

accelerate  
prosperity

# INTERNATIONAL CERTIFICATE IN ENTREPRENEURSHIP

ENABLING A NEW GENERATION  
OF ENTREPRENEURS



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

**E4IMPACT**  
FOUNDATION

UNIVERSITÀ CATTOLICA del Sacro Cuore



**ALTIS**  
GRADUATE SCHOOL  
BUSINESS & SOCIETY







The ultimate goals of ICE are:

- **Equip entrepreneurs with the required skills and knowledge for launching and growing a business**
- **Improve investment readiness of a business by adopting sustainable business models, using tools such as Business Model Canvas, Financial Model, Information Memorandum and Pitch Deck and meeting all legal and compliance requirements**
- **Secure financing from AP and other partner institutions**

## Overview

About two-thirds of startups fail and out of the one-third that do survive, nearly 90 percent won't grow at all (World Bank, 2016). Most startups fail not because of the lack of drive or passion but because of the lack of advanced knowledge and skills of doing business, relevant advisory, technical support, market linkages and required financing/investment. A business needs effective business model, a strong marketing and branding strategy, a sound financial model and execution strategy to unlock its growth potential and achieve sustainability.

International Certificate in Entrepreneurship (ICE) is a joint initiative of Accelerate Prosperity, Pakistan (AP) and E4Impact Foundation (E4Impact) of Altis School of Business of the Università Cattolica del Sacro Cuore Milan. It is being launched in Pakistan in association with Karakorum International University (KIU) for aspiring and existing entrepreneurs to help them start and grow their business ideas and early stage businesses, respectively.

ICE is a blended learning approach that provides remote training and advisory on business modelling, marketing and sales, financial management, financial modelling and pitch making. It also provides various tools that allow the entrepreneurs to improve investment readiness, such as information Memorandum, Financial Model and Pitch Deck.

Towards the end of the process, select entrepreneurs get an opportunity to qualify for an Online Business Forum where they get to pitch their business ideas to AP, financial institutions, impact investment funds from Pakistan and overseas for securing financing/ investments.



**Our engagement with Accelerate Prosperity for the past 8-9 months has been a streamlining undertaking that has forced us to bring our operations into a more professional and sustainable model. We have been forced to ask ourselves some tough questions during the process that has brought further clarity to our value proposition and business model.**

**Founder and CEO, Hunza Herbals Pvt. Ltd.**

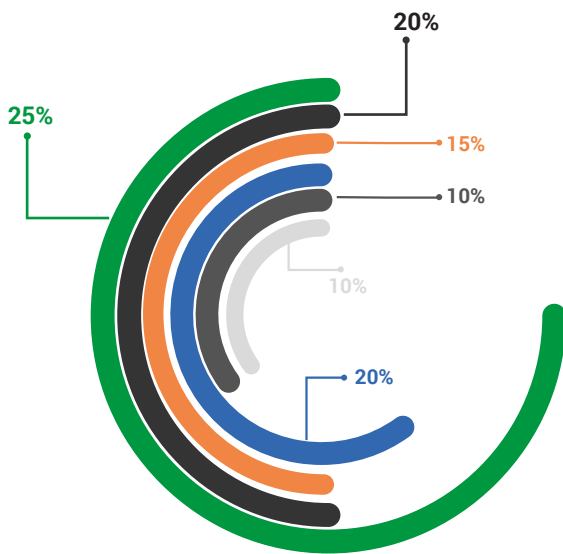


## Who is this Program for?

This program is designed for young aspiring and existing entrepreneurs with an innovative business idea or a startup who are looking for a platform to start or grow a successful business. Innovative startups/ ideas with high growth and high impact potential are the ideal clients. People who have significant entrepreneurial spirit and strong commitment to growth are most likely to succeed and benefit from the program.

# Company Profiles

Our participants come from a wide range of industries. Entrepreneurs will get a chance to learn about different market dynamics, diverse strategies and expand their network.



- 10% Civil Works
- 15% Alternate Energy
- 20% Healthcare / Education
- 20% Tourism
- 25% Agro Processing
- 10% Others

# Education Background of Entrepreneurs







## Testimonials



“I had come to AP with no experience in business but I had firm belief in my idea and its potential. The mentors whom I met at AP pushed me hard to gain an in-depth understanding of relevant industry, products and overall feasibility of my business model. I had scored the least amongst all participants in the initial drill by AP mentors, however, I eventually made it to the top 6 by the end of the process with their help and guidance.”



“Very informative, really made me think about possible scenarios to do business. The training sessions with mentoring approach helped me to believe in myself. It motivated and pushed me to quit the job and plunge into the business. In simple it has been a wake-up call for me. The onsite business assessment (due diligence) and facilitations of the team triggered to improve the quality of the business and now my business is growing day by day and I am achieving my mission to continue inspiring others to create value for the community. Thumbs up AP, it’s all because of YOU! Last but not least, it’s REALLY a ROADMAP for new and experienced entrepreneurs.”



“Fist of all AP made me believe that everything is possible. AP’s financing helped me expand my business and mass produce to meet the high market demand. It connected me to experienced mentors who guided me all the way through inception. It also connected me to big local traders to help put my first firm feet in the market.”

# The Entrepreneurs' Complete ICE Journey

After the initial selection process, the select entrepreneurs will go through a three months long remote training and advisory program. The program will combine live lectures, individual work, individual and group advisory, assignments/ quizzes, and distance learning which will provide a recap on content of live lectures and video pills from successful entrepreneurs sharing their experiences. After every module, participants will be required to complete an assignment that will test their ability to apply the knowledge, tools and techniques learned in the module on their own businesses. Follow up sessions by local instructors and advisory by coaches and business mentors between modules will further reinforce the knowledge and skills of the entrepreneurs that they have gained during the main sessions.

At the end of the training and advisory, the entrepreneurs will get an opportunity to pitch their ideas to a panel of judges, and subsequently to investors.





# Program Modules

ICE is a unique approach where a pool of trainers, mentors, subject-matter experts and business coaches whose capacities are relevant to types of businesses selected for incubation services, design and lead the entire process. The process is specifically designed for new ideas and early stage businesses which have significant potential for growth and impact.

## Distance Learning 1:

Introduction, Overview and Basic Concepts of Entrepreneurship

- Why become an entrepreneur?
- Elements of a startup
- insights from the first years of life of a business.
- Challenges and mistakes in starting-up. How to overcome them?
- What is innovation?
- Self-assessment about entrepreneurship – GET Test
- Using Microsoft Excel

## Module 1 and 2 Business Modelling

Segment 1: Business Model Design – Product Market Fit  
Segment 2: Business Model Implementation – Strategy

- Understanding Entrepreneurship and Measures of Success
- The Entrepreneur as Designer
- Introduction to the Business Model Canvas
- Value Proposition - Customer Segment fit
- Channels
- Key Activities
- Costs Structure
- Key partnerships
- Pitch based on Business Model Canvas
- Customer Relationships
- Key Resources
- Revenue streams
- Measuring impact

## Distance Learning 2:

Identifying the right customer segments

- Improving products and services based on customer feedback
- Testing customer pain
- Considering multiple Revenue Streams
- Selecting and binding Human Resources
- Managing Partnerships

### **Module 3: Market Analysis and Marketing**

- B2C market segmentation
- B2B market segmentation
- Quantitative data about customers
- Qualitative data about customers
- Competitors analysis
- Positioning
- Pricing
- Distribution channels
- Communication

### **Module 4: Financial Analysis**

- Introduction to Entrepreneurial Finance
- Why raising capital
- Planning process
- Introduction to financials/ Case Studies
- Income Statement
- Balance Sheet
- Cash Flow Statement
- Financial Modelling and Forecasting
- Early Stage Investors and Impact Investors

### **Distance Learning 4:**

- How to develop cost based assumptions
- How to develop revenue tree
- How to control all costs about industry trend
- Pitch structure (in order to prepare entrepreneurs for live lectures 4)
- Make or buy?

### **Module 5: Pitch Making and Investor Relations**

- Investment process & firm valuation
- Pitch presentation and investor kit
- Risk management
- Negotiation and due diligence process
- Mock presentations
- Pitch to judges



# Program Faculty



**Prof. Bradley Googins**

Bradley K. Googins was a Professor in Organizational Studies (Ret) at the Boston College's Carroll School of Management. From 1997-2009, he was also the Executive Director of the Boston College Centre for Corporate Citizenship. Currently, he is a Visiting Professor of Strategy at the Catholic University of Milan and a Senior Fellow at the Lewis Institute on Social Innovation Babson College.

His primary focus is Social Entrepreneurship and Innovation. He is also a Senior Fellow for E4Impact Africa, an initiative creating the next generation of entrepreneurs in Africa and building the capacity of African Universities in entrepreneurship. He is currently working in Zimbabwe, Uganda and Ethiopia.



**Prof. Andrew Ayiku**

Andrew is currently the West Africa Manager for E4Impact Foundation of the Catholic University of Milan, Italy. He is a Lecturer at the University of Professional Studies Accra and a visiting lecturer at the University of Makeni, Sierra Leone, where he teaches MBA in Global Business and Impact Entrepreneurship since 2015. He has corporate experienced working with United Bank for Africa Ghana (Relationship Manager), Midland Savings and Loans (Marketing and Product Development Manager), Innovative Microfinance Company Limited (General Manager Operations).

Andrew holds a Doctor of Business Administration with specialization in Business Strategy and Strategic Marketing. He also has MBA in Marketing, Post Graduate Diploma in Management and a Bachelor's Degree in Banking and Finance. In November 2019, he was awarded the Queen Elizabeth II Diamond Jubilee Scholarship Program for Advanced Scholars at the University of New Brunswick, Canada to conduct research in Business Strategy and Entrepreneurship Development.



**Prof. Tommaso Saltini**

He is a Professor at Università Cattolica, Milan, teaching Entrepreneurial Finance, Financial Planning and Impact Financing within “UCSC International Curriculum” for international students. He is also a faculty member at ALTIS, Postgraduate School Business & Society, teaching Impact Investing and Business Planning with a masters in finance and sustainability. He has done Ph.D. in Management and Finance with a focus on Impact Financing and Entrepreneurial Finance.

He is also an Accounting and Finance Stream Leader at Pan-African University Alliance for training and coaching a new generation of impact entrepreneurs, initiative promoted by E4Impact Foundation and a visiting professor at Birzeit University, Palestine, teaching Financial Planning and Entrepreneurial Finance courses for MBA students and for executives.

He is a Venture capital and corporate finance advisor with a focus on the Middle East and North Africa collaborating with impact investing institutions and committed to promote and implement international projects for development in collaboration with NGOs and UN agencies.

## **Business Coaches**

This constitute AP’s Investment Team who will provide one to one and group advisory to entrepreneurs on the module content as well as using some of the investment readiness tools. AP Investment Team consists of analysts who have certified financial analysis capacities and experience in business and financial modeling, valuation, investment due diligence and structuring in national and international institutions.

## **Business Mentors**

These include successful businessmen, entrepreneurs and investors (both local, national and international) with experience in creating, growing and investing in successful business ventures in Pakistan and globally.



# The Learning Experience:



Our training and advisory is a blended approach with tailored learning material, live lectures and one on one advisory. To help make the journey smooth and fruitful, every participant will be assigned a business coach for support throughout the course.

All ICE activities will be held online through “Zoom for Education” and “Facebook Live”, which are available free of cost on internet and application stores. This will require at the very minimum a reliable Internet connection offering at least 1MB speed and a dedicated laptop/desktop. Self-paced and distance learning material will be shared with the participants via email before the live lectures kick off while lecture presentations and other assignments will be shared weekly.



## Our training instruments include



Live lectures



Course material: videos, articles, template & case studies



Tests/ Quizzes



Surveys and assignments



One on One Advisory



Live case study based Webinars

# International Certificate in Entrepreneurship

Upon successful completion of the program, the shortlisted entrepreneurs will qualify for International Certificate in Entrepreneurship from E4Impact Foundation of the Altis School of Business, AP and KIU.



# Accelerate Prosperity

Accelerate prosperity is a global initiative of the AKDN which works in Pakistan, Tajikistan, Kyrgyzstan and Afghanistan. It is a joint initiative of the Aga Khan Foundation and Industrial Promotion Services of the AKDN. The overall mandate of Accelerate Prosperity is to facilitate creation of Small and Growing Businesses (SGB), which are “commercially viable businesses with social impact.

Contact us

☎ 0348-0004752

✉ [start@accelerateprosperity.org](mailto:start@accelerateprosperity.org)

🌐 [pk.accelerateprosperity.org](http://pk.accelerateprosperity.org)

