

## What is Seed?

The Stanford Institute for Innovation in Developing Economies, known as Stanford Seed, is a **Stanford Graduate School of Business initiative** helping to **lead regions to greater prosperity** with **three distinct yet complementary programs**:

1. **The Seed Transformation Program (or STP)**, our yearlong, on-the-ground leadership program for established business leaders in emerging markets focused on scaling businesses and creating jobs.
  - a. STP started in Africa (East and West) and we are now excited to be expanding to India with our first program in Chennai.
2. **Seed Student Programs**, a combination of educational opportunities and summer internships at STP companies, through which Seed is introducing Stanford students to the challenges and opportunities of doing business in developing economies.
3. **Seed Research**, providing funding for critical research that can lead to breakthrough solutions to promote global prosperity. Seed has already funded more than \$9.5 million to support 104 research projects in 47 countries.

## Why is Seed coming to India?

To continue our efforts to lead regions to greater prosperity throughout the developing world, we looked at numerous locations in Asia and South-East Asia. We selected India, and Chennai in particular, because:

- It has a high number of very promising entrepreneurs with established businesses;
- It has the necessary logistical and infrastructure requirements for delivering the Seed program;
- As the country with the second largest population in the world, known for its entrepreneurial dynamism, we see significant opportunity to have a positive impact by empowering like-minded business leaders, those focused on promoting prosperity.

## How is STP different from Stanford Ignite Bangalore?

STP is a very different program than Stanford's Ignite program in Bangalore — from the duration and curriculum, to the participants and stage of company growth. This is a yearlong, high-touch program which involves training for not just business

owners, but also their leadership teams. The engagement is ongoing and it is exclusively for established entrepreneurs.

## What is Ignite?

Ignite is a certificate program teaching innovators to formulate, develop and commercialize their ideas. It exposes participants to the fundamentals of business, and the practical aspects of identifying and evaluating business ideas and moving them forward. While Ignite and Seed will both have a presence in India, the programs are intended for different audiences; Ignite is for those just starting out and Seed is for more established entrepreneurs further along in their careers.

- Ignite is now a global program that began in 2006 and uses immersive video conference technology to bring Stanford's world-class faculty to students around the world.
- Stanford Ignite Bangalore was the first program held outside of the Stanford campus.
- Since its launch in 2013, 187 participants have completed the program, including 43 women.
- Its global locations are: Bangalore, Beijing, London, Santiago, and São Paulo.

## Tell me more about STP India.

STP India is a yearlong leadership program specifically designed for high-potential business leaders and owners in India who want to take their business and region to the next level. The ultimate goal: to create and activate a detailed action plan to help participants scale their businesses and generate jobs over the next 3 to 5 years.

STP is Comprehensive. Innovative. Collaborative.

- **Immersive class sessions** taught by Stanford University and Stanford GSB faculty, on the ground in Chennai.
  - Participants attend four intensive, week-long sessions over the course of six months.
  - Topics include: leadership, strategy, business ethics, accounting, marketing, and value chain innovations.
- **In-company workshops led by trained local Seed facilitators** help participants spread innovation throughout their leadership team and company.
- **Ongoing leadership labs**, or small peer groups with support from Seed facilitators, provide networking, resources, and ideas to help you implement

your transformation plan.

Following completion of Seed Transformation Program, participants may apply to receive high-touch coaching, as well as access to Seed interns and consultants.

*Is the curriculum in India localized or is it the exact same program as in Africa?*

Yes, it is the same program. We have found that no matter where business leaders are located, they experience the very same challenges. Our curriculum has been carefully developed with this in mind, and is fully focused on helping leaders develop new strategic skills, tools and innovative mindsets to overcome challenges and seize new opportunities.

That being said, we are here to learn as much as we are to teach, so we will adjust the program to meet the needs of our Chennai STP participants. To this end, Seed trains local facilitators so we always have an ear to the ground and are constantly gathering feedback, conducting surveys and revising the content to best serve STP participants.

## What makes the Seed Transformation Program so unique?

Start with world-renowned Stanford faculty, add in Silicon Valley innovation, and a cohort of like-minded, inspired business leaders and you have all the ingredients for transformation.

- **High-performance leaders.** The company you keep makes an enormous difference. Learning with other like-minded, highly motivated peers — **established business leaders, rather than early stage entrepreneurs** — creates an invaluable network that enriches the experience, enhances outcomes and supports participants.
- **Hands-on learning.** Unlike a traditional classroom, Stanford believes in learning by doing. Faculty use **hands-on teaching methodologies, brainstorming and peer collaboration** to enhance learning.
- **High-touch experience.** This is about more than acquiring business skills in a classroom. It's about making a long-term impact through business and job growth. So our faculty, facilitators, peers, coaches, consultants, and students walk with participants throughout the journey.

## Who should apply to the Seed program?

Seed is a very selective program for high potential leaders from established

businesses who are dedicated to growing their businesses and generating new jobs. More specifically, we encourage the following people to apply:

- Founders and senior leaders of for-profit companies who want to grow and scale their companies, thereby creating jobs, products, or services that benefit those living in their community.
- Senior leaders of companies, across all industries, that have an annual revenue between US \$150,000 and US \$15 million and that are headquartered, legally registered, and currently operating within India.

### **What is the impact/tangible benefit from the Seed program?**

While STP is new to India, the results from STP in both East and West Africa have been significant. Here are a few statistics based on data collected from 2013 to present. Seed launched its first regional center in West Africa in 2013, admitting 2 cohorts per year, and expanded to East Africa in May 2016.

At the individual level...

- 223 entrepreneurs and 342 senior staff members have received training

At the company level...

- 61% created new jobs
- 30% entered new countries
- 62% increased revenue
- 58% launched new products
- 79% grew their customer base

### **Will Seed really have an impact if you are working with only 50 leaders in a country of 1.3 billion?**

Yes, we believe it will. One leader and company at a time. We know from experience that a single company's growth can have a significant impact on a region. For example, how many jobs, both direct and indirect, has Facebook spawned? So, in the absence of infinite resources, we are dedicating our resources to a select number of companies and leaders in a high-touch fashion because we think they can have a great impact.

## **Do you have investors who will invest in the participants' companies after the program?**

We are a University so we aren't in the business of investing in companies. That being said, we know access to capital is important, so the participants will learn how to access capital, but we don't actually provide funding. Once you have completed the STP you will be better poised to access capital and infinitely more attractive to VCs. Participants from the first six cohorts in East and West Africa, have generated \$11M in capital. You may also learn through the STP that external capital is not the best growth strategy for your business.

## **Why does participation cost \$5,000?**

While we realize this may be a significant investment for your company, it is a fraction of the cost of other Stanford Executive Education programs with similar content and the same faculty. These yearlong programs typically cost \$75K. The STP program is heavily subsidized by philanthropic contributions to make it more affordable.

## **What are the program dates?**

27 August 2017 - 31 August 2018. You can find the dates for the in-person immersive sessions on our website.

## **When is the application deadline?**

The application period is now open for the Seed Transformation Program, with applications in India due May 26, and applications in East and West Africa due June 30.

## **Participant Stories**

- Elsie Dogbegah is the owner of HomeFresh Foods, an agro-processor of African ethnic foods, and is passionate about her woman-centric business. Elsie's business is based in Ghana, which she started in an apartment with only three employees and 20 pounds of peanuts. Her business grew over time, and now sits on seven acres of land with 42 employees – 80% are women, and 20% are

men. As 50% of her female employees are single mothers, and Elsie helps provide food, shelter, education, insurance and scholarships to their children. Elsie completed the Seed Transformation Program in 2014.

- Femi Oye, owner of GoSolar Africa, was born and raised in Nigeria. GoSolar Africa is an international energy company that focuses on developing solutions for individuals living with limited access to electricity. When Femi was nine, his grandma was diagnosed with respiratory problems caused by the fumes caused by cooking – an illness that impacts many women, as well as their children. Femi created a unique stove that is very simple and inexpensive, burning ethanol gel, a fuel produced from biomass (plants, grass and weeds). Since completing the Seed Transformation Program in 2014, Femi has sold more than 400,000 stoves and over 1.6 million liters of biofuel, impacting the lives of more than 3 million individuals.
- Constance Swaniker is the owner of Accents & Arts, a Ghanaian metal and woodworking company, and is passionate about the power of art to transform lives. Her mother always encouraged her pursuit of art, and while attending university, Constance realized her passion while working at a carpentry workshop after a school strike caused classes to be suspended. Constance opens her Accents & Art workshop up for university students, and she's passionate about dispelling the idea that women can't work in trades. Constance also founded the Art and Design Institute in Ghana – the first of its kind throughout the continent, which she uses to demonstrate how art can be a profitable career. Constance completed the Seed Transformation Program in 2013.

## **Stanford GSB Overview**

- The Stanford Graduate School of Business empowers students and alumni to make a positive, measurable difference in the world through its unique and innovative management education approach. The GSB experience creates a transformative journey that equips individuals to find new potential and pathways to change lives, change organizations and change the world.
- The Stanford GSB difference draws from its diverse community, world-renowned faculty, consciously global orientation and culture of cross-disciplinary collaboration.