

Identifying and Attracting Agribusiness Investors

COURSE OVERVIEW

This is a practical course that provides agripreneurs and agribusiness professionals with essential tools to secure funding, covering investor identification, pitch development, financial modeling, and deal negotiation. Participants will learn to target suitable investors (VCs, impact funds, grants), create compelling proposals, and leverage networks to build profitable partnerships, equipping them to transform their agricultural ventures into attractive, investment-ready opportunities.

WHO SHOULD ATTEND?

This course is designed for agripreneurs, startup founders, farmers, cooperatives, agribusiness managers, agricultural project developers, agri-tech innovators, and government/NGOs who want to secure funding to launch a new venture, scale operations, modernize farms, develop large projects, pitch agri-tech solutions, or connect smallholders to investment opportunities.

COURSE OUTCOMES

Delegates will gain the knowledge and skills to:

- Identify the right investors for your agribusiness (VCs, impact funds, grants).
- Develop a compelling pitch deck tailored to agribusiness opportunities.
- Prepare investor-ready financial models and business plans.
- Master negotiation techniques to structure fair, profitable deals.
- Leverage networks and platforms to connect with potential funders.
- Avoid common pitfalls when seeking and securing agribusiness investment.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- How to identify and prioritize the right investors (VCs, impact funds, banks) for your agribusiness stage and sector.
- What makes an agribusiness pitch compelling—balancing scalability, sustainability, and profitability.
- How to build realistic financial projections that instill investor confidence.
- Key terms, equity vs. debt, and negotiation strategies tailored to agri-investments.
- Where and how to engage investors (conferences, platforms, warm introductions).
- How to address investor concerns (climate risks, market volatility, supply chain gaps).

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded