Gender and Tech Entrepreneurship Training Course

Professional Development Training Course Outline

Category	Gender Studies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Gender and Tech Entrepreneurship Training Course is designed to empower women and marginalized gender groups to thrive in the rapidly evolving technology ecosystem. This program leverages cutting-edge strategies, digital innovation, and inclusive entrepreneurship practices to equip participants with the skills to launch, scale, and sustain technology-driven ventures. By focusing on gender-responsive leadership, digital transformation, and startup growth, this course bridges the gender gap in tech entrepreneurship, fostering innovation, economic empowerment, and social impact.

Participants will engage with real-world case studies, mentorship from successful entrepreneurs, and hands-on project-based learning to develop competencies in technology management, fundraising, product development, and market entry strategies. Through this course, learners gain actionable insights into leveraging technology for business innovation while promoting equitable access, diversity, and inclusion in entrepreneurial ecosystems

Programme Curriculum

Gender and Tech Entrepreneurship Training Course

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Course Objectives

1. Empower women and gender minorities to lead tech startups confidently.
2. Foster gender-inclusive innovation in emerging technologies.
3. Develop entrepreneurial thinking and problem-solving skills in tech.
4. Strengthen digital literacy and technological proficiency for business.
5. Equip learners with knowledge of startup funding, grants, and venture capital.
6. Promote networking and mentorship among women in tech entrepreneurship.
7. Enhance skills in digital marketing, e-commerce, and online platforms.
8. Build capacity in product design, prototyping, and technology development.
9. Encourage social entrepreneurship and tech solutions for societal impact.
10. Develop strategic planning and business modeling competencies.
11. Introduce sustainable and scalable business practices.
12. Increase awareness of policy, legal frameworks, and gender equity in tech.
13. Promote resilience, leadership, and negotiation skills for female entrepreneurs.

Target Audience

1. Women aspiring to start tech businesses
2. Female tech founders and startup leaders
3. Gender-focused NGOs and social enterprises
4. University students in tech, business, or entrepreneurship
5. Incubators, accelerators, and innovation hubs
6. Tech professionals seeking entrepreneurial growth
7. Policy makers and development practitioners
8. Mentors, investors, and business coaches supporting women-led ventures

Course Modules

Module 1: Introduction to Tech Entrepreneurship

- Understanding entrepreneurship in the digital age
- Gender dynamics in tech startups
- Case study: Women-led tech startups in Africa
- Trends in emerging technologies and innovation
- Identifying market opportunities

Module 2: Digital Literacy and Technology Tools

- Essential digital skills for entrepreneurs
- Using productivity and collaboration tools
- Case study: Tech solutions improving business efficiency
- Cybersecurity and digital safety
- Leveraging cloud services for startups

Module 3: Business Model Development

- Lean startup methodology
- Value proposition design
- Case study: Gender-inclusive tech business models
- Revenue streams and monetization strategies
- Customer validation and feedback loops

Module 4: Funding and Investment Strategies

- Startup financing options
- Grants, angel investors, and venture capital
- Case study: Successful women-led fundraising campaigns
- Pitching and investor communication
- Financial planning and budgeting

Module 5: Product Development and Innovation

- Designing user-centric products
- Rapid prototyping techniques
- Case study: Female innovators disrupting tech industries
- Agile methodology in product development
- Innovation for social impact

Module 6: Digital Marketing and Branding

- Building a strong digital presence
- Social media marketing for startups
- Case study: Tech brands led by women entrepreneurs
- Content strategy and influencer marketing
- Customer engagement and analytics

Module 7: Leadership and Gender Inclusion

- Leadership styles and empowerment strategies
- Negotiation and conflict management
- Case study: Women CEOs driving tech growth
- Diversity and inclusion in tech teams
- Networking and mentorship programs

Module 8: Scaling and Sustainability

- Growth strategies for startups
- Operations management and scalability
- Case study: Scaling women-led tech ventures
- Sustainability and ethical business practices
- Measuring impact and continuous improvement

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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