

TRANSFORM. INNOVATE. GROW.  
**WITH STANFORD Seed**



Stanford | Seed



“

**Seed gave us the confidence to think bigger. Two years later, we have opened our tenth store and more than doubled our revenue.”**

Wandia Gichuru, CEO/Co-founder,  
Vivo, Kenya

# BECOME A MORE CONFIDENT LEADER

## GROW YOUR BUSINESS EXPONENTIALLY

At Stanford Seed we believe that small and medium enterprises can be powerful engines of economic growth in emerging markets, bringing opportunities and prosperity that contribute to a more equitable world.

Start with Stanford Graduate School of Business (GSB) expertise. Mix in Silicon Valley innovation. Add high-potential business leaders with the drive and desire to scale and grow. It's a powerful combination that yields amazing results for you, your business, your region, and the world.

Conducted largely outside of the classroom, Stanford Seed's high-touch, one-year leadership program empowers CEOs/founders of established businesses to become more confident and skilled leaders. The result is growth and impact for teams, companies, and communities.





## Seed TRANSFORMATION PROGRAM DETAILS

### THE CURRICULUM

Together with local business practitioners and other experts, Stanford's world-renowned faculty travel to your region to share strategic business skills and insights, covering areas such as marketing, strategy, accounting, value chain, organizational design, and human resources. The content is designed to help strengthen your leadership, transform your team, and grow your business dramatically within a rapid timeframe.

### THE SUPPORT

Beyond the immersive class sessions, you'll also benefit from continued support, guidance, and online engagement. Through numerous in-person workshops delivered at your company, Seed facilitators will help you transform your management team and address the specific obstacles and opportunities you face.

### THE NETWORK

The impact of the Seed Transformation Program extends far beyond the 12-month program itself. The power of the network—both in your region and around the world—gives you access to support and ideas from like-minded leaders. Once a member, you have access to ongoing resources including Seed coaches, consultants, and Stanford student interns.

## Seed TRANSFORMATION PROGRAM DIFFERENCE

### HIGH-PERFORMANCE LEADERS

The Seed Transformation Program is specifically designed for CEOs/founders of established businesses, not early stage entrepreneurs. We're looking for senior decision makers of for-profit companies and social enterprises—from agriculture to IT—who want to capitalize on what they've already created and take it to the next level.

### HANDS-ON LEARNING

This is unlike other classes you've attended. Stanford is known for its hands-on teaching methods and collaborative approach to learning. You'll experience both firsthand with Seed.

### HIGH-TOUCH EXPERIENCE

The Seed Transformation Program is about more than acquiring business skills. We're focused on mindset shifts, impact, and growth. And that means we don't walk away when classes end. Instead, faculty, facilitators, peers, coaches, consultants, and Stanford students walk with you throughout your journey.



# Path to Growth

## Seed Transformation Program

- 4 Intensive Week-Long Sessions**  
Interactive classes led by world-renowned Stanford faculty & local experts
- 4 In-Company Workshops**  
Customized workshops delivered to your management team
- 4 Leadership Labs**  
Meet in a mastermind peer group for feedback and continued leadership development

**Months 1-12**

### Key Transformation Touch Points

Over the course of 12 months, you will engage in a combination of interactive class sessions, In-Company Workshops, and Leadership Labs.



#### Know Your Company

- Accounting
- Operations
- Value Chain
- Business Ethics



#### Develop Your Growth Plan

- Corporate Governance
- Finance/Investing
- Managerial Performance Measurement
- Human Resources



**Ongoing**  
→

### Implement Your Growth Plan

Coaches, consultants, Stanford interns, and fellow participants support you in the implementation of your growth plan



#### Build Your Strategy

- Strategy
- Organizational Design
- Leadership/Team Building
- Business Model Canvas



#### Know Your Product & Customers

- Product Innovation/Design Thinking
- Marketing
- Sales



**Submit Your Growth Plan**



**Receive Certificate of Completion from the Stanford Graduate School of Business**

## The Seed Effect

Participants have reported the following results:

- 61.3%** INCREASED REVENUE
- 89%** INCREASED CUSTOMERS
- 50%** EXPANDED INTO NEW GEOGRAPHIES
- 59%** DO BUSINESS WITH EACH OTHER

**CONNECT WITH Seed**

[seed.stanford.edu](https://seed.stanford.edu)