch. **We make sure that you are “out there” developing a feasible business** by validating it with their real customers and user discovery is part of getting the job done.



The pillars of our method

3 Founders need a lighthouse

The entrepreneurship journey is chaotic by nature, chances are you've been juggling hundreds of ideas and different paths in your head for a while before coming to this point. At Bridge for Billions, **we use a mix-up of technology with human touchpoints to support you both structurally and emotionally.**



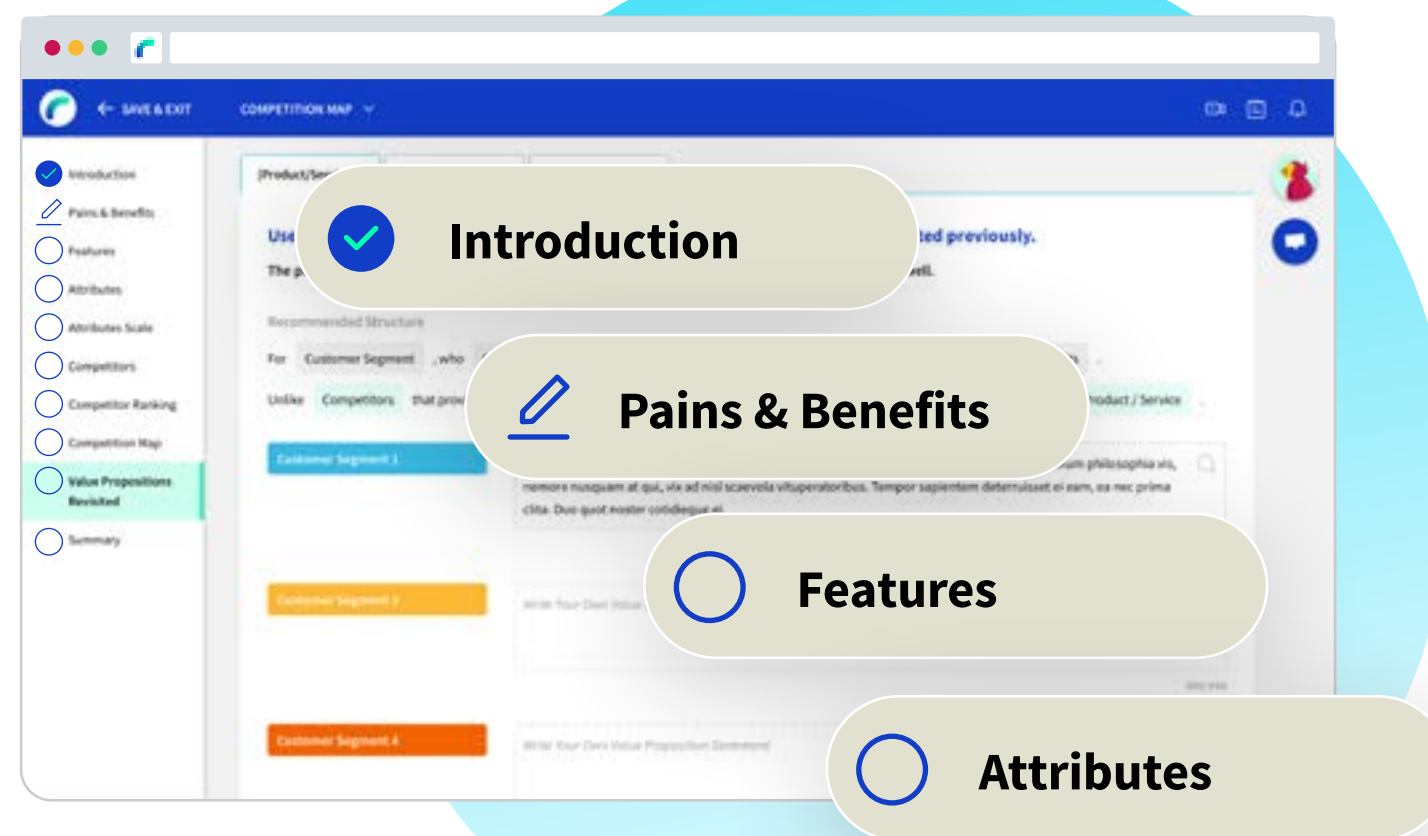
5 It all starts with efficient brainstorming

Following design thinking principles, we believe creativity and ideation should come first. Then, **only after considering all the possibilities and considering new things, should you focus on the most critical areas.** That's why most of our activities start by diverging and end with convergence, a selection of the most important items.

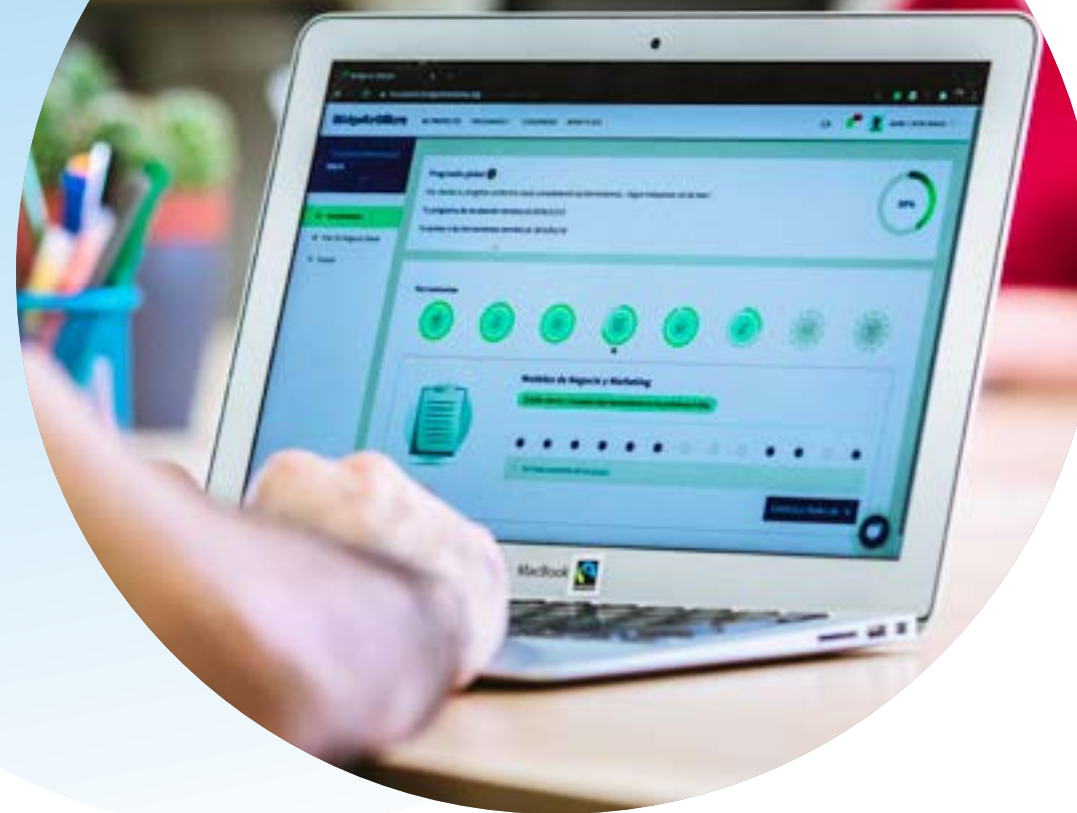


4 Purpose is a must

In our programs, entrepreneurs apply with their own business ideas and during the application process we make sure we accept truly committed founders. We don't promote "problem assignment" because we know founders don't devote to something they don't find purpose in.



The pillars of our method

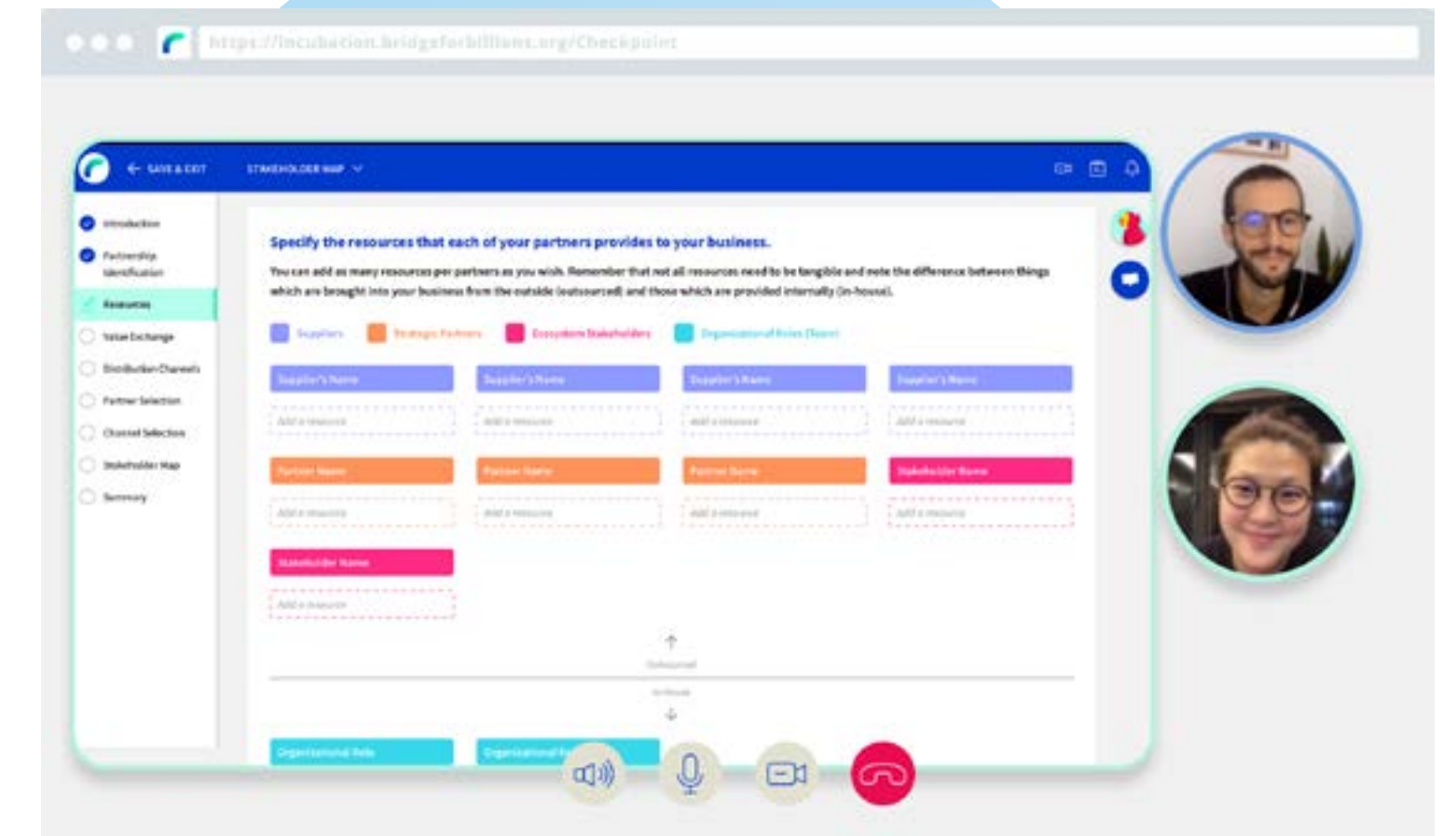
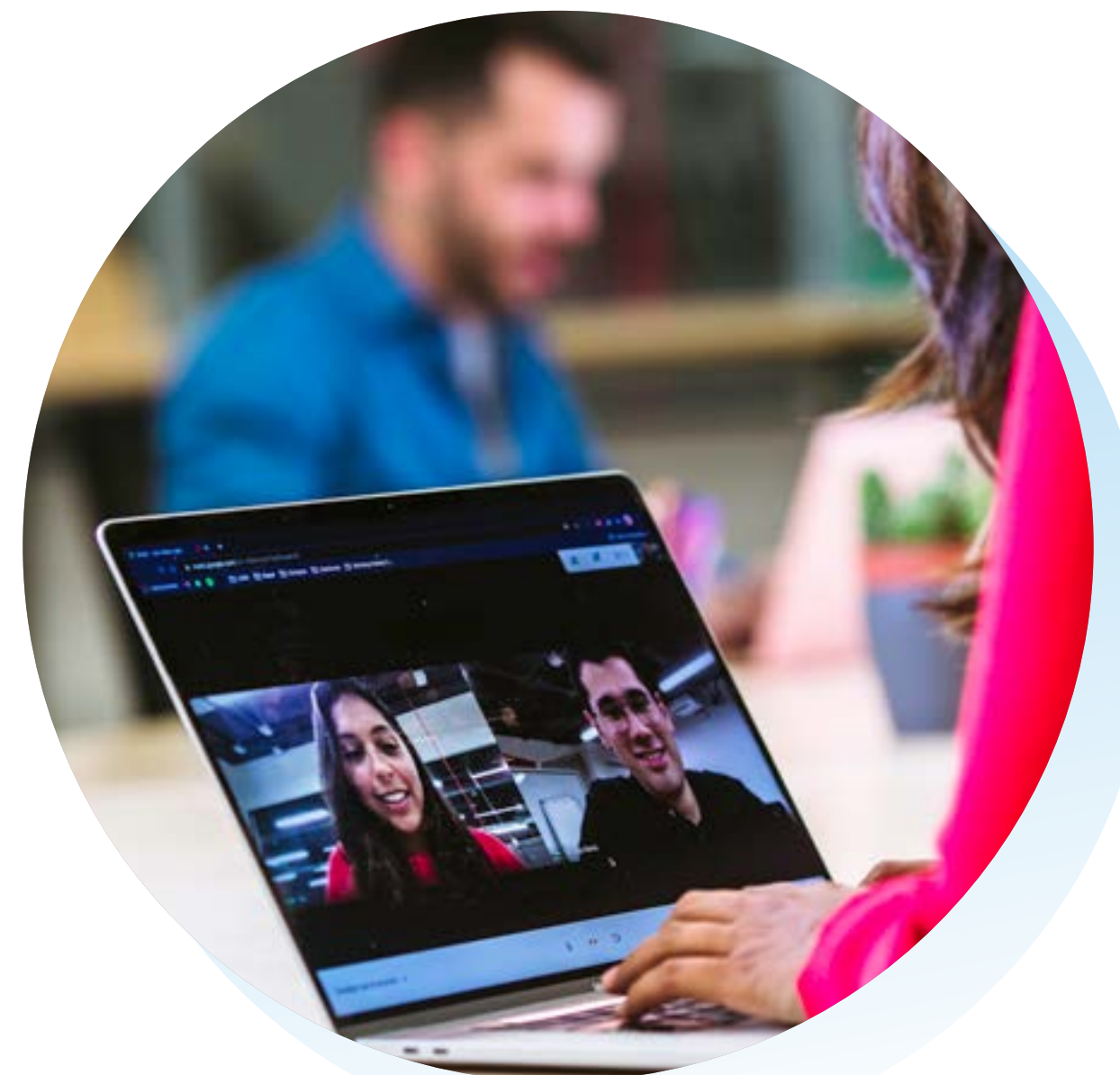


Accountability is key

When building a venture, you should meet specific time-based objectives that create necessary pressure. **We built the core of our program in a step-by-step way so that you always know what comes next** and follow-up on your work weekly with your personal mentor. Business modules unblock timely to provoke a healthy pressure and keep you motivated and going.

Having a sounding board sprouts many more ideas

During our program not only mentors are able to give concrete feedback on specific topics directly on your work but also if you're working with your team you can collaborate organically on the platform through the comment section. **We believe ideas get stronger when challenged,** so we built our incubation program to do just that.



Entrepreneurs need flexibility

Most entrepreneurs are juggling founding a business with their full-time jobs, their families and life in general. Providing a flexible but disciplined environment helps you balance the two. **Our program adapts to you by only requesting 7 hours of your time.** This allows you to keep moving at your own rhythm without feeling overwhelmed and hurt by the process.

The pillars of our method

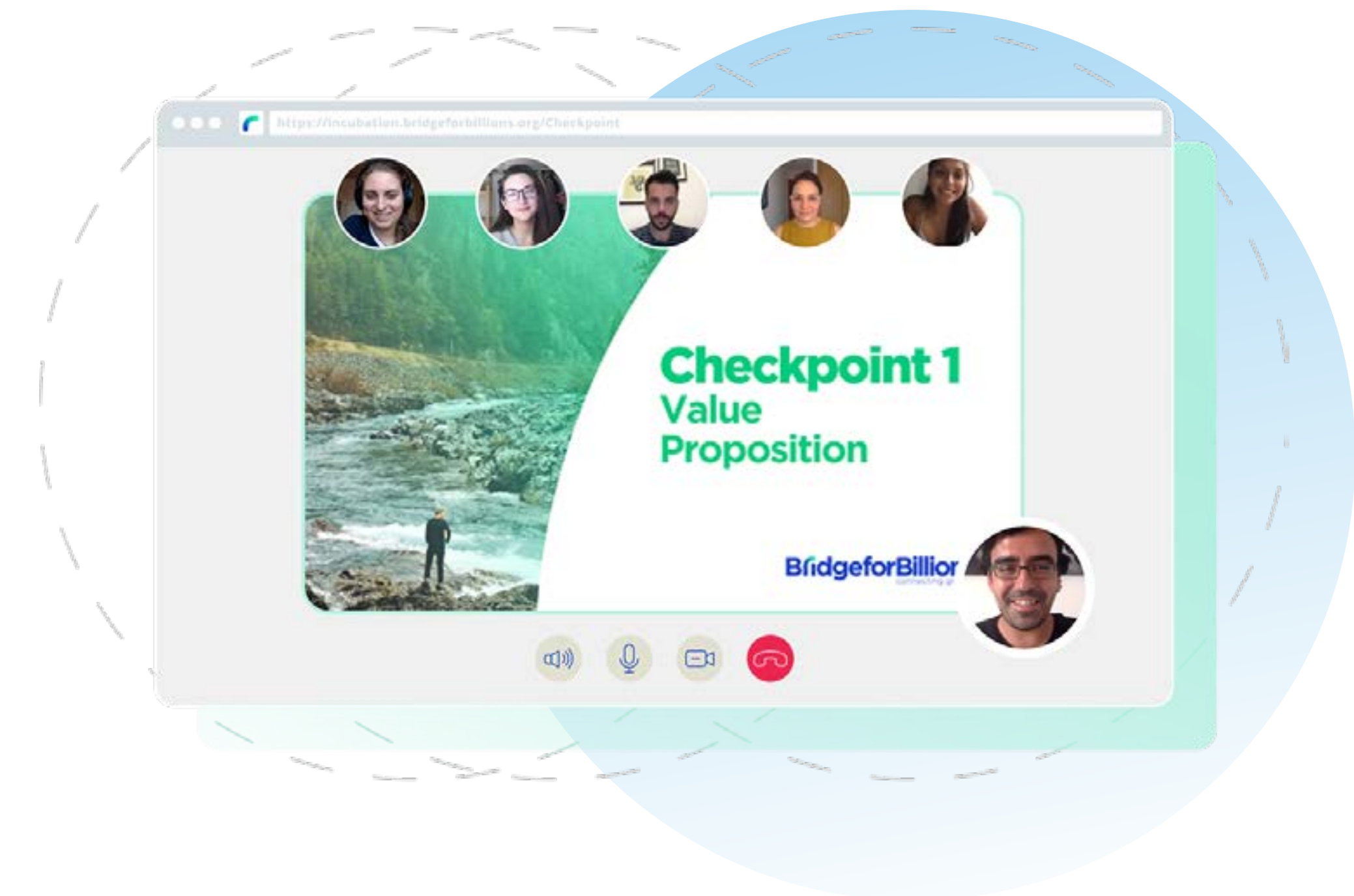
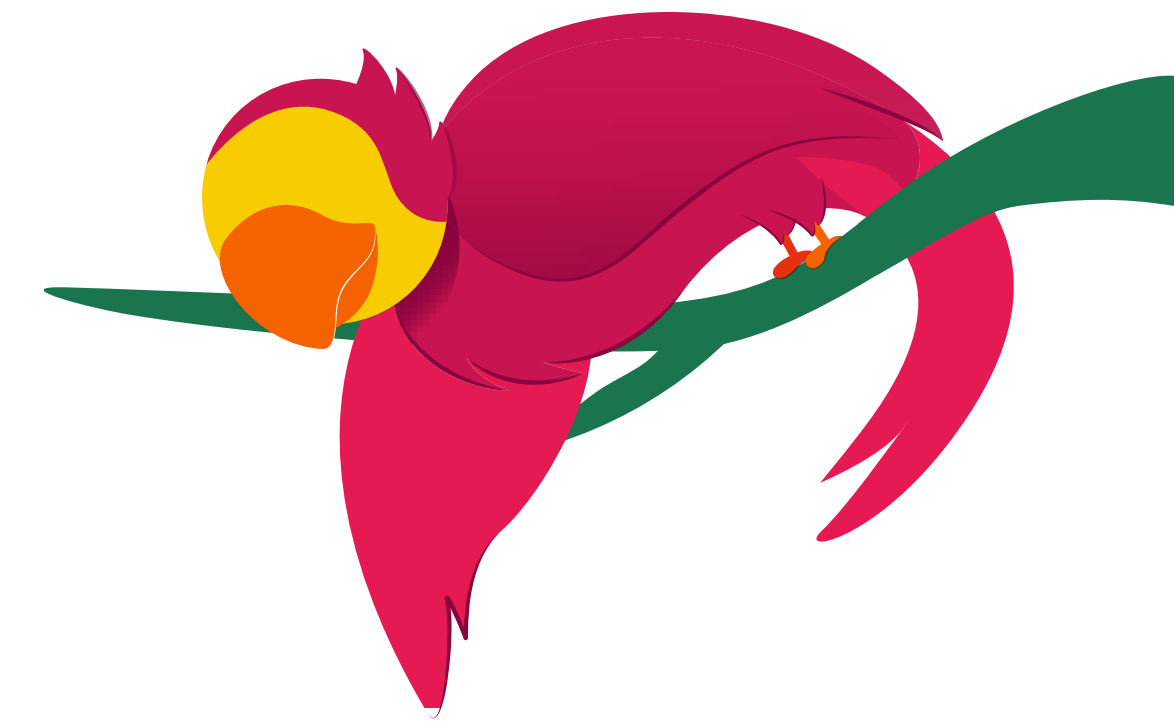


Visual learning can go a long way

Across the program, **every module is presented in a clean visual format and words give you a chance to explain your thinking process.** By mixing up written explanations and data visualization we ensure that founders understand the theory behind their work, and are able to pivot accordingly by applying the learnings again if needed.

It is an emotional ride

The entrepreneurship journey is a lonely one for most founders. That's why **we built an online community for you to seek advice, ask for help and connect with other members.** We host softskill checkpoints to chat about the values and behaviours needed to grow as an entrepreneur or more technical sessions on different topics for entrepreneurs to feel safe on certain domains they do not fully understand.





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Got any questions?

Connect directly with the Program Managers, to answer them in writing or in a quick meeting. Whenever you see fit!

