EXECUTIVE PROGRAMME IN AGRIBUSINESS INVESTMENT ATTRACTION & READINESS

Introduction

Access to finance remains one of the greatest challenges facing agribusiness enterprises. While many agribusinesses have viable business ideas and growth potential, they often struggle to attract investment due to weak business planning, inadequate financial records, poor investment proposals, and limited understanding of investor expectations. At the same time, financial institutions, development partners, and impact investors are increasingly seeking investment-ready agribusinesses that demonstrate strong governance, financial viability, scalability, and sustainability. This Executive Programme in Agribusiness Investment Readiness equips participants with practical knowledge, tools, and strategies to prepare agribusiness enterprises for investment, financing, and sustainable growth. Participants will learn how to develop bankable business plans, prepare financial projections, assess investment opportunities, understand funding options, manage investor relationships, and effectively pitch their businesses to financiers and development partners.

Course Objectives

- Understand the principles of investment readiness.
- Assess the financial health and investment potential of an agribusiness.
- Develop bankable business plans and investment proposals.
- Prepare realistic financial projections.
- Identify appropriate financing and investment opportunities.
- Understand investor requirements and due diligence processes.
- Strengthen governance and business management systems.
- Develop effective investor pitches.
- Improve business sustainability and growth planning.
- Develop an Agribusiness Investment Readiness Action Plan.

Course Modules

> Module 1: Understanding Agribusiness Investment Readiness
- Introduction to Investment Readiness
- Characteristics of Investment-Ready Businesses
- Agribusiness Investment Landscape
- Common Financing Challenges
- Understanding Investor Expectations

> Module 2: Business Diagnostics and Enterprise Assessment
- Enterprise Assessment Tools
- SWOT Analysis
- Business Performance Assessment
- Risk Identification
- Growth Potential Analysis

> Module 3: Developing Bankable Business Plans
- Components of a Bankable Business Plan
- Business Model Development
- Value Proposition
- Market Analysis
- Operational Planning

> Module 4: Financial Planning and Financial Projections
- Revenue Forecasting
- Cost Projections
- Cash Flow Forecasting
- Profit and Loss Projections
- Break-even Analysis
- Investment Requirements

> Module 5: Funding Sources and Financing Options
- Commercial Bank Financing
- SACCO Financing
- Government Financing Programmes
- Grants and Development Funding
- Angel Investors

- Venture Capital
- Impact Investment

> Module 6: Investment Proposal Development
- Investment Proposal Structure
- Executive Summary Development
- Financial Highlights
- Investment Requirements
- Return on Investment
- Risk Mitigation

> Module 7: Governance, Compliance and Due Diligence
- Business Registration
- Corporate Governance
- Legal Compliance
- Financial Documentation
- Investor Due Diligence
- Risk Management

> Module 8: Investor Relations and Business Negotiation
- Building Investor Relationships
- Negotiation Skills
- Partnership Development
- Communication with Investors
- Managing Investor Expectations

> Module 9: Investment Pitching and Presentation Skills
- Developing an Elevator Pitch
- Pitch Deck Preparation
- Business Storytelling
- Presentation Skills
- Handling Investor Questions
- Pitch Practice

> Module 10: Investment Readiness Action Planning
- Investment Readiness Assessment
- Gap Analysis

- Action Planning
- Monitoring Progress
- Final Business Pitch Presentations