



MSM FORESIGHT HUB

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SUPPORTED BY MSM GIA

**ENTREPRENEURSHIP
GROWTH
PROGRAM**

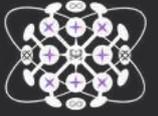


ABOUT US

The MSM Entrepreneurship Growth Program is a strategic initiative driven by MSM Foresight Hub / (MSM GIA), designed to strengthen the competitiveness, resilience and sustainability of African companies. This programme is aimed at entrepreneurs, project holders and SME leaders who wish to structure their activities, consolidate their management bases and access financing in line with their growth ambitions.

Designed with a pragmatic and contextualized approach, the programme combines hands-on training, strategic mentoring and personalized guidance. Provides participants with an in-depth understanding of the dynamics of the African market, while providing them with the essential skills to plan, finance and develop their businesses sustainably.

With a focus on value creation, innovation and investment readiness, the MSM Entrepreneurship Growth Program aims to train a new generation of strong, visionary and "investor-ready" African entrepreneurs., capable of building competitive and high-impact companies, actively contributing to the economic and social development of the continent.



2. CONTEXT AND THE JUSTIFICATION

Africa is today a dynamic entrepreneurial environment, driven by creative and ambitious youth.

However, many entrepreneurs face structural obstacles that hinder their growth: difficulty in transforming an idea into a viable economic model, limited access to funding, lack of management skills and strategic planning, as well as a poor mastery of digital tools.

The MSM Entrepreneurship Growth Program provides a concrete response to these challenges. It aims to equip African entrepreneurs with the practical skills, modern tools and networks of experts necessary to evolve their projects from a logic of survival to a dynamic of sustainable and competitive growth, while strengthening their ability to attract investors and partners.



3. PROGRAM OBJECTIVES

the MSM Entrepreneurship Growth Program was designed as a pragmatic and structuring response. It provides African entrepreneurs with the necessary tools, knowledge and support to structure their business, access appropriate financing and adopt modern management practices.

The main objectives are:

Structure and professionalize companies

→ Help entrepreneurs to transform their ideas into viable economic models, to formalize their legal structure and to strengthen their governance in order to build strong and attractive companies for investors.

Facilitate access to funding and partnerships

→ Train participants in the mastery of financial tools, the preparation of fundraising and strategic negotiation to make them truly "investor-ready".

Stimulating innovation and competitiveness

→ Promote the use of digital technology, innovation and strategic marketing to strengthen the visibility, performance and resilience of African companies in their markets.

4. target audiences

The MSM Entrepreneurship Growth Program is aimed at a wide range of profiles, from entrepreneurs and SME leaders to project leaders, young professionals and actors in the entrepreneurial ecosystem.

Each participant benefits from tailored support to strengthen their skills, structure their projects and maximize their impact, in order to develop strong, innovative and competitive businesses contributing to the economic and social development of Africa.



THEY ARE AS FOLLOWS



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1. Entrepreneurs and SME leaders

These participants seek to structure and monetize their businesses while ensuring sustainable growth. The program helps them optimize their internal processes, strengthen their governance and improve their competitiveness in the African and international markets. They also develop strategies to attract partners and investors and consolidate the sustainability of their company.



2. Project leaders and startups

This group includes those who want to turn innovative ideas into viable business models. The program offers tools to test, validate and structure projects, create attractive value propositions and prepare startups to attract investors while ensuring sustainable growth.



3. Young professionals and future entrepreneurs

These participants wish to acquire the essential skills to start and manage a successful business. They become familiar with good entrepreneurial practices, operational management, marketing, finance and leadership, in order to start or strengthen their entrepreneurial journey with confidence and efficiency.



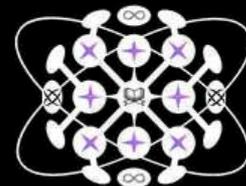
4. Acteurs de l'écosystème entrepreneurial

These are consultants, incubators, support institutions and key partners involved in the development of African businesses. The program allows them to strengthen their knowledge and tools in order to effectively support entrepreneurs, stimulate innovation, and contribute to the growth of the entrepreneurial ecosystem.



In short:

The MSM Entrepreneurship Growth Program offers tailored support to entrepreneurs, project leaders and actors of the entrepreneurial ecosystem, to strengthen their skills, structure their initiatives and create strong, innovative and competitive businesses in Africa.



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5. TRAINING MODULES

The MSM Advanced Professional Training Program includes six strategic modules designed to strengthen the managerial, technical and operational skills of African professionals. Combining theory, practice and case studies, it offers practical training focused on governance, project management, innovation and performance. This program aims to equip executives and managers to effectively meet the challenges of sustainable development and leadership.

MODULE 1 – BUSINESS MODELING & STRUCTURATION

This module accompanies participants in the transformation of an idea into a viable business model, providing practical tools to structure and secure their business.

Key content:

- **Transformation of an idea into a business model:** define the value proposition, customer segments and revenue model.
- **Legal status and governance:** choose the appropriate legal structure and implement clear governance rules.
- **Legal and regulatory compliance:** ensure compliance with legal and sectoral obligations.
- **Solid and realistic business plan:** develop a comprehensive operational and financial plan to ensure the company's viability and sustainability.

Expected impact:

Participants will be able to structure their business in a professional way, turn their ideas into concrete projects and prepare their company for sustainable growth that is attractive to investors.



MODULE 2 – FINANCE & FUNDRAISING

This module allows participants to master the financial and fundraising aspects to ensure the growth and stability of their business.

Key content:

- **Comprehensive financial plan:** development of budgets, forecasts and business cases for sound resource management.
- **Preparation for fundraising:** creation of convincing pitch decks and strategies to attract investors.
- **Negotiation and relationship with investors:** learn to communicate effectively and secure the necessary funding.
- **Strategic capital management:** optimization of resource allocation to support the sustainable development of the company.

Expected impact:

Participants will be able to effectively manage their finances, attract investors and ensure the sustainability and sustainable growth of their business.



MODULE 3 – LEADERSHIP & STRATEGY

This module strengthens the entrepreneurial vision and growth strategy skills, in order to prepare participants to effectively lead their business.

Key content:

- **Entrepreneurial vision and strategy:** define clear objectives and develop appropriate growth plans.
- **Personal leadership:** develop confidence, motivation, and emotional intelligence to inspire teams.
- **Team management:** manage performance, strengthen cohesion and optimize the contribution of each member.
- **Strategic decision-making:** analyze the issues and make informed decisions to ensure the sustainable development of the company.

Expected impact:

Participants will be able to lead with vision, motivate their teams and implement effective strategies to ensure the growth and sustainability of their company.



MODULE 4 – DIGITAL MARKETING & BRAND VISIBILITY



This module helps participants to develop their visibility and impact in the market through digital tools and strategic communication.

Key content:

- **Effective digital presence:** create and manage digital platforms to strengthen the company's visibility.
- **Storytelling and personal branding:** building a coherent and engaging brand identity.
- **Impact communication:** design clear and attractive messages for clients and partners.
- **Marketing strategies adapted to the African market:** using targeted approaches to maximize attractiveness and commercial performance.

Expected impact:

Participants will be able to strengthen their digital presence, improve their brand image and increase the attractiveness of their company among customers, partners and investors.



MODULE 5 – OPERATIONAL EXCELLENCE & RISK MANAGEMENT



This module allows participants to master operational management and organizational resilience, in order to ensure the sustainable performance of their company.

Key content:

- **Operations management and internal control:** optimize internal processes and ensure compliance with standards.
- **Anticipation and risk management:** identify, analyze, and mitigate risks to secure activities.
- **Performance optimization:** implement tools and methods to improve efficiency and productivity.
- **Sustainability and compliance:** ensuring the sustainability of activities while respecting legal and sectoral obligations.

Expected impact:

Participants will be able to manage their operations with rigor, anticipate risks and strengthen the performance, compliance and sustainability of their company.



MODULE 6 – SUSTAINABLE & GREEN ENTREPRENEURSHIP

This module trains entrepreneurs to develop sustainable and responsible businesses, reconciling economic performance, social impact and respect for the environment.

Contenus clés :

- **Eco-design and green innovation:** products and services with low environmental impact.
- **Business model and CSR:** integrate sustainability and responsible practices into the strategy.
- **Green finance and partnerships:** mobilising funds for sustainable projects.
- **Impact measurement:** monitor and value environmental and social results.

Expected impact:

Participants will be able to create and manage efficient, sustainable and responsible companies, aligned with the standards of sustainable development.



6. MÉTHODE DE MISE EN ŒUVRE

The programme adopts a practical and interactive approach, designed to maximize learning, encourage active participation and facilitate direct application of skills in the context of African organisations.



Certification and recognition:

at the end of the program, a recognized certification is issued, attesting to the skills acquired and strengthening professional credibility. It constitutes an asset to enhance the participants' journey and strengthen their positioning with investors, partners, and institutions.



Hybrid and interactive format

the program combines in-person and online sessions, offering maximum flexibility for participants. African case studies and practical exercises allow for the direct application of theoretical concepts to real-world situations, thus enhancing learning and strategic understanding.



coaching and mentoring

participants benefit from the support of experts in entrepreneurship, finance, strategy and innovation, who share their best practices and feedback. A personalized mentorship ensures individual follow-up, helps to solve specific challenges and optimizes the implementation of projects.



7. expected impacts

The program aims to generate a lasting impact by strengthening the skills and professional practices of the participants. It optimizes the performance of projects and teams, makes informed decisions and improves governance, internal structuring and credibility of organizations while establishing a culture of excellence and sustainability.

1. Structured and competitive entrepreneurs

participants acquire key skills in management, strategy, finance and leadership, enabling them to organize their businesses in a professional manner, optimize internal processes and strengthen their competitiveness in African and international markets.



2. Access to funding and regional opportunities

the program prepares entrepreneurs to attract investors, mobilize funds and exploit growth opportunities within local and regional markets, thus increasing their chances of success and sustainable development.



3. Sustainable enterprises and Pan-African network

participants develop responsible businesses, generating jobs and positive social impact, while integrating a dynamic MSM GIA network that promotes cooperation, the exchange of good practices and collective growth on the African continent.





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Conclusion et appel à l'action.

Through the Entrepreneurship Growth Program, MSM Foresight Institute / MSM GIA positions itself as a catalyst for economic empowerment in Africa. By training, accompanying and connecting entrepreneurs, MSM Foresight Institute contributes to creating a new generation of innovative, responsible and sustainable economic leaders.

This program thus constitutes a strategic lever for the development of solid, competitive and socially impactful SMEs, strengthening the African entrepreneurial ecosystem and actively participating in the economic growth of the continent.





thanks a lot

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