Going BEYOND Awards

STARTUP LAUNCHPAD

The AUC Venture Lab Startup Launch Pad is an 8-week immersive program delivered by AUC V-Lab in partnership with Egyptian Information Technology Industry Development Agency (ITIDA).

The program aims at growing the technology entrepreneurship ecosystem all over Egypt. The objective of the Startup Launchpad is to expand the number of tech-based startups around Egypt, especially in regions where there is limited access to entrepreneurial education.

The American University in Cairo
School of **Business**

The program provides basic ideation and entrepreneurship education to aspiring entrepreneurs who are interested in identifying and launching their ideas. This eight-week program offers tech entrepreneurs all over Egypt extensive training and coaching to help them effectively develop business ideas, increase their startups' chances of survival and success. Startup Launchpad is designed for young startup founders who are passionate about technology.

ABOUT AMERICAN UNIVERSITY IN CAIRO SCHOOL OF BUSINESS

Boasting an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world, the AUC School of Business is dedicated to realizing a positive human impact that is scalable and sustainable. The School is committed to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.Undergraduate programs focus on blending a liberal arts foundation with a deep understanding of business, economics, and accounting, while graduate and executive programs provide hands-on, practical, and integrated perspectives in dynamic fields of study to aspiring professionals.Our Vision The School's vision is to be the leading knowledge hub with Arab region relevance and global influence.Our MissionThe School's mission is to develop entrepreneurial and responsible global leaders and professionals.

The program helps participants identify market gaps and overcome the most commonly faced challenges through training, execution, and business coaching.

Through the program, participants receive:

Introduction to Entrepreneurship:
A one-week of foundation business and entrepreneurship education, delivered by AUC Venture Lab. This content provides them with an overview of the entrepreneurial process and startup lifecycle, who is an entrepreneur, startup growth stages and legalities.

Design Thinking and Business Modeling:
A three-week ideation process, using the design thinking methodology, where they learn how to identify new innovative ideas, assess them, and develop them. Foundational concepts of the business model design and canvas. Through this process, participants identify the key assumptions/hypotheses of their business idea, and design experiments to test and validate these ideas with actual customers.

Marketing, Accounting and Finance:
Two-week introduction to the basics of marketing, accounting and finance to help further develop their business strategies.

Pitching:
a one-week intensive consolidation and communication phase, focusing on "putting it all together" and pitching their startups. Participants consolidate their learnings from these phases into actual adaptation of their business model and reflect on their journey.

Participants work on developing their entrepreneurial communication skills through preparing a pitching deck and practicing with their mentors. This week concludes with a "demo day".

PROGRAM IMPACT AND SUCCESS

Since its launch in January 2021, Startup Launchpad program has concluded two cycles which graduated:

29
startups

70
entrepreneurs

2
cycles

from across Egypt

Aspiring entrepreneurs from Cairo, Alexandria, Giza, Daqahlia, Gharbia and Qalubya have participated in the program and collectively received more than 300 hours of sessions, workshops and coaching.

SDG IMPACT

The Startup Launchpad program responds to the following SDGs:

GOAL 4: Quality Education
Goal 9: Industry, Innovation and Infrastructure
Goal 8: Decent Work and Economic Growth

Going BEYOND Awards

LOOKING FORWARD

The Startup Launchpad in partnership with ITIDA is a starting point to a long term program that aims to empower many youth across the country and the region.

Startup Launchpad
Foundation of
Business

AUC Venture Lab aims to expand its offering through numerous partnerships to be able to reach out to youth and aspiring entrepreneurs over the coming years to enable them to identify and launch their ideas.

https://tiec.gov.eg/English/Programs/StartupLaunchpad/Pages/default.aspx?
fbclid=IwAR0mM76YSTWuwkfVL4zMfodazVSsdAsx2H6Sj_fFFm_T4eGx42v880ZuBUk