

Swiss Africa Business and Innovation Initiative (SABII)

Advanced Entrepreneurship Workshop online 2020

October 14th to 16th



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Workshop Day 1: Wednesday October 14th (morning)

Time	Entrepreneurial missions	Contents and briefing	Presenting
09h00	WORKSHOP OPENING	Words of AfriLabs, workshop-partner Words of University of Basel Words of Venturelab	Embassy representative Ms. Anna Ekeledo (AE), Executive Director AfriLabs (tbc) 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 workshop, introduction	
09h30	CLASS PRESENTATION	1 minute short introduction, 2 slides maximum illustrating the solution proposed to customers	All participants Moderated by J. Montserrat
10h15	Tea break		
10h30	ENTERING AFRICAN AND SWISS MARKETS <ul style="list-style-type: none"> Work in small groups to prepare a market entry 	In breakout rooms of 4 (or 5) people → 7 groups	Moderation J. Montserrat
12h30			
12h30	Lunch break		

Workshop Day 1: Wednesday Oct 14th (afternoon)

Time	Entrepreneurial missions	Contents and briefing	Presenting
12h30	Lunch break		
13h45	PRESENTATION OF MARKET ENTRIES <ul style="list-style-type: none"> • Key learning of market entry strategies, + competitive analysis adaptation • Overview per group, and 1 slide per company 	Debrief with inputs of all participants	Moderated by J.Montserrat
15h15	Tea break		
15h30	PRESENTATION OF MARKET ENTRIES Cont'd <ul style="list-style-type: none"> • Key learning of market entry strategies, + competitive analysis adaptation • Overview per group, and 1 slide per company 	Debrief with inputs of all participants	J.Montserrat
17h00	END OF DAY		J. Montserrat / E. Thaler
17:00	Team picture online		

Workshop Day 2: Thursday October 15th

Time	Entrepreneurial missions	Contents and briefing	Presenting
09h00	AFRILABS STARTUPS DEVELOPMENT	For the african startups	Alfredo Cuanda (tbc)
10h30	Coffee / Tea Break		
11h00	AFRILABS STARTUPS DEVELOPMENT	For the african startups	Alfredo Cuanda (tbc)
12h30	Lunch break		
13h30	DELIVER UNIQUE CUSTOMER VALUE <ul style="list-style-type: none"> • Stress test market and business model • Demonstrate value proposition with target customers • Plan the roadmap ahead 	Prepare participants' projects / business ideas including. <ul style="list-style-type: none"> • Customer pitch (product- solution / offer) • Using class examples 	Jordi Montserrat
15h30	Coffee / Tea break		
16h00	INDIVIDUAL WORK AND COACHING	For startups	Jordi Montserrat
17h00	End of Day		

Workshop Day 3: Friday 16th

Time	Entrepreneurial missions	Remarks	Presenting
9h00	CONVINCE THE PANEL Detailed timing TBC according to final participants number	Pitching workshop Presentations & feedback	Panel Moderated by J.Montserrat Panel Erich Thaler Alfredo Cuanda (tbc) Jordi Montserrat Afrilabs Board member (tbc)
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 Detailed timing TBC according to final participants number	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 of program		All