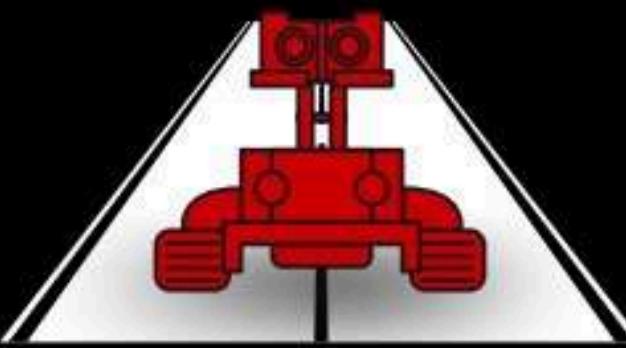


Breakin' Point



BREAKING THE BARRIERS TOGETHER





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intro to entrepreneurship & design thinking

BReakIN PoInT

Agenda

- 1. What is Entrepreneurship?**
- 2. Startup Growth Stages**
- 3. Fundraising**
- 4. Entrepreneur's Mindset**
- 5. Design Thinking Definition**
- 6. Define & Empathy Stage**

Ahmed Mohammed Elsayyad

Who am I :

- Studen @ Computer & information science.
- Business member in **Breakin point**.
- I'm studying cyber security
- Cyber security supervisor **@CAT Reloaded**



What is Entrepreneurship?



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**Entrepreneurship
is a Mindset**



**What is
Startup ?!**

الشركات الناشئة

وتسمى في القانون بمشروعات ريادة الاعمال او المشروع حديث التأسيس

المشروعات التي لم تمض **7 سنوات** على تاريخ بدأ مزاولة النشاط او بدا الإنتاج بها حسب

الاحوال والتي تضمن قدرًا من الجدة او الابتكار وفقا للضوابط التي يحددها مجلس الإدارة .

او المشروع الذي لم يمض على تأسيسه او تسجيله او مزاولة نشاطه **أكثر من سنتين**



Entrepreneurship

vs

Traditional Business

5 ESSENTIAL ELEMENTS THAT LEAD TO SUCCESS



Ideas



Team



Business
Model

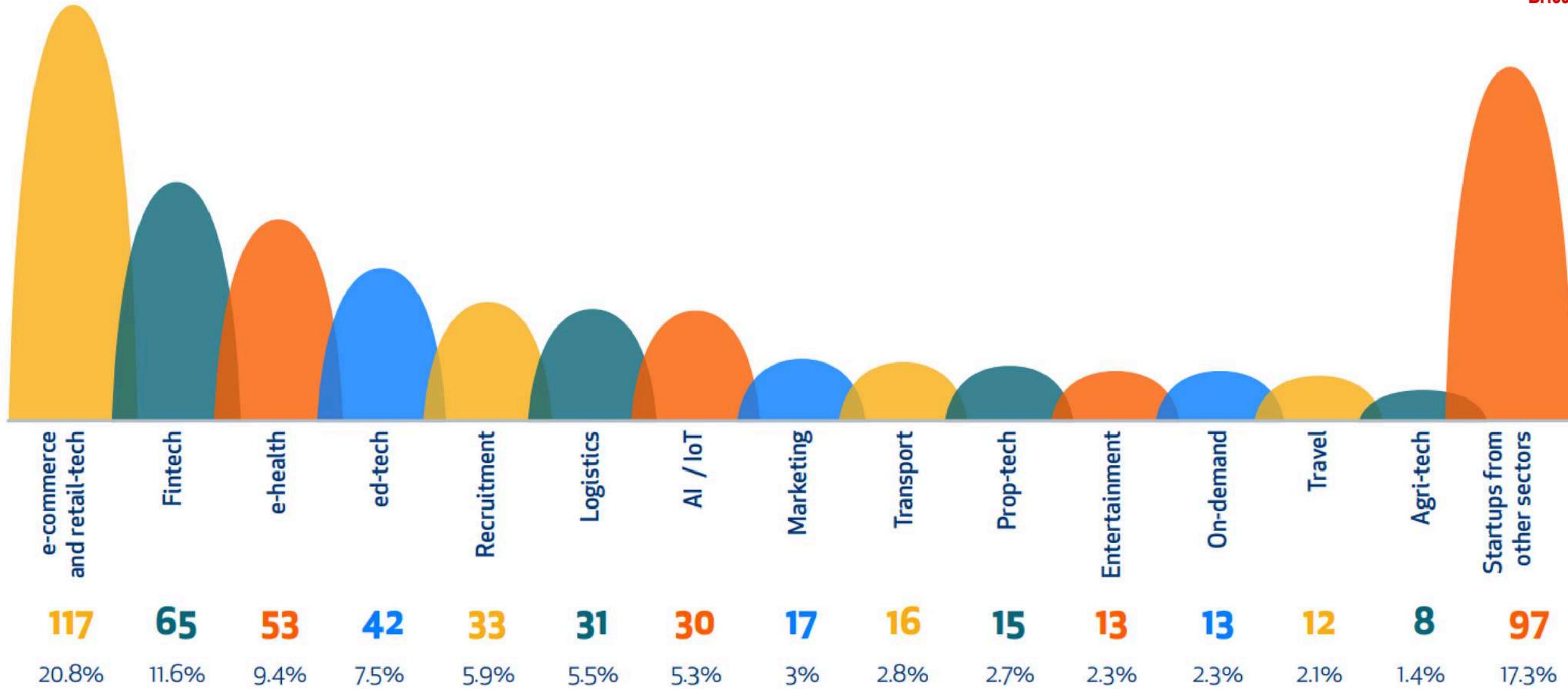


Funding



Timing

Egyptian tech startups by sector



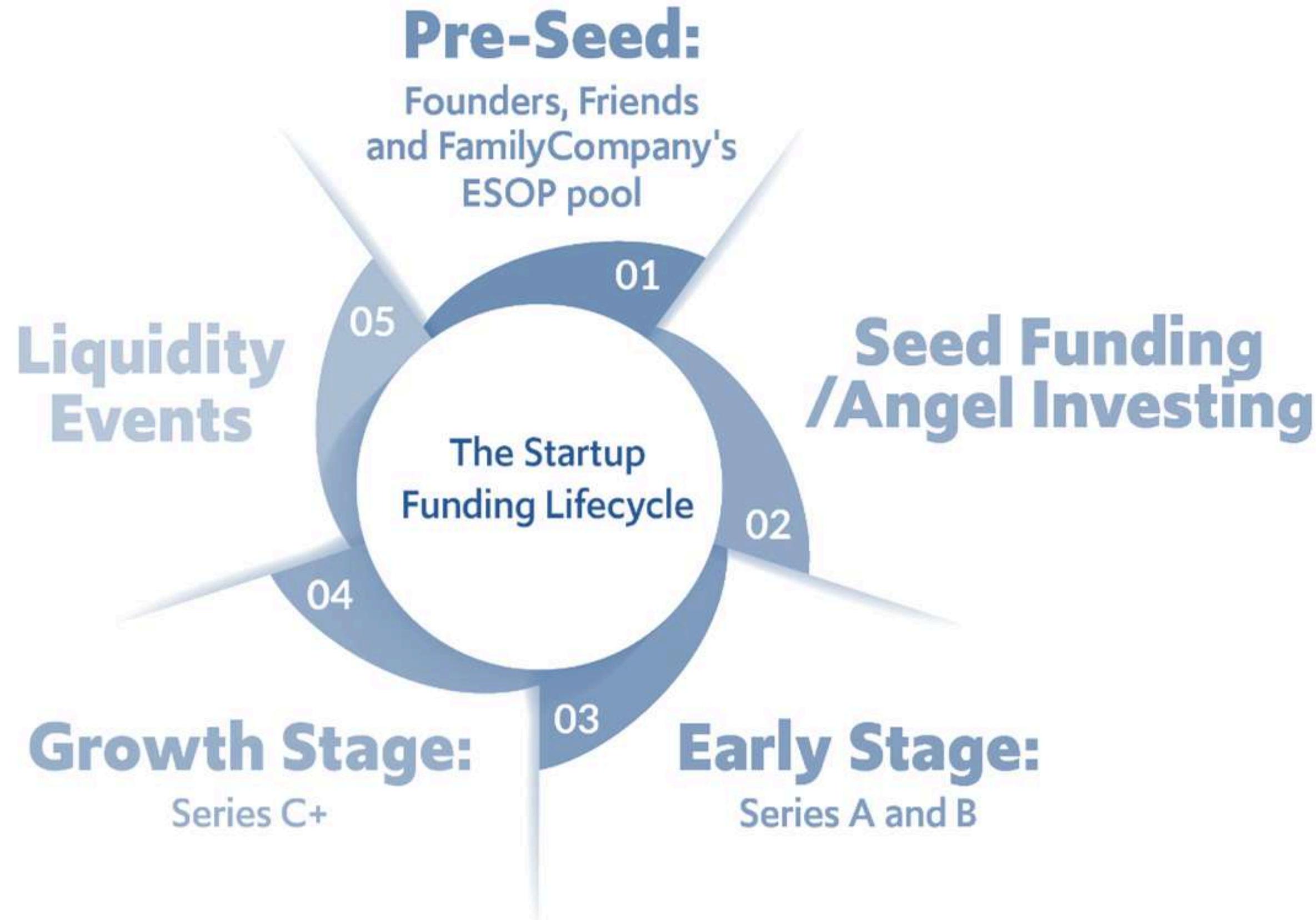
Source: ITIDA Egyptian Startup Ecosystem Report, 2021

Startup Growth Stages



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Startup Development Stages



Fundraising



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Fundraising

التمويل المجاني

1. التمويل الذاتي
2. المنح
3. المسابقات
4. معظم حاضنات الاعمال وبعض مسرعات الاعمال

التمويل مقابل حصة

1. الاصدقاء والمعارف
 2. معظم المسرعات وبعض الحاضنات
- Angel Investors.3
Crowdfunding.4
Venture Capital.5

التمويل مقابل الدين القروض (أوعى)

التمويل مقابل البيع المبكر

هنعمل منتج واعمله حملة إعلانية على موقع
الـ Crowdfunding

Indicators of readiness for investment



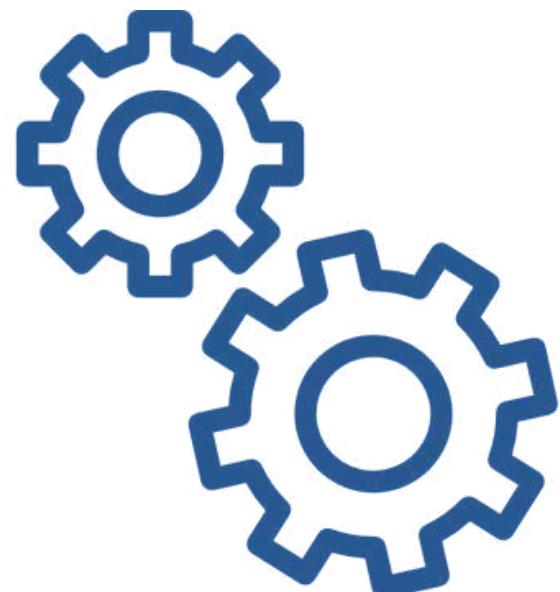
- مقتنيين بالفكرة وشغوفين بها
- عددهم وخصائصهم مناسبة
- مرونتهم في تقبل النصائح
- الخبرات مناسبة التفرغ للفكرة
- حجم السوق والعملاء
- مقدار نمو السوق او انحداره
- المنافسين وتاريخهم
- مدى تنظيم السوق

الفريق
السوق

Indicators of readiness for investment



- قابلة للتنفيذ بـالإمكانيات المتاحة لها
- مرجعية او تم تنفيذها مسبقاً نجحت الفكرة في اختباراتها
- الشركة قابلة للتوسيع
- قابلة على الدفع عن نفسها امام المنافسين
- لديك رؤية واضحة وقابلة للتنفيذ خطة مستقبلية واضحة
- الأرقام المالية مبشرة



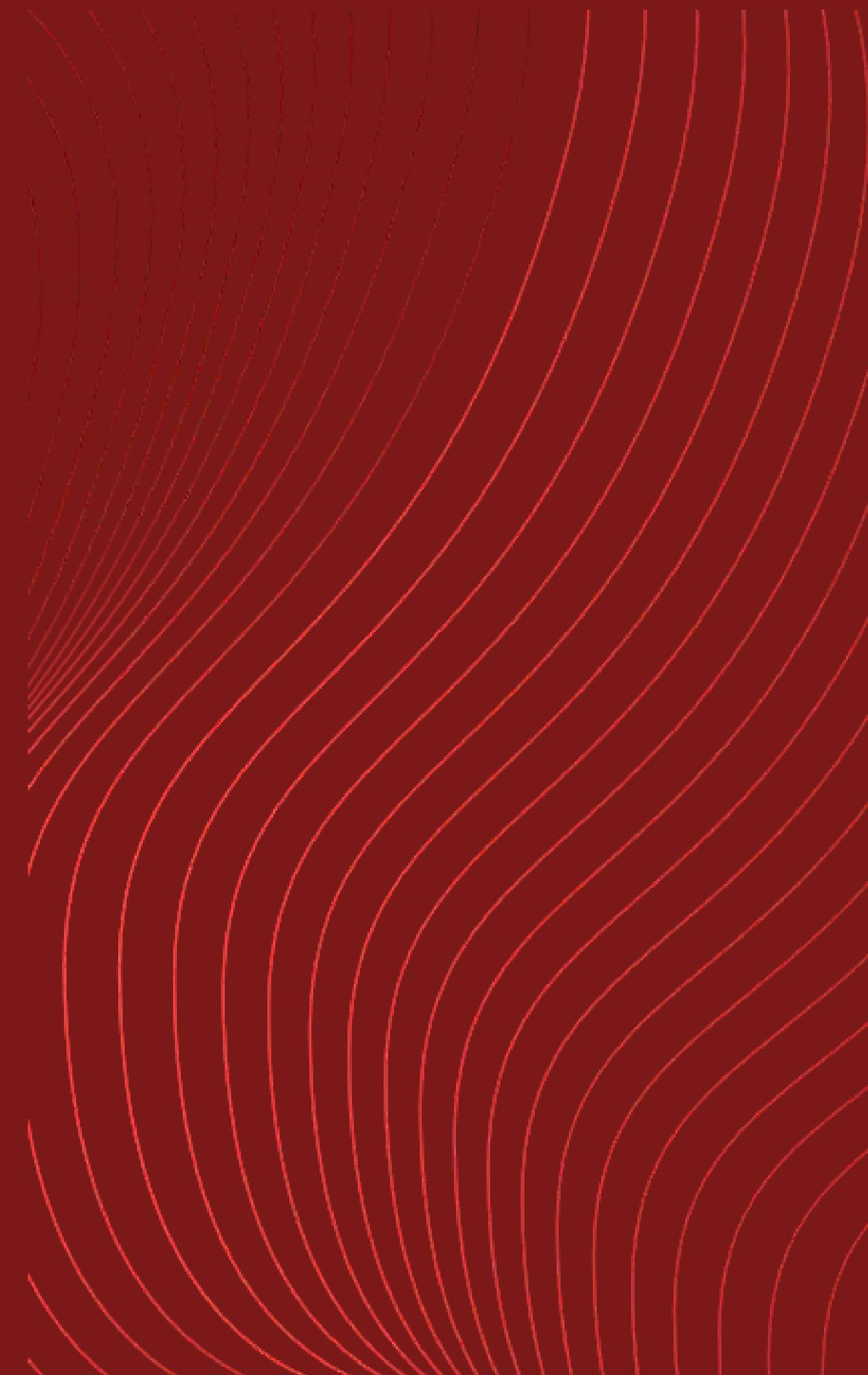
الفكرة

التنفيذ

Entrepreneur's Mindset



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ما هي مواصفات رائد الاعمال الناجح؟



مواصفات رائد الاعمال

- لديك حلم وطموح كبير وليس هدفه ان يربح فقط
- الاصرار والإيمان بالفكرة
- القدرة على تقبل الفشل وتحمل المسئولية

مواصفات رائد الاعمال

- المرؤنة في التعامل مع التغيرات التكنولوجية وكذلك الظروف الغامضة والمفاجئة**
- واثق في قدراته وتطورها باستمرار**
- القدرة على اتخاذ قرارات حاسمة**



Entrepreneur Vs. Employee ?!

Design Thinking

Definition



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ما الفرق
بين الابداع
والاختراع
والابتكار؟

التفكير التصميمي Design Thinking

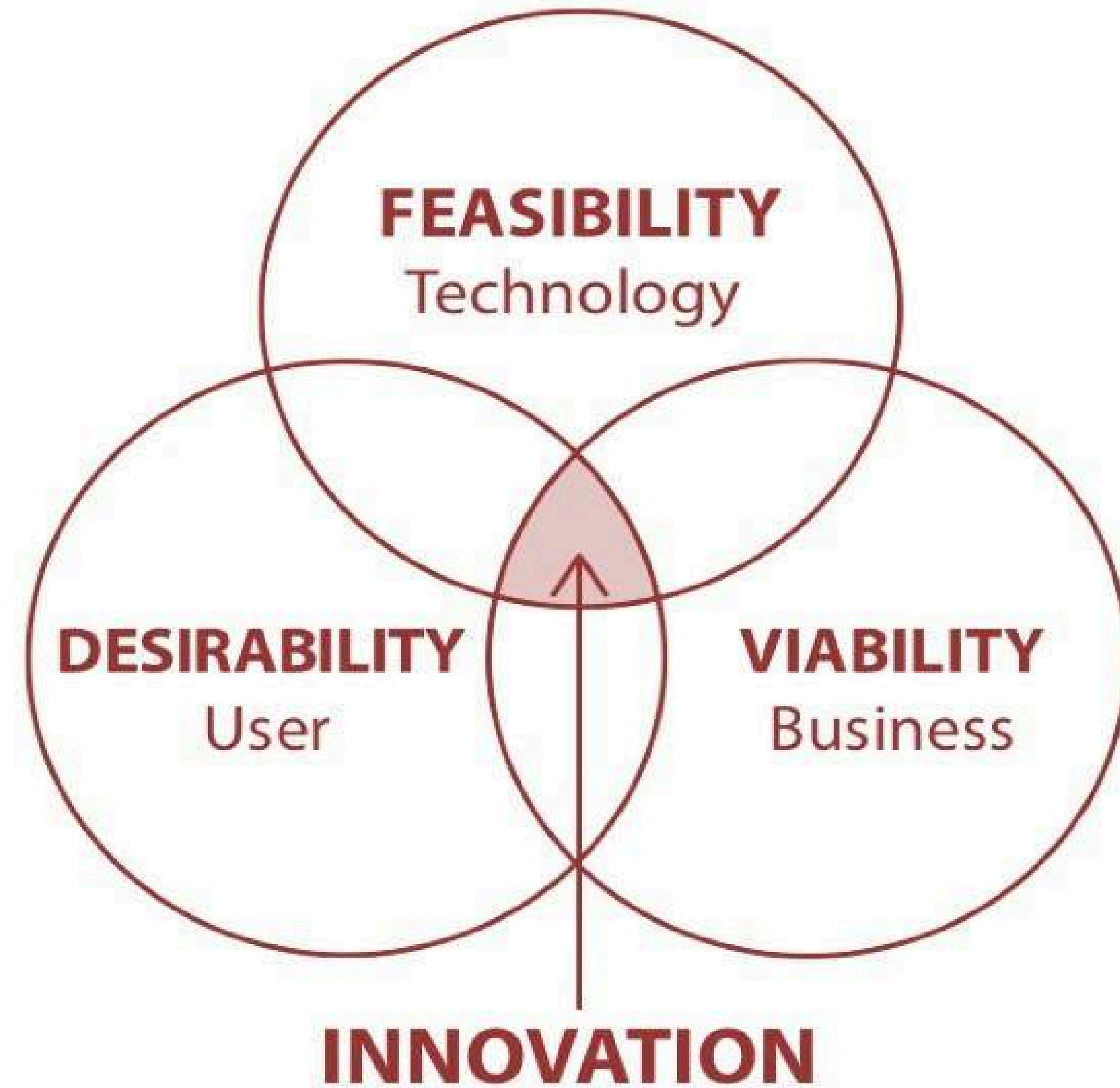
Creative and Collaborative Problem-Solving
Methodology used to generate more
Empathetic and Innovative Solutions

طريقة لحل المشاكل المعقدة والعثور على حلول مبتكرة
تتوافق مع احتياجات العملاء.

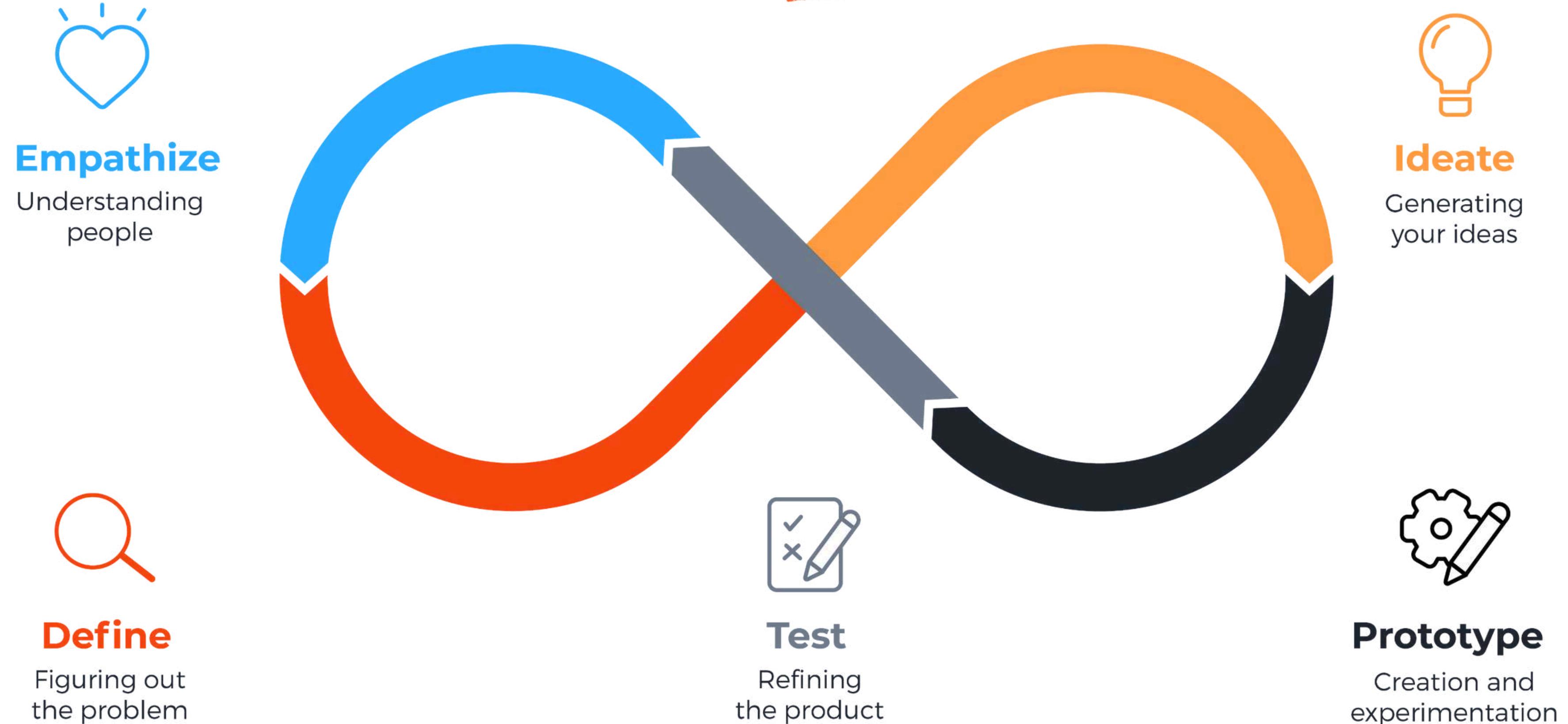
Design Thinking is a human centred approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.



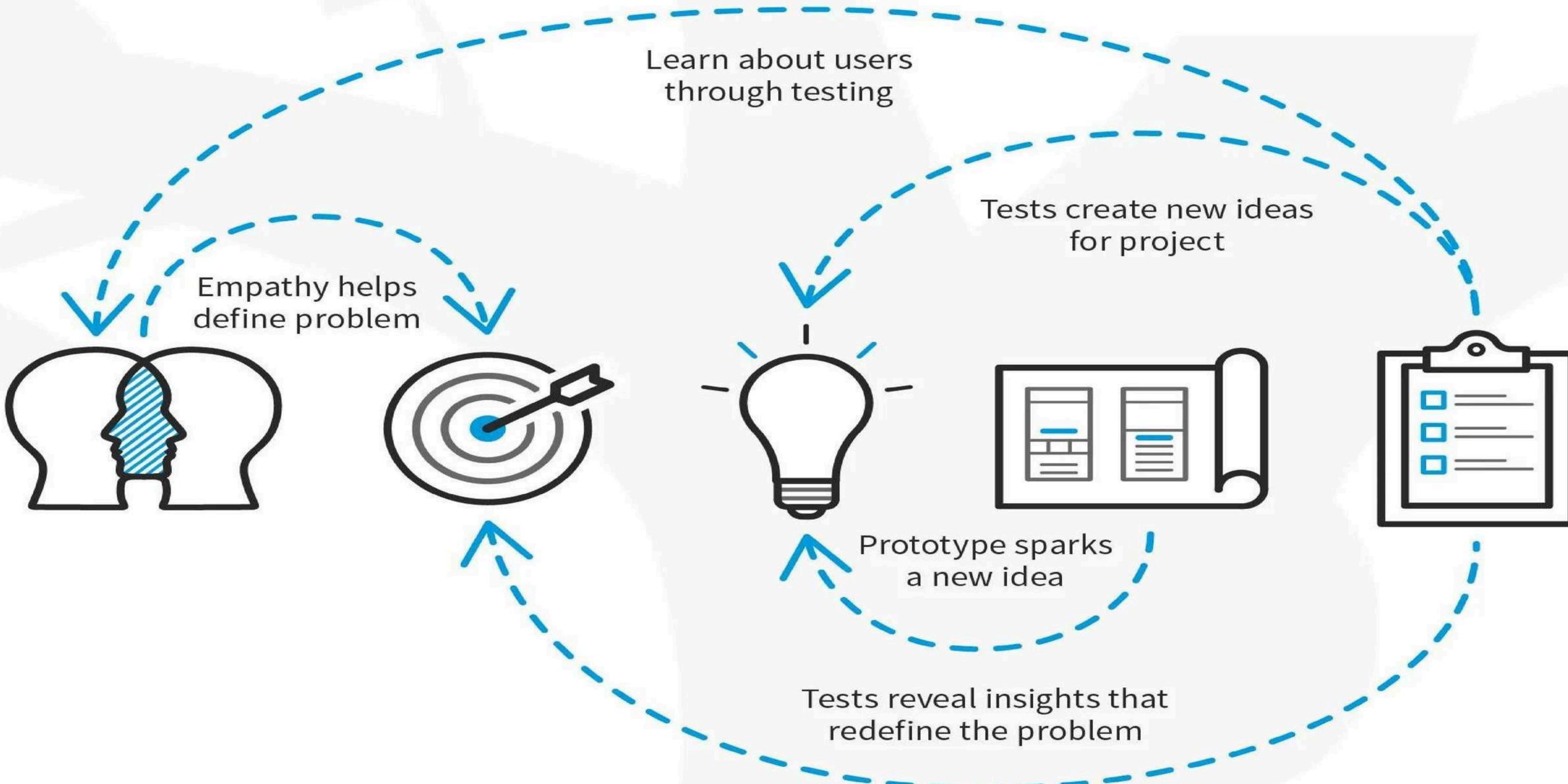
Tim Brown



DESIGN THINKING



Design Thinking: A Non-Linear Process



Define Stage

عندك فكرة ؟!

طها على جنب دلو قتي
واوصف المشكلة صح
اً

SUSTAINABLE DEVELOPMENT GOALS



17 PARTNERSHIP FOR THE GOALS





Problem Statements

Determine a problem to define it together

Step 1

Find Root Cause

Five Whys ..

Problem: Ran through a red light.

Why?

Late for work.

Why?

Woke up late.

Why?

Alarm didn't work.

Why?

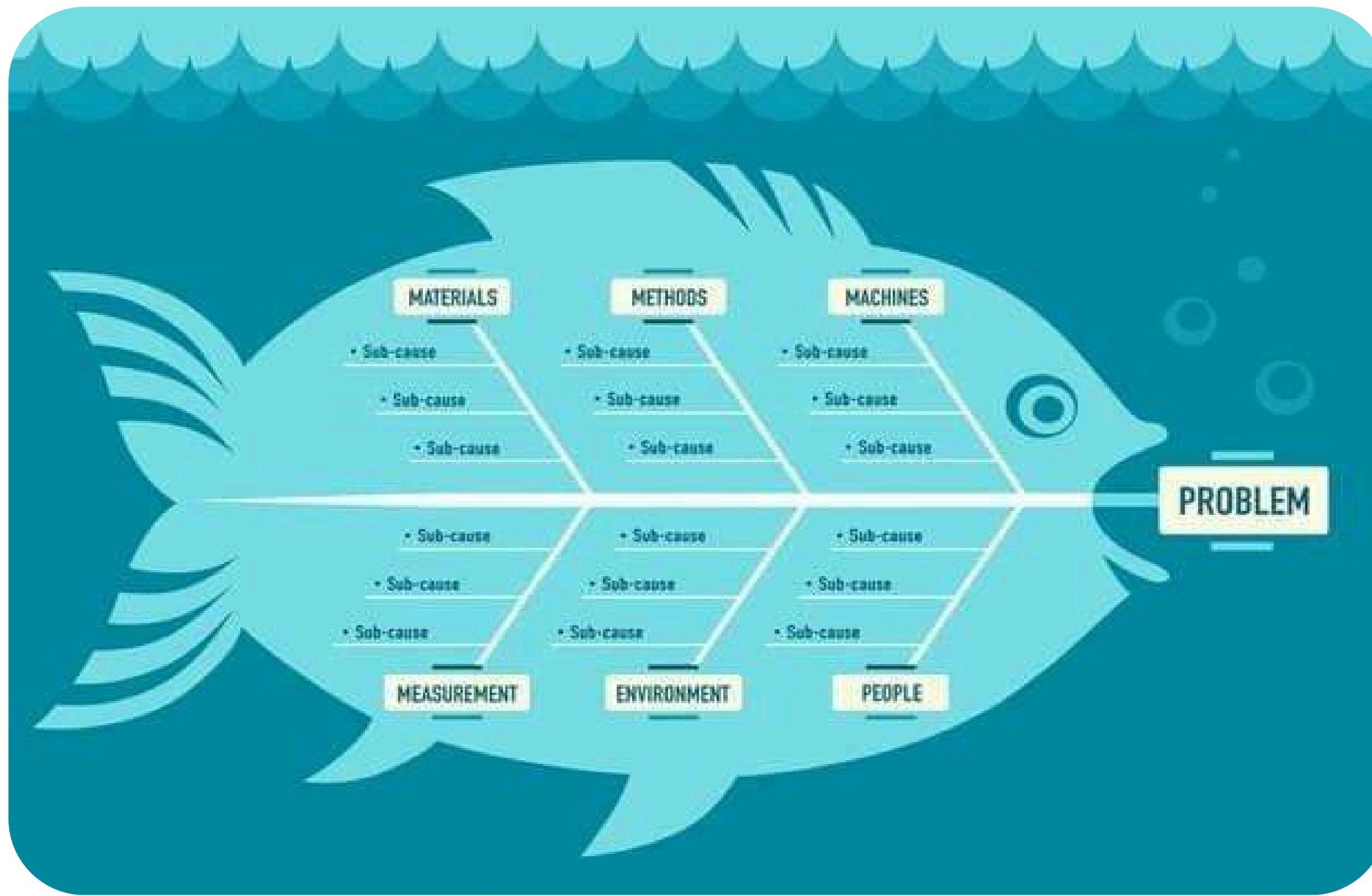
Exhausted battery.

Why?

I forgot to check it.

Root cause

Fishbone Diagram



Step 2

Point of View Statement

POV Statement



I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	<i>List their outcome or "job" the care about - what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

POV Statement

I am a doctor, I need to do some medical examinations and examinations on children with high accuracy and speed, as well as follow up their health condition, especially after birth

I am trying to do blood tests on newborns to check their health

But it is so difficult to take the sample for newborns and takes at least two days
Also, I need medical equipment to do that

So, I am waiting for a long time for the results of medical examinations to appear, and the child's condition may worsen

And that is make me upset because I was not able to diagnose early diseases and know the child's condition, and some children were lost as a result



Activity 1

POV Statement

for your Customer

Step 3

Determine The Problem

Choose The Problem

1. Specific Problem

2. Broken Leg Problem

3. Recurring Problem

4. Relevant Expertise

5. Passion to Solve

1. مشكلة محددة

2. مشكلة كبيرة يهتم الناس بحلها

3. مشكلة تتكرر بشكل شبه يومي

4. لديك خبرات متعلقة بها

5. لديك الرغبة في حلها

Problem Statement

The Egyptian state believes that the solution to the issue of climate change lies in relying on renewable energy, and therefore the state has built Renewable Power plants such as solar power plants and Wind power plants and seeks to build a nuclear power plant in Dabaa city

The state has also moved to use electric cars instead of fossil-fuel powered cars to reduce carbon dioxide Emissions, one of the most dangerous greenhouse gases that affect the environment and exacerbate global warming problem, but all new Technology has its pros and cons.

We believe in the importance of developing the electric cars sector in Egypt So We have noticed many big disadvantages of electric cars:

- Slow charging and the short range for one charge
- Lack of availability of charging stations
which in some areas may be limited to some gas stations
- Some consumers face a problem in the installation of the cable of wired charging and this leads to problems in charging the car



Activity 2

Problem Statement
for your Customer

Empathy Stage



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عندك فكرة ؟!

حطها على جنب دلوقتي
واوصف المشكلة صح
الأول

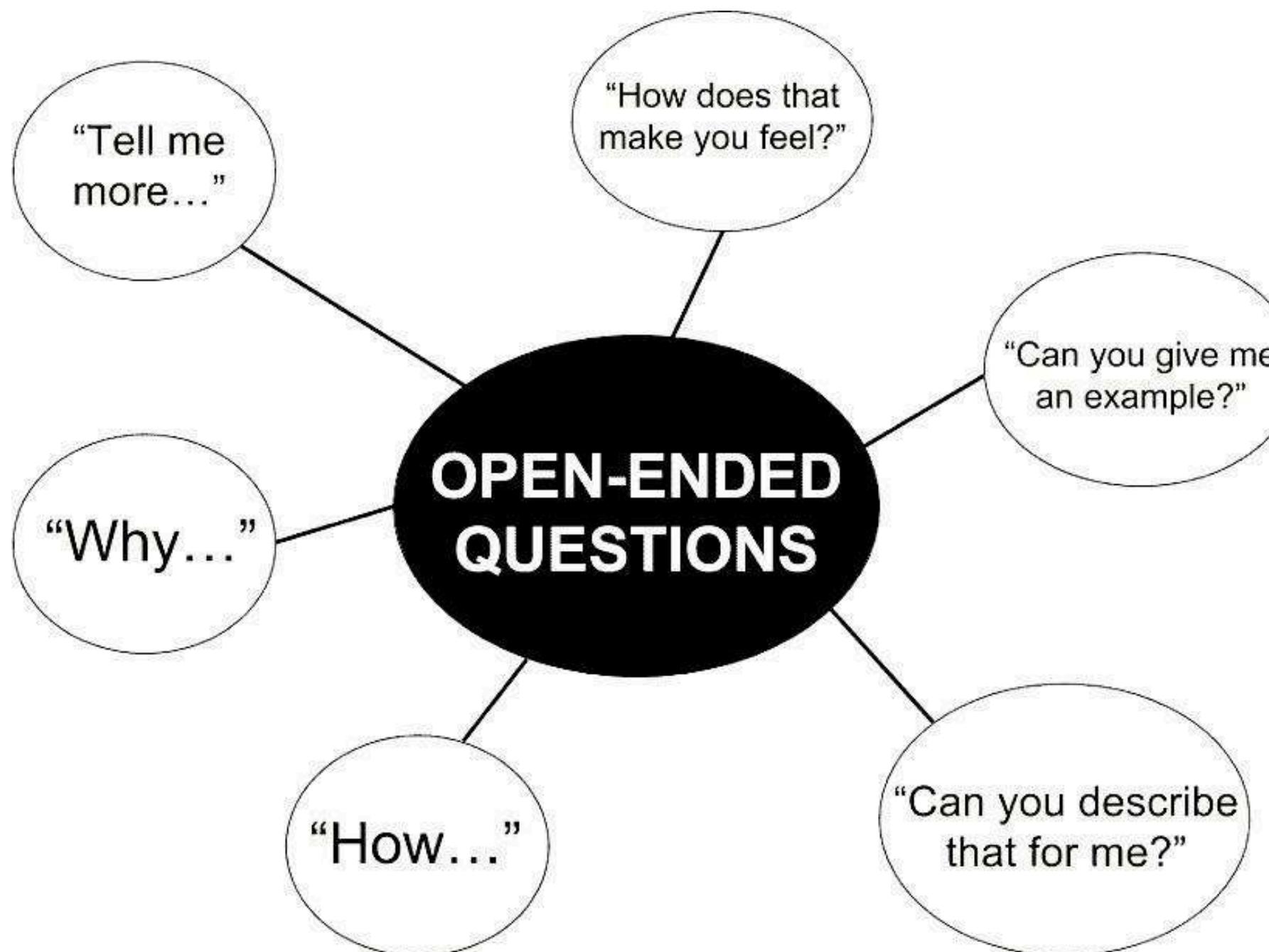
Reincarnation



Put yourself in their
Shoes

Activity 3

Empathy Interview



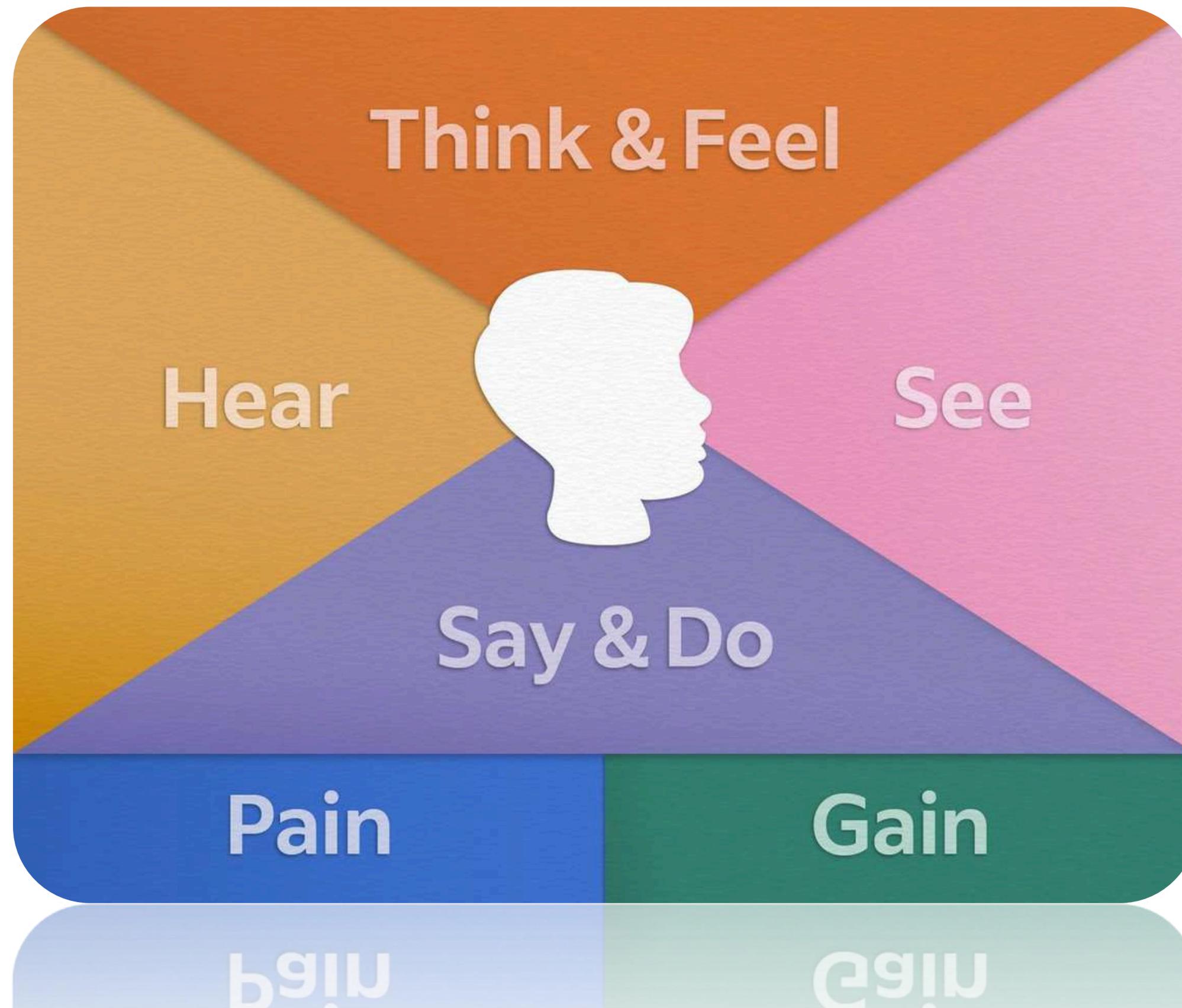
1. Collect a diversified Team
2. Ask Open-Ended Questions.
3. Ask Follow Up Questions
4. Document Answers
5. Be an Active Listener



Activity 4

Let's Make an
Interview

Empathy Map



1

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in? What is their role in the situation?

2

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

GOAL

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and annoyances?

GAINS

What are their wants, needs, hopes and dreams?

6

What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

3

What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

4

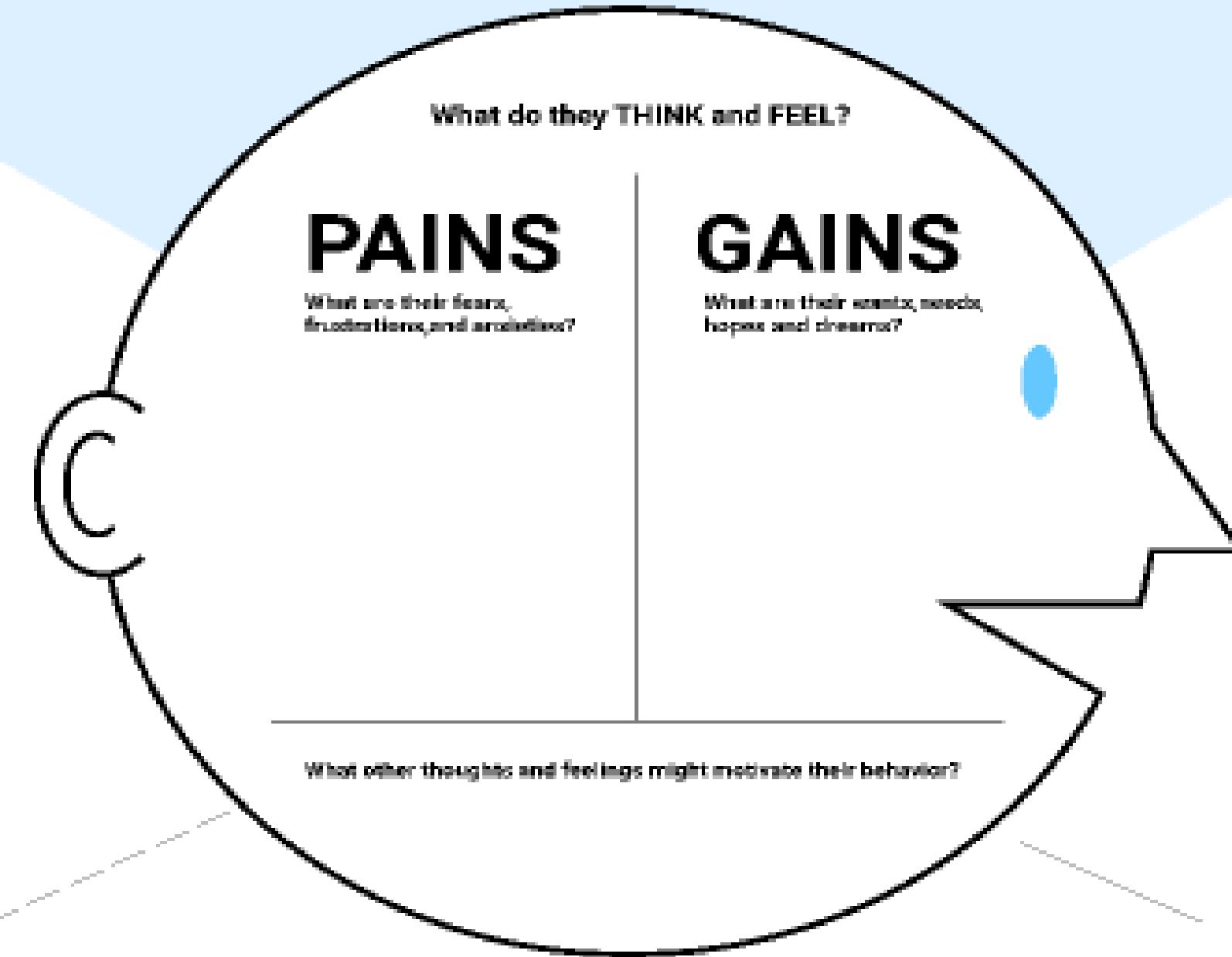
What do they SAY?

What have we heard them say? What can we imagine them saying?

5

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?





Activity 5

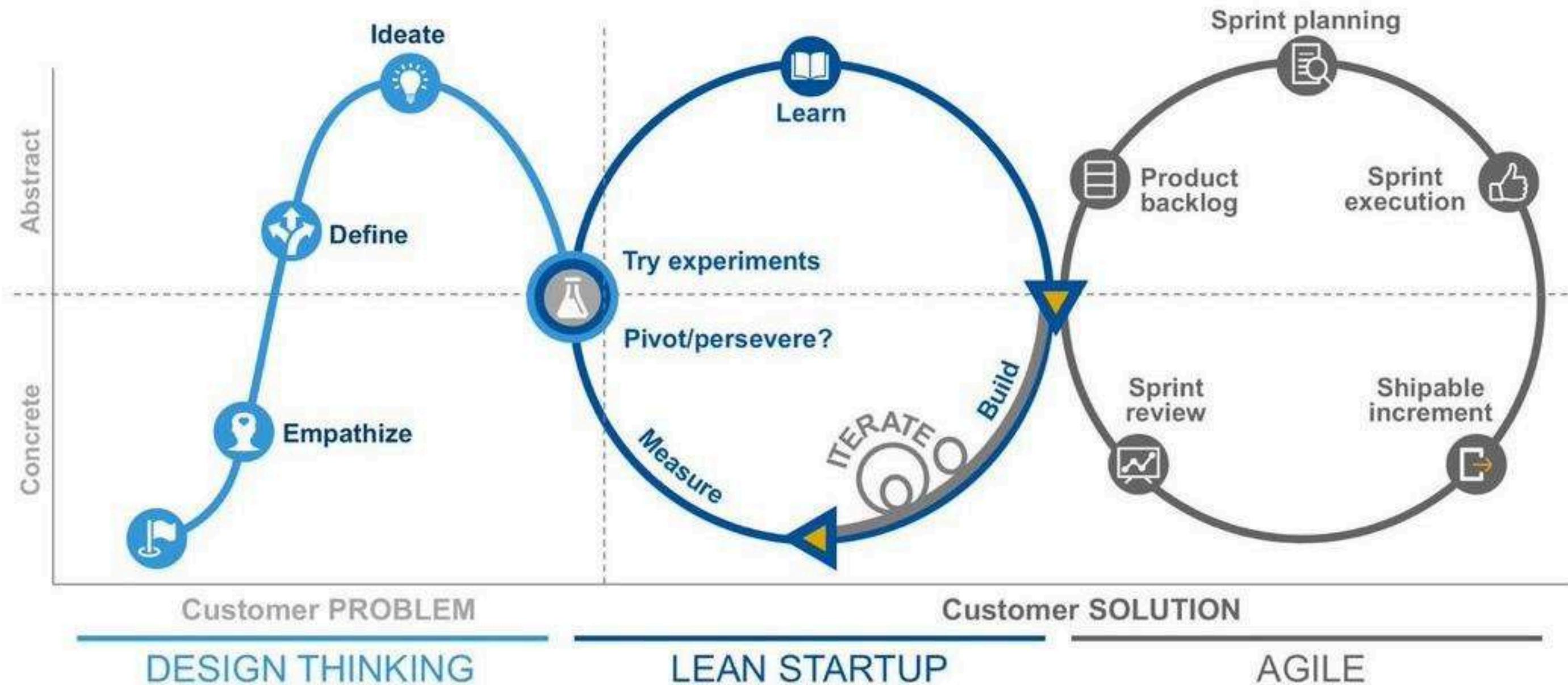
Empathy Map for
your Customer



**What did we
talked about
in this session?!!**

Search for..

Combine Design Thinking, Lean Startup and Agile





Thanks

