



**Training & Mentoring Program for Women-led Businesses in Liberia, DRC, Rwanda, Senegal, Mozambique and South Africa
In partnership with IE and with the Collaboration of Spanish Cooperation**

PROVISIONAL PROGRAMME

Introductory Course

Dakar, 16th – 17th June 2008

Hotel Ngor Diarama

Day 1

- 9:00-9:15 am **Welcome Note**
Mrs Bineta Diop, Executive Director FAS
- 9: 15- 9:25 am Project Presentation
Aminata Dieye, Program Coordinator PanAfrican Centre
- 9:25-9:35 am **Note from the Spanish Cooperation**
Rita Santos, General Coordinator Spanish Cooperation, Dakar
- 9:35-9:45 am **Opening Ceremony**

Mrs Awa Ndiaye, Minister of family, Female Entrepreneurship and Micro Finance
- 9:45-10:00 am Break

10:00-1:00 pm **Session 1: ENTREPRENEURIAL PROCESS**

M. Ignacio De LA VEGA, Directeur du Développement Stratégique, IE

Introduction and methodology

Key elements for an entrepreneur.

The Questions Every Entrepreneur Must Answer (HBR 96603)

The Heart of Entrepreneurship (HBR 85216)

1:00- 2:00pm Lunch

2:00-5:00pm **Session 2: BUSINESS PLANNING AND GROWTH**

M. Ignacio De LA VEGA, Directeur du Développement Stratégique, IE

Analyzing and developing a business idea, making it grow: Business Plan

Business Plan (PL 17/72-I)

Workcenter (GE1-102-I)

5:00 pm End of day

Day 2

9:00- 10:30 am **Session 3: BUSINESS PLANNING AND GROWTH**

M. Ignacio De LA VEGA, Directeur du Développement Stratégique, IE

Analyzing and developing a business idea, making it grow: Business Plan

Business Plan (PL 17/72-I)

Workcenter (GE1-102-I)

10:30-11:00 am Break

11:00- 1:00pm **Session 4: THE FUNDING OF AN ENTREPRENEURIAL PROJECT**

M. Ignacio De LA VEGA, Directeur du Développement Stratégique, IE

Sources of financing for business projects (PL17/165-I-M).

Alternative Sources of Financing (HBS 9-384-187)

Angel Investing (HBS 9-800-273)

The Way Forward: Madrid Training

1:00- 3:00 pm Lunch and travel to University

3:00- 6:00pm **ICT test and course on E-learning**

Day 3

10:00am Trip to Aissatou Dione's Fabric Store