

# AGRI-ENTREPRENEURSHIP PROGRAM



A fruitful cooperation between El Sewedy Education Innovation Hub, E4Impact Foundation and ALEXBANK focusing on the development & implementation of the Agri-Entrepreneurship program.

## Who we are?

### El Sewedy Education

An Egyptian education investment & management company, established with the purpose of becoming the leading provider of high quality, sustainable and fit-for-purpose education, optimising the benefits for students and businesses alike. Working towards its founding purpose and goal, El Sewedy Education founded The Knowledge Hub Universities (TKH) in 2019, with state-of-the-art facilities taking the lead for the first time in Egypt in developing a multidisciplinary educational institution that aims to provide quality education from international universities from around the world

### E4Impact

A social change organization that supports the start-up and growth of new businesses in Africa. It was launched in 2010 as initiative of ALTIS – Graduate School of Business and Society of Università Cattolica del Sacro Cuore. In 2015 it became a Foundation with the support of primary Italian companies.

### Innovation Hub

An initiative by El Sewedy education parallel to TKH in 2019, aims to positively impact the employability rates of those registering from different backgrounds, including private & public sector, academic & research, entrepreneurship and bridge the gap between business, academia, and society by stimulating a path to employability through entrepreneurship & innovation.

### ALEXBANK

Owens one of the largest private sector branch networks with a total of 175 branches located in every major Egyptian governorate employing over 4,200 individuals who proudly serve about 1.6 million customers, playing a vital role in Egypt's economic present and future. ALEXBANK actively serves the widest spectrum of segments by providing value added financial products, services and solutions to Retail, Small Business, Medium and Corporate Enterprises.

# About the Program

The Agri-Entrepreneurship program intends to support innovative entrepreneurship in the agribusiness field addressing the emerging need of a growing productivity while preserving the natural resources and the environment in general, and reaffirm the importance of the agricultural sector and its sustainable development also to combat climate change.

The trainings bootcamps & workshops will take place from April to July, during bootcamps trainers will guide participants in designing their own business, identifying challenges, propose solutions. The program offers 4 Bootcamps in the field of Innovation, BMD, Financial Planning & Fundraising with the objective to train 20 entrepreneurs in the agribusiness sector in Egypt.

Bootcamps will be followed by a final pitch, participants will present their ideas in front of a judging panel from El Sewedy Education Innovation Hub, E4Impact, ALEXBANK team members, international experts, and agri-business experts.



# Selection Criteria

## Small Business Owners

Do you run an Agri-business start-up and looking to scale it up? Defenitly you are eligible to join the Agri-Entrepreneuship Program that will guide you to grow your business.

## Family Businesses

An established business model always need a kick start. Innovating your Business model is the first step for starting your family business

## Agri start-up Idea

You have the start-up idea, and the program have the mentoring and guidance, the Agri-Entrepreneurship program will put you on the right track to start your own business



# Bootcamps

Through the bootcamps & workshops, participants will gain knowledge of innovative business practices and technologies in the agribusiness industry, commanding of business modelling, will be able to budget for innovation, to build a financial model, ability to design and deliver a pitch to raise funds.

## 1- Innovation

El Sewedy team will guide entrepreneurs to understand main innovations in agribusiness sector in order to incorporate them in their business model. For this, during the boot camp, entrepreneurs will draw a draft of their Business Model Canvas

## 2- BMD

E4Impact will guide entrepreneurs to develop a solid business model in order to test it with potential customers. For this, during the boot camp, entrepreneurs will draw a complete (even if not final) Business Model Canvas.

## 3- Financial Planning

El Sewedy team will provide entrepreneurs a theoretical and practical framework useful for addressing financial issues of entrepreneurial ventures

## 4- Fundraising

E4Impact team will provide effective tools to understand, design, validate successful communication between entrepreneurs & investors, with a particular focus on professional pitch



# APPLY NOW!



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hub 

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ELSEWEDY  
EDUCATION

 **E4**  
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**ALEXBANK**  
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