Teaching Strategy and Entrepreneurship at and acting as a **Community Builder**

**MSB Story**

- **SMU Creation**
- **EMBA ACOBA ACCREDITATION**
- **UPM EPAS ACCREDITATION**

**First School MSB**
- First Program EMBA

**Launch of UPM**
- and M&M Programs
  - 25 UPM
  - 26 EMBA
  - 3 FF Faculty

**CFA**
- 600 UPM
- 150 EMBA
- 22 FF Faculty

- **NEW MISSION**
- MedTech

**02 04 06 08 10 11 12 14 16 17**

- Full time professors recruitment
- Senior Management
- Team Recruitment
- Program Consolidation
- Departments and governance focus

A multidisciplinary university of academic excellence with regional focus, creating opportunities that go beyond national borders and with a specific focus on entrepreneurship.
I live in a country

1. 294,000 Students
   Continuous decrease

2. 265 HE providers
   65 private
   Continuous increase

3. Business
   Public: 23%
   Private: 46%

4. French Inheritance
   Specialization

16% Unemployment
40% Graduate

Since 2011 - Focus on Entrepreneurship

Source: National Institute of Statistics (2016)
Entrepreneurship in Tunisia: A thriving Ecosystem still in its infancy

Several actions to strengthen the entrepreneurial ecosystem

- Support Structures
- Entrepreneurship Competitions (+40)
- Efforts of Higher Education
- Community development

350-500 start-ups With weak presence of students

- Regulation
- Culture
- Finance
- Inadequate HE pedagogies
Open Start-up Tunisia is an answer

Resulted from the immersion in the Columbia entrepreneurship ecosystem

- Lack of multidisciplinarity
- Lack of coaches and mentors
- Lack of openness to the ecosystem
- Lack of International openness
- Lack of governmental resources

Highest potential students across universities
36 coaches from academia and practitioners
Strong dedicated network (universities, companies, experts, coaches...)
Partnership with Columbia engineering + Business School
Public/Private Partnership (MHESR/Columbia US embassy/Fondation BIAT Africinvest)

KSF: Multi-disciplinarity, Quality of content and « Openness » to the ecosystem
How does it work?

Timeline

- Outreach Campaign
- Selection
- 3 days Bootcamp
- Coaching 2 coaches/team
- Round 1
- 2 Coaches + Columbia MBA Students’ coaching
- Round 2

Winning team participates to CVC in March

Hybrid Organization: Activities are all run by OST Organization committee composed of 4 faculty and 3 students interns + Columbia team + support from BIAT foundation and Africinvest.
OST2018: Constant improvement

1. More students, more regions and more multi-disciplinarity
2. More experienced Coaches
3. More links with Columbia University
4. Governance
5. Technical Partners (i.e. FabLab)
5. Seed Funds and Incubation
Thank you