



**BUSINESS
ACCELERATOR**
SPARK YOUR INNER ENTREPRENEUR

GLOBAL KICK OFF

MARCH 31, 2020

AGENDA



Introduction

The IOC Athlete 365 Business Accelerator:

- Objectives
- Topics, Format & Structure
- Expectations

Coordination

Next Steps

BA 365 HISTORY



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YUNUS SPORTS HUB



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MEET THE ATHLETES



**BUSINESS
ACCELERATOR**
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Eligio

(Mexico)

Triathlon
lifestyle centre



Randy

(USA)

Medical
software



Touré

(Mali)

Stationery
shop



Aya & Kadi

(Uganda/Mali)

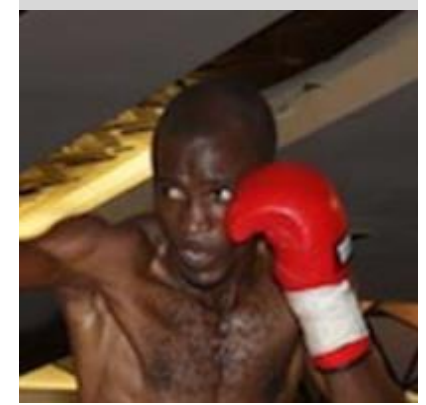
African
athletes event



Jonas

(Namibia)

Vehicle body
work



Jonathan

(Zambia)

Fitness
centre



Kareem

(Jordan)

Swimming
Centre



Gagan

(India)

Swimming
School



Yi Ann

(Taiwan)

Natural soap
brand



Shea

(New Zealand)

Coach
analysis app



MENTORS



**BUSINESS
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Carlos
(Mexico)



Akash
(USA)



Aly
(Mali)



Néné
(Mali)



Twapewa
(Namibia)



Susan
(Zambia)



Noor
(Jordan)



Abdul
(India)



Edison
(Taiwan)



Pamela
(New Zealand)



AGENDA



Introduction

The IOC Athlete 365 Business Accelerator - Phase 3:

- Objectives
- Topics, Format & Structure
- Expectations

Coordination

Next Steps

ATHLETE 365 BUSINESS ACCELERATOR

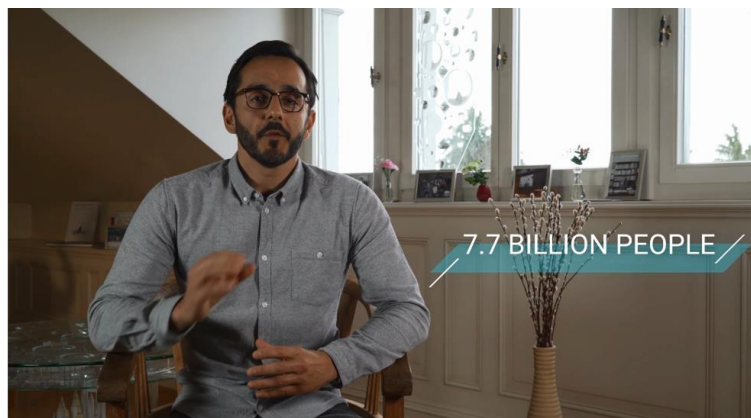


**BUSINESS
ACCELERATOR**
SPARK YOUR INNER ENTREPRENEUR

WE ARE HERE



PHASE 1
ENGAGEMENT



Promotion
Online course

PHASE 2
INCUBATION



2-day workshop
4-week mentorship

PHASE 3
ACCELERATION



6-month acceleration

OBJECTIVES



Main objective: To launch or grow your business and take it to the next level!

Subgoals:

- Adjust Business Models and/or Business Plans
- Define and reach milestones
- Further train skills that are necessary to successfully launch and run a (social) business
- Establish and strengthen support network

STRUCTURE



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Tracks



**“New Business
Track”**

**“Existing Business
Track”**

**Various Working
Packages**

**Various Working
Packages**

STRUCTURE



**BUSINESS
ACCELERATOR**
SPARK YOUR INNER ENTREPRENEUR

Tracks



**“New Business
Track”**

**“Existing Business
Track”**

Various Working
Packages

Various Working
Packages

Content



Monthly topics stay the same
independently from tracks athletes are in,
e.g. Month 1: Products & Services

TOPICS



**BUSINESS
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M1

Products &
Services

M2

Branding
&
Marketing

M3

Finance

M4

Organization
&
Structure

M5

Human
Resources

M6

Sales
&
Market
Potential

April

May

June

July

August

September

2020

TOPICS



Products & Services

“New Business Track”

Market analysis

Product /Service Prototyping

Product Specifications / MVP

Initial Sales

“Existing Business Track”

Market analysis for new business

Customer Segmentation

Pricing Strategy

Sales Strategy

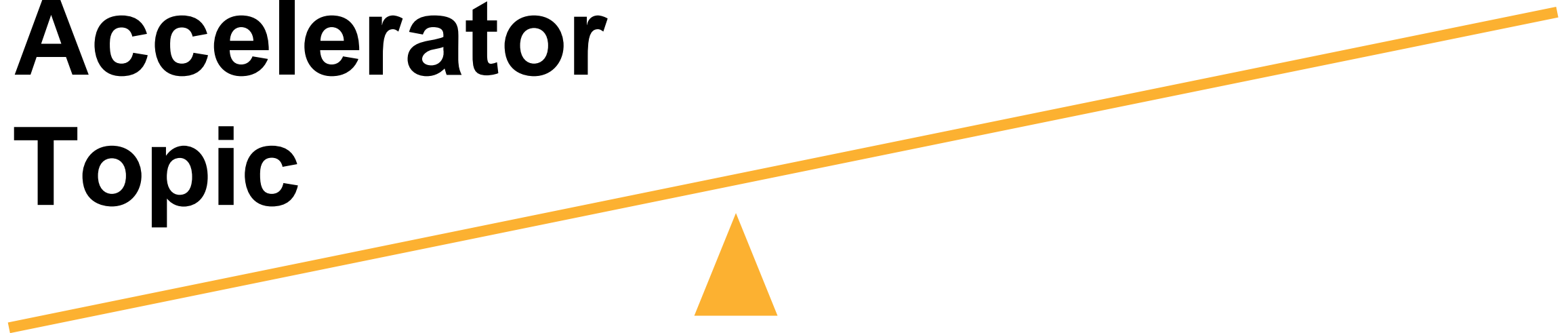
TOPICS



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**Monthly
Accelerator
Topic**

**Business
as Usual**



STRUCTURE



Monthly Schedule

Expert Coaching with
Local Mentor

Expert Training
Monthly Focus Topic

Peer to Peer Exchange

Week 1

Week 2

Week 3

Week 4

PLANNING (athletes)



MONTH	WEEK	DATE	FOCUS	ACTIVITY
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M1	W1	6-Apr	12-Apr	Product & Service	Mentoring session
	W2	13-Apr	19-Apr		Hangout session
	W3	20-Apr	26-Apr		Mentoring session
	W4	27-Apr	3-May		Peer to peer

M2	W1	4-May	10-May	Marketing & Branding	Mentoring session
	W2	11-May	17-May		Hangout session
	W3	18-May	24-May		Mentoring session
	W4	25-May	31-May		Peer to peer

M3	W1	1-Jun	7-Jun	Finance	Mentoring session
	W2	8-Jun	14-Jun		Hangout session
	W3	15-Jun	21-Jun		Mentoring session
	W4	22-Jun	28-Jun		Peer to peer

MONTH	WEEK	DATE	FOCUS	ACTIVITY
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M4	W1	29-Jun	5-Jul	Organization & Structure	Mentoring session
	W2	6-Jul	12-Jul		Hangout session
	W3	13-Jul	19-Jul		Mentoring session
	W4	20-Jul	26-Jul		Peer to peer

M5	W1	27-Jul	2-Aug	Human Resources	Mentoring session
	W2	3-Aug	9-Aug		Hangout session
	W3	10-Aug	16-Aug		Mentoring session
	W4	17-Aug	23-Aug		Peer to peer

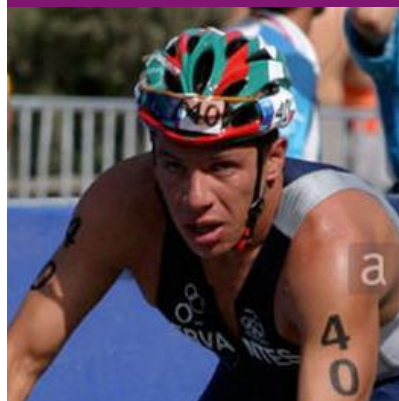
M6	W1	24-Aug	30-Aug	Sales & Market Potential	Mentoring session
	W2	31-Aug	6-Sep		Hangout session
	W3	7-Sep	13-Sep		Mentoring session
	W4	14-Sep	20-Sep		Peer to peer

MEET YOUR PEERS



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(Mexico)
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lifestyle centre



Randy
(USA)
Medical
software



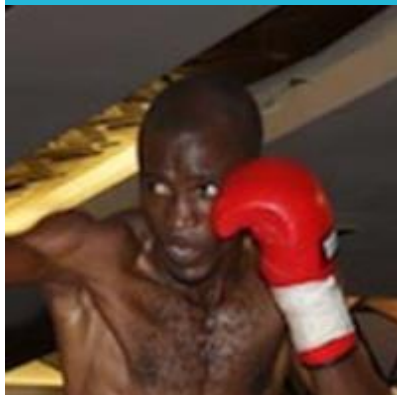
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analysis app



YOUR ROLE (1)



Week 1

Mentoring session (with your local mentor)

- Discuss self-reflection template filled out by participant in advance
- Kick-off of monthly topic
- Selection of at least 2 working packages
- Definition of monthly objectives & deliverables (esp. until next session in week 3)
- Work on monthly objectives & deliverables

YOUR ROLE (1)



Week 1

Mentoring session (with your local mentor)

- Discuss self-reflection template filled out by participant in advance
- Kick-off of monthly topic
- Selection of at least 2 working packages
- Definition of monthly objectives & deliverables (esp. until next session in week 3)
- Work on monthly objectives & deliverables

Week 2

Expert Training session

- Work on monthly objectives & deliverables

YOUR ROLE (1)



Week 1

Mentoring session (with your local mentor)

- Discuss self-reflection template filled out by participant in advance
- Kick-off of monthly topic
- Selection of at least 2 working packages
- Definition of monthly objectives & deliverables (esp. until next session in week 3)
- Work on monthly objectives & deliverables

Week 2

Expert Training session

- Work on monthly objectives & deliverables

Week 3

Mentoring Session (with your local mentor)

- Progress update (based on initial self-reflection template / monthly objectives)
- Define topics and objectives for Peer to Peer session in week 4
- Work on monthly objectives & deliverables

YOUR ROLE (1)



Week 1

Mentoring session (with your local mentor)

- Discuss self-reflection template filled out by participant in advance
- Kick-off of monthly topic
- Selection of at least 2 working packages
- Definition of monthly objectives & deliverables (esp. until next session in week 3)
- Work on monthly objectives & deliverables

Week 2

Expert Training session

- Work on monthly objectives & deliverables

Week 3

Mentoring Session (with your local mentor)

- Progress update (based on initial self-reflection template / monthly objectives)
- Define topics and objectives for Peer to Peer session in week 4
- Work on monthly objectives & deliverables

Week 4

Peer to Peer Session (with your peer)

- Exchange on topics and objectives for Peer to Peer session
- Work on monthly objectives & deliverables

THE MENTOR ROLE



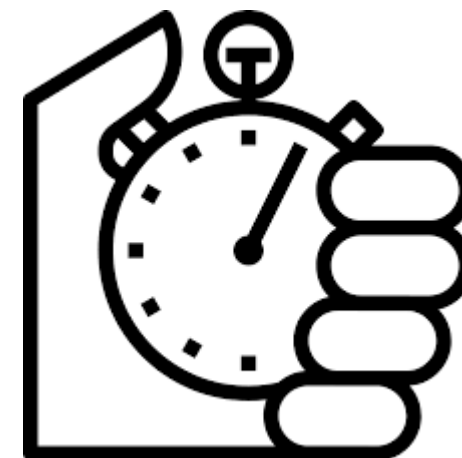
Sparring Partner



**Structuring
Support**



**Motivational
Coach**



Progress Tracker

TOOLS



ATHLETE 365 BUSINESS ACCELERATOR
Phase 3: Acceleration Program Content

Month 1: Self-Reflection Template - "Products and Services"

In the beginning of the first month of the IOC Athlete 365 Business Accelerator, participants should assess their stage. This document guides them through key questions that help them reflect on their current stage, areas in which they need to put more effort in. The document shall be sent to their mentor before their session in week 1.

I. Market Research

a. What type of market research have you conducted so far?

User Interviews	___1 (none)	___2 (a little bit)	___3 (extensively)
Competitor Analysis	___1 (none)	___2 (a little bit)	___3 (extensively)
Market Size & Potential	___1 (none)	___2 (a little bit)	___3 (extensively)
Other:	___1 (none)	___2 (a little bit)	___3 (extensively)

b. What type of information are you still lacking?

1. _____
2. _____
3. _____

c. Please state how well you know your market according to your personal estimation?

___ Very well ___ Well ___ Not so well ___ Not at all

II. Product Specifications / User Feedback

d. At which stage are you in your product development?

___ Idea stage ___ Prototype ___ Minimum Viable Product / Service ___ Established product / service

Other: _____

e. Have you exposed your product / service to (potential) users? How?

___ Not yet ___ (Group) Interviews ___ Testing of MVP / Beta-version ___ Survey

___ Feedback from actual customers ___ Other: _____

f. Which type of information are you still lacking to know how well your product / service meets user needs?

1. _____
2. _____
3. _____

Self reflection Template

(Filled out by
participants)

ATHLETE 365 BUSINESS ACCELERATOR
Phase 3: Acceleration Program Content

Template For Choice of Program Track and Monthly Objectives

Throughout the acceleration program, monthly focus topics will be the same for all participants. In month 1, for instance, the focus will be on product and service development. However, to account for the heterogeneity of participants regarding the stage they are in with their business, working packages have been customized to two tracks:

(1) "New Business Track": This track addresses participants that are still rather in an ideation stage and need to finalize preparations to launch their business and enter the market.

(2) "Existing Business Track": This track targets participants that have already been operating for a while and aim at optimizing and/or growing their operations.

In the very first session of month 1, mentors and participants should jointly identify which track suits best for the entrepreneurs by using the following questions. This exercise also serves as a general introduction of the business for the mentor to be fully informed about the current stage and the needs of the entrepreneurs. The more information entrepreneurs provide to their mentors (in an efficient manner), the better he or she can support them.

Name of Mentor: _____ Name of Entrepreneur: _____

A. Choice of Track

I. Age

a. Please describe when you have started with your operations, incl. major milestones like first idea, first employee, market entry, etc.:

II. Size

b. Please describe how large your organization is in terms of personnel, incl. founder(s), employee(s), or any other integral member of your organization:

III. Organizational Form

1

Monthly Working Packages & Objectives Template

(Filled out by mentors
in Session 1, Month 1-
6)

WHAT'S NEXT



What?

When?



Global Kick-off (participants only)

31 March 2020



Get in touch with your mentor & set a time for the first mentoring session Month 1

1-3 April 2020



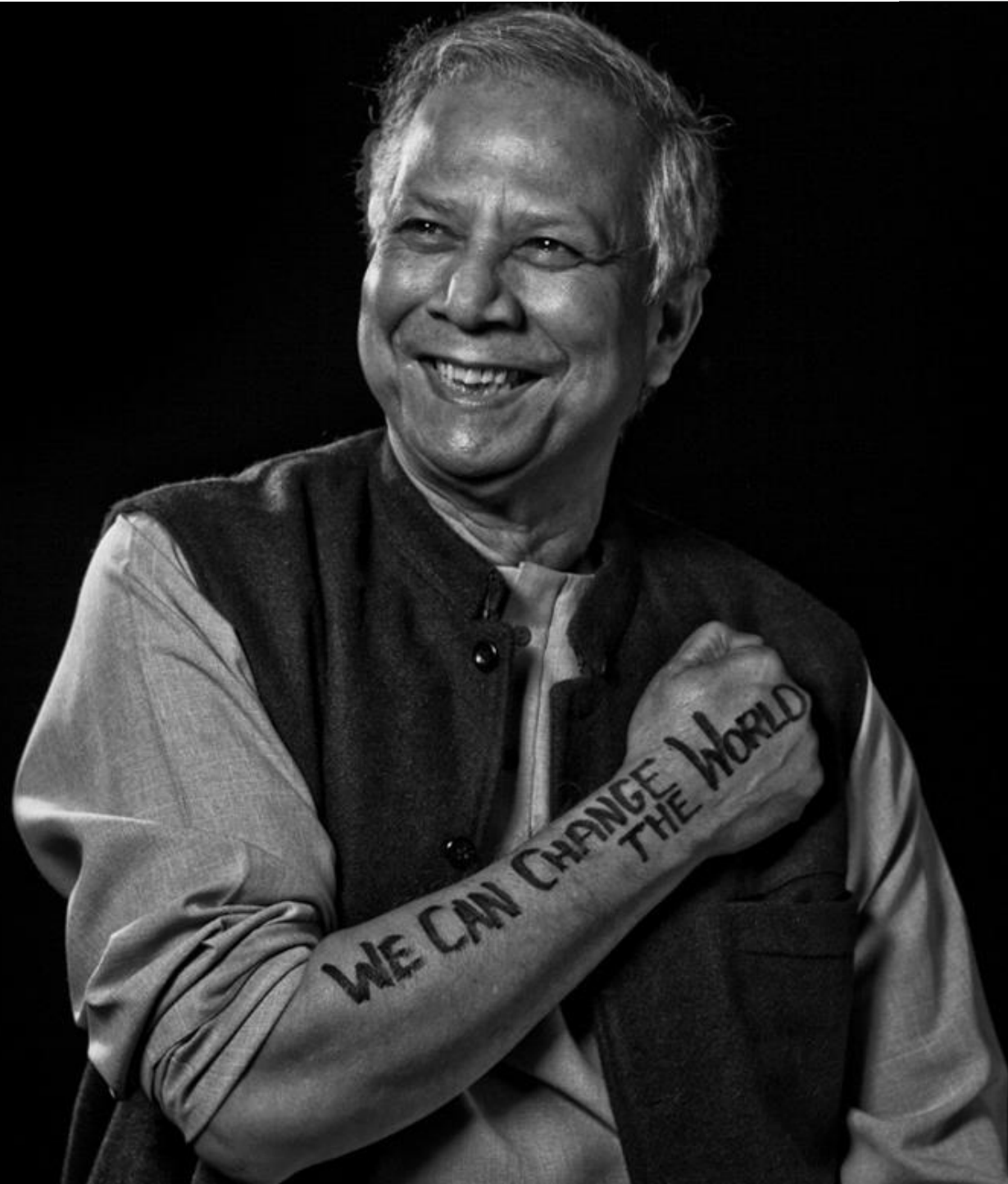
First mentoring session

**6-10 April 2020
(ideally 6-8 Apr)**



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“I always felt amazed at the limitless power of sport. It is powerful because it is basic to human nature.

Where there is power there is always a chance to make a meaningful difference in people’s lives.”

– Professor Muhammad Yunus

TO BE CONTINUED