



# unitar

United Nations Institute for Training and Research

## Unitar Online Catalogue

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### UNITAR-BADEA Phase III Coaching & Mentoring Programme (Tanzania)

Prosperity

Deadline: 24 Nov 2025

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|--------------------------|-----------------------------------------------------------|
| Type:                    | Course                                                    |
| Location:                | Web-based                                                 |
| Date:                    | 24 Nov 2025 to 19 Dec 2025                                |
| Duration:                | 4 Weeks                                                   |
| Programme Area:          | Public Finance and Trade                                  |
| Website:                 | <a href="http://www.unitar.org">http://www.unitar.org</a> |
| Price:                   | \$0.00                                                    |
| Event Focal Point Email: | pft-elearning@unitar.org                                  |
| Partnership:             | Arab Bank for Economic Development in Africa<br>(BADEA)   |

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### BACKGROUND

*This programme is financially supported by the Arab Bank for Economic Development in Africa (BADEA) and is designed for participants who completed Phases I and II of the BADEA-UNITAR Agribusiness SME Development Programme in Tanzania:*

*"Accelerating Sustainable and Climate-Resilient Livelihoods through the Development of Small and Medium Agribusiness Enterprises for Women and Youth."*

Phases I & II, launched in November 2023, trained 102 women and youth entrepreneurs in foundational agribusiness skills, business planning, and climate-smart practices. Participants developed business plans, learned tools to address market competitiveness and environmental resilience, and strengthened leadership in local agribusiness.

Phase III builds on this foundation through a 4-week, fully online coaching and mentoring programme. It supports participants in moving from planning to practical implementation and scaling. The programme provides lectures, personalised mentoring, peer-to-peer learning, and hands-on assignments to improve market readiness, financial preparedness, and adoption of sustainable practices.

## LEARNING OBJECTIVES

By the end of the programme, participants will be able to:

- Develop a 60-90-day Business Implementation Roadmap with at least three priority actions, timelines, and measurable milestones (Week 1).
- Conduct a mini-market scan and create a Market Engagement Plan identifying two customer segments, two competitors, and three actionable strategies (Week 2).
- Prepare a three-month cash-flow projection and a five-slide Pitch Deck outlining value proposition, funding needs, and expected returns (Week 3).
- Deliver a 5-minute business pitch and submit a Revised Growth Roadmap integrating at least two climate-smart measures (Week 4).

## CONTENT AND STRUCTURE

The programme runs over four consecutive weeks with weekly live sessions, application labs, and mentoring:

- Week 1 – From Planning to Action: Review and refine business plans; develop a 60-90-day roadmap incorporating climate-resilient practices.

- Week 2 – Market Engagement & Competitiveness: Conduct mini-market scan; design Market Engagement Plan with actionable strategies.
- Week 3 – Financial Preparedness & Pitch Development: Develop cash-flow projection; prepare five-slide pitch deck.
- Week 4 – Pitching & Scaling Ventures: Deliver business pitch; submit Revised Growth Roadmap with sustainability measures.

**Key Value:** Phase III of the Coaching & Mentoring Programme empowers women and youth agripreneurs in Tanzania to move from planning to practical implementation, building on the knowledge acquired in earlier phases. The programme enables Tanzanian women and youth agripreneurs to:

- Launch and scale viable, climate-smart agribusiness ventures.
- Create jobs and improve livelihoods.
- Strengthen resilience and sustainability in Tanzania’s agribusiness ecosystem.

## METHODOLOGY

**The programme combines:**

- **Weekly Live Sessions:** 2-hour online sessions combining lectures, discussions, and application labs led by UNITAR trainers and Tanzanian experts.
- **Hands-On Assignments:** Weekly exercises (roadmaps, market scans, cash-flow projections, pitch decks) contributing to certification.
- **One-on-One Mentoring:** Personalised weekly coaching.
- **Peer Learning:** Breakout discussions and WhatsApp networking.
- **Digital Resource Hub:** Templates, session recordings, case studies, and climate-smart business tools.

## TARGETED AUDIENCE

The programme is open to women and youth entrepreneurs in Tanzania who participated in Phases I and II of the BADEA-UNITAR project. Priority will be given to applicants who:

- Have a viable agribusiness plan.

- Are committed to scaling their enterprise within 6–12 months.
- Demonstrate potential to create jobs, strengthen livelihoods, and adopt climate-smart practices.

## ADDITIONAL INFORMATION

Duration: 4 weeks

Delivery Mode: Fully online via Zoom; WhatsApp for communication and peer learning

Language: English

Cost: Fully funded by BADEA-UNITAR

Certification: UNITAR Certificate of Completion ( $\geq 80\%$  attendance + assignment submission)

Application Deadline: October 15, 2025

Selected participants will receive instructions for accessing the online platform and preparing for the programme.