



ENTERPRISE FORUM  
ARAB BUSINESS  
PLAN  
COMPETITION

Empowering Entrepreneurs



In partnership with

شركة عبداللطيف جميل المحدودة  
ABDUL LATIF JAMEEL CO. LTD.

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## BE THE FIRST TO MEET THE NEXT BILL GATES AT THE FINAL AWARDS CEREMONY FOR THE 4TH MIT ENTERPRISE FORUM ARAB BUSINESS PLAN COMPETITION

Date: June 17, 2011

Venue: Clubhouse Gulf The Residence, Gammarth, Tunisia

Time: 17:00

### Events and Activities

- ▶ **April 27-30, 2011- Lebanon:**  
Presence at the Business Forum in BIEL and providing 1:1 coaching sessions with entrepreneurs
- ▶ **April 18, 2011- Lebanon:**  
Workshop for the 25 semi-finalist teams of the Grow My Business competition
- ▶ **March 26, 2011- Lebanon:**  
Press Conference, Meet the 30 Semi-Finalists, in the presence of Ken Morse
- ▶ **March 23, 2011- Lebanon:**  
Judge for the Ideathon and Startup Demo programs at Arab Net
- ▶ **February 22, 2011- Lebanon:**  
Launch of a new program, Grow My Business, to support owners of Lebanese SMEs
- ▶ **December 3, 2010- Lebanon:**

## The Competition in its 2nd Round: The 30 semi-finalist teams attended a two day Entrepreneurship Workshop

The top 30 semi-finalist teams, who qualified for Round 2 of the Competition, attended a two-day workshop, on March 25-26, 2011, guiding them through developing clear and concise business plans.

The workshop was lead by Ken Morse, Founding Member of MIT Entrepreneurship Center in Cambridge, MA. Ken introduced the participants to critical success factors in entrepreneurship, tips for optimal networking, elevator pitching, and the importance of sales. Participants were also introduced to the Do's and Dont's of business plan writing with Tarek Kettaneh, Senior Lecturer in Entrepreneurship at the American University of Beirut (AUB).

As an important aspect of launching any venture, market research was discussed with David Standen, Lecturer in Marketing & Entrepreneurship at AUB and business model generation was tackled by Mohamad Khawaja, Investment Director for Seed Startups at N2V.

Senior associates from Booz&Co. presented the teams with Go-to Market Strategy and showed them how to create logical presentations in frontof a senior audience, knowing that nine of the semi-finalist teams will end up pitching their ideas in the Final Round.

Business Plan Competition Partner to Arab Net 2011

- ▶ **November 12, 2010- Lebanon:**  
Community Partner for YallaStartup Weekend
- ▶ **November 11, 2010- Lebanon:**  
Participation in the launch event of the Global Entrepreneurship Week Lebanon at the American University of Beirut
- ▶ **November 9, 2010- Dubai:**  
Launch of the MIT Enterprise Forum-Aramex Support Unit to provide the semi-finalist teams with the support needed to grow their business ideas towards success
- ▶ **November 8, 2010- Dubai:**  
Participation in the Abraaj Capital's Celebration of Entrepreneurship in Dubai
- ▶ **October 17, 2010- Jordan:**  
Launch Ceremony of the 4th MIT Enterprise Forum Arab Business Plan competition in the presence of HRH Princess Sumaya Bint el Hassan, President of El Hassan Science City and President of the Royal Scientific Society

## Competition Calendar

- ▶ **April 13, 2011:**  
Deadline for submitting full business plans
- ▶ **May 19, 2011:**  
Announcement of 9 finalist teams
- ▶ **June 17, 2011:**  
Oral Presentations and Awards Ceremony in Tunisia

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To maximize the attendees' benefit from the workshop, one-on-one coaching sessions were planned and guided by representatives from Booz & Co., and The Mowgli Foundation along with Lina Tannir, from AUB, who coached the teams on the financial section of their business plans. Other sessions were given by Walid Faza from the MIT Enterprise Forum Support Unit and Ossama Hassanein from TechWadi. The workshop also entailed two networking events on the evenings of March 25th and 26th.



## The 60" Pitches

"All I need to do is make the presentation and give the demo. The product is awesome; it'll blow them away. As soon as I get in the door and explain the technology, they'll buy." With these words, Ken Morse encouraged the teams to believe in themselves and develop well-designed elevator pitches. During the workshop, all teams went through the exercise of delivering their 60" pitches, which were filmed and posted online on our YouTube Channel.



## Press Conference: Meet the 30 Semi Finalists

With 3,800 registrations from 17 different countries, a 100% increase from last year's number of applications, the first round of the Competition proved to be a resounding success. In honor of the occasion, the MIT Enterprise Forum of the Pan Arab Region held a press conference at 'Monroe' hotel in Beirut on Saturday, March 26, 2011 to officially introduce the semi-finalist teams coming from Egypt, Jordan, Tunisia, Kingdom of Saudi Arabia, Algeria, Palestine, Yemen, United Arab Emirates, Morocco and Lebanon. The press conference was held in the presence of Ken Morse, Hala Fadel, Chair of the MIT Enterprise Forum of the Pan Arab Region, and Rana Shmaitelly, last year's winner for The Little Engineer.



## Our Teams Pitching at Arab Net

As part of our partnership with Arab Net this year, we provided our semi-finalist teams with access to the Arab Net Forum Day 1 and Day 2 on March 23rd and 24th. We also encouraged our semi-finalist teams for this year and the previous three years to apply to the Ideathon/Startup Demo programs. We gladly had some of our teams ranking as runner ups and finalists on both programs: • Presto (Egypt), The EAST Team (Palestine), and Diabetes Healthcare (Jordan) runner-ups for the Ideathon • 3eesho (KSA) as a finalist at Startup Demo • Aqar Map as runner-up at Start Up Demo of the Pan Arab Region, and Rana Shmaitelly, last year's winner for The Little Engineer.



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