



برنامج ورشة حول الأفكار إلى مشروع واقعي لريادة الأعمال

Day 1: 30/05/2023

Time: 3:00 PM – 5:00 PM

Trainer: Mallek Aggiag

Using Design Thinking to Create an MVP

Overview

Early-stage startups need to start with testing the waters of a new market before they jump and invest in a product or service that the customers don't need. In this workshop, startups will get familiar with using design thinking processes that can generate an MVP which can drive results at a first stage.

Learning Objectives

- Knowing markets and positioning
- Reaching the core problem that you're trying to solve.
- Ideating solutions
- Prototyping an MVP

Day 2: 31/05/2023

Time: 3:00 PM – 5:00 PM

Trainer: Mallek Aggiag

Business Model Experimentation

Overview

Early-stage startups, startups that don't have yet customers need to experiment like scientists and execute like CEOs. This combination is hard to master, yet crucial to find the right path for a startup. This workshop aims to give you the tools to master this skill by using results driven and metric driven decisions that lead the startup forward.

Learning Objectives

- Learning different types of business models
- Knowing what metrics to have to invest more.
- Guiding your startup through a north star metric
- Having a metric driven startup



Day 3: 01/06/2023

Time: 3:00 PM – 5:00 PM

Trainer: Mohamed Qais Elgenbri

Intro to finance for start-ups

Financial terms and documents - the difference between financial management and accountancy

Learning Objectives

- Financial reports: Balance sheet, income statement and change in capital Calculations.
- How to calculate assets, liabilities and capital (financial position) + how to calculate profit and loss (net income) + how to calculate the cashflow.
- Budget and performance
- How to budget and create a performance report + Break-even point and contribution margin and their use in decision-making
- Financial indicators: Key financial indicators + fixed and variable costs.