

AVODA BLUE TANZANIA PROGRAM

Building Ethical, Scalable, and Globally Competitive African Enterprises

Introducing the 2026 Cohort Intake

AVODA Blue Tanzania is an executive entrepreneurship and leadership development program designed to equip business builders — founders, intrapreneurs, executives, and company-nominated leaders — with the strategic thinking, operational discipline, financial intelligence, and ethical leadership required to build resilient, scalable, and globally competitive enterprises.

Delivered through a strategic partnership between the **AVODA Institute of Entrepreneurship for Africa** and **Unleashed Africa Enterprises**, the program brings globally informed business education into the Tanzanian entrepreneurial ecosystem. It integrates strategic management, leadership formation, financial stewardship, operational excellence, market expansion, and Kingdom-based business principles into a practical learning journey for business builders.

The curriculum is sampled from the **Cambridge MBA** and contextualized for African entrepreneurs operating in emerging markets. AVODA Blue Tanzania is intentionally sector-agnostic, welcoming participants from industries such as agriculture, agribusiness, tourism, construction, logistics, technology, education, manufacturing, creative industries, food production, professional services, and other growth sectors.

The program is designed for builders at every stage; **whether you own the business or lead within one**. Founders participate alongside company-nominated leaders, emerging executives, and professionals being prepared for greater strategic responsibility within their organizations.



2. Program at a Glance

Element	Overview
Program Type	Executive Entrepreneurship & Leadership Development Program
Program Duration	4 months / 16 weeks
2026 Cohort Pathways	Digital Executive Pathway; Business Leadership Pathway
Digital Executive Pathway Dates	6 August – 5 December 2026

Business Leadership Pathway Dates	6 August – 5 December 2026
Application Deadline	1st August 2026
Delivery Platforms	AVICS, Zoom, Google Meet, and selected in-person engagements
Target Participants	Business builders: Founders, Intrapreneurs, Executives, Company-nominated leaders, and Emerging business leaders
Sectors	Sector-agnostic: agriculture, tourism, construction, logistics, technology, education, manufacturing, creative industries, services, and more
Geographic Reach	Tanzania, East Africa, and Tanzanian diaspora
Curriculum Foundation	Sampled from the Cambridge MBA and contextualized for African entrepreneurs
Faculty & Trainers	Trainers and practitioners from the UK, USA, Japan, Uganda, and Tanzania
Program Focus Areas	Strategy, leadership, finance, operations, compliance, investment readiness, market access, and Kingdom business leadership
Learning Model	Executive-style intensives, AVICS modules, case studies, clinics, peer learning, mentorship, and practical assignments
Program Outcomes	Stronger business systems, improved leadership capacity, better financial discipline, increased investment readiness, and expanded market access
Program Partners	AVODA Institute of Entrepreneurship for Africa and QARA by Unleashed Africa Enterprises

3. Program Objectives

AVODA Blue Tanzania seeks to:

- Equip entrepreneurs with globally grounded business strategy and operational discipline
- Develop ethical business leaders capable of building sustainable enterprises
- Strengthen financial management, governance, and execution capacity within African businesses
- Prepare founders for partnerships, investment readiness, and market expansion
- Expand market access for participating businesses to potential buyers and partners across three continents
- Foster a community of entrepreneurs committed to values-driven leadership and responsible wealth creation
- Strengthen Tanzania's entrepreneurial ecosystem through globally competitive businesses

4. Cohort 1 Proof of Concept

The inaugural **AVODA Blue Tanzania Cohort 1**, delivered from **August to December 2025**, tested the program as a values-based business transformation model. The cohort registered **11 entrepreneurs**, with **7 businesses completing the full program and submitting final endline data**.

The cohort demonstrated significant systems transformation. Participants reported improvements in business strategy, financial management, record-keeping, operations, compliance readiness, investor readiness, sales systems, digital capability, leadership, and team development.



The strongest shifts were recorded in operations consistency, leadership and decision-making, investor readiness, and team development. This shows that businesses were not only growing; they were becoming more structured, disciplined, and prepared for long-term scale.

Cohort 1 Results

Indicator	Result
Entrepreneurs Registered	11
Graduating Businesses Analyzed	7
Combined Annual Revenue After AVODA	TZS 1.0895B
Full-Cohort Monthly Revenue Growth	+51.2%
Full-Cohort Monthly Profit Growth	+37.6%
Full-Cohort Annual Revenue Growth	+48.1%
Full-Cohort Employment Growth	+40.0%
High-Growth Segment Monthly Revenue Growth	+125.5%
High-Growth Segment Monthly Profit Growth	+268.9%

6. What Makes AVODA Blue Tanzania Distinct

AVODA Blue Tanzania is designed as more than a traditional business training program. It is an intensive leadership and enterprise development experience combining global business education, practical implementation, and values-driven leadership formation.

The program is distinct because it offers:

Globally Grounded Business Education Sampled from the Cambridge MBA	International Faculty and Practitioner Expertise From the UK, USA, Japan, Uganda, and Tanzania	Practical Business Implementation Through assignments, clinics, mentorship, peer learning, and applied tools
Values-Driven Leadership Formation Through Kingdom business principles, stewardship, integrity, and responsible wealth creation.	Digital Learning Infrastructure Through AVICS, AVODA's digital learning and credit scoring platform.	Access to wider networks and markets Across Africa and international markets.
Demonstrated Results From Cohort 1, including revenue growth, profit growth, employment growth, and systems transformation.		

6. Program Model

AVODA Blue Tanzania is delivered as a **four-month executive learning experience** designed for business leaders actively building or managing enterprises.

The program combines:

- Executive-style intensives
- AVICS-based learning modules
- Live sessions through Zoom and Google Meet
- Case-based learning
- Practical assignments
- Peer learning and founder exchange
- Mentorship and advisory engagement
- Finance, compliance, investor-readiness, and opportunity-focused clinics



The program includes **two full-day immersive intensives at the beginning of each of the four months**. After each intensive, participants continue through structured modules on AVICS and take part in live learning sessions.

7. Core Learning Modules

The program curriculum integrates strategic, operational, financial, leadership, and values-based modules designed to strengthen both enterprise performance and leadership capability.

Strategy and the Kingdom of God	MVP Pilot Projects: Roadmap to Sales	Core Soft Skills for Entrepreneurs	AI & AI Tools for Entrepreneurs	Breakthrough Sales
Startup Teams, Leadership & Followership	Business Operations and Systems	<i>Doing Business in Tanzania</i> (Finance/Diversification/Legal)	Getting Investment Ready	Theology of Business

8. 2026 Cohort Pathways

AVODA Blue Tanzania will be delivered in 2026 through two cohort pathways:

- Digital Executive Pathway
- Business Leadership Pathway

Digital Executive Pathway

The **Digital Executive Pathway** is a structured virtual learning experience designed for business builders — founders, intrapreneurs, executives, and company-nominated leaders — who want to access the AVODA Blue Tanzania curriculum from wherever they are building.

Program Period

06th August – 5th December 2026

Delivery Format

The Digital Executive Pathway will be delivered through:

- AVICS, Zoom, Google Meet and Optional hybrid or in-person meetups where possible

Key Features

The Digital Executive Pathway includes:

- Full access to the AVODA Blue Tanzania core curriculum
- Two full-day virtual intensives at the beginning of each month
- AVICS platform-based learning
- Live virtual sessions
- Peer learning and cohort engagement



- Practical assignments applied to participants' businesses
- Alumni mentorship sessions with Cohort 1 founders
- Cross-border exchange with the Uganda / East Africa AVODA cohort
- Virtual Finance & Compliance Clinic
- Investor-readiness exposure
- Opportunity-focused conversations where relevant

Fee Structure

Item	Amount
Total Fee	• TZS 1,400,000
Deposit to Secure Placement	• TZS 300,000
Balance After Deposit	• TZS 1,100,000
Installment Option	• Full Payment (save 13%) → TZS 1,218,000 Deposit TZS 300,000 + Balance TZS 918,000 • Two Installments (save 5%) → TZS 1,330,000 Deposit TZS 300,000 + 2 × TZS 515,000 • Three Installments → TZS 1,400,000 Deposit TZS 300,000 + 3 × TZS 366,667

The TZS 300,000 deposit secures the participant's place in the pathway. Participants who pay in full benefit from a 13% reduction on total Fee. Flexible installment options are available for those who prefer to spread the balance.

Business Leadership Pathway

The **Business Leadership Pathway** is the immersive AVODA Blue Tanzania experience designed for builders who benefit from deeper in-person engagement, experiential leadership formation, peer exchange, and structured business clinics.

This cohort is also suitable for companies that want to sponsor senior managers, emerging executives, or high-potential team members being prepared for greater leadership responsibility.



Program Period

6 August – 5 December 2026

Delivery Format

The Business Leadership Pathway will be delivered through a hybrid format combining:

- In-person immersive intensives
- AVICS platform learning
- Zoom / Google Meet sessions
- Experiential leadership learning
- Peer exchange and in-person networking

Key Features

The Business Leadership Pathway includes:

- Full access to the AVODA Blue Tanzania core curriculum
- Two full-day in-person intensives at the beginning of each month
- Experiential leadership learning sessions
- Case study learning
- Finance & Compliance Clinic
- Business Diversification
- Business Partner Selection Wisdom
- Investor Clinics
- Opportunity Clinics
- Alumni mentorship sessions with Cohort 1 founders
- Cross-border exchange with the Uganda / East Africa AVODA cohort
- In-person networking and peer engagement

Fee Structure

Item	Amount
Total Fee	• TZS 2,300,000
Deposit to Secure Placement	• TZS 450,000
Balance After Deposit	• TZS 1,850,000
Installment Option	• Full Payment (save 13%) → TZS 2,001,000 Deposit TZS 450,000 + Balance TZS 1,551,000 • Two Installments (save 5%) → TZS 2,185,000 Deposit TZS 450,000 + 2 × TZS 867,500 • Three Installments → TZS 2,300,000 Deposit TZS 450,000 + 3 × TZS 616,667

The TZS 450,000 deposit secures the participant's place in the pathway. Participants who pay in full benefit from a 13% reduction on total Fee. Flexible installment options are available for those who prefer to spread the balance.

9. Cohort Pathways Overview

Feature	Digital Executive Pathway	Business Leadership Pathway
Program Duration	4 months / 16 weeks	4 months / 16 weeks
Program Period	6 August – 5 December 2026	6 August – 5 December 2026
Delivery Format	Virtual	Hybrid with in-person intensives
Core Curriculum	Included	Included
AVICS Access	Included	Included
Live Sessions	Zoom / Google Meet	Zoom / Google Meet + in-person engagement
Monthly Intensives	Two full-day virtual intensives at the beginning of each month	Two full-day in-person intensives at the beginning of each month
Peer Learning	Virtual cohort engagement	In-person and hybrid peer engagement
Alumni Mentorship	Included	Included
Cross-Border Exchange	Included	Included
Case Studies	Included	Included
Experiential Leadership Learning	Not a core feature	Included
Finance & Compliance Clinic	Included virtually	Included in person / hybrid
Business Diversification	Not a core feature	Included
Business Partner Selection Wisdom	Not a core feature	Included
Investor Clinics	Included / adapted virtually	Included
Opportunity Clinics	Included / adapted virtually	Included
In-Person Networking	Optional / where possible	Included
Deposit	TZS 300,000	TZS 450,000
Total Fee	TZS 1,400,000	TZS 2,300,000

10. Program Pricing and Payment Structure

AVODA Blue Tanzania uses a structured Fee model designed to balance accessibility with program quality, financial sustainability, and delivery depth.

Cohort	Total Fee	Deposit	Full Payment (Save 13%)	Two Installments (Save 5%)	Three Installments
Digital Executive Pathway	TZS 1,400,000	TZS 300,000	TZS 1,218,000	TZS 1,330,000	TZS 1,400,000
Business Leadership Pathway	TZS 2,300,000	TZS 450,000	TZS 2,001,000	TZS 2,185,000	TZS 2,300,000

Participants may complete payment through:

- One-time payment after deposit
- Monthly installment payment plan
- Company-sponsored payment
- Partner-sponsored seat
- Approved partial scholarship or sponsorship support

Deposits are required to secure placement in the cohort. Payment timelines and onboarding details are shared with accepted participants.

Referral Credit Model

To strengthen community-led enrollment and encourage participants, alumni, partners, and ecosystem members to recommend serious business leaders to the program, AVODA Blue Tanzania will introduce a structured **Referral Credit Model**.

A referral credit is activated only when the referred applicant:

1. Completes the official registration form
2. Indicates the name of the person who referred them
- 3.
4. Is accepted into the program
5. Pays the required deposit to secure their placement

Referral Credit Structure

Referral Outcome	Referral Credit
1 confirmed participant referred	TZS 100,000 credit
2 confirmed participants referred	TZS 250,000 credit
3 confirmed participants referred	TZS 500,000 credit

Referral credits may be applied toward remaining Fee balance, future AVODA Blue masterclasses or advanced modules, alumni programming, coaching sessions, or sponsoring another entrepreneur's participation.

Referral credits are not paid out in cash and cannot be stacked with other scholarships or discounts unless approved by the program team.

The program team reserves the right to approve, adjust, or decline referral credits where necessary

Corporate and Institutional Enrollment

Both pathways are open to individual builders and company-sponsored participants.

Companies may enroll:

- Emerging leaders
- Senior managers
- High-potential employees
- Intrapreneurs
- Founders or operators within portfolio companies
- Team members being prepared for strategic responsibility

AVODA Blue Tanzania is a powerful tool to strengthen corporate leadership development, succession planning, innovation capacity building, and enterprise strengthening.

For Corporate packages, connect: connected@unleashedafrica.com and +255 749 858 450

11. Partner With Us

AVODA Blue Tanzania provides a powerful platform for partners seeking to strengthen entrepreneurship, business leadership, SME growth, and values-driven enterprise development in Tanzania.

Sponsor Entrepreneurs	Media & Visibility	In-Kind Support	Institutional Partners	Strategic Partners
Fund full or partial seats for selected entrepreneurs	Feature AVODA through media, blogs, podcasts, or interviews	Offer venues, catering, design, or tech services	Faith-based, NGO, or education partners supporting youth & SMEs	Support innovation, scale, and SME pipeline readiness
Sponsor a team or community group	Co-create launch campaigns or platform content	Facilitate sessions or offer mentorship	Refer applicants, co-host sessions, or co-brand content	Engage alumni, test ideas, or support vendor readiness
Receive branding visibility at graduation and in reports	Help tell AVODA's story across your network	Support the operational excellence of the program	Align missions around enterprise and impact	Build long-term shared value and Kingdom-aligned ventures

The program is relevant to:

Financial institutions, Corporate institutions, Development partners, Churches and Kingdom business networks, Business associations, Ecosystem builders, Investors and capital providers, Public and private sector institutions supporting enterprise growth

Partners may engage by:

- Sponsoring entrepreneurs into the program
- Sponsoring women-led or youth-led businesses
- Nominating company leaders for participation
- Supporting clinics, masterclasses, or sector-specific tracks
- Providing market access, buyer linkages, or investment-readiness support
- Supporting post-program advisory and alumni continuation pathways

Partner Value

Through AVODA Blue Tanzania, partners gain access to:

- A pipeline of growth-oriented entrepreneurs
- Stronger SMEs prepared for bankability, procurement, investment, and market access
- A values-driven business leadership community
- Measurable impact through baseline, midline, and endline tracking
- Opportunities to strengthen Tanzania's entrepreneurial ecosystem
- Alignment with private sector development, job creation, and national economic transformation

AVODA Blue Tanzania offers partners a credible pathway to support builders that are not only ambitious, but increasingly structured, disciplined, ethical, and prepared for growth.

Application Links

Apply for the Digital Executive and the Business Leadership Pathway

avodabluetz.unleashedafrica.com/apply



For more information:

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