



## **Supernova World Shaping 0 to 1 Incubator**

### **Welcome to Supernova: World Shaping 0 to 1 Incubator**

Supernova is a fully immersive, 44-week incubation experience that allows early stage companies to grow their business with a team of dedicated, 'variable cost Co-Founders'. Focused on building sustainable, scalable ventures across Climate, Agri & Health, it seeks to answer the question, "How do we scale our high impact business so that it may be world shaping?"

The program is built for companies that have the following characteristics:

- Focus on Climate, Agri or Health with a deep understanding of the customer problem they are looking to solve developed through some 'earned insight' (i.e. research, sector experience, etc)
- Early stage product with some customer traction as demonstrated by at least 6-months of trailing revenue
- Adequate funding with at least 6 months of runway at a reasonable burn rate
- Team of mission aligned entrepreneurs dedicated to growing their venture

The singular focus of Supernova is to ensure cohort companies achieve tangible product-market-fit during their incubation period as demonstrated by product development, customer discovery and revenue acceleration. The end result of Supernova could be raising Series A funding, achieving free cash flow, meaningfully extending the company runway or locating numerous commercial partners.

Each company is paired with an experienced Portfolio Manager that is dedicated solely to the success of that team. The team also gains access to the robust Stellenbosch University network of mentors, experts, researchers, students & alumni. This represents a massive injection of human capital at a very low cost. SU LaunchLab will also attempt to raise financial capital for the venture on a best efforts basis.

In return for extensive incubation services, access to potential customers & investors and entrance into the full resources & network of Africa's leading University, SU LaunchLab asks for a 3% equity stake in the business. Successful execution of mutually agreed upon KPIs (i.e. fundraising, commercial support, product development, etc) can lead to an additional 3% equity payment based only on success. The opportunity to own & earn equity truly aligns Founders with SU LaunchLab so we are all in it together.

If you have an early stage company in Climate, Agri & Health that has gained traction due to your deep understanding of a specific customer problem and believe it has the potential to be world shaping then Stellenbosch University LaunchLab is prepared to serve as a hands-on venture building Co-Founder to make it happen.

## **The Supernova Program**

Focusing on our users by 'getting out of the building' is critical to the success of early stage ventures. Design Thinking & Customer Discovery are the venture building methodology we use to empower the entrepreneur to grow their idea through interactions with potential users. A heavy emphasis on rapid prototyping, testing and iteration allows us to create a product or service that meets our customer needs in a financially viable manner.

The 44-week program is broken into two parts:

- Part 1 (22-weeks): A deep diagnostic is conducted on the venture to better answer the question, "What single need do you have that will enable 10x revenue growth over the next 12 months?". The curriculum is administered online so teams from across Africa can remain close to their customers while gaining valuable information. Teams meet with their Portfolio Manager on a weekly basis as well as a dedicated group of Mentors & Experts.
- Part 2 (22-weeks): We sit together to determine the 3 KPIs to focus on for the remaining 6 months of the program. We create an action plan to collectively achieve those goals then get to work as Co-Founders to make it happen. This includes 'sprints' in which the team comes to your home market for 2-4 weeks at a time. SU LaunchLab only receives compensation if the team is successful in executing its KPIs.

When you finish the Supernova program you will have all of the following:

- Deep experience in Design Thinking that will serve your business throughout its journey
- Product-Market-Fit gained through extensive Customer Discovery, product development & market access
- Increased revenue, runway & funding opportunities as well as a strong, entrepreneurial team
- Institutional grade Data Room with important assets such as an Ideal Customer Profile, Business Model Canvas, Financial Model & Pitch Deck
- Demo Day with over 100 investors from across Africa, Europe, Asia & North America

## **Who can apply?**

Supernova is best suited for early stage ventures focused on Climate, Agri & Health that have a product, some revenue, greater than 6 months of runway and a small team dedicated to growing the business. It is open to entrepreneurs from around the world.

Applications open every October with teams notified of their acceptance to the program by 15 December. The program then starts in February of each year. Applications are available at [www.launchlab.co.za](http://www.launchlab.co.za)

**Are you ready to transform seemingly impossible into world-shaping?**