

## CALL FOR APPLICATIONS - BIC AFRICA ONLINE TRAINING PROGRAMME FOR WOMEN ENTREPRENEURS FROM TANZANIA

### Empowering Women Entrepreneurs.

The BIC Africa Online Training Programme for Women Entrepreneurs from Tanzania and Zanzibar aims to support around **20 selected women entrepreneurs**, wishing to scale their businesses. The programme will run throughout two weeks, with a total of **6 training modules and group coaching sessions of 2 hours** (6\*2-hour sessions) from the 23<sup>rd</sup> of March to the 2<sup>nd</sup> of April, with 3 sessions on Week 1 (Tue. 24<sup>th</sup>, Wed. 25<sup>th</sup> and Thu. 26<sup>th</sup> of March) and 3 sessions on Week 2 (Tue. 31<sup>st</sup> March and Wed. 1<sup>st</sup> and Thu. 2<sup>nd</sup> of April), provisionally from 2:00 pm to 4:00 pm EAT.

The programme will include:

- **4 online interactive training modules** (each lasting 2 hours), on topics such as Mission; Unique Value Proposition; Business Model; Go-To-Market Strategy; Finance and the use of Financial Management Tools; Access to finance and Investment Readiness.
- **2 online group coaching sessions** (each lasting 2 hours), on the topics of Leadership and Storytelling & The Art of the Pitch

This programme is offered via BIC Africa with the support of the European Union.

#### Eligibility Criteria:

- The applicant must:
  - Be a woman founder, co-founder or CEO of a startup or a company (minimum age of 18-years-old).
  - Have a good working knowledge of English language (proved by the use of English in the application).
- The business must be:
  - Already in existence (and registered)
  - Generating revenue
  - Based in mainland Tanzania or Zanzibar
  - Have visibility e.g. a website and/or social media channels

Preferably, the business should:

- Be registered for at least 1 year
- Have an operational team and show potential for scalability

#### Application Process:

If you are interested in taking part in the online acceleration programme and you meet the eligibility criteria, please apply by Tuesday, the **10<sup>th</sup> of March 2026, 4:00 PM EAT (2:00 PM CET)**, by filling the following **application form** here <https://forms.office.com/e/JSuMKTaCWs>

Only fully completed applications submitted before the deadline will be considered.

## Why join the BIC Africa Training Programme?

- **Reinforce your business skills, capacities and gain knowledge** in business modeling, finances, as well as developing leadership skills and the ability to effectively pitch your business.
- **Gain practical tools** and strategies tailored to your business and apply them immediately.
- **Explore growth and scaling trajectories** for your businesses and solutions.
- **Engage in direct exchange with leading women experts in entrepreneurship** and business from Africa, Europe and beyond.
- Gain access to appropriate sectorial, local, and international **experts and other networks**.
- Joining a vibrant **community of women entrepreneurs**, to learn, exchange and connect.
- **Connect with BIC Africa and the European Business Innovation Centre Network (EBN)** to unleash the impact of women entrepreneurs (see: <https://ebn.eu/>).
- Participate for free and get a **digital certificate** if you attend at least five sessions.

## Application Evaluation and Selection Process

All applications submitted before the deadline will pass an eligibility check (see eligibility criteria above) and completeness of the application form. Proposals passing these checks will be assessed through a transparent evaluation process that will be managed by EBN.

Communication between the BIC Africa team and applicants during the application assessment process will be carried out primarily via email. It is therefore recommended that applicants notify BIC Africa if they change the email address, they apply with during the application process.

## Assessment Criteria

Once the eligibility check is performed, the BIC Africa committee will review and evaluate the nominations using the following criteria and scoring:

1. **Business Description, Business Model, Visibility** > This criterion assesses the business overall, the entrepreneurial profile / team and how the company's offer responds to market needs (10 points)
2. **Impact, Innovation & Scalability** > This criterion assesses how the business could generate social, economic or environmental impact, and also how innovative and scalable it is (10 points)
3. **Motivation & Reason to Participate** > This criterion assesses the motivation expressed by the applicant in the application form. (10 points)

30/30 is the maximum scoring. The minimum threshold for accessing the programme is 21/30.