

Centre International Hassan II  
de formation à l'environnement



مؤسسة محمد السادس لحماية البيئة  
FONDATION MOHAMMED VI  
POUR LA PROTECTION DE L'ENVIRONNEMENT  
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مركز الحسن الثاني الدولي  
للتكوين في البيئة



MOHAMMED VI  
POLYTECHNIC  
UNIVERSITY



# African Youth Climate Hub Incubation Program



# Vision



To respond to, amplify and bolster African Youth  
Leadership for Climate Action





# Mission

Provide Young African Climate Entrepreneurs with resources and tools to concretize and scale up their projects

# Objectives



1



Strengthen the African ecosystem that nurtures entrepreneurship and the growth of startups

3



Play an important and multidimensional role in supporting new climate-resilient and low-carbon emission technologies to be developed, accepted, and used by society

2



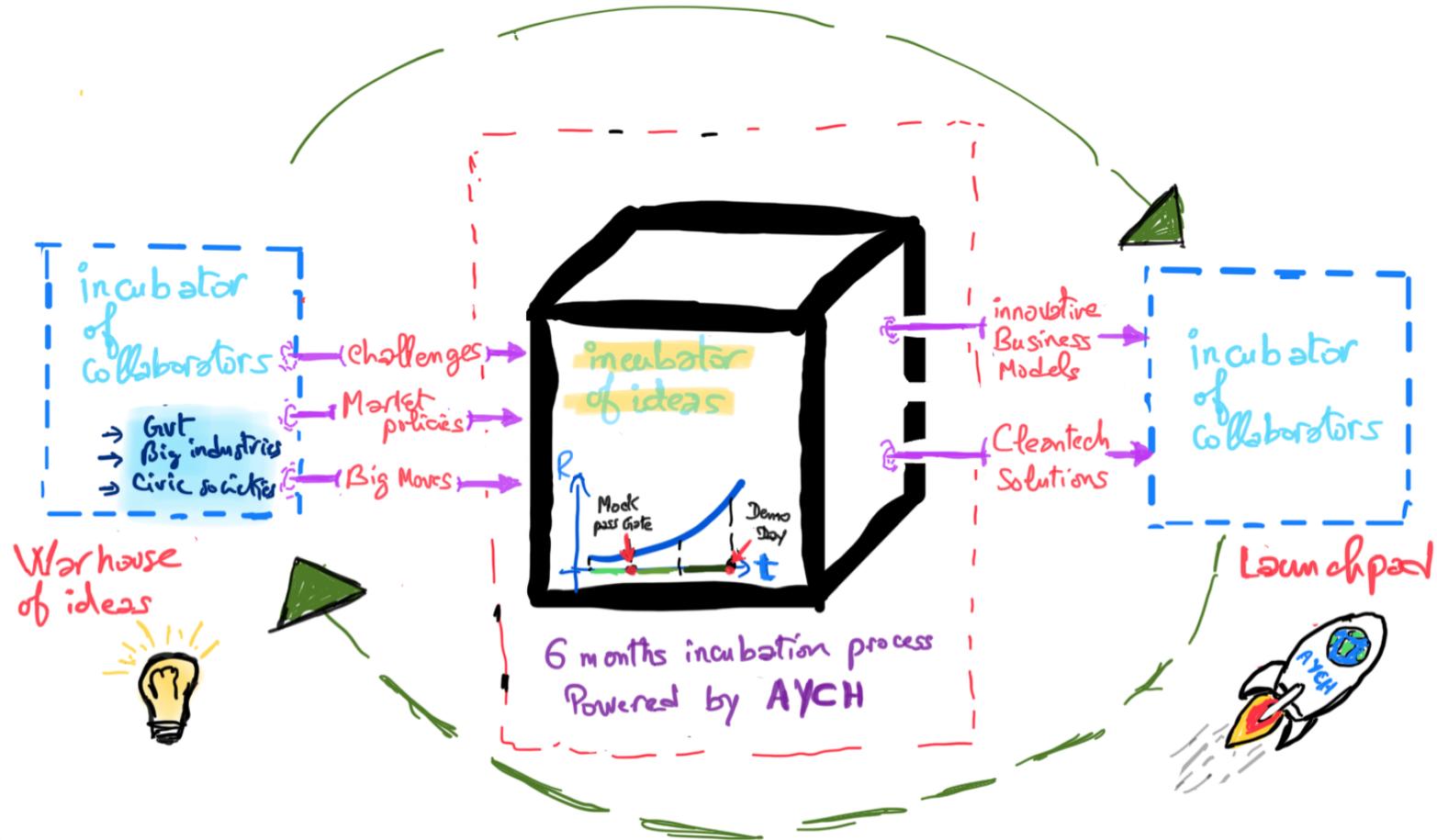
Reduce business risk by helping entrepreneurs to transform project ideas into technologies that solve climate issues

4



Catalyze the development of more sustainable and inclusive societies

# Green Pivot



# A six (6) months incubation process over three (3) physical sprints and two (2) virtual periods, with tailored content at each phase



AYCH incubation program first sprint will have as a major input, the start upper **idea**, then morph it to a **viable business model canvas** based on multiple iterations during the **customer discovery phase**, then support the start upper to acquire their first client



1<sup>st</sup> Sprint



AYCH incubation program second sprint will have as inputs a viable **Business Model Canvas (BMC)** and some **introductory insights from potential customers**, then break its nine building blocks down into pieces and develop the **first part** of a **viable Business Plan** to achieve a Market **Mastery**



2<sup>nd</sup> Sprint



**Crescendo**,  
Business workshops,  
Advanced Market analysis workshops

1<sup>st</sup> Virtual incubation



The third sprint will have as inputs a **Beta** version of a **Business Plan** with some key **financial components (i.e. Income statement, Balance sheet, Cash flow and EBITDA, etc.)**, a strong knowledge and mastery of the **green market**, its **trends, barriers of entry**, and some **insights about prototyping and the impact of green technologies** on the international business landscape. A sprint to deliver a **structured Business Plan, a design and a prototype of the product or solution** to be pitched in front of jury of experts and climate gurus, during the Demo-day



3<sup>rd</sup> Sprint



**Follow-up**,  
Business plan final review  
Communication skills & Pitch templates

**Final touch-point before the Demo Day**

2<sup>nd</sup> Virtual incubation

# AYCH Verticals



## Finance

Cash flow, income statements, balance sheet and forecasts, and cap table, etc.



## Marketing & communication

Introductory and advanced Marketing tools



## Law

IP, Board of investors, valuation and agreements



## Climate Literacy

So called **Green waves**  
**1, 2 & 3**



## Psychology

Startup team, consumer and investor behaviour



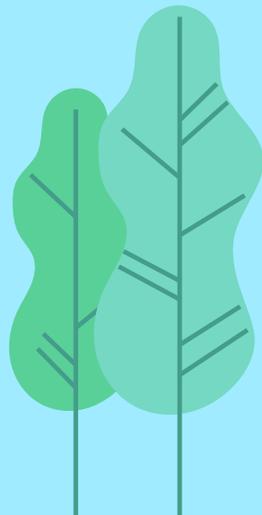
## Strategy

Strategic oversight and management skills



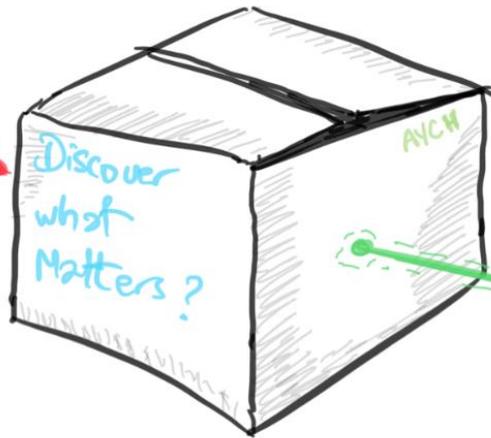
## Operations & Tech

Processes, go-to-market, Product Market fit, Business Model Canvas, prototyping, etc.



# 1<sup>st</sup> Sprint: Discover What Matters

\* innovative  
idea



\* Viable  
Business  
Model Canvas  
\* first customers





# Curriculum Matrix

## 1. Ideation

- Design Thinking
- Approaching Entrepreneurship: Lifetime Mentality, Attitude and Skillsets

## 2. Value Proposition

- How to define a clear Value Proposition?
- How to use the value proposition design canvas

## 3. Market Analysis

- Primary Market Research (PMR)
- Complex problems to solve and Great solutions to deploy
- Competitive analysis

## 4. Customer: User Experience

- Go-to-Market
- Customer centric design
- Customer validation

## 5. Green Wave 1.0

- Climate system and Market boundaries
- Life cycle-assessment: Think upstream the value chain before producing
- Circular economy and the power of green businesses

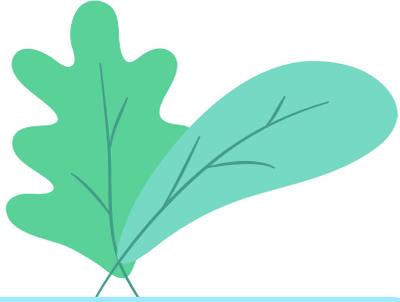
## 6. Revenue model & Adjustments

- Product-Market-fit
- Cost structure & Revenue streamlines
- How to adapt to changes

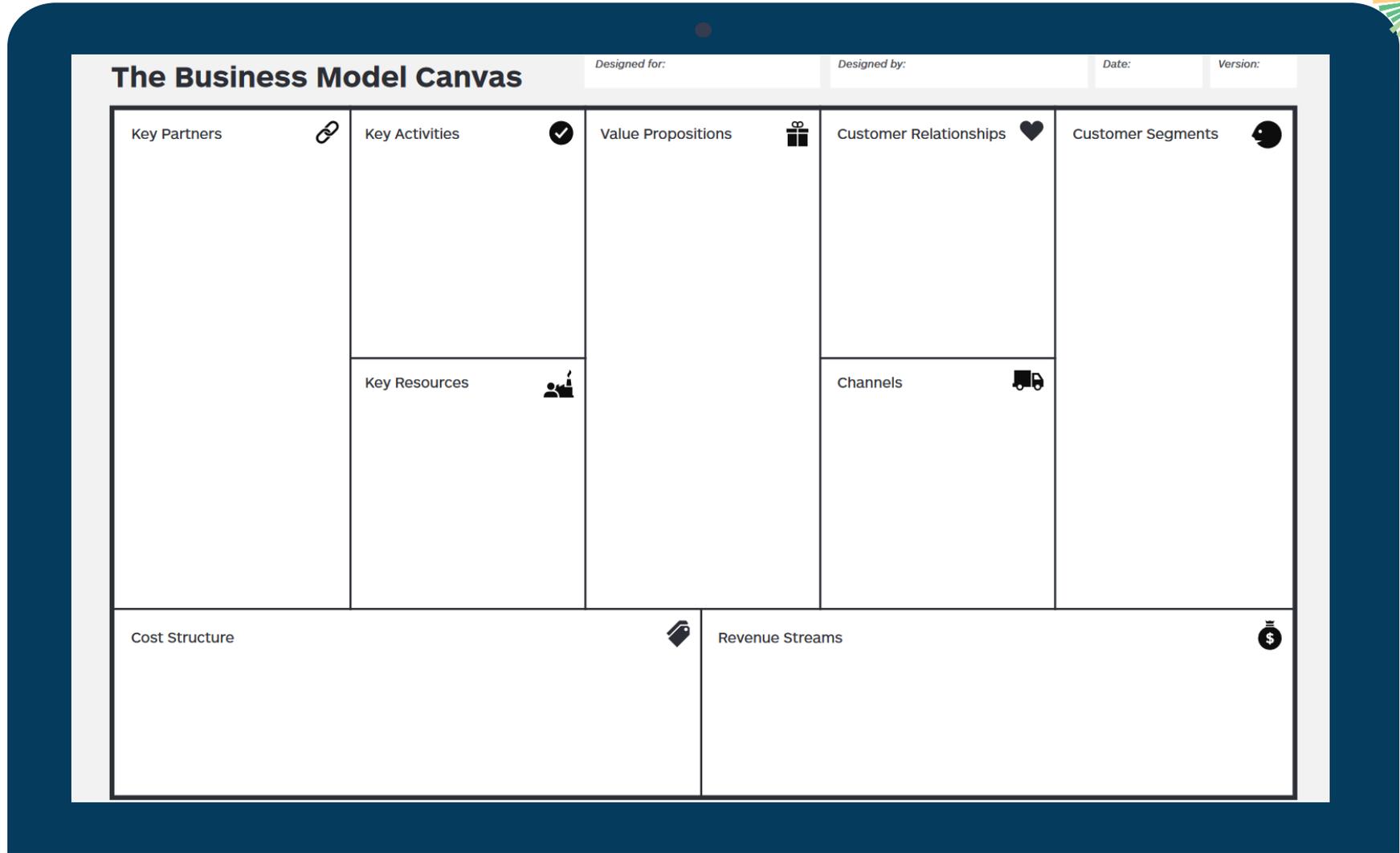
## 7. Communication 1.0

## 8. Finalizing the Business Model Canvas

*From Assumptions to Validation*

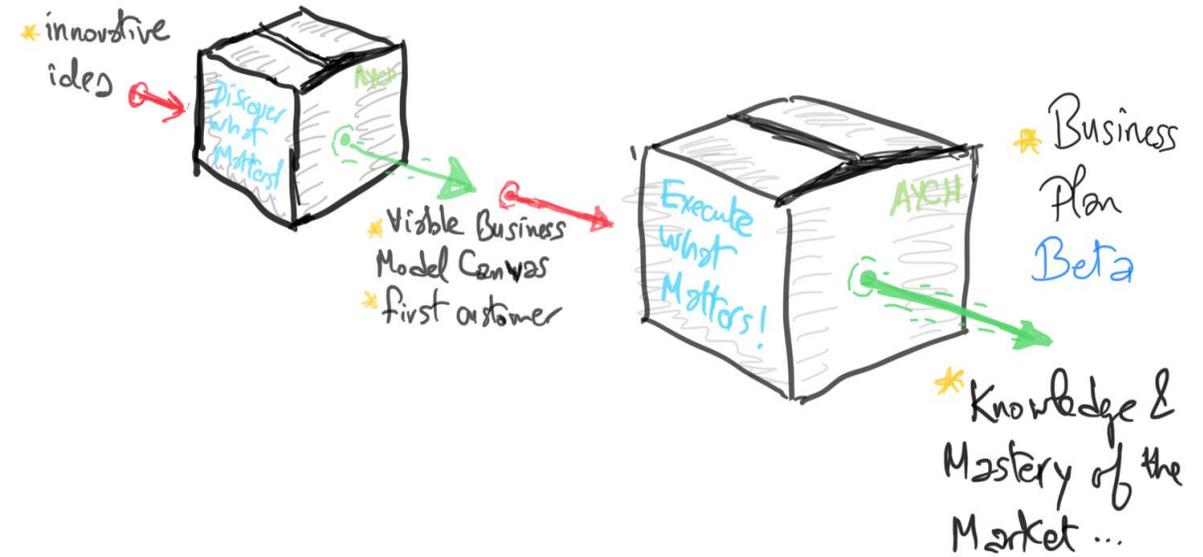


# Business Model Canvas\* (BMC)



\* Osterwalder Alexander, and Pigneur Yves. *Business Model Generation*. Weinheim: (Wiley)-VCH, 2010

# 2<sup>nd</sup> Sprint: Execute what matters !





# Curriculum Matrix

## 1. Executive Summary

- The startup Vision, Mission, and objectives
- **Repurposing information to enhance Value:**  
From big and fuzzy numbers to a tightened concept

## 2. Company Description

- Business Opportunity and targeted Market
- What is a competitive advantage?

## 3. Organization & Management

- Organizational approaches, and Management systems
- Every profile in your venture is unique

## 4. Advanced Market Analysis

- Trends, big moves, and Barriers to entry:  
Climate Market and its size
- What do successful competitors do? Why does it work? Can you do it better?

## 5. Green Wave 2.0

- Carbon footprint for a green venture
- Introduction to climate Finance
- Principles of sustainable design

## 6. Financial projections

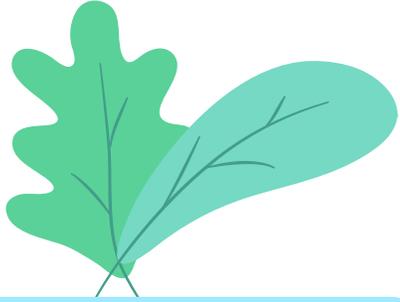
- Income statement and cash flow
- Balance sheet
- Cash flow
- Key financial Metrics: EBITDA (Earnings before interest, taxes, depreciation, and amortization)
- Sales Forecasts and needed investment

## 7. Prototyping for climate 1.0

## 8. Startup Law Fundamentals (Part1)

- Company formation
- Board of Directors and Equity (Shares)

## 9. Communication 2.0



## Business Plan (Beta version)



# 1<sup>st</sup> Virtual incubation: Crescendo





# Curriculum Matrix



## 1. Advanced Market Analysis - Your virtual journey

- *Use Big Data to help your startup grow*
- *Data Visualization is a must for every start up toolkit*

## 2. Financial projections (Use cases)

- *Income statement and cash flow (Part 2)*
  - *Balance sheet (Part 2)*
  - *Cash flow (Part 2)*

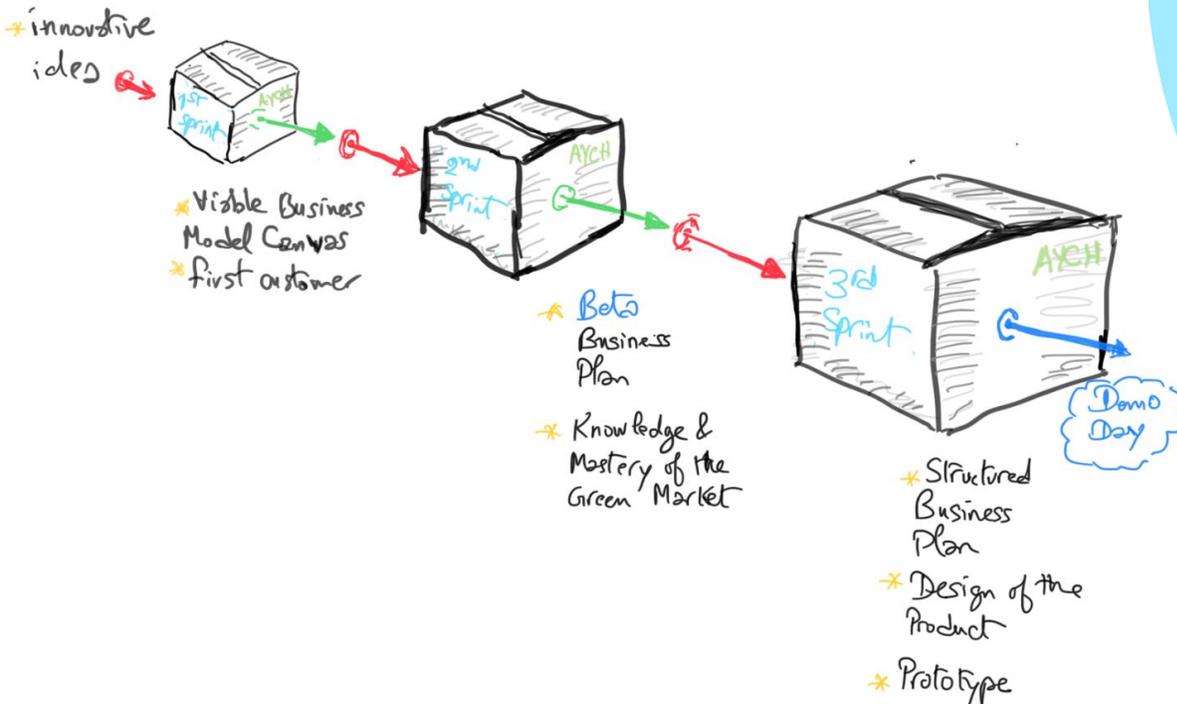
## 3. Startup Law Fundamentals

- *Patents & IP*
- *Terms of sale*

## 4. Green Wave 3.0

*Climate Policy (intro)*

# 3<sup>rd</sup> Sprint: Deliver what matters !





# Curriculum Matrix



## 1. Operations Management

- The Value proposition Canvas
- Business Process Mapping: Visualize value
- Operational Metrics Challenges in Launching a New Venture

## 2. Service or Product Line

- Definition of the core product or service and its lifecycle
- Pricing techniques
- Business Process Mapping: Visualize value
- Channels and distribution
- Marketing and sales budget
- Refining your Marketing plan

## 3. Lean Psychology

- Funders and Founders relationship
- Founders Burnout

## 4. Startup Law Fundamentals (Part2)

- Founders Agreements
- Employee Agreements

## 5. Green Wave 3.0

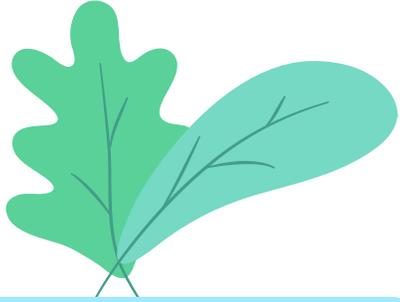
- Design for Climate
- Green Supply chain
- Climate Policy
- Application of Quality Function Deployment in green products

## 6. Financial projections 2.0

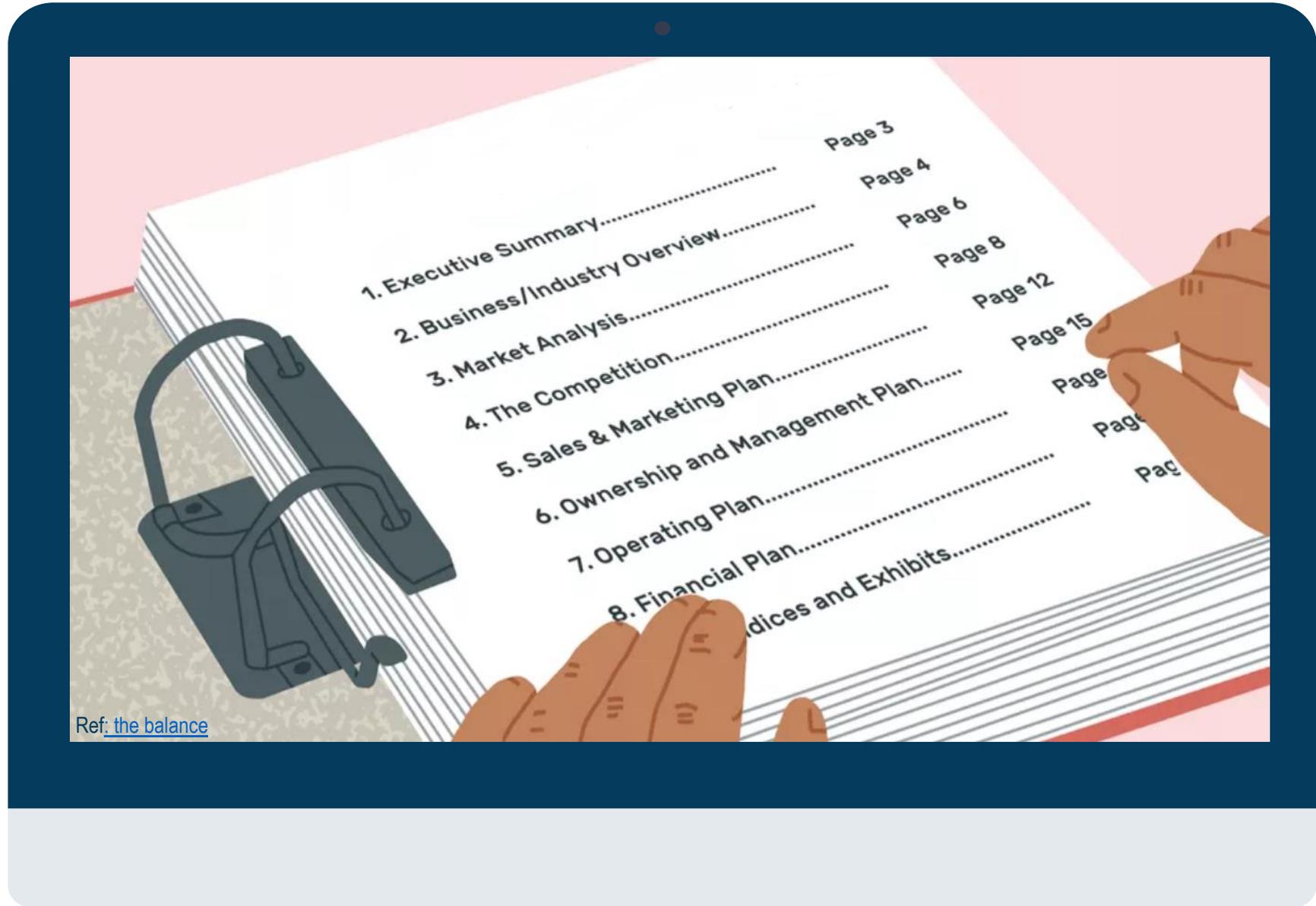
- An Entrepreneur's Perspective: The Funding Landscape
- Cap Table
- Tax impacts
- Introduction to valuation

## 7. Prototyping for climate 2.0

## 8. Communication 3.0



## Business Plan (Beta version)



# 2<sup>nd</sup> Virtual incubation: Follow-up



# Curriculum Matrix

## 1. Advanced Pitching skills

- *Build trust is what it takes to make the bound*
- *Pitching templates*

## 2. Financial projections (in-depth)

- *Refine your startup valuation*
- *Business Plan final review*



Then we **Pitch** during AYCH  
Demo day



# AYCH Incubation program - **Timeline**



**1st Sprint: Discover  
What Matters !**



**2nd sprint: Execute  
What Matters !**



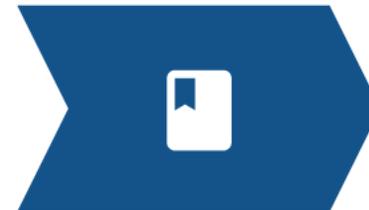
**1st virtual incubation :  
Crescendo**



**3rd Sprint: Deliver  
What Matters !**



**2nd virtual incubation:  
Follow-up**



**DEMO DAY**



During the last  
day of the last  
week of the  
incubation  
period

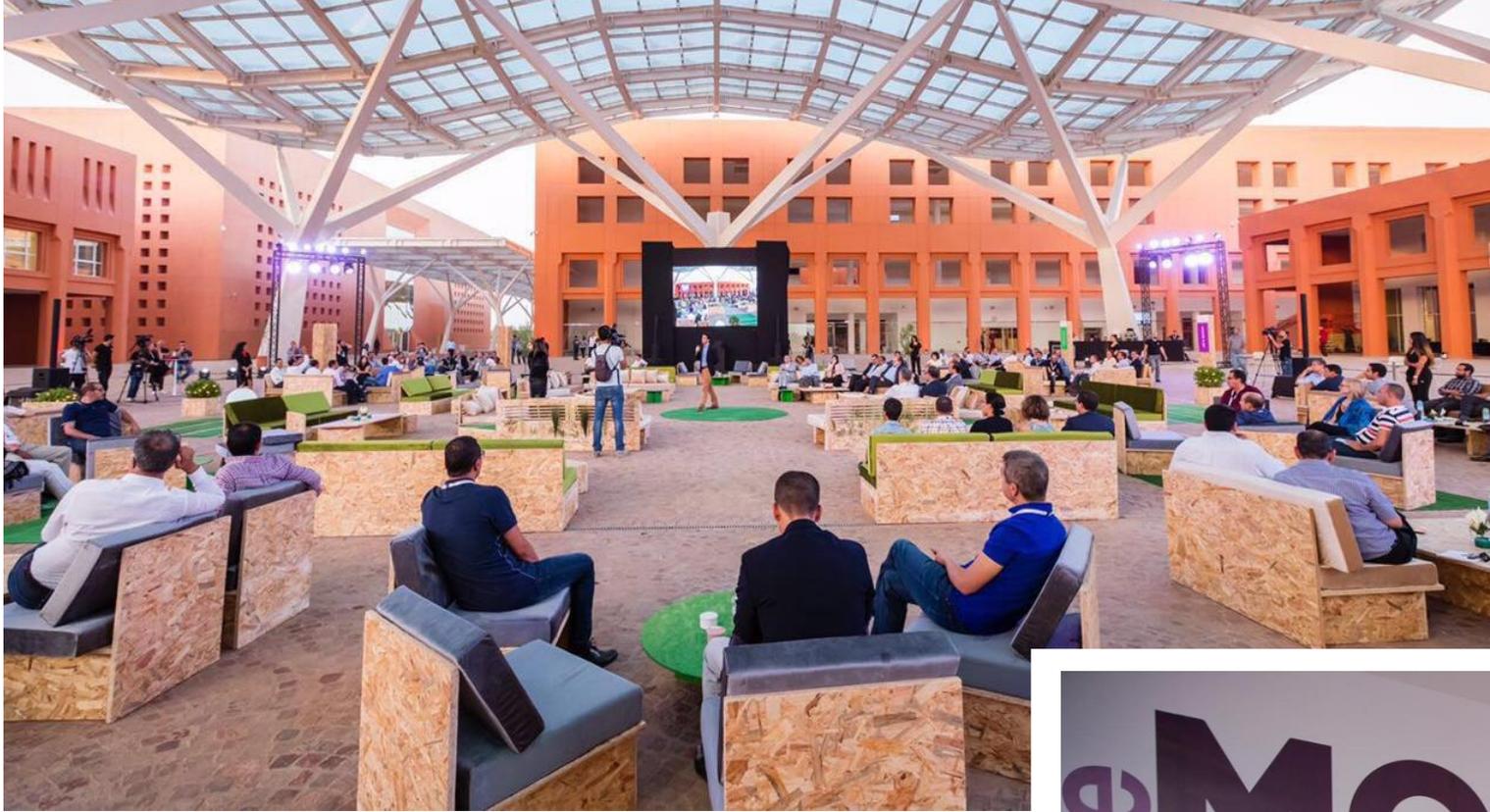
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**Our world-class  
infrastructure reflects  
our mantra**









# Thanks!

