



b|u|s

Farmer Entrepreneurship Training
fostering your
entrepreneurial spirit!



ANDREAS
HERMES
AKADEMIE

Many entrepreneurship programs teach practical business skills. The b|u|s approach takes you further by focusing on developing your entrepreneurial mindset and fostering personal growth. It empowers you to take responsibility for your life and inspire those around you. It encourages initiative and equips you to lead meaningful change.

We believe that an entrepreneurial way of thinking makes you stronger, more creative, and helps you solve problems on your own. This, to us, defines true entrepreneurship. The b|u|s program is designed for everyone, regardless of educational background, empowering you with the skills and confidence to succeed.

The b|u|s training program splits into two central training modules, each lasting three days. The **first module** focuses on you as an individual – analyzing your personal strengths, challenges, and family as well as community situation. The **second module** helps you identify marketing and business opportunities around you and learning how to harness them effectively. For those ready to take the next step, an optional **third module** guides you in creating a compact business plan for a specific idea.

b|u|s in a Nutshell

- › Interactive and Hands-On: Not a traditional classroom-style training! Enjoy dynamic exercises and hands-on practical activities with real-time feedback.
- › Unlock Your Strengths: Identify the tools and resources you already have, to achieve your goals.
- › Learn Through Experience: Discover how to take responsibility and grow from your journey.
- › Boost Your Skills: Build practical management abilities for greater success.

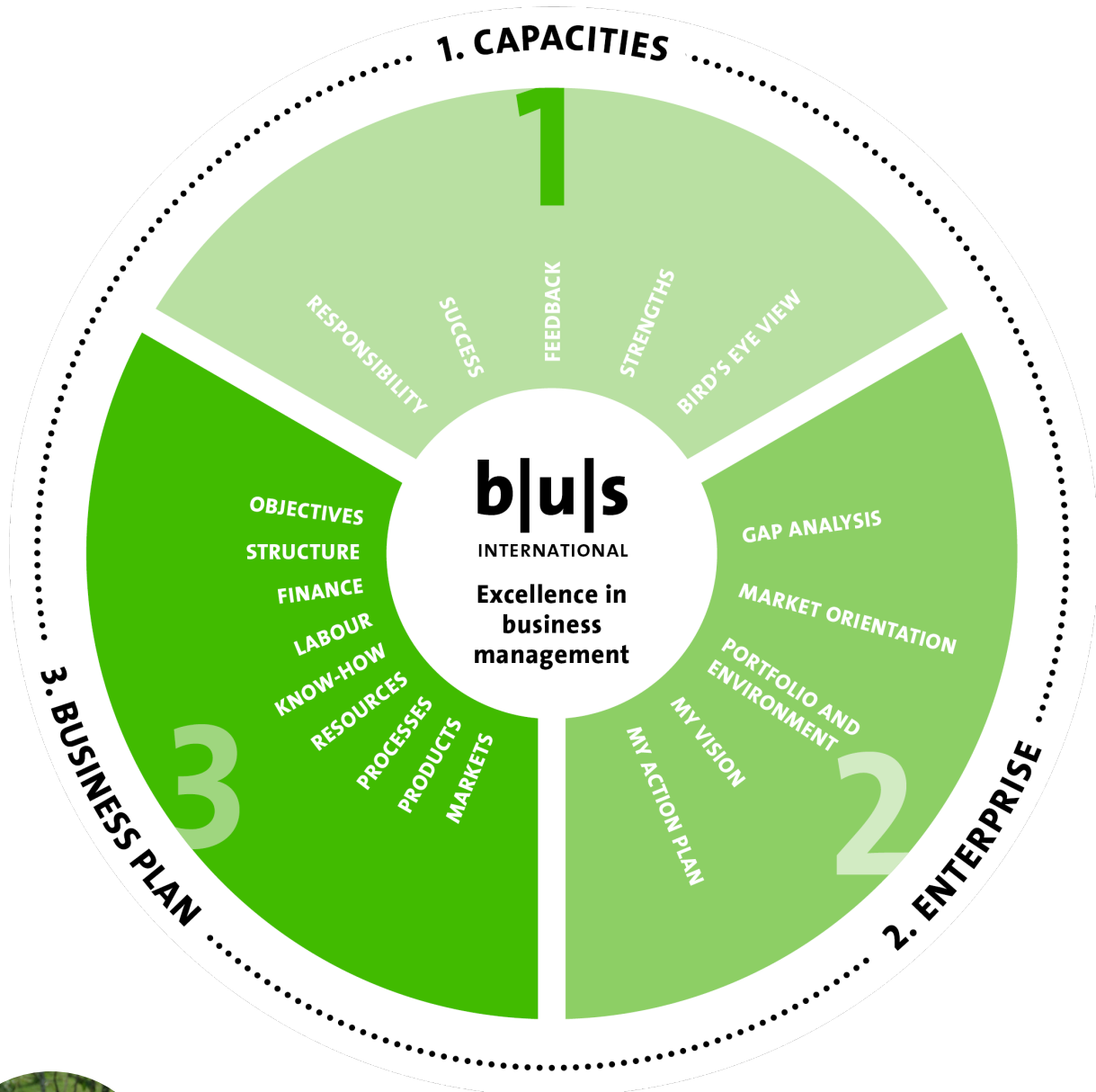


Waliu Aliye, mother of five and gender officer as well as agricultural expert at the West Arsi Zonal Agriculture Office, Ethiopia:

»Some women were very shy at the beginning. After the training of Andreas Hermes Akademie (AHA), they were transformed and eager to share their experiences. It is important that we support even more women in agriculture. Also, because they have a more conscious approach to the environment.«

The b|u|s modules: 3 × 3 days for your success*

*modules 1 and 2 are interconnected and compulsory. Module 3 is optional.



1

Capacities

In the first module, you analyze your skills, potential and limits. You will work through questions like: Do I take on responsibilities or do I tend to avoid them? What are my personal success factors? Am I able to make decisions, do I have self-confidence, do I stand by my decisions once I have made them? Where are my limits? How do I deal with others, with family members, with business partners?

You are also encouraged to take a closer look at your business and its potential, first from a bird's eye view and then from an economic perspective.



2

Enterprise

In the second module, you assess your market situation. Could I improve my position in the value-added chain? Which products should I phase out and which are positioned in a growing market segment? How and to whom can I sell my products?

This assessment will help you to define your own entrepreneurial path forwards. What is my vision in 10 years' time? What different paths can my family and I take to achieve this vision? What criteria should I use to find out which is the right path? At the end of this phase, you will have clear ideas and a concrete action plan for the next steps.



3

Optional: Business Plan Compact

In the third module, you translate the right path into a business plan. Step by step you learn how to work out the content needed to establish or carry on your business. At the end of module b|u|s 3, you will have the competence to write a clear and compact business plan with which you can go to a local bank and ask for a loan to make potential required investments.



Cisse Amada, President of Association Jeunesse Espoir Couture (AJEC), Burkina Faso:

»I am now able to better understand my customers and fulfil their needs.

I have learnt how important it is to listen carefully and communicate effectively. The training has also helped me to improve my sales techniques and present my products and services better.«

MORE THAN
20,000
PARTICIPANTS
SINCE 2006

Interested to participate in b|u|s trainings?

Each module lasts three days. Modules 1 and 2 are interconnected and must both be completed in the right order. After module 2, you can decide whether you would like to participate in the optional module 3.

Upon completing module 2 (and module 3, if applicable), you will receive a certificate of participation.

To join, please contact your farmers' organisation (association or cooperative).

Please note that participation may require a personal contribution, which is a valuable investment in your future.

b|u|s has been developed by
Andreas Hermes Akademie, Germany.
Only licenced trainers are allowed
to engage in b|u|s trainings.



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