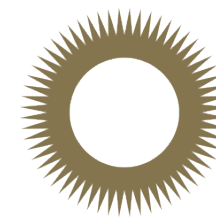


Future **Entrepreneurs** Programme

رواد المستقبل



ADGM
Academy

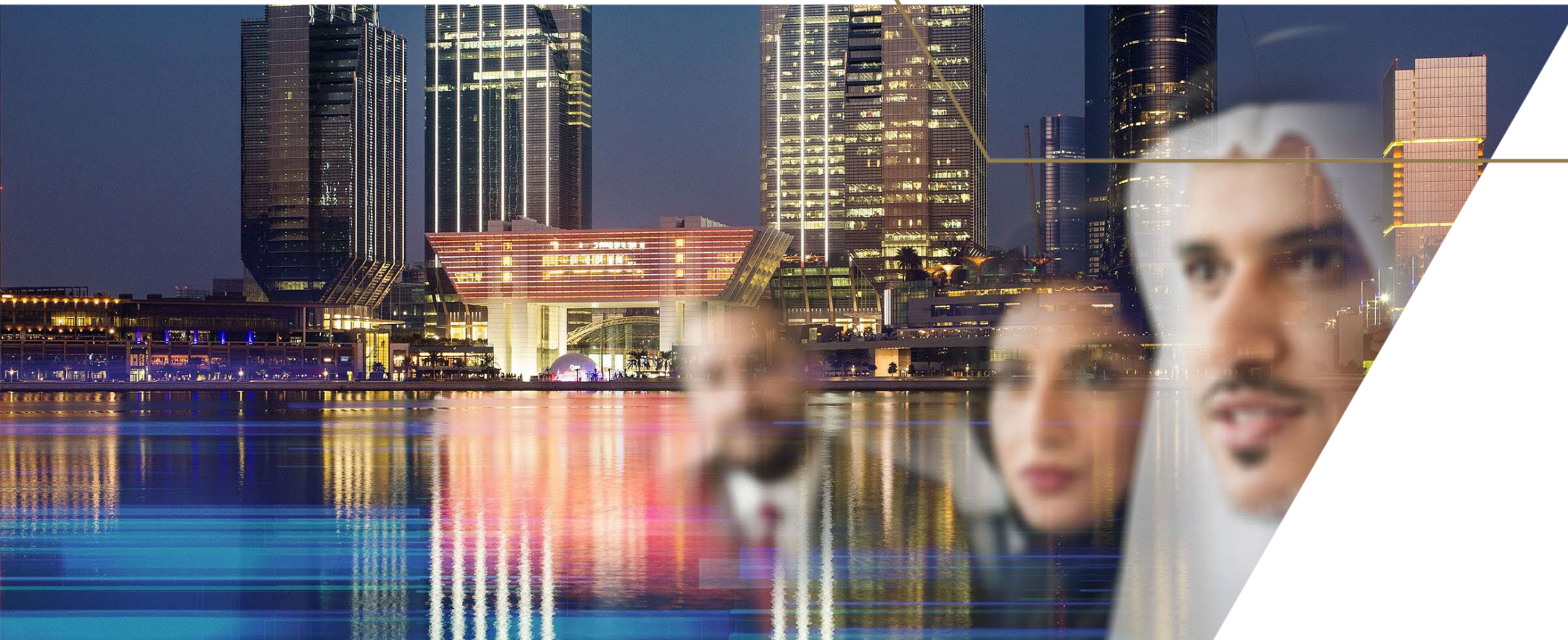




TABLE OF CONTENTS

01. Future Entrepreneurs Journey
02. Entry and On- Boarding Process
03. Programme Structure
04. Programme Content

ABOUT THE FUTURE ENTREPRENEURS PROGRAMME

The Future Entrepreneurs Programme, a cornerstone initiative of the declaration Working Group, is passionately committed to empowering UAE Nationals and job seekers with entrepreneurial potential, across the business landscape.

Our goal is to cultivate an unwavering entrepreneurial mindset, instill a powerful entrepreneurial spirit and nurture a thriving culture of innovation.

We are dedicated to empowering the young talents by providing them with exceptional mentoring, valuable knowledge, and tools they need to become future entrepreneurs.



Future Entrepreneurs Journey

Summary

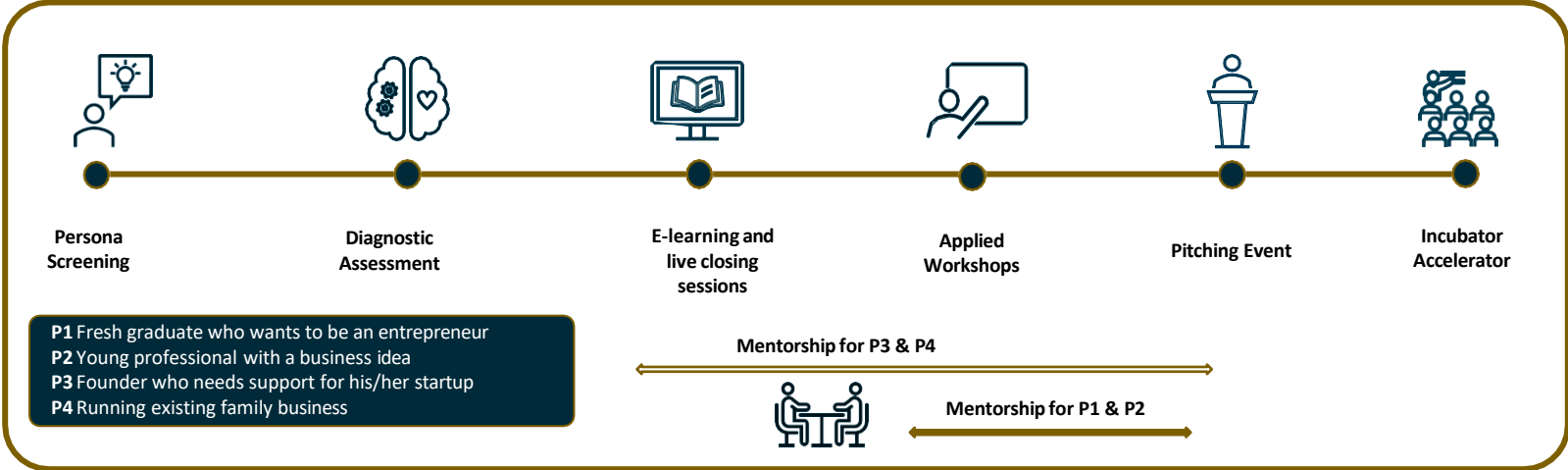
The Entrepreneurship programme, a key initiative of the declaration working group, is dedicated to empowering aspiring UAE National entrepreneurs and job seekers in the Emirate of Abu Dhabi. It will provide entrepreneurs with the knowledge resources and support necessary to turn their ideas into successful businesses. Innovation and growth create a collaborative ecosystem that brings together entrepreneurs, mentors and industry experts..

FEP

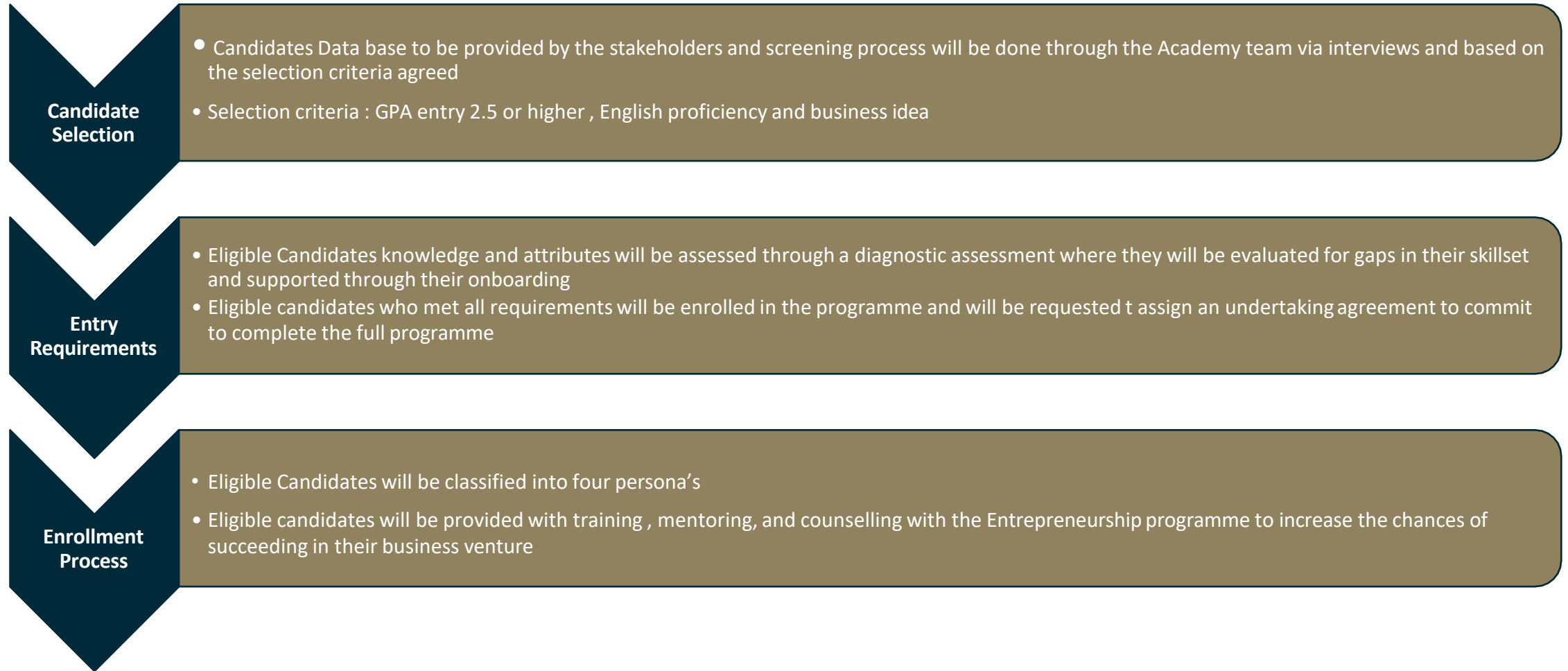
Education

- 16 e-learning modules delivered over 8 weeks with 1 live interactive session to close each week
- 7 applied workshops
- 1:1 Mentoring

Journey



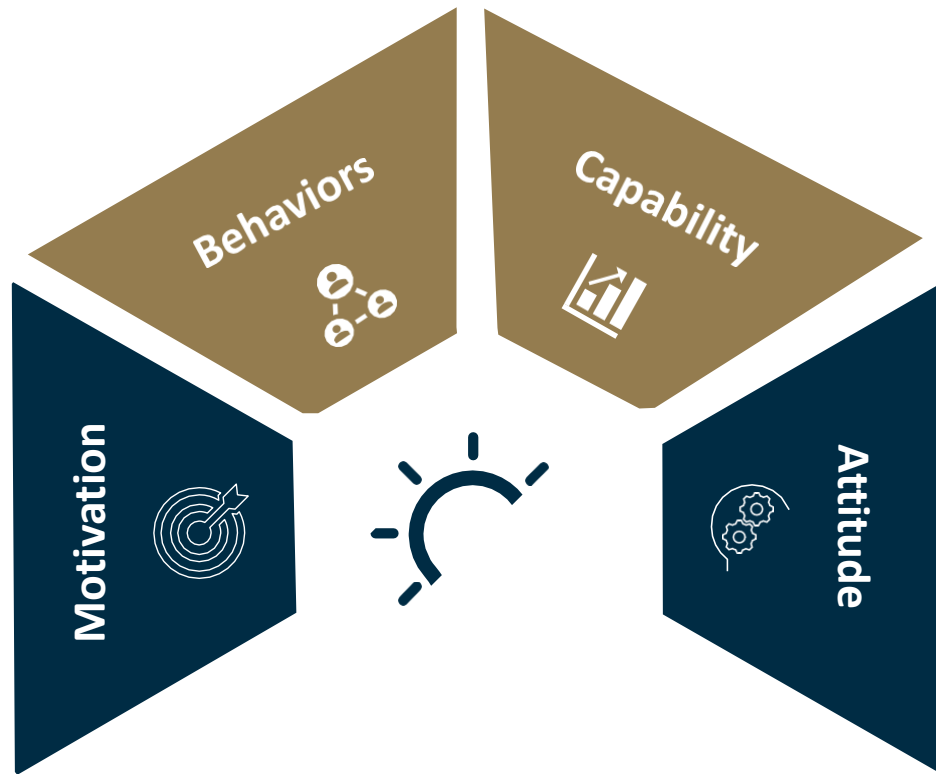
Entry and On-Boarding Process



Diagnostic Assessment

We recommend assessments to gauge the individual's ability, behavior and their underlying attitudes and motivation to do the work.

This is underpinned by the current environment, culture, context and economic situation that the organization is operating in.



Assessments that we will administer:

1. Personality type that will evaluate individual's
 - Drive to achieve, vision, energy and action orientation
 - Thinking style, business savviness
 - Problem seeing, synthesis, problem solving, customer delivery
 - Positive mindset, self-determination, persistence
 - Expression of passion, purposeful networking, creating partnerships
 - Building teams, staying on track, experiential learning ability
2. Cognitive Aptitude testing that will evaluate individual's
 - Learning agility
 - Potential
3. Structured Interview through case study or role play that will enable us to see critical behaviors in action through the individual's responses to business simulations

Programme Structure

Mentorship

A mentorship framework has been studied to guide the future entrepreneurs through their journey with a 1:1 session. The mentorship duration will vary for P3 P4 (from the e-learning till the pitching) to P1 P2 (from the applied workshop till the pitching event).

Persona Screening

- P1** Fresh graduate who wants to be an entrepreneur
- P2** Young professional with a business idea
- P3** Founder who needs support for his/her startup
- P4** Running existing family business

Diagnostic Assessment

To measure the individual's ability, behavior and their underlying attitudes and motivation to become entrepreneurs.

Personality type that will evaluate individual's knowledge, strengths, weaknesses and motivation towards entrepreneurial environment

16 Modules - 8 Weeks - 48 Hours

of online content to equip entrepreneurs with the knowledge and skills to successfully launch their businesses

The e-Learning courses:

- 8 week self paced online training programme made up of 16 modules that any entrepreneur will need to grow their idea
- Each week will be followed by Closing Live Interactive session for applied learning
- 1:1 Mentors session
- **P1** and **P2** will attend four months courses
- **P3** and **P4** will attend two months courses

7+ Applied Workshops

aimed to support the candidates to be ready to accelerate and take their start-up/venture to the next stage

- Applied learning workshops, mentorship sessions and guest speakers.
- It will be delivered within a month.
- The entrepreneurs will prepare their business cases, their MVP, defining their value proposition and get ready for the pitching day.

Pitching Event

Where each potential entrepreneur will deliver a concise captivating summary of their business case.

It will give the entrepreneurs the possibility to showcase their idea and to attract potential investors

Journey per persona type

The persona screening will categorise the candidate in four types

P1		Hessa, 23 Brilliant graduate who wants to be an entrepreneur	----->	Entrepreneurship Programme 16 Online Modules + 8 Live Closing Sessions + 7 applied workshops	Hessa will have a bi-weekly meeting to receive direct mentorship for her entrepreneurial ambitions during the applied learning workshops.
P2		Ali, 28 who is currently employed with a startup idea who wants to go to market	----->	Entrepreneurship Programme 16 Online Modules + 8 Live Closing Sessions + 3 Applied Workshops	Ali sets up his company and will join the programme and benefit from ongoing mentorship as well as applied learning workshops.
P3		Mohamed, 37 Founder who needs support to lead his startup to the next level	----->	Entrepreneurship Programme 8 Online Modules + 4 live Closing Sessions + 6 Applied Workshops	Mohammed will share the pain points of his business and will benefit from the educational journey along with interaction with VC and Angels.
P4		Noura, 32 Running existing family business and wants to explore opportunities as a tech based business	----->	Entrepreneurship Programme 6 Online Modules + 3 live Closing Sessions + 6 Applied Workshops	Noura will share the current business structure and her new aspirations. She will undergo the entrepreneurial journey and plan her entrepreneurship pathway

Programme Content - 8 Week Technical

An 8-week online self paced journey for aspiring **tech entrepreneurs** to acquire empowering knowledge, practical tools and access to mentors, investors and potential users. Each week closes with a live interactive session delivered by experts and mentors.

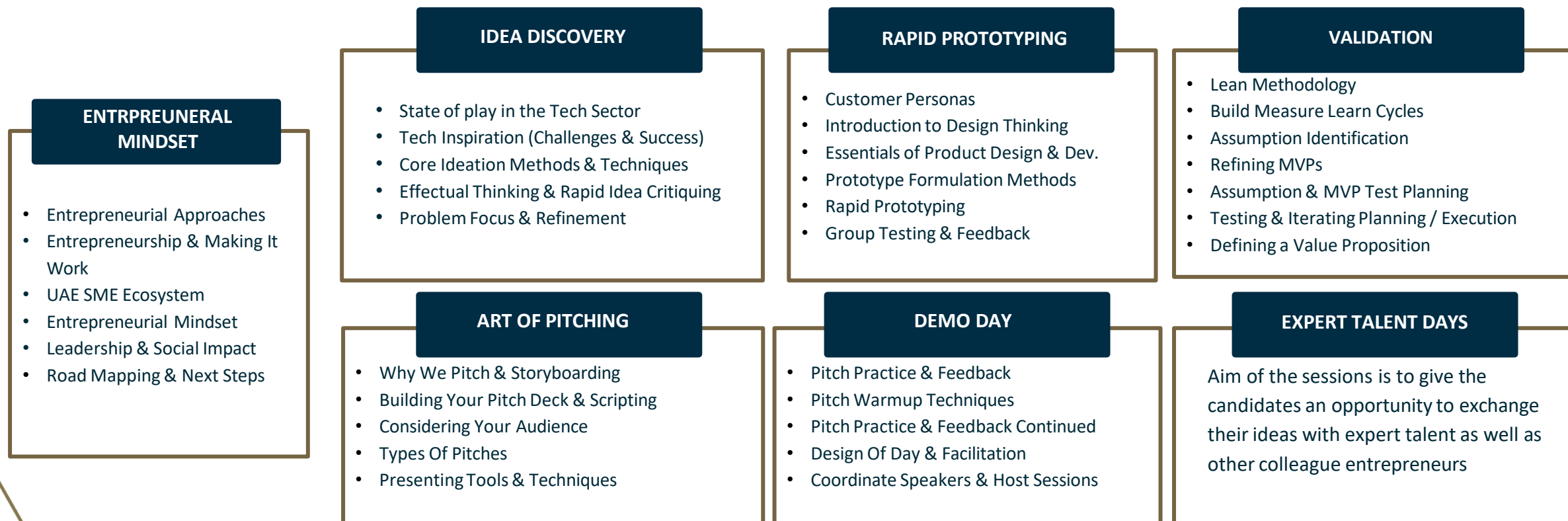
Week 1	Week 2	Week 3	Week 4
<ul style="list-style-type: none">• Idea generation: identify trends and frame problems• Innovation frameworks <p>Closing Live Interactive Session</p>	<ul style="list-style-type: none">• Market research and positioning• How to validate your ideas <p>Closing Live Interactive Session</p>	<ul style="list-style-type: none">• How to build customer centric products• New technologies <p>Closing Live Interactive Session</p>	<ul style="list-style-type: none">• Business plan and budgeting• Sales and marketing <p>Closing Live Interactive Session</p>
Week 5	Week 6	Week 7	Week 8
<ul style="list-style-type: none">• How to fundraise and talk to investors• How to build and deliver the perfect startup pitch <p>Closing Live Interactive Session</p>	<ul style="list-style-type: none">• Hiring and managing people• Finance, accounting & legal for startups <p>Closing Live Interactive Session</p>	<ul style="list-style-type: none">• Operations• Strategy, growth and expansion <p>Closing Live Interactive Session</p>	<ul style="list-style-type: none">• Crisis Management, Pivoting & Mental Health• Leadership and company culture <p>Closing Live Interactive Session</p>

Programme Overview- Online



Programme Content - Applied Workshops

The following applied workshops are designed to support the entrepreneurs. Each workshop presents the opportunity for the entrepreneurs to interact with mentors and expert talent. The duration of each workshop will be 1 day.



Incubation

Successful completion of the final pitch could offer entrepreneurs to be presented with a valuable and transformative opportunity to foster substantial growth, development, and progress in their ventures. This phase is designed to offer a nurturing environment that nurtures innovation, fosters strategic thinking, and facilitates the acquisition of essential skills and knowledge, all of which are indispensable for the sustainable expansion and success of their entrepreneurial endeavours.



Connect



Communicate



Cultivate



Community

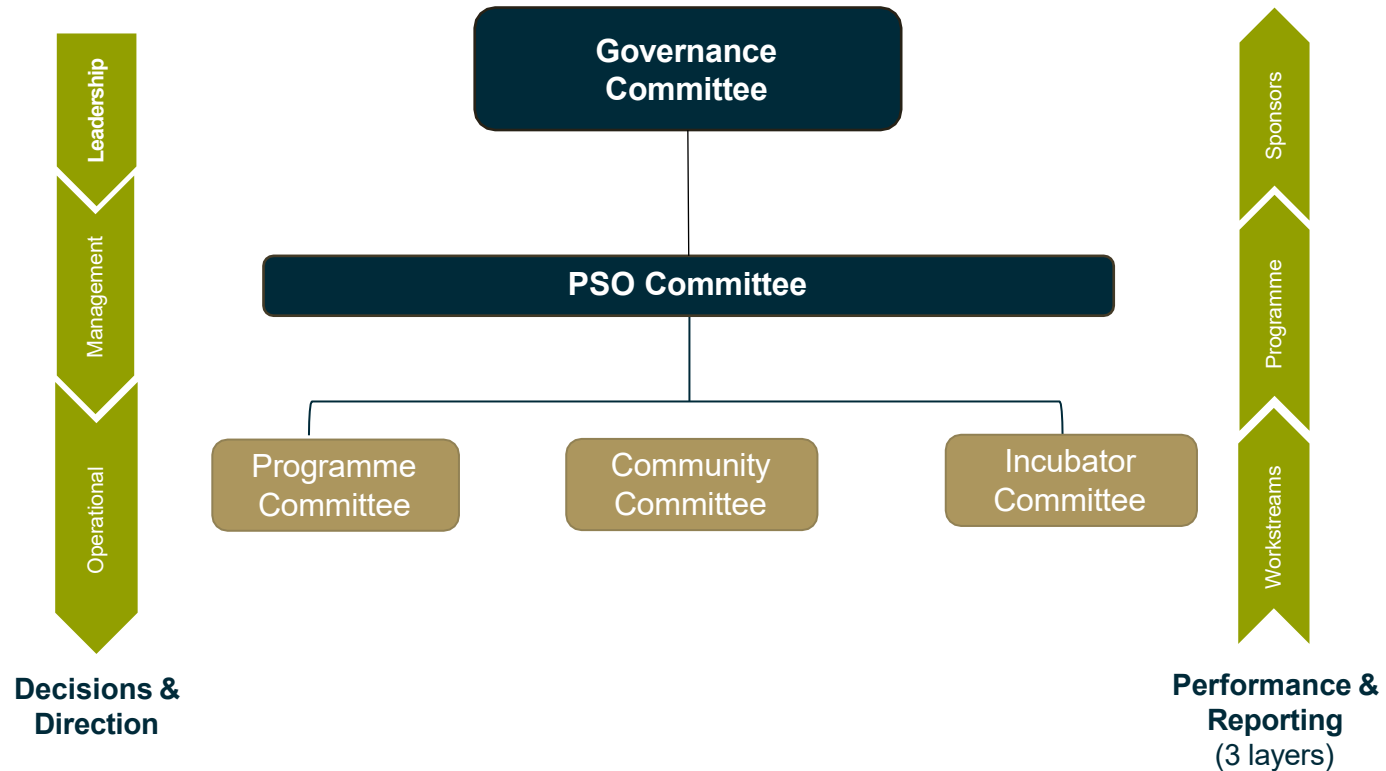
Incubation Committee



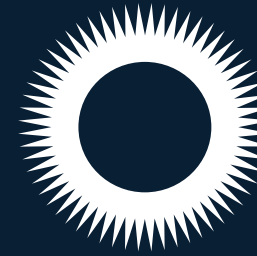
**ADGM
Academy**

Local Organizations

Governance Structure – Project Management Office



Contact us










ADGM
Academy

PLATINUM

INVESTORS IN PEOPLE™
We invest in people Standard



Level 9, Al Khatem Tower ADGM Square, Al Maryah Island PO Box 111999 – Abu Dhabi, UAE

    @ADGMAcademy  +971 2 3338500  Academy@adgm.com  Adgmacademy.com

ACTVET LTP Number: 0823/2019
NQC ATB Number: ADH20228284863