



Arab Academy
For Science, Technology and Maritime Transport
Center of Entrepreneurship

**AAST Entrepreneurship Center -
Ideation Training Program**
Online Edition



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Training Program Description:

The online version of the Ideation training program is provided by the center of entrepreneurship at Arab Academy for Science, Technology, and Maritime transport through its online channel in order to build up and strengthen the core entrepreneurial concepts to the program's learners to act as a basic foundation for them to go and turn their innovative ideas into real businesses.

The program tackles the main entrepreneurial pillars which are essential to start developing a startup idea or planning upon a current idea properly having into consideration the available learning media.

The training program is composed of a series of videos and interactive exercises; each covering a specific topic with preceded basic introductions and followed by extra learning materials.



Training Program Schedule:

Module	Lesson	Topic	Instructor
Module One	1	National Bank of Egypt Introduction	NBE Representative
	2	The Role of the Bank in Supporting SMEs	Ms. Chantal Sabbagh
	3	Rally Competition Overview	Dr. Heba AlAshry/Eng. Ahmed Sami
	4	The 101s of Entrepreneurship and Innovation	Dr. Jane Hanna
	5	Understanding the Egyptian Entrepreneurial Ecosystem	Dr. Wael ElDesouki
Assignment 1: From your understanding and research, what makes a startup not a regular commercial firm?			
Module Two	6	Idea generation methods and techniques	Dr. Heba AlAshry/Dr. Hesham AlAraky
	7	Feasibility Analysis and Ideas Screening	Dr. Heba AlAshry/Dr. Hesham AlAraky
	8	The Lean Startup Methodology	Dr. Wael ElDesouki
	9	Value proposition development	Mohammad Emad
	10	User-oriented Value Proposition Map	Mohammad Emad
	11	Product-oriented Value Proposition Map	Dr. Fahd AbdelAziz
Assignment 2: Ideas Screening + Value Proposition Map			
Module Three	12	Innovative Business Model Generation	Dr. Fahd AbdelAziz
	13	BMC #1 Value Proposition and Customer Segments	Dr. Hany Ayaad
	14	BMC #2 Channels and Customer Relationships	Dr. Hany Ayaad
	15	BMC #3 Key Activities, Resources, and Partners	Dr. Hany Ayaad
	16	BMC #4 Revenue Streams and Cost Structure	Dr. Hany Ayaad



Assignment 3: Business Model Canvas			
Module Four	17	Marketing for Early Stage Startups	Dr. Heba AlAshry
	18	Entrepreneurial Finance	Amin Magdy
	19	The Dos and Don'ts of a successful pitching	Dr. Hesham AlAraky
Assignment 4: Basic Marketing and Financial plans			



Lessons' Outlines: [Outline points coded in yellow are for the shorter version of the lesson video].

MODULE ONE

Lesson Title

4 The 101s of Entrepreneurship and Innovation:

Outline

- Entrepreneurship Defined.
- Entrepreneur characteristics.
- Entrepreneurship vs Innovation
- Entrepreneur vs Businessman vs Investor
- Startup vs SME vs Corporation.
- The startup process.
- Examples of local and global successful startups.

Lesson Title

5 Understanding the Egyptian Entrepreneurial Ecosystem

Outline

- The ecosystem defined.
- Overview of the pillars of the entrepreneurial ecosystem.
- Duties, responsibilities, and offerings of each sector within the ecosystem.
- What is special about the Egyptian entrepreneurial ecosystem.
- How to leverage on each sector of the ecosystem.
- Running and open opportunities right now.

Assignment Title

1

From your understanding and research, what makes a startup not a regular commercial firm?

Expected outcome:

A one-page report on how the student sees the differentiators between a regular commercial firms and startups. Also their views on some real life cases studies of regular commercial firms and other examples of startups.



MODULE TWO

Lesson Title

6 Idea generation methods and techniques:

Outline

- What is a startup idea?
- Problem, solution, idea, business model definitions.
- Serving a need vs Solving a problem.
- Startup Idea vs traditional business idea.
- Characteristics of entrepreneurial ideas.
- Ideation process.
- Idea generation techniques.
- How to optimize and localize a business idea.
- What is idea validation?
- Examples of successful ideas and their matching to the previously mentioned characteristics.

Lesson Title

7 Feasibility Analysis and Ideas Screening

Outline

- Criteria for a good business idea.
- What is feasibility?
- Feasible entrepreneurial idea vs non-feasible entrepreneurial idea.
- Feasibility pillars.
 1. Industry and Target Market Feasibility.
 2. Product/Service feasibility.
 3. Managerial Feasibility.
 4. Financial Feasibility.
- First Screen/SCAMPER Tool brief.
- Evaluating a business idea numerically.
- How investors assess and choose among proposed business ideas.



Lesson Title

8 The Lean Startup Methodology

Outline

- LEAN Methodology.
- Lean methodology vs traditional business set up.
- What is an MVP?
- Solution demo vs Prototype vs MVP
- How to develop an MVP?
- Interviewing using MVP.

Lesson Title

9 Value proposition development

Outline

- What is a value proposition?
- Elements of a value proposition.
- How businesses are essentially based on their value added/proposed.
- Factors impacting Value Proposition strength.
(Uniqueness, customer relevancy, ability of communication, authenticity and attainability, customization, risk reduction, accessibility...etc).

Lesson Title

10 User-oriented Value Proposition Map

Outline

- How Value Proposition changes along with the different customer segments.
- How to convert customer segments into customer profile through buyer persona.
- Resources to gather valid information about your customers.
- Formulating customer jobs, pains, and gains.



Lesson Title

11 Product-oriented Value Proposition Map

Outline

- How translate customer pains into pain relievers.
- Assuring your pain relievers are actually relieving.
- Translating customer gains into gain creators.
- Validating your gain creators are relevant and relatable by your customers.
- **Formulating product/service description, pain relievers, gain creators.**

Assignment Title

	<p>Ideas Screening + Value Proposition Map</p> <p>Expected outcome:</p> <p>A. A filled ideas screening tool (Example: First screen or SCAMPER), elaborating all the student's prospect ideas with a description for each. Then, clear criteria which they followed filled by numerical scores along each idea. Also, a final scoresheet with a concluding description of their final choice over the analysed ideas.</p> <p>B. Filled Value Proposition Map. Needs to be aligned and clearly articulated.</p>
2	



MODULE THREE

Lesson Title

12 Innovative Business Model Generation

Outline

- Definition of a business model.
- How business model acts as a core of startup strategy.
- B2C, B2B, C2C, B2G, etc. frameworks matrix.
- Examples of different business model patterns.
Suggested Reference:
<https://www.slideshare.net/Ratchakrit/business-model-navigator-55-business-model-patterns>
- Choosing the most suitable business model for your startup idea.

Lesson Title

13 BMC #1 Value Proposition and Customer Segments

Outline

- Difference between Business Plan and Business Model Canvas.
- How different business models are reflected on the canvas.
- Relating Business Model Canvas to Value Proposition Canvas.
- Fitting the value proposition map into the value proposition block.
- Defining customers:
 1. Geographically.
 2. Demographically.
 3. Based on interests and behavioral classification.
 4. Based on psychographic aspect.
- Keeping value proposition aligned with customer segment/s.
- Types of markets:
 1. Mass.
 2. Niche.
 3. Segmented.
 4. Diversified.
 5. Multi-sided.



Lesson Title

14 BMC #2 Channels and Customer Relationships

Outline

- Channels definition.
- Channels Phases and purposes:
 1. Awareness.
 2. Evaluation.
 3. Purchase.
 4. Delivery.
 5. After Sales.
- Customer Relationships meaning.
- How customer relationships could differentiate startups.
- Definition and examples of Customer Acquisition and Customer Retention.
- Customer Relationships forms:
 1. Personal Assistance.
 2. Dedication Personal Assistance.
 3. Self-Service.
 4. Automated Service.
 5. Communities.
 6. Co-Creation.
- Difference between Channels and Customer Relationships.



Lesson Title

15 BMC #3 Key Activities, Resources, and Partners

Outline

- **Definitions of Key Activities, Resources, and Partners.**
- Supportive activities vs Core Activities.
- Key Activities Categories.
Examples:
 1. Production.
 2. Problem Solving.
 3. Platform/Network.
- Key Resources categories.
Examples:
 1. Physical.
 2. Intellectual.
 3. Human.
- The relation between key resources and key activities.
- Key Partners importance and when to decide to have them.
- Strategic Alliances definition and examples.
- How to decide an activity, resource, or a partner is “Key”.

Lesson Title

16 BMC #4 Revenue Streams and Cost Structure

Outline

- **Overview of the “revenue model” term.**
- Examples of different revenue streams.
 1. Asset Sale.
 2. Usage Fee.
 3. Subscription Fees.
 4. Lending/Leasing/Renting.
 5. Licensing.
 6. Brokerage Fees.
 7. Advertising.
 8. Sponsorships.
- Deciding and mixing among the different streams for a current startup/startup idea.
- **Definition of costs.**
- Variable costs vs fixed costs.
- Cost driven vs Value driven startups.
- Assuring all expected costs are included.



Assignment Title

	Title
3	<p>Business Model Canvas</p> <p>Expected outcome:</p> <p>A completely filled business model canvas for the student's startup idea. Needs to be clearly articulated and well-written elaborating each block. Blocks needs to be aligned and on track altogether.</p>



MODULE FOUR

Lesson Title

17 Marketing for Early Stage Startups

Outline

- Marketing definition.
- Entrepreneurial Marketing: What is unique?
- Marketing Mix and STP concepts.
- Marketing components and activities.
- Marketing as a process.
- Market Sizing.
- Developing a marketing strategy.

Lesson Title

18 Entrepreneurial Finance

Outline

- What is financial management.
- Financial management vs Accounting.
- Financial Management for startups: What is unique?
- Costs vs Revenues, Types and sources.
- Stabilizing a startup with revenue streams.
- How to control costs and what is bootstrapping?
- Valuation concept.
- Break Even point.
- Debt vs Equity; and Debt to Equity ratio.
- Funding vs Investment.
- What is Valuation.
- Vesting definition.
- Sources of funding and investment in Egypt.
- IPO and Acquisition concept.



Lesson Title

19 The Dos and Don'ts of a successful pitching

Outline

- Pitching as a concept.
- Elevator Pitch.
- Where and to whom would an entrepreneur need to pitch for?
- Setting objectives and preparation for pitching.
- Pitching process.
- Components of a successful pitching.
Examples:
 1. Target market size.
 2. Business Model.
 3. Team skills and relevancy.
 4. Competitive Advantages.
 5. Marketing and sales targets.
 6. Expected break even points.
 7. Projections of future revenues and costs.
 8. Specific investment and equity offered.
 9. Exit strategies.
- Examples of successful pitching.
- Exercises and rehearsals for a good pitch.
- Customizing a pitch upon situations.

Assignment Title

4	<p>Basic Marketing and Financial plans</p> <p>Expected outcome:</p> <p>A. Basically built marketing plan defining the core marketing concepts, to be derived from the lesson's outline. Also, the decided on strategy with a 1-year marketing objectives.</p> <p>B. Simple yet sufficient financial plan indicating projected income statement for 1 year. In addition to assumed break-even point and funding sources.</p>
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