



Design Thinking, Business Models and Plans Development Training

The training

This Training aims to prepare participants to turn problems/challenges into business opportunities, and attracting resources to take the opportunities while addressing challenge.

The Objectives:

- To explore challenges faced by communities/customers and to learn how to apply the design thinking approach to establish or improve solutions.
- To describe and develop a business model and a plan for implementing the solutions.
- To prepare the pitch deck of a business plan, practice pitching; and pitch the plan to key stakeholders for the attraction of resources.
- To participate in networking events for the growth of the business.
- To utilize available business development and support services to establish and grow the business.

The Outcomes

- Turn challenges into commercializable products or services;
- Develop business models and plans of implementing the solutions;
- Pitch their solutions to key stakeholders for resources attraction;
- Establish networks with other stakeholders;
- Utilize available business development and support services to establish and grow the business

Target Audiences:

- Owners/managers, innovators or employees in micro, small and medium enterprises in all sectors
- Business startups operators/owners
- Potential entrepreneurs or business operators
- Already and potential retirees

Coverage

- Entrepreneurship, national and sustainable development goals.
- Design thinking: the five steps, turning challenges to opportunities, developing solutions and testing them.
- Business model architecting and business plan development.
- Business plan pitching, networking with actors in the entrepreneurship ecosystem for resources mobilization.

10 Days Training
10th – 21st March, 2025



University of Dar es Salaam

Course Fee:
Tsh 800,000/=

Training Instructors:

Prof. E. Ishengoma: Works at the University of Dar es Salaam Business School as a Professor in business economics, finance and enterprise development. As a Lead Consultant of FAO - FISH4ACP Project, and a Research Lead of Agripreneurship Education for Sustainable Development in East Africa Project, Esther has accumulated extensive experience in facilitating design thinking and improved business models in different sectors including agriculture and fisheries. She holds a PhD in Business Economics, and has done research in enterprise development.

Dr. W. Nguni: has extensive experience in agribusiness, entrepreneurship, business planning, and value chain management. She is working at the University of Dar es Salaam and has worked with international organizations like DANIDA, SIDA, and ILO, contributing to research, training, mentorship and business counseling on MSMEs in agriculture, tourism and retailing.

Dr. M. Ilomo: Dr. Mesia Ilomo is a renowned international trainer and consultant on business environment, finance, trade in services, gender, and regional integration. He has more than 15 years of work experience, where he has developed good working relationship with the public, private sector, and civil society sector in Tanzania and sub-Saharan Africa. Dr. Ilomo is a Certified Trainer of International Trade Centre (ITC): Trade Map and Market Access Map. He holds a PhD in Business Administration and Master of International Trade.

Dr. J. Idd: is a lecturer in the field of procurement and supply chain management at the University of Dar es Salaam Business School. She has been teaching entrepreneurship and international business management at various Universities and at different levels. Recently, she has been offering mentorship and coaching services to students from different faculties and different countries. Her research expertise range in various domains including entrepreneurship, business model development, supply chain and strategic management, and franchising.

Register here:

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Contacts

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Agripreneurship Training

Why Agripreneurship training?

65.3% of Tanzanians are in agriculture sector. Unfortunately, only 28% of the country's GDP and about 24% of the total exports is attributed to agriculture. This implies little entrepreneurial knowledge and skills among Tanzanians to enterprise from the agricultural products that they produce. Thus, agripreneurship training intends to give participants practical skills for improving planning and effective management of operations of agribusinesses in Tanzania and worldwide. Participants will be introduced to design thinking and business model canvas, along with business plan development and attraction of resources.

What are the expected outcomes?

- At the end of this course participants should be able to:
- Turn challenges in agribusiness into commercializable products or services.
 - Develop business models and plan of their agribusiness operations and ideas.
 - Pitch their business models and plan to key stakeholders for resources attraction.
 - Establish networks with other stakeholders
 - Utilize available business development and support services to establish and grow the business

Coverage

- *Agribusiness, entrepreneurship, sustainable development goals*
- *Business environment*
- *Design thinking*
- *Crafting business models*
- *Business plan development*
- *Pitching, networking, and agribusiness opportunities*

Fee -Tsh
800,000

Target Audiences:

- Agripreneurs in different sectors and production levels
- Already and potential retirees

10 Days Training
5th – 16th May, 2025

📍 University of Dar es Salaam

The Instructors:

Prof. E.Ishengoma: Works at the University of Dar es Salaam Business School as a Professor in business economics, finance and enterprise development. As a Lead Consultant of FAO - FISH4ACP Project, and a Research Lead of Agripreneurship Education for Sustainable Development in East Africa Project, Esther has accumulated extensive experience in facilitating design thinking and improved business models in different sectors including agriculture and fisheries. She holds a PhD in Business Economics, and has done research in enterprise development.

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<https://forms.gle/2W7eNkqbhJFXG8Nz8>

