

OUR MISSION

“To equip economic decision-makers in...emerging countries with the tools of commercial success.”

—William Davidson

Established at the University of Michigan in 1992, the **William Davidson Institute** is an independent, non-profit research and educational organization. Serving both profit-seeking and non-profit firms, WDI is guided by our founding principle that thriving businesses drive economic development and improve social welfare in low- and middle-income countries (LMICs).

ABOUT THE EDC

Through practical, hands-on programs based on best practices, WDI’s **Entrepreneurship Development Center (EDC)** pursues its mission to foster entrepreneurship globally. Collaborating with partners internationally and locally, the EDC leads and supports innovative, results-driven programs. Our custom-designed programs respond to the needs of each unique entrepreneurship ecosystem, offering entrepreneurs in low- and middle-income countries skills and tools to launch and build their businesses.

ENTREPRENEURSHIP DEVELOPMENT CENTER (EDC)

CORE COMPETENCIES

- › Entrepreneurship program design
- › Entrepreneurship curriculum development
- › Training of trainers
- › Academic program development for universities
- › Entrepreneurship program implementation

The EDC collaborates with partners to design and deliver entrepreneurship programs. We design, lead and contribute to programs as a consortium partner or consultant. We specialize in working with defined groups such as women, refugees, and youth.

OUR IMPACT

Goldman Sachs’ 10,000 Women Entrepreneurship Training & Scholarship Program.

WDI equipped over 300 women entrepreneurs in Rwanda with knowledge and skills to start or grow their businesses through a six-month certificate program.

Livelihoods Innovation Through Food Entrepreneurship (LIFE).

The LIFE Project runs two food incubators in Turkey for refugees and their host communities. WDI leads curriculum development for the entrepreneurship incubation program, trains local trainers, and develops mentorship programs.

MENA-Michigan Initiative for Global Action Through Entrepreneurship (M²GATE).

WDI connected students from five campuses in Michigan with students in Egypt, Libya, Tunisia, and Morocco to collaborate virtually on entrepreneurial solutions to social challenges in the Middle East North Africa region. Over 400 students participated, designing 73 social enterprises.

Developing Entrepreneurship Curriculum in Papua New Guinea (PNG).

WDI developed a new entrepreneurship curriculum for universities in PNG and led a series of train-the-trainer workshops for local instructors on how to teach entrepreneurship to students from various disciplines.

WHY PARTNER WITH US?

- › **Localize:** To inform the design of our programs and understand local conditions, our team conducts a needs assessment with local staff and stakeholders.
- › **Apply best practices:** We design practical, hands-on programs based on leading insights from entrepreneurship and adult learning.
- › **Evaluate:** We work with our partners to balance desired results with available resources to deliver feasible programs with impact.
- › **Iterate:** Our team works with our local partners to ensure continuous improvement of programs.



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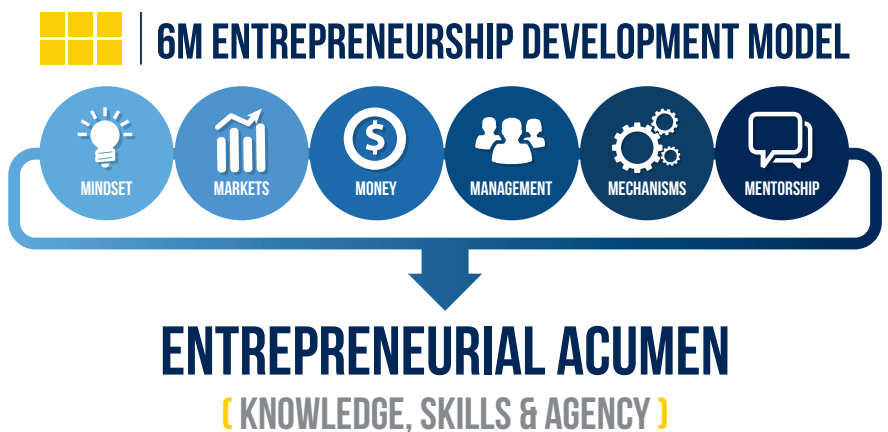
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ENTREPRENEURSHIP DEVELOPMENT CENTER (EDC)

OUR MODEL

WDI's **6M Model for Entrepreneurship in Emerging Markets** draws on our proven track record of designing and delivering entrepreneurship training programs. WDI brings innovative pedagogy and teaching tools to low and middle-income countries and then works with in-country partners to design customized and localized programs. Program curriculum is focused on six content areas (the six 'Ms'). The result is a comprehensive program that equips participants with the knowledge, skills, and agency to start or scale their businesses.



- > **Mindset.** Entrepreneurs who launch a new business with openness, creativity, empathy, and resilience are best able to overcome inevitable hurdles and persevere on their entrepreneurial journey. These mindsets can be learned.
- > **Markets.** Every business leader must understand their markets in detail. This "M" includes marketing, strategy, and innovation and focuses on ways to develop and market goods and services.
- > **Money.** New businesses need money to get started and to grow. This "M" covers accounting, finance and ways to access capital.
- > **Management.** Businesses need to ensure the right employees are in place and they are working together toward a common goal. This "M" covers leadership, team dynamics, motivation, and HR strategy.
- > **Mechanisms.** Businesses need effective back-end systems to function effectively. This "M" focuses on logistics and operations.
- > **Mentorship.** Entrepreneurs succeed faster when they have dedicated mentors. This "M" focuses on structured mentorship and coaching programs.