Fact Sheet

Overview
Stanford Seed is a Stanford Graduate School of Business initiative that partners with entrepreneurs in emerging markets to build thriving enterprises that transform lives, with the ultimate vision of ending the cycle of global poverty. The program was established in 2011, implemented in West Africa in 2013, in East Africa in 2016, and expanded to India and Southern Africa in 2017.

Program Details
1. **The Seed Transformation Program (STP)** – a yearlong, on-the-ground leadership program for established founders and CEOs in emerging economies focused on growing their businesses and increasing the positive impact they have in their communities. This program includes:
   - **Immersive class sessions** taught locally by Stanford University and Stanford GSB faculty. Participants attend four intensive, weeklong sessions over the course of nine months on topics such as leadership, strategy, business ethics, accounting, marketing, and value chain innovations.
   - **In-company workshops led by trained local Seed facilitators** to share knowledge and provide training with the entrepreneur’s management team.
   - **Ongoing leadership labs**, or small peer groups with support from Seed facilitators, that provide networking, resources, and ideas to help participants implement their transformation plan.
   - Following completion of STP, participants may apply to receive **high-touch coaching**, as well as access to Seed interns and consultants.

Program Impact
Of the 628 entrepreneurs and 2,378+ senior leaders trained in the Seed Transformation Program:
63% create new jobs
64% increase revenue
89% grow their customers
50% expand into new geographies
72% introduce new products/services
59% do business with each other
(We call this the Seed Network Effect.)

Videos & Articles
- The Problem Solvers – interviews with participants and faculty
- Making A Difference – participant profile of Wandia Gichuru, founder and CEO of Vivo Activewear
- Yes She Can – participant profile of Elsie Dogbegah, owner of HomeFresh Foods
- Putting Safety on the Front Burner – participant profile of Femi Oye, owner of GoSolar Africa
- The Art of Transformation – participant profile of Constance Swaniker, owner of Accents & Arts

Recent articles about Seed include: Scaling Up and Changing Lives in Africa, Clinton Etheridge, MBA '74: The Long Road Back, and “Why Is She Telling Us to Eat Grass?”

Application Deadlines