

“Contextually Relevant Business Models” Design Sprint Service

Description

A high-value, 5-day consulting service to rapidly prototype and validate business models adapted for Africa’s diverse markets.

Pain Point Addressed

Companies often try to “copy-paste” Western business models into African markets, leading to failure due to a lack of understanding of local context.

Competitive Advantage

An intensive, facilitated process that integrates APA’s deep contextual knowledge to produce a validated prototype in one week, saving months of development time.

Revenue & Investment Model

Fixed-fee service for the 5-day sprint.

AI Technology Leverage

AI tools for rapid market simulation and consumer behavior analysis to test assumptions during the sprint.