

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

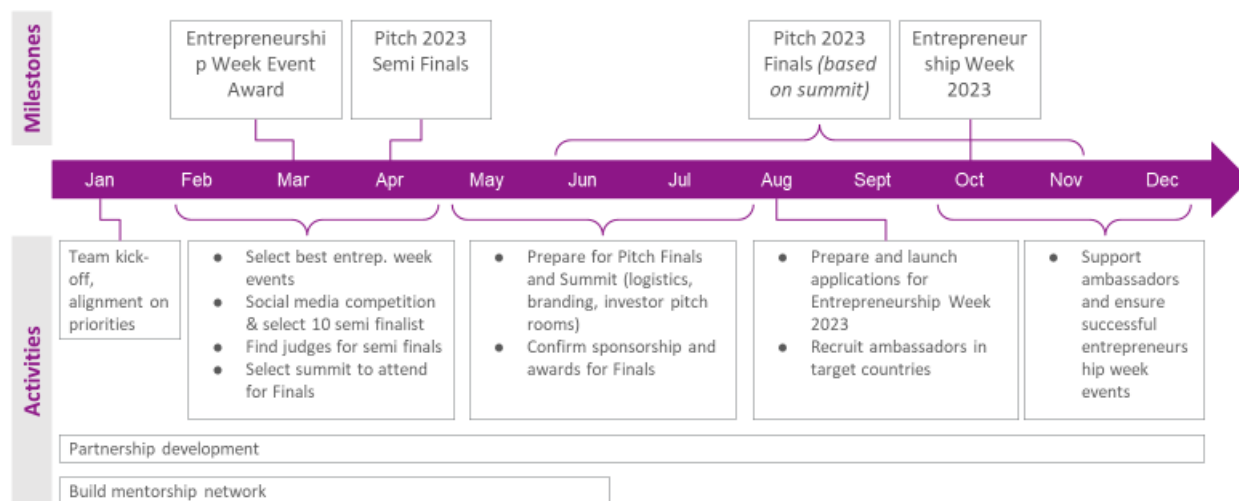
3. Grow our reputation and network in the space

- 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

Entrepreneurship Week 2022 – closing awards

- Completed award disbursement to winners of “Best Entrepreneurship Week Event”

Pitch Competition 2023 – Semi-finals

- Out of 20 startups, we selected the top 10 based on 1st round of remote judging with inputs from the following judging panel
 - o Rawan El Jamal - Entrepreneurship
 - o Vinko Lesic – MA
 - o Abdulateef Aliyu – SAC
 - o Ines Inacio – YP
 - o Conrad Attard – PEA
- Out of the top 10 startups, the top 6 automatically qualified for the virtual semi-finals
- We then ran an online social media competition – “People’s Choice” – where the audience can vote on the pitches of the remaining 4 startups in the top 10. The startup with the highest number of votes on FB and YT qualifies to the semi-finals. Below is an overview of the social media competition engagement and reach:

	Drum roll please! 🥁 We are excited to announce the finalists for Pitch competition 2023! 🚀 DonaLeb SimTRAI OWM - Oracle Water Flow Meter These talented teams have demonstrated exceptional innovation, creativity, and business acumen. Stay tuned to see... Thu, May 4	Post reach 2,025	Engagement 564	Boost post
	👏 The wait is over! 🎉 🏆 Our semi-finals are set for April 16th, 5 to 6:30 pm (GMT+4) 🕒 We're thrilled to announce our incredible panel of judges. From industry veterans to rising stars, these experts know success when they see it. 🗨️ The pitches will be posted afterwar... Tue, Apr 11	Post reach 619	Engagement 66	Boost post
	🚀 The competition has officially started! 🎉 We are thrilled to present to you 4 startups in the top 10 competing for your votes and a spot in the semi-finals. 🚀 If you like a startup VOTE by doing both - liking their logo picture in this post - liking their YouTube pitch vide... Mon, Apr 3	Post reach 25,258	Engagement 5,765	Boost post
	Attention everyone! 🚀 We're thrilled to announce that four amazing startups are competing for a spot in the semi-finals! 🎉 And the best part? You get to help decide who will advance! 🗳️ So get ready to cast your vote and support the startup you think has... Mon, Apr 3	Post reach 1,021	Engagement 102	Boost post
	🚀 Big thank you to the evaluation committee for selecting our incredible semi-finalists for entrepreneurship week! 🙌 Your expertise and dedication have helped us identify the most promising startups and entrepreneurs. 🔍 We're excited to see what these semi-finalists w... Sun, Apr 2	Post reach 1,016	Engagement 50	Boost post
	Drumroll please... 🥁 We are excited to announce the semi-finalists for the Entrepreneurship Week competition! 🚀 These innovative minds have impressed us with their creativity, passion and drive. Congratulations to all of the semi-finalists! 🙌 Stay tuned for the final... Fri, Mar 31	Post reach 2,130	Engagement 373	Boost post

- The table below shows the top 7 semi-finalist startups

Startup name	Country	Pitch video
DonaLeb	Lebanon	https://youtu.be/sqdS7N6-rPg
Oracle Water Flow Meter (OWM)	Egypt	https://youtu.be/uOoItQyRz2w
PNIN	Jordan	https://youtu.be/No0uZhVg480
ShatlhAR	Palestine	https://youtu.be/BI5uikE0DBE
Sila	Lebanon	https://youtu.be/VI2AELj6dIU
SimTrAi	Jordan	https://youtu.be/JKdVbF_O5Pc
Somesha Dada	Kenya	https://youtu.be/3X8MxZCxLto

- The virtual semi-finals ran on April 16th, 2023, with the following judges, all from the entrepreneurship ecosystem. The selected top three finalists were DonaLeb, OWM, and SimtrAI
 - o [Ali Saleh](#) (MD at Avanz Capital, Egypt)
 - o [Dina Shoman](#) (Co-founder at Verity, UAE)
 - o [Dr. Abdulla Al Shimmeri](#) (Co-founder at HCMS, UAE)
 - o [Leila Hurstel](#) (Founder at AllStarsWomen DAO, UAE)
 - o [Omar Al Shaaban](#) (CEO and Co-founder at The Space, KSA)
- Here you can find the YouTube upload of the semi-finals: <https://lnkd.in/ergMHE56>



Pitch Competition 2023 – Finals

- Finals will take place at GITEX Global Tech Conference and Showcase, in Dubai, on October 16
- Finalist startups will receive funding to attend covering travel and accommodation for one member, and attendee passes to GITEX for all team members
- Additional monetary prizes of up to 3500 USD will be split among the three finalist
- The decision to host the pitch finals at GITEX in Dubai was made for the following reasons:
 - o Timing: European entrepreneurship summits were taking place either in June or November. June would have left us little time to prepare and November would have been too late into the year and Entrepreneurship Week 2023
 - o Funding / partnership: we managed to secure a strong partnership with GITEX that is currently under signing process, pending approval from IEEE MCE. This enabled us to secure visitor access to all startup members, and stage time for them to pitch, at no cost, along with other benefits details in the section on “GITEX Partnership”
 - o Best fit network for the startups: all three finalists are from the Middle East. We consulted their opinion and they saw GITEX as a better opportunity to build their network in their core region. Hence, we selected this conference to provide them with the best benefit
- Pending elements to confirm for the Pitch Finals are in kind pre-incubation / mentorship award and judges, who will most likely be invited from GITEX attendees and speakers

Entrepreneurship Week 2023

- Launch campaign for Entrepreneurship Week 2023 started in July with
 - o Email to active YP chairs to invite them to participate
 - o Video campaign explaining what the Entrepreneurship Week and Ambassador roles and benefits
 - o Official social media launch and e-notice sent to IEEE Region 8 relevant members
 - o The call for ambassadors will be officially live on July 23rd, interested volunteers can apply via this link: <https://forms.gle/JgTzqEHSmuM3nN8L6>
- We made key changes to the Entrepreneurship Week Guidelines to facilitate the application and organization process for ambassadors, mainly
 - o Call for ambassadors open from July 23 to end of August. Ambassadors have to submit a single form (vs 2 previously) and get confirmation of their participation on a rolling basis, weekly (vs receiving confirmation at the end of the call, in one go)
 - o Event organization can take place anytime from September 1st to 2023 to February 28 2024, allowing more time for ambassadors to plan
 - o Each ambassador group will have a mentor from R8 Entrepreneurship, and meet bi-weekly
 - o Reporting on events will be open as of December 1st and can take place on a rolling basis until end of Feb 2024

Involvement in summits and conferences

- VivaTech, Paris
 - o Secured ~12 free tickets. 7 IEEE members attended. In the process of collecting pictures
 - o Mention on website and appearance during event as “Ambassador Partner”
- GITEX, Morocco
 - o Secured promo-code for free tickets, but unfortunately it was advertised late and no tickets were claimed
- Youth Energy Summit, Kenya
 - o Secured free attendance tickets and discounts for startups
 - o Kithinji Muriungi, member of the committee, gave one session representing the committee
- GITEX Global, Dubai
 - o Ayat Amr, member of the committee, will moderate one session representing the committee
 - o Additional details in GITEX Partnership Section

Sponsorship

- Secured 5000 USD from IEEE Entrepreneurship that will cover travel and flight costs for startup members attending GITEX Global and the Pitch Finals

GITEX Partnership

Currently closing partnership with GITEX that is worth almost 50,000 to 70,000 USD. We have been in negotiations since early June 2023 and we are now at final MOU signing stages, pending approval from IEEE MCE.

IEEE is expected to collaborate with GITEX on the following 4 events

- "AI doctorate symposium" - evaluation of already published scientific papers in 2 stages: 1) offline to select finalists, 2) presentations during conference program with Q&A, on-spot evaluation
- "Young Professionals Meet-Up" - technical/social event from IEEE Young Professionals program, organized by local UAE affinity group and supported by GITEX and IEEE Region 8
- "IEEE R8 Entrepreneurship Pitch finals" - after competitions in sections and in Region over last 12 months, finalists are now competing at the last stage of competition to select the winner
- "Technical Seminar on Deep Tech", Led by IEEE Global Entrepreneurship - technical panels and keynote presentations by IEEE experts as a special track during the conference

In exchange, GITEX is expected to provide IEEE with the following benefits:

- Recognition of "IEEE Entrepreneurship and IEEE Region 8 and associated section / chapters / councils / societies / student branches as one of the supporting associations for GITEX GLOBAL, GLOBAL DEVSLAM and AI EVERYTHING
- 12nos Complimentary All Access passes (excluding certified training and workshops)
- 65nos free visitor tickets for the IEEE Region 8 team
- 5nos investor access tickets for IEEE Entrepreneurship Global team. IEEE to submit names in advance, subject to approval from the Investor Program team.
- 300nos free visitor tickets for IEEE UAE YP members (*pending GITEX approval*)
- 1000nos promo codes offering discounts on visitor tickets to IEEE UAE section YP members, including all member grades (i.e., students, YP, graduate members, senior members)
- Provide a platform for three startups from IEEE to present on one of the stages
- Logo placement on event website under Supporting Association
- Provide a space to organize IEEE Young Professionals Meet-Up (*pending GITEX approval*)
- Travel cost and monetary award for AI Doctorate Symposium presenters and winners

Update on budget and expenses

Income and budget				Expenses		
Income source	Amount	Budget category	Difference	Amount	Expense category	Status
R8 Funds	\$1,500	EW 2022 Awards	\$0	\$1,500	EW 2022 Awards	Confirmed
R8 Funds	\$3,500	Best startup awards 2023	\$0	\$3,500	Best startup awards 2023	Expected
R8 Funds	\$1,600	Startups conference registration 2023	\$1,600	\$0	Startup conference registration	Expected
R8 Funds	\$4,800	Startup travel 2023	\$3,300	\$1,500	Startup travel - 3 flight tickets	Expected
R8 Funds	\$300	R8 Team conference registration 2023	\$300	\$0	R8 Team conference registration 2023	Expected
R8 Funds	\$3,300	R8 Team travel for Pitch Final 2023	\$620	\$2,680	R8 Team Travel - 2 flights and 6-night stays	Expected
R8 Funds	\$2,000	R8 Team travel to support flagship conferences	\$2,000	\$0	R8 Team travel to support flagship conferences	Expected
IEEE Entrepreneurship	\$5,000	Startup travel 2023	-\$40	\$5,040	Startup travel - 3 6-nights hotel stays	Expected
			-\$400	\$400	Promotional material	Expected - Not covered by budget
	\$22,000			\$14,620		
				\$7,380	Expected Budget Savings (so far)	

Summary of KPIs and status

Goal	KPI	Status
Improve the caliber of our events and startups	# of startups in semi-finals with MVP	5 out of 7
	# of startups in semi-finals with viable business model	4 out of 7
	Hosting regional pitch at an entrepreneurship summit with 5000+ attendees in Europe such as Web Summit in Portugal or Slush in Finland	Secured but in Middle East
	Securing at least 2 judges for regional pitch that come from the eco-system, outside IEEE, and attending the summit	Pending
	Size of cash price, at least 2000 USD	Secured
	Enrollment in incubation program	Pending
	# of attendees at entrepreneurship week events	Not measurable yet
	Amount of sponsorship secured by entrepreneurship week events	Not measurable yet
Extend our presence in region 8 and have equal coverage	# of total events	Not measurable yet
	% share of events across Europe, ME, and Africa	Not measurable yet
	% growth of number of events in each region vs previous year	Not measurable yet
Grow our reputation and network in the space	# of partners secured	Four (VivaTech, GITEX Morocco, YES!, GITEX)
	Amount of external sponsorship secured	5000 USD IEEE Entrepreneurship
	Value of in kind support secured	~1200 USD Viva Tech tickets (in kind) ~50000 USD GITEX (in kind)
	# of mentors in network and per country in region 8	Pending
	# of mentorship sessions held	Pending

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