



International  
Trade  
Centre

in partnership with



K U M A S I  
**HIVE**

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**Ye! Boost**

**ACCELERATION PROGRAM**

# Overview

The Kumasi Hive Accelerator is a business support program designed to rapidly accelerate the growth of social ventures. We recruit ambitious social entrepreneurs who have developed an innovative idea, demonstrated it works and delivered a positive social impact.

## Aims & Objectives:

We focus our resources on delivering business support through:

**1. A formal taught curriculum:** 14 structured workshops based on the unique 'Social Business Model Canvas'. These sessions are complemented by two layers of support - one to one mentoring and one to one coaching designed to help an entrepreneur reassess their approach and prepare to scale.

**2. A bespoke 'investment readiness' service:** We help social entrepreneurs, investors, and customers to understand each other. We build relationships that enable social ventures to access the appropriate sources of finance at the right point in their growth plan.

**3. Supporting young Ghanaian export ready enterprises to internationalise:** We aim to help you build awareness and improve the availability and use of trade intelligence; strengthening TISIs; enhance policies for the benefit of exporting enterprises; build the export capacity of enterprises to respond to market opportunities; mainstream inclusiveness and sustainability into trade promotion and export development policies



# Accelerator Roadmap



\*\*\*Demo day is the chance for each venture to present their finalized pitch to a range of grant funders, investors, commissioners and buyers.



# Course Description

## Week 1

### • Orientation

First time meeting with each other to find out what The Kumasi Hive Accelerator is all about. The session will outline the learning outcomes and expectations for each of the Social Business Model Canvas sessions and explain the progression through each of the four focus areas.

### • Understanding the Social Investment Market

Introduction to the social investment market and the different financial options available to social ventures. This includes case studies showcasing the different financial paths taken by social ventures and the options likely to be available in the future.

## Week 2

## Week 3

### • Meeting Social Needs

To provide participants with an indepth understanding of their end-users and give a broader appreciation of the key stakeholders and 'drivers of change' which influence the growth of a social venture within a fast-changing political, economic, social and technological landscape.

### • Market Analysis - Understanding your competitors and Market

This session helps participants create a competitor analysis of 'who else plays in your space' and has been designed to enable ventures to talk broadly about why their social venture is different.

## Week 4

## Week 5

### • Creating a Robust Financial Model

Financial modeling, forecasting, and sensitivity analysis. An in-depth session for each social venture on how to construct a financial model, cash flow and profit and loss, working alongside a trained financial coach.

### • Practical Financial Management

Introduction to useful tools and approaches to help the management of finance on a day-to-day basis. Emphasis on cash flow management. Insight into how investors approach due diligence, assess financial need and what constitutes best practice in this area.

## Week 6

## Week 7

### • Demonstrating Social Impact

Participants will understand what approaches are available and learn how to pick the most appropriate tools for their organization. Articulate the social impact of the organization and develop a concise list of social impact measures that can be used to monitor progress.

### • Branding, Sales & Marketing

Participants will explore how to express their vision to an external audience. This session will engage each social venture in a creative task to determine what is special about their concept and help them develop a strong brand that will assist with customer acquisition and pitching for investment.

## Week 8

# Course Description Cont'd

**Week  
9,10**

- **Internationalisation, access to export markets and investment readiness**

An overview of the opportunity that exists in the market, introduction to Export Readiness, Export Market Research and Development, Export Logistics, Trade Finance and payment methods, Standards, Exporting From Ghana, Risk Management, etc.

- **Management and Planning**

An overview of project management, why it is important and the range of approaches that can be taken as an organization to map out their future growth plan. Participants will also explore different leadership styles to assist in the development of an optimal delivery team.

**Week  
11**

**Week  
12**

- **Strategic Business Review**

This will be a deliberately challenging session, involving the coaches and invited guests from a range of professions to offer a diverse range of expert opinion and constructive feedback on businesses adopted strategies

- **PitchItUp!**

An intensive and practical session designed to help participants to practice and hone their elevator pitch using the Social Business Model Canvas as a storyboard. This will involve the coaches and invited guests from a range of professions who will offer a diverse range of expert opinion and constructive feedback.

**Week  
13**

**Week  
14**

- **Demo Day**

Demo Day is the chance for each venture to present its finalized pitch to a range of grant funders, investors, commissioners, and buyers. We ensure that market leaders in fields appropriate to each venture is carefully matched to meet the needs of each organization



# Technical Mentors



Jorge Appiah



Christopher Amewuho



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# Business Mentors



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