TRANSFORM. INNOVATE. GROW.
WITH 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
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

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

- **Build Your Strategy**
  - Strategy
  - Organizational Design
  - Leadership/Team Building
  - Business Model Canvas

- **Know Your Product & Customers**
  - Product Innovation/Design Thinking
  - Marketing
  - Sales

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

- **Submit Your Growth Plan**

Ongoing

Implement Your Growth Plan
Coaches, consultants, Stanford interns, and fellow participants support you in the implementation of your growth plan.

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
PROGRAM FACT SHEET

LOCATION: Accra, Abidjan, Lagos & at your company
*Locations are tentative and subject to change

PROGRAM DATES: Jan 2020 – Dec 2020

APPLICATION DEADLINE: 15 Jun 2019

APPLY ONLINE: seed.stanford.edu

PROGRAM FEE: US $6,000
The cost of the program has been significantly subsidized by philanthropic contributions. Participants are responsible for lodging and travel to the four (4) in-class sessions and four (4) Leadership Labs (location dependent).

WHO SHOULD ATTEND: CEOs or founders of companies or market-driven social enterprises with annual revenue between US $150,000 and US $15 million.

PROGRAM SCHEDULE & COMMITMENT:
Participants must commit to the 12-month program duration. Attendance at all class sessions, In-Company Workshops, and Leadership Labs is mandatory.

MONTHS 1 – 12
Attend four 1-week intensive class sessions, full time and in person. Work with Stanford faculty and other experts on topics key to company growth.
- 26 Jan - 31 Jan 2020
- 30 Mar - 3 Apr 2020
- 8 - 12 Jun 2020
- 24 - 28 Aug 2020

A series of four full-day facilitated workshops, delivered at your company to your management team, will take place at various intervals throughout the program. Bringing your learnings and building your Transformation Plan with key members of your team will better enable you to realize your growth strategy.

You will participate in four Leadership Labs, which consist of half-day meetings with fellow CEOs/founders enrolled in the program. Leadership Labs are held at various locations in between each class session. In some cases, travel may be required to attend.

MONTH 12
Receive Certificate of Completion from the Stanford Graduate School of Business

ONGOING
Become a member of the Seed Transformation Network, consisting of past program participants. Continue to participate in Leadership Labs and gain access to other Seed resources.

FOR MORE INFORMATION CONTACT
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