

Swiss Africa Business and Innovation Initiative (SABII)

Advanced Entrepreneurship Workshop

Addis Ababa 2019

October 25th to 27th
xhub Addis



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Workshop Day 1: Friday October 25th (morning)

Time	Entrepreneurial missions	Contents and briefing	Presenting
09h00	WORKSHOP OPENING	Words of the Swiss Embassy in Addis Ababa Words of AfriLabs, workshop partner Words of University of Basel Words of Venturelab	Embassy representative Ms. Anna Ekeledo (AE), Executive Director AfriLabs Mr. Erich Thaler, Senior Manager Networks and Global Partnerships, University of Basel (ET, Moderator) Mr. Jordi Montserrat (JM), Managing Partner Venturelab
09h15	WORKSHOP BRIEFING	Goals of the workshop Master a convincing pitch	
09h30	CLASS PRESENTATION	2 mins pitch as per briefing / Short debrief	All participants Moderated by J.Montserrat
10h15	Tea break		
10h30	DELIVER UNIQUE CUSTOMER VALUE <ul style="list-style-type: none"> Stress test market and business model Demonstrate value proposition with target customers 	Prepare participants' projects / business ideas including. <ul style="list-style-type: none"> Customer pitch (product- solution / offer) Business model structure 	J.Montserrat
12h00	AFRILABS presentation	Introduction to AfriLabs and Overview of hubs in Africa and activities	Afrilabs Representative
12h30	Lunch break		

Workshop Day 1: Friday October 25th (afternoon)

Time	Entrepreneurial missions	Contents and briefing	Presenting
12h30	Lunch break		
13h30	DEFINE YOUR BUSINESS DEVELOPMENT PLAN <ul style="list-style-type: none"> • Building the value creation roadmap • Setting priorities and getting traction 	Understand your market Build a market penetration plan Define the overall action roadmap Build your cockpit	J.Montserrat
15h00	Tea break		
15h30	INDIVIDUAL WORK AND COACHING	Work on the pitch content of the session : customer value and Roadmap Prepare for Wednesday's pitch	J.Montserrat
17h00	PITCH DRY RUN	Debriefing of selected projects	J. Montserrat / E Thaler
18:00	Partners' dinner : UniBasel, Afrilabs, Venturelab, ...		

Workshop Day 2: Saturday October 26th

Time	Entrepreneurial missions	Contents and briefing	Presenting
09h00	ENTREPRENEURIAL INSPIRATION TALK	Experience sharing by Ethiopian entrepreneur	
09h30	PUT A WINNING TEAM AT WORK <ul style="list-style-type: none"> • Build a co-founders team and advisors • Grow your management skills and toolbox • Integrate the right co-founders • Build advisory and Directors board • Professional management 	Prepare company and team presentation, shareholding structure and recruitment plan Presentation	J.Montserrat
10h45	Coffee / Tea Break		
11h00	SETUP A MARKET ACCESS PLAN	Build a convincing marketing and sales plan	J.Montserrat
12h30	Lunch break		
13h30	SECURE FUNDING FOR GROWTH <ul style="list-style-type: none"> • Have a solid financing strategy • Approach the right investors • Close deals with professional investors 	Prepare financial plan Build related financing strategy (how much, when, from whom, what for, and valuation, and strategy to access investors) Presentation	
15h00	Coffee / Tea break		
15h15	INDIVIDUAL WORK AND COACHING		
17h00	Networking drinks		

Workshop Day 3: Sunday October 27th

Time	Entrepreneurial missions	Remarks	Presenting
9h00	SWISS AFRICAN STARTUPS CROSS BUSINESS DEVELOPMENT	In groups, prepare a cross exchange on business development	J.Montserrat
10h15	Tea break		
10h30	CONVINCE THE PANEL Detailed timing TBC according to final participants number	Pitching workshop Presentations & feedback	Panel Moderated by J.Montserrat
12h25	Lunch break		
13h00	CONVINCE THE PANEL	Pitching workshop Presentations & feedback	Panel Moderated by J.Montserrat
15h30	Jury discussion		J.Montserrat
16h00	Announcement winners		E. Thaler
16h10	Wrap up and next steps		J.Montserrat / E. Thaler
16h30	End and team pictures		All