Grow Your Agribusiness

APPLICATION DEADLINE
4TH SEPTEMBER 2020

It’s a tough time to be managing an agribusiness and yet many opportunities exist. Aceli Africa has partnered with AMI to deliver a fully virtual programme to help agribusinesses in East Africa navigate the unexpected challenges brought about by COVID-19.

Through a six-month, interactive programme that includes webinars, online courses, practical tools, and networking with other agribusinesses, participants will learn how to plan for and cope with a range of challenges like reduced revenue and cash flow, supply chain disruptions, remote staff, and shifting business strategies. We’ll work with you to develop the habits and practices that will set you up to thrive, once the crisis starts to ease.

Building on AMI’s ‘Grow Your Business’ programme, ‘Grow Your Agribusiness’ is specifically tailored to help agri-entrepreneurs answer the following: How can my businesses adapt in a time of crisis? What are other entrepreneurs like me doing to shift strategy? How do I protect my business and survive COVID-19, while setting myself up to thrive in the future?

YOUR LEARNING JOURNEY

Rapid Response in a Crisis
Reboot - Innovate and Adapt
Diagnose and Experiment - Strategic Focus
Making it Happen - Managing Change for Growth
Keep Going and Thrive - Data-Driven Decision Making

SURVIVAL
GROWTH
PROGRAMME ELEMENTS

- 6-month virtual programme for agribusiness managers, plus additional 6-month access to AMI's mobile app, AMI Learn
- 7 interactive webinars, hosted by AMI’s facilitators
- 24 online courses and practical business tools
- Peer networking and support
- Access to mobile app for business tools that support implementation

Requirements

- Business engaged in agricultural activities; supply of inputs, trading/ aggregation, processing, export
- Business registered in Kenya/ Rwanda/ Tanzania/ Uganda
- Annual revenue between $50,000 and $500,000
- Time commitment of 5 hours per month for the webinars, coaching, peer-networking
- Complete application form
- Access to reliable internet
- Refundable commitment fee of $200 (Only payable upon selection for the programme. Payment details will be shared after selection. This will be refundable upon completion of the program)

To apply, send your application to TA@aceliafrica.org by 4 September 2020. The application form is available for download at www.aceliafrica.org
AMI will offer Grow Your Agribusiness in partnership with Aceli Africa

ABOUT THE PARTNERSHIP

AMI enables ambitious businesses across Africa to thrive. We believe that skilled people build thriving businesses, thriving businesses create quality jobs, and quality jobs drive prosperity and dignity.

AMI’s learning model is built around the simple evidence-backed principle that adults learn by doing. Instead of training managers and entrepreneurs in concepts and theories, we introduce them to practical business and management tools that can be downloaded on a phone or laptop, and immediately applied at work.

Through powerful learning experiences and peer-to-peer support, we encourage our users to implement these tools in their businesses over time, until they become habit. And that’s where the magic happens.

Our tool-based learning approach helped entrepreneurs increase revenue by 60% in a year, while 90% of companies who send staff on our management training say they see immediate tangible impact in the business. Interested in learning more?

Visit: www.africanmanagers.org

Aceli Africa is a market incentive facility that seeks to bridge the gap between capital supply and demand for agricultural SMEs and unlock their growth and impact potential. For more information, visit: www.aceliafrica.org

For more information on the programme,
Email TA@aceliafrica.org or Call/ Whatsapp +254721572406