



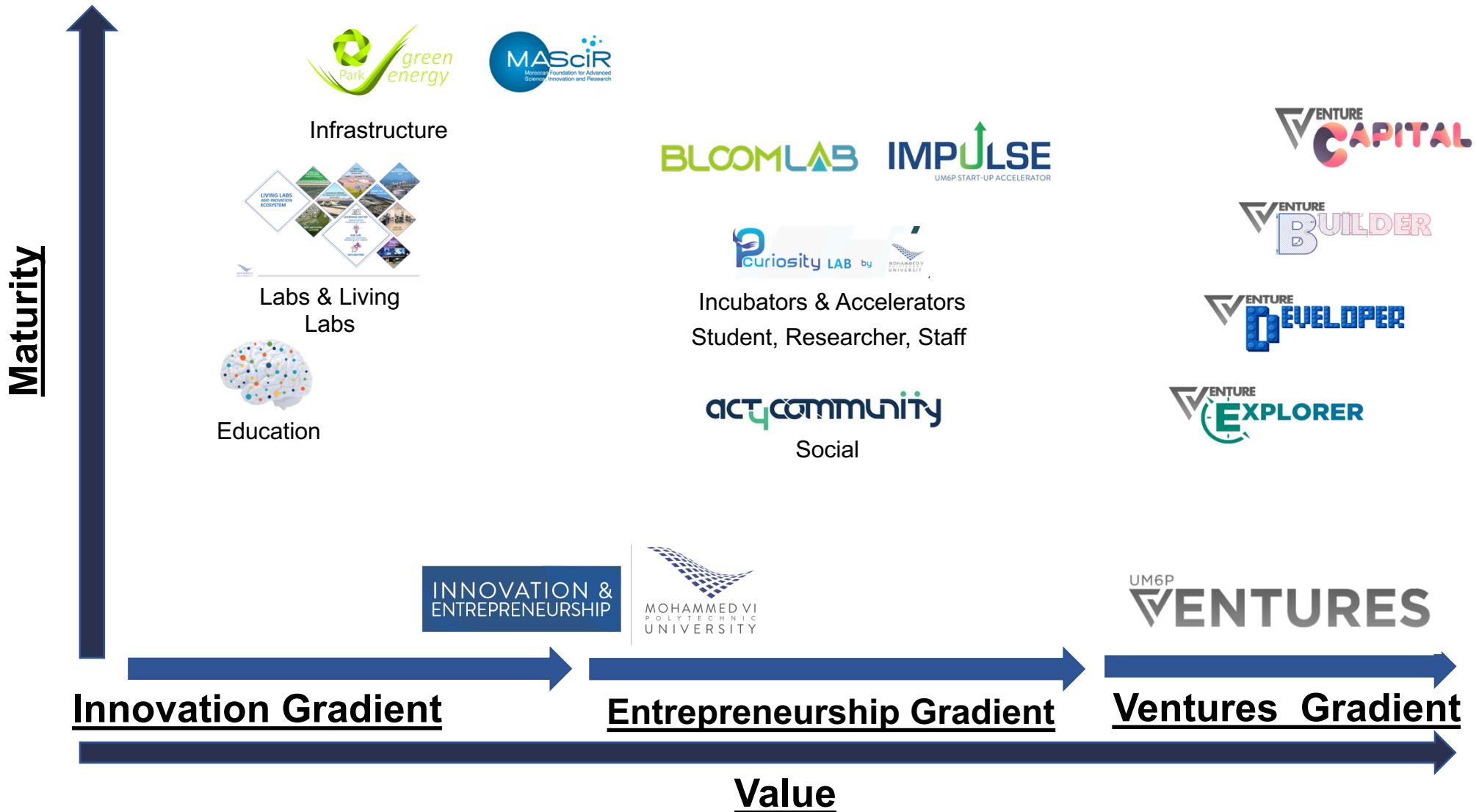
# Opportunity of Scientific Research in the Continuum of Innovation & Entrepreneurship

Dec 3, 2020

Yasser Biaz  
General Manager

# The Innovation-Entrepreneurship-Ventures Continuum

UM6P  
**VENTURES**



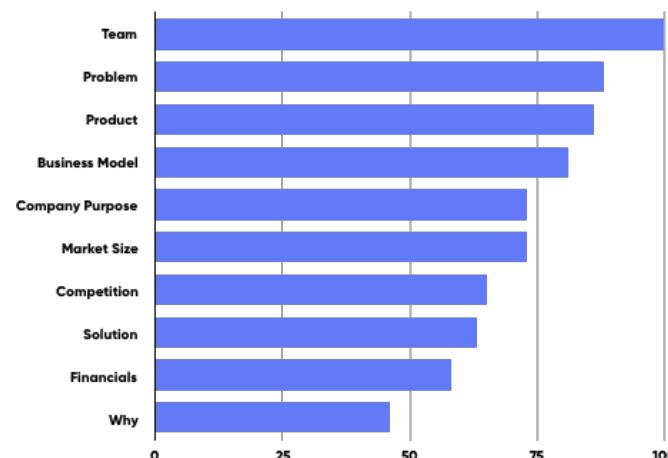
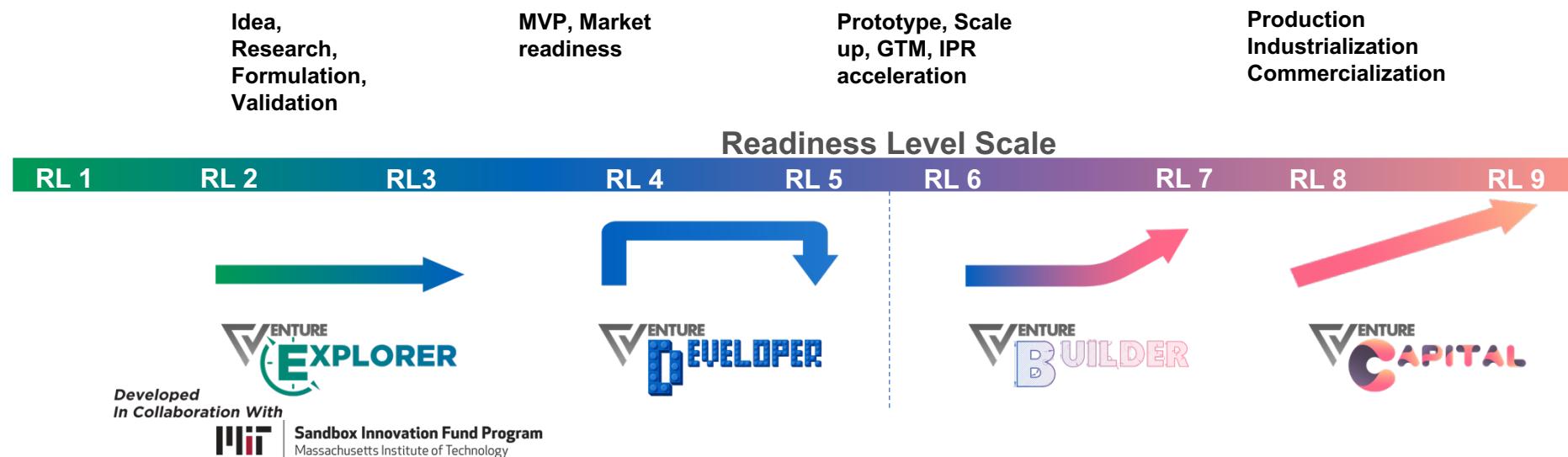
# Positioning Statement

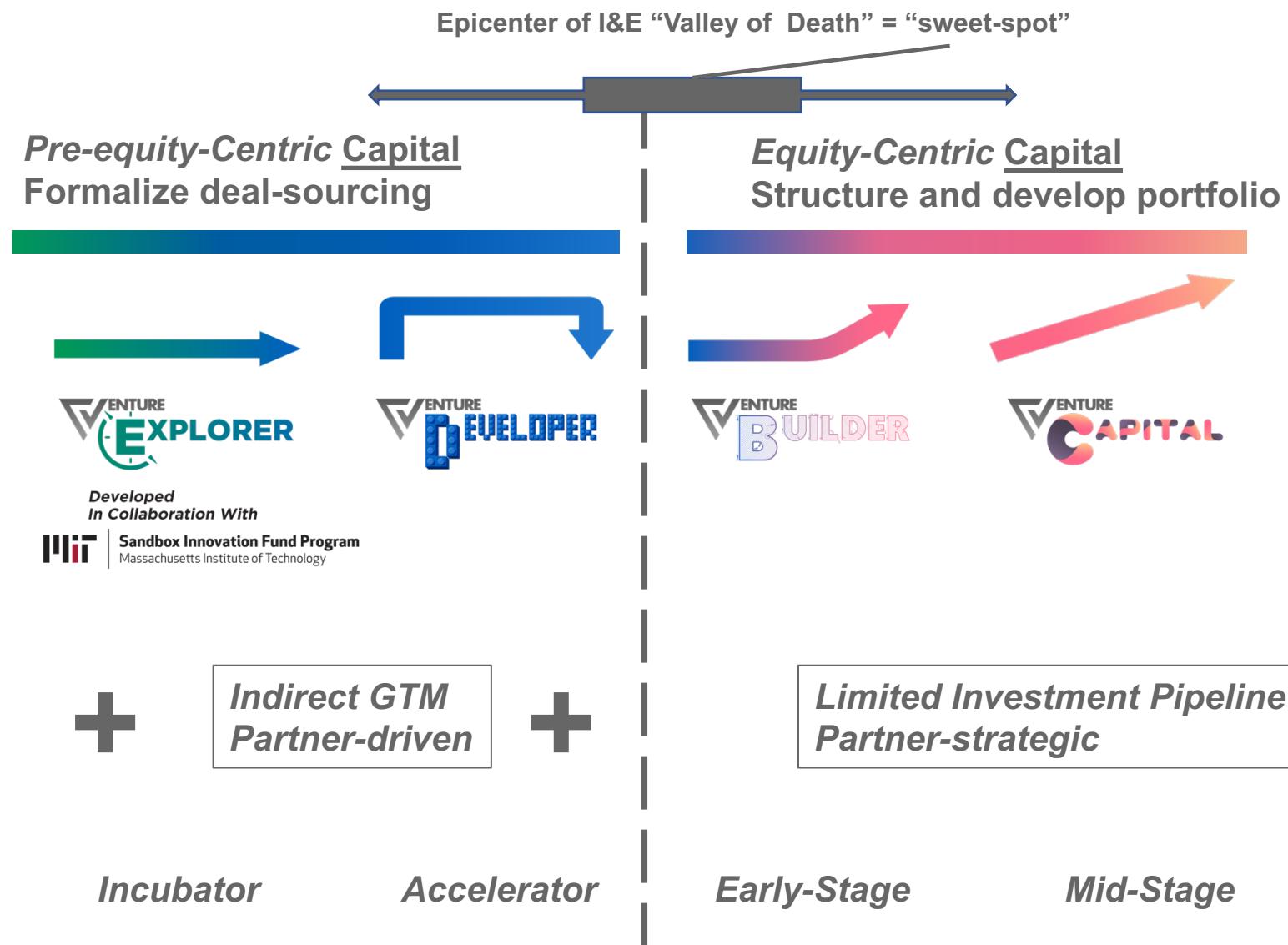


<b>Problem Definition</b>	<ul style="list-style-type: none"><li>The potential growth trajectory in Morocco and the greater African region is tremendous.</li><li>Investors are trying to find the most viable highest growth opportunities</li><li>Access to opportunities in Morocco and the greater African region have not been plentiful due to lack of exposure to investors. To assist investors and entrepreneurs alike, it is important to partner with both Moroccan and elite global educational institutions that provide business opportunities for entrepreneurs and consistent deal flow for the funds.</li><li>Furthermore, connecting expert teams to entrepreneurial ventures will be key to any new venture's success.</li></ul>			
<b>Key Message</b>	<p><b>UM6P Ventures builds seed and early stage strategic equity portfolios. UM6P Ventures is backed by world class universities and a world-renowned multinational corporation to support innovative, high-growth potential entrepreneurs in the field of sciences</b></p>			
<b>Supporting messages</b>	<p>Higher quality and viability of venture startups via partnerships with premier universities Consistent higher quality early-stage deal flow through education and mentorship</p>	<p><b>Access to best in class labs and resources</b> Through the UM6P community, entrepreneurs have access to expert scientific labs and accelerators for testing, validation, and production</p>	<p><b>Financial backing and support from the private sector in Morocco and African region</b> Injected capital from organizations to build sustainable businesses across the region</p>	<p><b>Connecting teams: Creating a dream team</b> Local and international advisors and experts in the sciences field proven to accelerate new ventures with the right know-how</p>

# Capital Deployment Strategy

## Bootstrap/Pre-Seed, Seed, Series A

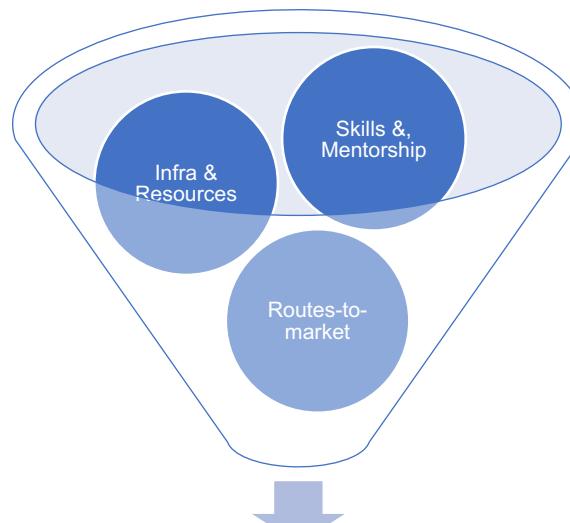
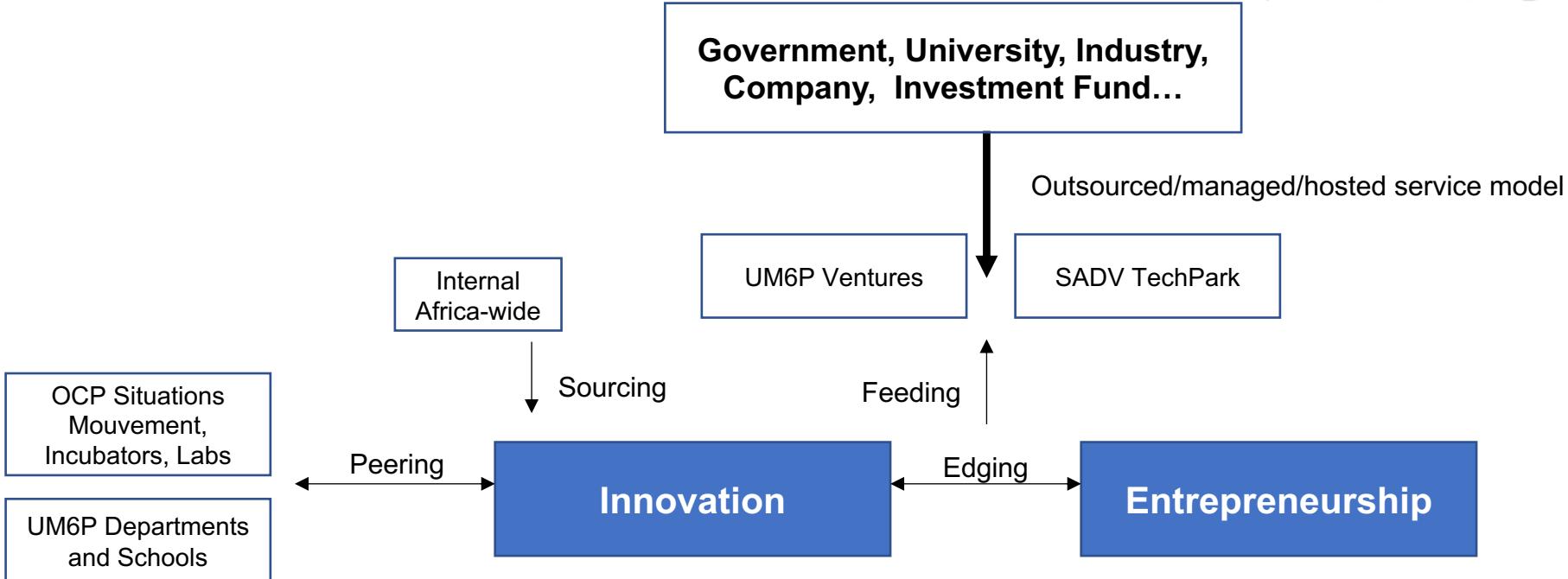




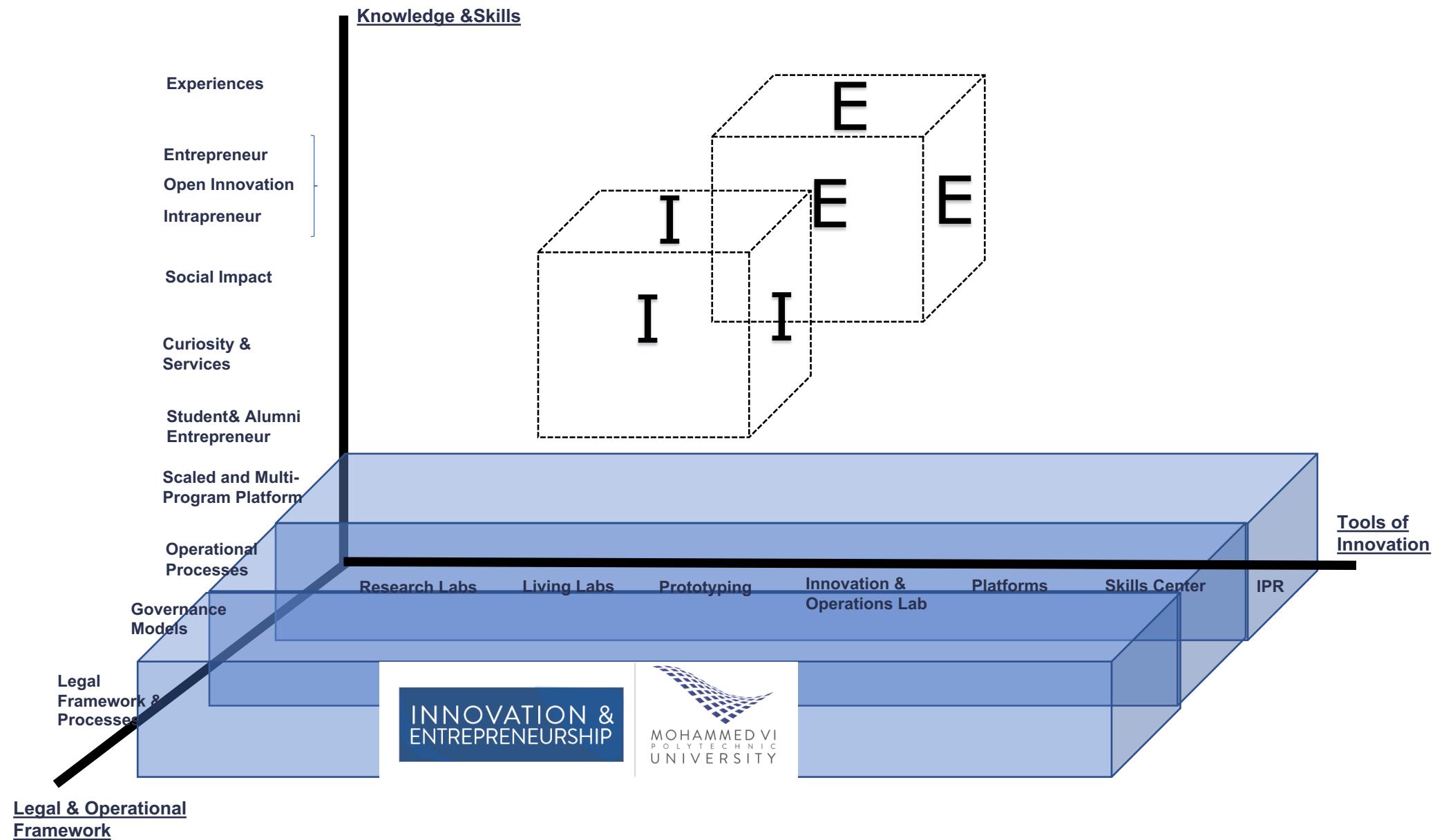


# Support System

# Architecture and Mechanism Meeting the Specifics of I&E + R&D



Startup, Company, IPR, Social  
Entrepreneurship, Other



# Nomenclature of the Offer to Support OCP-UM6P I&E Programs

## UM6P Pure-Play Innovation Excellence Gradient



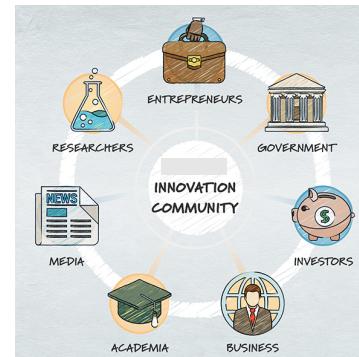
# Talent Moonshot



## R&D Excellence



## R&D-to-Market



- Initiated @Phosphate Days.
  - Demonstrated stickiness with YRD competitors.
  - Mindshare and talent acquisition.
  - Wiki and collaboration space.
  - Portal to orchestrate and moderate research gradients.

- IP Clerk desk: research, inventory, and secure IPR.
  - Markets and applications.
  - Regulation and compliance.
  - Identify and track stakeholders in the playing-field.
  - Identify research opportunity gradients.
  - Quants and analytics support for IPR.
  - R&D coordination and orchestration.
  - Funding goals and resource needs.
  - Funding funnels.

- Product definition, refinement and validation.
  - Cost-performance model.
  - Competitive analysis.
  - Manufacturing, production processes, and scalability.
  - Identify/engage suppliers.
  - Commercial readiness.
  - Identify and engage with potential customers/partners.
  - Develop Ecosystem and Cluster partnerships; Routes-to-market.

# Nomenclature of the Offer to Support OCP-UM6P I&E Programs

## UM6P Entrepreneurship Excellence Gradient



INNOVATION &  
ENTREPRENEURSHIP



### Infrastructure

- Lodging
- Food & beverage
- Workspace
- Campus facilities: Library, Gym...
- Shuttle transportation services

### Events & Networking

- Press, industry, experts, investors
- Reception capacity, event organization
- Multimodal event management and networking
- Horizontal/Vertical markets focus

### Leadership & Skills

- Thought leadership series; inform and influence
- Policy, Markets & economics, science & technology watch
- Degrees, certificates, courses, tracks, modules
- Leadership/hard/soft skills
- Train-the-trainer & Practical training on actual startups
- Best practices; Case studies

### Engagement

- Engagement management of entrepreneurs with LivingLabs (experimental mine, plant, farm), Platforms (FabLab, Green Energy Park, Green/Smart Building Park), and ecosystems: resource/access/project management and follow-through
- Subject Matter Expertise per sector: mining, agritech, energy&water, data science, AI...

### Data

- Data governance model
- Access protocols and tools
- Test data, as a service or application
- Simulation of test environments

### Prototyping

- Prototyping capabilities at UM6P Labs, experimental facilities, and Platforms (FabLab, Green Energy Park, Green/Smart Building Park); and partner facilities

### Talent

- Experts, Mentors
- 1-on-1 support
- Talent excellence and Moonshot
- Startup building & staffing
- Consultants

### Market

- Due diligence
- Market and application expertise
- Route-to-market; GTM strategies
- Value delivery system



Developed in collaboration with



**Sandbox Innovation Fund Program**  
Massachusetts Institute of Technology

# Metrics & KPIs

# Roles and Responsibilities

## Partnership proposal



Developed  
In Collaboration With



Sandbox Innovation Fund Program  
Massachusetts Institute of Technology

### Operational Framework

#### Partners

##### COHORT



- 15 Multidisciplinary Projects from each University
- 5 Facilitators/Mentors from each University



1337



- Multidisciplinary Projects from Explorer 1<sup>st</sup> cohort, GEP, MASciR, UM6P & 1337/YouCode.

#### Program

##### INCUBATOR / ACCELERATOR

##### EXPLORER PROGRAM



Developed  
In Collaboration With



Sandbox Innovation Fund Program  
Massachusetts Institute of Technology

- Curriculum
- Mentorship, Coaching
- Workshops & Webinars

- Cohort ownership
- Value-delivery system
- Guidelines, Playbook
- Capital roll-out
- Management

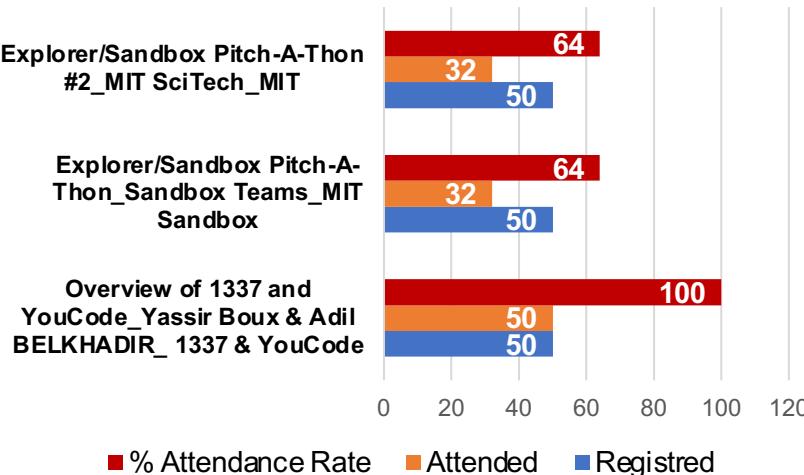
#### Capital

##### FUND

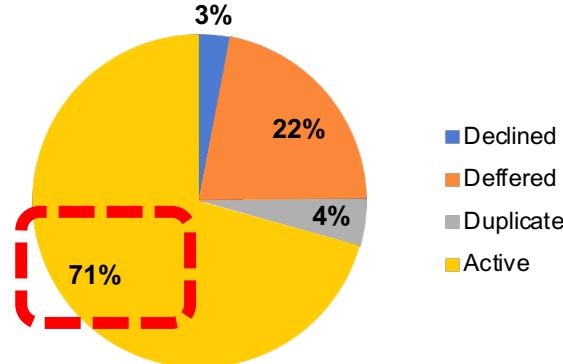


- Pre-equity Capital
- Governance, Compliance
- Legal
- Finance
- Process Management
- Infrastructure
- ROI

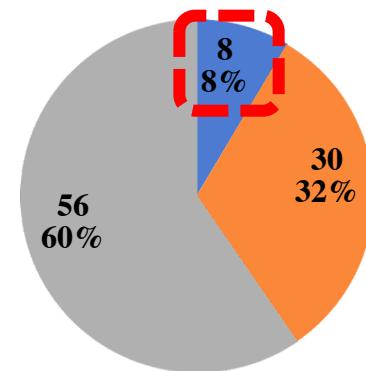
## Network Activity



## No of supported ventures



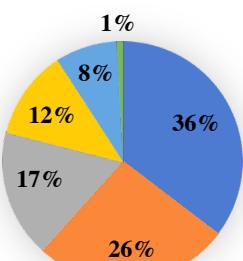
## Maturation level of teams



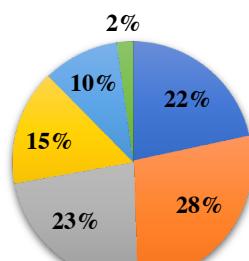
#	Category
X	The team is ready to graduate from Explorer
Y	The team will graduate after a one to two-year incubation period
Z	The team is surviving but is not growing

## Team building

### Team Size (people/team)

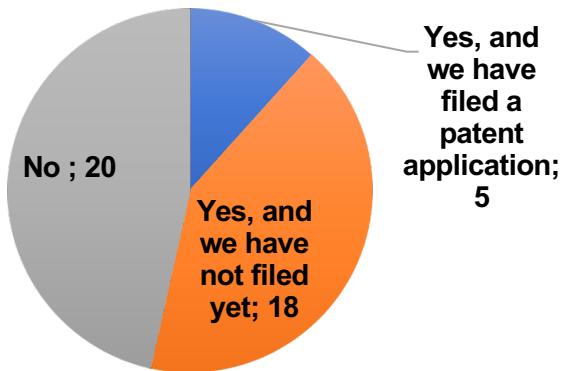


### Team Size (people/team)



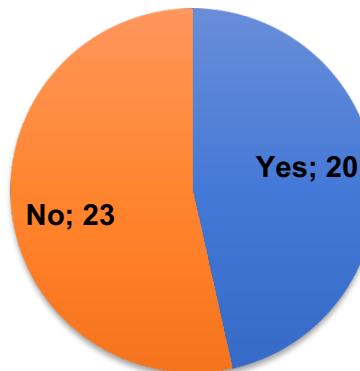
## No of patent application

Is your idea patentable?



## MVP

Do you have a working prototype (e.g. MVP)?



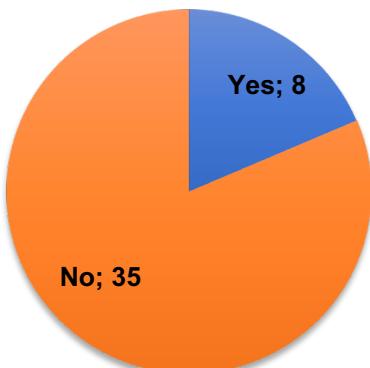
## Team

What core skills does your team still need to develop the technology?

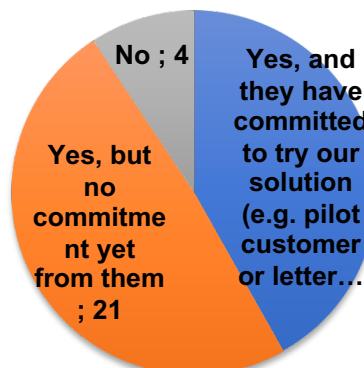


## Market Discovery

Do you have paying users/customers?



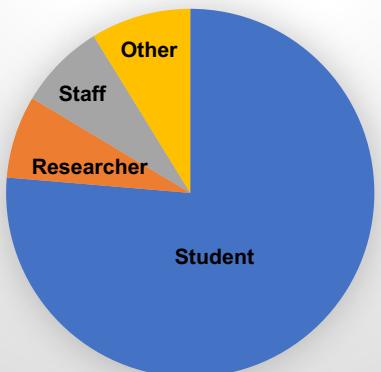
Have you identified an early adopter?



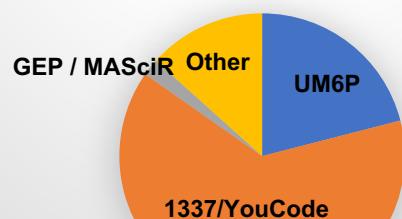
How much primary market research have you completed?



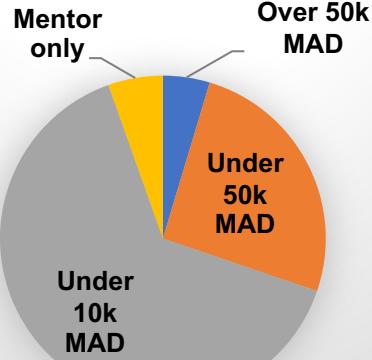
**Applicant Status**



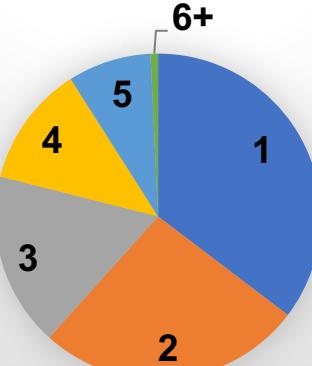
**Applicants' Affiliation**  
**262 People**



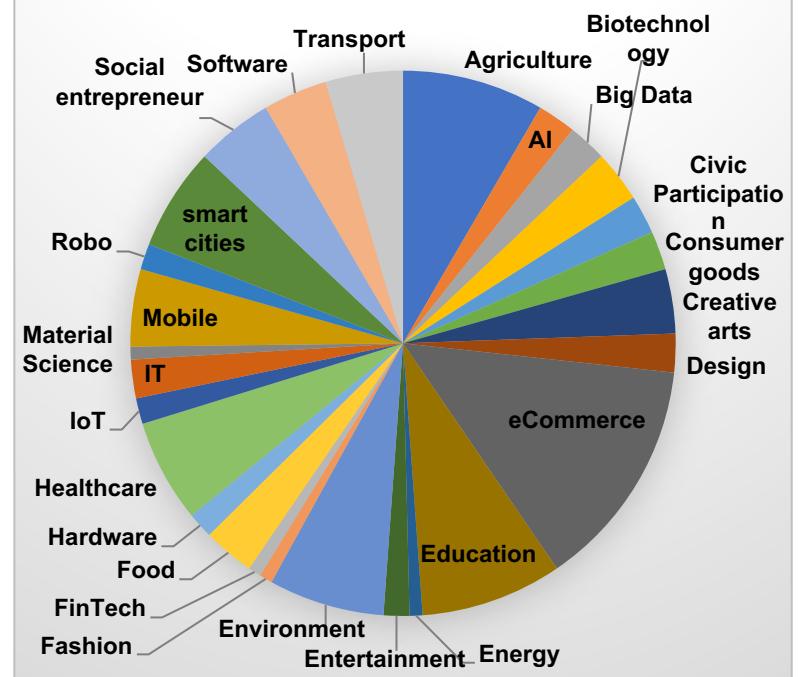
**Funding Award Summary**



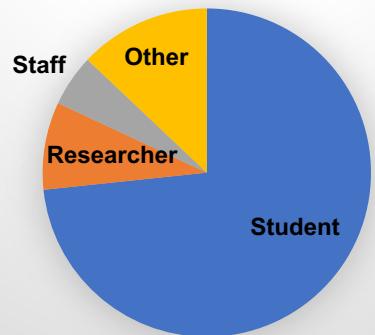
**Team Size (people/team)**



**Area of application**  
**129 Projects**

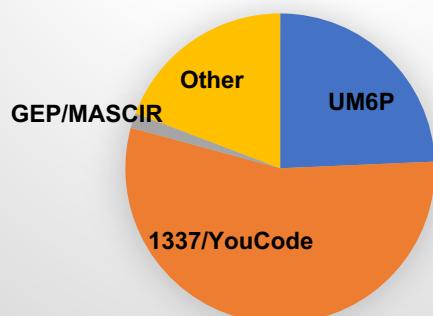


### Applicant Status



### Applicants' Affiliation

**255 people**



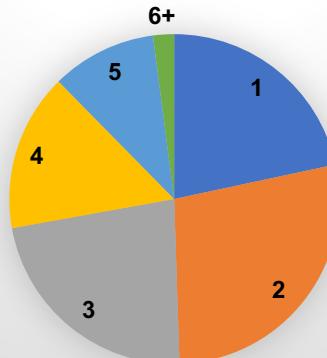
### Funding Award Summary

**500K MAD (-2.25M MAD)**

**2.75M MAD**

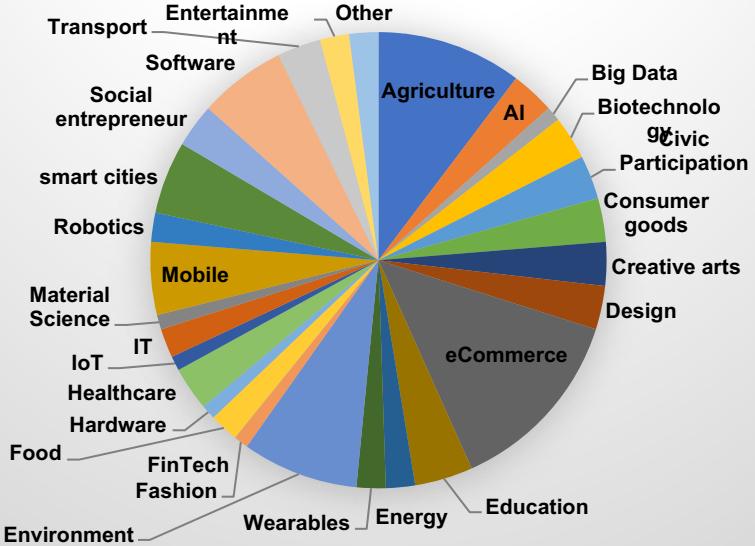


### Team Size (people/team)



### Area of application

**97 Projects**



### Application Stage

