

Business Bridge: 2010 Year End Review

In Jan 2010 we set out our plans to bring nearer our dream of a world in which anyone can acquire the knowledge, skills, and confidence to build a thriving business, no matter where they live, no matter what their means. This report explains our progress towards meeting this goal.

Key 2010 Aims

- **South Africa Roll-Out (complete)**
- **Detailed Impact Assessment (complete)**
- **Ghana Pilot (complete)**
- **Develop '*How to Win Through Marketing & Strategy*' course (ongoing)**

1. South Africa Roll-out & Impact Assessment

This year we were delighted to build on the relationship with our pilot partner, The Business Place, by running courses for 60 of their small business clients across Johannesburg and Cape Town. The feedback from students and tutors was highly encouraging for the second year running.

Students were quick to highlight the quality of our teaching materials, developed by our Content Partner Imparta, and their pivotal role in our success. Students have also stressed the value our tutors bring. We remain indebted to all our pro-bono tutors, whose passion and experience is evident every minute of every session we run.

One of our key aims for the year was to move beyond the impressive anecdotal feedback we have been receiving and develop an evidence base for truly understanding the impact our courses have on our students and their businesses.

We are delighted to have completed our inaugural Impact Assessment Report which tracks the effect Business Bridge has had on our participants both over the duration of the programme and subsequently after graduation. You can read the report at: <http://www.thebusinessbridge.org/News>

2. Ghana Pilot

In November we ran a 50 participant pilot in Accra in conjunction with Baobab University and Amicus Onlus, an Italian NGO. The purpose of the pilot was to test the demand for the Business Bridge model in Ghana and the robustness of our model in other African countries. On both of these tests the pilot has been a success.

The feedback from the students and the tutors in Ghana has matched the high levels seen in South Africa and it is clear that the courses have had a profound impact on our students' businesses. We have collected impact assessment data for Ghana and look forward to publishing our Ghana Impact Report in January 2011.

In the short time since the end of the course, there has been a lot of interest from future participants. Given the success of the pilot, Baobab and Amicus have requested that Business Bridge submit a proposal for an expanded programme with 100 students for Q1 2011. We look forward to working closely together next year.

3. Course Development

We will ultimately offer a programme consisting of 4 courses: sales, marketing & strategy, finance, making things happen. To date, the sales course has been developed and run successfully in both South Africa and Ghana.

We have fully specified the curriculum for the second course, *How to Win Through Marketing & Strategy*, and are working to raise £85,000 to develop it. We are awaiting an imminent decision from a Foundation that is interested in funding the course and expect a decision by the end of January. Once funding is secured, it will take five months to develop and test.

We have chosen to focus on marketing and strategy as our second course based on consultations with our students and with industry experts in South Africa and beyond.

4. Plans for 2011

We have recently updated our business plan to reflect our 2010 progress; you can download the document at: <http://www.thebusinessbridge.org/News>

Our next steps are:

- Detailed Impact Assessment of our activities in Ghana
- Build courses #2 (marketing & strategy) and #3 (finance)
- South Africa roll-out with 2-3 partners, allowing us to deliver courses to 700 students
- Modest Ghana roll-out to 100 students
- Continue pilot preparation work in India and the UK

We believe we have gone a long way towards achieving the impact, scale and sustainability upon which Business Bridge was predicated. We would like to end by thanking everyone who has supported us to date: your support, partnerships and donations are deeply appreciated and the reason why BB is where it is today.

Best wishes for a relaxing and enjoyable holiday season,

Michael Hay

Daniel Bamford

20th December 2010