

R8 Entrepreneurship Committee

Rawan El Jamal - Chairperson

Committee Goals

The committee's overall mission is to promote and drive entrepreneurship activities in region 8. We do so through the following activities

- 1- Events and competitions to promote entrepreneurship: hosting the annual entrepreneurship week and regional pitch competition
- 2- Learning and skills development to grow aspiring entrepreneurs: through mentorship, special workshops, and programs with partners (e.g., pre-incubators)
- 3- Networking at entrepreneurship events (IEEE and non IEEE) to grow our resources and presence: this typically takes place through the regional pitch competition and attending conferences, which enables us to grow partnerships and expose IEEE startups to the ecosystem

For 2023, our specific goals, beyond the mission above, are as follows, with key performance indicators:

1. Improve the caliber of our events and startups

- a. Ensure that startups in the regional pitch competition are advanced and committed, i.e., have an MVP, a clear business plan, and intention to commit to building their startup. This can be measured with
 - i. # of startups in semi-finals with MVP
 - ii. # of startups in semi-finals with viable business model
- b. Host pitch competition at renowned entrepreneurship / tech summit in Europe and run investor pitch rooms, this can be measured with qualitative achievements (a hit or miss KPI)
 - i. Hosting regional pitch at an entrepreneurship summit with 5000+ attendees in Europe such as Web Summit in Portugal or Slush in Finland
 - ii. Securing at least 2 judges for regional pitch that come from the eco-system, outside IEEE, and attending the summit
- c. Secure an attractive award for Pitch Final winner (e.g., large cash prize, or incubator award), this can be measured with
 - i. Size of cash prize, at least 2000 USD
 - ii. Enrollment in incubation program
- d. Ensure entrepreneurship week 2023 events have large attendance (100+) and professionalism, with standardized branding and communication. This can be measured with
 - i. # of attendees at entrepreneurship week events
 - ii. Amount of sponsorship secured by entrepreneurship week events

2. Extend our presence in region 8 and have equal coverage

- a. Ensure entrepreneurship week 2023 events are equally split between Europe, ME and Africa. This can be measured with
 - i. # of total events
 - ii. % share of events across Europe, ME, and Africa
 - iii. % growth of number of events in each region vs previous year

3. Grow our reputation and network in the space

- a. Secure partners and sponsors for pitch 2023 and entrepreneurship week 2023. This can be measured with
 - i. # of partners secured
 - ii. Amount of external sponsorship secured
 - iii. Value of in kind support secured
- b. Create mentorship network across region 8 with at least 1 mentor per section. This can be measured with
 - i. # of mentors in network and per country in region 8
 - ii. # of mentorship sessions held

Plans and timeline for this year

To achieve the objectives set forth in this report, the team will focus on the following activities and timeline

Activities and milestones throughout the year



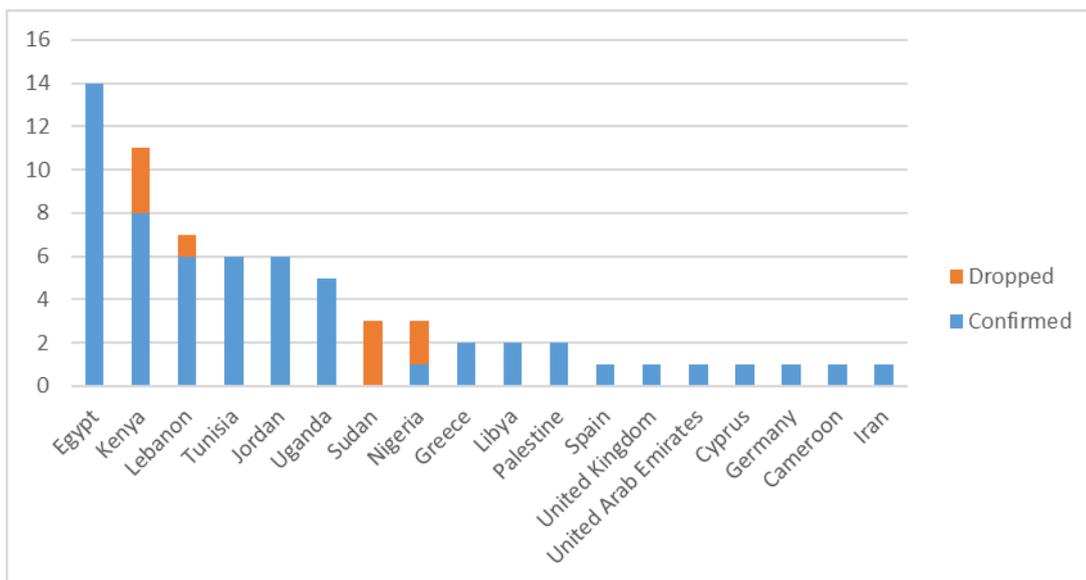
Progress against goals since the last report

This year marks the first year of the Entrepreneurship Committee as a standing part of R8. Prior to that, we were operating as an adhoc committee for one year, and an initiative for almost three years.

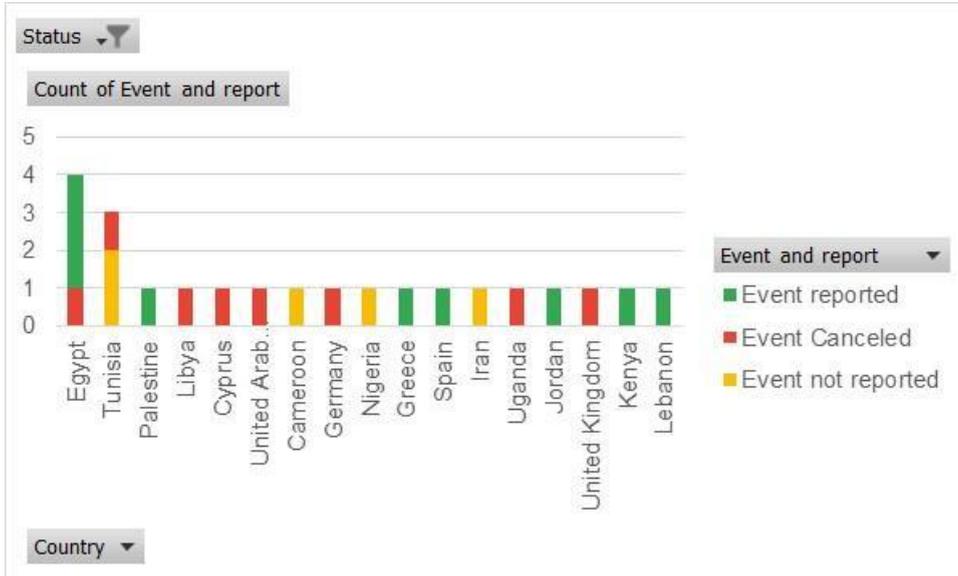
Our progress and updates since last meeting in Cairo mainly covers four topics

- 1- The Entrepreneurship Week 2022 events

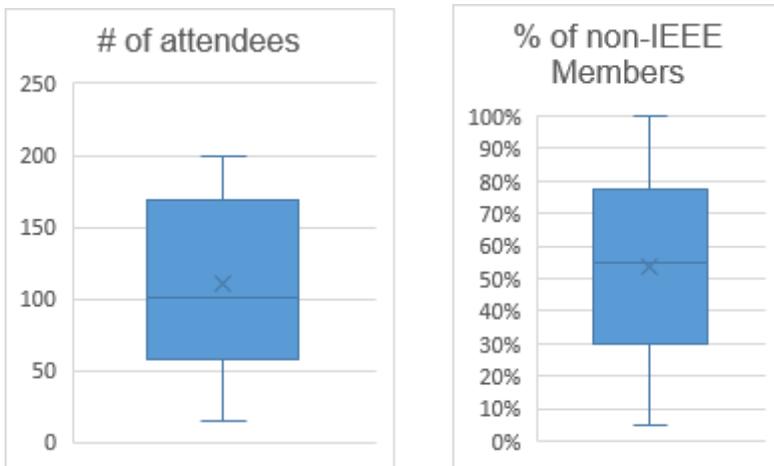
Ambassador statistics – total number and geographic split



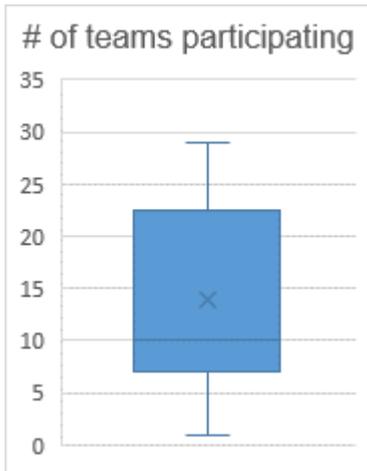
Events statistics – total number and geographic split



Participant statistics – total attendees and share of non-IEEE members



Competition statistics – total teams / startups competing



Key ratios and conversion rates

Confirmed ambassadors out of total signed up	87%
Events organized out of total confirmed	41%
Events canceled out of total confirmed	36%
Events reported out of total organized	64%

2- Entrepreneurship Week 2022 Best Event and Ambassador awards

In addition, we have selected the Best Ambassadors and Events for Entrepreneurship Week 2022 with a committee composed of IEEE R8 committee representatives

- Rawan El Jamal - Entrepreneurship
- Kithinji Muriungi, AfI, Entrepreneurship
- Vinko Lesic – MA
- Seif El Hajjem – YP
- Rosa Delgado – Entrepreneurship, Industry expert
- Conrad Attard – PEA

The top 3 events and group of ambassadors are as follows – official communication and social media announcements will follow after the meeting, along with a monetary price

Country	Event name	Ambassadors
Egypt	Let's Embark	Iraqi Ali
Palestine sub section	IEEE PIONEERS 2.0	Buthayna Qutaina Masa Qzaih
Jordan	IEEE Unleash	Ali Fuad Alkasarweh Hadeel Al-Haddad Qusi Mashriqi NasirAdeen Mohammad Abuawwad Shatha Othman Yaseen Mohmmad Zakaria

3- Pitch competition semi-finals

The judging to select the regional Pitch semi-finalists out of top startups from local entrepreneurship week events is underway with the following evaluation committee

- Rawan El Jamal - Entrepreneurship
- Vinko Lesic – MA
- Mohamed El Dallal – IEEE Global Entrepreneurship
- Abdulateef Aliyu – SAC
- Ines Inacio – YP
- Wafa Bou Hmida – WIE
- John Matogo – Afl
- Conrad Attard – PEA
- Marios Antonio – TA

This evaluation will be followed by a social media competition where the audience selects 2 startups to put through to the semi-finals. Semi-finals should take place virtually in the month of April.

4- Sponsorship

On the sponsorship side, we are currently in talks with Binance MENA to secure sponsorship for Entrepreneurship Week 2023 and we are looking into similar sponsorship agreements in Europe and Africa.

Entrepreneurship Committee specific issues and points of concern

1- Decreasing engagement and need to provide additional added value to local groups

As observed in our conversion numbers, we are seeing a slight decrease in engagement. This could be attributed to “uncontrollable” circumstances (e.g., events in Uganda canceled due to Ebola outbreak), but the clear message is that ambassadors need more incentive and support to continue hosting high quality entrepreneurship week events. In addition, we have received multiple requests from ambassadors in 2022 asking for financial support from R8 Entrepreneurship as the patron of this regional event; however, we believed in the value of local organizers leveraging their local ecosystems, and as an ad-hoc committee we could not put such a large budget item on our books. Looking forward, our plan to address this issue involves the following actions

- a. Provide ambassadors with a mentor from the committee to help them with event organization and ensure continuous engagement
- b. Actively recruit ambassadors in target countries, by hosting information sessions with section chairs, YP chairs, SB chairs, and any key volunteering groups
- c. Offer symbolic support to each event organized as a show of presence