



# UNLEASH Plus 2021

Executive Summary



# What is UNLEASH Plus?

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UNLEASH Plus is a 6-month incubation program that focuses on building the capacity of social entrepreneurs with the right resources, skills, and mindsets to test, pilot, and start implementing solutions that address the SDGs and are designed for scaled impact.

Co-hosted with Chemonics International, the program enables teams to advance from an early prototype to a minimum viable product, and focuses on the implementation and scalability of the solution through core components of lean management, strategy, team effectiveness, and storytelling. Participants learn through tailored curriculum, interactive workshops, access to world-class experts, and facilitated connections to funders and partners to accelerate the teams' intended positive impact.

The 2021 program will be virtual, leveraging an e-learning platform, and include an initial basecamp to maximize team preparation, and a final bootcamp where teams will have the opportunity to pitch for funding.

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# Who can participate in UNLEASH Plus?

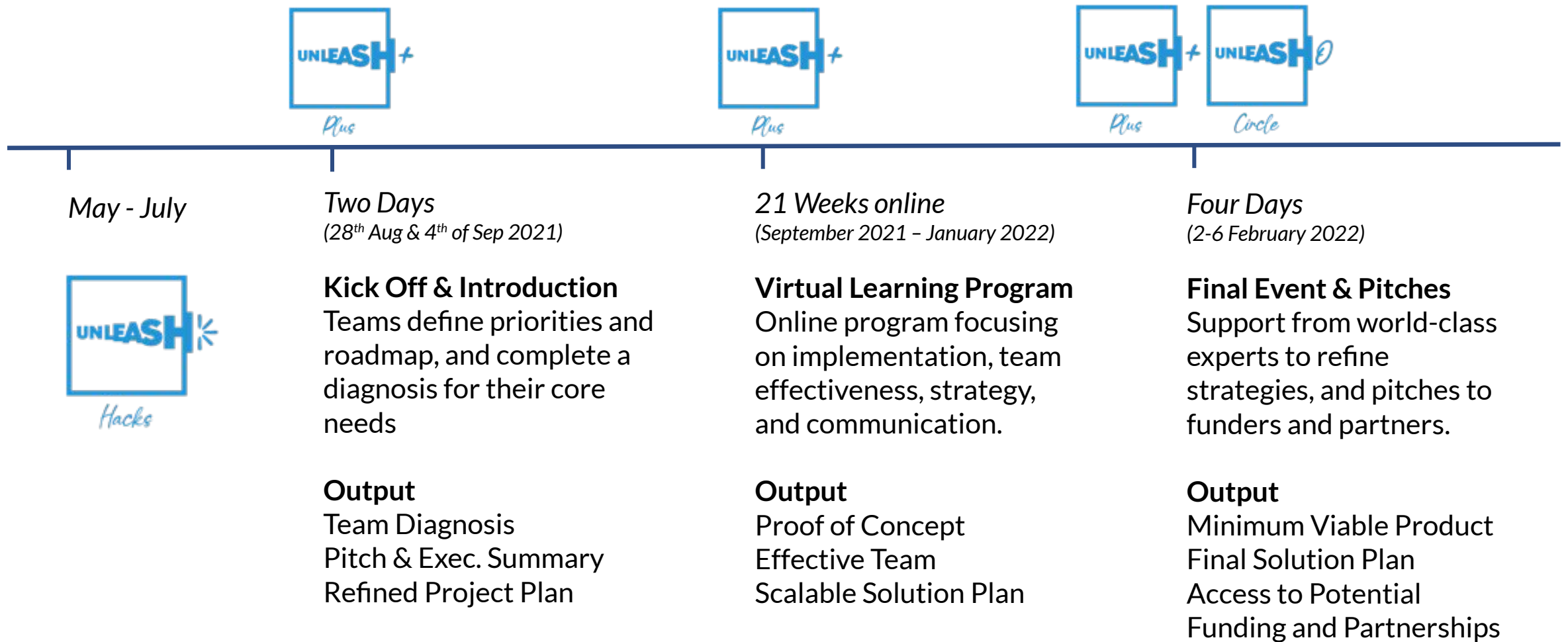
UNLEASH Plus is designed for innovators around the world who are solving problems to achieve the SDGs. These can be social entrepreneurs, intrapreneurs, or activists who have started to develop a solution but need to further test it and plan an approach for implementation. Most participants are likely to be working on their solution part-time at this stage. Participation in prior UNLEASH programs is beneficial but is not required.

Qualifying criteria for UNLEASH Plus include:

- At least 2 team members in the applying team
- A tested prototype of a solution
- Documented feedback, references, or testimonials from early testing with real users or customers in selected markets
- Ability to commit at least 4 hours per team weekly for the program
- Less than 50'000 USD raised to date



# Program structure in our 2021 timeline



# UNLEASH Plus E-Modules Content

Online modules, learning materials, and facilitated peer learning sessions for teams to optimize key areas of solution, strategy, and organizational development and enhance key soft skills that will support growth.



## LEAN PROJECT MANAGEMENT

Goal-setting, prioritization, roadmaps, adaptive mindsets, and iterative testing and improvement.

**01**  
SOLUTION



## GO-TO-MARKET, BRANDING & STORYTELLING

Knowing the target market, how to reach it, and how to acquire and retain people who buy/use the solution.

**04**  
MARKET



## ORGANIZATIONAL DEVELOPMENT & TEAM BUILDING

Complementing Potentiallife, focus on organizational development, diversity and inclusion, HR, and recruitment.

**02**  
TEAM



## DESIGNING SOLUTIONS FOR SCALE

Pathways and models for scale, using network effects and leveraging platform approaches.

**05**  
SCALE



## IMPACT MEASUREMENT

Developing a robust theory of change, translating impact on SDGs, and using alternative metrics.

**03**  
IMPACT



## FINANCIALS & FUNDRAISING

Reaching clear financial planning, able to maximize value of fundraising, and equipped with adequate materials for it.

**06**  
FINANCE & FUNDRAISING

# World-class leadership training with Potentiallife



Self-leadership and team effectiveness training through our partner's online platform, leveraging positive psychology (SHARP), neuroscience and technology.

This includes:

- Individual access to weekly learning modules
- Weekly team check-ins to build trust and deepen relationships
- Monthly check-ins with the Potentiallife team
- Webinars on key personal development topics

This program is a core part of the UNLEASH Plus program.

## STRENGTHS

- Seeing the upside
- Self-confidence
- Innovative, creative thinking
- Inclusion, diversity
- Curiosity

## HEALTH

- More energy
- Positive framing of stress
- Self-regulation to prevent burnout

## PURPOSE

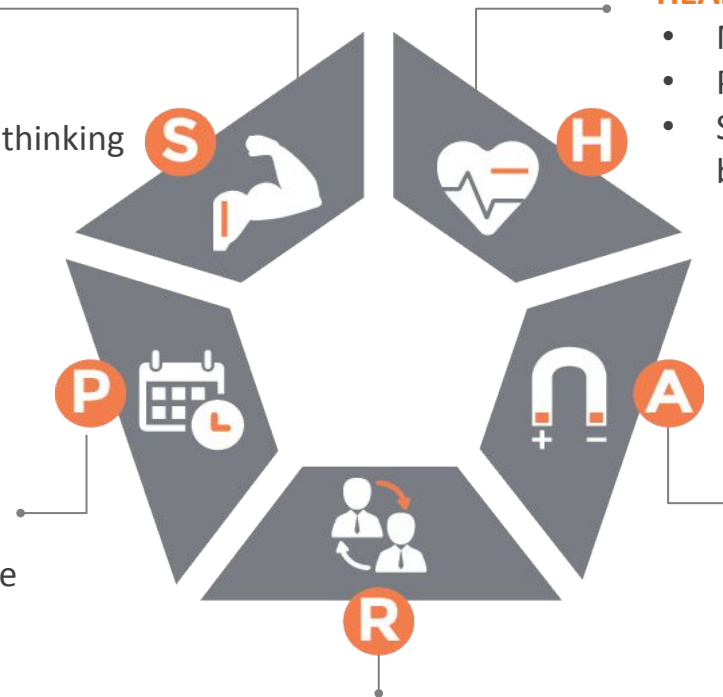
- Zeal, enthusiasm
- Empowerment & ownership of outcomes
- Determination, resilience
- Perseverance
- De-cluttering

## ABSORPTION

- Reveal hidden pockets of personal productivity
- More engagement and flow, less anxiety and boredom
- Improved listening

## RELATIONSHIPS

- Cross-functional collaboration
- Teamwork, followership
- Authenticity for difficult conversations
- Psychological safety for innovation





# APPLICATIONS OPEN!

Write to us:  
[plus@unleash.org](mailto:plus@unleash.org)

