



The Seventh African Higher Education Week and RUFORUM Triennial Conference 2021

Catalyzing Competitiveness RUFORUM Young African Entrepreneurs and Ventures

RUYAEC Winners Capacity Building Sessions

Date 1-7th December, 2021, Venue: Blended (Virtual and In-person)

Background

Youth are the defining moment of Africa today. They are active performers, sharpeners of the economic progress and adapters for competitiveness. In the past, they would be referred to us the future of tomorrow but that future is now. For tomorrow, Africa's youth will be consolidators of the continent's progress. The time is therefore now to provide them with opportunity to rise to the challenge and help them walk the journey of a rapidly competitive world.

Across the continent; from South to north, west to east and central, the youth unemployment challenge is a concern for every government. But, the youth of today, are more educated, networked and connected, ambitious, and daring. These attributes make Africa one of the most entrepreneurial continent with numerous start-ups started but with a very short business life. This challenge of short business life partly arises from the

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quest for immediate success as well as a poorly developed entrepreneurship and mentorship ecosystem across the continent.

The Regional Universities Forum for Capacity Building in Agriculture (RUFORUM) has been running the RUFORUM Young African Entrepreneurs Competition (RUYAEC) since 2016. Three Cohorts of Awards have been concluded with immense success and progress. The three cohorts identified 58 young innovators. These have created over 1,500 jobs engaged over 60,000 farmers and beneficiaries. This fourth cohort of the RUYAEC series has identified 20 additional young innovators from across Africa.

RUFORUM recognizes that the entrepreneurship ecosystem for young start-ups across Africa is generally weak. Accordingly, it has set-out to provide opportunity for supporting the young and competitive starts through building their capacity to enhance competitiveness. Accordingly, the 20 selected young entrepreneurs receiving their awards in Benin in December 2021 will have the opportunity to under-go an entrepreneurship and mentorship sessions prior to, during and after. The purposes is to enhance their competitiveness in the business world.

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Objective of the training session

The purpose of these scheduled training sessions is to build RUYAEC beneficiary entrepreneur capacity with skills to grow their ventures and prepare them for 1 minute-pitch session at Benin Triennial Conference.

Training Programme outline

Core Objective: Build RUYEC beneficiary entrepreneur capacity with skills to grow their ventures and prepare them for 1 minute pitch session at Benin Triennial Conference.		
Activity	Goal	Delivery Channel
Entrepreneurial mindset training	Ignite ambition, and cultivate confidence, creativity, self-reliance and resourcefulness corefor entrepreneurial endeavors.	Virtual Training

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<p>Creating Customer Value:</p> <ol style="list-style-type: none"> 1. Problem validation. 2. Customer segmentation. 3. Prototyping. 4. Mapping key partners. 5. Unit Economics 	<p>Skills development to optimize identifying opportunities, product development, testing, customer segmentation and commercial readiness.</p>	<p>Virtual Training</p>
<p>Delivering Customer Value:</p> <ol style="list-style-type: none"> 1. Channels (Sales, Marketing, Distribution) 2. Customer feedback. 	<p>Skills development to optimize product commercialization and business growth.</p>	<p>Virtual Training</p>
<p>Activity</p>	<p>Goal</p>	<p>Delivery Channel</p>

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<p>Business management basics</p> <ol style="list-style-type: none"> 1. legal requirements, 2. finance, 3. sustainability, 4. Decent work 	<p>Build capacity to manage business operations and create visibility for operational and compliance requirements.</p>	<p>Virtual Training</p>
<p>Pitch training and support at Benin Triennial conference</p>	<p>Elevator pitch training to enable showcase at Benin triennial event.</p>	<p>In person training</p>

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