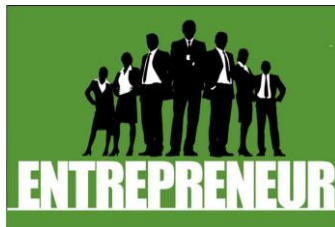


Agribusiness Entrepreneurship Bootcamp

Aug 2nd, 3rd and 4th – Accra, Ghana

Venue: Kofi Annan Centre of Excellence in ICT



In this Agribusiness bootcamp, participants will learn critical-thinking exercises and business frameworks to build a sustainable venture in the agribusiness supply chains, while building wealth in their community. Participants will gain concrete skills of creating a business in agriculture with insight from industry experts addressing supply chain management, supplier development, value-addition, and partnerships.

There will be group activity focused on getting entrepreneurs to think critically. It may be fast-paced for some, but we promise it will be a fun group interaction with videos and critical-thinking exercises to get you to think outside the box. Many entrepreneurs will have questions; we encourage questions that may be keeping you from scaling or growing your idea. What does it take to take an idea from concept to reality? How do you get funding? What if I fail? These questions and others will be addressed.

So, are you ready for this journey?

Who?

DAIN Network focuses on agribusiness entrepreneurship training for youth, startups, SMEs and co-ops in the agribusiness verticals. We utilize professionals in the African Diaspora to provide mentorship and technical assistance.

What to expect

In this bootcamp, expect to learn critical-thinking exercises that can help the average entrepreneur scale a product or service in the agribusiness value chains. Participants are expected to ask questions and learn from each other. Expect to hear insightful presentations from experts and Speakers in various sectors of agribusiness. On the last day of the bootcamp, entrepreneurs will be invited to pitch their venture idea to a panel of judges: investors and experts in agribusiness. Winning participants will receive prizes and mentorship from a local partner.

Key topic areas include

- Introduction to the opportunity for agribusiness in Africa
- Viability of an Idea, critical-thinking exercises
- Market, industry, and competitive analysis
- Idea shaping and product definition
- Defining your value proposition
- Business model canvas framework and assessment
- Harnessing resources
- Preparing and practicing your elevator pitch
- How to leverage your local network

During the Bootcamp participants will

- Gain a better understanding of how to scale a venture that makes sense for the local and global market
- Learn how to partner, scale and integrate yourself into a multinationals supply chain
- Acquire tools and framework to identify opportunities for product and market fit: target market, market segmentation, and competitive analysis
- Learn how to scale a potential product or service that can serve a market need
- Learn ideation techniques
- Understand how global agribusiness supply chains work
- Understand what investors are looking for when they invest in a business

DAY 1 – Tuesday Aug 2nd

8:30am – 9:00am	Welcome and Kickoff – Lead Sponsor Opening Remarks
9:30am – 10:00am	Agribusiness Entrepreneur talk and videos
10:00am – 10:30am	Critical thinking Workshop
10:30am – 10:45am	Viability of an idea
10:45am – 11:00am	Break
11:00am – 11:30am	Global agribusiness supply chain overview: Inventory management, supplier development and consumer goods (FMCG/CPG)
11:30am – 12:00pm	Supply Chain and SWOT analysis
12:00pm – 1:30pm	Keynote Speaker and Lunch
1:30pm – 2:30pm	Videos and Group Activity on SWOT Analysis
2:30pm – 3:30pm	Speakers
3:30pm – 4:00pm	How to do an elevator Pitch and activity
4:00pm – 4:30pm	Successful African Entrepreneurs Video
4:30pm – 5:30pm	Speakers

DAY 2 – Wednesday 3rd

8:30am – 9:00am	Entrepreneur talk and videos – Lead Sponsor remarks
9:00am – 9:30am	Viability of an Idea
9:30am – 10:00am	Critical thinking & Conceptualization Workshop
10:00am – 10:30am	Speakers
10:30am – 11:30am	SWOT & Value Chain analysis
11:30am – 11:45am	Break
11:45pm – 12:00pm	Consumer goods overview (FMCG & CPG)
12:00pm – 1:30pm	Lunch
1:30pm – 2:30pm	Speakers
2:30pm – 2:45pm	Entrepreneur talk and videos
2:45pm – 3:00pm	Business Model Canvas Framework
3:00pm – 4:00pm	Business Model Canvas team activity
4:00pm – 4:30pm	Elevator Pitching
4:30pm – 5:00pm	Business Plan Structure
5:00pm – 5:30pm	Speed Networking

DAY 3 – Thursday 4th Last Day

9:00am – 9:30am	Entrepreneur talk and videos – Lead Sponsor Remarks
9:30am – 10:00am	Viability of an Idea workshop
10:00am – 10:30am	Business Model workshop
10:30am – 10:50am	Financial Statements Overview
10:50am – 11:00am	Break
11:00am – 11:45am	Financing models (Factoring, Grants, Crowdsourcing, etc.)
11:45am – 12:00pm	Entrepreneur videos
Noon – 1:30pm	Lunch
1:30pm – 2:00pm	How to do an elevator pitch activity
2:00pm – 2:30pm	Speakers
2:30pm – 2:45pm	Break
2:45pm – 3:45pm	Open Discussion with Panel
4:00pm – 4:45pm	Elevator Pitch Competition

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