

BUSINESS INCUBATION MANAGEMENT (BIM) AFRICA

1.0 Introduction

Most businesses in Africa tend to prematurely fail and negatively affect the socio-economic development of African countries. Business failure is not attributed to the lack of finance but the lack of appropriate business management skills and lack of entrepreneurship mid drive. Training in business incubation management (BIM) on the African continent – called BIM Africa- is being promoted by the African Agribusiness Incubators Network (AAIN) based in Accra, Ghana with regional country contact offices in Uganda, South Africa, Malawi, Burundi, Ivory Coast, Nigeria, Tunisia, Kenya, Rwanda, Ethiopia, DR Congo, Cameroon and Zambia. African Agribusiness Incubators Network (AAIN) has been supporting innovative, impact-driven ventures throughout the entrepreneurial journey – from intention to impact at scale – for more than a decade. We have incubated and accelerated hundreds of impact-driven incubators and accelerators that in turn support start-ups together with our partners.

1.1 Purpose

The main purpose of BIM training is to reduce or even stop businesses from prematurely discontinuing through business incubation and acceleration human and institutional capacity development in Africa.

1.2 Modules to be covered

- **Entrepreneurship and Business Development**
- **Business Registration Process**
- **Incubator models, success drivers, products, services, selection of location and types**
- **Ecosystem Mapping**
- **Technology mapping and commercialization**
- **Management and governance**
- **Marketing strategies, Client Management**
- **Business Planning and Modeling**
- **Financing models and resource mobilization strategies**
- **Business Review Tools and Application**
- **Business Image Building, branding, sales, and sales promotion**
- **Knowledge and Information Management systems and tools**

1.3 WHO CAN APPLY?

- Research and technology-based agribusiness incubator Managers and Associates
- Private Sector led incubators or market-led incubators and accelerators leaders
- Commodity-based incubators and accelerators leaders or Managers
- Public sector incubators and associate incubation programs leads or Managers
- Development partners and associates line Managers or team leaders
- National and regional governments staff and associates
- Youth and Women Led Networks and associate leaders or Cluster Managers
- Research and University Leaders

1.4 STRUCTURE OF TRAINING

The course will be conducted for a period of six days weeks. We will utilize a combination of interactive lectures, hands-on exercises, group discussions, and individual assignments. Trainees will have access to relevant resources, templates, and examples to support their learning.

1.5 WHEN: 18th – 23rd September

1.6 MODE: Physical

1.7 ASSESSMENT AND CERTIFICATION

Written assignments, group assignments, pitching and a final assessment. The course will be graded out of 100% with a pass mark of 60%. Upon successful completion of the course, trainees will be awarded a **Certificate of Competence**.

1.8 FEES

The course will cost **900 USD**

Payment should be paid to the bank account.

Account Number:

Account Name:

Bank Name:

1.9 HOW TO APPLY

Interested applicants can apply through the link.

<https://forms.gle/yyRgJDE73rP2VKy16>

Deadline: 31st August 2023