



# Start Your Business Programme

Empower entrepreneurs  
to launch a business.

## About this programme

Designed for students and aspiring entrepreneurs, this hands-on programme provides the key steps for getting a business off the ground.

Participants will learn how to understand market demand, develop prototype products or services, develop a business model, and raise funding.



Over 4 months, they will be guided through each step of launching a business, equipping them to create a viable business plan.

AMI's blended learning approach merges a low-bandwidth online learning platform with peer support and optional in-person sessions, so those with demanding schedules or limited Internet access can easily participate.

This programme is offered through accelerators, incubators, colleges, and enterprise development organisations that want to support aspiring entrepreneurs in their network.

### Key elements

- ▶ 3-4 days of interactive, practical workshops
- ▶ Practical, applicable project
- ▶ Online courses and resources, including mobile app with business tools
- ▶ Ongoing peer support and networking
- ▶ Measurable, high-impact results



I would definitely recommend this programme for other entrepreneurs. You get to find out your skills, what skills you can improve on your business.

Njabulo Johnson, artist & entrepreneur, South Africa



## AN ARTIST BUILDS HIS BUSINESS SKILLS

Njabulo Johnson had been working as an artist and entrepreneur in Durham, South Africa, when he learned about AMI's Start Your Business programme. He appreciated how the programme delved into the practices of running a business, particularly helping him with goal-setting, customer management, and networking.

"It was very useful because it forces you to focus on each aspect of your business," he explains.

The flexibility of the online sources also worked well for Njabulo. "You can do the course while running your business," he says. "You can log onto the course any time when you have free time."

Njabulo has no regrets about joining the AMI programme. "I would definitely recommend this programme for other entrepreneurs. You get to find out your skills, what skills you can improve on your business. I think information is power, and the more you know, the more you can develop your business."



**To learn more,  
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