

At Wki, we give advisors and entrepreneur support organizations (ESOs) a proven program to help innovators design their ideas into business propositions. With our ideation methodology you'll add a new visual toolset and program to your capabilities - one that will deliver results and that your innovator clients will love. Whether it's grant funding, investor readiness, or pitching a value proposition, our program will prepare your innovators to master the fundamentals for success.

What is Wki Certify?

A train the trainer program for advisors, counsellors and coaches to engage innovators with deep science and technology ideas to design and articulate the business value of their ideas.

As a Wki Certified Coach, You Will:

- Help innovators design the business value into their ideas using a rich suite of ideation frameworks and design thinking tools that are the foundation of the Wki methodology.
- Prepare STEM innovators to develop mastery in business fundamentals so they can communicate a compelling business proposition.
- Get clients investor ready for funding, grant proposal submissions, pitch competitions and more.

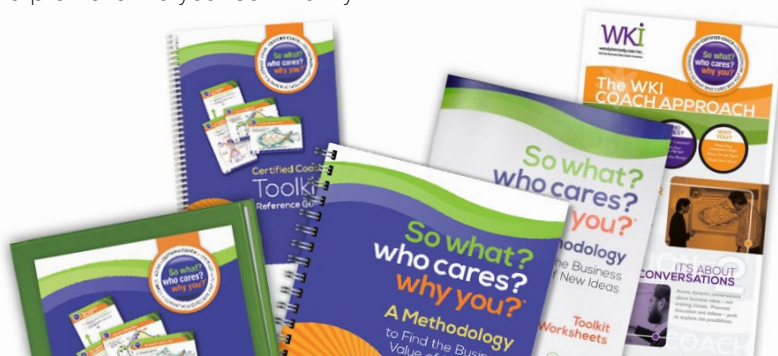
Program Overview

The Wki Certify Program offers a complete solution with all of the training, tools, materials and support advisors need to successfully deliver a high impact program.

Certification: Best practice training and certification to prepare you to offer the Wki ideation program to your innovators and entrepreneurs.

Wki Program Kit: Get a full set of program materials to run dynamic entrepreneurial ideation sessions, including dry erase posters, online toolkits and worksheets.

A rich suite of program materials: Resources and support for your program launch and promotion to your community.



Wki Customers

Leading organizations use the **Wki Methodology** including:

- University of Florida
- University of Texas
- University of Houston
- Delaware SBDC
- Sid Martin Biotech
- EC Innovates
- Planet Hatch
- First Flight Venture Center

"The Wki method is the most important tool we have to translate technology into business value. It is an indispensable element of what we do and who we are as an organization. No other process gives us the foundation to identify and assess the business potential inside an early stage technology."

Scott Koorndyk
President
EC Innovates, Dayton OH

WKI Certify Program



Certification Training for Advisors

Wki Certification begins with an in-depth training program to ground you in the So what? who cares? why you? methodology, suite of visual tools and best practices. You will learn to use a dynamic coaching model to guide innovators to **design and articulate the business proposition** for their ideas.

Certification training includes:

- Best practice instruction in the Wki ideation methodology
- Modeling and practice with the suite of tools using real-world scenarios
- Wki Certify Playbook with tools, templates and techniques to use with clients
- “How to” details and reference guide for advising and developing client innovators



Certification sessions take place online every month. Sessions run three mornings over consecutive days and offer:

- Livetraining with Wendy Kennedy, Founder of Wki, on each element in the Wki Ideation tool set and program.
- Personal, virtual conversations with small groups to ensure the best possible experience
- Step by step guidance to launch the Wki program for your ecosystem.

Ongoing Support and Resources

Once you have completed your certification, ongoing support from Wki ensures your success:

- Support from Wki during business hours and 24/7 access to the Online Certified Coach Resource Center
- Registered use of Wki Design Your Business, online digital ideation toolkit.

Program at a Glance

A program for advisors, counsellors and coaches to engage innovators to build the business proposition for their ideas.

WHAT'S INCLUDED

- **Training & Certification** in the Wki ideation methodology.
- **12 hours of comprehensive training and development.**
- **Virtual meetups for training. Conducted live with other participants.**

Program Resources

- **Certified Coach Playbook** with training, guidance, checklists and steps to success
- **Toolkit Reference Guide** with guidance to use each Wki design tool, along with tips and techniques
- **Wki digital platform** available in seat bundles for client use

PROGRAM FEES

(Prices in US Dollars)

- **Certification training: \$2500**
- **User License: \$2000 annually**

