



Issue 9

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www.mitarabcompetition.com

Interesting Numbers
(till 14 December 2009)

- Website visitors
 - November 2009: 20923 visitors
 - December 2009: 8761 visitors
- Registered visitors
 - 2269 registered users from all over the Arab region

Below percentages are from the total visitors who have registered on our website and answered our questions:

How do THEY know about us?
(% till 14 December 2009)

- 7% from Google
- 18% from Facebook
- 20% from TV ads
- 13% from Universities
- 11% from Mass E-mails
- 11% from Word of Mouth
- 20% Others (many of these are conversions from the Google Placement Campaign)

What sectors do their business ideas cover?

- 8% Agro Businesses
- 17% Creative Industries
- 8% Financial Services
- 8% Social Innovation
- 25% Healthcare
- 17% Information & Communication Technology
- 17% Others

Recruited jurors for Round I

53 jurors from Algeria, Bahrain, Jordan, Lebanon, Qatar, Saudi Arabia, Syria, Tunisia, and UAE

You Can Reach Us At:

info@mitarabcompetition.com

MIT Enterprise Forum Board:

- Ms. Hala Fadel, Chair
- Ms. Salam Yamout, Secretary-General
- Mr. Ziad Younes, Treasurer
- Ms. Maha Yahya, Member
- Ms. Maya Karanouh, Member
- Ms. Raghda Jaber, Member

MIT Enterprise Forum Team:

- Ms. Mira Minkara, Assistant Program Manager
- Ms. Jolie Shalhoub, Program Manager
- Ms. Mouna Moussi, Director

CAN YOU MEET THE CHALLENGE?

مستعد للتحدي؟

www.mitarabcompetition.com/signup.php

IN THE NEWS

Roadshow to Universities



A key activity part of the launch of the MIT Arab Business Plan Competition is the Road Show to Universities, as it is one of the vehicles to reach out to real future entrepreneurs that need guidance and a starting point.

During the month of November and December presentations to universities were taking place. MIT EF team invests a lot of efforts on connecting with universities targeting students from various specializations mostly management, technology and engineering both juniors/seniors and post graduates, tackling all interests and levels of awareness about Entrepreneurship and focusing on the launch of the 3rd Competition and its process.

On a regional level, we are working closely with the Deans of different faculties in all the Arab countries to share our presentation (www.mitarabcompetition.com/presentationtouniversities.php) with their students and encourage them to apply, besides sending packs and material that raise their awareness. We also managed to send e-mail ads to their internal community and place banners on their websites and intranets. We may be visiting universities in the region and already have spokespersons in some. Our online forums and social networks are serving a lot our regional audience.

Locally, we ran live presentations at many universities: American University of Beirut, University of Saint Esprit Kaslik (USEK), and University of Saint Joseph (USJ-ESIB), Ecole Superieure Des Affaires (ESA), University of Balamand, Hariri Canadian University, Haigazian University, American University of Technology (AUT), and at the Lebanese University (Faculty of Engineering).



Each session received on average 50 attendees from faculty members to graduate students and undergrads. Most of them had a rough idea about entrepreneurship but were keen to learn more about its importance in the Arab region, and they showed great interest in the Competition. The attendees were engaged in highly interactive Q&A sessions where they shared their concerns and asked questions tackling idea protection, transparency of the process, profile of jurors, grading criteria, how to write a business plan and a lot more.

The Entrepreneurial Mind and Entrepreneurs' Strategies

The University of Balamand (Lebanon) hosted Hala Fadel as one of the speakers at its Entrepreneurial Thinking (ET) Forum that took place on campus on December 4, 2009. The ET Forum aims at creating an educational platform for exchange of ideas amongst faculty members, industry practitioners, supporters of entrepreneurial activities, successful entrepreneurs, and mentors. Based on experience with the MIT Arab Business Plan Competition over the past 3 years, Hala presented facts and figures about the entrepreneurial culture and mindset in the Region as well as about the attitude and behavior of Arab entrepreneurs.

New Horizons

"Despite the political instability that Lebanon was undergoing in '06-'07 and the impediments we confronted especially that we were running the Competition from Lebanon, we insisted on moving forward and ended up by driving in 1650 registrations from 17 different countries- a number that Ken Morse, Managing Director of MIT Entrepreneurship Center in Cambridge, considers a benchmark for MIT", says Joelle Yazbeck, who served as Program Manager since the inception of the Forum. By the end of 2009, Joelle will leave the Forum to join the MBA program at the American University of Beirut as full-timer. As a final word, Joelle says "The MIT Enterprise Forum of the Pan Arab Region has certainly set the bar high and left a regional mark in the field of entrepreneurship for the past 3 years. I will always feel proud of being part of that team, and I am confident that the new team will deliver great achievements."



MIT in Copenhagen

In light of all that is happening in the most important weeks in history of global warming and in the context of demanding a 'Real Deal' for planet earth, an MIT delegation joined representatives from nearly 200 nations at the UN climate talks in Copenhagen. The delegation consists of four professors and four alumni expected to share research in their respective fields, two students are live-blogging from the event and another student will participate in a student-led collaborative project on climate change.

COMPETITION CALENDAR

Date	Event
October 12, 2009	Competition was launched in Riyadh Website was opened for online applications
January 12, 2010	Deadline for submitting application forms: www.mitarabcompetition.com/signup
22 February 2010	Announcement of 30 semi-finalist teams
21-22 March 2010	Entrepreneurship workshop in Beirut
14 April 2010	Deadline for submitting full business plans
13 May 2010	Announcement of 9 finalist teams
17 June 2010	Oral Presentations and Awards Ceremony in Cairo