



Regional Academy FOR Young Entrepreneurs



Initiation to Entrepreneurship

The “**Regional Academy for Young Entrepreneurs**” (RAYE) is a pioneer initiative in the Middle-East, developed by **Mohammed bin Rashid Al Maktoum Foundation** and **Berytech Technological Pole**. It is a one-week program designed to enable participants to thoroughly explore business opportunities in a practical way, thus developing their entrepreneurial potential and business culture. The academy targets individuals from various backgrounds, from the Arab World, armed with a promising project and looking to explore the entrepreneurship option.

Objectives

RAYE brings together young people who believe in themselves and their potential for starting up a business, either now or later. It’s an excellent occasion for discovery and action learning, in contact with young people from Arab countries who share the same objectives.

Gathering participants from the Arab countries, RAYE provides a unique opportunity to benefit from the mixture of cultures and enrich entrepreneurs by discovering and exchanging know-how and attitudes from different business environments in addition to building a network of contacts.

Participants will learn what it takes to turn their ideas into feasible business opportunities by:

- Understanding the entrepreneur tool-kit
- Clarifying the business model behind their idea
- Preparing an adequate business plan
- Overcoming the obstacles for becoming an entrepreneur
- Sustaining their business and getting financing

An Ideal Program for an Entrepreneurial Academy

This one-week intensive program will cover several topics related to entrepreneurship. The Academy will be delivered in a facilitative style involving training, exercises, case studies, discussion, networking, mentoring and presentations. They will be provided by a dynamic team of local and international experts from business practitioners, to university professors and successful entrepreneurs. Participants will be engaged in team-building and instructional activities, enhancing their leadership and communications skills.

This Academy will be held at **Berytech, Beirut, Lebanon**, offering a superb surroundings as well as facilities to ensure the success of RAYE. Cultural and tourist activities as well as recreational evenings will complement the entrepreneurial program for a well-rounded schedule.

Under the supervision of a resource person, each participant will develop a business proposal and perfect his/her business model, this will lead up to a friendly-style proposition which will be pitched to a panel of experts in the art of starting and growing a business. This will be followed by further business support and the awarding of an Entrepreneur Certificate for everyone completing the Academy program.



Outcome

By following the program of the **Regional Academy for Young Entrepreneurs**, opportunities will open in front of entrepreneurs, who will:

- Have a better idea whether starting a business is for them
- Learn what it takes to start up in business
- Have gained a better insight into their potential as entrepreneurs
- Be part of a group of like-minded enterprising people
- Have developed new and often lasting friendships with other delegates
- Have developed relationships with both the business community and seasoned entrepreneurs
- Elaborate a viable business plan to approach financiers, partners and investors

At the end of the program, each participant will present and defend his proposal to a regional panel of judges, exposing the innovation and feasibility of his/her project. Professional feedback and advice will be given to entrepreneurs, guiding them on the right business track.



Major Topics covered

- Introduction to Entrepreneurship
- Business Planning
- Business Opportunities Identification
- Marketing Tactics for Startup
- Building Financial Projections
- Financing Solutions for Startups
- Enhancing Communication, Leadership and Team Building Skills.



Eligibility criteria

Participants must be from the Arab World, holder of Arab nationality, with a passion and interest in entrepreneurship, having an innovative business idea prior to **RAYE**. An application form will be filled and screened by a selection committee where applicants should summarize their idea and describe the essence of the opportunity with clarity and enthusiasm.



How to register?

- Log on to www.raye.me
- Fill the application
- Submit it online

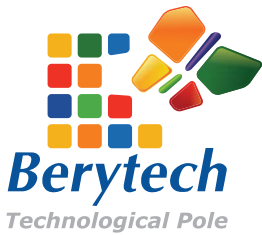




مؤسسة محمد بن راشد آل مكتوم
Mohammed bin Rashid
Al Maktoum Foundation

About Mohammed bin Rashid Al Maktoum Foundation www.mbrfoundation.ae

The Mohammed bin Rashid Al Maktoum Foundation was founded on the personal initiative of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, with an endowment worth US\$10 billion. The Foundation was announced by His Highness Sheikh Mohammed at the World Economic Forum on the Middle East held at the Dead Sea, Jordan, in May 2007. Through three strategic sectors of Culture, Knowledge and Education, as well as Entrepreneurship and Employment, the Foundation seeks to develop knowledge and human capabilities in the Arab World. The Foundation's three underlying principles are; Building the region's human capital with a pool of knowledgeable and talented individuals; Offering better opportunities for the region's younger generation to acquire knowledge and secure a better future; and Promoting leadership qualities among the younger generation to enhance their living standards.



About Berytech www.berytch.org

Berytech is the first technological pole in Lebanon. It promotes the creation and development of new and the growth of existing high potential businesses through incubation, business support and company hosting in a dynamic and vibrant environment. Berytech assists existing and aspiring entrepreneurs to identify new projects and business opportunities, to develop their entrepreneurial skills, to access information, local and international networks as well as funding.

Characterized by a conducive environment, a shared infrastructure and a managed workspace allow companies to operate with lower start-up costs. Besides physical incubation, Berytech provides virtual incubation to a number of entities through networking, support and training.

The Partners:



Arab Incubators Network
Mohammed bin Rashid
Al Maktoum Foundation



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POTENTIAL



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