



The Launchpad Program

12-MONTH ROADMAP

SELF-PACED, FLEXIBLE, PERSONALIZED, PARTICIPANT-CENTERED

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Pre-Program
(Vet and Set Expectations)

Open and interactive **introductory workshops** to identify program candidates. Followed by a written application and personal interviews to **vet program and cohort fit**. Focus on clarifying expectations, learning objectives, mutual agreements, and grounding in community values. The **foundation for meaningful relationship building**.

01

Bootcamp
(Understand Business Model)

An **8-week workshop series** to build participants' strategic business acumen. Cohorts are between 3-10 members, and include alternating **weekly individual and group coaching**. Participants map their business strategy using the **Business Model Canvas**, while clarifying their broader life responsibilities and priorities. This period is coach-led, with 75:25 split focus on strategic thinking and operations.

02

Applied Learning
(Test Hypotheses)

A **2-4 month applied learning period** to test out the assumptions highlighted in their Business Model Canvas. Frequency of individual coaching is determined by the entrepreneur, based upon availability, need, and **proposed action plan/milestones**. This phase is primarily coach-led, with a 50:50 split focus on strategy and operations, to develop greater **self-leadership and accountability**.

03

Advisory
(Operationalize)

A **2-4 month self-guided period** for the entrepreneur to **operationalize and implement needed business refinements** based upon learnings from previous stages. From here onward, the **program shifts to be entrepreneur-led**, with the coach as an advisor, following a strategic priorities action plan developed together. Has a 25:75 split focus on strategy and operations, to develop greater **business discernment**.

04

Lead & Grow
(Pitch for Resources)

Up to 6 months of additional resources and tailored support. Entrepreneur develops a pitch for next steps, as well as needed resources to grow. Resources may include capacity building, strategic partnerships, financial capital, operational support, etc. **The entrepreneur is at the helm**, with a 75:25 split focus on strategy and operations, to solidify technical skills in **goal setting and growth strategy**.