



WSF-D'Academy Accelerator

Plugging Startups to Funding and Market Expansion

www.worldstartupfestival.com

Introduction

WSF-D'Academy Accelerator is a fast track accelerator program comprising a series of modular bootcamps designed for startups who have registered a business and are currently running with some traction in the market, to help prepare them for funding and market expansion. These modular bootcamps are divided into 4 stages (D'Camp, D'Pitch, D'Raise, D'List) reflecting the different levels of preparation and funding that startups need. These 4 stages each contain several modules that startups can participate in, to qualify for the respective funding rounds namely D'Camp for seed funding, D'Pitch for post-seed funding, D'Raise for scale funding, and D'List for IPO preparation.

MODULE ONE

UNDERSTANDING YOUR BUSINESS

This module is a refresher course for startup business fundamentals and enables startups to sharpen their skills on market validation and calibrate their business. In this course, you will learn about the Agile Method, Minimum Viable Product (MVP), Go-to-Market strategies and the Lean Startup Process, as well as critical networking and marketing skills needed to engage your customers. Module 1 introduces Game Day, a real-time simulation where you get to experience lean startup principles in motion.

Course Learning Outcomes

- Identify critical business tools to manage your business on a shoestring budget
- Identify changes to your business idea and products that can produce optimum results
- Master effective networking and marketing skills to attract customers
- Learn design thinking and how to create solid product offerings

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The Organisers reserve the right to amend the Courses Outline in the best interest of the training.

DAY 1

Day 1 refreshes your why in business, introduces critical management tools for startups, as well as methods to identify your potential customer segments before devising strategies on reaching them on Day 2.

- **IdeaPad:** Ideas and tools to run your business on a shoestring budget - Introducing Agile, MVP and Lean Startup principles
- **CrunchPad:** Setting MVP rounds and validation sprints
- **IdeaPad:** Identifying your customer segments and early adopters
- **IdeaPad:** Understanding yourself and your why in business
- **Ideapad:** Failure as the first step to success

DAY 2

Day 2 follows up on learnings from Day 1 and put it into action. Participants are supposed to now create market validation strategies to their various customer segments, and plan the execution in the days to come. Participants also learn the most effective ways to engage customers, and the importance of building rapport and network with a diverse group of people who are potential customers and partners.

- **CrunchPad:** Laying down your customer segments and validation strategies
- **IdeaPad:** 7 truths about selling your idea and product
- **IdeaPad:** Building a diverse network
- **IdeaPad:** The Favor Bank
- **IdeaPad:** How to create a huge following on social media

DAY 3

Day 3 introduces Game Day, a real-time simulation during which participants enter into a competition to simulate the learnings they had on Day 1 & 2. Participants are divided into competing groups who are given identical product/idea prototypes. Day 3 brings them out into the real market, and embark on the first round of validation from the customers they meet.

- **Ideapad:** Introduction to the basics of design thinking
- **IdeaPad:** Mastering the fundamentals of social media marketing
- **Game Day Introduction:** Participants are briefed on the game play. Competing groups will go out to market to get as many feedback as possible on the product prototype they are selling. Participants will regroup the next morning for the 1st Iteration Station

DAY 4

Day 4 gets participants to focus on collating their validation feedbacks and get into the 1st Iteration Station where they will brainstorm on what features of the product to change or improve. Day 4 also enables participants to practice their networking skills learnt on Day 2 to convince customers to come on Day 6 (final day) to support their product showcase.

- **1st Iteration Station:** Competing groups regroup to collate validation data and make necessary changes on product features and offering, before going back to market. Day 4's Go-to-market exercise also involves using social media and networking skills to convince customers to come on Day 6 to support their product showcase

DAY 5

Day 5 gets participants to collate their final validation feedbacks and the customers they manage to convince to come on Day 6. Today is the final day of iteration before the product showcase on Day 6.

- **Final Iteration Station:** Competing groups regroup to collate final validation data and make final changes on product features and offering before their product showcase on Day 6
- **IdeaPad:** Telling your story as a brand
- **IdeaPad:** Innovative ways to structure your business

DAY 6

Day 6 is Product Showcase Day. Day 6 brings in a group of "customers" who will come and visit the product showcase of the competing groups in the same hall. They will be given mock currency and will have the opportunity to visit each group's product showcase, and by the end of their visit, they will need to deposit money into the box "bank account" of the group that attracts them the most. Success is determined by most attractive and relevant product, and the relationship with the customer. The group with the most mock currency in their box, is the winner

- **Game Day's Product Showcase:** Invited "customers" come to Game Day's Product Showcase to listen to each competing group's product showcase and make their decision as to which product they want to buy

DAY 7

Day 7 announces the winner of Game Day, and being the final day brings participants together for a recap session on the final learnings and their plans ahead in the business journey.

- **Final Huddle:** a final recap session before participants part ways
- **WOLO night:** a grand networking event where participants rub shoulders with the local community

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D'Academy, the licensed accelerator for WSF, is an end-to-end accelerator programme focusing on pre-seed, seed and post seed startups worldwide. We nurture technopreneurs with business support, mentorship, talent development, funding, market access, and facilitate the development of cutting-edge technologies that define the next ear of innovation.

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