Koi for INCUBATORS

Koi fish only grow to full size in a large space.

*Koi* helps entrepreneurs and startups to reach their full potential in the world.
Imagine a world with a prosperous, inclusive economy - where innovative new ventures play a vital role...

...this is the world Koi is working towards by developing Heroes and Fish...

Over the past six years Koi has trained hundreds of entrepreneurs for Microsoft, The Innovation Hub, the Bandwidth Barn, mLab, the CSIR, R Labs, UWC, the Sustainability Institute and Stellenbosch University.

The Koi Group for Entrepreneurs on Facebook has over 1,500 members who share resources, ideas and opportunities for entrepreneurs.
The *KoiPath* is our growth methodology for developing "*Heroes*" (entrepreneurs) and "*Fish*" (startups).

*At every stage on the Path the Hero learns how to solve core challenges to develop a fully grown Fish that can survive in the "Ocean" (the marketplace) - and at every stage the Hero's team learns how to master new Roles and Skills.*

This powerful framework provides a simple, clear common language for entrepreneurs, mentors and staff.
Growing the Fish

Koi teaches entrepreneurs not just how to create an idea, product or company - but how to develop an entire value chain.

The Fish is our model for the complete solution the entrepreneur must develop:

The entrepreneur learns how to develop the Fish through the four stages of the KoiPath:

To see how the entrepreneur grows the Fish at each stage, please see the Appendix "Growing the Fish - Stage by Stage".
**Leading the Fish**  
- *from Test Tube into the Ocean*

At the first two stages the startup is still in the "**Test Tube**" - a small protective world where they must refine their product.

Then, the startup learns how to master the **Ocean** of the marketplace - where they will encounter Sharks (*competitors*), Whales (*potential allies*), and Waves of change (*such as a changing political landscape*)...
Growing the Hero's Team
- Stage by Stage

At each stage the Hero and his or her team need to grow into new roles - from Flo the Explorer and Frank the Visionary, to Barb the Achiever and Bob the Developer, to Sue the Rainmaker and Stan the Systems Guy.

Entrepreneurs learn how develop these skills in their team - and how to manage the personal differences between the roles.
Growing Your Entrepreneurs - with a Koi Programme

Building on our experience of developing entrepreneurs with many organisations we will design a programme to meet your needs - both for training your entrepreneurs and developing your team.

Koi provides a number of "Building Blocks" that you can use to design a great programme.

Blueprint Workshop

Koi can run a one-day workshop with you to design your programme drawing from our experience with many programmes and organisations. (Free for nonprofits).
Koi Programmes - Building Blocks for Entrepreneurs

Idea Workshop
An intensive three day workshop through all the stages of the KoiPath journey.

Masterclasses
Indepth afternoon workshops on specific startup challenges (usually followed by "Coffee With Neil").

Coffee with Neil
Group mentorship sessions with Neil over coffee till late.

The Idea Workshop is the foundation of Koi training. Over three days your entrepreneurs will learn how to navigate all the stages of the KoiPath - and will prepare a Koi Roadmap for their own venture.

All Koi workshops are highly interactive and packed with real-life stories drawn from startups in Africa.
**Koi Programmes - Building Blocks for Your Team**

- **Mentor Workshop**
  - This one-day workshop trains mentors in mentoring best practices and the KoiPath framework.

- **Gap Analysis**
  - Our Gap Analysis tool gives you a detailed insight into the operational state of a startup.

- **Common Reporting**
  - Mentors can use our Common Reporting formats so that everyone is on the same page, using the KoiPath framework.

Get everyone on the same page by training your staff and mentors in the Koi methodology, assess startups operational readiness with our Gap Analysis tool, and use our Common Reporting formats (*built around the Fish and the Ocean*) for your mentors' reports.

When you run our **Mentoring Workshop** you receive a free one-year license to use our **Gap Analysis** and **Common Reporting** tools.
More about Koi

Koi was founded by Neil Hinrichsen to develop entrepreneurs who can create a better world.

Neil previously cofounded two successful startups, both of which were ultimately acquired, by Datatec and by VISA (for $110m).

Neil is also an Entrepreneur-in-Residence at the CSIR, an accredited specialist with the University of Pretoria, and served on the advisory board that established Stellenbosch University's technology incubator, and has spent many years mentoring township teenagers.

See Neil in action

In this guest lecture at Stellenbosch University, Neil uses the NDP to explore opportunities for entrepreneurs in South Africa.

Read our Koitips

Read some of our short lessons for entrepreneurs.

All at www.koi.guide
The Next Step

Let's have coffee.

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Koi
www.koi.guide
www.koi.builders
developing the next generation of entrepreneurs
Appendix: *Growing the Fish*
- *Stage by Stage*

In the **Founding** stage the core challenges are to develop a great Idea and begin building a Team.

Next in the **Building** stage the core challenges are to develop a Prototype or MVP and test it with some Users to validate the product.
Then the core **Scaling** challenges are to develop Channels and Systems to support growth.

Finally, in the **Endgame** the team will either Exit or Extend into a new cycle of growth, by adding more products.

The team should also be building a strong **Tail** for their Fish to power it through the Ocean. The Tail will consist of Backers, Advisors and Incubators - who will help the team with resources and funding, expertise and connections.