Training Course on Business Model Innovation in Agriculture

Professional Development Training Course Outline

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

Course Introduction

In today’s rapidly evolving agricultural sector, business model innovation has become critical for boosting profitability, sustainability, and resilience. Training Course on Business Model Innovation in Agriculture is designed to equip stakeholders with the tools, strategies, and mindset needed to drive transformation in agri-enterprises. From value chain enhancement to digital disruption, the course explores dynamic business strategies that align with market shifts, environmental demands, and technological advancement. Participants will gain hands-on knowledge on redesigning agribusiness models to achieve inclusive growth, climate-smart practices, and entrepreneurial success in a competitive market.

Agricultural entrepreneurs, cooperatives, development practitioners, and agribusiness leaders must adapt to changing environments using innovative business models that leverage data-driven decisions, market intelligence, and sustainable farming practices. This training provides actionable insights into agribusiness ecosystems, customer-centric value creation, and revenue diversification strategies, all crucial for thriving in the face of economic and environmental uncertainties. By integrating real-life case studies, participants will leave with practical knowledge to implement innovative models in diverse agri-contexts.

Programme Curriculum

Training Course on Business Model Innovation in Agriculture

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Course Objectives

1. Understand the fundamentals of agricultural business model transformation.
2. Analyze the impact of digital technologies on agri-enterprise innovation.
3. Identify opportunities for value chain optimization in agribusiness.
4. Learn how to implement climate-resilient business strategies.
5. Explore financial models for sustainable agriculture.
6. Evaluate agri-tech applications for business scalability.
7. Assess customer value through design thinking in agriculture.
8. Strengthen skills in agribusiness strategy development.
9. Apply data-driven decision-making for business growth.
10. Understand green innovation for regenerative agriculture.
11. Explore inclusive agribusiness models for women and youth.
12. Master techniques for pivoting business models post-crisis.
13. Build capacity in cross-sector agricultural partnerships.

Target Audiences

1. Agribusiness entrepreneurs
2. Agricultural extension officers
3. Development agency professionals
4. Policy makers in agriculture
5. Agro-processors and cooperatives
6. Agri-tech startup founders
7. Investors and funders in agriculture
8. Academic and research institutions

Course Duration: 5 days

Course Modules

Module 1: Introduction to Business Model Innovation in Agriculture

- Definition and components of a business model
- Trends shaping agri-business models
- Drivers of innovation in agriculture
- Key frameworks for business model analysis
- Challenges in traditional agricultural models
- *Case Study: Kenya's DigiFarm Platform*

Module 2: Customer-Centric Value Creation in Agribusiness

- Understanding customer segments in agriculture
- Developing value propositions for farmers and consumers
- Building sustainable customer relationships

- Channels for value delivery in rural settings
- Revenue streams aligned with value offered
- *Case Study: Twiga Foods' farm-to-market model*

Module 3: Value Chain Optimization and Partnerships

- Mapping and analyzing agricultural value chains
- Identifying bottlenecks and inefficiencies
- Creating shared value through stakeholder partnerships
- Leveraging public-private partnerships
- Tools for value chain upgrading
- *Case Study: Cocoa Value Chain in Ghana*

Module 4: Agri-Tech and Digital Business Models

- Digital platforms in agriculture
- Mobile apps for service delivery
- Big data and precision agriculture
- Role of IoT and AI in agribusiness
- Business models in the digital agri-economy
- *Case Study: e-Choupal in India*

Module 5: Climate-Smart and Sustainable Models

- Impact of climate change on business strategies
- Green business model frameworks
- Circular economy in agriculture
- Financing green agricultural innovations
- Integrating sustainability KPIs into business models
- *Case Study: One Acre Fund’s climate-resilient approach*

Module 6: Financial Innovations in Agribusiness

- Innovative financing tools for farmers
- Crowdfunding and microfinance in agriculture
- Impact investment models
- Risk mitigation strategies and insurance
- Building bankable agribusiness models
- *Case Study: FarmDrive's credit scoring model in Kenya*

Module 7: Inclusive Business Models for Smallholders

- Empowering women and youth in agri-enterprises
- Models that enhance equity and inclusion
- Group-based enterprises and cooperatives
- Tailored services for marginalized farmers
- Monitoring social impact in agribusiness
- *Case Study: SheFarms digital inclusion model in Ghana*

Module 8: Business Model Adaptation and Scaling

- Strategic agility in agribusiness
- Pivoting models in response to disruption
- Growth strategies and business scaling
- Franchising and replication in rural markets
- Institutional support and enabling environments

- *Case Study: M-Farm's pivot from pricing to e-commerce*

Training Methodology

- Interactive lectures with multimedia tools
- Group brainstorming and idea mapping
- Real-world case analysis and role plays
- Business model canvas practical sessions
- Peer reviews and collaborative exercises
- Field-based simulation and action planning

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

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com