

Third Annual MIT Arab Business Plan Competition 2009-2010

Workshop - Designing a Business Plan and Winning the competition

Monroe Hotel, Beirut, 21-22 March 2010

Meeting Room: Fame Ballroom- 1st Floor

Day #1- Sunday 21 March 2010

- 9:00 - 9:15 **Coffee Reception**
- 9:15 - 9:30 **Welcome Address**
Hala Fadel - Chair of the MIT EF of the Pan Arab Region
- 9:30 - 10:30 **Critical Success Factors in Entrepreneurship: What's Hot & What's Not**
Ken Morse- Founding Managing Director of MIT Entrepreneurship Center
- 10:30 - 12:00 **(A) Pre Requisites for the launch of a successful Venture**
Tarek Kettaneh –Senior Lecturer, AUB- MIT '72
- 12:00 - 12:15 **Coffee Break**
- 12:15 - 1:15 **(B) Pre Requisites for the launch of a successful Venture**
Tarek Kettaneh- Senior Lecturer, AUB- MIT '72
- 1:15 - 2:45 **Lunch** - Sanderson Restaurant
- 2:45 - 4:15 **Tips for Optimal Networking and Managing the Media, Trade Shows, Social Events and Your Elevator pitch**
Ken Morse- Founding Managing Director of MIT Entrepreneurship center
- 4:15 - 4:30 **Coffee Break**
- 4:30 - 5:45 **Market Research**
David Standen- Business Consultant
- 5:45 - 6:45 **Getting Sales is Mission Critical**
Ken Morse- Founding Managing Director of MIT Entrepreneurship center.
- 6:45 - 7:00 **Feedback + Closing Remarks**
- 8:00 – 11:00 **Networking Dinner:** Four Seasons Hotel, Grand Ballroom

Day #2 – Monday 22 March 2010

- 9:00 - 9:15 **Coffee reception**
- 9:15 - 10:15 **Writing to Win: how to write crisp and logical presentations**
Chady Zein –Senior Associates, Booz & Co
Ihab Khalil - Senior Associates, Booz & Co
- 10:15 - 11:15 **Powerful presentations: Techniques and tools - managing stress, difficult Questions and body language**
Chady Zein –Senior Associate, Booz & Co
Ihab Khalil - Senior Associate, Booz & Co
- 11:15 - 11:30 **Coffee Break**
- 11:30 - 1:00 **Group Exercise (Two concurrent sessions)**
Chady Zein – Senior Associate, Booz & Co
Ihab Khalil - Senior Associate, Booz & Co
- 1:00 - 2:30 **Lunch – Sanderson Restaurant**
With coaching
- 2:30 – 4:00 **(A) Financial side of the Business Plan**
Lina Fawaz, CFA
Instructor of Finance, AUB
- 4:00 – 4:15 **Coffee Break**
- 4:15 – 5:45 **(B) Financial side of the Business Plan**
Lina Fawaz, CFA
Instructor of Finance, AUB
- 5:45 – 6:00 **Feedback + Closing Remarks**
Hala Fadel, Ken Morse and All