

Identify the right program for your green business

A self-analysis activity for your business!

ABOUT THIS ACTIVITY



This activity is designed to guide you, as an ASEAN MSME, through the process of identifying the most suitable incubator or accelerator program for your green business. The objective of this activity is to help you reflect on your business needs, research various programs, evaluate their offerings, and ultimately identify the program that best aligns with your business goals. By answering a series of questions and scoring each program based on your needs, you will gain a clearer understanding of which program can provide the most valuable support for your business.

OBJECTIVES



Upon completion of this activity, you will have a comprehensive understanding of the different incubator and accelerator programs available and how they align with your business needs. This will not only help you make an informed decision about which program to join, but also equip you with the knowledge to maximize the benefits of such programs. Ultimately, this activity aims to empower you to take the next step in your green growth journey with confidence. Let's get started!

HOW TO DO THIS ACTIVITY?



Find the potential program

1

Start by researching and finding at least three accelerator or incubator programs that you find interesting or relevant to your business. You can use the list provided in the article as a starting point, or you can find other programs through online research. Once you have identified the programs, list them in the **Potential Accelerator/Incubator Programs Table**.

Analyze each program

2

For each program you listed in the **Potential Accelerator/Incubator Programs Table**, answer the questions in the **Scoring Accelerator/Incubator Programs Table**.

Score each program

3

After analyzing each program, give each one a score from one (not suitable) to five (very suitable) for each of your top three needs. Write the summary of the score of each program in the **Scoring Accelerator/Incubator Programs Table**.

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STEP 1. FIND POTENTIAL PROGRAMS



In this section, you need to research and find at least three accelerator or incubator programs that you find interesting or relevant to your business and write them in the table below.

Potential Accelerator/Incubator Programs Table

1	<p>Accelerator/Incubator's Program Name:</p> <p>Program's Focus:</p> <p>Program Duration:</p> <p>Equity Support:</p> <p>Other Supports that Program Offers:</p> <p>.....</p> <p>Website:</p>
2	<p>Accelerator/Incubator's Program Name:</p> <p>Program's Focus:</p> <p>Program Duration:</p> <p>Equity Support:</p> <p>Other Supports that Program Offers:</p> <p>.....</p> <p>Website:</p>
3	<p>Accelerator/Incubator's Program Name:</p> <p>Program's Focus:</p> <p>Program Duration:</p> <p>Equity Support:</p> <p>Other Supports that Program Offers:</p> <p>.....</p> <p>Website:</p>

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STEP 2. ANALYZE ACCELERATOR/INCUBATOR PROGRAMS



In this section, you will analyze each program listed in the **Potential Accelerator/Incubator Programs Table**.

For each 'Yes', give a score of one. For each 'No', give a score of zero.

Scoring Accelerator/Incubator Programs Table

Criteria	Analysis Question	Program 1	Program 1	Program 1
Alignment with Your Needs	Does the program offer the specific type of support (mentorship, financial, industry-specific guidance, etc.) that your business needs?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>
	Does the program provide resources that can help address your current business challenges?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>
	Does the program offer opportunities for networking or partnerships that could benefit your business?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>

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Scoring Accelerator/Incubator Programs Table (Cont.)

Criteria	Analysis Question	Program 1	Program 1	Program 1
Industry Relevance	Does the program focus on your industry or a closely related industry?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>
	Does the program have mentors or resources that are specifically relevant to your industry?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>
	Does the program have a track record of successfully supporting businesses in your industry?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>
Suitable Duration	Does the duration of the program align with your timeline for business development?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>
	Does the program offer flexibility in terms of duration to accommodate your business needs?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>
	Does the program's schedule or time commitment fit with your other business responsibilities?	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>	Score: <input type="checkbox"/>
POTENTIAL PROGRAM SCORE		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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STEP 3. INTERPRETING THE ANALYSIS SCORE



Now that you've completed the first two steps of the activity, it's time to interpret your analysis score. Take a look at your **Potential Program Score**. Refer to the **Green Business Program Evaluation Scorecard and Follow-up Actions Table** below to identify the status of your green business based on each score.

This reflection exercise encourages you to improve your green business efforts. You can use the score to identify gaps in your current efforts and make improvements. This is a crucial step in your journey toward identifying the right program for your green business.

Green Business Program Evaluation Scorecard and Follow-up Actions Table

Total Score	Program Status	What should you do next?
0-3	Need to find alternatives!	The program may not be suitable for your business. Consider looking for other programs that better meet your needs.
4-6	You're making progress!	The program has some alignment with your business needs but there may be other programs that are a better fit.
7-9	You're on the right track!	The program is well-suited to your business needs and could provide valuable support for your green business.

Remember, this activity is a tool to help you identify the most suitable incubator or accelerator program for your business. The journey towards green growth is ongoing, and every step you take brings you closer to your goal. Good luck!

Having identified the right program for your business, let's continue the journey into analyzing your scale growth strategy in the next activity.

