

Who is the Masterclass for?

- **VENTURE Teams**
- **LEARNERS** from partner organisations
- **NGO & CORPORATE learners**

Apply for the REDpreneur Masterclass!

REDpreneur is the first-of-its kind innovation and acceleration program of the Red Cross to support innovative impact driven enterprises in the health and care sector and offer a unique immersive learning experience for NGO and corporate leaders

VENTURE TRACK

Fundamentals:

- Theory of Change, Value Proposition, Team, Revenue Model
- Initial Assessment and Development Plan

Core Strategy:

- Customer Groups, Basic Go-to Market, Team, Analogues, Basic Finance & Funding
- Milestone Check

Operations & Pitch:

- Detailed Finance & Funding, Impact Measurement, Pitch Preparation.
- Milestone Check & Outlook



LEARNERS TRACK*

- Participate alongside Venture Teams as coach/mentor and sparring partners.
- content session on innovation and impact
- Participate alongside Venture Teams as coach/mentor and sparring partners.
- Content session on strategy and funding
- Participate alongside Venture Teams as coach/mentor and sparring partners.
- Facilitated reflection on learning experience

* Learners are Program Teams, Fundraisers, Funders and Corporate Leaders not working on a venture project (yet) who participate to learn about all aspects of impact enterprise and investment models for NGOs and corporates.

Why join the Master Class ?

- Learn how to **translate a business idea** from planning phase **to implementation**
- Understand and implement **business fundamentals** such as **Theory of Change, Value Proposition** and **Revenue Models**
- Get to know the ins and outs of **core strategy** topics such as **Customer Groups, Go to Market Strategy, Team, Finance and Funding**
- Practice **essential entrepreneurial skills** such as prototyping and pitching
- Meet **relevant stakeholders** in the social business sphere and health sector, such as **guest speakers, investors, entrepreneurs, experts and members of the Red Cross Movement**
- Two **face to face workshops** and regular individual coaching sessions

With funding from



You can find more information and register on the REDpreneur website <https://redpreneur.org>



Austrian Development Cooperation