



BIC Africa

Online Training – 2023

Proven Models and
Engaging with
Investors



BIC Africa is funded by
the European Union.



The BIC Africa Online Training – 2023

The **BIC Africa Online Training – 2023**, designed by the **BIC Africa Virtual Training Centre**, will provide business incubators with an opportunity to connect with incubation and innovative entrepreneurship experts and among themselves - to learn about proven **models and strategies of setting up and running business incubators**, including **how to engage with investors**.

The online training is organised by the BIC Africa project. It is split into four sessions, each well-curated and facilitated by EBN members.

The course takes the business incubators through an *Introduction to Incubation and Ecosystems* to *Business Model Canvas* in the first two sessions.

Sessions three and four are then dedicated to *Engaging with Investors* and then expanding further the practical results and analysis in an *Interactive Business Case*.

The training is targeted towards business incubators from the BIC Africa country projects, Angola, Comoros, Ethiopia, Madagascar and Somalia, but is open to all Business Incubators, Tech Hubs, Innovation Support Organisations etc. across Africa.

Participants are welcome to register for the sessions that interest them, a Certificate of Attendance will be provided for those participants who attend **2 or more sessions**.



Registration Details:

Session 1: [Register here](#)

Session 2: [Register here](#)

Session 3: [Register here](#)

Session 4: [Register here](#)

Session 1: Introduction to Incubation and Ecosystems

Date: 29th November 2023 Time: 2:00pm to 6:00pm EAT

- Introduction to the BIC Africa project
- Setting the scene and challenges for business incubation:
 - Identification of main barriers and challenges for entrepreneurship and business incubation.
 - Identification of topics and questions of interest
- Ecosystem development:
 - Introduction to ecosystem mapping and building
 - Example of ecosystem mapping exercise
 - Example of ecosystem building exercise
- Exercise in ecosystem mapping and building

Trainers: Douglas Thompson / Francisco Rocha, SPI

Session 2: Business Model Canvas

Date: 4th December 2023 Time: 2:00pm to 6:00pm EAT

- Introduction to business models
 - Meaning of business incubation
 - Key business incubation services
- Structure of the Business Model Canvas
 - Main elements of the canvas
- Exercise
 - Completion of initial Business Model Canvas for incubator
 - Completion of a Value Proposition Canvas
- Panel Session
 - Q&A Session with experts

Trainers: Douglas Thompson / Francisco Rocha / Susana Seabra, SPI

Session 3: Engaging with Investors (1)

Date: 6th December 2023 Time: 2:00pm to 6:00pm EAT

- Introduction to the investment readiness process
- Presentation and analysis of the different sources of capital which high-growth startups can access.
- Presentation of the equity financing process: stages and players, with a focus on Business Angels (BAs) and seed Venture Capital (VC) funds
- Approaching risk capital investors:
 - Presentation on how to prepare a perfect pitch.
 - The pitch deck template: structure and contents
- Exercise:
 - Evaluation of a recorded pitch
 - Classroom discussion on the pitch evaluation areas

Trainers: Francesca Natali / Lorenzo Valeriani, META Group

Session 4: Engaging with Investors (2) and Interactive Business Case

Date: 13th December 2023 Time: 2:00pm to 6:00pm EAT

- Introduction to the due diligence process: steps and expectations
- The different kind of due diligence and expectations of early-stage risk capital investors
- Main decision drivers for evaluating a high-growth startup:
 - Presentation of the different metrics startups should focus on
 - Presentation of the evaluation methodologies used by early-stage risk capital investors.
- Exercise:
 - BOSAT case study analysis
 - Classroom discussion on the BOSAT areas' outcomes

Trainers: Francesca Natali / Lorenzo Valeriani, META Group

The Expert Trainers



Douglas Thompson: Manager of the International Area of SPI, responsible for the development and implementation of SPI's international strategy. With strong knowledge and experience of implementing sector evaluations and studies, he has implemented data-collection and analysis activities in many countries in the EU and globally, and worked in international research and innovation collaboration and partnerships around the world.



Susana Seabra: Manager in Private Sector Area of SPI, responsible for coordinating activities for private companies (such as strategic plans, innovation plans, strategic innovation and new product development), business associations, entrepreneurship support organisations and local government entities. She has international experience in new product development and technology transfer.



Francisco Rocha: Specialist Senior Consultant in the International Area of SPI, with a focus on providing services and training in innovation management and SME development, for clients funded through development agencies (World Bank, Inter-American Development Bank, African Development Bank) and the European Commission.



Francesca Natali: Board Member at META Group and Managing Director of META Ventures, the financial company of META Group managing in Italy, Poland and Slovenia co-investment risk capital funds. She sits on the board of directors of a number of META Ventures portfolio companies. She carries out training and coaching activities for entrepreneurs, start-ups and research groups to support them in preparing exploitation plans and/or in dealing with potential investors. She is member of the screening committee of Women 4 Angels, the leading Italian female business angel club, she is also engaged by the European Innovation Council as Jury Member for evaluation of startups and scaleups.



Lorenzo Valeriani: Senior Expert at META Group and EIC, with a focus on entrepreneurial themes, business and territory innovation policies, economic development policies, European research and innovation projects and breakthrough startups and SMEs. He supported hundreds of European early-stage startups and projects in becoming more investors' ready through customized training. He has collaborated as startup coach with relevant stakeholders (EC, BAE, Inkubator of Sezana, Teknopark Izmir and TechTour).