Global MBA in Impact Entrepreneurship

University of Medical Sciences and Technology (UMST)
Khartoum, Sudan

“We do not teach entrepreneurship, We train impact entrepreneurs”
Global MBA in Impact Entrepreneurship

The **Global MBA in Impact Entrepreneurship** is a 12 month program offered by E4Impact Foundation with University of Medical Sciences & Technology (UMST) and ALTIS – Graduate School Business and Society of the Università Cattolica del Sacro Cuore of Milan (Italy).

It supports both **active and aspiring entrepreneurs** to:

- Develop the **business skills** necessary to guide a new venture or scale an existing business;
- Utilize **tools and solutions for the** start-up or scaling of a high growth business;
- Develop a **personal network of mentors and investors**;
- Establish **links with entrepreneurs across Africa**.

It’s **flexible formula** combines class work, distance learning and coaching that allows entrepreneurs to work and build their business while they attend.

The MBA is taught by both local and **international business professors** and awards a **International Degree** from the Università Cattolica (Italy) and the UMST (Sudan).

E4Impact MBA has received the **Ashoka Innovation Award** from the Ashoka Foundation.
The MBA Program

E4Impact MBA offers a **blended formula** of **36 days in the classroom** integrated with **distance learning** provided on a dedicated e-platform.

**Structure:**

- **4 Boot Camps** of contact learning, each lasting 6 days (Initial, Marketing, Finance and Final Boot Camps);
- **6 Weekends** of contact learning work, each lasting 2 days;
- **9 Distance Learning periods** of 4-5 weeks each, between the contact learning periods.

The MBA curriculum is made up of **10 courses** (with exams), **4 labs** (without exams) and **1 action project** consisting in developing a business model and business plan (Final Thesis).

The MBA **calendar** is structured in such a way that:

- there is 1 course, 1 lab and 1 exam for each **classroom period**;
- courses begin in the classroom, continue with **distance learning** and conclude in the classroom;
- **guest speakers** and **coaching sessions** are embedded into the courses in order to enhance practicality or offer a specific focus.

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<thead>
<tr>
<th>Periods</th>
<th>Courses and Labs</th>
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<tr>
<td><strong>Business Model Boot Camp</strong></td>
<td><strong>Business Model Design</strong></td>
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<td><strong>Long Weekend 1</strong></td>
<td><strong>Digital Communication Counseling</strong></td>
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<td><strong>Long Weekend 2</strong></td>
<td><strong>Impact Investing Counseling</strong></td>
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<td><strong>Go to Market Boot Camp</strong></td>
<td><strong>Process &amp; Project Mgmt</strong></td>
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<td><strong>Long Weekend 3</strong></td>
<td><strong>Impact Investing Counseling</strong></td>
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<td><strong>Long Weekend 4</strong></td>
<td><strong>Go To Market</strong></td>
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<td><strong>Sales and Negotiations</strong></td>
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<td></td>
<td><strong>Impact Investing Counseling</strong></td>
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<td><strong>Financial Model Boot Camp</strong></td>
<td><strong>HR Mgmt &amp; Leadership</strong></td>
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<td><strong>Long Weekend 5</strong></td>
<td><strong>Head Hunting and Legal</strong></td>
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<td><strong>Long Weekend 6</strong></td>
<td><strong>Business Strategy</strong></td>
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<td><strong>Intellectual Propriety Counseling</strong></td>
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<td><strong>Investor’s Boot Camp</strong></td>
<td><strong>Financial Planning</strong></td>
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<td><strong>Business Planning Lab</strong></td>
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<td><strong>Entrepreneurial Finance</strong></td>
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<td><strong>Networking with investors</strong></td>
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<td><strong>Business Planning Lab</strong></td>
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<td><strong>Responsible Mgmt</strong></td>
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<td><strong>Networking with investors</strong></td>
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<td><strong>Business Planning Lab</strong></td>
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<td><strong>Business Scaling Lab</strong></td>
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<td><strong>Investor’s competition</strong></td>
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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.
Owais founded **Duaash Irrigation Systems**, a company designs and produces advance technology irrigation solutions with affordable cost for small and medium farmers in Sudan and Africa.

Duaash Irrigation Systems has been part of a manufacturing team which has produced **20,000 ventilators** for the Covid-19 pandemic in 2020. Moreover, Duaash Irrigation System has contributed to an emergency ventilator program initiative as volunteers in Sudan.

Owais is the winner of the **Gian Marco Moratti Award 2020** and he has been nominated to represent Sudan at the Africa Week Innovation Hub at UNESCO in Paris (France).

"**E4Impact MBA program provided me a lot of tools that helped me to reformulate and build my projects and also created for me a strong relationship base with the rest of my colleagues who have complementary projects**"
Graduate Profile

Moatuz Ibrahim

MBA Khartoum, Sudan (Class 2018/19)
Founder of Discovery Solutions

Moatuz founded **Discovery Solutions** to facilitate learning process and provide guidance which will help developing self-learner generations.

Discovery Stations is a community of learners, working together to prepare young people for tomorrow’s world through a broad and stimulating curriculum, challenging the students with high expectations, and providing them with exciting and engaging **learning experiences**.

Discovery Stations is considered as a leading company in the educational sector, as it focus on developing a **customized learning plan** for each of our client.

“The MBA changed my mind completely. To be a real entrepreneur and move forward with my project, the knowledge I have now is priceless. It helped me to see the opportunity where everyone else see problems or a catastrophe.”

Moatuz Ibrahim
Founder of Discovery Solutions
Mohammed founded Mishkah after a long period of temporary jobs, battles, failure and success.

Mishkah offers totally natural and organic peanut oil for cooking that helps people to prevent heart diseases and avoid the oil with preservatives. The product is sold in sales points, shops, and supermarkets and are exported in the EU and the Middle East.

Mohammed is now a Business Coach of the Global MBA in Impact Entrepreneurship, thanks to this opportunity he’s further developing himself and helping a group of youthful entrepreneurs, obtaining more international and local relations and evolving ideas.

“During the MBA I gained tremendous skills in business models, accounting, marketing and planning. I’m now able to manage projects, manage operations and implement a business plans.”
Mohammed founded **AL-Shehab Factory** after finding customer pain in the sector of cargo tricycles. They were suffering from fuel, maintenance cost and durability of petrol tricycles, so he thought that it was a chance to relieve the pain by electric tricycles.

AL-Shehab Factory deals with the manufacturing of tricycles chassis and assembly for batteries and electric motors. The company helps fighting the global warming since the products assure **no emission of CO2**.

Today the enterprise employs 25 people and has been able to decrease maintenance cost by 50%. It’s also **attracting investments** and funding and recently has received **100,000 $**.

“Thanks to the MBA I learned how to finance, costing, making value chain, pricing and marketing my product. I’m very glad I’ve enrolled.”
### Business Services

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<td><strong>Business Coach</strong></td>
<td>A full time dedicated consultant supports MBA participants in developing their business plan and establishing relationships with the business community.</td>
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<td><strong>Networking for Growth</strong></td>
<td>MBA participants receive experienced guidance through regular meetings with local and international professionals and counsellor, MBA Alumni across Africa and successful senior mentors.</td>
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<td><strong>Together for Africa Platform</strong></td>
<td>Best ICE participants are given visibility in the Together for Africa Platform to aid them in meeting potential suppliers, customers and investors from Italy.</td>
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<tr>
<td><strong>Solutions Book</strong></td>
<td>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.</td>
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Engaging investors

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 Competition**: 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.
Business Networking Program in Italy

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)
Admission Requirements

To apply candidates must have:

• An existing business that they desire to scale;

Or

• A business idea (profit or non-profit) with social/environmental impact that they intend to launch;

A three-year University degree is also required.

Application Process

To apply, candidates must submit to University of Medical Sciences and Technology the following documents:

• Curriculum vitae
• Business idea summary
• Three-year University Degree Certificate and transcripts

The MBA awards a Master Degree in Impact Entrepreneurship from the Università Cattolica del Sacro Cuore (Italy) and the University of Medical Sciences and Technology
Promoters

**E4Impact Foundation**
Launched in 2010 by ALTIS with the objective of training impact entrepreneurs in the developing world, E4Impact, with the support of important Italian companies, became a Foundation in 2015. Its MBA is offered in 7 African Countries.

**Università Cattolica del Sacro Cuore of Milan (UCSC)**
Founded in 1921, Università Cattolica del Sacro Cuore is the largest private institution of higher learning in Europe. With 42,000 students and 12 Schools, the university is accredited according to European standards.

**ALTIS - Graduate School Business & Society of UCSC**
Through its teaching, research and consulting, ALTIS promotes Entrepreneurship & Management for Sustainable Development. It transmits business skills and strategies that enhance a company’s economic, social and environmental performance.

**University of Medical Sciences and Technology**
The University of Medical Sciences and Technology (UMST) was established in 1995 as a private and independent university. It has 14 faculties and a nursing school. It offers 14 bachelor’s degrees courses, 16 master’s degrees courses, 4 PhD programmes and 5 postgraduate diplomas.