



Pacific Greenpreneurs 2023



INCUBATOR PROGRAM ORIENTATION PACKAGE

Welcome / Bula / Mauri / Welkam / Afio mai / Talitali fiefia!

Congratulations on being selected to take part in the Pacific Greenpreneurs Incubator program. The selection process was competitive, but we were impressed by your green business and are very excited to welcome you to the 2023 program.

I. What can Pacific Greenpreneurs expect?

Our Pacific Greenpreneurs Incubator program is a free, carefully curated training and mentoring program designed to support green entrepreneurs to build robust and sustainable business models, and the skills, tools, and confidence to implement them for success. The program will culminate in a business plan competition that will provide grant funds to winning enterprises.



ORIENTATION &
KICK-OFF
WORKSHOPS



VIRTUAL
TRAINING



GROUP &
INDIVIDUAL
COACHING &
MENTORING



NETWORKING



BUSINESS PLAN
COMPETITION

Orientation – An initial Orientation session will be held in-person for each country to introduce incubator participants to each other, set expectations, requirements for graduation and explain how to use the online training platform.

Kick-off Training - As Pacific Greenpreneurs, you will begin your journey with an intensive two-day in person kick-off workshop (COVID-19 restrictions permitting) to focus on your business and meet like-minded green entrepreneurs and mentors from your country and the region to focus on your business model. If you are able to attend in person, you will be invited to join a virtually via Zoom.

Virtual Training – The Kick-off workshop will be followed by weekly online training built around the lean start-up canvas through webinars and online assignments – each module dedicated to one step of building out your Sustainable Green Enterprise Plan.

Mentorship Program - Based on business needs and preferences, each Greenpreneur will be assigned a mentor who will act as a ‘sounding board’ and support to guide them through the process of building out their business models.

Group Coaching – Following each webinar, mandatory weekly group coaching sessions will be facilitated in each country to apply the module learnings to the local context, answer questions related to exercises, facilitate peer learning and more.

Individual Coaching - You will receive individualised coaching from your Country Facilitator who will provide support and feedback on tasks and help you to work through issues and answer questions about weekly modules.

Networking - During and beyond the program, Pacific Greenpreneurs will have on-going opportunities to engage with like-minded entrepreneurs and supporters of green enterprises in the Pacific region and beyond, providing opportunities for professional development, brand-building and awareness, and more.

Business Plan Competition - The business plan competition involves participants putting together their business plans and pitches:

- **Business Pitch** - A video pitch and accompanying pitch deck communicating the enterprise's vision, unique value, planned impact and plans for the future.
- **Sustainable Green Enterprise Plan** - documenting the various aspects of an enterprise's business plan holistically including a Social Lean Canvas business plan on a page; a financial model and impact model (Theory of Change).

The competition serves to demonstrate Greenpreneurs' growth throughout the program and gives you the opportunity to compete for seed grant funding. Please note that to be eligible to participate in the Business Plan Competition, timely submission of weekly assignments, attendance of webinars and participation in coaching, mentoring and networking sessions. In addition, businesses will be required to will be required to submit a valid business registration certificate. Further details on the Business Plan Competition will be provided in due course.

II. Program Timeline 2023

KEY PROGRAM DATES (subject to change)		
Week	Activity	Details
12 th – 16 th June	<ul style="list-style-type: none"> • Orientation Session 	
19 th – 23 rd June	<ul style="list-style-type: none"> • In person kick-off workshop • Mentor meeting • Networking event 	Modules 1-4
26 th – 30 th June	<ul style="list-style-type: none"> • Weekly Regional webinar • Weekly Group coaching sessions 	Module 5: Obtaining High Quality Information & Interviewing Customers
3 rd – 7 th July	<ul style="list-style-type: none"> • Weekly Regional webinar • Weekly Group coaching sessions • Virtual Networking event 	Module 6: Solution and Unique Value Proposition
10 th – 14 th July	<ul style="list-style-type: none"> • Weekly Regional webinar • Weekly Group coaching sessions 	Module 7: Lean Product Development
17 th – 21 st July	<ul style="list-style-type: none"> • Mid- program break • Info session on business plan competition 	No modules
24 th – 28 th July	<ul style="list-style-type: none"> • Weekly Regional webinar • Weekly Group coaching sessions 	Module 8: Impact Planning
31 st July – 4 th August	<ul style="list-style-type: none"> • Weekly Regional webinar • Weekly Group coaching sessions 	Module 9: Market Share & Revenue Streams
7 th – 11 th August	<ul style="list-style-type: none"> • Weekly Regional webinar • Weekly Group coaching sessions • Virtual Networking event 	Module 10: Cost Structure & Financing Options
14 th – 18 th August	<ul style="list-style-type: none"> • Weekly Regional webinar • Weekly Group coaching sessions • Info session on business plan competition 	Module 11: Communicating your Vision Tips & Q&A
21 st – 25 th August	<ul style="list-style-type: none"> • Weekly Regional webinar • Weekly Group coaching sessions 	Module 12: Building & sustaining a winning team Module 13: Pulling together the Social Lean Canvas

28th August – 15th September	<ul style="list-style-type: none"> • Business plan development • Coaching ‘business hours’ consultations 	Enterprises develop their submissions for the business plan competition
15th September	<ul style="list-style-type: none"> • Business plan competition submissions 	Enterprises must submit their entries by 15th September
18th September – 13th October	<ul style="list-style-type: none"> • Competition eligibility & judging process 	Judging Panel independently judges business plan competition submissions
November (Date – TBC)	<ul style="list-style-type: none"> • Graduation & Showcase events 	Country-level graduation & Greenpreneur Showcase events, including announcement of seed grant recipients
November onwards	<ul style="list-style-type: none"> • Disbursement of seed grant funds to winners 	Info session will be held. Terms & conditions apply

III. What do Greenpreneurs need to provide?

The Pacific Greenpreneurs Incubator program is a free, **fully-subsidised**, high-quality program tailored to the needs of early stage enterprises in the Pacific region. The equivalent incubator program is valued at over USD2,000 (excluding seed grant funding) per enterprise. Greenpreneurs must have access to a computer or tablet with internet connection for the duration of the program.

Greenpreneurs are expected to cover incidental costs of participation such as:

- Internet data access
- Travel to training venue or meeting place for in-person training, workshops, mentoring sessions, graduation and networking events.

IV. Incubator Program Commitment

Please note, by accepting this invitation to participate in the Incubator Program, you are confirming that your enterprise can commit to:

- A 2-day in person kick-off workshop (COVID-19 restrictions permitting) in June 2023.
- 8 hours a week to participate in webinars (2 hrs in length), group coaching sessions, complete weekly assignment tasks and attend 1-on-1 coaching (on average)
- A minimum of 3 x 1.5-hour mentoring sessions held between June and September 2023.
- Timely submission of weekly assignments online.
- Please note that for teams, participation is expected from all team members wherever possible.
- ***Please note that to be eligible to participate in the Business Plan Competition, enterprises must graduate from the program and submit a valid business registration certificate. Graduation requirements include timely submission of weekly assignments, attendance of webinars, group coaching and networking sessions, individual coaching and mentoring sessions will be required.***

V. Greenpreneurs Promotion and Visibility

a. Enterprise Profiles

We will be adding a profile of each enterprise to the online platform to raise visibility of your business and the program. During the application process, you provided us with a short description of your business, product, or service that you are working on and the problem you are trying to solve. We indicated that if successful, this will be used as your company ‘bio’ for the program webpage and social media. This will be accompanied by the Enterprise logo or team picture provided.

When confirming your participation in the program, you will also be requested to provide permission to the Global Green Growth Institute (GGGI) and partners to use the data provided for the purposes of awareness and visibility. Please be assured that sensitive data will not be shared. If you would like to update the

information to be shared, please share your updated company 'bio' and/or enterprise logo or team picture on Google Forms. You can visit the [Pacific Greenpreneurs web page](#) for reference of what this will look like.

b. Blog posts or videos

We are requesting each enterprise to either submit:

- i. a short blog post or article (300-500 words) OR ii. a short video clip

briefly describing their business and explaining what they have gained over the course of the incubator program (Greenpreneur learning journey) before the end of the program (15th September 2023) This will be shared online and on social media to raise visibility of each Greenpreneurs business and awareness of the program. An example blog can be found [here](#) but creative approaches are encouraged. We also encourage enterprises to engage in other appropriate channels to raise visibility for their enterprises and would be happy to promote these as appropriate.

VI. Webinars

Webinars will be hosted on Zoom at a time that enables the most participants to attend 'live'. As much as possible they will be scheduled for the same time each week, however there may be changes due to the availability of guest speakers. We expect all Greenpreneurs participants to attend 'live' as much as possible, however recordings will be made available online for those that cannot attend.

In order to organise suitable times, when confirming your participation in the program you are requested to indicate convenient days and times from the options provided. ***Please select all the options that are suitable for you.***

VII. Weekly modules

Weekly modules will be released on the Pacific Greenpreneurs training portal and sent to participants by email on the Friday before that week commences. Module content will be delivered by webinar, written content and supported by weekly tasks. You will be provided with instructions of how to access the Training Portal.

Within each module, your team will be required to complete some exercises and task submissions. The exercises are designed to help your team build understanding of your idea and engage with your relevant stakeholders. Ultimately these will contribute to your completion of the business plan that you will submit for the Business Plan Competition and the overall success of your business. Task submissions will be due by the end of day each Sunday. Accommodation will be made for submission of tasks during the weeks where multiple modules are delivered. Your Country Facilitator will monitor submissions, review your answers and provide feedback to help you. Please note that timely exercise submission is one of the requirements for graduation.

VIII. Confirmation of Participation

Lead Applicants are requested to confirm their enterprises participation (or rejection) via the [Google Forms link](#) provided by **29th May 2023**.

IX. Others

- In the case that you or your business has been / becomes involved in or involved in legal proceedings, please contact us immediately.
- GGGI reserves the right to end the relationship immediately in the case that false or misleading information was provided or participants do not comply with requirements set out above.

X. Contact Us

Please feel free to contact the Program team at pacificgreenpreneurs@gggi.org at any time, we will do our best to respond within 48 hours.