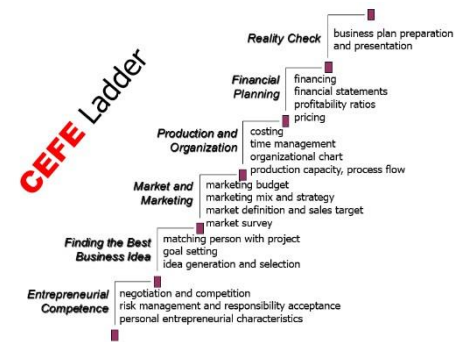


CEFE Start-up

In Brief

CEFE is well known for its start-up training. Started over two decades ago it is the basis of each Training of Trainers and comprises a wide range of exercises starting with Entrepreneurial Competences and following the CEFE Ladder until the participants have complemented their business plans. Most trainings are combined with a 'bankers' panel'. Bankers are invited to simulate a credit appraisal sessions and to give later on recommendations.



In Practice

CEFE Start-up Rwanda –
Kuremera Program

CEFE Rwanda Ltd. has conducted a training program for 1,040 participants in 2012. The course content considered business plan preparation and start-up skills.

An impact analysis has shown that

- 32.4% created a business (= 327 businesses)
- 50.9% improved their existing businesses (= 532 businesses)
- Only 7.8% are still unemployed (= 82 persons)
- 931 additional jobs (apart from the participants themselves) were created, = almost 1 additional job per participant

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Deliverables

CEFE start-up has been applied in different ways. The average training days are ten. It is advisable to split the training course into two halves.

1st week training

- Entrepreneurial Competence
- Business Idea Sourcing
- Market and Marketing

Break: Market Survey Conduction

2nd week training

- Production Efficiency
- Organizational Management
- Basic Finance Understanding
- Financing Plan
- Bankers' Panel

Instruments

Structured Learning Exercises, Case Studies and Role Play – all embedded in CEFE experiential methodology.

Duration of Service

Average training duration 10 training days.

Also in short term