ITU Regional Development Forum 2018 (RDF-ARB)
Algeria 12-13 February 2018

WTDC 17 Regional Initiative – ARB5: Innovation and Entrepreneurship

Innovation & Entrepreneurship Status in the Arab World

Osama Ghanim

13th Feb 2018

Algiers

National agenda worldwide

happy & prosperous citizens

Worldwide Challenges

Everybody have copied what everybody else have done, all ideas have already been consumed.

The business worldwide is getting more and more complex, more sophisticated and larger in scale. Competing is a challenge.

World resources possibly not enough for future generations.

Energy, Food and Health are facing more and more serious challenges everywhere.

Finding new solutions is a necessity and not a luxury

Why Innovation & Entrepreneurship is essential for the national prosperity

Being a producer country versus being consumer only (not counting on natural resources only)

Adding value is always much profitable than even the original material

Alvin TofFleR

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

learn,
unlearn,
&
relearn

Innovation and Economy

the brilliant Austrian economist who, argued that innovation is at the heart of economic progress.

It gives new businesses a chance to replace old ones, but it also dooms those new businesses to fail unless they can keep on innovating (or find a powerful government patron).

Joseph Schumpeter (1883-1950),

Who settles for less today?
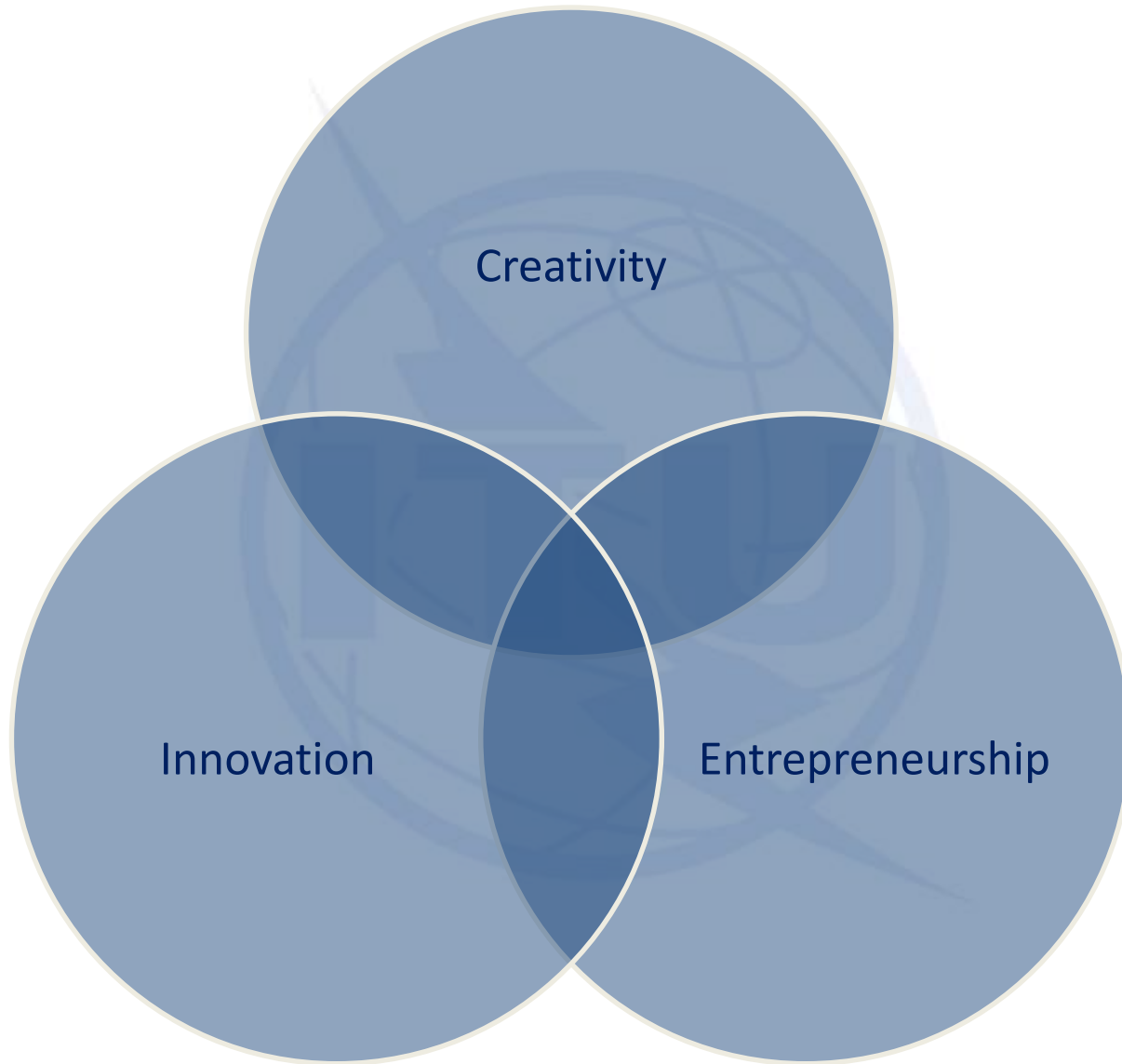
From Students

To Innovators & Entrepreneurs

Your parents want both of you be super successful in your future career life. One wishes that kids be CREATIVE the other wishes them to be INNOVATIVE.

HOW WE MUST SEE CREATIVITY INNOVATION & ENTREPRENEURSHIP

Creativity

Innovation

Entrepreneurship

iPod Innovation …. Apple re-BIRTH story

in 1999 Apple was about to close …. What happened?

Passion of one man

Sony have MP3 player …

There is music in the internet …

why not make an MP3 player to download music from internet

see the linkages between things seemingly thought by most to be unrelated issues

The creation of the iPod: 6 months, a technology entrepreneur and a start-up partner - a benchmark of openness and speed

An entrepreneur with an idea comes to Apple

- Independent contractor Tony Fadell develops complete iPod/iTunes product solution in 8 weeks after he proposes it to Apple

PortalPlayer manages technical design and earns annuity revenue stream

♪ portalplayer

- PortalPlayer, provides the platform and produces the reference design in collaboration with Apple based on list of desired features; selects other design chain members and manages the design process
- **PortalPlayer makes $15 / iPod sold**

Carte blanche to hire partners &team Steve Jobs takes personal interest

- Apple hires Tony to create and lead 35 person team from Philips, IDEO, General Magic, Apple, Connectix and WebTV to develop the iPod
- Apple developed the user interface and design leaving PortalPlayer in charge of the technical design

wolfson microelectronics

TOSHIBA

TEXAS INSTRUMENTS

6 months !!!

iPod

iPod critical success factors:
- Business system innovation
- Openness of development process
- Fast decision making
- Iterative collaborative relationship with PortalPlayer and other partners

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Tony Fadell

- The iPod originated with a business idea dreamed up by Tony Fadell, an independent inventor.

- Fadell's idea was to take an MP3 player, build a Napster music sale service to complement it, and build a company around it.

- Apple hired Fadell in early 2001 and assigned him a team of about 30 people, including designers, programmers and hardware engineers.

The Creative   Tony Fadell

The Innovative   Steve Jobs

DOER

- Imaginative beyond the rest
- Relates things differently
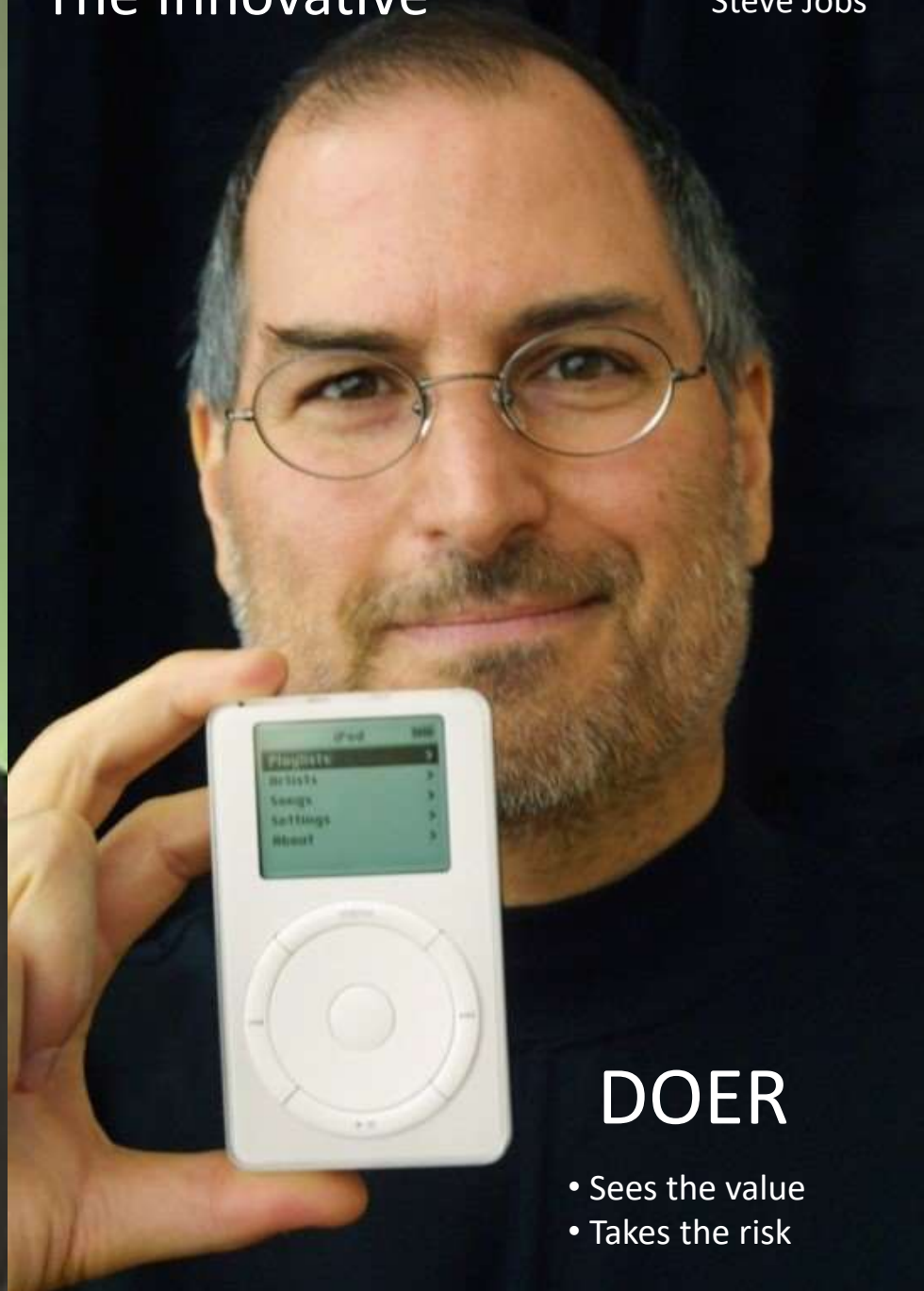
- Sees the value
- Takes the risk

Define Innovation in two words only?

VALUE from IDEA

"innovation is value from idea" By Osama Ghanim
* In the coming book "Innovation: value from idea"

Creativity

- If what we have now is not enough ….   To eat, survive, protect etc.….
- We start looking for "something new"

"something new" doesn't exist

Using the Imagination of BRAIN we start imagine it.
Creating an Image of this "something new" is Creativity.

18
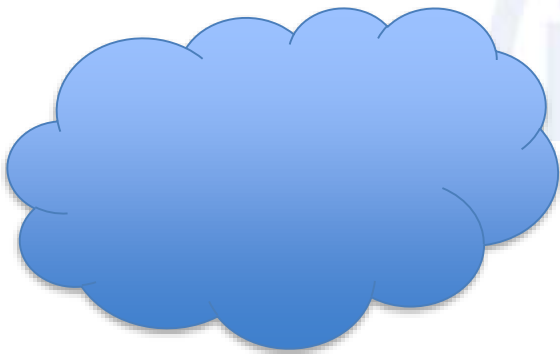
Definition of Creativity

The use of imagination to visualize something new that don't exist yet.

- The use of imagination or original ideas to create something.
- verb (used with object), created, creating.
  - to cause to come into being, as something unique that would not naturally evolve or that is not made by ordinary processes.
  - to evolve from one's own thought or imagination, as a work of art or an invention.
- 1350-1400; Middle English creat (past participle) < Latin creātus, equivalent to creā- (stem of creāre to make) + -tus past participle suffix
- Origin: Late Middle English (in the sense 'form out of nothing', used of a divine or supernatural being): from Latin creat- 'produced', from the verb creare.

Definition of Innovation

Origin
Mid 16th century: from Latin *innovat-* 'renewed, altered', from the verb *innovare*, from *in-* 'into' + *novare* 'make new' (from *novus* 'new').

Can these exist in real life?

Creative not Innovative?

Innovative not Creative?

Entrepreneur not Innovative?

Microsoft
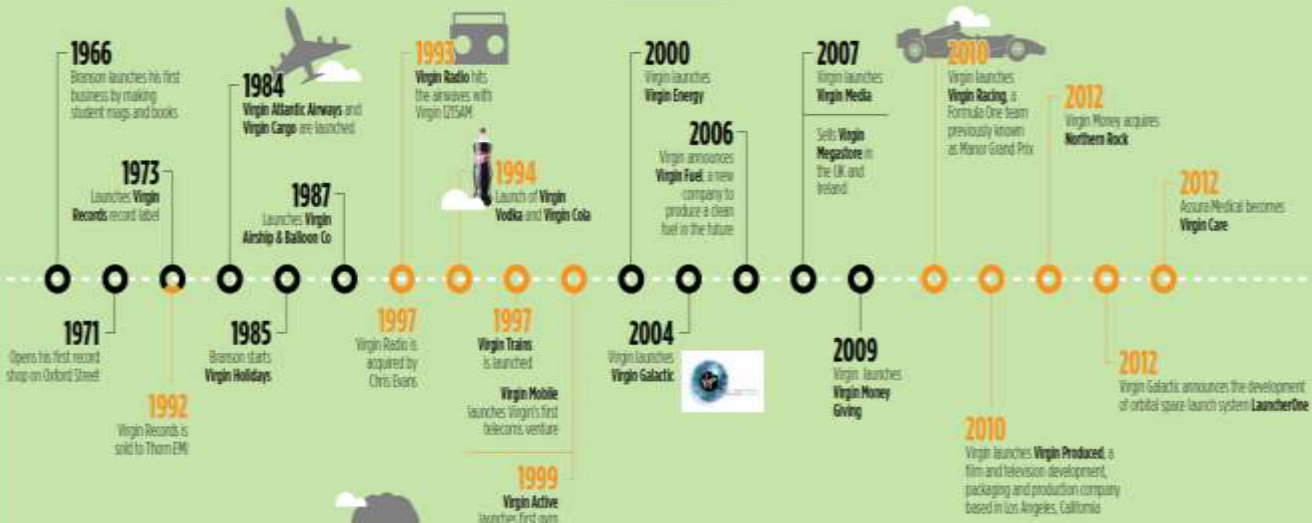
IKEA

Dominos Pizza

Google

Apple

RICHARD BRANSON
A timeline of Virgin & The Man Behind The Brand

> "Unless you dream, you're not going to achieve anything."

Business

Business as a force for good

Business

Business (timeline — top)

1966 — Branson launches his first business by making student mags and books

1971 — Opens his first record shop on Oxford Street

1973 — Launches **Virgin Records** record label

1984 — **Virgin Atlantic Airways** and **Virgin Cargo** are launched

1985 — Branson starts **Virgin Holidays**

1987 — Launches **Virgin Airship & Balloon Co**

1992 — Virgin Records is sold to Thorn EMI

1993 — **Virgin Radio** hits the airwaves with Virgin 1215AM

1994 — Launch of **Virgin Vodka** and **Virgin Cola**

1997 — Virgin Radio is acquired by Chris Evans

1997 — **Virgin Trains** is launched. **Virgin Mobile** launches Virgin's first telecoms venture

1999 — **Virgin Active** launches first gym

2000 — Virgin launches **Virgin Energy**

2004 — Virgin launches **Virgin Galactic**

2006 — Virgin announces **Virgin Fuel**, a new company to produce a clean fuel in the future

2007 — Virgin launches **Virgin Media**. Sells **Virgin Megastore** in the UK and Ireland

2009 — Virgin launches **Virgin Money Giving**

2010 — Virgin launches **Virgin Racing**, a Formula One Team previously known as Manor Grand Prix

2010 — Virgin launches **Virgin Produced**, a film and television development, packaging and production company based in Los Angeles, California

2012 — Virgin Money acquires **Northern Rock**

2012 — Assura Medical becomes **Virgin Care**

2012 — Virgin Galactic announces the development of orbital space launch system **LauncherOne**

Business as a force for good (timeline — bottom)

1985 — **Virgin Atlantic Challenger** attempted fastest Atlantic Ocean crossing, however the boat capsized and rescued by RAF helicopter

1986 — **Virgin Atlantic Challenger II** with sailing expert Daniel McCarthy beat the record by 2 hours

1987 — Hot air balloon **Virgin Atlantic Flyer** was the first hot air balloon crossing the Atlantic

1991 — Crossed the Pacific from Japan to the Arctic, Canada, 6,700 mi., in a balloon of 2,600,000 cu. ft. Broke a record with a speed of 245 mph

2004 — Setting up (the non profit foundation of the Virgin Group) **Virgin Unite**. Set a record by travelling from Dover to Calais in Gibbs Aquada, 1h 40m, the fastest in crossing the English Channel in amphibious vehicle

2005 — Launch of **Branson School of Entrepreneurship** in South Africa

2007 — Formation of the **Elders**, an independent group of global leaders who work together for peace and human rights. They were brought together by Nelson Mandela

2009 — **Carbon War Room** was established

2011 — **Branson Centre** in Jamaica launched. Published **Screw Business as Usual**

2011 — Served on the **Global Commission on Drug Policy** with former political and cultural leaders of Latin America and elsewhere, "in a bid to boost the effort to achieve more humane and rational drug laws"

2012 — Formation of the **B Team** a global nonprofit initiative co-founded by Sir Richard Branson and Jochen Zeitz that brings together international CEOs and business leaders to "make business work better"

Virgin Money was launched

Entrepreneur (Person or Group)

"…The word "entrepreneur" is a loanword from French. In French the verb "entreprendre" means "to undertake," with "entre" coming from the Latin word meaning "between," and "prendre" meaning "to take" .... Entrepreneur also sounds close to a sanskrit word anthaprerna which means "self-motivation""

"to undertake" ⟶ Take all risks needed

"self-motivation" ⟶ Nobody push (on his/her own well)

To dream of being billionaire
Kids should think as entrepreneurs

How billionaires started

A

Donald Trump denies he inherited $100M from father and says it is far less.
Is he a self-made billionaire?

B

All came from over average financially comfortable families.

C

Started in cleaning Job at 16Y.
Was under welfare.
Went college & quitted.
Worked at Yahoo.

Quitted work for one year travelling in South America.
Saw opportunities in Apple Store start in 2009.
In One year he started WhatsApp.

D

For those under poverty & uncertainty in career, how they can be directed right to a successful career?

Are we in the Arab world improving in Innovation & Entrepreneurship?

Are we in the Arab world improving in Innovation & Entrepreneurship? ~Last 20 Years

	Yes	No
Unemployment lower?	……………………	X
Exports increased relative to Imports?	…………………	X
Less Poverty?	……………………	X
More prosperous citizens?	……………………	X
SMEs more successful?	…………………	X

Aren't we having big jump in Entrepreneurship & Innovation in the Arab World? ~ Last 20 Years

Simply yes, so much increase in efforts.

YET

The problem is increasing at a higher rate.

Problem of past and current attempts to improve Innovation & Entrepreneurship?

- Education is not helping.

- Private sector is not supporting.

- Incubators & Techno Parks somehow unable to narrow the gap.

- The eco-systems somehow failing.

- Copying content and cases from the world is proving to fail. Local content and localized approaches is a must (re-phrasing imported content and translating is proofing not to work).

- Reaching the right persons in society that need jobs and good life is not working.

What we should do?

TOO POOR TO SUCCEED?

by Anna Vital

How **WhatsApp** Founder **Jan Koum** Went From Welfare to Billionaire

1976

to be continued

16   18   21   30   32   37

2009

came to U.S. with mom

works as a janitor

born in Ukraine

gets food stamps

learns to code

starts college (hates it) quits

works at Yahoo

quits Yahoo

starts WhatsApp

thinks to fold WhatsApp

sells WhatsApp to Facebook for **$19 BILLION** (and keeps practicing boxing)

THAT IS 1/10 OF UKRAINE'S GDP
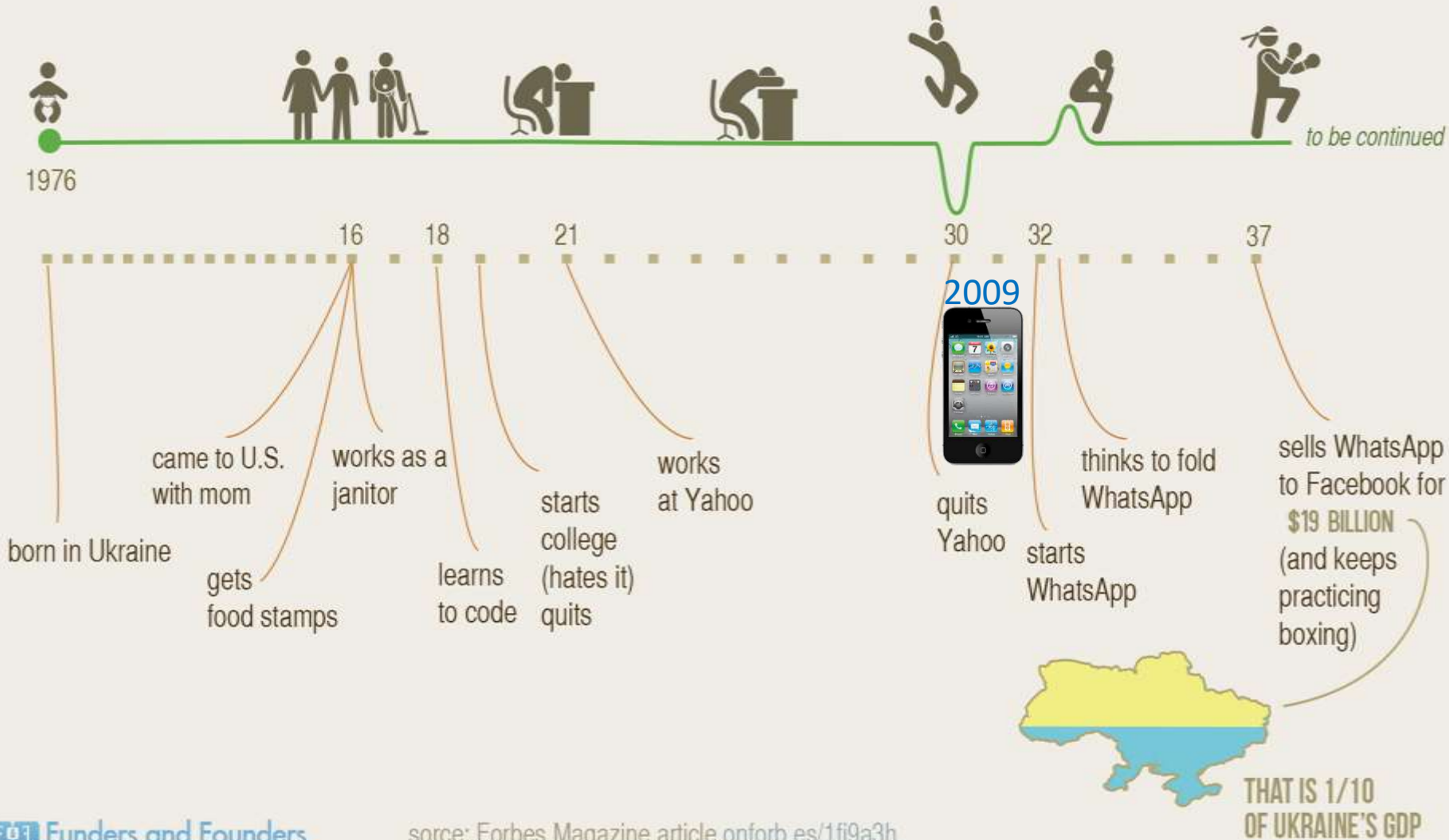
Technology Breakthrough TimeLine

Wheel   Electricity   Tube Transistor IC   Internet   RFID   GPS   Mobile Phone   3G & 4G

ARTECNET

The Arab Technology Incubators and Techno Parks Network

Arab Technology Incubators & Techno Parks Network ARTECNET

Business Incubators & Techno Parks

platform of communication, cooperation and knowledge sharing

Incubated by ITU as main sponsor

22 22 Technology Parks (in the Arab World)

2013 Started 2013 with 21st Century Spirit

*Re-shaping the future of Incubators
And Techno Parks in the Arab World*

New meaning to Innovation & Entrepreneurship for Arab Societies

ARTECNET Projects

ARTECNET plans to achieve the set vision is in 5 main projects that was set by ARTECNET members over two main brainstorming meetings.

Soft Landing
03
Soft-landing Program

Training
02
Develop Training Program

Manual
04
Incubation Manual

Virtual Incubator
05
Virtual Incubation Program

Online
01
Online Presence

During 2018

Under ITU supervision

Reach the region

More than just projects

These programs are the base for building a very solid ground to a very cooperative and Arab Pan incubation tools and methodologies grouped or documented in way to make everybody have the chance to make the incubation a successful activity.

3 YEARS Road Map

Online 01 — Online Presence

Training 02 — Develop Training Program

Soft Landing 03 — Soft-landing Program

Manual 04 — Incubation Manual

Virtual Incubator 05 — Virtual Incubation Program

Y1 — 3 main projects

Y2 — 04 Incubation Manual

Y3 — 05 Virtual Incubation
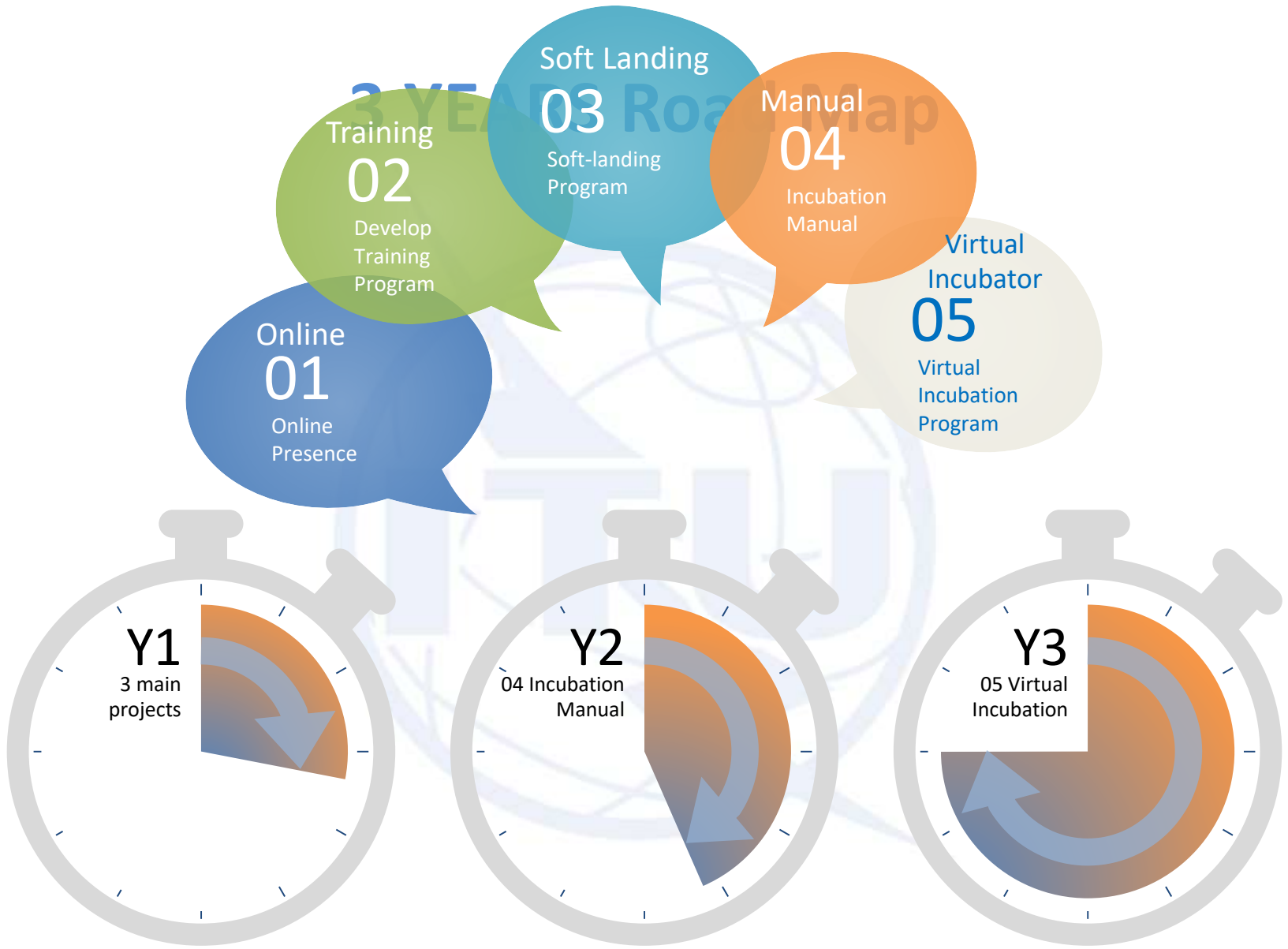
- 01 and 02 and 03

- 04 "Incubation Manual" is a large scale cooperative type of project to collectively create a standard manual for incubators.

- 05 "Virtual Incubation" will allow making full incubation virtually and cross all members incubators and techno parks.

Approved & Ready to Go Projects

These projects are the ready to go for 2018.
Projects studied and evaluated in terms of value anticipated and ability to execute on time.

On-line Presence

Soft-Landing

Training
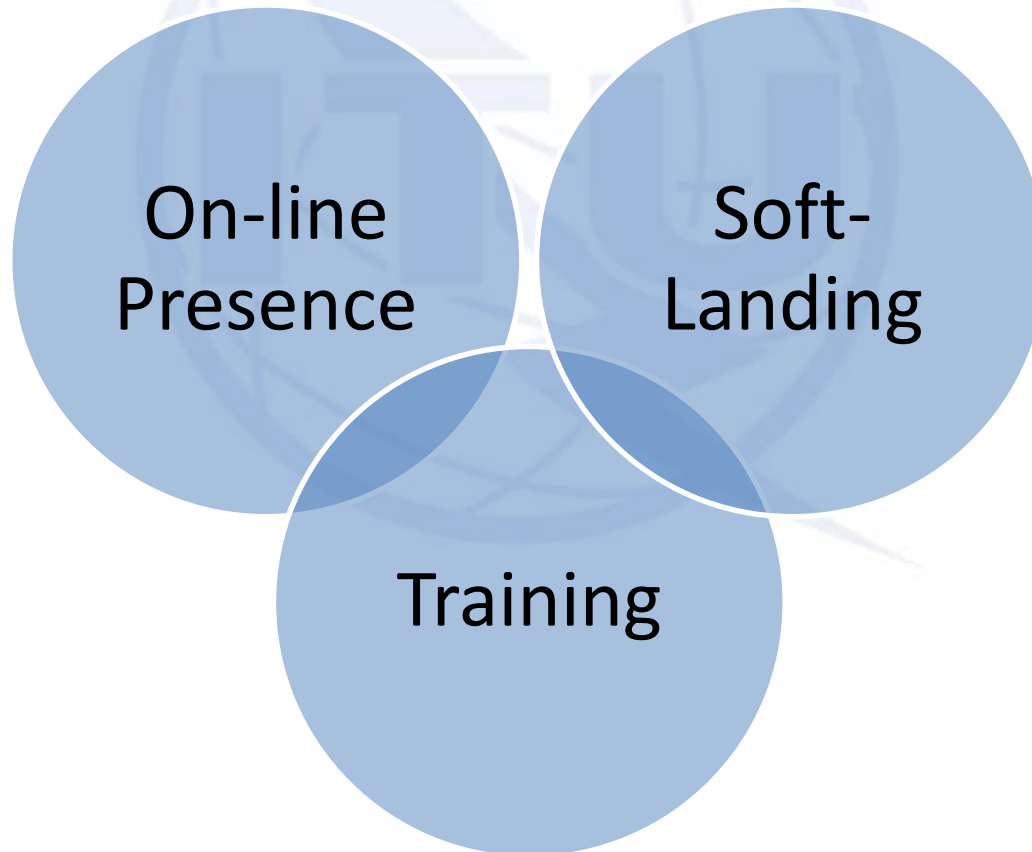
1

Online Presence

ARTECNET Online Presence Project

Present ARTECNET and Services utilizing latest online technologies & trends and at same time open the window to all targeted beneficiaries from ARTECNET to get services at most easy possible way to the maximum possible number.

Online Presence

SCOPE

Web Site

Web site is the core portion of the online-presence.

The informative central part and the place to make access to the rest

Social Presence

Social Media presence including actively engaging visitors in exercises and activities. Window for ARTECNET to listen to the surrounding.

Content

Content is the attraction. Value to visitors in what they get. We will make this a place where content is found.

Windows to Activities

All Activities will be presented through this online presence program. From Promotion and until outcomes are published.

Online Presence

Resources Needed
Online Presence

01 Technical leader
Technical Leader to supervise outsource the project

02 Social Media Leader
Social Media focal point leader

03 Content Leader
Leading content creation strategist + team

04 Financial Budget
Money for building and Operating for 1 year

2

Soft Landing

ARTECNET Soft Landing Project

provide help and fast track to innovative companies to reach new markets (internationalization) easily.
The aim of the program is to promote collaboration among the network members and to allow them to provide better services to their clients.

"internationalization " is an opportunity for companies to prosper in an increasingly competitive world and could contribute to sustaining employment

Internationalization   =   Increased SME Performance

Soft Landing Concept

Soft Landing

Home Country

Platform

Target Country

SME1

BIC A

Smart Take-off

Market Intelligence
Training Tools
B2B Activities

Networking Hub

Identification of
trusted, certified
partner BICs

Interaction, contacts

Contract

Study Tours

SME1

BIC B

Soft Landing

Logistics
Fast-Track Networking
Specialised Support

SME2

SME2
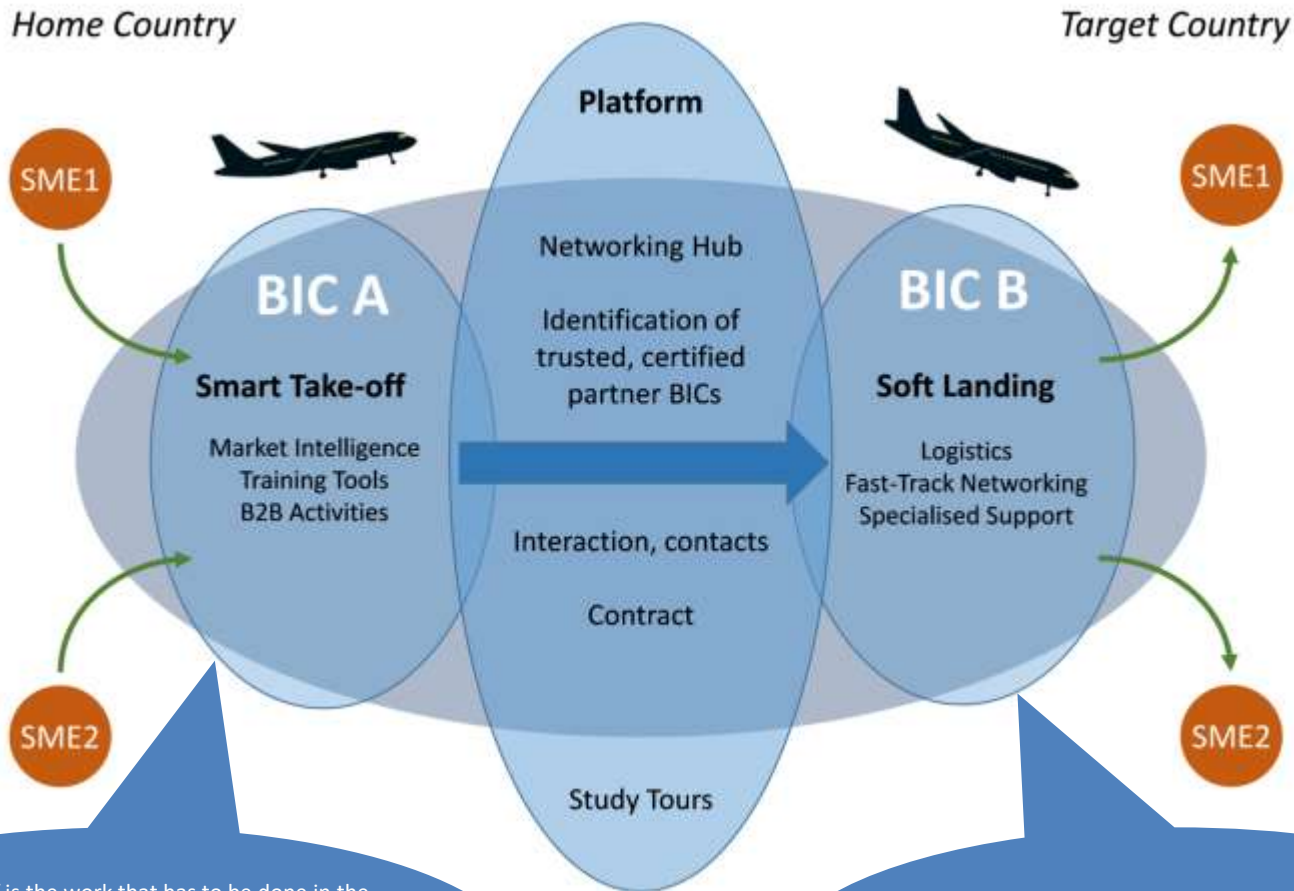
Smart take-off is the work that has to be done in the company's home market to prepare it for internationalization, with the support of trusted local partners such as export agencies. The support by the home organization is a crucial element of the internationalization process.

Soft-landing support services consist of a package of services offered by a local organization to a foreign enterprise wishing to test its plan to do business in that country/region.

Soft Landing Project SCOPE

Soft Landing

Program Design

Enroll Countries

Execution Body

Build Automated Cycle

The Soft Landing Program will be designed by experts and with cooperation with ARTECNET to have well-structured workable program

Participating in the soft Landing program requires countries to approve and align the activities with the local regulations.

Operating the Soft Landing program requires a central management to operate and liaison and coordinate activities.
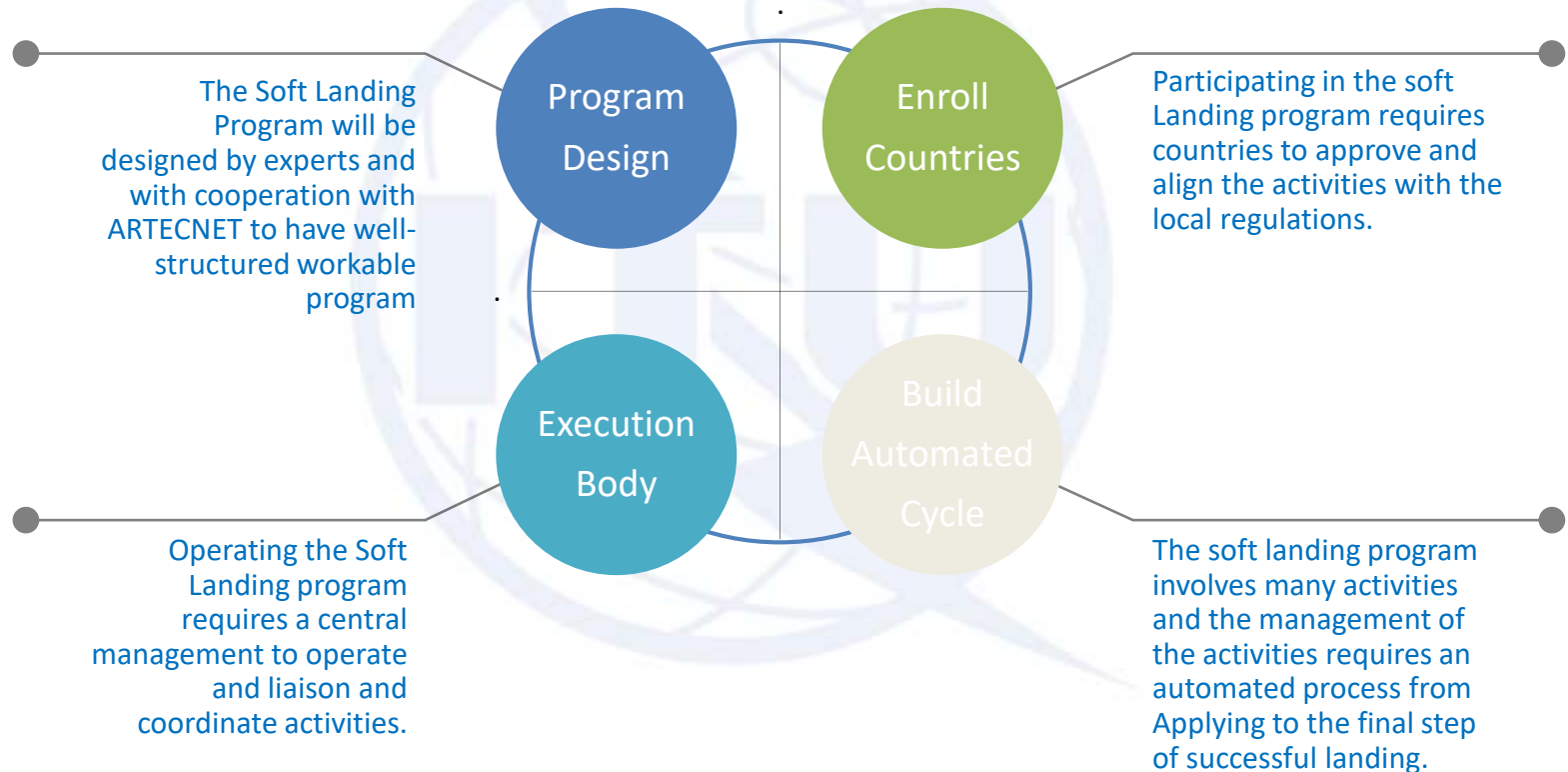
The soft landing program involves many activities and the management of the activities requires an automated process from Applying to the final step of successful landing.

ARTECNET Training Project

Build and strengthen the capacity of Arab countries Incubators & Techno Parks by providing high level training to entrepreneurs and Manager of support structures. This involves building a personalized content and eventually reinforce capacity for Arab entrepreneurs.

Local Content   =   Better Training

Better training incubation team   =   Better Entrepreneurs

Training Project SCOPE

Training

Identify training needs

Create Local Training Content

Develop certified trainers

Offer Training Online

Identify training needs in the Arab Countries based on a well-studied exercise done with all Arab countries participating.

Content for the proposed training programs will be created with help of experienced professional

Develop a network of certified ARTECNET trainers with certified AARTECNET content.

Version of the these training to be made available online through building a simple LMS (Learning Management System)