



## ITU Course on



MINISTÈRE DE LA COMMUNICATION  
CHARGÉ DES POSTES ET DES  
TÉLÉCOMMUNICATIONS

# Business Planning for ICTs Broadband Infrastructure development for Arab States Djibouti, Djibouti City, 19-21 November 2023

## Draft Programme

**Training Moderator:** Dr. Mustafa Almahdi, Programme Officer, ITU

**Training Instructor:** Eng. Abraao Balbino e Silva, ITU Expert

### Day 1, 19 November 2023

09:00 – 09:30	<b>Registration</b>
09:30 – 10:00	<b>Opening Ceremony</b> <ul style="list-style-type: none"><li>- Dr Mustafa Almahdi, ITU representative</li><li>- H.E Radwan Abdillahi Bahdon, Minister of Communication, Post and Télécommunications, Djibouti</li></ul>
10:00 – 10:30	<b>Group Photo + Coffee Break</b>
10:30 – 12:30	<b>Introduction: Participants introduce themselves</b> <ul style="list-style-type: none"><li>- Why attending this training?</li><li>- What are your expectations?</li><li>- Looking at the program of the training, what are the topics that you are interested in?</li></ul> <p>Dr. Mustafa Almahdi, Programme Officer, ITU</p> <b>Module 1: Broadband Business Planning</b> – Challenges in developing a business plan; business planning as a public policy tool, the ICT Business Planning Toolkit. Eng. Abraao Balbino e Silva, ITU Expert
12:30 – 13:30	<b>Lunch</b>
13:30 – 14:45	<b>Module 2: Estimating demand for broadband services</b> - estimating demand through econometric methods and the Delphi method; decomposition of demand into different segments; estimating the market share of the potential new operator. Eng. Abraao Balbino e Silva, ITU Expert
14:45 – 15:00	<b>Coffee Break</b>

<b>15:00 – 16:00</b>	<b>Module 3: Estimating revenue from broadband service provision</b> - Basic Approach in estimating revenue; main challenges; estimating revenue for mobile, fixed broadband projects and transport network projects; revenue behaviour throughout the project. <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>
<b>16:00 – 16:30</b>	<b>Summary of Day 1</b> <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>

## Day 2, 20 November 2023

09:00 – 10:30	<b>Module 4: Estimating investments in broadband networks (CAPEX)</b> – estimation for 4G/5G Mobile broadband access networks; FTTH Fixed broadband access networks; Optic fiber transport networks, and satellite connectivity. <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>
10:30 – 11:00	<b>Coffee Break</b>
11:00 – 12:30	<b>Module 5: Estimating operational expenditures (OPEX) for broadband service provision</b> - Concepts of OPEX; using cost models; using past costs and expenses; using benchmarks. <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>
12:30 – 13:30	<b>Lunch</b>
13:30 – 14:45	<b>Module 6: Estimating Weighted Average Cost of Capital (WACC)</b> - WACC parameters, estimating the Cost of debt, the Cost of equity (the Market Risk Premium (MRP) and the local capital asset pricing model (CAPM) or global CAPM); converting nominal WACC to real WACC. <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>
14:45 – 15:00	<b>Coffee Break</b>
15:00 – 16:00	<b>Summary of Day 2</b> <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>

## Day 3, 21 November 2023

09:00 – 10:30	<b>Module 7: Estimating the net present value (NPV) of broadband infrastructure projects</b> – overview and steps of calculation and interpretation of results. <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>
10:30 – 11:00	<b>Coffee Break</b>
11:00 – 12:30	<b>Module 8: Financing Mechanisms to Enable Broadband Infrastructure Projects</b> - project and licensing financing mechanisms; infrastructure deployment financing mechanisms; service provision financing mechanisms. <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>
12:30 – 13:30	<b>Lunch</b>
13:30 – 14:45	<b>Module 2: Estimating demand for broadband services</b> - estimating demand through econometric methods and the Delphi method; decomposition of demand into different segments; estimating the market share of the potential new operator. <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>
14:45 – 15:00	<b>Coffee Break</b>
15:00 – 16:00	<b>Final Examination</b> <b>Introduction of the Phase 2: Business Planning Clinics</b> <a href="#">Eng. Abraao Balbino e Silva, ITU Expert</a>

**16:00 – 16:30**

**Closing of the Training**

- ITU
- MCPT