



The Arab Technology Business Plan
Competition
Take Your Innovation To The Market



Cairo Training for Innovators 2009 Updated Program Schedule

Day 1, Friday, 7th of August

Start	Ends	Topic	Instructor
8:30	9:00	Registration and Coffee Reception	
9:00	9:30	Opening Speech, Training and competition orientation	Yasser Tawfik, <i>TBPC Manager, ASTF</i>
9:30	11:00	"A small business is not a little big business." workshop 1	Dr. Alaa Abdelhady, <i>Professor of Entrepreneurship College of the North Atlantic-Canada, Qatar</i>
11:00	11:15	Networking Coffee Break	
11:15	12:45	Innovation & Venture management	Ahmed Liali, <i>Technology Incubation Program Manager, ITIDA</i>
12:45	14:00	Prayer and Coffee Break	
14:00	16:00	"A small business is not a little big business." workshop 2	Dr. Alaa Abdelhady, <i>Professor of Entrepreneurship College of the North Atlantic-Canada, Qatar</i>
16:00	16:30	Invited Entrepreneur	Ahmed Abd Elaziz, <i>Entrepreneur, C-CAP</i>
16:30		Lunch	

Day 2, Saturday, 8th of August

Start	Ends	Topic	Instructor
8:30	9:00	Coffee Reception	
9:00	9:45	Introduction to Technology Entrepreneurship	Tarek Salah, <i>Project Manager, Research and Innovation Support Dept., ITIDA</i>
9:45	10:30	Entrepreneurial process	
10:30	10:45	Networking Coffee Break	
10:45	11:15	Business plan Basics	Tarek Salah, <i>Project Manager, Research and Innovation Support Dept., ITIDA</i>
11:15	12:00	Business strategy	
12:00	12:45	Startup Company Valuation Model	

12:45	13:15	Networking Coffee Break	
13:15	15:15	Growth Management Challenges, workshop 1	Dr. Alaa Abdelhady, <i>Professor of Entrepreneurship College of the North Atlantic-Canada, Qatar</i>
15:15	17:00	Growth Management Challenges, workshop 2	
17:00		Lunch	

Day 3, Sunday, 9th of August

Start	Ends	Topic	Instructor
8:30	9:00	Coffee Reception	
9:00	10:00	Venture Capital Fund Perspective	Ahmed Gomaa <i>CEO, Idevelopers</i>
10:00	11:00	Intellectual property and patents services in Egypt	Eng. Esmat Abdel Latif, <i>General Manager, Egyptian Patent Office, Academy of Scientific Research and Technology (ASRT)</i>
11:00	11:15	Networking Coffee Break	
11:15	12:15	Building a simple Excel Module for Financial & Risk Analysis Workshop 1	Dr. Alaa Abdelhady, <i>Professor of Entrepreneurship College of the North Atlantic-Canada, Qatar</i>
12:15	13:00	Building a simple Excel Module for Financial & Risk Analysis Workshop 2	
13:00	13:15	Networking Coffee Break	
13:15	14:15	Building a simple Excel Module for Financial & Risk Analysis Workshop 3	Dr. Alaa Abdelhady, <i>Professor of Entrepreneurship College of the North Atlantic-Canada, Qatar</i>
14:15	15:00	Invited Entrepreneur	TBD
15:00	16:00	Elevator Pitches: Teams will present their ideas <u>in 60 Seconds Orally</u>	By Teams
16:00		Closing Panel	Eng. Samir Elbahaie, <i>Strategic Marketing Manager, Middle East, Turkey and Africa, Intel</i> Eng. Mohamed Aboud, <i>Cairo Office Manage, ASTF</i>
16:30		Lunch	