



## CALL FOR APPLICATIONS : HATANA WIHUGURE

You have a great business idea, yet securing funding feels impossible?

With support from the Development Bank of Rwanda (BRD), the African Management Institute (AMI) is seeking businesses like yours to join Cohort 2 of the Hatana Wihugure Program, a free 4-month program designed to help your business grow.

Over 4 months, you will get hands-on training, tools, and one-on-one coaching to help you run your business better, manage it more professionally, and get ready to access funding. No cost to you. Just show up ready to grow.

#### Here's what you will get:

- To understand where you need support the most.
- Coaching sessions.
- 24/7 access to a digital academy.
- Group sessions with fellow business owners to share challenges and solutions.
- Support to manage your money better and keep your business running smoothly.
- Fully sponsored participation.

#### Eligibility Criteria

Applicants must be:

- A registered SME/business registered and operating in Rwanda.
- Making money from their businesses and ready to take them to the next level.
- Committed to showing up, doing the work, and learning with others.

### HOW TO APPLY

You can apply online at: <https://hatana.brd.rw>

- Applications close on **April 2nd, 2026**
- Only complete applications will be considered.

#### Important Notes

**No fee is required to apply**

For more information contact us at:  
[rwanda@africanmanagers.com](mailto:rwanda@africanmanagers.com)  
or +250 78733 9435 (AMI) / 3288 (BRD)

*It's time to back those who want to  
rewrite history. Apply now*