

**Al Dhow**  
**Entrepreneurship Vessel:**  
**The Next**  
**Big Fish**  
**Voyage**

A Middle school and  
Highschool program



**Al Safar**®

LEADERSHIP PATHWAY

Cast your line,  
Catch the next

**big fish!**



## Strategic Framework

# Charting the Course: The Strategic Hierarchy

## A Structured Path to Leadership and Innovation



### The Pathway

**AI Safar Leadership Pathway** (The Direction) – Developing resilient, strategic leaders.



### The Vessel

**AI Dhow Entrepreneurial Vessel** (The Curriculum) – The structured skills and support provided to navigate the market.



### The Voyage

**The Next Big Fish Voyage** (The Project) – The specific 12-week mission to identify, plan, and capture a high-value market opportunity.

What is The Next Big Fish Voyage?

## Our Core Purpose

To transform strategic ideas into actionable business plans and marketable ventures, demonstrating the resilience and skill required to find and capture the market's next significant opportunity.



# Transferable Skills: The Sailor's Toolkit

## Building Skills Essential for Future Leadership



### 1. Strategic & Analytical Mastery (The Compass)

Strategic Planning, Critical Analysis of markets, and Financial Literacy.



### 2. Execution & Resilience (The Anchor & Sails)

Project Management (12-week timeline), Prototyping & Design Thinking, and Accountability (Strict deadlines & Feedback).



### 3. Communication & Leadership

Professional Pitching to investors, Teamwork & Collaboration, Brand Identity & Negotiation.





# The Al Dhow Support Structure

## UISA Support: Expert Captains and Navigator Training



### Al Safar Captains (UISA Leads)

Journey leads to deliver weekly topic sessions (Saturday mornings, 2 hours). Supervision, Assessments and Guidance.



### The Navigators (School Faculty)

Local supervision during team meetings. **Minimal Burden:** UISA provides all templates, rubrics, and scripts.

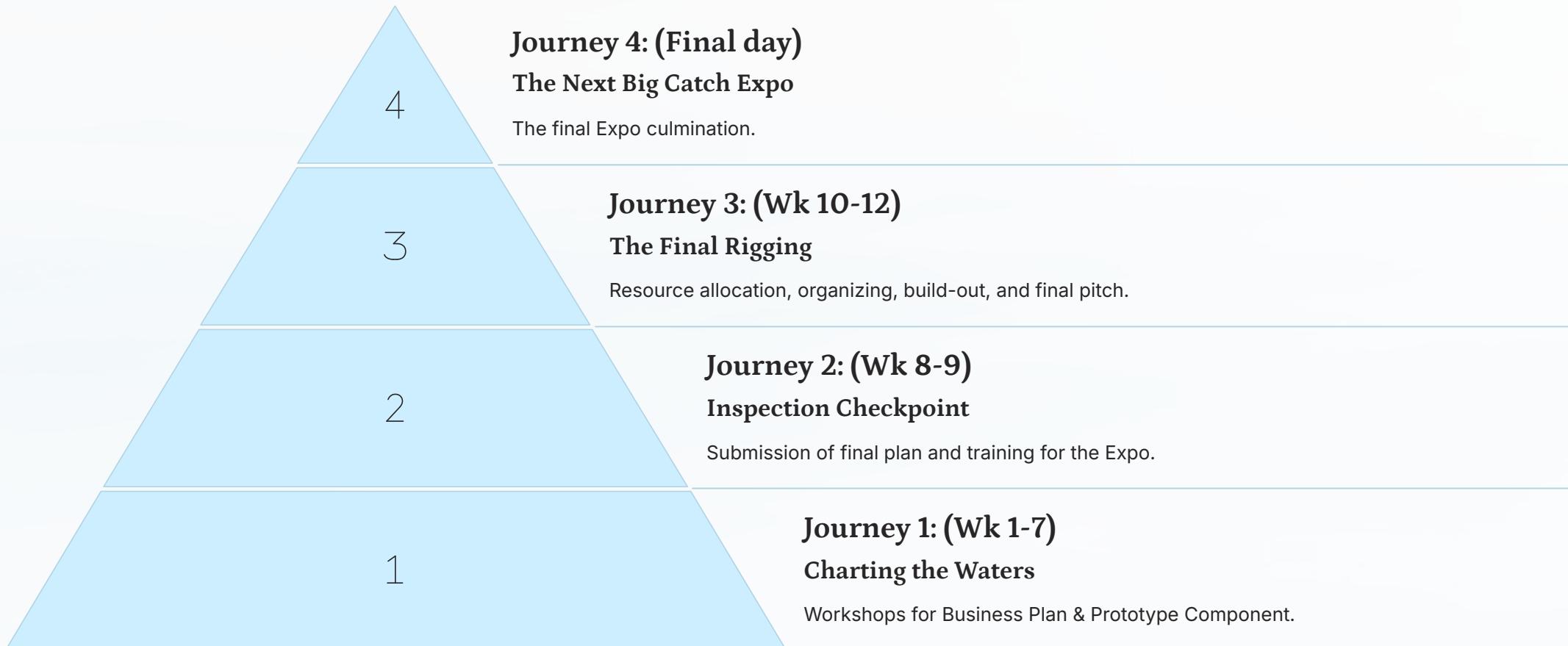


### The Intelligence Crew (UISA Management)

Handles industry connections, resources, and communications.

# The 12-Week Voyage Structure (Overview)

The Voyage consists of **four distinct Journeys** over 12 weeks:



# Journey 1: Charting the Waters (6 Weeks of Instruction)

## Building the Core Business Plan Components

Week	Focus	Deliverable
Wk 1	Casting the Line	Mindset & Idea Jam. <b>Draft Due: Wednesday Night.</b>
Wk 2	Scouting the Currents	Market Strategy (4 Ps, Customer Avatar). <b>Draft Due: Wednesday Night.</b>
Wk 3	Designing the Vessel	Product/Service Plan (Initial Prototype Sketch/Model). <b>Draft Due: Wednesday Night.</b>
Wk 4	Raising the Flag	Brand Identity (Logo, Slogan, Style). <b>Draft Due: Wednesday Night.</b>
Wk 5	Mastering the Crew	Organization (Roles, Operations). <b>Draft Due: Wednesday Night.</b>
Wk 6	Rigging the Sails	Financials (Costs, Revenue, Viability). <b>Draft Due: Wednesday Night.</b>
Wk 7	Drawing the Charts	<b>FINAL SUBMISSION:</b> Complete Business Plan (incorporating all prior feedback) and <b>Approved Prototype.</b>



# Journey 2: Inspection Checkpoint for Quality Control (Submission & Event Planning)

01

## Week 7 Final Submission

UISA formally reviews the **Week 7 Final Submission** and issues mandatory corrections. This is the **Final Approval** checkpoint.

02

## Week 8-9 Training

Dedicated UISA workshop on Expo logistics, booth design, activity planning, and event roles.

03

## Key Deliverable

**Final Event Plan** is due at the end of the Week 9 workshop. This plan becomes the benchmark for execution.

# Journey 3: The Final Rigging (Execution & Rehearsal)

## The Hands-on Event Preparation Phase

### Execution Focus

Building the physical/digital prototype final model, booth construction, marketing material production, and logistics management.

### Objective

Ensure professional readiness, pitch memorization, and high-impact booth design for the Expo.

### UISA Oversight

Twice-weekly check-ins are conducted by UISA leads with each team, directly reviewing progress against the approved Week 9 Event Plan.



## Journey 4: The Next Big Catch (The Showcase) Final Event

### Goal

The ultimate destination of the Voyage.  
A high-profile, professional showcase  
for the students' ventures.

### Impact

Provides crucial external validation,  
networking with industry guests (MOE,  
entrepreneurs), and a platform for  
**Omani Pride.**

### Final Assessment

Students execute their detailed Event  
Plan, delivering a compelling pitch and  
interactive booth experience.

# Communication Strategy (Seamless Integration)



## All Materials Provided

**UISA provides all communication materials** (flyers, email text, posters, social media posts and videos).



## Teacher Support

**Teachers will be provided a presentation file with script and FAQ** to present to students.



## Mentor Guidance

Grade 12 mentors: UISA provides a mentorship guide document with a checklist. Supports IB CAS program.





# Impact on Everyone (A Rising Tide for the School)

## Societal Impact

Fosters local entrepreneurs under the AI Safar Pathway.

## Student Empowerment

Develops critical thinking and career readiness.

## School Recognition

Enhances the school's reputation, attracts top students, and highlights innovation.

# Strategic University Partnership (Leveraging Endorsements)

**UIISA** seeks formal endorsement from universities to add prestige to the *Al Dhow Vessel*.

**Enhanced Recognition:** Client schools benefit from featuring the university's logo on certificates.

Ensures *Next Big Fish* content aligns with academic standards.





# Media Coverage & PR Strategy (Amplifying Success)

**Comprehensive coverage of the journey  
and The Big Catch Expo**



## Professional Documentation

Use drone footage + close-up interviews.



## UISA Handles Everything

**PR materials and press outreach handled by UISA.**



## Goal

Strong media presence and community buzz for the **client school**.

# Journey Fee & Cost Breakdown

## UISA Fee Covers

- Curriculum
- Expert sessions
- Branding
- PR materials
- Event management guidance
- **Twice-weekly check-ins (Wk 10-12)**

## School/Students Cover

Local costs (Booth materials/design, school logistics).

## Sponsors Can Cover

(Offsetting fees or costs).

### UISA Service Fee

Program delivery, training, oversight

### Local Implementation Costs

Materials, booth construction, logistics

# Sponsor Contributions (Provisions for the Voyage)

## Requests



### The Strategic Compass

Feature *The Next Big Fish Voyage* on social media, donate final prize, cover **portion of total UISA funding.**



### The Resilient Anchor

Provide 10% of **provisions or funding** to the overall program.



### The Steady Sail

Provide 5% of **provisions or funding.**



# Strategic Partnership Tiers & Visibility

## Tiers & Visibility



### The Strategic Compass (Platinum)

Main Partner. Logo appears on all program materials **at all client schools**.



### The Resilient Anchor (Gold)

Logo on materials across the network.



### The Steady Sail (Silver)

Logo on general outreach materials.



## A Permanent Legacy: The Al Safar Voyage Log

- Documentation & Materials

UISA will document success and provide all digital materials (photos, summaries) for the school's website and wall showcase.

- Free Branding

UISA will provide free branding of the showcase wall if the UISA name, logo, and brand identity are featured prominently.

- Inspiration

Inspires future students.

# Partner with UISA

## Chart the Waters Together

Implement the **AI Dhow Entrepreneurial Vessel** to empower your students and help them Catch the Next Big Fish!

