



Bootcamp for African Women Entrepreneurs

Setting Up an Innovative Business



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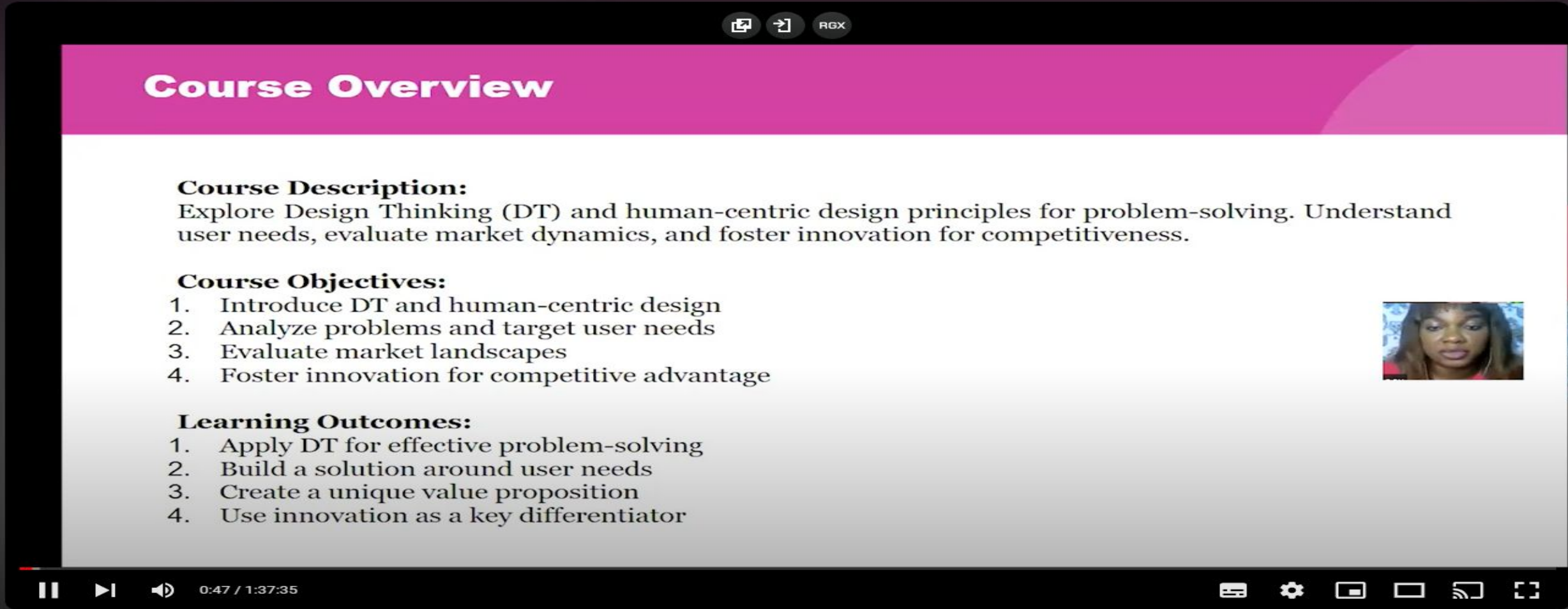
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Course Overview

Course Description:
Explore Design Thinking (DT) and human-centric design principles for problem-solving. Understand user needs, evaluate market dynamics, and foster innovation for competitiveness.

Course Objectives:

1. Introduce DT and human-centric design
2. Analyze problems and target user needs
3. Evaluate market landscapes
4. Foster innovation for competitive advantage

Learning Outcomes:

1. Apply DT for effective problem-solving
2. Build a solution around user needs
3. Create a unique value proposition
4. Use innovation as a key differentiator

On the right side of the slide, there is a small portrait of a woman with long dark hair.

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English Module 1: Setting Up an Innovative Business

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Course Content

1. Introduction to DT and human-centric design
2. Understanding the problem you are solving and your target needs
3. Evaluating the market you are addressing
4. The role of innovation in staying competitive