

*Fabio Santoni – Nove Business Consulting*



# PDAI - Africa

**StudENT for Africa 2024**

**MARZO - GIUGNO 2024**

**INTESA  SANPAOLO**

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StudENT for Africa 2024



	<b>20.03.2024</b> <b>H4-6 p.m.</b>	<b>27.03.2024</b> <b>H4-6 p.m.</b>	<b>09.04.2024</b> <b>H4-6 p.m.</b>	<b>16.04.2024</b> <b>H4-6 p.m.</b>	<b>24.04.2024</b> <b>H4-7 p.m.</b>
TITLE	<b>From Idea to Business</b>	<b>The Market</b>	<b>Business Modeling</b>	<b>PrEtotyping</b>	<b>1to1 checkpoint</b>
CONTENT	How to define your idea in the African context	How to insert your business idea in the African market	The creation of a Business Model tailored to the idea and the target market	A guide to prEtotyping as a tool for validating your business proposal	One-hour 1to1 meeting for each individual business project
SPEAKER	Fabio Santoni	Fabio Santoni	Fabio Santoni	Fabio Santoni	Fabio Santoni
INSTITUTE	Nove Business Consulting	Nove Business Consulting	Nove Business Consulting	Nove Business Consulting	Nove Business Consulting

	<b>09.05.2024</b> <b>H4-6 p.m.</b>	<b>15.05.2024</b> <b>H4-6 p.m.</b>	<b>22.05.2024</b> <b>H4-6 p.m.</b>	<b>29.05.2024</b> <b>H4-7 p.m.</b>	<b>05.06.2024</b> <b>H4-6 p.m.</b>
TITLE	<b>Communication</b>	<b>Business Planning</b>	<b>Pitching</b>	<b>Pitch Validation</b>	<b>Closing</b>
CONTENT	Forms and strategies of communication tailored to the continent and the market	Guide to the implementation of the BP with focus on the destination environment	Presenting your business idea	One-hour pitch validation for each business project, in preparation for the Startup Day	Closing meeting and final validation
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