Virtual Bootcamp 2021

Team E - 6 May 2021, 19:00 - 22:00 CET
Team E - Your host today

YOKO YOUSSOUF
Program Manager at
at Yunus Sports Hub

Host
Rules of engagement

This session will be recorded and made available on the Athlete365 platform. An email will be sent to you on Friday May 07th with all informations.

We have designed this bootcamp in the most interactive way possible: there is allocated time for Q&A, for polls as well as Group Work and discussions.

During the expert presentations: keep your CAMERA ON and your MICRO OFF.

The chat function has been enabled. Use it for informal greetings to the participants. There will be allocated time for Q&A, for which we will send you a Miro link (and we will explain how it works!)

All questions are moderated so make sure the questions you ask are in line with the topic. We will do our best to take as many of them during the bootcamp.

Excellence, Respect & Friendship! Keep the Olympic values in mind at all times.
Team E - Welcome from the IOC

JEREMY DODSON
Career+ Project Support, Sports Department at International Olympic Committee
Team E - Program Structure

PHASE 1
May 7

Open to all athletes, kick-start your business by joining our three-hour virtual bootcamp for an introduction to the Athlete365 Business Accelerator

→ 3h bootcamp
→ Bootcamp survey

PHASE 2
May 9 - June 27

Turn your idea into a genuine business plan with our six-lesson online course, where you’ll also be invited to connect with other athlete entrepreneurs by joining online hangouts and taking part in challenges.

→ 6 week sprint
→ Online course certificate

APPLICATION
June 28 - July 11

For selected Olympians only, accelerate your business with one-to-one coaching from a local mentor within your region, and monthly online training from experts around the world.

→ 6 month acceleration

PHASE 3
Kick Off in September

Requirement
- Being an Olympian
- Bootcamp survey completed (Phase 1)
- Online course certificate (Phase 2)

Format
- Online application
- Business canvas
- Elevator pitch
Team E - Program Structure

**Phase 1:**
Virtual Bootcamp
6 May 2021, 19 - 22 CET

**Phase 2:**
Hangout 1
20 May 2021, 19 - 20 CET
Hangout 2
3 June 2021, 19 - 20 CET

**Phase 3:**
Accelerate

Supporting tool:
Athlete 365 Business Accelerator Online Course
Team E - Time to take a photo
Team E - Trainer and Experts

LEONHARD NIMA
Education Advisor Yunus Sports Hub, Founder of Studio Nima & Co-Founder of N3XTCODER

RONAN COLLIN
Co-Founder N’Go Shoes

KADY KANOUTE TOUNKARA
Basketball player, Co-founder of Pan African Sports Foundation

TRAINER
EXPERT
ATHLETE ENTREPRENEUR
Team E - Agenda

19:00 - 19:15  Introduction

19:15 - 19:25  Speed Dating

19:25 - 20:30  How to develop an idea and business model

20:30 - 20:40  Coffee Break

20:40 - 21:00  Athlete Entrepreneur Impulse

21:00 - 21:55  Group Work

21:55 - 22:00  Recap and Outlook
Objectives

The Bootcamp will help you...

... understand important basics of how to develop and refine a business idea

... understand the basics of a successful (social) business model

... learn from experts and entrepreneurs, as well as athlete fellows

... learn establish and strengthen your support network
Speed Dating

Let’s get to know each other!
Meet in groups and get to know each other!

Speed is your friend...only 5 minutes in total!
How to develop an idea and business model

Presentation and Interactive Exercise
Which problem would you like to solve?
Global Population Projections

Source: United Nations, Department of Economic and Social Affairs, Population Division, 2015 median fertility variant 2015 – 2100
Global Population Projections

Source: United Nations, Department of Economic and Social Affairs, Population Division, 2015 median fertility variant 2015 – 2100
Poll: Part 1

Which societal or environmental issue worries you most?

➢ climate change
➢ poverty
➢ gender inequality and other types of discrimination
➢ health-related risks
➢ education related issues
Poll: Part 2

Is your business idea contributing to solving this issue?

➢ Oh yeah!
➢ A tiny bit
➢ Not yet, but soon!
➢ Not really
THE PROBLEM IS CHOICE
A Small Guide for Problem Definition!

What do I care about?

Who do I admire?

What am I grateful for?

What affects me emotionally?

What do I value?
A Small Guide for Problem Definition!

What are my weaknesses?

What are my strengths?

Note for Trainers: Reference to the Online Course...
The ideal-typical entrepreneurial process?!
The ideal-typical entrepreneurial process?!
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Human Centered Design

➢ ... is a mindset that puts the needs of users in the center of a design process from A to Z

Source: IDEO
Human Centered Design

➢ ... is a mindset that puts the needs of users in the center of a design process from A to Z

Design Thinking

➢ ... is an iterative process for innovative and human-centric product development or problem-solving

Source: IDEO

Source: Medium
Design Thinking in 5 Steps

- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST

Note for Trainers: Reference to the Online Course...
Problem Identification

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

INSPRIRATION

IDEATION

IMPLEMENTATION
Question Lab
What are your questions?
Solution Development
Business Model Canvas
Business Models

WHAT is it that you do?

Manufacturing

Franchise

Distribution

Retail
The manufacturer utilizes raw materials to create a product to sell. It might also involve the assembly of prefabricated components to make a new product.

The business model can function as a business-to-consumer model, selling its created products to consumers directly. Another option would be to outsource the sales function to a distribution company, e.g. wholesaling manufacturers typically sell products to retailers, which then sell directly to consumers.
Distribution

- Distributors facilitate the sales journey of goods and services from the producers / manufacturers to the end users / consumers
- If it is services, distribution is predominantly concerned with access
- Distribution business model may involve a diverse range of activities and disciplines including: detailed logistics, transportation, warehousing, storage, inventory management etc.
A retail outlet purchases products from a distributor or wholesaler, and then sells those products to the general public or to corporate end users.

- Intensive distribution refers to distribution involving a lot of intermediaries, e.g., distribution of printer cartridges.
- Selective distribution refers to having just a few intermediaries.
- Exclusive distribution means that just a very few intermediaries.
Franchise

- A franchise is a type of business that is operated by an individual(s) known as a franchisee using the trademark, branding and business model of a franchisor. The franchisee is licensed to use the franchisor's trade name and operating systems.

- In exchange for the rights to use the franchisor’s business model the franchisee pays a franchise fee to the franchisor.
Group Work
Business Model Canvas
Around 800 Million people globally do not have access to safe drinking water. In Cambodia, this is true for approximately 50% of the total population.
Safe drinking water sold in 20 liter jars for as little as 0.30 to 0.40 $ per jar
Local water production sites set up in the villages and operated by local micro-entrepreneurs
Specific process with sand- and micro-filters, as well as UV treatment in order to produce clean water
Proximity business model with a distribution to local communities by truck or motorbike.
How to create social impact?

Social Impact

- Product/Services
- Operations
- Ownership
Coffee Break

Let’s have a 10 min break!
Athlete Entrepreneur Impulse
KADY KANOUTE TOUKARA
Basketball player, Co-founder of Pan African Sports Foundation
Hello from Bamako!
From caterpillars to butterflies

Life skills + Technical skills and...... more

Great Idea to a real business
• HOW?
• -Challenge
• -Commitment
• -Teamwork
• -Passion
= Results
= Happiness
Vision, Mission

By African Athletes, for African Athletes and Society

The **Mission** of the Pan-African Sports **Foundation** is to advance solidarity and development in Africa through sport.

**Vision**: A unified and empowered sports ecosystem where African athletes can reach their potential on and off the field, and be recognized for their achievements.
What do we work with?

- Women & Youth
- Health
- Education
- Elite Sport
- Economic Development
What do we do or sell?

- Counseling
- Advocacy
- Organization of African sporting events
- Development of innovative solutions to African sporting and societal challenges
Thank you!
Group Work
Business Case

Meet Ronan Collin, Co-Founder N’Go Shoes
N'go

A365 BA, 2021
Our mission:

Produce in a fair and inclusive manner; promote traditional know-how of Vietnamese craftswomen and finance the construction of elementary schools
How is born N’go?

The wish to improve livelihoods of local people and increase their monthly incomes

July 2010
First social project in Peru, Arequipa

April 2014
Internship in Vietnam with a non-profit organization

March 2016
Brainstorming and return to Vietnam

April 2017
First crowdfunding campaign
OUR TEAM

Kévin
Co-founder
(Adm, Finance & sales in France)

Ronan
Co-founder
(Product development,
social projects & export)

Régis
Webmarketing manager

Caroline
Communication / CS manager
OUR KEY NUMBERS

Number of weavers
44 craftswomen

Number of cooperatives
3 cooperatives of craftswomen

Number of assembly factories
2 certified factories

Number of school constructions
4 elementary schools

Number of pupils welcomed in the schools
More than 240 children scholarized

Number of shoes sold in 2020
More than 30,000 pairs

Annual revenue in 2020
EUR 910,000

Market
B2B & B2C / Europe & South America
FUTURE PROJECTS

- Become a reference in eco-sustainable fashion
- Be transparent and inspire the new generation
- Develop our supply chain in Vietnam
- Implement new social projects
- Reach international markets
CASE STUDY

Tomorrow, we wish to export our brands to Scandinavia

What business model would you suggest for N’go? (B2B vs B2C sales)
Group Work

Is the fashion market and especially the shoe market powerful there? How are we able to find out more about our market? What are the important steps that we need to do?

What are the different ways to sell our products (B2B vs B2C sales)?
Outlook

Let’s wrap this day up!
This session has been recorded and will be made available with the slides of the bootcamp on Athlete365 platform. The newsletter will be sent to you on Friday May 07th with all the information.

You will receive a bootcamp survey in that same newsletter. Please make sure you fill it in. If you are an Olympian, it will be a requirement to apply to Phase 3 “Acceleration”.

You are now entering Phase 2 of the Program: before the first Hangout, make sure you complete Lesson 1, 2 and 3 of the online course, at your own pace.
Team E - Welcome to Phase 2

Hangout 1
20 May 2021, 19 - 20 CET

Hangout 2
3 June 2021, 19 - 20 CET

Hangout 3:
17 June 2021, 19 - 20 CET

Supporting tool:
Athlete 365 Business Accelerator
Online Course

ONLINE COURSE:
Lessons 1, 2 & 3 at your own pace!

ONLINE COURSE:
Lessons 4 & 5 at your own pace!

ONLINE COURSE:
Lesson 6 at your own pace!

PREPARATION OF YOUR APPLICATION FOR PHASE 3
(Olympians only / Applications to be submitted May 28th - June 11th, 2021)
Thank you