

ON-DEMAND

LAUNCHPAD  
PROGRAM



United States  
International  
University-Africa  
Education to take you places

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ADMISSIONS  
ONGOING  
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NEW

# GLOBAL SUSTAINABLE ENTREPRENEURSHIP & INNOVATION

*'From Ideas to Impact'*

This is a 10-week Intensive Program (Level 1)

**COMMENCING DATE: SAT, MARCH 2, 2024**

APPLICATION DEADLINE: THURSDAY, FEBRUARY 29, 2024

**IN-PERSON COHORT**

USIU-Africa (Saturday 9:00AM - 12:30PM)

**LIVE-ONLINE COHORT**

Zoom (Wednesday 6:00PM - 9:00PM)

**To apply, [CLICK HERE](#)**

For inquiries and application details, contact:  
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## OVERVIEW

In today's world of digitization and hyper-competition, over 90% of start-ups and corporate spin-offs fails within 3-year on average and most individuals' and companies' innovations remains a flawed business process, yielding failure rates that are consistently over 80%. In almost any other context, that would be a shocking statistic. Unfortunately, it's something the entrepreneurial community seems to accept as general standard.

### The Question is: WHY such FAILURES?

What is the root cause of failures that's keeping you stuck in the land of status quo, hold most hostage to fear of starting their own enterprises and achieving their own life dreams? This is what **Launchpad Masterclass** is designed to address and solve.

Launchpad Masterclass is an immersive and transformative one-year Evidence-Based Program designed to incubate ideas through an Outcome-Driven Innovation strategy and process by inspiring confidence, fueling growth ambitions and seizing new opportunities by establishing high-growth enterprises.

## TAKEAWAYS

As a participant in this program, you will become an astute entrepreneur cum business models innovator. In doing so, you will learn how to:

- Identify new business opportunities in the new-normal world
- Unpack innovation process to disrupt, defend and win in the hyper-competitive arena
- Deconstruct your idea and formulate a winning strategy
- Stress test your idea for desirability, viability and feasibility
- Validate your idea using 90-Day Cycles-Incubation & Acceleration cycles
- Communicate your idea clearly and concisely-Art of Pitching
- Utilize design thinking and lean startup methodology toolbox
- Apply the skills to bring your dream to life of become a high-growth entrepreneur
- Operate and make decisions under conditions of extreme uncertainty

## WHO SHOULD ATTEND

- First time Entrepreneurs
- Young and ambitious Innovators
- Experienced Entrepreneurs--Owner's Managers
- World Changer--Startup teams and Founders-CEOs
- Corporate Transformers--Innovators and Leaders
- Thought Leaders--MBA Students and Lecturers
- Business professionals who want to become entrepreneurs

## PROGRAM STRUCTURE AND COST

LEVEL 1		
IMMERSIVE MATERIAL DELIVERY		
MODULE 1	DURATION	COST (KES.)
Entrepreneurship & Business Models Innovation	10-Week (10 Sub-Modules)	49,500

LEVEL 2		
PRACTICAL APPLICATION OF THEORY		
MODULE 2	DURATION	COST (KES.)
Play to Win: Iterate from Plan A to a Plan That Works	90-Day Cycle (Six 2-Week Sprints)	49,500

LEVEL 3 (OPTIONAL)		
ADVANCED MATERIAL DELIVERY		
MODULE 3	DURATION	COST (KES.)
Business Models Validation & Ecosystem Disruption	10-Week (10 Sub-Modules)	49,500

LEVEL 4		
E-SEMINARS/WORKSHOPS/FIRESIDE CHATS		
MODULE 4	DURATION	COST (KES.)
Funding and Finding Your Growth Rocket	6-Month	SPONSORED

## EXPERT FACILITATORS



**PETER NDIANG'UI**

Former General Manager of OLX and Sub-Sahara Expansion Lead; Co-Founder of GOBEBE; Angel Investor and Entrepreneur.



**LESLEY MBOGO**

Former Head of Product in Amazon & M-Kopa; Holds 4 Patents Issued by The United States Patent and Trademark Office; Served as Member of Ministry of ICT Blockchain Task Force; Co-Founder of GOBEBE



**JOSEPH NGUGI**

Professor of Entrepreneurship and Business Model Innovation-Chandaria School of Business at United States International University-Africa.



**SCOTT BELLOWS**

Professor of Entrepreneurship & Organization Behavior; Director of Innovation and Incubation center at USIU-A



**AMOS NJUGUNA**

Professor of Finance and Accounting; Dean School of Graduate Studies, Research & Extension at USIU-A.

## LAUNCHPAD MASTERCLASS

*Your Ticket to Unlocking Infinite Possibilities*

**Our Impact Strategy**  
Inspire • Innovate • Transform

**EARN A CERTIFICATE OF COMPLETION FROM USIU-AFRICA**

The program offers you the opportunity to earn a certificate of completion from a world leading University-United States International University-Africa