A GIZ-supported programme delivered by MGA Consulting

BUSINESS DEVELOPMENT PROGRAMME FOR CONTENT CREATORS
TURN YOUR AUDIENCE INTO BUSINESS
Recruitment Information Sheet

ABOUT THE PROGRAMME

Do you have an audience that trusts you, but want to do more with your influence?

The Business Development Programme for Content Creators, a GIZ-supported programme delivered by MGA Consulting, is designed to help content creators move from content creation and audience building to building, launching and growing a real business. The programme will select content creators in Accra for a practical, three-month programme combining training, coaching and hands-on business support. The focus is not just on learning. It is on helping you turn your audience into customers and your ideas into a viable business.

WHAT WILL YOU GET?

1. Gain practical skills in monetization, pricing, sales, and business operations.
2. Receive personalized coaching to develop and refine your business idea.
3. Test your product or service with real customers and validate market demand.
4. Get support to launch your business, generate revenue and grow.
5. Learn from experienced business experts and practitioners.
6. Connect, collaborate and learn with fellow content creators.

WHO CAN APPLY?

You should apply if you:

1. Are a **content creator aged 15 to 35**
2. Are based in Accra or are able to attend required sessions in Accra
3. Have an active audience on at least one social media platform
4. Create content consistently
5. Have demonstrated audience engagement through interactions such as comments, messages and other engagement metrics
6. Are interested in developing a product or service around your content, audience or area of expertise
7. Are personally available and committed to participating throughout the programme
8. Are ready to test and implement a business concept

Women and creators with disabilities are strongly encouraged to apply.

READY TO TURN YOUR AUDIENCE INTO A BUSINESS?
Now, let's build the business.

Application is free. APPLY NOW

Deadline: Tuesday 10th November 2026
Scan the QR code below or via the link: https://shorturl.at/QaZmZ

For enquiries, **Call or WhatsApp:** +233 24 655 3739

APPLICATION GUIDE

Business Development Programme for Content Creators

Applying is free and takes about ten minutes. Applications are open from Tuesday 3rd November 2026 to Tuesday 10th November 2026

1.0 Who Can Apply

Ghanaian content creators aged 15 to 35 who live in Accra or can attend every in-person session in Accra, with an active audience and an idea for a product or service people would pay for. If you post about what you make, cook, teach, grow or sell, and people follow you for it, this programme is for you. Individuals only; no registered business needed.

2.0 What the Programme Asks of You

Three months from Monday, 23rd November 2026: ten days of in-person training in Accra (30th November to 11th December), then weekly coaching. You test and sell to your own audience, work towards revenue targets, complete a practical project, and take short start and end surveys. Launch support goes only to those who prove customer demand; a place does not guarantee it.

3.0 Have These Ready Before You Start

Your main account link and follower numbers; up to three (3) screenshots of analytics or customer messages from the last 30 days; a rough count of people who asked to buy; what you would sell and why people would buy it; and the hours a week you can give.

4.0 What Happens After You Apply

Tuesday 10th November 2026, 11:59 pm: Applications close. We email every applicant.
Friday 13th November: Shortlisted applicants are told, then within 48 hours post one simple offer to their audience and send screenshots of the responses. No money is collected.
Tuesday 17th November or Wednesday 18th November 2026: 20-minute interview with a three-minute pitch and a live look at your analytics (never your password).
Friday, 20th November: The joint GIZ and MGA Consulting panel further shortlists final creators for the program.
Under 18: If shortlisted, you give your own agreement and a parent or guardian gives written consent before your interview and any survey.

5.0 Your Information

Used only for selection and monitoring, under the Data Protection Act, 2012 (Act 843). GIZ assessors see applications; selected participants' details go to GIZ's monitoring team. Unsuccessful applications are deleted after the programme ends.

6.0 Help

For enquiries or assistance, call, WhatsApp, or send a voice note to Bernard on +233 24 655 3739; he can help you complete the form.
Apply only through https://shorturl.at/QaZmZ