

Training workshop on Technology-based Entrepreneurship for Developing Countries

25-28 April 2017 - Isfahan, Iran



Isfahan Regional Center for Technology
Incubators & Science Parks Development
(under the auspices of UNESCO)

Organized by

Isfahan Regional Center for Technology Incubator & Science Park Development,
under the Auspices of UNESCO (IRIS)

Managed by

VISION Consulting Group

Sponsored by

Isfahan Science & Technology Town (ISTT)
Sheikh Bahai Technopreneurship Festival (SHTF)

Economic Cooperation Organization (ECO) Science Foundation (ECOSF)

International Science, Technology and Innovation Centre for South-South Cooperation under the Auspices of UNESCO (ISTIC)



ISTIC
INTERNATIONAL SCIENCE, TECHNOLOGY AND
INNOVATION CENTRE FOR SOUTH-SOUTH COOPERATION
UNDER THE AUSPICES OF UNESCO



ECOSF
ECO SCIENCE FOUNDATION

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INTRODUCTION

The world is moving fast into the knowledge and innovation economy. Countries worldwide have begun making preparation to embrace the changing requirements stipulated by the new economy. Top on the agenda of requirements is the need to strengthen each country's Science, Technology and Innovation framework, especially in South countries. STI are key drivers of the knowledge economy. Knowledge-driven industries now account for a major share of global economic growth. The future will witness further expansion in the knowledge-driven business where innovation is a major determinant of competitiveness. In recent decades, many developing countries have become global economic giants by adopting S&T innovations in the agriculture, infrastructure and manufacturing rather than generating paper wealth. There are valuable lessons developing countries can share with one another.

One of the principle objectives of IRIS is to provide capacity building in science and technology through providing policy advice and exchange of experience and best practices. In recent years, the role of the knowledge economy has expanded. Technopreneurship has emerged as a way of developing new growth sectors of the innovation economy. In line with this, there has been a push to create more technologically competent entrepreneurs.

In order to accomplish this particular objective, IRIS is organizing a training workshop on Technopreneurship, in collaboration with Isfahan Science & Technology Town (ISTT), Sheikh-Bahai Technopreneurship Festival (SHTF), International Science, Technology and Innovation Centre for South-South Cooperation under the Auspices of UNESCO (ISTIC), and Economic Cooperation Organization (ECO) Science Foundation (ECOSF), which will be held in Isfahan, Iran, from 25 – 28 April 2017. This workshop is targeting interested people active in technology management and also research universities and institutes from Iran and developing countries. The targeted group should be involved in developing inventions or patents to provide them with the necessary knowledge on how to commercialize their research findings or directors of commercialization units of universities and R&D Institutes. The program is designed to train people on the elements of entrepreneurship in relation to the demand of the knowledge and innovation economy. They will also be taught a systematic approach on how to help create and build successful businesses which are based on and driven by technology.

WORKSHOP OBJECTIVES

In this workshop, participants will be exposed to various topics relevant to technopreneurship in order to improve technopreneurial awareness and knowledge as well as innovative skills.

This workshop creates awareness, understanding and motivation to participants by giving materials on technopreneurship and its role in creating impact, technology development, idea validation, opportunity assessment, business model, business planning and financing. By having this program, it is expected that participants are exposed to technopreneurship and motivated to realize their technological solutions.

WORKSHOP CONTENT

The workshop will deliberate on the following topics:

- Understand principles and practices of entrepreneurship
- Appreciate the basics of identifying business opportunities
- Distinguish the key elements for venture creation
- Understand the key drivers of start-ups
- Appreciate growth strategy, competition and business models
- Understand the mechanics of marketing and sales
- Ability to secure funding for the business
- How to make impactful presentation of business plan
- Negotiation for the best deals with financiers / industrialists

WORKSHOP DATES AND VENUE

The workshop will be held on 25 – 28 April 2017 in Isfahan, Iran

WHO SHOULD ATTEND

Normally those participants who possess the following criteria:

- Those who have Bachelor's Degree, Master or Ph.D. in Science/Engineering/Business and in possession of inventions or patents which they are interested to commercialize and those who manage science parks, incubators and commercialization units of universities/research institutes are welcome to attend.
- Participants must have good command of English, both in verbal and written form

MODES OF DELIVERY

The training workshop will be delivered by using the combinations of the following methods:

- Series of lectures.
- Group discussions and presentations.
- Case Studies.

CERTIFICATION

Certificates will be awarded to participants upon successful completion of the course.

DEADLINE FOR APPLICATIONS

The deadline for sending the applications will be on 20 March 2017.

REGISTRATION

- There is no registration fee for participants from developing countries. Interested people should fill the registration form provided in this brochure and send it by e-mail to the secretariat of the workshop.
- For international applicants, the organizers will provide local hospitality (4 night accommodation in Isfahan and meals) and pick and drop service from/to Isfahan international airport on arrival and departure.
- Participants are required to seek travel grant from their organizations to pay their travel expenses to Iran.
- ECOSF will support the travel expenses of limited number of applicants from the ECO member countries. To apply for this special grant, interested people from these countries should contact the secretariat of the workshop and ask for the grant applicant form.

PROGRAM

DAY 1: Tuesday, 25 April 2017		
Time	Subject	Speaker(s)
14:00 – 14:30	Program Registration	-
14:30 – 15:00	Welcome Address	Dr. Mohammad Javad Omid , <i>Director, IRIS</i> Dato' Dr. Sharifah Maimunah Syed Zin <i>Director, ISTIC</i> ECOSF Representative
15:00 – 15:30	ISTT Presentation	Ms. Mozhgan Yazdianpour , <i>International Affairs Director, IRIS and ISTT</i>
15:30 – 16:00	Program Briefing	Dr. Mostafa Karimian Eghbal , <i>International Advisor to ISTT, and the workshop facilitator, and CEO of Vision Consulting Group</i>
16:00 – 16:15	Tea Break	-
16:15 – 17:30	Strategic Marketing: Integrating Firm Efforts for Business Success	Assoc. Prof. Dr. Azizah Omar <i>Universiti Sains Malaysia (USM)</i>
17:30 – 17:40	Group Photo	-

DAY 2: Wednesday, 26 April 2017		
Time	Subject	Speaker(s)
09:00 – 11:00	Writing Business Proposal (I)	Mr. Lok Char Lee <i>School of Management, Universiti Sains Malaysia (USM)</i>
11:00 – 11:15	Tea Break	-
11:15 – 13:00	Group Discussion & Activities: Business Strategy & Product Identification	Mr. Lok Char Lee <i>School of Management, Universiti Sains Malaysia (USM)</i>
13:00 – 14:00	Lunch Break	-
14:00 – 15:15	Entrepreneurial Learning and the Growth Process in SMEs – Local Perspective	Local Experts
15:15 – 15:30	Tea Break	-
15:30 – 17:00	Writing Business Proposal (II)	Mr. Lok Char Lee <i>School of Management, Universiti Sains Malaysia (USM)</i>

PROGRAM

DAY 3: Thursday, 27 April 2017		
Time	Subject	Speaker(s)
09:00 – 10:00	Promoting Culture Entrepreneurship in Iran	Dr. Mostafa Karimian Eghbal , <i>International Advisor to ISTT, and the workshop facilitator, and CEO of Vision Consulting Group</i>
10:00 – 11:00	Supporting SMEs in Iranian Science & Technology Parks	Local Experts
11:00 – 11:30	Tea Break	-
11:30 – 13:00	Strategic Brand Management: Building, Measuring and Managing Brand Quality	Assoc. Prof. Dr. Azizah Omar <i>Universiti Sains Malaysia (USM)</i>
13:00 – 14:00	Lunch Break	-
14:00 – 15:30	Group Work on Business Proposal Completion	Mr. Lok Char Lee <i>School of Management, Universiti Sains Malaysia (USM)</i>
15:30 – 15:45	Tea Break	-
15:45 – 17:15	Continue... Group Work on Business Proposal Completion	Mr. Lok Char Lee <i>School of Management, Universiti Sains Malaysia (USM)</i>

DAY 4: Friday, 28 April 2017	
Time	Subject
09:00 – 10:30	Group Presentations
10:30 – 11:00	Tea Break
11:00 – 11:30	Deliberations by Judges
11:30 – 12:15	Panel's Comments, Awards and Certificates
12:15 – 12:45	Closing Speeches
12:45 – 16:00	Break & Lunch - Visiting Sheikh-Bahai Technopreneurship Festival
16:00 – 18:00	Sheikh Bahai Technopreneurship Festival Closing Ceremony

REGISTRATION FORM

Full Name:

Designation:

Gender: Male Female Passport/National ID Number:

Nationality: Date of Birth:

Organization Name:

Type of organization:

Your Position/Post:

Address:

Country: Office Phone Number:

Mobile Number: Email:

Major Field of Study/Degree and Year of Study:

Reasons for applying (100 words):

Have you previously participated in any IRIS program? (If yes, please name the program(s) and date):

English Language Proficiency:

Listening

- Excellent
 Good
 Fair

Speaking

- Excellent
 Good
 Fair

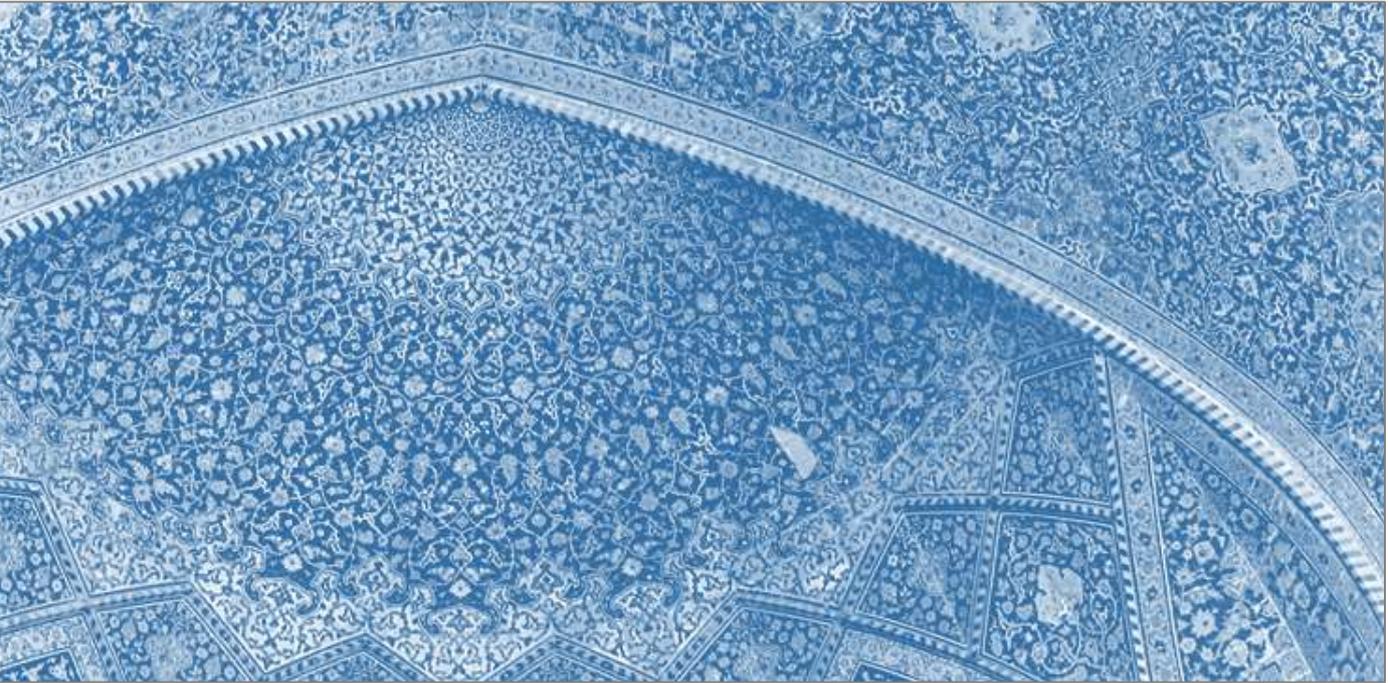
Writing

- Excellent
 Good
 Fair

Reading

- Excellent
 Good
 Fair

Please complete this form and sent it to the following email address: event@visioncg.ir



SECRETARIAT

Address: VISION Consulting Group, Unit 4, No. 1, 4th St., Mir Emaad St., Motahari Ave.,
Tehran, Iran

Tel/Fax: +98-21-88549160

Email: event@visioncg.ir

Website: www.visioncg.ir

IRIS HEADQUARTER

Address: IRIS Office, Sheikh-Bahai Building, Isfahan Science & Technology Town (ISTT),
Isfahan University of Technology (IUT), Isfahan, Iran

Tel: +98-31-33860619

Fax: +98-31-33862355

Email: international.affairs@istt.ir

Website: www.unesco-iris.com