The secret sauce of our innovation & entrepreneurship programs

The Bridge for Billions’ method
The Bridge for Billions’ method, the core of our programs, was built by entrepreneurs, for entrepreneurs using cutting-edge innovation-based entrepreneurship methodologies.

On top of our years of experience as entrepreneurs ourselves, rather than reinventing the wheel, we broke down leading frameworks into easy steps, included but not limited to: *Disciplined Entrepreneurship* from the MIT by Bill Aulet, *Business Model Canvas* by Osterwalder, *Lean Startup* by Eric Ries, *Blue Ocean Strategy* by Kim & Mauborgne, *Design Research Methods* by Hanington and *Design Thinking* by Tim Brown.

The work that started in Carnegie Mellon University working with top experts in different fields such as business, innovation, education and investment led us to challenge leading entrepreneurship frameworks.

By pairing our insights with years of research with incubators, accelerators and other entrepreneurship support organizations we came up with the perfect combination of pedagogical techniques, technological features, personalized support and a supportive community to train and guide entrepreneurs all around the world as they build their businesses.
The Bridge for Billions’ method is based on creating an entrepreneurship learning experience where founders are “pushed” into the uncertainty and ambiguity of launching a business in a structured space and with the right support.

If done in a disorganized and unengaging way, entrepreneurs tend to jump from one YouTube video, to a checklist, to a canva and onto a white paper, getting external input from one person to the other. This messy and superficial path overcomplicates the process and reduces the chances of the entrepreneurs seeing it through.

We provide the dotted line and interactive pathway so that entrepreneurs can build their business from the ground up in a structured way through our 8 online business modules, we onboard mentors to give concrete feedback through the comment section on the platform and during weekly one-to-one sessions with their matched entrepreneur so that they feel valuable and heard. Program administrators can live in peace without the chaos of running an innovation program as they have a complete overview over the progress of every member in their admin panel. All members come together in the Bridge for Billions’ community, a space to facilitate the connection with incubated businesses and other players of the ecosystem to create more value, and dig deeper into the entrepreneurship experience.

“Bridge for Billions doesn’t give you all the answers but they ask you all the right questions. I could challenge the foundations of my project by digging deeper into the fundamentals and truth behind my clients’ real pains all the ways.”

José María Elola Oca
Entrepreneur

“An incubator program run online with the help of Bridge for Billions was very innovative. It empowered us to reach out to the entrepreneurs and ensure them the same level of quality and insightful learning as any physical programs would do.”

Gustavo Bottan
Mentor

“Bridge for Billions is a fantastic online platform that connects entrepreneurs and mentors around the world through a well thought program that not only allows for the entrepreneur to learn, but also complete a meaningful business plan and pitch.”

Noshin Sharmilee
Program Builder
The pillars of our method

This pillars allow us to provide the right pedagogical techniques and tools for the personal and business success of our community: Entrepreneurs, Mentors, Organizations and Allies.

Let’s dive into them...

Learning happens while doing

We know that teaching or showing an entrepreneur how to overcome a challenge doesn’t have the same effect on learning as the entrepreneur actually having to overcome the challenge itself. The truth is founders learn best by doing and magic happens when they start working with questions and not with answers.

Our program was built with components that allow founders to formulate their own ideas and really answer the tough questions in a step-by-step format by committing to fill the tool weekly. On every business module we provide extra resources and examples of how other businesses have overcome that specific challenge, but this would be obsolete without the entrepreneur going through the divergence, convergence and decision-making process on their own business plan.

Founders must confront the market

Entrepreneurs in the pre-seed stage must develop a thorough and market-ready proposition to attract clients and obtain enough funds to launch. In our program, we make sure that founders are developing a feasible business by validating it with their customers.

Whether they are developing their value proposition or deciding their pricing point, user discovery is part of getting the job done. Our program is not theoretical or academic, our method forces entrepreneurs to “get out there” and talk to people, experiment, research, and document their ideas.
It all starts with efficient brainstorming

Following design thinking principles, we believe creativity and ideation should come first. Then, only after considering all the possibilities and considering new things, should they focus on the most critical areas.

That's why most of our activities start by diverging with open ideation, for example, creating an exhaustive list of options, and end with convergence, a selection of the most important items so that entrepreneurs can focus on those things they’re stronger at and that the market is demanding.

Founders need a lighthouse

The entrepreneurship journey is chaotic by nature, entrepreneurs usually have been juggling hundreds of ideas and different paths in their heads for a while before coming to this point. What we’ve learned over the years is that guidance, structure and especially a starting point can go a long way in engaging founders.

At Bridge for Billions, we use mix-up technology with human touchpoints to support founders both structurally and emotionally. We welcome all members on day one of the program to explain the nitty gritty of what happens weekly, biweekly and monthly so that everyone feels situated. Business tools will unblock timely and reviewed weekly in-person meetings between founders and mentors.

Purpose is a must

Whether we work with entrepreneurs or intrapreneurs, we know they work best if they’re focused on a problem they feel close and committed to. In our programs entrepreneurs apply with their own business ideas and during the application process we make sure we accept truly committed founders. We don’t promote “problem assignation” because founders don’t devote to something they don’t find purpose in.
Entrepreneurs need flexibility

Most entrepreneurs are juggling founding a business with their full-time jobs, their families and life in general. Providing a flexible but disciplined environment helps them balance the two. Our program adapts to each founder by only requesting 7 hours of their time and approximately 1-2 hours from a volunteer mentor. This allows the early-stage entrepreneurs to keep moving at their own rhythm without feeling overwhelmed and hurt by the process.

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Accountability is key

When building a venture, entrepreneurs should meet specific time-based objectives that create necessary pressure. We built the core of our program in a step-by-step way so that entrepreneurs always know what comes next and pairing them with a personal mentor who they meet weekly. Business modules also unblock timely to provoke a healthy pressure and keep them motivated and going.

Having a sounding board sprouts many more ideas

Founders are faced with all kinds of feedback and inputs on a daily basis, from clients, partners and their teams. Learning to juggle that, challenging their own ideas, making them stronger with external input and staying focus is quite the challenge. During our programs not only mentors are able to give concrete feedback on specific topics directly on their work but also entrepreneurs working in teams can collaborate organically on the platform through the comment section. We believe ideas get stronger when challenged, so we built our incubation program to do just that.
Visual learning can go a long way
We help early-stage founders from all types of backgrounds build their own personalized graphs and visuals to represent their business idea and give them the chance to explain them in their own words. Across the program, every module is presented in a clean visual format and words give the founder a chance to explain their thinking process. By mixing up written explanations and data visualization we ensure that founders understand the theory behind their work, and are able to pivot accordingly by applying the learnings again if needed. The method also helps them present and onboard external stakeholders into their project.

It is an emotional ride
The entrepreneurship journey is a lonely one for most founders. That’s why we built an online community for entrepreneurs to seek advice, ask for help and connect with other members.

If needed, we host softskill checkpoints to chat about the values and behaviours needed to grow as an entrepreneur or more technical sessions on different topics for entrepreneurs to feel safe on certain domains they do not fully understand.
Every week the business modules will motivate the entrepreneurs to go on an offline research to validate their work. Whether it is to dig deeper into their customers, their competitors pricing or to find strategic alliances.

If needed entrepreneurs can access soft skills checkpoints needed to grow as an entrepreneur or specific technical trainings focusing on the target industry the program was built for.

Every week founders review and challenge their work during their mentoring session with their personal mentor guided by the business modules.

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Every 2 weeks founders get started on a new business module to validate their business idea (8 business modules).

Once all the needed profiles are selected, the incubation phase that lasts between 3 to 6 months starts.

This is the step-by-step process:

After going through the design phase of the program, entrepreneurs and mentors that applied to participate are selected by the incubation manager based on a set of criteria previously defined in collaboration with the organization.

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What will the learning experience really look like in the day-to-day of the entrepreneurs?

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Entrepreneurs can understand the problem they are solving, the opportunities in the market, the customers’ needs, and the benefits of their product.

Entrepreneurs understand the costs of attracting their customers and find out the optimal price point that will make their business financially viable.

Entrepreneurs can identify the strengths and weaknesses of their offer, how they stand out from competitors, and find their true competitive advantage.

Entrepreneurs can identify the different partners they need to launch their business and create a map of their partner networks and distribution channels.

Entrepreneurs can see how they fit in the wider system, define their mission and vision, determine their desired social impact, and learn how to accurately measure it.

Entrepreneurs build a viable plan for growth, set objectives for the next 3 years to come, anticipate risks, and define mitigation strategies to always be prepared.

**Program Content: 8 Modules Journey**

- **Value Proposition**: Entrepreneurs can understand the problem they are solving, the opportunities in the market, the customers’ needs, and the benefits of their product.

- **Competition Map**: Entrepreneurs can identify the strengths and weaknesses of their offer, how they stand out from competitors, and find their true competitive advantage.

- **Stakeholder Map**: Entrepreneurs can identify the different partners they need to launch their business and create a map of their partner networks and distribution channels.

- **Business Model & Marketing**: Entrepreneurs can get a clear picture of the activities essential for their business to grow and learn how to attract customers and have them come back.

- **Pricing & Business Viability**: Entrepreneurs understand the costs of attracting their customers and find out the optimal price point that will make their business financially viable.

- **Financial Projections**: Entrepreneurs are guided through identifying their costs and revenue, do various financial scenarios as well as figuring out when they will break even.

- **Impact Plan**: Entrepreneurs can see how they fit in the wider system, define their mission and vision, determine their desired social impact, and learn how to accurately measure it.

- **Growth Plan**: Entrepreneurs build a viable plan for growth, set objectives for the next 3 years to come, anticipate risks, and define mitigation strategies to always be prepared.
Selected entrepreneurs and mentors will go through the matching process where they will both meet a variety of different profiles and decide who they prefer to work with through a ranking process. We’ll communicate the final matches at the end of week one.

When the matches are ready to start, entrepreneurs, mentors and program administrators are onboarded by their incubation manager into the nitty gritty details of the program. During this session we’ll explain the starting point and the ground rules for a successful program.

**Business Module 1**

**Value Proposition**

Entrepreneurs will define their true value by talking to real customers; they will research and understand why people would be interested in their specific offer.

- Get to the root of the problems they’re trying to solve
- Identify and group their customers into segments
- Do customer discovery interviews and research
- Estimate their market size and build a market opportunity graph
- Write concrete value proposition statement

At this point founders start user discovery and market research so they can see for themselves if they’re building something strong and meeting market-demand.
Here they’ll work to understand their competitors to find their spot in the market. This module is made to help them take on new perspectives and build a Competition Map that will clearly show where they stand:

- Define the attributes that their and other solutions compete on
- Identify competitors they didn’t know they had
- See how they stand out among the crowd
- Discover where they can improve their offering
This module was built to help them understand that building a business 100% by themselves is almost impossible. Here they’ll decide what to delegate and outsource, and also how to build relationships with partners, supporters, suppliers and, of course, a great team.

- Identify all different types of partners and collaborators
- Understand the possible value exchange they can have with each one
- Decide what they should do in-house and what they should let others do
- Explore their distribution channel options and choose the best ones
- Create a map of the ecosystem of partners around their business

Stakeholder Map

Stakeholder Map

[Image of Stakeholder Map]

Business Module 3

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Business Module 4

Business Model & Marketing

In this module, entrepreneurs will work on how they will sustain their business and capture their customers’ attention. We’ll help them understand what business model is right for them and start planning their marketing activities.

- Learn about different business models
- See how their business model could (or should) differ per customer segment
- Use design thinking to choose the best one(s) for them
- Understand the basics of a marketing funnel and create their own
- Estimate a cost to acquire a customer (CAC)
We’ll help them figure out their first price point and determine a pricing strategy.

- Learn about different pricing strategies and choose theirs
- Compare their competitors’ price points and strategies
- Do customer discovery to understand their willingness to pay
- Learn and use a pricing methodology to determine a price point
- Estimate their customers’ lifetime value (LTV)
We make it easy even if founders are allergic to numbers. In this module they get a handle on all of their financial needs. Month by month, year by year, they’ll be able to estimate their expenses and revenue as they start and build their company.

- Determine the funds they’ll need to launch
- Project the expenses they’ll have in their first years of operation
- Plan for the team they’ll need and their salaries
- Understand the sales targets
- Account for what it costs to produce the product or service
Building an Impact Plan will help them clarify what system they’re a part of and how they’re trying to influence it. They will also measure the impact they’re actually having on their customers, certain beneficiaries, their sector, or even the world.

- Map the system they work within and the elements that currently govern it
- Show how they want to change what’s happening within it
- Craft their mission and vision statements
- Identify if they are working on any of the UN’s Sustainable Development Goals
- Define how they will measure your impact and track results
In this module we guide entrepreneurs through prioritization and focus making sure they spend their time in the right things. Having solid, measurable objectives is a great way to align with their teams and stay on track.

- Put their long term goals in writing and draft a plan to reach them
- Identify their company’s values
- Determine the KPIs they’ll track overtime (Key Performance Indicators)
- Set milestones to help them reach their goals
- Identify and plan for future risks

After the program is done, incubation managers will host closing sessions so that entrepreneurs can share where they’re at, how they feel and have a retrospective of the whole experience. The same will be done with program administrators to learn what worked really well and where are the areas of improvement of the program in order to optimise for the next edition.
During and after the program ends

After they have validated a go-to-market plan and have the skills needed to take on any challenge entrepreneurs can also:

- **Life Long Community**
  Entrepreneurs can use the Community, seek advice, ask for help and connect with other like-minded entrepreneurs. You can share extra resources or communicate with the entire group.

- **Additional Content & Workshops**
  We make sure to provide content and host different spaces in the community, from marketing to hiring. Entrepreneurs can go in-depth on other parts of their business that’s not covered in the fundamentals of the curriculum.

- **Pitch practices & Investment Readiness**
  Founders can attend Pitch Practice Meetup and get comfortable as they pitch.

- **Global Investors Network**
  They’re also invited to join our Global Investors Network training on seed-stage investment to learn what it is, understand what investors want to see and prepare for their own fundraising.

- **Perks**
  They can access up to 30K in perks such as Amazon Web Services, Hubspot for Startups and G Suite amongst others.
Everything you need to run a successful entrepreneurship program

Our technology adapts to your specific needs and was built to make life easier for whoever is running the program, either your team or ours. It’s your choice!

1. Communication Support

Our team of entrepreneurship-specialized marketeers will prepare all needed messages and communication materials needed to scout exactly what your program needs. We are ready to create the branding of your program if needed, your personalized landing pages and newsletter, social media or blogging examples for your communication team to use as templates.

2. Application & Selection Stage

After we’re all set in terms of communications we’re ready to open the application process. We make sure it is a thorough one to guarantee the commitment of both entrepreneurs and mentors. Monthly we onboard members from all over the world across various industries and domains. Our ecosystem allies allow us to find exactly what your program needs.
4. Matching Phase

Through an organic but automated process, entrepreneurs will meet the mentors and vice versa. As chemistry matters we do make sure that both founders and mentors have found the right match as to avoid possible misalignments down the line. We’ve found that if they enjoy working with their personal mentor at a personal level it impacts positively on the outcome of the program. We’ll notify both who’s their match before they start working together for the next 3-6 months.

5. Modules

Once they’re all paired up it’s time to start the incubation phase. Through our 8 online business modules members are ready to get to work and always know what comes next! Tools unblock themselves timely and your incubation manager tracks the progress of all members to make sure no one is falling behind, this allows us to give better and pinpointed support to everyone.

6. Community

Our online community allows you to have your own private channel to enable communication with the whole group or personal messaging amongst the users. Share events, announcements and updates every time you need.

3. Admin Dashboard

Once all users are on boarded to the program, you can start following the process in your admin panel and overview every project or member in seconds. Don’t miss anything and have full visibility of the program in order to give tailor-made support to its members.
So, what is a Bridge for Billions’ Program?

1. **The Methodology Techniques**
   A set of pedagogical techniques and tools that ensures entrepreneurs’ success by “pushing” founders to build their business through the uncertainty in a structured environment and with the right support.

2. **The Proprietary Technology**
   The technology that allows for all needed connections and follow-ups to strengthen the foundations of a business. It takes business ideas into go-to-market strategies in a short period of time while making the art of running an innovation program as smooth as possible.

3. **The International Team**
   A team of multicultural professionals that have run over +120 programs to help you create, manage, onboard, follow-up and deliver exactly what you need.

4. **The Supportive Community**
   A space to foster connections that is accessible to all participants for life. Entrepreneurs can access perks valued in over 30K, mentors can network and you can communicate with the members of your program at any point.

"Bridge for Billions should be the backbone of any entrepreneurship program. Without the well-structured platform, its guiding role, and its team, the program would not have been a success!"

*Jonas Nipkow*
BMW & ChangemakerXchange, Program Manager
Do you want to build a Bridge with us?
partnerships@bridgeforbillions.org