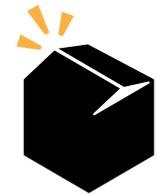
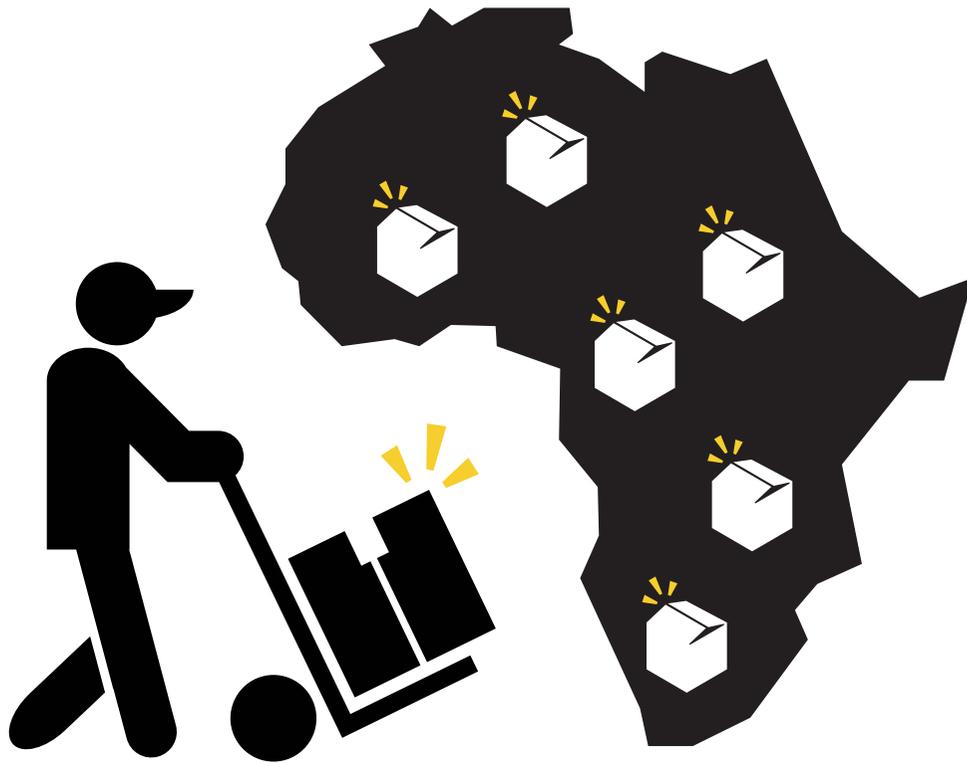


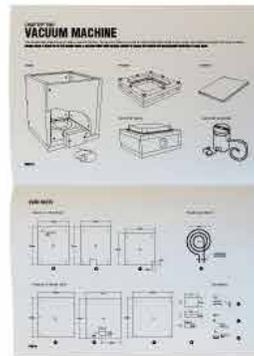
BROCHURE 2016

# **BUSINESS-IN-A-BOX PROGRAM**

*for incubators*



**SINGLE SPARK**  
*Business-in-a-Box!*



# ABOUT

Single Spark develops businesses-in-a-box programs for companies and NGOs to roll out businesses in developing countries. It contains all the essential tools and information to start up a specific business. The boxes are based on the expertise of a similar successful business (best practice). The program takes an entrepreneur through all the steps necessary to start the business and gives even support during the first year of business.

It is a great concept to standardize and scale up an entrepreneurship program and it gives an entrepreneur a real kick-start.



**SINGLE SPARK**

*Business-in-a-Box!*

# PROGRAM STEPS

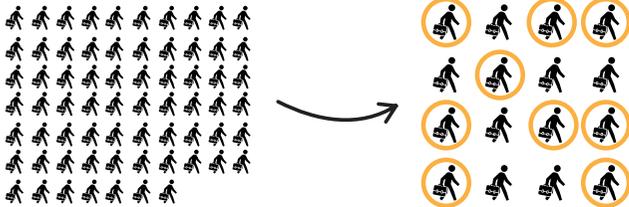
1

## Selection of businesses



2

## Selection of entrepreneurs



3

## Research of business feasibility by entrepreneurs



4

## Start of businesses by entrepreneurs with a Business-in-a-Box



# 1

## Select high potential businesses by a market research

### DESK RESEARCH

Desk research will be conducted to identify the best business opportunities and value chains within a specific region. Our research will be specifically tailored to focus on the value chains of the communities of areas in which such businesses are needed.

### MARKET OPPORTUNITY SURVEY

A survey will be conducted with business experts and entrepreneurs. The survey is an on-line tool with a list of over 50 businesses. Different experts will select the businesses that have the greatest potential and viability. The experts will be comprised of SME experts, staff of the local partner and others. The results of this survey will be used to select the most (contextually) promising businesses.



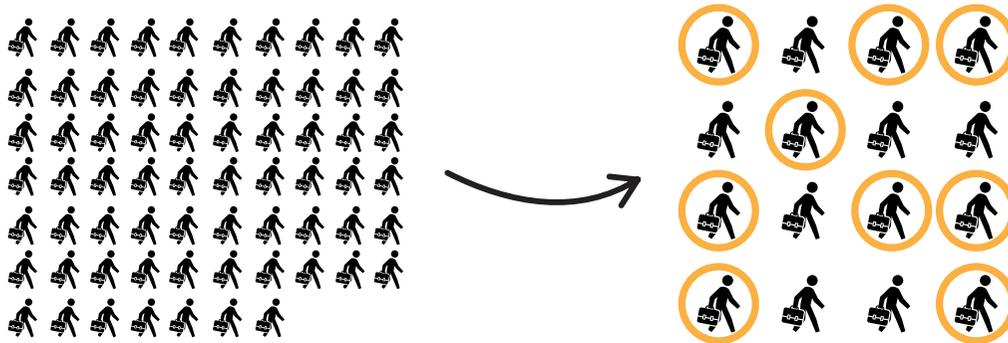
# 2

## Selection of entrepreneurs

### ENTREPRENEUR SELECTION INTERVIEW & TEST ENTREPRENEURS

The success of business depends highly on the quality of the entrepreneur. A thorough selection is a must.

A Marketing Campaign will be set up to attract entrepreneurs who want to start or grow the selected businesses. The Marketing Campaign will contain brochures, news paper advertisements, radio spot and on-line marketing by social media. The best potential and experienced entrepreneurs will be selected who have the potential and dedication to turn their respective businesses concepts into a success. The selection process will have two phases: an initial application phase and an interview and test phase. The entrepreneurs have to fill in an application form. The best entrepreneurs will be selected for an interview. The applicants with the highest potential will be selected.



# 3

## Entrepreneurs do feasibility scan

### FEASIBILITY SCAN MODULE

When an entrepreneur is selected for a business opportunity he will conduct a feasibility scan for the business. The feasibility scan is a tool pre-made specifically to assess the contextual viability of the business. The scan is based on the experience of existing similar business and relevant experts. The entrepreneurs research the viability of the business in their region on the following aspects:

1. **Input feasibility:** The critical and necessary input is described and the entrepreneur has to find out whether these are available in his/her country and for what price.
2. **Market feasibility:** A market scan to understand the demand of the potential customers, to know their needs and to find out whether the entrepreneurs' product/service is appealing to them. The market scan also focuses on the competitors and their unique selling points.
3. **Financial feasibility:** A financial quick scan to calculate the break-even point. This is an easy tool to fill in the main cost components and the potential sales.

After the feasibility scan the entrepreneur has to decide if the business case is viable. He/she needs to have a real "yes" feeling, he has to believe in the success of the business. The entrepreneurs who believe in the success will present their Feasibility Scan with a presentation.

The best entrepreneurs will be selected to the next round to write their Business Plan.



# 4

## Entrepreneurs with best plans get financed and start business with a Business-in-a-Box

### BUSINESS PLAN TRAINING & WRITING

Those entrepreneurs who believe in their respective businesses will be supported in writing a business plan. The local partner will provide the participants with a general business plan writing course, facilitating the writing of this important tool. The template of the Business Plan is similar to the template of the Feasibility Scan, that simplifies the business plan writing. This important because not all high potential entrepreneurs are also good writers.

### ACCESS TO FINANCE

In order for businesses to become operational they need access to finance. The participants of the program will present his or her business plan to a preselected jury, who will in turn decide whether the entrepreneur is ready for finance. Access to finance can be done through strategic start-up capital, equity financing, grants or loans.

## BUSINESS START BUSINESS-IN-A-BOX

The selected entrepreneurs receive a box and an on-line account containing instructions and equipment which provide him/her with step-by-step instructions required to start the business. The business-in-a-box encompasses all the tools and information to ease the start-up of that specific business. It contains tools such as technical drawings, floor plans, marketing materials and other administrative necessities. To provide an insight of the materials and equipment needed to start the business as well as an overview of the production process and supporting financial business. In short it contains all practical guidelines and support to shorten the start-up period and reduce the start-up cost.

## FOLLOW-UP SUPPORT AND MONITORING

During the startup phase entrepreneurs will receive coaching, as it is in the first 6 – 12 months after starting up that many entrepreneurs experience problems. The entrepreneur will receive monthly individual advice as well as a monthly group training on subjects like; record keeping, marketing, finance etc. To make sure the entrepreneurs can really make their business a success.

