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