

CURRICULA FOR ENTERPRISE DEVELOPMENT



Marketplace Simulation

This curriculum provides market place and business skills training through a simulated role-playing environment which allows participants to experience the business, personal, and social interactions of a growing marketplace. Participants learn about the roles of different market actors and develop the ability to interact, build relationships, negotiate and cooperate with different value and supply chain actors. *Four 2-hour modules which can be replayed continuously*

Sustainable Business Ventures

A youth-oriented entrepreneurship training series for children through adults. Sustainable Business Ventures introduces business and entrepreneurship concepts through practical, fun activities and discussions and through the use of mini-marketplace simulations. Environmental considerations and growing opportunities are integrated into each topic area to allow youth to understand entrepreneurship in the context of our changing world. *Multiple modules of a 40-hour curriculum.*

Quote from private sector partner
It was really exciting to see how our micro-franchise participants immediately related the simulation process to their own business.



AgriPlanner Simulation

A farming-as-a-business simulation that uses experiential, simulated role-plays during which participants interact to learn complex agriculture-related farming lessons, the AgriPlanner curriculum incrementally introduces critical agribusiness components. Topics range from strategic use of farm land and seasonality issues when planning your agribusiness, through to understanding agricultural business cycles and marketing skills. *Multiple levels in a 10-20 hour curriculum.*



SavePower

SavePower is set up as a learning system within the context of a fun simulation game that enables learners to experience and understand the systems required to run their own village savings and loan group (also known as ASCA, cajas rurales, or self-help groups). Within a period of one or two days, learners will have mastered the technical aspects, recognized and discussed the potential difficulties, set up a range of rules and policies to simulate the set up of their own savings group.



EVI's Methodology for Post-Training Follow-Up

EVI is committed to ensuring that all our local partners have the capacity to effectively implement our context-specific, simulation-based enterprise training programs. Empowered local trainers can better ensure that target beneficiaries are able to actively apply their new financial, marketing, and demand-oriented skill sets to start or expand sustainable businesses.

With training of trainer (ToT) programs, EVI:

- Conducts post-ToT follow-up with local staff through phone and internet discussions. This begins with a 2-4 hour follow-up after one week of the training and continues with consecutive technical assistance 1 month, 3 months, and possibly 6 months after the training.
- Offers possible refresher courses for trainers 6 months and/or 12 months after the initial training.
- Writes additional guidelines and instructions for trainers to overcome common obstacles.
- Makes minor curricula adaptations to meet local needs that are village-, district- or country-specific.
- Selects certain trainers that have shown a high level of competence during ToT and trains them as Master Trainers, a process that will allow them to train other local trainers.
- Makes available curricula updates to affiliated training partners.

- Informs local partners about other regional ToTs that are applicable to organizational needs.
- Hosts a web-based question and answer discussion forum for trainers.
- Supports the development of a list-serve between trainers that is used as a structured platform for the development of learning networks between trainers to share common challenges. EVI technical staff will also engage with such a group forum.
- Supports local organizations to incorporate training curricula learning points into the monitoring and evaluation system of an ongoing project or program.
- Upon request, engages in a variety of sector-specific curriculum adaptation for more advanced training modules that further develop participants' ability to engage in enterprise development within the value chain in which their business operates. Recent sector-specific Marketplace Simulation adaptations targeted sectors such as fish farming, horticulture, coffee, petty trade / kiosk, carpentry / furniture, rice milling, and agro-processing (e.g. cassava).



EcoVentures
INTERNATIONAL

EcoVentures International supports the development of sustainable enterprise opportunities through designing experiential training curricula and facilitating training of trainer programs, conducting market development research and microfinance studies, and supporting community enterprise strategies, with a particular focus on youth.

Address:

1519, Connecticut Ave NW, Suite 301
Washington DC 20036

Telephone:

+1.202.667.0802

Fax:

+1.202.667.0803

Website:

www.eco-ventures.org