



COACHING PROGRAM

AUGUST 2019 - MARCH 2020  
LAST SATURDAY OF EVERY MONTH

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**PAGES**



**TABLE OF  
CONTENTS**

**ABOUT THE  
PROGRAM**

**3**

**PROGRAM  
OUTLINE**

**4**

**MONTH ONE &  
TWO OUTLINE**

**5**

**MONTH THREE &  
FOUR OUTLINE**

**6**

**MONTH FIVE &  
SIX OUTLINE**

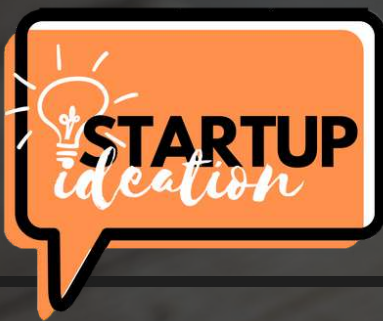
**7**

**MONTH SEVEN &  
EIGHT OUTLINE**

**8**

**ABOUT THE  
COACH**

**9**



## WHAT IS THE PROGRAM ABOUT?

Do You Have A Unicorn? What is your brilliant idea and is it magical enough to make a splash in our very innovative and fast paced world. The one thing that companies are struggling to do is to get noticed and to make people care about their products- but people are so distracted, it's going to take more than just "good service" to make a mark.

## PERFECT PROGRAM CANDIDATES

- Are running a business that isn't making money and they are not sure if the problem is with the business model, themselves or the product.
- Are ready to quit their jobs and start a company but feel like they need to develop their concept with the guidance of a coach with business expertise.
- Are trying to come up with a startup idea that will blow the competition out of the water, but they don't think they are creative enough to develop exciting and innovative ideas.

## GOALS | STARTUP & PRODUCT DEVELOPMENT HACKING

01

Developing your strengths as an entrepreneur and learn to manage your weaknesses

02

Develop a idea concept you actually believe in, as well as low cost creative ideas for making your businesses stand out.

03

Clearly identify who you target customer is and how to build products and services that customer wants.

04

Clear Identify your competitors and strategize on how to overcome them.

COST | P300/MONTH

SPOTS | 20



8 MONTHS



8 SESSIONS



HALF-DAY SESSION



4 MASTERMIND SESSIONS



4 ONE-ON-ONE SESSIONS

# PROGRAM OUTLINE

STEPS TO OVERCOME THE CHALLENGES AND ACHIEVE THE DESIRED OUTCOMES.

## STEP ONE

ENTREPRENEUR PERSONAL ASSESSMENT

## STEP TWO

STARTUP MOTIVE

## STEP THREE

IDEA ASSESSMENT

## STEP FOUR

INNOVATION CHECK

## STEP FIVE

IDEAL CUSTOMER PROFILE

## STEP SIX

STARTUP RISK ANALYSIS

## STEP SEVEN

BUSINESS MODELLING 1.0

## STEP EIGHT

STARTUP FOUNDATION

# PRE-PROGRAM

ONE SESSION- 45 MIN

## FOCUS

This session focuses on aligning the entrepreneur and the coaches expectations, contracting, as well as discussing the program outline, setting definite coaching sessions in the calendar and outlining the program

## ACTION POINTS

- 01 Coaching Contract
- 02 Outlining Coaching Program
- 03 Outline Coaching Methods
- 04 Scheduling sessions
- 05 Q&A

# POST-PROGRAM DEBRIEF

ONE SESSION- 45 MIN

## FOCUS

This last session will be focused on evaluating the outcomes of the coaching program, developing post-coaching goals for the entrepreneur to pursue on their own and scheduling check-ins

## ACTION POINTS

- 01 Coaching Outcome assessment
- 02 Post-program goal outline
- 03 Scheduling short check-ins sessions
- 04 Q&A
- 05 Completion

# STEP ONE | MONTH ONE

## ENTREPRENEUR PERSONAL ASSESSMENT | HALF DAY SESSION

PRE-PROGRAM BRIEF	30 MIN
SESSION ONE	45 MIN
SESSION TWO	45 MIN
SESSION THREE	45 MIN
GUEST COACHING	45 MIN

### FOCUS

This month focuses on “The Why of You.” This is about doing self-discovery and finding out what kind of personality you have, how creative you are and what you feel your life purpose is.

### BENEFITS

This step is important because many people don't take into account who they are as individuals before they start a business and then they find themselves in high stress situations without the correct coping mechanisms for their particular personality.

### LEARNING POINTS

- 01 Discover your personality and the role it plays in your ambitions as an entrepreneur
- 02 Pinpoint the strengths and weaknesses of your personality
- 03 Discover your life purpose (right now)
- 04 Assess your creative abilities

### TOOLS | ASSIGNMENTS

1. Personality test
2. Creative assessment
3. Life purpose Exercise
4. Personality SWOT
5. 7 Growth Challenges
6. 2 Learning Goals
7. Creative exercises

## GUEST COACHING

TOPIC | PRACTICAL ACCOUNTING FOR STARTUPS- KEEPING TRACK OF YOUR MONEY  
GUEST COACH | GIRLIE KETSILE  
ACCOUNTING PROFESSIONAL  
COMPANY | EWETSE HOLDINGS

# STEP TWO | MONTH TWO

## WHY DO YOU WANT THIS BUSINESS? | HALF DAY SESSION

SESSION FOUR	45 MIN
SESSION FIVE	45 MIN
SESSION SIX	45 MIN
GUEST COACHING	80 MIN

### FOCUS

This month focuses on the idea and why the entrepreneur feels that the idea is perfect for them and if it really is what they want to focus on, we also assess some of the personal challenges that the entrepreneur will encounter in pursuing the startup path.

### BENEFITS

Entrepreneurship is a gruelling process and many entrepreneurs fall by the wayside because they pick ideas that they aren't passionate about- or don't work with their personalities.

### LEARNING POINTS

- 01 Probe your motive for starting a business
- 02 Assess how passionate you really are about this idea
- 03 Assess your personal and professional support structure as an entrepreneur

### TOOLS | ASSIGNMENTS

- Creative exercise
- Business Concept 5 Whys
- Passion scale exercise
- Startup Life challenge sheet
- Concept Fit evaluation
- Support structure evaluation

## GUEST COACHING

TOPIC | BANKING FOR STARTUPS AND  
MANAGING YOUR EXPENSES  
GUEST COACH | GIRLIE KETSILE  
ACCOUNTING PROFESSIONAL  
COMPANY | EWETSE HOLDINGS

# STEP THREE | MONTH THREE

WHAT IS SO GREAT ABOUT THIS IDEA? |  
HALF DAY SESSION

SESSION ONE	45 MIN
SESSION TWO	45 MIN
SESSION THREE	45 MIN
GUEST COACHING	80 MIN

## FOCUS

This month's focuses on the idea itself, it involves getting into the nuts and bolts of what this concept really is. And if it is actually worth all the effort and resources that the entrepreneur is devoting to it.

## BENEFITS

A lot of times startups stall in the market because the idea they have is nothing to write home about. So this week we will be breaking down the concept to discover what the idea encompasses, as well as testing it to see if it can survive against 8 common factors that can easily derail any product. The macro sample of the things that could go wrong with the startup and how the entrepreneur will deal with those challenges.



## LEARNING POINTS

- 01 Find out if people really want what you are selling
- 02 How well can your product/service compete and survive in a changing business climate?
- 03 How can your startup be fortified against 8 destructive waves of change.

## TOOLS | ASSIGNMENTS

- Creative Exercises
- Concept Breakdown Exercise
- 8 Waves Concept Analysis
- Risk Management and Monitoring plan

## GUEST COACHING

TOPIC | MARKETING BASICS FOR STARTUPS FOR TARGETING THE RIGHT CUSTOMERS  
GUEST COACH | AOBAKWE SETNTLE  
BUSINESS STRATEGIST  
COMPANY | BLUSTREAK CONSULTING

# STEP FOUR | MONTH FOUR

IS THIS IDEA A UNICORN? |  
HALF DAY SESSION

SESSION ONE	45 MIN
SESSION TWO	45 MIN
SESSION THREE	45 MIN
GUEST COACHING	80 MIN

## FOCUS

This month the focus is on discovering how the current concept that the startup has, can be developed into a more innovative and relevant one. It's about being able to compete with good ideas- when you may not have a mountain of cash to spend.

## BENEFITS

We will use the i10 exercise to select 10 ideas from the many they will have brainstormed on up to this point and the develop idea canvases for the ones we believe can make the business standout and develop a rollout plan for them.

## LEARNING POINTS

- 01 Assess and select ideas with rollout potential for the upcoming year
- 02 Learn how to do an idea canvas
- 03 Develop an elevator pitch
- 04 Develop a product pitch

## TOOLS | ASSIGNMENTS

- I10 Assessment
- Idea Canvas
- Elevator pitch exercise
- Product Pitch exercise (3 minutes)

## GUEST COACHING

TOPIC | 4 MARKETING ESSENTIALS FOR ENTREPRENEURS STARTING UP  
GUEST COACH | AOBAKWE SENTLE - BUSINESS STRATEGIST  
COMPANY | BLUSTREAK CONSULTING

# STEP FIVE | MONTH FIVE

WHO IS THE AVATAR? |  
HALF DAY SESSION

SESSION ONE	45 MIN
SESSION TWO	45 MIN
SESSION THREE	45 MIN
GUEST COACHING	80 MIN

## FOCUS

This month the focus is on identifying the perfect avatar for the entrepreneur to focus on as a starting point for selling their products.

## BENEFITS

We look into what makes these specific avatars appropriate and profitable and how to communicate the benefits of the product or service to them. Many times entrepreneurs try to sell to everyone! And that is a strategy that doesn't typically work for a company on a shoe string budget.

## LEARNING POINTS

- 01 Creating an ideal avatar profile
- 02 Discover if your startup and your avatar are compatible
- 03 Discover who your competition is and what is so great about them?

## TOOLS | ASSIGNMENTS

- Avatar development exercise
- Avatar and Startup Compatibility exercise
- Benchmarking Exercise



## GUEST COACHING

TOPIC | STRATEGIC THINKING FOR STARTUPS  
GUEST COACH | THATO HEATHER - BUSINESS STRATEGIST  
COMPANY |

# STEP SIX | MONTH SIX

STARTUP COMPETITORS & RISK ANALYSIS |  
HALF DAY SESSION

SESSION ONE	45 MIN
SESSION TWO	45 MIN
SESSION THREE	45 MIN
GUEST COACHING	80 MIN

## FOCUS

This month the focus is to assess how well the startup/concept can hold up against the market's needs and expectations, as well as what potential competitors in the market are doing and could do in the future.

## BENEFITS

Many startups tend to view the market as if they are the only business in the world- they focus solely on selling and don't think strategically about their competition. The problem with that is, customers ALWAYS make comparisons before they shop and if you aren't aware of your competition, how can you offer your customers something better?

## LEARNING POINTS

- 01 How to realistically analyze the strengths and weaknesses of your business
- 02 Picking your biggest competitors and figuring out how to beat them
- 03 How to perform a startup risk analysis

## TOOLS | ASSIGNMENTS

- Startup SWOT analysis
- 8 point war game
- Startup Risk Analysis

## GUEST COACHING

TOPIC | UNDERSTANDING BUSINESS LIFECYCLES FOR STARTUPS  
GUEST COACH | THATO HEATHER - BUSINESS STRATEGIST  
COMPANY |

# STEP SEVEN | MONTH SEVEN

**BUSINESS MODELING 1.0 |**  
**HALF DAY SESSION**

SESSION ONE	45 MIN
SESSION TWO	45 MIN
SESSION THREE	45 MIN
GUEST COACHING	80 MIN

## FOCUS

This month's focus is on developing a business model for the startup, this is when we now expand the concept into the realm of implementation.

## BENEFITS

A business model canvas is a one page outline of how you intend to run your business and make money from it, it helps you figure out what resources are needed to get the startup off the ground and after this completed you can then move on to update your startup pitches with this new perspective

## LEARNING POINTS

- 01 How to create a business model canvas
- 02 How to select the right elements for your elevator and product pitch
- 03 Developing a business proposal

## TOOLS | ASSIGNMENTS

- Business model canvas
- Updated Elevator and Product Pitch
- Business proposal template

## GUEST COACHING

**TOPIC | BUSINESS PLANNING FOR SMMEs**  
**GUEST COACH | THATENG TUMELO**  
**COMPANY | COMPASS EXCELLENCE**  
**CONSULTANCY**

# STEP EIGHT | MONTH EIGHT

**START UP DEVELOPMENT |**  
**HALF DAY SESSION**

SESSION ONE	45 MIN
SESSION TWO	45 MIN
SESSION THREE	45 MIN
GUEST COACHING	80 MIN

## FOCUS

In the month week, we take all the elements of the previous weeks and bring them together to make a comprehensive 8 week plan to help the startup start building on their business model canvas. We also look into how they can get some of the resources they need to launch or relaunch their startup and align it with their business plan.

## BENEFITS

Building on a business development canvas is something that many entrepreneurs are not sure how to do, so exploring a development plan for tackling each of the areas of the canvas will make it easier for entrepreneurs to build on the foundation of the canvas. We will also brainstorm on how the startup can acquire some of the resources it needs, despite the limited budget it has.

## LEARNING POINTS

- 01 Developing a canvas development plan
- 02 Business resource hacking for startups on a shoestring

## TOOLS | ASSIGNMENTS

- 8 week business planning exercise
- Resource Acquisition Brainstorming exercise

## GUEST COACHING

**TOPIC | GROWTH PLANNING FOR STARTUPS**  
**GUEST COACH | THATENG TUMELO**  
**COMPANY | COMPASS EXCELLENCE**  
**CONSULTANCY**



# ABOUT THE COACH



## NICOLETTE CHINOMONA

### WHY COACHING

Every business will live or die on ideas. It doesn't matter how much money you have to throw around or how little money you have start-up with. If you don't have an idea or concept that can grab people in this Attention Economy, your business won't survive.

Entrepreneurs tends to have LOADS OF IDEAS, but sometimes they need to talk to someone about those ideas and get help developing them. That's where I step in, not only do I help your assess your startup idea, but I also help you develop the concept into a business model that you can start building a business on.

### BACKGROUND

- 5 Years Experience
- Masters of Business Administration
- Bachelor of Commerce in Entrepreneurship

### METHOD

I take Entrepreneurs and Corporate Rebels (people who want to quit their jobs and start a business) through 8 months of coaching to refine their business idea/concept and answer the question "I have a business idea- but so what? What's so great about my idea? What about my business is going to make people stop in their tracks?"

### TYPICAL CLIENTS

Corporate Rebels who want to ditch the 9-5 and start their own business  
Entrepreneurs who want to develop new ideas and concepts

### INCUBATION?

Am I an incubator? Nope! I'm in pre-pre-incubation. Incubators help you build and develop a plan around your concept. I help you develop a concept that you can build a plan on.

## CONTACT ME

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