



## FAQ- AIDHA BUSINESS ACCELERATOR (ABA)

**1. What is the Aidha Business Accelerator (ABA)?**

The Aidha Business Accelerator is a programme specifically designed for Aidha alumni that are looking for more support in setting up or strengthening their own businesses. The programme consists of advanced workshops on business topics, small group mentoring and funding opportunities.

**2. What are the criteria for joining the programme?**

To join the programme, you have to (1) submit your business plan to your mentor by session 18 of Old Module 2 (2) have no outstanding payments (3) fulfil the minimum 14 classes of Module 2 attendance – basically the same requirements for graduation.

**3. Do I have to graduate first before joining?**

No, for as long as you fulfil the 3 criteria described in #2, you can sign up.

**4. How many workshops do I have to attend to get my ABA Certificate?**

6 workshops. However, to benefit the most from the programme we recommend attending as many workshops as you can.

**5. How do I get an ABA Certificate?**

You get an ABA Certificate once you have completed at least 6 workshops, updated your Business Plan and updated your Cash Flow.

**6. How long are the workshops and small group mentoring sessions?**

The workshops are 2 hours long (on average) and the small group mentoring sessions are 90 minutes long. Please see the ABA student calendar for the most updated schedule.

**7. What kinds of workshops are offered?**

Advanced business topics such as: market research, price and profitability, digital marketing, and communication skills. Please see the ABA student calendar for the current workshop listings.

**8. Who conducts the workshop?**

The various workshops will be conducted by experienced Aidha mentors and professional volunteers with experience in entrepreneurship.

**9. What is small group mentoring?**

Each small group will be made up of 2 experienced Aidha mentors and 4-6 alumni. Each small group will meet for 90 minutes approximately 8 times throughout the ABA programme. Small

group mentoring sessions give alumni the opportunity to get personalized advice on their business plan from their mentors and other group members and to ask any questions they may have. Small group sessions also provide built in working time for participants to update their business plans, cash flow and complete assignments.

**10. How much funding is available for ABA participants?**

Halfway through the programme (May 13) advanced participants will have the opportunity to make a mini business pitch to ask for a modest amount of funding for a product prototype or small investment idea. Successful participants will receive \$50-\$150 each for this idea. At the end of the programme (September 23) participants will have the opportunity to present their updated business plan in the Big Pitch Competition. Approximately \$3000-\$5000 will be split between the top 6 Big Pitch winners.

**11. Do all the participants have to attend the Big Pitch workshop?**

No, it's not compulsory. But if you do, you must at least have completed 6 workshops.

**12. When does the programme start?**

The first date of the programme is February 4th, 2018. All Aidha alumni can register for the ABA programme.

**13. When does the programme end?**

The last ABA session is the Big Pitch Competition on September 23, 2018.

**14. How would you know we have completed a workshop?**

Please sign the attendance sheet in every workshop you attend. We will have a database for workshop attendance tracking.

## FEES/MEMBERSHIP

**1. What is the cost/fee for members?**

It's \$90 flat fee, due up front, at the time of registration.

**2. What are the benefits for members?**

When you are a member, you receive an exclusive ABA alumni card, student materials for every workshop session, and you can attend all workshops and small group mentoring sessions. As a member, you are also welcome to make a mini-pitch for a small amount of funding halfway through the programme and join the "Big Pitch" competition for a chance to win a substantial amount of business funding at the end of the programme. Members also receive an ABA Certificate if they meet the graduation requirements.

**3. Do we need to become a member to join the workshops?**

Yes, workshops are exclusively for ABA members.

**4. How to sign up as a member?**

There will be registrations open every Sunday at the Student Support desk and at the orientation on Jan 14th 2018.

**5. Will we get membership cards?**

Yes, at the first session on February 4th you will receive your ABA membership card.

**6. How long is the membership card valid for?**

It will be valid for for the duration of the 2018 ABA programme.

**OTHER HOUSE RULES:**

1. You need to register more than 1 week in advance for the ABA sessions you want to attend. We do not allow 'walk-ins'. So, even if you have already become a member and paid your membership fee, you will still need to register for every workshop, so we know how many participants to expect.
2. If you have registered and not shown up for 3 workshops or more in a row, you cannot participate in the ABA workshops anymore.
3. If you are more than 30 minutes late, you may attend the workshop, but no credit will be given (so the workshop will not count as 1 of the 6 mandatory workshops to graduate from the ABA programme).
4. Attending Aidha workshops that are not part of the ABA business workshops (e.g. Sundays Skills, Google workshops, etc.) and do not count towards graduating from the ABA programme.