



DIGITAL ENTREPRENEURSHIP PROGRAM

SPECIALIZATION, SCALING & FUNDING

DEP 202

Organizer: Global Wissen Consult

INTRODUCTION

DEP 202 builds on DEP 201 by moving learners from exploration to mastery. Each participant chooses one specialization, develops deep skills, applies them to their DEP 201 project, and positions their business for growth and funding opportunities. The Four Ds Model (Discover, Develop, Digitalize, Dominate) guides learners through this journey.

PROGRAM OBJECTIVE

- Enable learners to specialize in a digital/technical skill area of their choice.
- Provide structured, progressive training from fundamentals to advanced practice.
- Equip learners with soft skills (teamwork, communication, adaptability) alongside technical skills.
- Introduce industry case studies, mentorship, and entrepreneurship concepts.
- Guide learners to develop a practical project that demonstrates employability and problem-solving capacity.

PROGRAM METHODOLOGY

- Blended Learning: Combination of LMS (self-paced), physical workshops, and virtual mentorship.
- Hands-on Training: Practical exercises, assignments, and mini-projects.
- Peer Collaboration: Group projects, teamwork, and peer reviews.
- Mentorship & Industry Exposure: Sessions with experts for real-world insights.
- Performance-Based Evaluation: Continuous assessments, project work, and practical showcases.

OUTCOMES

By the end of DEP 202, learners will:

- Master one specialization skill at a professional level.
- Scale and improve their DEP 201 business project.
- Build a pitch deck and financial model for funding opportunities.
- Practice fundraising with mock and real-world exposure.
- Be recognized with a Certificate of Specialization.
- Be positioned either as a startup founder or as specialized talent ready for Africa's digital economy.

PROGRAM FLOW

1. Discover → What is? (Choose & Align Your Specialization)

Focus: Identifying and aligning specialization with business needs.

Activities:

- Career diagnostic quiz + reflection.
- Explore specialization tracks through mentor talks and demo sessions.
- Attend a Specialization Fair.
- Match specialization to project/business roles.

Specialization Tracks:

- Data & Analysis
- UI/UX & Design
- AI & Software Development
- Digital Marketing & SEO
- Product & Agile Management
- Physical Product Development
- Entrepreneurship & Fundraising

Deliverable: Specialization Pathway Plan → why you chose it, what skills you'll master, and how it fits your business.

PROGRAM FLOW

2. Develop → What if? (Deep Skill Development & Practice)

Focus: Gaining hands-on mastery of chosen specialization.

Activities:

- Weekly skill-deep dive sessions with tutors.
- Mini-projects within specialization (e.g., dashboards, design prototypes, campaigns).
- Cross-specialization sprints (e.g., Data + Marketing + Design).
- Apply new skills directly to DEP 201 business project.

Deliverable: Specialization Portfolio Project → a practical output showing skill mastery.

3. Digitalize → What wows? (Scaling Your Business)

Focus: Using specialization to drive measurable growth.

Activities:

- Apply improvements to DEP 201 project (traction, sales, prototypes).
- Create digital systems to support scaling (dashboards, funnels, roadmaps).
- Document measurable progress (users, revenue, prototype iterations).

Deliverable: Business Growth Report → showing evidence of progress and impact of specialization.

PROGRAM FLOW

4. Dominate → What works? (Funding & Investment Readiness)

Focus: Preparing for funding opportunities.

Activities:

- Learn funding basics (grants, investors, accelerators).
- Build pitch decks with financial models.
- Practice mock investor pitches with feedback.
- Apply for real-world opportunities.

Deliverable: Investor-Ready Pitch Deck + Funding Presentation

Final Demo & Funding Day

Teams present their:

- Specialization Portfolio
- Business Growth Report
- Pitch Deck & Funding Readiness

Evaluation Criteria:

- Specialization mastery → 25%
- Business progress & real impact → 25%
- Innovation & scalability → 25%
- Pitch & communication skills → 25%

PROGRAM FLOW

Support System

- Specialization Tutors → Skill development.
- Business Coaches → Scaling & business growth.
- Funding Mentors → Pitch preparation & fundraising.
- Product Specialists → Refining prototypes.

PROGRAM CURRICULUM

WEEK	FOUR D's MODEL	FOCUS	DELIVERY MODE	TOOLS	LEAD	MILESTONE
1	DISCOVER	Orientation & Introduction to the session	Hybrid	Google Meet, LMS	GWC	Learner defines specialization path & submits learning roadmap
2	DISCOVER	Reflection & Career Fit	Hybrid	LMS, Physical Workshop	Tutor	Learner submits Self-Reflection Journal + Diagnostic Quiz results.
Wk 3-9	DEVELOP & DIGITALIZE	• Data Analysis • UI/UX Design • AI & Software Development • Digital Marketing & SEO • Product & Agile Management • Physical Product Development • Entrepreneurship & Fundraising	Hybrid	Physical Lab, LMS	Tutor	Students are introduced to skills to develop and gain full understanding of each.
Wk 10	DOMINATE	Career integration – portfolio, CV, and placement readiness	Hybrid	Physical Class, Google Meet	Tutor	Career/placement plan completed
11	DOMINATE	Capstone project build & Follow up on Career Integration	Hybrid	Google Meet, LMS, Physical Class	Guest Expert	Capstone project finalized
12	DOMINATE	Demo Day – presentation & evaluation	Physical	Physical Class, Google Meet	Tutor	Capstone project presented, certification awarded