



# Case ITC & Zimba Women in Uganda: Entrepreneurship training to women in ICT

## PARTNER BACKGROUND

The program is sponsored by the **Netherlands Trust Fund IV (NTF IV) Uganda**, a project implemented by the **International Trade Centre (ITC)** aiming at creating a supportive environment for tech start-ups and enterprises in Uganda. ITC coordinated implementation and operation of the program hand in hand with its partner on-site **Zimba Women**, an association aiming at empowering Ugandan women through tech.

## BUSINESS CHALLENGE

Finding new and innovative tools for hubs training women entrepreneurs in Uganda and Africa, specifically women in ICT.

## SOLUTION: BLENDED LEARNING

The project utilized Funzi **Founder 101 Hub**, a **blended learning program** that consisted of participants studying a **mobile course** and attending **on-site sessions** facilitated by Zimba Women. During the 6-week program, each week participants studied one course module as mobile learning, after which they attended an on-site training session that deepened the learning. Through practical tasks and activities, the on-site sessions took the participants further in improving their own business ideas or their already existing businesses.

The program focused on building **entrepreneurial skills and a growth mindset** in order to be a successful entrepreneur, and consisted of the following modules:

- **The Founder:** The right entrepreneurial mindset and skill set of a successful entrepreneur
- **The Inventor:** Identifying and developing ideas, solving customers' problems by developing the right products or services, prototyping and testing, creating a Business Model Canvas
- **The Salesman:** Storytelling, pitching, other communication skills, sales and marketing strategy
- **The Manager:** Different forms of enterprise, what they mean for organizing the ownership and funding of a company, and choosing the right form of enterprise to best fit the entrepreneur's vision
- **The Banker:** Managing costs, basic reporting requirements, understanding funding opportunities in different growth stages
- **The Leader:** Building company culture, hiring the right employees, leading and motivating employees, resolving conflict in the workplace

## EARLY RESULTS

35 participants started the program, and 26 completed, leading to an overall **74 % completion rate**. The completion rate of individual course modules was between 85 % and 100 %. User insight and program learnings are being gathered in August 2018, based on which the program will be developed.