

# PRME Chapter Africa Entrepreneurship Competition: Capacity-Building

The PRME Africa Entrepreneurship Competition and Capacity-Building programme is designed to empower African youths with the knowledge, skills, and mindset required to develop sustainable and impactful entrepreneurial ventures aligned with the Principles for Responsible Management Education (PRME).

This initiative consists of a six-week online capacity-building webinar series beginning on 22<sup>nd</sup> April followed by a structured competition phase. The programme aims to foster responsible leadership, innovation, and sustainable enterprise development across the African continent. The winning team will be formally recognised during the PRME Global Forum in June 2026 in Cairo.

<b>Programme Objectives</b>	<ol style="list-style-type: none"> <li>1. Build entrepreneurial capacity among African youths through structured and experiential learning.</li> <li>2. Develop a start-up idea by applying market analysis, financial planning, HR planning, operations, and marketing strategy.</li> </ol>
<b>Expected Outcomes</b>	<p>By the end of the programme, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an applied understanding of the entrepreneurial process from ideation to business planning.</li> <li>• Develop a complete and structured business project proposal meeting established evaluation criteria.</li> <li>• Strengthen problem-solving, teamwork, and presentation skills.</li> </ul>
<b>Programme Structure</b>	<p>The program runs over <b>six weeks</b>, with <b>six sessions (90 minutes each)</b> structured as follows:</p> <ul style="list-style-type: none"> <li>• <b>50 minutes:</b> Core academic session</li> <li>• <b>10 minutes:</b> Break</li> <li>• <b>30 minutes:</b> Core Academic session 2</li> </ul>
<b>Programme Timeline</b>	<ul style="list-style-type: none"> <li>• <b>22 April:</b> Introduction to the Program &amp; Entrepreneurship; Entrepreneurial Mindset and Journey</li> <li>• <b>28 April:</b> Entrepreneurship Ecosystem, Resources &amp; Strategies; Business Ideation</li> <li>• <b>6 May:</b> Market Analysis; Product &amp; Services Development</li> <li>• <b>13 May:</b> Operational Planning; Marketing Plan</li> <li>• <b>23 May:</b> HR Planning; Company Description; Financial Planning</li> <li>• <b>30 May:</b> Wrap-up, Revision &amp; Q&amp;A</li> </ul>
<b>Following the webinar phase:</b>	<ul style="list-style-type: none"> <li>• 2 June 2026: Deadline for project idea submission</li> <li>• 3 June 2026: Start of project review by the Entrepreneurship Hub team (two-week evaluation period)</li> <li>• 17 June 2026: Judges finalize decisions and issue the official list of winning projects</li> </ul>

	<ul style="list-style-type: none"> <li>20 June 2026: Official announcement of winners</li> </ul> <p>Participants will be given two weeks for project preparation before submission.</p>
<b>Project supervisor</b>	To be confirmed

### **Evaluation Criteria**

- Follow a structured approach in developing the start-up idea.
- Demonstrate alignment with the Principles for Responsible Management Education (PRME).
- Clearly specify the Sustainable Development Goals (SDGs) the project aims to serve.
- Present an original and innovative concept that reflects entrepreneurial thinking.
- Assess ecosystem factors that may positively or negatively influence the start-up's success.