

Training Webinar

African Research Network



Turn your natural product innovation into a convincing pitch!

This interactive training webinar supports African research teams and entrepreneurs working with natural products to sharpen their business ideas and pitches. Participants will learn how to structure a clear value proposition, use tools such as the Business Model Canvas, and translate scientific results into concise, convincing messages for partners, investors and customers. The session combines short inputs with practical guidance that prepares teams for our upcoming coaching phase and online pitch event.



Nuriat Nambogo, Mbarara University of Science and Technology, on *"Business ideation and general principles"*



Maria Lloyd, SA Management 24, on *"Marketing and positioning"*



David Katerere, Tshwane University of Technology, on *"Business Model Canvas"*



23 Apr | 2 pm CEST / CAT

Register [here](#)