

# BUSINESS-IN-A-BOX PROGRAM

*A flying start for entrepreneurs*



spark  
*ignites ambition*

  
**SINGLE SPARK**

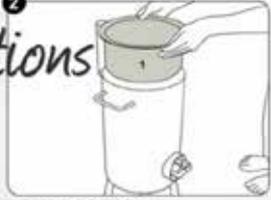


**1** Clear illustrations



Fill a bucket with 1/2 of water

**2**



Lower the bucket into the stove

**3**



Add 3 glasses of water

**4**



Light up the stove



# INTRODUCTION

## Introduction

We see that many entrepreneurs don't survive the first year of startup. Incubator programs are really helpful for this problem, entrepreneurs who follow such a program have a bigger chance on success. But an incubator program could be even more successful when it offers more business specific support.

## Solution

Single Spark and Spark offer a supplement to generic incubator programs, called a business-in-a-box.

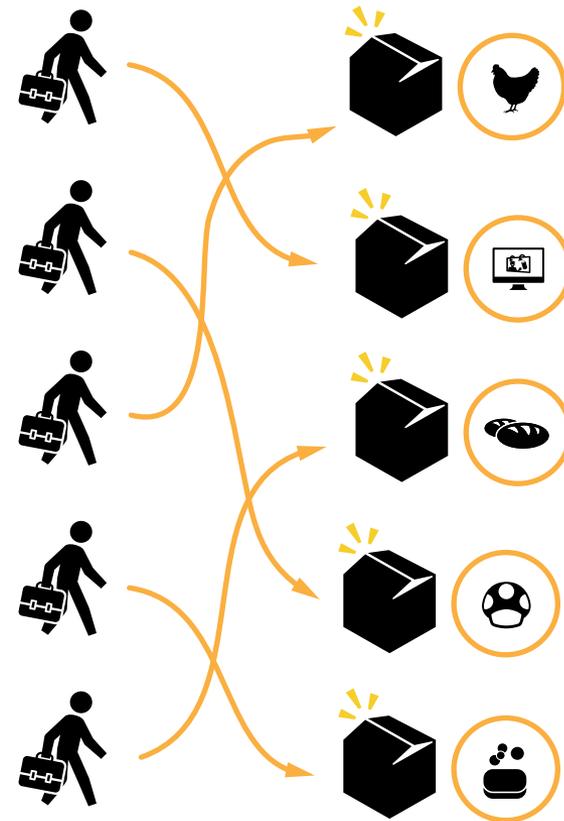
A business-in-a-box is based on a successful business in another country, which could also be started by an entrepreneur in your country. The business-in-a-box explains step-by-step how to start a specific business.

The business-in-a-box is a great module for an incubator program, it gives extra support and is a tailor made approach for the entrepreneur.



# PROGRAM STEPS

- 1 Selecting entrepreneurs
- 2 Entrepreneurs conduct feasibility scan workshop
- 3 Support with training about general business plan writing
- 4 Approving business plans and support access to loans
- 5 Access to a businesses-in-a-box
- 6 Entrepreneurs get coaching during first year of business



# 1

## Selecting Entrepreneurs

New and experienced entrepreneurs will be selected who can make the identified businesses concepts to a success.



## 2

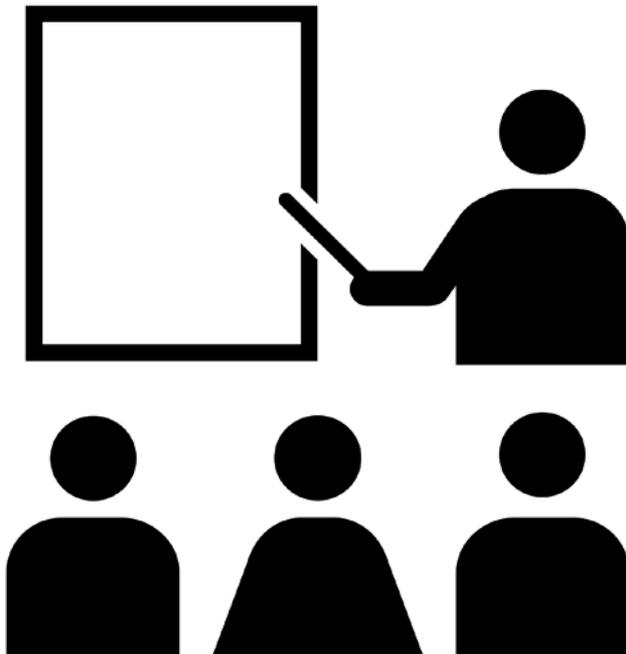
## Entrepreneurs conduct feasibility scan workshop

Guided by an interactive inspiring workshop all the selected entrepreneurs will do their own practical feasibility scan. They will do their first research within the following topics: input, market, financial and risk feasibility. Based on the outcome they get an indication if their business can be viable or not.



### 3 Support with training about general businessplan writing

A general business plan writing course will be given to the participants by a local facilitator. This course makes it much easier to write a business plan.



## 4 Approving business plans and support access to loans

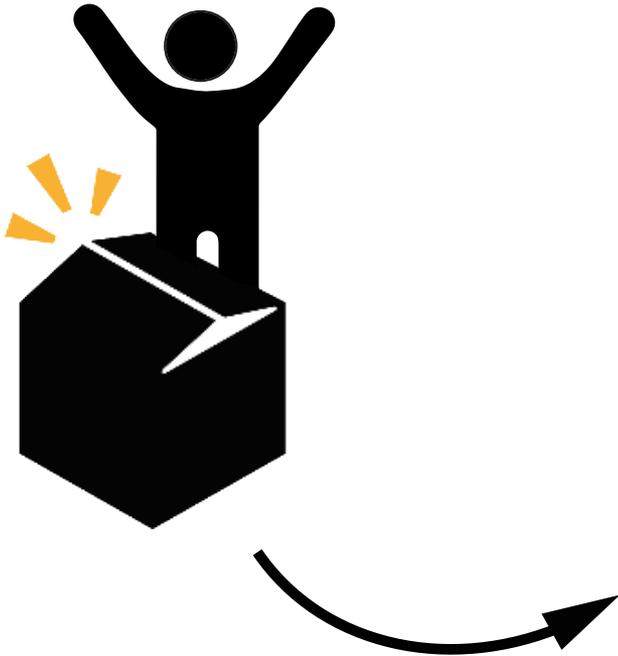
To get the business operational, finance is needed. The participant of the program will present his or her business plan to a preselected jury. The jury will decide whether the entrepreneur is ready for finance.



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# Access to businesses-in-a-box for entrepreneurs

The business-in-a-box contains all the (practical) tools and information to ease the start up of a specific business

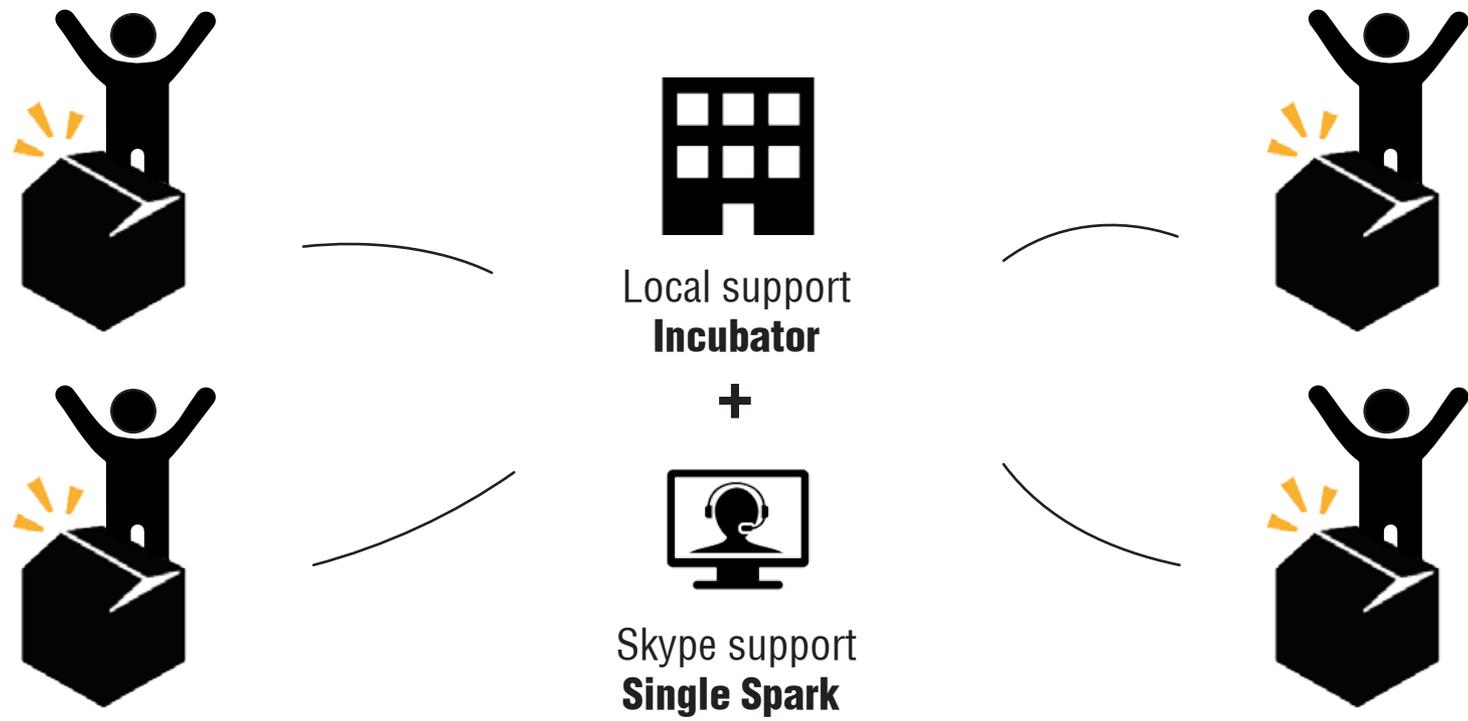


- How to start 
- Equipment 
- Production 
- Marketing 
- Financials 
- Support 

8

# Entrepreneurs get coaching during first year of business

During the start up entrepreneurs will be coached, because many entrepreneurs experience problems 6 to 12 months after starting up.



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