



# ASTUTE BUSINESS ACADEMY™

## PROGRAM PROSPECTUS 2025/2026

### 1. WELCOME MESSAGE

Dear Future Business Builder,

Thank you for your interest in Astute Business Academy™, where we transform passion into process, ideas into infrastructure, and entrepreneurs into institution-builders.

In Africa's dynamic but often challenging business landscape, we've observed that business failure rarely stems from a lack of ideas or passion—it comes from the absence of structure, systems, and strategic execution. Our Academy was built to bridge this critical gap.

Whether you're a first-time entrepreneur with a brilliant concept, a small business owner seeking to professionalize operations, or an established enterprise preparing for significant expansion, we've designed learning pathways that meet you exactly where you are—and take you precisely where you need to go.

What makes us different is our unwavering commitment to practical implementation. Our programs don't just teach business theory—they equip you with the actual documentation, procedures, and frameworks your business needs right now. By the time you complete any of our programs, you won't just know more—you'll have built tangible systems that make your business run better.

As you review this prospectus, imagine not just what you'll learn, but what you'll build—a business that operates with clarity, grows with structure, and thrives with or without your constant presence.

We look forward to being part of your business transformation journey.

Sincerely,

**Chief Learning Officer**  
Astute Business Academy™

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## **2. ABOUT ASTUTE BUSINESS ACADEMY**

### **Our Story**

Astute Business Academy™ emerged from a profound observation: across Africa, countless brilliant entrepreneurs were struggling to scale not because they lacked ideas or drive, but because they lacked systems, structure, and consistent execution frameworks.

The Academy was created to transform how African entrepreneurs build and grow businesses—moving beyond motivational training to provide practical, implementation-focused business education that produces immediate results.

Our curriculum was developed by combining international business best practices with deep understanding of African market realities, creating learning experiences that are both globally informed and locally relevant.

### **Our Mission**

To equip African entrepreneurs with the mindset, skillset, and toolset to build structured, scalable, and sustainable businesses that thrive beyond the founder.

### **Our Vision**

A new generation of African businesses built on systems, not just passion—creating jobs, wealth, and economic transformation across the continent.

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## **3. OUR EDUCATIONAL PHILOSOPHY**

At Astute Business Academy™, our educational approach is guided by five core principles:

### **1. Implementation Over Information**

We measure success not by what our students know, but by what they implement. Every module includes practical tools, templates, and guided implementation support to ensure learning translates directly into business improvement.

### **2. Systems Building Over Skill Building**

While conventional business education focuses on developing individual skills, we focus on building business systems—the repeatable processes, documentation, and structures that ensure consistent performance regardless of who's operating them.

### 3. Contextual Relevance

Our curriculum acknowledges the unique challenges and opportunities of doing business in Africa, from infrastructure constraints to regulatory complexities to cultural nuances. We provide solutions that work in real African business environments, not just textbook scenarios.

### 4. Cohort-Based Learning

We believe entrepreneurs learn as much from each other as they do from instructors. Our cohort model creates powerful peer networks that provide support, accountability, and collaborative problem-solving that extends far beyond the program.

### 5. Continuous Application

Learning happens when theory meets practice. Throughout each program, participants immediately apply what they've learned to their actual businesses, receiving real-time feedback and guidance from facilitators and peers.

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## 4. LEARNING PATHWAYS

We understand that entrepreneurs come to us at different stages of their business journey. Our structured learning pathways are designed to meet you where you are and guide you to where you want to be.

### Foundation Path

**Who it's for:** First-time entrepreneurs and informal business operators **Focus:** Business fundamentals, formalizing operations, basic systems **Duration:** 3 months **Outcome:** Registered business with basic operational documentation

### Growth Path

**Who it's for:** Established small businesses ready to professionalize **Focus:** Standard Operating Procedures, team structure, management systems **Duration:** 6 months **Outcome:** Professionally documented business with scalable systems

## Scale Path

**Who it's for:** Growing businesses preparing for significant expansion **Focus:** Strategic planning, advanced systems, funding readiness **Duration:** 9 months **Outcome:** Investment-ready business with institutional infrastructure

## Custom Corporate Path

**Who it's for:** Teams within larger organizations **Focus:** Tailored to specific organizational needs **Duration:** Variable based on scope **Outcome:** Transformed business unit with improved systems and performance

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# 5. PROGRAM TRACKS & CURRICULUM

## BEGINNER TRACK: ENTREPRENEURIAL LAUNCHPAD

This foundational program transforms ideas and informal operations into structured businesses with proper documentation, processes, and growth potential.

### Module 1: Business Fundamentals

- Business model development and validation
- Legal structures and registration procedures
- Industry analysis and positioning
- Basic business documentation and record-keeping
- Business identity and branding essentials

**Practical Deliverable:** Comprehensive Business Model Canvas with competitive analysis

### Module 2: Market Research & Customer Development

- Market sizing and segmentation techniques
- Customer persona development
- Value proposition design and testing
- Competition analysis frameworks
- Basic pricing strategies and models

**Practical Deliverable:** Market Research Report with customer personas and competitive analysis

### Module 3: Financial Foundations



- Basic business financial literacy
- Costing and pricing methodologies
- Simple budgeting and forecasting
- Record-keeping systems and tools
- Cash flow management fundamentals

**Practical Deliverable:** Financial Model Template with 12-month projections

#### **Module 4: Operational Basics**

- Introduction to business process mapping
- Basic inventory and supply chain management
- Customer service systems and documentation
- Simple quality control measures
- Introduction to Standard Operating Procedures

**Practical Deliverable:** Core Process Maps and basic SOPs for critical functions

#### **Module 5: Digital Adoption & Visibility**

- Essential business technology tools and platforms
- Digital marketing fundamentals
- Social media strategy and execution
- Basic website development and management
- Digital payment systems and e-commerce basics

**Practical Deliverable:** Digital Presence Strategy with implementation checklist

#### **Module 6: Growth Planning & Execution**

- Goal setting and business planning
- Time management and productivity systems
- Networking and relationship building
- Pitch development and presentation skills
- Resource acquisition strategies

**Practical Deliverable:** 12-Month Business Growth Plan with milestone tracker

#### **Program Outcomes:**

- Registered, documented business with basic systems
- Clear understanding of target market and value proposition
- Basic financial models and projections
- Essential operational procedures

- Digital presence strategy and implementation
  - 12-month growth roadmap with action steps
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## **INTERMEDIATE TRACK: SYSTEMS & STRUCTURE**

This comprehensive program helps growing businesses transition from founder-dependent operations to systematized enterprises with professional management practices.

### **Module 1: Business System Architecture**

- Comprehensive business process mapping
- Workflow optimization techniques
- Cross-functional alignment strategies
- Departmental structure development
- System integration planning

**Practical Deliverable:** Complete Business Systems Map with integration points

### **Module 2: Standard Operating Procedures (SOPs)**

- SOP development methodology
- Document hierarchy and control systems
- Process standardization techniques
- Visual workflow documentation
- SOP implementation and training strategies

**Practical Deliverable:** Complete SOP Manual with 10-15 critical procedures

### **Module 3: Quality Management Systems**

- Introduction to ISO 9001 principles
- Documentation requirements and structure
- Quality policy and objective setting
- Internal audit basics
- Corrective and preventive action systems

**Practical Deliverable:** Quality Manual with supporting documentation

### **Module 4: Financial Management & Controls**

- Advanced financial modeling and analysis
- Budgeting and variance management

- Internal control implementation
- Financial reporting systems
- Cash flow optimization strategies

**Practical Deliverable:** Financial Management System with controls documentation

### **Module 5: Human Resources & Team Development**

- Organizational structure design
- Job description and role clarity documentation
- Recruitment and onboarding systems
- Performance management frameworks
- Team development and training systems

**Practical Deliverable:** HR Policies Manual and Performance Management System

### **Module 6: Strategic Planning & Execution**

- Strategic planning methodologies
- Goal deployment and cascading
- Key Performance Indicator development
- Strategic review and adjustment systems
- Change management frameworks

**Practical Deliverable:** Strategic Plan with execution framework and KPI dashboard

### **Program Outcomes:**

- Comprehensive business system documentation
- Standard Operating Procedures for all key functions
- Quality management foundation ready for ISO pursuit
- Financial controls and management systems
- Professional HR policies and procedures
- Strategic plan with execution framework

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## **ADVANCED TRACK: SCALE & EXPANSION**

This sophisticated program prepares established businesses for significant growth, external investment, or market expansion with advanced systems and strategies.

### **Module 1: Strategic Business Assessment**



- Comprehensive business diagnostics
- Capability and capacity assessment
- Growth readiness evaluation
- Competitive positioning analysis
- Business model scalability assessment

**Practical Deliverable:** Growth Readiness Report with opportunity mapping

## **Module 2: Advanced Management Systems**

- Integrated management system design
- Risk management frameworks
- Process automation and optimization
- Management review systems
- Multi-site operation standardization

**Practical Deliverable:** Integrated Management System documentation

## **Module 3: Investment Readiness & Financial Sophistication**

- Investor-grade financial modeling
- Valuation methodologies and preparation
- Due diligence readiness
- Financial scenario planning
- Capital structure optimization

**Practical Deliverable:** Investor-Ready Financial Package with valuation model

## **Module 4: Market Expansion Strategy**

- Geographic expansion planning
- Market entry strategy development
- Channel development and management
- International trade considerations
- Scaling operations for growth

**Practical Deliverable:** Market Expansion Roadmap with implementation plan

## **Module 5: Leadership & Organizational Development**

- Executive team development
- Succession planning frameworks
- Corporate governance implementation
- Culture scaling methodologies



- Advanced change management

**Practical Deliverable:** Leadership Development Plan and Governance Framework

### **Module 6: Innovation & Business Model Evolution**

- Systematic innovation processes
- Business model evolution frameworks
- New product/service development systems
- Innovation portfolio management
- Digital transformation strategies

**Practical Deliverable:** Innovation System with business model evolution roadmap

### **Program Outcomes:**

- Comprehensive growth readiness assessment
  - Advanced integrated management systems
  - Investment-ready financial documentation
  - Market expansion strategy and implementation plan
  - Leadership development and governance frameworks
  - Systematic innovation capabilities
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## **6. DELIVERY METHODS**

We understand that entrepreneurs have diverse learning preferences and time constraints. Our multi-modal delivery approach ensures learning is accessible and effective for all participants.

### **Cohort-Based Learning**

Interactive live sessions with facilitators and peers, creating a community of practice where entrepreneurs learn together through structured modules, discussions, and collaborative exercises.

**Format:** Virtual or in-person sessions (2-3 hours each) **Frequency:** Weekly or bi-weekly sessions **Group Size:** 15-25 participants per cohort **Interaction:** High engagement with regular breakout sessions

### **Workshops & Masterclasses**



Intensive, focused sessions on specific business topics led by subject matter experts, providing deep dives into critical business areas.

**Format:** Half-day or full-day immersive sessions **Frequency:** Monthly special topics **Group Size:** 30-50 participants **Interaction:** Highly interactive with hands-on activities

## Self-Paced Online Learning

Flexible digital learning through our Africademia™ Learning Management System, allowing participants to access content anywhere, anytime.

**Format:** Video lessons, readings, quizzes, and assignments **Access:** 24/7 on-demand **Progression:** Self-directed with milestone tracking **Interaction:** Discussion forums and periodic group check-ins

## Corporate Training

Customized programs delivered to business teams, cooperatives, or organizational units with content tailored to specific industry challenges and objectives.

**Format:** Customized delivery based on organizational needs **Scheduling:** Flexible to accommodate business operations **Group Size:** Tailored to organizational structure **Interaction:** Team-based activities and implementation projects

## Mentorship & Coaching

One-on-one guidance from experienced business practitioners providing personalized support for implementing program learnings.

**Format:** Individual sessions (virtual or in-person) **Frequency:** Bi-weekly or monthly sessions **Duration:** 60-90 minutes per session **Focus:** Implementation support and problem-solving

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# 7. FACULTY & FACILITATORS

Our instructors aren't just teachers—they're practitioners with hands-on experience building and transforming businesses across Africa. Each brings a unique blend of academic knowledge and real-world implementation expertise.

## Core Faculty



### **Business Systems Specialist**

- 15+ years implementing management systems across multiple industries
- ISO Lead Implementer with over 30 successful certifications
- Specializes in transforming informal businesses into structured enterprises

### **Financial Systems Expert**

- Former CFO with expertise in financial controls and investor readiness
- Developed financial systems for high-growth startups and family businesses
- Specializes in creating financial clarity for non-financial entrepreneurs

### **Strategic Growth Advisor**

- Serial entrepreneur with 3 successful business exits
- Expertise in market expansion and business model scaling
- Specializes in transition from founder-led to systems-led businesses

### **Quality Management Specialist**

- Quality management consultant with expertise across manufacturing and services
- Led ISO 9001 implementations in 25+ organizations
- Specializes in practical quality systems for small businesses

### **Human Capital Developer**

- HR systems expert with focus on African talent development
- Built HR infrastructure for growing organizations across multiple industries
- Specializes in performance management and organizational design

### **Guest Facilitators**

Our programs regularly feature guest sessions from:

- Successful entrepreneurs sharing implementation stories
- Industry specialists with sector-specific insights
- Regulatory experts explaining compliance requirements
- Investment professionals discussing funding readiness
- Technology specialists showcasing business tools

### **Practitioner-Teacher Model**

All Astute faculty follow our unique practitioner-teacher model:

1. **Real-world experience** - Minimum 10 years practical business experience
  2. **Implementation focus** - Must have personally implemented the systems they teach
  3. **Contextual understanding** - Deep familiarity with African business environments
  4. **Teaching excellence** - Trained in adult learning methodologies
  5. **Ongoing practice** - Continuing to work with businesses while teaching
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## 8. ADMISSION & ENROLLMENT

### Eligibility Criteria

#### Beginner Track:

- Business idea or early-stage operation (under 2 years)
- Commitment to formalize and structure operations
- Basic literacy and numeracy skills
- Access to computer and internet for virtual sessions

#### Intermediate Track:

- Established business (2+ years) with proven market traction
- Minimum of 3 team members or employees
- Ready to implement standardized systems
- Business owner/manager with decision-making authority

#### Advanced Track:

- Established business (3+ years) with consistent revenue
- Growth objective (expansion, investment, or sophistication)
- Management team in place (minimum 5 staff)
- Financial records for at least 2 previous years

### Application Process

1. **Initial Inquiry** - Complete the online interest form
2. **Assessment** - Brief business readiness assessment questionnaire
3. **Consultation** - One-on-one discussion about business needs and program fit
4. **Recommendation** - Personalized learning pathway recommendation
5. **Enrollment** - Registration and payment processing
6. **Onboarding** - Pre-program materials and orientation

## Enrollment Periods

We offer multiple enrollment windows throughout the year:

- January Cohort (Applications open November-December)
- April Cohort (Applications open February-March)
- July Cohort (Applications open May-June)
- October Cohort (Applications open August-September)

## Selection Process

For cohort-based programs with limited space, selection considers:

- Business growth potential and readiness for transformation
  - Commitment to implementation and program participation
  - Industry diversity within cohorts for rich peer learning
  - Geographic representation across Nigeria and beyond
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# 9. LEARNING RESOURCES

## Digital Resources

### Africademia™ Learning Portal

- 24/7 access to all course materials
- Video lessons and supplementary content
- Assignment submission and feedback system
- Discussion forums and peer interaction
- Progress tracking and achievement badges

### Business Resource Library

- Extensive template collection (200+ business templates)
- Document examples from real businesses
- Checklists and implementation guides
- Industry-specific adaptation guides
- Regularly updated with new resources

### Mobile Learning App

- On-the-go access to key learning content

- Offline download capability for low-connectivity areas
- Notification system for program activities
- Implementation reminders and tracking

## **Physical Resources**

### **Program Workbooks**

- Comprehensive module guides
- Implementation worksheets and activities
- Case studies and examples
- Note-taking space and reflection prompts

### **Implementation Toolkit**

- Process mapping templates
- SOP development worksheets
- Quality control checklists
- HR documentation templates
- Financial planning worksheets

### **Reference Library**

- Access to business books and publications
- Industry reports and market data
- Regulatory guidelines and standards
- Strategy and management references

## **Support Resources**

### **Implementation Help Desk**

- Email support for implementation questions
- 48-hour response guarantee
- Template customization guidance
- Implementation troubleshooting

### **Peer Learning Community**

- Facilitated WhatsApp/Telegram groups
- Monthly implementation check-in calls
- Problem-solving sessions
- Success celebrations and challenges

## Alumni Resources

- Ongoing access to updated templates
  - Quarterly refresh webinars
  - Implementation case clinics
  - Advanced topic masterclasses
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## 10. SUCCESS STORIES

### Business Transformation Stories

**Lagos Retail Enterprise** *Before:* Chaotic operations with no documentation, complete dependence on owner, frequent stockouts, and inconsistent customer experience. *After:* Comprehensive SOPs implemented, staff trained on procedures, inventory management system in place, 30% revenue growth within 6 months.

**Enugu Manufacturing Cooperative** *Before:* Traditional practices with minimal documentation, quality inconsistencies, difficulty accessing financing. *After:* ISO 9001-ready quality management system implemented, standardized production processes, successful loan application with development bank.

**Abuja Professional Services Firm** *Before:* Founder-dependent operations, difficulty scaling beyond founding team, inconsistent service delivery. *After:* Complete business system documentation, role clarity for all positions, successful recruitment of management team, opening of second office location.

**Port Harcourt Agribusiness** *Before:* Family business with informal processes, succession concerns, limited growth despite market opportunity. *After:* Full business systematization, next-generation leadership development plan, successful fundraising for expansion, 50% increase in production capacity.

### Participant Testimonials

**Adebayo O., Food Processing Entrepreneur** "What sets Astute Academy apart is the practical implementation focus. I didn't just learn about SOPs—I actually created them for my business during the program. Six months later, we're running more efficiently and preparing for ISO certification."

**Joyce M., Technology Services Provider** "As a technical founder, I knew how to code but not how to build business systems. The Intermediate Track transformed how I run my company. We

now have clear processes, financial controls, and a scalable structure that attracted our first major investor."

**Chief Okonkwo, Legacy Business Owner** "After 30 years in business, I was skeptical about what a program could teach me. The Advanced Track showed me how to modernize our operations while preserving our core values. Now my children have proper systems to inherit, not just tribal knowledge."

**Sarah T., Social Enterprise Director** "The donor compliance requirements were overwhelming us. Through the Academy, we developed management systems that not only satisfied our funders but actually made us more effective. Our impact reporting is now backed by solid data and processes."

**Ibrahim H., Manufacturing Startup** "The templates and implementation tools alone were worth the investment. We saved months of development time by adapting Astute's proven frameworks to our business. Our production is now consistent, predictable, and scalable."

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## 11. CERTIFICATION & ACCREDITATION

### Program Certifications

Upon successful completion of program requirements, participants receive:

#### Official Completion Certificate

- Recognized credential indicating program track and specialization
- Digital certificate with verification system
- Physical certificate available upon request

#### Implementation Verification

- Documentation of systems implemented during the program
- Assessment results and implementation quality rating
- Digital badge for business systems implementation

### Implementation Requirements

To receive full certification, participants must demonstrate:

1. **Attendance** - Minimum 80% participation in program sessions
2. **Assignments** - Completion of all implementation activities



3. **Systems Implementation** - Evidence of actual business implementation
4. **Final Assessment** - Successful completion of implementation review

## Professional Recognitions

### Quality Management Pathway

- Foundation for ISO 9001 pursuit
- Recognized preparation for Quality Management System implementation
- Pathway to further quality certifications

### Business Systems Professional

- Recognition of business systems implementation competency
- Foundation for advanced business systems specialization
- Continuing professional development credits

*Note: Specific accreditation details vary by program and region. Please inquire for details relevant to your specific situation.*

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## 12. BEYOND THE ACADEMY

The Astute Business Academy™ experience extends far beyond program completion through our ecosystem of continued growth opportunities.

### Alumni Network

#### Astute Alumni Community

- Exclusive network of program graduates
- Regular connection events and meetups
- Peer mentoring and accountability groups
- Business collaboration opportunities

#### Continued Learning

- Quarterly alumni masterclasses
- Advanced topic workshops
- Update sessions on emerging business practices
- Refresher courses on core systems

## **Alumni Showcase**

- Opportunities to share implementation success stories
- Features in Astute case studies and publications
- Speaking opportunities at business events
- Mentorship roles for new participants

## **Growth Opportunities**

### **Business Growth Clinic**

- Quarterly business review sessions
- Implementation troubleshooting support
- Growth strategy refinement
- Systems optimization guidance

### **Market Connections**

- Introduction to potential clients and partners
- Supplier and service provider network
- Investment and funding connections
- Industry-specific networking events

### **Expansion Support**

- Market expansion guidance
- Scaling systems for growth
- New location setup support
- International business protocols

## **Continued Partnership**

### **Advanced Consulting Services**

- Preferential rates for Astute consulting services
- Custom implementation support packages
- Advanced systems development
- Specialized project assistance

### **Research Collaboration**

- Participation in Astute market research initiatives
- Access to industry insights and reports
- Custom research project opportunities

- Market intelligence briefings

### **Giving Back**

- Mentorship opportunities for new entrepreneurs
  - Guest speaking at Academy programs
  - Case study development participation
  - Entrepreneurship development initiatives
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## **13. FREQUENTLY ASKED QUESTIONS**

### **Program Selection & Fit**

**Q: How do I know which track is right for my business?** A: Our application process includes a business assessment that helps determine your optimal starting point. We also offer a free consultation to discuss your specific needs and recommend the most appropriate program.

**Q: My business is very industry-specific. Will your general programs help me?** A: Our core programs teach universal business systems that apply across industries. We then help you adapt these frameworks to your specific sector through examples, case studies, and implementation support.

**Q: I've taken business courses before but struggled with implementation. How is this different?** A: Implementation is the core of our methodology. Unlike traditional courses, we embed implementation time into the program structure, provide practical templates, and offer direct feedback on your work as you apply it to your business.

### **Program Format & Time Commitment**

**Q: How much time should I allocate weekly for the program?** A: Participants should plan for:

- 2-3 hours weekly for scheduled sessions
- 3-4 hours weekly for implementation activities
- Total commitment of approximately 6-7 hours per week

**Q: Can I participate if I miss the application deadline?** A: We occasionally accept late applications if space permits, but we strongly recommend applying by the deadline to benefit from pre-program preparation and ensure your place in the cohort.

**Q: Can I switch between delivery methods?** A: Yes, our hybrid approach allows you to combine different learning modalities based on your schedule and preferences. All core content is available both synchronously and asynchronously.

## Implementation & Results

**Q: How quickly will I see results in my business?** A: Most participants report noticeable operational improvements within the first month as they implement initial systems. More significant business performance changes typically emerge within 3-6 months of consistent implementation.

**Q: What if I face implementation challenges specific to my business?** A: Our implementation support includes dedicated troubleshooting sessions, access to implementation advisors, and customization guidance to adapt frameworks to your specific business context.

**Q: Will I need special software or tools to implement what I learn?** A: While we introduce various business tools, our core systems can be implemented using basic technology (even spreadsheets and word processors). We focus on principles and processes that work regardless of technology sophistication.

## Investment & Financing

**Q: Do you offer payment plans?** A: Yes, we offer installment options for all our programs, allowing you to spread the investment over the program duration.

**Q: Are there additional costs beyond the program fee?** A: The program fee covers all core learning materials, implementation templates, and standard support. Optional add-ons include one-on-one coaching, extended resource access, and specialized implementation support.

**Q: What is your refund policy?** A: We offer a 100% satisfaction guarantee for the first two weeks of any program. If you participate fully and feel the program isn't meeting your needs, you can request a refund minus a small processing fee.

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## 14. CONTACT INFORMATION

### Program Inquiries

#### Admissions Office

- Email: [academy@astutebusiness.com](mailto:academy@astutebusiness.com)



- Hours: Monday-Friday, 9:00AM-5:00PM WAT

## Visit Us

**Head Office** Astute Business Academy™ Central Business Area, Abuja Nigeria

## Connect Online

- Website: [www.astutebusiness.com/academy](http://www.astutebusiness.com/academy)
  - Facebook: [@astuteacademy](#)
  - Instagram: [@astutebusinessacademy](#)
  - LinkedIn: [linkedin.com/company/astute-business-academy](https://linkedin.com/company/astute-business-academy)
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## NEXT STEPS

1. **Explore** - Review the prospectus thoroughly and visit our website
  2. **Inquire** - Contact us with any questions about our programs
  3. **Assess** - Complete our Business Readiness Assessment
  4. **Consult** - Schedule a one-on-one program consultation
  5. **Apply** - Submit your application for the upcoming cohort
  6. **Transform** - Begin your journey to building a business that lasts
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*Astute Business Academy™ - Building African Businesses That Last*

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