

# Emirati Launchpad



Impact Report  
2014 - 2015

Year one in Review

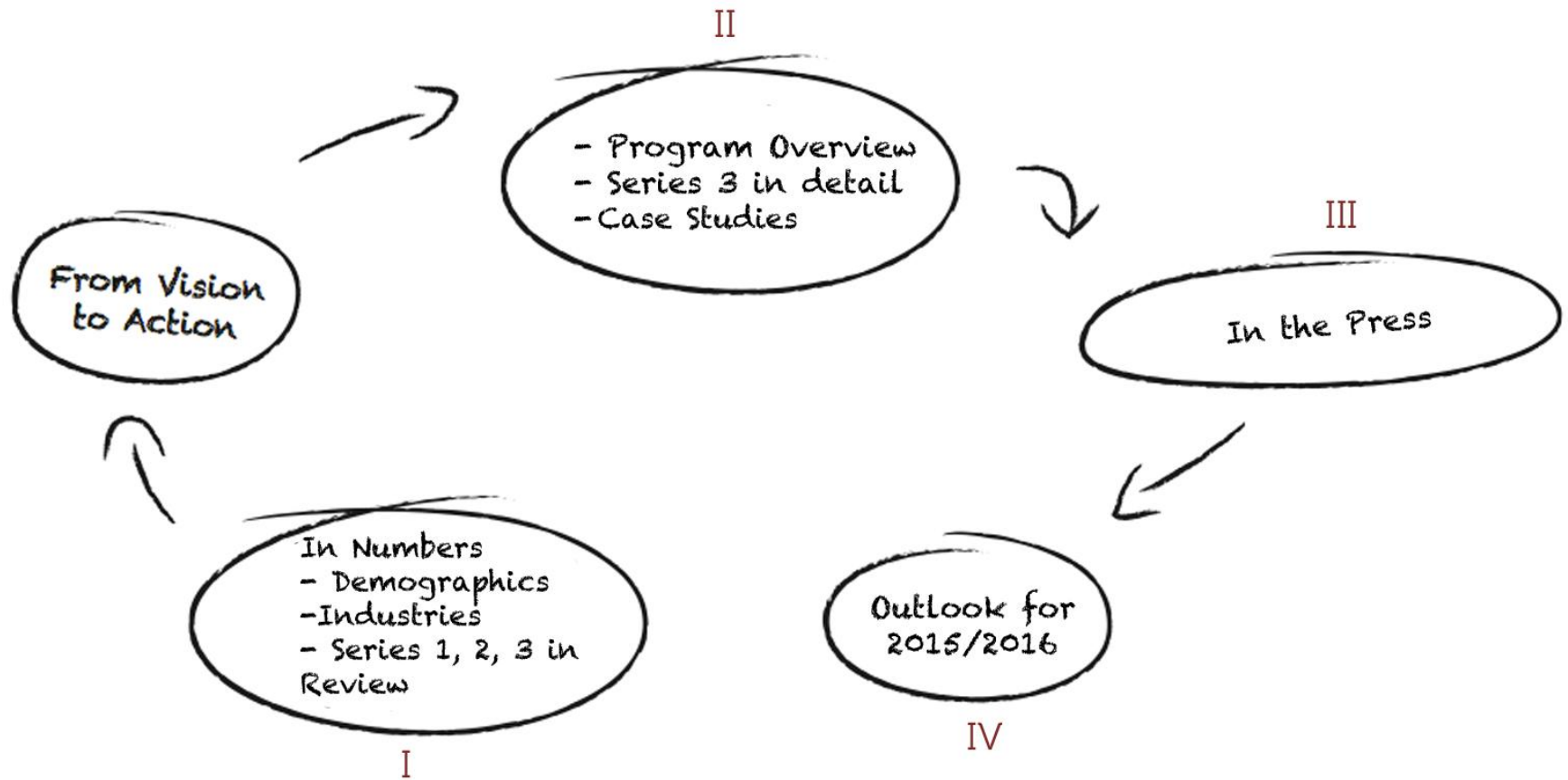
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# Overview



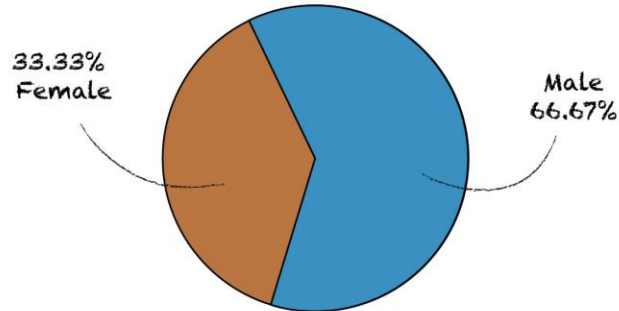


## I. In Numbers

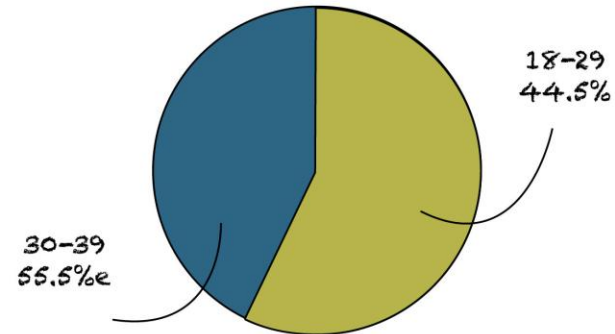
- Demographics
- Industries
- Series 1, 2, 3 in Review

## Emirati Launchpad 2014-2015 In Numbers

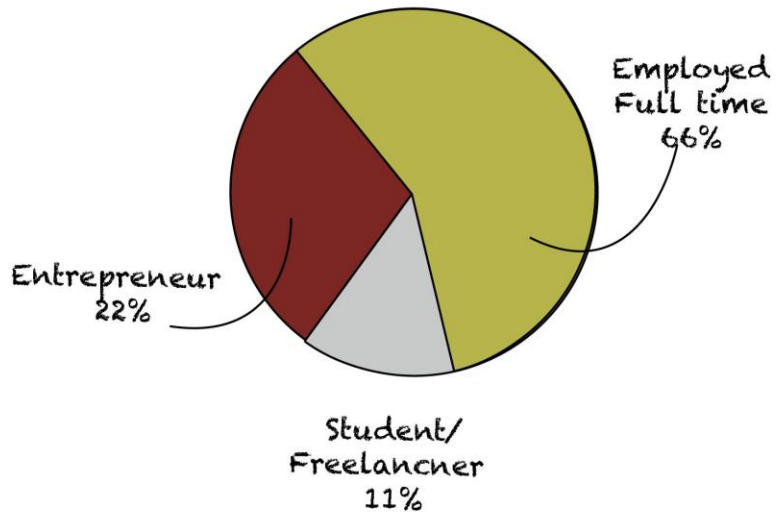
### Gender



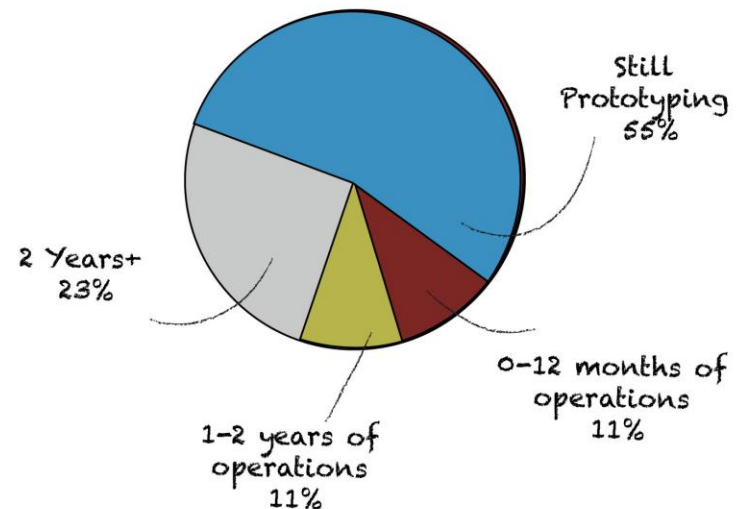
### Age



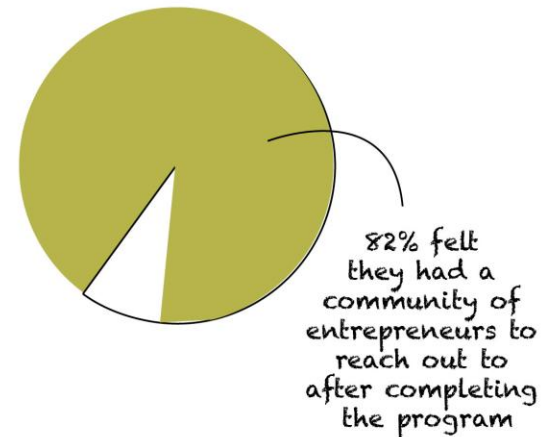
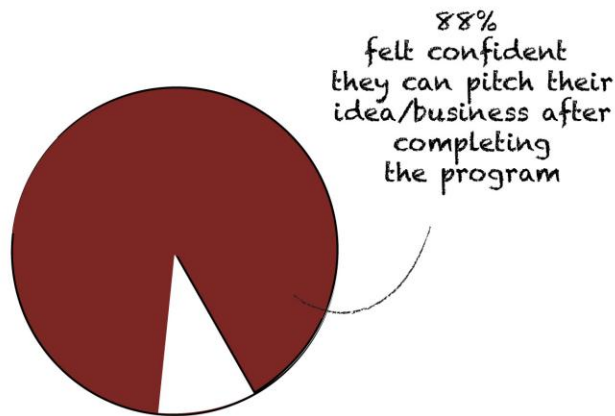
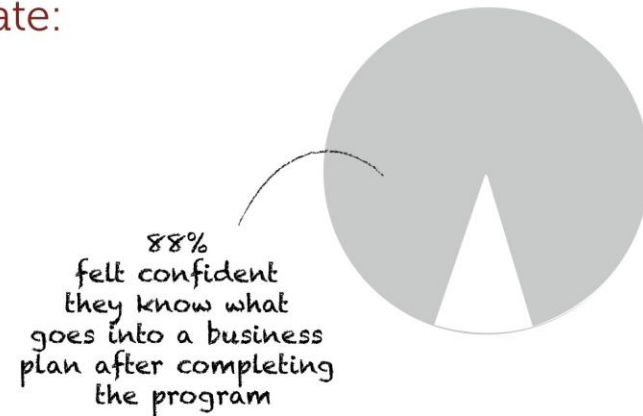
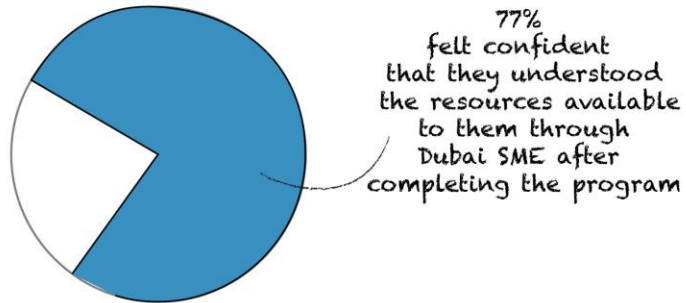
### Employment status



### Stage of Business



Survey – Based on a 26% survey response rate:



100% would refer the Emirati Launchpad to peers  
100% met someone useful to their business through the Launchpad

**Series 1, 2 and 3 in Review**

### Series One in Review

12 October – 14 December 2014

- ✓ Opening Reception
  - ✓ Discovery conversations with each incoming entrepreneur
  - ✓ Workshop 1: Storytelling and Your Business
  - ✓ Workshop 2: Speed Networking & Dubai SME Q&A
  - ✓ Workshop 3: Visualization and Your Painted Picture
  - ✓ Workshop 4: Strategic Thinking & Goal Setting
  - ✓ Workshop 5: Business Planning
  - ✓ Workshop 6: The Art of Pitching
  - ✓ Workshop 7: Pitching & Peer Review
  - ✓ Pitch Finale
- + 50 free hours monthly access to Impact Hub Dubai with associated benefits
- + 2 month assigned mentoring



### In Numbers:

55 Participants enrolled  
14 Presented on the pitch day  
10 pitched on the final pitch day  
4 Businesses formed

### Series Two in Review

10 February – 6 April 2015

- ✓ Opening Reception
- ✓ Discovery conversations with each incoming entrepreneur
- ✓ Workshop 1: Kick Off and Visualization
- ✓ Workshop 2: The Business Canvas Model
- ✓ Workshop 3: Customer Validation
- ✓ Workshop 4: Strategic Thinking & Goal Setting
- ✓ Workshop 5: Digital Marketing
- ✓ Workshop 6: Funding
- ✓ Workshop 7: The Art of Pitching
- ✓ Pitch Demo and Practice
- + 50 free hours monthly access to Impact Hub Dubai with associated benefits
- + 2 month assigned mentoring



### In Numbers

32 participants enrolled  
9 presented on the pitch day  
2 businesses formed

### Series Three in Review

27 April – 10 June 2015

- ✓ Opening Reception
- ✓ Discovery conversations with each incoming entrepreneur
- ✓ Workshop 1: Kick Off and Opening Reception
- ✓ Workshop 2: Culture, Vision and Collaborative Thinking
- ✓ Workshop 3: The Business Canvas Model
- ✓ Workshop 4: Customer Validation
- ✓ Workshop 5: Strategic Thinking & Goal Setting
- ✓ Workshop 6: Funding
- ✓ Workshop 8: The Pitch Deck
- ✓ Workshop 8: The Art of Pitching
- ✓ Pitch Finale
- + 50 free hours monthly access to Impact Hub Dubai with associated benefits
- + 2 month assigned mentoring (3 hours for each participants)
- + Group round table discussion each week



### In Numbers:

28 participants enrolled  
13 presented on the pitch day  
10 on the final pitch day  
3 businesses formed

## II. From Vision to Action



- Program Overview
- Series 3 in Detail
- Case studies



## Program Overview

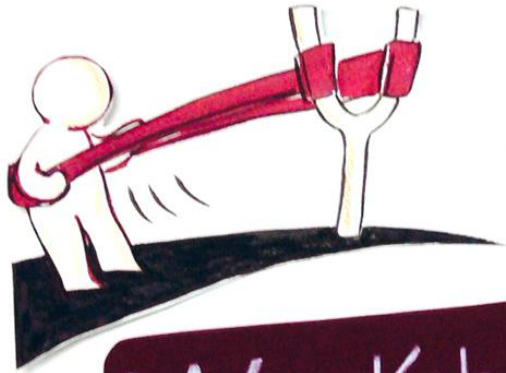
We believe entrepreneurs drive economic growth, build their communities, and enhance standards of living. In support of this vision, and sponsored by the Commercial Bank of Dubai, and supported by Dubai SME in 2014 we created the nation's first Emirati Launchpad. Exclusively for Emirati Entrepreneurs, we offered free access to the Impact Hub to incubate Emirati business ideas through workshops, mentoring, a community, and the space to make their ideas into realities. Ran over 3 series (from October 2014 to June 2015), we iterated and refined each series to cater for the needs of our participants.



The program aligned with the Commercial Bank of Dubai's CSR criteria of

- a). Education
- b). Support and Celebration of local UAE Culture, and
- c). Creating awareness for the environment through:
  - Enabling early stage Emirati entrepreneurs to develop businesses to promote their culture and values.
  - Empowering UAE Nationals to break boundaries in business and start visionary projects.
  - Promoting Social and Environmental awareness by inspiring entrepreneurs to create positive impact on people and the environment.
  - Increasing Exposure and Visibility of Emirati entrepreneurs and mobilize a locally rooted entrepreneurial eco-system..

## **Series 3 in Detail**



**KICK OFF!**

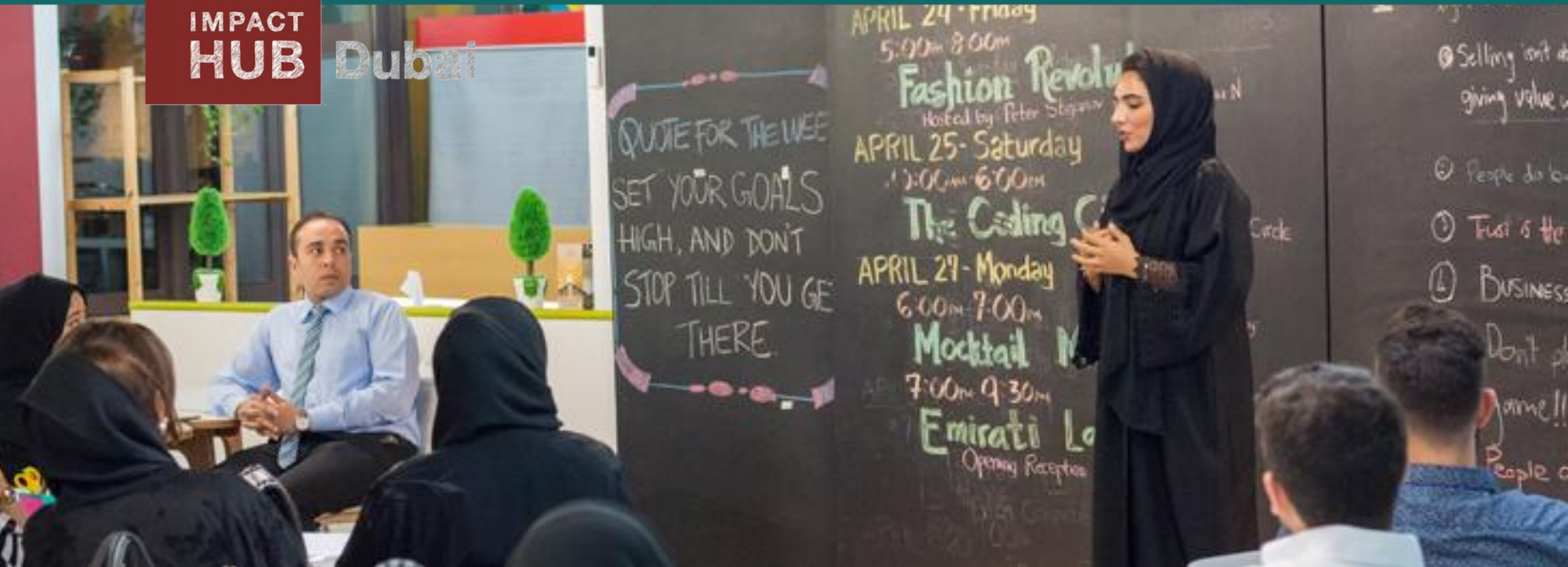
Workshop 1

27th  
APRIL  
2015

Kick Off  
& Visualization

Participants meet their peers, network, share their personal stories and goals for their idea/business. We got to know each other and review the framework for the next 7 weeks together. Each participant was requested to come prepared with a 1-minute pitch of their business to share with the group. We wrapped up with a vision boarding exercise to help participants visualize their long-term personal and business goals.

Facilitated by Khalid Ghorab



## Workshop 2 - Culture, Vision, and Collaborative Thinking

Facillators: Monaem Ben Lellahom and Ali Alawi

Whether you're at the first day or second year, it's important to know why you're doing what you're doing, what legacy you wish to leave behind of your business, how you plan to leave it and what team you need to create to leave this legacy.

Questions we addressed:

- What are your personal dreams and how does this business fit in?
- What is your business purpose?
- What kind of impact do you wish to make with your business?
- How will you lead the organization forward?
- What team do you need to create your business culture?



### **Workshop 3: The Business Model Canvas**

#### **Facillator: Tarek Fouad**

In this session, we took participants through the business canvas model in order to think, reflect and pin down the essential components of what makes their idea a sustainable business. Through brainstorming and mindfulness tools, we train participants to unleash their creativity, mentoring them into coming up with innovative ways to look at the potential of their business.



#### **Workshop 4: Customer Validation**

**Facilitators: Monaem Ben Lellahom and Habiba al Marashi (CEO of Arabia CSR Network)**

After learning about how Monaem Ben Lellahom and Habiba al Marashi have used customer validation to create sustainable business models, participants went through a series of practical exercises and explored how to select the right questions to ask their customers and pivot their ideas based on customer feedback to improve their business/idea. At the end of the session they learnt how to use feedback and customer validation to improve their idea/business model.



**Workshop 5: Strategic Thinking and Goal Setting**  
**Facillator: Aman Merchant**

This session explored the strengths, weaknesses, opportunities, threats of participants ideas/businesses and how they can to strategize their 90 day goals, Participants left with their 5 top priorities for the next 3 months.



## **Workshop 6: Funding**

**Facillator: Tarek Foaud**

**Speakers: Dubai SME, CBD and Investors MENA, Womena**

This week we learnt and analyze debt, equity, and government options as participants considered outside investment for their startups. We discussed the differences between each option and when/how to approach each. The session closed with a Q&A with senior representatives of Womena, Investors MENA, Dubai SME, CBD.



## **Workshop 7: The Pitch Deck**

**Facillators: Petar Stojanov and Maryam Shahin**

This week participants learned what investors look for in pitch presentations and how to create their pitch deck. They explored how to master the ten key elements of pitching their business to clients/partners/investors



**Workshop 8: Art of Pitching**  
**Facillator: Hani Mashnouk**

This week participants practiced how to pitch their idea/business for their Pitch Competition and Graduation Gala. They had 2 minutes to practice their pitch and get feedback from our panel of judges. Our public speaking coach gave participants tips and tricks on how to project their voice and pitch their idea to clients/partners/ investors



The top 10 participants pitched their innovative startups. The winners were **Abdulmuttalib (Talib) Hashim** from 'The UAE Catalyst' (Awarded the Hamadan Incubator Award by Dubai SME), **Marian Al Mazro** Ethical fashion start-up (Awarded the Hamadan Incubator Award by Dubai SME), **Eman Al Madani's** Sustainable Henna concept (Awarded 6 Months incubation at the Impact Hub Dubai), Abdulaziz Alnuaimi, Mohamed Talab, Ali Alnuaimi and Saqib Awan from Suplify (Awarded 6 Months membership at the Impact Hub Dubai), Maryam Qayed (awarded Marketing and Communication Consultancy Support from Darna Media).

**Case Study: More Than Events**

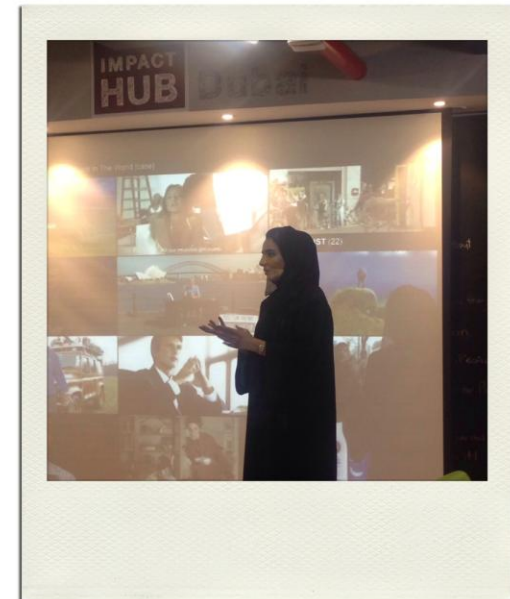
Maryam Shahin, Founder and CEO of More Than Events

[www.morethane.com](http://www.morethane.com)

Winner of the Impact Hub Dubai 'Emirati Launchpad' Series 1

Since developing her business on the Emirati Launchpad in Dec 2014, Maryam has:

- Been part of inspirational talks about entrepreneurship and innovation (Dubai SME)
- Gained notable press coverage in The National, Modesh, Etihad among other media
- Grew contacts and networking opportunities to develop her business





### III. In the Press

Selection of press cuttings from our of participants in the press discussing their businesses and the Launchpad.

UAE

World

Business

Sport

Arts & Lifestyle

Opinion

Blogs



Film Art Books Music On Stage Television Food Fashion Travel Well Being Family Home & Garden Motoring Comment-A&L

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The long read:  
Why expats can't help speculating in the Wild West of currency trading



28 great options for your Eid holiday



Book review:  
Stewart O'Nan's latest novel about F Scott Fitzgerald's haunted last years



Wafaa - a clock



More Than Events Founder Maryam Shahin in The National



Rasha Dahrouj, who co-runs Deli Bite and El Rincón Colombiano in Dubai. Jeffrey E Biteng / The National

## My UAE: Entering the Latin Quarter with the food entrepreneur Rasha Dahrouj

Deli Bite Founder Rasha Dahrouj in The National

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28 great options for your Eid holiday





Fatma Al Mulla, who runs the design company FMM, is also looking for other challenges. Pawan Singh / The National

## My UAE: Fatma Al Mulla, a designer with a difference

Neil Vorano  
July 25, 2013



Related

Fatma Al Mulla had always been the creative type. But when she started at

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Book review:  
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haunted last years



Wafaa - a clock  
that integrates  
Muslim  
communities and  
their mosques



## Credits



The program was designed and managed by Impact Hub Dubai team with support from program lead facilitator Tarek Faoud.

A special thanks to our inspirational speakers, mentors and partners; Khalid Ghorab, Marvan Shamma, Omran Al Sayed, Maryam Shahin, Petar Stojanov, Monaem Ben Lellahom, Ali Alawi, Hani Mashnouk, Habiba Al Marashi, Aman Merchant, Ibrahim Al Mayahi, Yousef Hamza, Chantalle Dumonceaux, Frans Jan Burkens, Hamda Khalil Ali Hussain, the Khalifa Fund (Abu Dhabi), Arabian CSR Network and our partners, Dubai SME and Commerical Bank of Dubai.