

SHARJAH ENTREPRENEURSHIP FESTIVAL DAY 1

OPENING ADDRESS
ENTREPRENEURSHIP IS A MINDSET
 WE NEED TO **DARE** TO MAKE A difference
 I DECIDED TO REFLECT ON MY REJECTIONS AS OPPORTUNITIES FOR GROWTH

DARE TO DREAM
 HAVE honest CONVERSATIONS WITH YOURSELF
 WHO ARE YOU VS WHO YOU WISH YOU WERE
BUY INSTAGRAM STORY ADS & MAKE MEANINGFUL CONTENT

GIVE WORK FROM THE FRONTLINES OF SOCIAL ENTERPRISE
BOOST INCOMES FOR THE POOREST PEOPLE
 SAMASOURCE helped 45,000 PEOPLE OUT OF POVERTY
 YOU CAN BUILD A BUSINESS WITH A SOCIAL mission
 GIVE YOUTH & WOMEN digital WORK OPPORTUNITIES
 4/10 MILLENNIALS ARE WILLING TO SWITCH TO BRANDS WITH A good CAUSE

INSPIRED PURSUITS: CULTIVATING THE MENA CREATIVE ECONOMY
 LOOK AT CHALLENGES AS AN opportunity
BE flexible & AGILE
 LOOK AT COLLABORATION AS A philosophy
 YOU AIM for SUCCESS WITH A BIGGER TRIBE

DECONSTRUCTING THE MENA ENTREPRENEURIAL ECOSYSTEM
 WE NEED TO BE **BOLD & WIDEN** OUR BORDERS
COUNTRY SIZE IS NOT AN ISSUE
 MAKE DATA AVAILABLE TO THE PUBLIC
 WE NEED MORE Channels FOR YOUNG TALENTS TO DO THEIR R&D

THE PRICE OF ENTREPRENEURSHIP
 DO WHAT you LOVE
 TIME IS INCREDIBLY VALUABLE
 SPEED IS everything
 YOU NEED TO CONSTANTLY learn & improve
 YOU CANNOT ACHIEVE anything WITHOUT DILIGENCE & PERSEVERANCE
 YOU CAN WORK FROM anywhere (EVEN IN YOUR PJs AT HOME)

WHEN YOU share MONEY YOU LOSE
 YOU DON'T NEED TO GO SOMEWHERE TO ACHIEVE YOUR GOALS
INVEST BACK IN TO THE PEOPLE WHO INVEST IN YOU
 TOO MANY PEOPLE UNDERESTIMATE WHAT'S IN FRONT OF THEM & OVERESTIMATE WHAT'S OUTSIDE OF WHERE THEY ARE

HOMEGROWN GLOBAL SUCCESS STORY
WORD OF MOUTH IS THE BEST KIND OF MARKETING
 YOU NEED TO BELIEVE IN YOURSELF & YOUR PRODUCT
HARD WORK FIND THE right PEOPLE TO INVEST IN YOU
 you need:
 1 PASSION
 2 SELF-MOTIVATION
 3 A GOOD IDEA

ENABLING THE UAE'S NEXT GENERATION OF PIONEERS
 NEED TO MINIMISE the TALENT-SKILL GAP!
 WE ARE MOVING FROM A RESOURCE-BASED TO TALENT-BASED ECONOMY

GOING FROM GOOD TO GREAT: STAYING THE COURSE AS AN ENTREPRENEUR
 IT'S IMPORTANT to CREATE A BUSINESS THAT'S:
 * SCALABLE
 * SUSTAINABLE
 * CUSTOMER-CENTRIC
 There's VALUE IN HAVING A POSITIVE SOCIAL IMPACT
 STAY HEALTHY, focused & KEEP RUNNING!
 WE CAN'T COPY OTHER COUNTRY models. WE NEED TO FIND SOMETHING THAT UNIQUELY FITS the UAE
 PRIVATE SECTORS, NON-PROFITS ALL HAVE A ROLE TO PLAY. NOT JUST the GOVERNMENT

DARE TO BE DIFFERENT
 WORKING IN GOVERNMENT service HAVE I REACHED MY PEAK?
 THE WORLD
 DO WE HAVE AN INFERIORITY COMPLEX?
 SHARJAH
 DARE TO BE DIFFERENT!

FROM BLOG TO BILLION-DOLLAR BUSINESS
 WE NEED TO stay AHEAD
focus IS KEY
 FINDING YOUR NICHE
SOCIAL MEDIA
 YOU NEED TO BE OBSESSED WITH CONTENT
 SURROUND YOURSELF WITH INSPIRING PEOPLE!
 ALL THE little THINGS YOU DO WILL ADD UP OVER TIME

FEAR IS YOUR BEST FRIEND
 WITHOUT FEAR THERE ISN'T THE RISK OF FAILURE
 EYES ON THE HORIZON, EARS ON THE floor
OVER NIGHT SUCCESS IS A MYTH
 MANAGE YOUR FEARS AS IF IT'S LIFE OR DEATH
 YOU ARE the ONLY PERSON responsible TO MAKE YOUR DREAMS COME true
 DIFFERENTIATE BETWEEN YOUR GOAL & THE VEHICLE TO YOUR goal

THE NEUROSCIENCE OF CREATIVITY
 YOU USE IT or YOU LOSE IT
 CONNECTIONS GIVE DEEPER meaning OVER TIME
 ANYONE IS UNIQUE IN THEIR OWN WAY THROUGH THEIR OWN EXPERIENCE

INFORMATION IS NOT KNOWLEDGE. THE ONLY SOURCE OF KNOWLEDGE IS experience
 SEQUENCING IN ACTION HAS A BEGINNING, MIDDLE & END. ACTIVITIES LIKE THIS COOKING, EXERCISING, GARDENING & THINKING

ADVICE to START-UPS
 DON'T GET COMPLACENT. DON'T GET COMFORTABLE
 DARE TO BE DIFFERENT!

THE WINNING FORMULA: WHAT IT TAKES TO BECOME A SUCCESSFUL MENA ENTREPRENEUR
 MAINTAIN your VISION & BE QUICK TO PIVOT
 WHEN YOU START BUILDING your BRAND, YOU HAVE TO FOCUS
 practice GRATITUDE TO YOUR MENTORS & INVESTORS
 THANK YOU

THE GREAT BALANCING ACT: STARTING a BUSINESS WITH YOUR SPOUSE
 BUILDING A TEAM IS LIKE RAISING A family
 IT'S MORE FUN DOING BIZ TOGETHER
 WE MAKE DECISIONS faster!
 WE ARE EACH OTHER'S NEUTRAL SOUNDING board!
 you NEED TO HAVE A level OF empathy TO SUCCEED
 KNOW how your CUSTOMERS feel

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DARE TO BE DIFFERENT



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SHARJAH ENTREPRENEURSHIP FESTIVAL DAY 2

2018

SHERAA SEED SHOWCASE
SMART CROWD
 YOU CAN INVEST IN REAL ESTATE & DIVERSIFY YOUR PORTFOLIO ACROSS COUNTRIES

DIGITEAM
 DIGITAL personal SYSTEM ON YOUR PHONE
 TRACK GUIDE

MALENA
 CHOOSE CLINIC? MOBILE BOOKING PLATFORM FOR PHYSICAL aesthetics
 THERE IS A HUGE PLASTIC SURGERY MARKET IN THE UAE

QIDZ
 ONLINE PLATFORM THAT CONNECTS PARENTS WITH family ACTIVITY VENDORS

MAMA'S BOX
 GIFT BOXES tailored TO THE MONTHLY NEEDS OF MOTHERS

BE EXTRAORDINARY
 WE'RE ENTERING A STAGE & WORK
 WHERE IT ISN'T ONLY ABOUT THE RETURN
 WHO AM I BECOMING AS A HUMAN BEING?
 YOUR BUSINESS IS NOTHING MORE THAN A vehicle FOR YOUR GROWTH
 MODERN GOAL SETTINGS LEADS US **ASTRAY**

YOUR LIFE ISN'T ABOUT YOU, BUT ABOUT THE LIVES YOU affect
 SUFFERING CEASES TO SUFFERING THE MOMENT IT FINDS MEANING
 SELF-CARE
 RESILIENCE
 EMPOWERMENT
 ASTRAY

THE EDUCATION REVOLUTION
 CLOSE THE TECH SKILLS GAP
 enabling PEOPLE WITH THE SKILLS TO SOLVE REAL-WORLD PROBLEMS
TECH skills ARE KEY!
 CLASSROOMS ARE NOT EQUIPPED TO PREPARE STUDENTS FOR THE WORKFORCE
 TECHNOLOGY IS FOR EVERYONE!
 REQUIRED SKILLS:
 1. LEARNING MINDSET
 2. SPEED & AGILITY
 3. ADAPTABILITY
 GIVE YOURSELF PERMISSION TO learn!

NO ONE HAS THE RIGHT TO DETERMINE WHAT WE CAN & CANNOT DO
 NO victory COMES WITHOUT HARD WORK
SCALING NEW HEIGHTS
 MAXIMIZE COURAGE. FEAR. MINIMIZE
 MOVE FORWARD ONE STEP AT A TIME.

RE IMAGINING THE FUTURE DRIVING SOCIAL INNOVATION
 WE NEED TO GIVE YOUNG PEOPLE MORE AGENCY
 THEY ARE ALSO PART OF THE SOLUTION
AGENCY
 TRAIN INVESTORS TO SEE HOW SOCIAL ENTREPRENEURSHIP IS VIABLE
 WE WANT TO CREATE A BETTER future
 WE NEED TO REIMAGINE DISFUNCTIONAL GLOBAL SYSTEMS

TRUST THE JOURNEY
 WHEN YOU REALLY PAY attention EVERYTHING IS YOUR TEACHER
 WHEN YOU HELP SOMEONE THAT PERSON IN TURN CAN HELP THEIR community
 WHAT'S YOUR passion? WHAT DO YOU WANT TO DO?

DARE TO BE DIFFERENT

CONSCIOUS TECH: LEADING WITH PURPOSE
 create A STORY YOUR INVESTOR will UNDERSTAND ON WHAT YOU WANT TO ACHIEVE
 WE NEED TO CREATE TECH THAT HELPS PEOPLE improve THEMSELVES
 WHAT PROBLEM DO YOU WANT TO SOLVE? WHO ARE YOU HELPING?
 WHAT'S YOUR RETURN ON humanity?

BUILDING BLOCKS: GROWING ENTREPRENEURIAL ECOSYSTEMS IN EMERGING MARKETS
 WE WANT TO HAVE MORE:
 VISIBILITY & SUCCESS STORIES & DIVERSITY
 GOVERNMENTS PLAY A LARGE ROLE THROUGH funding & SUPPORT
 WE NEED TO EMPOWER PEOPLE TO build
 UNIVERSITIES NEED TO NURTURE THE RIGHT SKILLS FOR THE WORKFORCE

ABOVE & BEYOND: THE WILL TO SUCCEED
 FAILURE DOES NOT STOP YOUR DREAM FROM happening
 ONLY YOU DO!
 I FOUND A DIFFERENT WAY TO CONVEY MY MESSAGE WHEN I COULD NO LONGER CONTINUE AS A charity
 I became A MOTIVATIONAL speaker!

BUILDING HOPE: ENTREPRENEURSHIP IN CONFLICT ZONES
 CHILDREN NEED CONSISTENCY
 IT'S IMPORTANT TO BE RESILIENT
 ENTREPRENEURS ARE ABLE TO identify AND SOLVE COMPLEX PROBLEMS
 HOW TO SAFELY GET funding TO CONFLICT ZONES

THE ROAD LESS TRAVELLED: TAKING YOUR STARTUP GLOBAL
 Technology IS BUILT FOR EVERYBODY
 WE ARE NOT taught To THINK OF HUMANITY CHANGE THE world!
 HAVE A conversation THAT MAKES YOU realize YOU HAVE A PURPOSE

FAMILY BUSINESS: A BUSINESS MODEL FOR THE FUTURE
 1ST GENERATION BUILD
 2ND GENERATION DEVELOP
 3RD GENERATION DESTROY
REVIVE!!
 HOW YOU own A COMPANY AFFECTS FUTURE OPPORTUNITIES
 NEED TO:
 1. RESPECT THE ACHIEVEMENTS OF EACH FAMILY GEN
 2. RESPECT INDIVIDUAL BUSINESSES

INVESTING IN OUR OWN: TAPPING THE POTENTIAL OF MENA STARTUPS
 ANGEL INVESTORS NEED EDUCATION IN THE MARKET TO COME & INVEST earlier
 WANT TO achieve & WHERE THEY WANT TO go

TEMP GUARD
 TRACKS TEMPERATURES FOR SENSITIVE PRODUCTS
BLUE PHIN
 CLEANS UP WASTE IN WATERS
 REDUCE 150g OF CO2

BUILDING A BUSINESS WITH HEART
 PEOPLE MATTER, SKILLS CAN BE found BUT RELATIONSHIPS are EVERYTHING
 WE NEED TO bring HEART & HUMANITY AT WORK
 WHAT ERAS, CULTURES & BUSINESSES?
 X YOUNG COMPETITION X GOSSIP X MISAD MANAGEMENT X FEAR X PUBLIC UTILIZATION
 TRUE BELONGING BEGINS WHO WE ARE
 GIVE & ASK FOR FEEDBACK!

GREAT IDEAS START HERE: WHY SHARJAH IS THE PLACE TO BE FOR ENTREPRENEURS
 SHERAA A SUPPORTIVE ECOSYSTEM!
 AT SHERAA WE TRY TO BE THE CONNECTORS
 SHAPE IDEAS GENUINE
 WE FOCUS ON PEOPLE

WELCOME THE TRAILBLAZERS: ENTREPRENEURS TODAY, VISIONARIES TOMORROW
TEMP GUARD
TRACKS
BLUE PHIN
U-LIGHT
 HARNESS HUMAN POWER TO GENERATE AFFORDABLE & RELIABLE ENERGY
 SAFER HOUSEHOLD

LEVERAGE COMPANIES & INSIGHTS TO STUDENTS
 FIREFLIES EDUCATION
 CHANGED 2,500+ LIVES
 ONLINE LEARNING
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