



# Global MBA in Impact Entrepreneurship



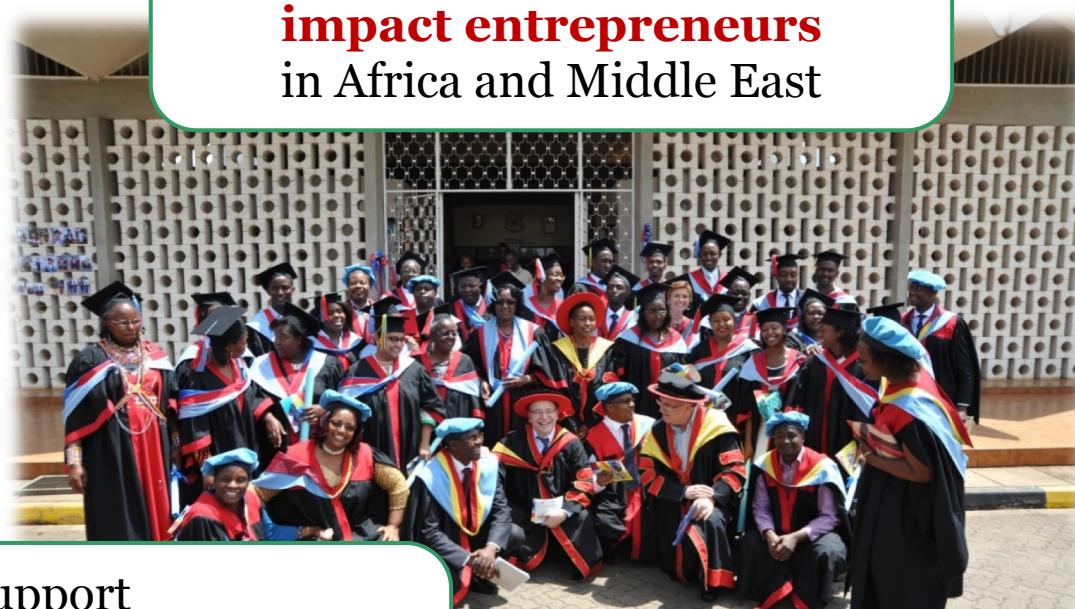
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UNIVERSITÀ CATTOLICA del Sacro Cuore  
 ALTIS  
GRADUATE SCHOOL  
BUSINESS & SOCIETY

# E4Impact Foundation and its 3 goals

*In 2015, the project became a Foundation as a spin off of Università Cattolica, thanks to the involvement of some of the most important Italian companies.*

Train and coach  
a new generation of  
**impact entrepreneurs**  
in Africa and Middle East



Support  
**Partner Universities**  
to become the best colleges  
for entrepreneurship in the Country

Develop  
partnerships and market relations  
between companies from  
**Italy/Europe and Africa/MENA**

# The Entrepreneur as a learner

Entrepreneurs:

- Don't know they need to learn something;
- Have no time to spend in class;
- Have very different needs;
- Can be of all ages;
- Need results quick;
- Look for actionable knowledge



*“We do not teach entrepreneurship,  
we train impact entrepreneurs”*

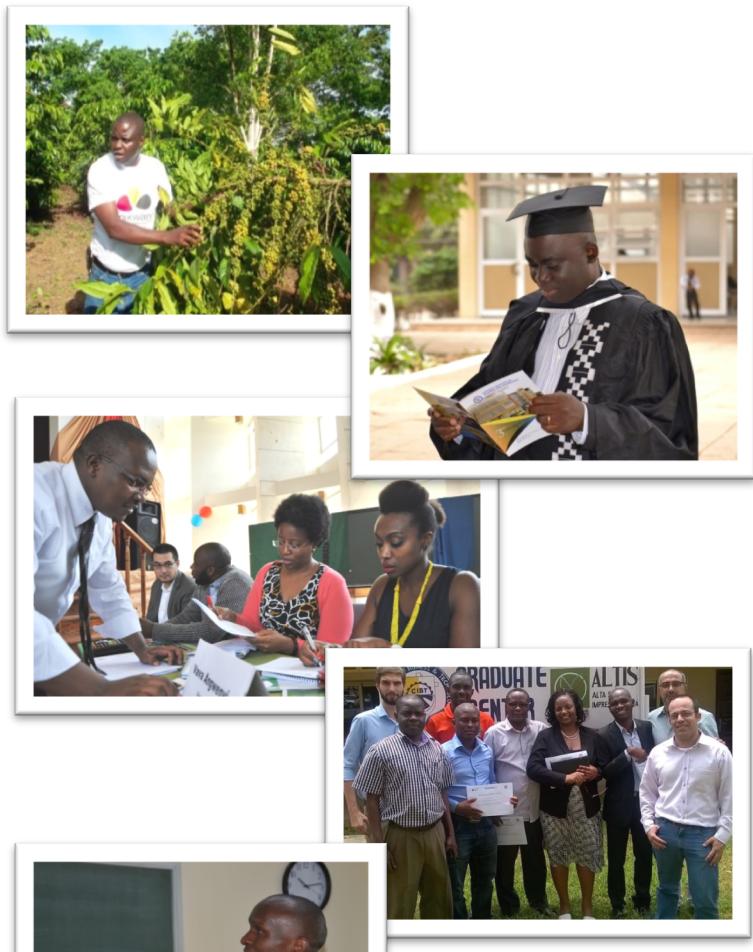
# Global MBA in Impact Entrepreneurship

## E4Impact Recipe

1. Blended Formula
2. Business Acceleration
3. Business Services
4. Investor's Relations
5. Going Global

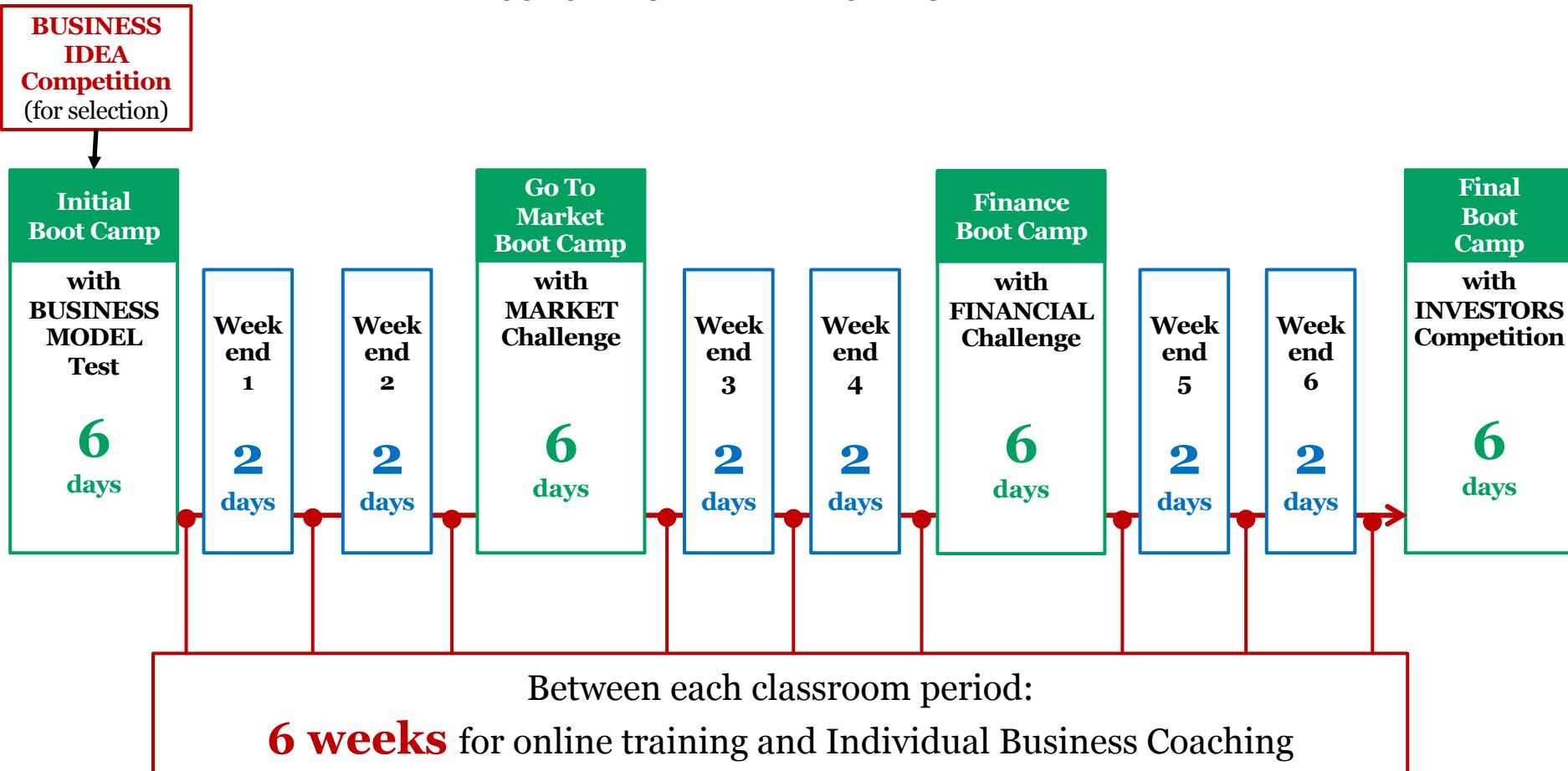
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*International degree*



# 1. Blended Formula

- 36 DAYS FOR FACE-TO-FACE LESSONS
- ONLINE TRAINING
- COACHING AND MENTORING



*The program duration of 12-18 months is based upon the requirements of each countries' Commission for Higher Education*

## 2. Business Acceleration

The MBA is **project-based**. Each course responds to a specific need that arises in the starting or scaling of a business.

**In the classroom** lecturers and business experts use a workshop type format to share **innovative tools**. These workshops feature **group projects** and meetings with successful entrepreneurs.

**Distance learning** consists in the guided **application** of these tools to the entrepreneurs' business and in assignments geared to the **field testing** of these tools.

The final output expected is a **proven business model** and an investment ready business plan.



### 1 IDEATING SOLUTIONS

  
**Obtain**  
 development  
 tools for your  
 business

  
**Interact with**  
 other  
 entrepreneurs in  
 working groups

  
**Discuss your**  
 improvements  
 with experts

### 2 FIELD DEVELOPMENT

  
**Apply the**  
 tools to your  
 business and  
 test results

  
**Expand your**  
 business  
 network with  
 the Business  
 Coach



**E-learning**

### 3 BUSINESS VALIDATION

  
**Classroom**  
 Exams

  
**Business Plan**  
 Competition

### 3. Business Services

**Business Coach**

A **full time dedicated consultant** supports MBA participants in developing their business plan and establishing relationships with the business community.

**Networking for Growth**

MBA participants receive **experienced guidance** through regular meetings with local and international professionals and counsellor, MBA Alumni across Africa and successful senior mentors.

**Together for Africa Platform**

Best ICE participants are given visibility in the ***Together for Africa Platform*** to aid them in meeting potential suppliers, customers and investors from Italy.

**Solutions Book**

MBA participants are given access to the ***"Solutions Book"*** which offers business models, best practices and technologies that can enhance the performance of their company.



# 4. Investor's Relations

## Business Challenges & Competitions

The MBA organizes 4 business competitions in which participants have the occasion to develop their business network and pitch to a panel of investors:

- **Business Idea Competition:** organized prior to the Initial Boot Camp. Entrepreneurs show the potential of their Business Idea;
- **Business Model Competition:** organized during the initial Boot Camp. Entrepreneurs show the soundness of their business model;
- **Go To Market Competiton:** organized during the Go to Market Boot Camp. Entrepreneurs present their tested marketing plan;
- **Financial Competition:** organized at the Finance Boot Camp. Entrepreneurs validate the financial consistency of their business model;
- **Investors' Competition:** organized at the end of the Final Boot Camp. Entrepreneurs show the economic profitability and viability of their business in front of a panel of investors.

## Investor and professional club

This Club gathers **local investors, consulting firms** and key players, who can support MBA students in **accessing funds**, structuring their business and growing across the value chain. It has been established with the aim of creating an **enabling business ecosystem** for each and every student.

## Networking for growth

During the MBA, Entrepreneurs attend a series of **seminars with fundraisers**, who can offer their services to support students in structure out their business, **quicken their growth pace** and **create linkages** with the ecosystem. The sessions are structured as **panel discussions** on a specific topic, such as digital communication, impact investing, head hunting and legal counselling, Investors and Fund Raisers, etc.

## Investors' Database

E4Impact entrepreneurs would have access to a database with more than **150 investors from Africa and Europe** in order to find out those one can be of help for their business.

# 5. Going Global

The top MBA entrepreneurs will be invited to attend a one-week **business networking program in Milan, Italy.**

During the program entrepreneurs will meet:

- Successful Entrepreneurs;
- Business Associations;
- EU based chambers of commerce;
- Export Credit Authorities.



The program will include:

- **9 workshops** with chamber of commerce, import export agency, business associations;
- **34 meetings with businesses** (SMEs and multinational corporations);
- **6 field visits** to Italian businesses.



“ Being part of BNWI in 2018 was a great turn over for my business. It opened our doors to the European Market: we have received several tourists from Italy and Europe at large. ”

(Elias Aryanyijuka – Managing Director of Home to Africa Tours & Travel, Uganda)

# Graduate Profile



## Joseph Nkandu

MBA Nairobi, Kenya (Class 2012)  
*Founder of NUCAFE*

Joseph founded **NUCAFE - National Union of Coffee Agribusiness and Farm Enterprises** to insure that Ugandan farmers a fair deal for their work and that everyone in the community benefits from the coffee industry.

NUCAFE is sustainable market-driven system of coffee farmer organizations which improves household incomes in 19 districts of **Uganda** and operates across the entire coffee value chain. Today it counts almost **1,300,000 members** among associations, cooperatives, and family owned farms.

Since completing the MBA, Joseph has been named **Ashoka Fellow** and **Africa Agricultural Role Model**. He has received financing from several important institutions and won significant awards such as the Africa Continental Award of the Agricultural Sector in 2017. He has created 1,252 jobs in the coffee value chain.

**“ I am grateful to E4Impact for empowering me to develop the agricultural value chains beyond coffee.**

**The skills I've acquired have strengthened me in influencing policy change and creating shared value as Uganda's coffee revolution**



”



# Impact 2010-2020

2.000

## Impact entrepreneurs

- 1,170 MBA students
- 800 in other programs

33%

## Women entrepreneurs

>  
10,000

## Jobs provided by E4Impact entrepreneurs

73%

## Alumni with a business in place

>60

## Italian students from Master degree sent to Africa for internship/thesis



# 14 Countries, 8 Partnerships for 2021, 6 Contacts, 5 Hubs



## West A.

Accra

Ghana, 2013

Sierra Leone, 2014

Nigeria, 2021

## Francophone A.

Douala

Cameroon, 2019

Ivory Coast, 2015

Senegal, 2016

Congo D.R., 2019

Niger, 2020

Chad, 2021

Burkina Faso

Mali

Togo

## MENA

Milan

Egypt, 2020

Morocco, 2021

Tunisia, 2021

## East A.

Nairobi

Kenya, 2010

Uganda, 2015

Ethiopia, 2017

Sudan, 2018

Rwanda, 2019

Tanzania, 2021

Burundi

## Southern. A.

Harare

Zimbabwe, 2019

South Africa, 2021

Mozambique, 2021

Zambia, 2021

eSwatini

*In 2019 E4Impact Foundation launched the E4Impact Alliance,  
which has this **vision**:*

**To be the leading alliance of universities  
that promotes Impact Entrepreneurship in Africa and beyond**





*Thank you!*

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[www.e4impact.org](http://www.e4impact.org)



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