

# Stanford GSB, De Beers in \$3m partnership for entrepreneurs

The Stanford Graduate School of Business, in partnership with the De Beers group, will invest \$3m in an entrepreneurship educational programme in 2018 to empower young, budding entrepreneurs and owners of established businesses in Botswana, Namibia, and South Africa.



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Stanford is expanding two of its successful programmes to Southern Africa: the Seed Transformation Programme of the Stanford Institute for Innovation in Developing Economies, known as Stanford Seed and the Stanford Go-to-Market programme for accelerating business ventures to market.

Both the Seed Transformation Programme and Stanford Go-to-Market programme will be headquartered at the Botswana Innovation Hub, a science and technology park in Gaborone, Botswana. The initiative will be supported by a range of government entities in Botswana, including the Botswana Innovation Hub, the Botswana Ministry of Tertiary Education, and the Ministry of Youth Empowerment, Sport & Culture Development.

## Programmes

- Seed Transformation Programme, a one-year programme of intensive sessions on topics such as leadership, strategy, business ethics, accounting, marketing and value chain innovations. Skilled facilitators assist participants in applying classroom insights, developing leadership teams, and formulating a detailed plan for organisational transformation and growth. Seed facilitators also work with participants in carefully constructed leadership peer groups, offering networking opportunities, resources, and ideas to help implement the participants' transformation plans. The mission of the programme is to enable business owners to lead their regions to greater prosperity through the growth of their companies and job creation. The programme will be open to owners of established businesses in Botswana, Namibia, and South Africa. Applications will be accepted 17 August through 6 October, 2017.

- Stanford Go-to-Market Programme, an intensive, one-week entrepreneurship bootcamp, taught by Stanford GSB faculty, held in cities around the globe. Through a combination of lectures, case studies, and small-group discussions, the programme helps budding entrepreneurs gain the confidence and skills to commercialise their business ideas and accelerate their route to market. While Botswana will host the first Stanford Go-to-Market programme in Africa, the bootcamp may expand to include participants from other Southern African countries once fully established. Applications for the Stanford Go-to-Market programme in Botswana will be accepted this fall and the cohort will convene in March 2018.

These new programmes exemplify Stanford GSB's commitment to creating lasting global impact by bringing the Stanford experience to new regions, engaging promising business leaders globally, transferring knowledge, and building relationships. Through these new programs, Stanford GSB has an opportunity to share insights through hands-on management education for students, while also gaining a better understanding of the business climate and unique economic attributes of Southern Africa.

"We are excited to work with the young and established entrepreneurs in the Southern African region. As with our experiences in East and West Africa, we are coming to learn as much as we are to teach," said Jesper Sørensen, professor of organisational behavior at Stanford GSB and faculty director of Stanford Seed, a Stanford University initiative led by the Stanford GSB. "If the business and job growth that follows matches what we are seeing in our other locations, I anticipate this collaboration will be a very impactful initiative."

The Seed Transformation Programme launched in West Africa in 2013 and expanded to East Africa in 2016, and will open a third location in India later this month. Faculty, staff, and coaches have trained more than 500 business leaders with the goal of promoting prosperity in these regions.

For more information, go to [www.GSB.stanford.edu/programs/stanford-gotomarket-botswana](http://www.GSB.stanford.edu/programs/stanford-gotomarket-botswana).

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