



AI AND DIGITAL TRANSFORMATION TRAINING

Digital Business Models and Innovation

3 day course

Classroom, online or in-house

Course overview

Digital business models succeed on this continent for reasons that rarely transfer from case studies written elsewhere: cash is still dominant, addressing is unreliable, data is expensive and trust is local. This course studies what has actually worked here. Delegates work through the model families including marketplace, platform, subscription, aggregation and agent networks, and the conditions each needs to function. Mobile money and the payment layer are covered as the enabler that changed what was possible. Distribution through agents and informal networks is addressed, since digital reach is not the same as digital delivery. Unit economics are treated seriously, including the customer acquisition cost that has ended many well funded attempts. Network effects and defensibility follow. The course closes on regulation and on testing a model before scaling it.

What you will learn

- Compare marketplace, platform, subscription and aggregation models
- Identify the conditions each model needs to function locally
- Use the mobile money payment layer as an enabler
- Design distribution through agents and informal networks
- Model unit economics including customer acquisition cost
- Assess network effects and whether a position is defensible
- Navigate regulation and test a model before scaling

Who should attend

- Innovation and new business development managers
- Product and commercial strategy managers
- Entrepreneurs and business unit leaders
- Marketing and customer experience managers
- Corporate strategy professionals

Course outline

- 01 Case studies that do not transfer
- 02 Model families and their conditions
- 03 Marketplaces and platforms
- 04 Subscription and aggregation
- 05 Mobile money as the payment layer
- 06 Agent and informal distribution
- 07 Unit economics and acquisition cost
- 08 Network effects, regulation and testing before scale

Upcoming dates

Dates	Venue	Format	Fee per delegate
21 to 23 December 2026	Cape Town, South Africa	Classroom	R14,950
11 to 13 January 2027	Nairobi, Kenya	Classroom	USD 995
1 to 3 February 2027	Johannesburg, South Africa	Classroom	R14,950
10 to 12 February 2027	Lusaka, Zambia	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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