## From Idea to Business

### How to define your idea in the African context
- **20.03.2024**
- **27.03.2024**
- **09.04.2024**
- **16.04.2024**

**How to insert your business idea in the African market**
- **22/23/24.04.2024**

**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**

**Forms and strategies of communication tailored to the continent and the market**
- **06.05.2024**
- **15.05.2024**
- **22.05.2024**
- **29.05.2024**

**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**

**Fabio Santoni**

**Nove Business Consulting**

**PDAl - Africa**

**StudENT for Africa 2024**

**TITLE**

**CONTENT**

**SPEAKER**

**INSTITUTE**