



# **COLLABORATING ON ENTREPRENEURSHIP IN AFRICA**

**Standard Proposal for  
Collaboration**

**Passing on the Israeli  
Entrepreneurial Spirit**

**2013 - 2016**

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# **We believe in the Entrepreneurial Spirit**

*“It can unleash the imagination, create opportunities, reinvent the market, rebuild communities and transform the world. If you’re seeking the expertise to start or grow your business, we’re here to help.”*

### About Promoting International Collaboration - PIC

Promoting International Collaboration (PIC) is a leading company in sustainable development consultancy of developing nations and is an international leader offering in-depth technical assistance supporting academic institutes and training centres, to strengthen and to improve their national capacity. We offer our clients (partners) an established international network of over 1000 professionals, spanning across 91 countries. Through this network, we share national models, examples of success and the transfer of knowledge onto our partners in support of their sustainable economic and social development.

Our vision is to offer an alternative mindset of attaining excellence for our partners, with cost-effective services supporting long term sustainability, focused on personal, professional and organisational development, enabling our partners to achieve and excel within a clearly scheduled and pre-planned phase of implementation.

PIC's mission is to propose professionals and organisations with the necessary skills and tools facilitating to its maximum potential. We aim to establish strategic relationships and affiliations between organisations and institutions globally, in order to provide our partners with high-demand international expertise and our experience in support of our partners' vision.

Providing the strategic capacity building process to connect the dots and perceive the links between conceptual observations and their relevant insights. In this process, our team of experts are obliged to obtain sustainable results. Identifying and analyzing the strategic needs and leadership competencies of the private and public sector, building a strategic preparedness plan for a supportive and resilient organisational climate, offering flexible solutions in response to the evolving challenges of the 21st century.

We believe in keeping our internationally renowned standards while striving for achievable excellence, professionalism and quality assurance in all aspects of our organisation's activities; being open and honest in all our conducts.

### Teaching Entrepreneurship

Entrepreneurship is one of the most important aspects of our economy and students understand that. They no longer believe they can take a job with a large corporation and expect that they will spend their careers in one place. Students know they have to build a wide range of interdisciplinary skills that give them maximum flexibility and preparation for the future. Entrepreneurship is one such skill. Whether considering starting an enterprise or just wanting to be an outstanding employee, students want to learn how to recognize opportunity, harness the resources to exploit that opportunity, exercise their creativity, create sustainable solutions, take the inherent risks, and participate in the rewards. Schools are trying to meet this student demand.

### **PIC Entrepreneurial Mission in Collaboration with African Institutes**

Our goal is to work with and through our partners to build a solid platform that connects aspiring entrepreneurs with the business world and giving them the tools necessary to succeed. We aim to foster and convey the entrepreneurial spirit in Israel to stimulate creative minds, to form and build on pioneering ideas, thereby enriching lives with vibrancy, originality, and modernization.

In pursuit of this mission, we will abide by our key principles:

- Identify opportunities where application of people, ideas, and capital can benefit society in significant and measurable ways.
- Develop innovative, research-based programmes leading to practical, sustainable solutions that are widely accepted and implemented.
- Treat our partners region as a programme incubator where feasible, in which new approaches can be tried and tested before being disseminated nationally.
- Partner with others to leverage our resources and capabilities while avoiding the creation of dependency.

### **Collaborating with PIC**

From practical hands-on lessons in business development to a vast array of reliable resources, we support the programmes and networks that make entrepreneurs successful and make successful entrepreneurs more successful. The programmes we support focus on leveraging best practices in entrepreneurial leadership and teaching. The goal is to foster the environment that allows men and women to pursue their dream of organising and operating a business venture, creating good jobs and growing the economy.

PIC works to further understand the phenomenon of entrepreneurship, to advance entrepreneurship education and training efforts, to promote entrepreneurship-friendly policies, and to better facilitate the commercialization of new technologies by entrepreneurs and others, which have great promise for improving the economic welfare of our nation.

In collaborating with PIC, we recommend our partners to take advantage of our services to the benefit of their students, business community and to a regional audience in which to promote their institution and developments. This may be achieved in the form of international events, seminars, workshops, short courses, consultancies and international study tours. Additionally, by holding international programmes at your institute, will promote awareness and further opportunities for our partners in the form of many consulting fields such as:

- Understanding the market in which the entrepreneurs wish to operate
- Technological assistance
- Building a business plan
- Creating a revenue excel

- Creative marketing plan
- Presenting an idea
- Coaching and Mentoring

**Additional foreseeable areas of collaborating with PIC and Higher Education establishments in Israel are:**

- Agricultural Industry
- Tourism and Hospitality Industry
- Business Sector
- Financial Sector
- Information Technologies
- Hi-Tech Industry
- Bio Technology
- Manufacturing Industry
- Service Industry

## **A Modern Approach to Entrepreneurship in Collaboration with African Institutes**

Israel is one of the most innovative nations on earth. Israelis (approximately 7.6 million in number) are well-educated, have a global outlook, ties around the world, and most importantly, a positive view of entrepreneurship. Most Israeli entrepreneurs understand ways of moving innovations into the marketplace and how to establish themselves as global companies from the word go. It is only natural that there is so much interest around the world in Israel's entrepreneurship experience.

Israel has focused a lot of its efforts on finding and nurturing high-growth entrepreneurial firms, including universities. Many start-ups (entrepreneurs) have failed, but a number have succeeded and grown quickly. The result: Israeli high-growth start-ups have been creating jobs and generating sustainable wealth for the country, and innovations for the world (e.g., the USB memory stick, new generation cardiac stents, and camera pills that transmit pictures from inside the human body). Israel is often referred to as "startup nation" and a high-tech superpower. Today 40% of Israel's come from the high-tech industry.

## **Introduction**

Entrepreneurs have a crucial role in determining the future prosperity of a nation. With countries haunted by the prospect of a return to recession, it is the creation of new business that will have the greatest impact on growth and employment.

While institutes are united in lauding the importance of entrepreneurship, in all countries there is room for improving aspects of the environment in which entrepreneurs operate. Our programmes outline in detail where each of our partner's

areas of greatest potential improvement are, and recommends what should be done to realize that potential.

PIC also goes further and emphasizes not only what institutes can do, but also what entrepreneurs can do to seize opportunities presented by the environment in which they operate. Ultimately, the success of a country's entrepreneurship environment will be judged by the number of leading entrepreneurs that emerge from it and the successful businesses they create. Our service aims to be a useful tool for helping to increase that number.

### Description

In the changing world of today, the need for highly effective financial management of business sector has never been greater. The rules of corporate finance are constantly changing, requiring today's business managers to explore the latest ideas and concepts, gain new perspectives on traditional business practices, and obtain hands-on experience with the most current tools to help their businesses gain an advantage. The training programme will emphasise the role of marketing and customer relations in the design and development of new products and services. The programme was especially designed to enable participants to improve their marketing, customer relations management and leadership skills, to constructively support national development.

During our programmes we show in a very practical way how to develop and manage products and services for the business sector. It covers the fundamentals of strategic marketing before focusing on product and channel management, and showing how businesses can boost profitability by adopting a structured and targeted approach. It will show them the optimum approach for segmenting the market, developing a targeted product and channel offer, and promoting it in the market. It focuses on how to boost product and channel sales, whilst simultaneously improving efficiency.

### Objectives

The emphasis in the programme will be on understanding the dynamics of the Israeli entrepreneurial environment and on analyzing Israeli innovation at different lifecycle stages. Participants will be expected to develop a top management perspective of a company and focus on formulating a competitive business-level strategy for it.

Our aim is to equip the forthcoming business sector with the knowledge and tools they require in order to effectively tackle challenges, based on the Israeli experience in a global market.

In particular, the programme addresses the following issues:

- Delegates will be refreshed with the high-level concepts of strategic marketing

- Appreciate the fundamentals of product and channel management in relation to customers
- Understand how to establish and implement metrics for measuring success
- Compare the various CRM approaches and appreciate the relative strengths and weaknesses
- Develop some high-level plans for strengthening their brand and improvements in public relations

### Long Term Objectives in Collaboration

In the initial stages of collaboration we do expect to start with promoting training programmes with local partners, to break the ice and to connect on the same level. However, we aim to advance from this perspective and to establish entrepreneur support networks. Together with local partners we will form groups of society stakeholders, where these different sectors will be linked together: government, business, civil society (not-for-profit organizations), and academia. These 'labs' will be centred on each problem and thus being able to contribute fully in terms of ideas and solutions. This approach, open-source, has proven very successful in many other industries. Also, the open-source approach will induce transparency, accountability and creation of value that would benefit all stakeholders.

Entrepreneurs support networks will be a social network focused on supporting local entrepreneurs. Therefore it will be a central place where you can find and connect with all relevant stakeholders.

#### Stakeholders are:

- a) Government (local and central)
- b) Corporations
- c) Start-ups
- d) Academics
- e) Financial support (including venture capital)
- f) Legal support
- g) Local media

#### The incubator will focus on four pillars:

1. **Creativity** (to generate ideas to solve existing and anticipated problems and to turn those ideas into viable innovations)
2. **Fulfilment** (help entrepreneurs pursue their passions and deliver personal and social satisfaction)
3. **Sustainability** (encourage and support entrepreneurs in coming up with long-term, sustainable projects)
4. **Generalist** (to cope with today's challenges you must be able "to connect the dots". Basic business knowledge and skills are crucial to more efficiently run a business).

To support these four pillars, our incubator will carry out the following activities:



1. **Training** (offer trainings in marketing, finance, social media, etc.)
2. **Mentoring** (enabling the entrepreneur to grow, both personally and professionally. Connect them with useful contacts), financing (helping secure funding from local and global VCs, angel investors, etc.)
3. **Events** (organize meetings with successful entrepreneurs, top managers, potential customers and partners, etc.)
4. **Spaces** (offer office space and office equipment- laptops, WiFi, projector, etc. - for entrepreneurs).

Our hope and aspiration is to turn these incubators into the first step on the long journey that this great nation will undertake towards a brighter future and prosperity for all its citizens.

### Highlights

- Learn
- Replicable and scalable
- Run by locals for locals
- Social innovation for local benefits and wellbeing
- Supported by social innovation experts and multi-disciplinary professionals

These collaborative endeavours will require no less than 18 month in the development stage before becoming self sustainable and beneficial to national development.

### Target Audience

The programmes are designed for entrepreneurs and businessmen who are challenged by the rapid transformation of the business sector; worldwide integration; new competitors; financial and technological innovations. Business managers are required to achieve higher earnings at a time when profit margins are being squeezed and capital adequacy rules have become more stringent. To foster motivation and creativity among their work force, businesses have become increasingly decentralised and need executives who are highly qualified managers.

The transfer of knowledge is aimed at the younger population but of benefit to all ages; preferably first degree holders starting their own businesses; staff and management experienced in business particularly in the field of strategy planning, marketing and product development, sales management and business analysis, risk management, and human resources.

### Individual Training Modules

PIC has a variety of training modules available which are offered upon request. Individual opportunities will be discussed to formulate goals and training objectives and a formal proposal including budget will be provided and agreed upon prior to any development or implementation. Please inquire about these opportunities directly to Mr. Mark Street, Director of PIC at: [M.Street@promoting-intl-collaboration.com](mailto:M.Street@promoting-intl-collaboration.com) or [promoting.collaboration@gmail.com](mailto:promoting.collaboration@gmail.com)

Specialized training modules are tailored to the needs of our partners who seek to acquire in-depth knowledge in specific areas of entrepreneurship. The training modules are offered in the context of partner academic programmes, enabling participants to draw from the comprehensive expertise of PIC's facilitators and to interact with other students and businessmen attending the programme.

### **Entrepreneurship – 4 Days / 32 Academic hours**

- Entrepreneurship in the 21<sup>st</sup> Century
- Entrepreneur Culture
- Entrepreneurship and Vocational Training
- Access to Funding
- Coordinated Support
- Characteristics of the Entrepreneur
- Enterprise Product Agility
- Service Product Development
- Challenges Faced by Africa Entrepreneurs
- Recognising Start-up Opportunities
- Entrepreneurship Venture Capital
- Innovation Management and New Product Development
- Changing the Way we Think about Entrepreneurs
- Promoting Entrepreneurship in Educating and Training
- Unique Marketing Issues Confronting New Ventures
- Creating Start-up Success

### **New Marketing Media for Entrepreneurs – 4 Days / 32 Academic hours**

- Introduction to Internet Marketing
- Globalization - Economical & Marketing Effect on the Transitional World
- International Marketing: Management and Strategic View
- Introduction to Digital Marketing
- Mobile Marketing - SMS
- Digital Trends – 2012 and Beyond
- Digital Africa – Overview and Development
- Marketing, Branding and Public Relations
- Social Media Customer Relations Management
- Planning your Website
- Website Best Practices
- Using Social Media for Marketing and Branding

### **Customer Relations Management – 3 Days / 24 Academic hours**

- Introduction to the World of Social Media CRM
- Preparing Yourself for Social CRM
- Designing a Multichannel Approach
- Developing a Social Media Campaign
- Optimizing Impact with Analytics
- Ten Points for Getting Started in CRM
- Monitoring CRM for Leads and Opportunities

### **Email Marketing** – 3 Days / 24 Academic hours

- Introduction to Email Marketing
- Data Collection, Building Mailing Lists
- Excel for Managing Data
- Organisational Information & Data Management
- Introduction to Outlook
- Design of Email Marketing Messages
- Overview of Mail-Merge
- Plan and Executing a Digital Campaigns
- Campaign Management On & Offline
- Mobile Email Marketing
- Understanding Spam

### **Search Engine Optimization** – 2 Days / 16 Academic hours

- Search Engine Optimizer - SEO
- Strategic Search Engine Optimization Planning
- Key Word Optimizer
- Google Search

### **Google Analytics** – 2 Days / 16 Academic hours

- Introduction to Google Analytics
- Interface navigation
- Installing Google Analytics Tracking Code
- Reading Analytics
- Pageviews, Visits, and Visitors
- Time Metrics
- Traffic Sources
- Content Report
- Profiles in Google Analytics
- Segments

### **Advanced Google Analytics** – 3 Days / 24 Academic hours

- Campaign Tracking
- Goals in Google Analytics
- Filters in Google Analytics
- Cookies and Google Analytics
- E-commerce Tracking
- Analysis Focus - Revenue Metrics
- Domains and Sub-domains
- Customer Reporting
- Advanced Segmentation
- Motion Charts
- Internal Site Search
- Event Tracking and Virtual Pageviews

## **Entrepreneurship Programmes**

Africa needs to stimulate entrepreneurial mindsets among young people, encourage innovative business start-ups, and foster a culture that is friendlier to entrepreneurship and to the growth of small and medium-sized businesses. The important role of education in promoting more entrepreneurial attitudes and behaviours is now widely recognised.

### **Programme Example 1:**

#### **Entrepreneurship, the Internet and Customer Relations - 5 Day Programme**

##### **Entrepreneurship**

- Entrepreneurship in the 21st Century
- Entrepreneur Culture
- Entrepreneurship Venture Capital
- Innovation Management and New Product Development

##### **New Marketing Media for Entrepreneurs**

- Globalization - Economical & Marketing Effect on the Transitional World
- International Marketing: Management and Strategic View
- Introduction to Digital Marketing
- Digital Africa - Overview and Development
- Marketing, Branding and Public Relations
- Strategic Search Engine Optimization Planning
- Planning your Website

##### **Customer Relations Management**

- Introduction to the World of Social Media CRM
- Preparing Yourself for Social CRM
- Designing a Multichannel Approach
- Developing a Social Media Campaign
- Optimizing Impact with Analytics
- Ten Points for Getting Started in CRM

### **Programme Example 2:**

#### **Entrepreneurship, a Modern Approach Internet Marketing and Communications - 10 Day Programme**

##### **Entrepreneurship**

- Entrepreneurship in the 21<sup>st</sup> Century
- Entrepreneur Culture
- Characteristics of the Entrepreneur
- Recognising Start-up Opportunities
- Entrepreneurship Venture Capital
- Innovation Management and New Product Development
- Changing the Way we Think about Entrepreneurs
- Promoting Entrepreneurship in Educating and Training

- Unique Marketing Issues Confronting New Ventures
- Creating Start-up Success

### **New Marketing Media for Entrepreneurs**

- Introduction to Internet Marketing
- Globalization - Economical & Marketing Effect on the Transitional World
- International Marketing: Management and Strategic View
- Introduction to Email Marketing
- Mobile Marketing - SMS
- Digital Trends - 2012 and Beyond
- Digital Africa - Overview and Development
- Marketing, Branding and Public Relations
- Strategic Search Engine Optimization Planning
- Planning your Website
- Website Best Practices
- Social Media Customer Relations Management

### **Customer Relations Management**

- Introduction to the World of Social Media CRM
- Preparing Yourself for Social CRM
- Designing a Multichannel Approach
- Developing a Social Media Campaign
- Optimizing Impact with Analytics
- Ten Points for Getting Started in CRM
- Monitoring CRM for Leads and Opportunities

## **Entrepreneurship Programmes (Technical Application)**

### **Technical Programme Example 1:**

#### **Entrepreneurship, Digital Marketing and Communications – 5 Day Programme**

##### **Email Marketing**

- Introduction to Email Marketing
- Marketing, Branding and Public Relations
- Planning your Website
- Data Collection, Building Mailing Lists
- Organisational Information & Data Management
- Design of Email Marketing Messages
- Overview of Mail-Merge
- Plan and Executing a Digital Campaigns
- Campaign Management On & Offline
- Mobile Email Marketing
- Understanding Spam

##### **Search Engine Optimization**

- Search Engine Optimizer – SEO

- Strategic Search Engine Optimization Planning
- Key Word Optimizer

### Google Analytics

- Introduction to Google Analytics
- Interface navigation
- Installing Google Analytics Tracking Code
- Reading Analytics
- Pageviews, Visits, and Visitors
- Time Metrics
- Traffic Sources
- Content Report

### Technical Programme Example 2:

#### **Entrepreneurship, Advanced Digital Marketing and Communications – 10 Day Programme**

##### **Email Marketing**

- Introduction to Email Marketing
- Marketing, Branding and Public Relations
- Planning your Website
- Data Collection, Building Mailing Lists
- Excel for Managing Data
- Organisational Information & Data Management
- Introduction to Outlook
- Design of Email Marketing Messages
- Overview of Mail-Merge
- Plan and Executing a Digital Campaigns
- Campaign Management On & Offline
- Mobile Email Marketing
- Understanding Spam

##### **Search Engine Optimization**

- Search Engine Optimizer – SEO
- Strategic Search Engine Optimization Planning
- Key Word Optimizer
- Google Search

##### **Google Analytics**

- Introduction to Google Analytics
- Interface navigation
- Installing Google Analytics Tracking Code
- Reading Analytics
- Pageviews, Visits, and Visitors
- Time Metrics
- Traffic Sources
- Content Report
- Profiles in Google Analytics

- Segments

### Advanced Google Analytics

- Campaign Tracking
- Goals in Google Analytics
- Filters in Google Analytics
- Cookies and Google Analytics
- E-commerce Tracking
- Analysis Focus - Revenue Metrics
- Domains and Sub-domains
- Customer Reporting
- Advanced Segmentation
- Motion Charts

## Programme Methodology

These programmes are presented by Mr. Mark Street who has over 12 years experience in international executive management training for policy and decision makers as the former Director of the International Centre for National Security Studies (ICNSS). He is an experienced marketer whose experience and knowledge has been built up through the delivery of thousands of campaigns across a wide range of industries. You will be provided with the transfer of knowledge and in session tutorials. The training method will be very interactive and participatory using mixed approaches to professional and capacity building including lectures, discussions and presentations.

## Lecturing Fees

Programme Duration	Daily Fee	Total Amount
1, 2 or 3 Day Programmes	US \$ 1,250 per day	US \$ 2,500 or US \$ 3,750
5 Day Programmes ( 1 week)	US \$ 1,150 per day	US \$ 5,750 a week
10 Day Programmes (2 weeks)	US \$ 1,000 per day	US \$ 10,000 for two weeks

## Additional Lecturer Expenses

In consideration for the services provided by Promoting International Collaboration - PIC, the client (partner) shall pay all of the travel expenses to and from Israel, plus all additional travelling expenses in the client's country. The client too will be financially responsible for adequate accommodation and meals for the PIC staff over the duration of the given programme.

## **Contact Information**

Mr. Mark Street  
Promoting International Collaboration (PIC)  
Israel  
Mobile: +972 (0) 528 711 613  
Mobile in East Africa: +255 (0) 785747426  
Email: [M.Street@promoting-intl-collaboration.com](mailto:M.Street@promoting-intl-collaboration.com)  
Email: [promoting.collaboration@gmail.com](mailto:promoting.collaboration@gmail.com)  
Website: <http://www.promoting-intl-collaboration.com>  
Skype: [mark.street.pic](https://www.skype.com/user/mark.street.pic)  
LinkedIn: [Mark Street - PIC](#)