



جامعة حمدان بن محمد الذكية
Hamdan Bin Mohammed Smart University

H(in)³ مركز ريادة الأعمال
Business Incubation Centre



STARTUP LAUNCHPAD | SHORT COURSE

Bring Your Ideas to Life.

Hamdan Bin Mohammed Smart University Campus

Saturday May 2nd - 09:00-16:00 | Sunday May 3rd - 17:00-21:00 | Monday May 4th - 17:00-21:00

Tuesday May 5th - 17:00-21:00 | Wednesday May 6th - 17:00-21:00

COURSE OVERVIEW

The Smart City Start-Up Launch Pad is about understanding the new trends in “smart cities” in order to refine the current business model of new start-ups.

By the end of the Launch Pad each participant will have revisited the business model of his/her start-up and learn how to pitch his idea in front of an investor. The best participants will have had the opportunity to present their business ideas to a panel of potential investors from Hamdan Bin Mohammed Smart University (HBMSU) Incubator.

This Launch Pad is based on materials coming from research on entrepreneurship and innovation done at INSEAD, Stanford, Harvard, Wharton and MIT. It is adapted to the Smart City environment and to the context of Dubai.

This program is intended to prepare attendees to structure professionally the business strategy of their newborn start-up.

WHAT IS UNIQUE ABOUT THIS LAUNCH PAD?

Designed to suit any founder of a start-up to make sure his own venture starts with the right foundations.

1

Designed to suit the next generation of family businesses to revisit traditional business plans, and cater for diversified activities based on sound technology integration

2

Use of most advanced teaching and learning methods from top business schools like INSEAD, Stanford, Wharton and Harvard to develop particular expertise and competencies;

3

The structure of the Launch Pad is designed from a mix of academic knowledge and practices;

4

It gives the opportunity to learn in a real situation how to prepare and present a pitch in front of investors;

5

All ideas produced during the Launch Pad will remain property of the author and an NDA will be signed between all attendees to make sure no participant will develop the same idea without the consent of the initial author.

6

After the final pitch some of the startups will be offered a place in the incubator of HBMSU.

WHO SHOULD ATTEND?

- Founders of recently created start-ups who wish to make sure that the initial foundations are correct.
- Family business entities who would like to understand how to innovate some of its business models by leveraging the new environment of the Smart City.

COURSE GOALS

- Understand how the environment of a Smart City will shape the business of tomorrow, and understand how this will impact the start-up.
- Understand how a good idea can be refined to become a great one.
- Learn the tools to develop professionally a great idea.
- Understand the steps to grow a project from an idea, to a prototype, then to a minimum viable product.
- Learn how to prepare an elevator pitch, and also to pitch in front of an investor.

THIS HIGHLY INTERACTIVE COURSE ENABLES YOU TO

- Prepare a 1 minute elevator pitch
- Complete a business model canvas
- Develop a prototype for the idea
- Understand how to prepare a 20 minutes presentation in front of an investor.
- Pitch in front of HBMSU's incubator

By the end of the workshop each founders should be in a position to clearly set the strategy of his startup and how to achieve it.

Award Certificate of completion and pre-selection for longer run facilities offered at Hamdan Bin Mohammed Smart University

MEET YOUR COURSE TRAINERS



Prof. Alain Senteni

Alain Senteni is currently the Director of Innovation and Entrepreneurship at Hamdan Bin Mohammed Smart University (HBMSU) where he was the first appointed Dean of the School of e-Education from 2009 to 2014. Previously, he was the founding Director of the Virtual Centre for Innovative Learning Technologies (VCILT) at the University of Mauritius from 2001 to 2009.

Prof Senteni received an Engineering Degree in Computer Science, and a PhD and HDR in and Artificial Intelligence from the National Polytechnics Institute in Toulouse (France). In 2011, he was awarded an Honorary Doctorate in Education from Sherbrooke University in Canada, for his contribution to the advancement of online education and international development.



Dr. Philippe Bouvier

Dr. Philippe Bouvier has worked in research, in audit and M&A, in engineering and project management and in urban studies. He is now Adjunct Professor in "Smart City" and an entrepreneur in Dubai.

He holds a BEng with Honors from UK (in combined engineering studies), an Engineer diploma (MEng in electronics and computer science), an MSc (in acoustics and data analysis) and a PhD with Honors from France. He also holds an Executive MBA at INSEAD in Singapore.

Adjunct Professor, keynote speaker, quoted in press, radio interviewed, featured in videos, he is the author of numerous articles.

COURSE OUTLINE

Day 1

Saturday May 2nd 2015 | 9AM to 4PM

Understand what a "Smart City" environment is

The way a "Smart City" is designed provides opportunities for innovations and creating value. The session is intended to understand what a "Smart City" environment offers and what the trends will be.

Understand what the different types of Business Models are

Since 100 years, business models have continuously been evolving. With the emergence of the Smart City environment and the availability of new information the business models will continue to innovate. This session is dedicated to understand the different types of business models and how they could improve the ones the attendees are working on.

Day 2

Sunday May 3rd 2015 | 5PM to 9PM

Complete the Business Model canvas

Startups and new branches of a family business need to have a clear description of their business model. This is done by completing first a business model canvas. This session will go in the details of the business model canvas and the value proposition.

Day 3

Monday May 4th 2015 | 5PM to 9PM

Design the Value Proposition

Based on design thinking approach this session will be dedicated to define your value map to meet your customers' profiles.

Day 4

Tuesday May 5th 2015 | 5PM to 9PM

Define your Minimum Viable Product

This session is intended to design a cheap prototype of the idea and set the strategy to move to a minimum viable product.

Day 5

Wednesday May 6th 2015 | 5PM to 9PM

Prepare a Business Pitch

Any start-up or new branch of a family business will need to communicate in a very concise way its business plan to potential investors. This session will help the attendees to get prepared for such meetings.

Organized by



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Business Incubation Centre

Partner



Course Dates: 2nd – 6th May 2015

Venue: Hamdan Bin Mohammed Smart University Campus
Dubai Academic City

Registration and Enquiries

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