

The Microfinance
Association

"A global body for Microfinance Practitioners"



THE MICROFINANCE ASSOCIATION FINANCIAL INCLUSION ADVOCACY CENTRE

**1000 YOUTH INITIATIVE - PATHWAY PROGRAM
NIGERIA AND GHANA**

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📍 Science and Innovation Park, Brunel Way, Kent



Background

The 1000 youth initiative (Pathway Program) is designed to provide high-quality, practical education and business support to youths in Nigeria and Ghana to assist them in developing high-growth small businesses and social enterprises across the two countries.

This is a pilot program that would be extended to other African countries after the project has been evaluated.

These small businesses play a vital role in creating jobs and driving economic growth through innovation and market expansion.

Social enterprises are also increasingly contributing to economic and community development through sustainable business models that are less dependent on traditional grant funding.

After extensive research, we have decided to launch this program to specifically address the support gap for small enterprises, helping them to unlock the economic and job creation potential of their businesses.

The program has been specifically designed for those that are within the age range of 18 – 32.

For those selected to participate, the core of the programme is a high quality, practically focused business, and management education, delivered over 36 hours through a blend of in-person sessions.

During the programme, you will be able to develop a customised business plan that would assist you in developing a marketing strategy for your products and services.

Participants of the programme will benefit from:

- ▶ Specialist workshops
- ▶ One-on-one business advising
- ▶ Business coaching
- ▶ Access to professional experts
- ▶ Networking opportunities and
- ▶ A network of local and international financial institutions that can provide funding.

Eligibility

The programme is offered on a fully funded basis to youths in Nigeria and Ghana in the age range of 18 -32.

This programme is for start-up businesses, sole traders or newly formed businesses that are seeking to grow.

The following eligibility criteria also apply:

- ▶ Passion to succeed
- ▶ Commercial orientation
- ▶ Social enterprise applicants must be commercially operated
- ▶ The business must be scalable and capable of generating local employment
- ▶ Preference will be given to those businesses operating in or on behalf of disadvantaged communities or regeneration areas



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Curriculum

The Pathway program is an exciting hands-on business development program, offered in a classroom setting, designed to help entrepreneurs' fine tune the skills needed to create, manage, and grow a successful business.

Pathway participants don't just learn about their business, they experience it! They work on their own business ideas throughout the program-moving their ventures to reality or new levels of growth.

Modular Program

- ▶ **Module 1:** Introduction to Starting a Business
- ▶ **Module 2:** Legal Structure
- ▶ **Module 3:** Marketing Plan
- ▶ **Module 4:** Operational Plan
- ▶ **Module 5:** Bankable Business
- ▶ **Module 6:** Financial Plan
- ▶ **Module 7:** Writing A business Plan
- ▶ **Module 8:** Funding your business
- ▶ **Module 9:** Implementing your plan
- ▶ **Module 10:** Building Resilience

EXPECTED LEARNING OUTCOMES

- ▶ Better self-management and personal effectiveness techniques
- ▶ Fundamental entrepreneurial skills
- ▶ Effective business management methods
- ▶ Bookkeeping and basic accounting skills
- ▶ Hitch-free operations delivery procedures
- ▶ Best corporate governance practices
- ▶ Effective sales strategies

STRUCTURE

The program would be delivered through a combination of

- ▶ Lectures
- ▶ Case studies
- ▶ Practice sessions
- ▶ Group assignments
- ▶ Role plays
- ▶ Action planning

DURATION

36 hours (6 full days)

TARGET AUDIENCE

- ▶ Unemployed youth
- ▶ Start-up owners
- ▶ Young entrepreneurs



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Sponsorship

The cost of this program is \$250 per delegate, and we are planning to train 600 participants in Nigeria and 400 in Ghana. We would be interested in working with corporate organisations and international fund making bodies who are keen to play a key role in developing youths in Africa who no doubt have a key role to play in economic development and transformation.

If this is of interest, please speak to

Ademola Toso

the program director for the African Youth Initiative enterprise project.
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