Bootcamp for African Women Entrepreneurs

Planning Your Go To Market

AFRICAN DEVELOPMENT BANK GROUP

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Course Overview

Course Description:
This course covers essential topics for launching and growing a business, including pricing strategy, go-to-market planning, partner sourcing, and pitch development.

Course Objectives:
1. Define effective pricing strategies.
2. Develop actionable go-to-market plans.
3. Source and approach business partners.
4. Craft compelling pitches.

Learning Outcomes:
1. Optimize pricing strategies for revenue and competitiveness.
2. Develop and execute effective go-to-market plans.
3. Establish partnerships to enhance growth.
4. Deliver persuasive pitches to stakeholders.

English Module 3: Planning Your Go To Market

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Course Content

1. Defining your pricing strategy
2. Building your Go-to-market action plan
3. Sourcing and reaching out to business partners
4. Developing an attractive pitch