

# Lesson 11 Running an incubation workshop

## Learning objectives

To facilitate exploring the feasibility of ideas to shift people towards incubation activities

## Description of the content of the lesson

The participants will learn new ways to embed ideas developed in their FairShares Labs to build their development ecosystem

## Resources required

Face to Face: Space, paper, pens and access to laptops/computers if required

Online study: an internet-enabled computer with access to learning materials.

## Content

Incubator workshops are the second stage of a FairShares Lab. Ideas carried forward from Ideas Workshop will be developed further by a team and invited supporters (from as many primary stakeholder groups as possible). They will consider questions from the FairShares Canvass that support incubation. During this second stage, the objective is to support potential entrepreneurs to work on their ideas alone or in groups and develop them, so they become part of a FairShares Plan.

An incubator workshop is successful when ideas are developed and reviewed by primary stakeholders and there is alignment between FairShares values and principles and their economic potential that enthruses a team to plan an enterprise start up (or conversion).

- **Pre-requisite:** at least one blueprint example from an ideas workshop (to which we can apply collaborative learning methods)

## Preparation

- Review the Overview of a FairShares Lab (Lesson 4), and FairShares Learning and Development (Lesson 8).
- Read the additional materials on ‘Community Economy’ and ‘World Café’ for working with large groups.

## Read this example outline for an incubator workshop

- ✓ Organise a session with one or more teams that want to develop their FairShares ideas and invite additional participants to take on the role of primary stakeholder groups.
- ✓ Welcome them all and introduce the agenda.
- ✓ Briefly introduce the FairShares Model (to people who are new to the workshop).
- ✓ Introduce the FairShares Canvass, paying particular attention to the role of the primary stakeholder groups in idea development, and how their interests/needs might be met.
- ✓ The teams pitch their ideas and identify the stakeholders they need/want.
- ✓ The new participants join teams to work on Canvass Questions for the incubation stage which



are in the **Red** section.

- ✓ Whilst all teams work on answers to the questions, the trainer supports the process.
- ✓ All teams present results in a plenary to get feedback from other teams.
- ✓ Teams input results into the FairShares Planner (or a FairShares Canvass) and invite others to become members or supporters to the development of their ideas.
- ✓ Thank for participation, evaluate the workshop, and finish.

This workshop can be redone as often as teams want to participate. They continue until they give up or finalise their FairShares plan and shift into the social enterprise planning (start-up) phase.

### Learning Activity – Incubator Workshop

Imagine you have your original group of six idea workshop participants and have now invited a further 10 people for an incubation workshop:

1. How will you introduce the group to the incubation workshop? Will you introduce them to the learning materials at the start, or just use them as needed?
2. Using the ‘Learning Activity – Incubation Workshop (Template)’ document, design your own programme (agenda, methods, resources, exercises). Outline how to welcome people, set up the agenda, right through to evaluation and finishing. Prepare your own plan for the organisation of the workshop.

(If you are working with a group, divide them into stakeholder groups to discuss ideas from different perspectives. How would you support them to work through canvass questions CQ3.1 to 3.9?)

*The document ‘Learning Activity – Incubation Workshop’ is part of the portfolio that you will need to submit for assessment to become a Certified FairShares Trainer.*

### Evaluation of the lesson

- Was this lesson helpful for you?
- Do you feel able to run an incubator workshop?

### Expectations of the FairShares Trainer

To be able to organise and support an incubator workshop

### Time

2 ½ hrs

### Additional resources

[Business incubation management program](#)

[World Bank - how to run incubation workshops](#)

[InfoDef - incubation workshop](#)

[How to run a creative incubator](#)

[Development guidelines for technology-focused business incubators](#)

[Example for energy focused business incubators and workshops for Africa and Asia](#)

