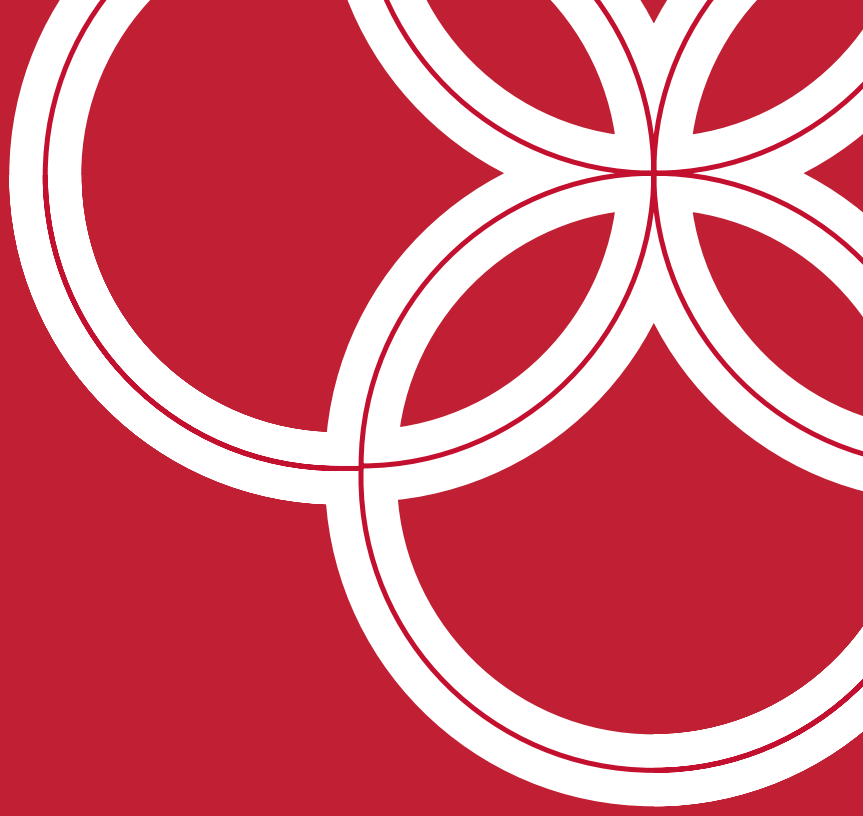




BADIRI
بادري

أكاديمية للمعرفة وبناء القدرات
EDUCATION & DEVELOPMENT ACADEMY

مؤسسة نساء لارتقاء المرأة
NAMA WOMEN ADVANCEMENT ESTABLISHMENT



Badiri Entrepreneurship Programme 2021

Information Pack



“We focus on continuing to strengthen Sharjah’s foundations on which successive generations of women leaders can be born. We are committed to fully enabling their entrepreneurial prowess through unique projects that will lead our country into a bright, sustainable future”

Her Highness Sheikha Jawaher bint Mohammed Al Qasimi,
Wife of His Highness the Ruler of Sharjah,
Chairperson of NAMA Women Advancement Establishment

Introduction

Got a clever business idea, but not sure where to start?

Badiri Education & Development Academy (Badiri), the education and capacity building arm of NAMA Women Advancement Establishment (NAMA), is here to help you develop your business acumen, operational skills and give wings to your entrepreneurial dreams. Whether you want to set up your business or take it to the next level, Badiri has got you.

Welcome to the 2021 edition of the Badiri Entrepreneurship Programme (BEP), which is designed to unleash the successful entrepreneur in you by offering you a hands-on practical approach to build your knowledge and skills.

We have collaborated with global leaders in the field – UK-based School for Social Entrepreneurship (SSE) and the National Science and Technology Park (NSTP) in Pakistan – to ensure you have the best mentors guide you on your learning journey.

Alongside group learning courses, the programme will feature one-on-one mentorship, project visits, implementation workshops, and an innovation assessment to test your business idea's applicability and scalability.



This information pack explains the BEP 2021 curriculum, which will be taught over a period of 7 months, starting in September. Details of the application and selection process, and an introduction to the programme's partners are included.

BEP 2021 will entail



6

Learning
modules



7

Workshops



2

Project visits



4-5

Hours of
one-to-one
mentorship

Programme Objectives

- Provide participants with knowledge to transform their ideas from the ideation phase to a running business.
- Equip participants with the tools needed to create an action-oriented and detailed business plan.
- Empower BEP 2021 graduates with specialised entrepreneurial skills.
- Help participants identify global best practices in entrepreneurship and apply them to their businesses.





Programme Benefits

- Accessibility to courses from the comfort and safety of your home.
- One-on-one guidance from leading mentors and business experts from diverse market sectors.
- Hands-on learning through project visits to successful enterprises.
- Active operational involvement of the Sharjah Business Women Council (SBWC) for participants' business establishment.

Admission Requirements

The applicants must:



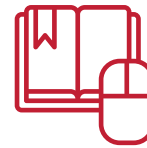
Be a female UAE citizen or resident
(First-degree Male relatives are
allowed to register).



Be 21 years old or above.



Have a business idea.



Commit to the full programme by attending
lessons remotely via the Zoom video
conferencing platform, and be available for
in-person project visits.



Hold a secondary and/or higher
education certificate.



Have a good command of English,
both written and spoken.

Timeline

24th March 2021

Registration opens

1

August

Selection process and interviews
Announcement of successful applicants

2

September

Starting Date

3

May

Graduation

4

How to Register

1. Fill in the application on Badiri website: www.badiri.ae
2. Submit your business idea along with a full brief.

After reviewing the applications, Badiri will hold virtual interviews with shortlisted candidates and announce the selected candidates shortly after.

○ Programme Fee: AED 7,500

Selected participants will be informed about the payment details later.

Course Syllabus

Core Area	Title	Learning outcomes	Delivered by
Strategy	Idea and Validation	<ul style="list-style-type: none"> • Understanding why startups fail • Applying design thinking tools to gather insights • Validating ideas to create products/services that are desirable, technologically feasible and financially viable 	(NSTP) National Science and Technology Park
	Business Model Canvas (BMC)	<ul style="list-style-type: none"> • Understanding the nine building blocks of the BMC • How to represent any business on the BMC • Developing a BMC for the startup to identify hypotheses that must be validated through customer interactions 	
Social Entrepreneurship	Introduction to Social Enterprise	<ul style="list-style-type: none"> • This module will guide trainees to develop personally as well as professionally by teaching them how to deepen their social impact 	(SSE) School for Social Entrepreneurship
Strategy	Business Structure, Strategy and Operating Plan	<ul style="list-style-type: none"> • Understanding business structure and strategy and their implications • How companies have achieved success by adopting an appropriate structure, strategy and plan • Developing the structure, strategy and operating plan for the startup 	(NSTP) National Science and Technology Park

Course Syllabus

Core Area	Title	Learning outcomes	Delivered by
Marketing & Design	Customer Development	<ul style="list-style-type: none"> • Testing hypotheses to identify appropriate customer segments • Understanding customers' needs and demands • Interpreting customer feedback and deriving insights 	(NSTP) National Science and Technology Park
	Branding Design and Marketing	<ul style="list-style-type: none"> • Branding vs Marketing vs Design • Brand strategy and identity • Design principles • Marketing channels • Developing a branding and design strategy 	
Social Entrepreneurship	Telling Your Story	<ul style="list-style-type: none"> • Trainees will gain a practical understanding of social enterprise • They will learn the skills to deliver their vision and story to attract stakeholder engagement and investment 	(SSE) School for Social Entrepreneurship
Marketing & Design	Go to Market	<ul style="list-style-type: none"> • Comparing Go to Market plan vs Business plan • Understanding how to approach customers and how to deliver products/ services to them • Trainees will develop their Go to Market plan • Securing initial customers 	(NSTP) National Science and Technology Park

Course Syllabus

Core Area	Title	Learning outcomes	Delivered by
Law	Technology Transfer and IP Valuation	<ul style="list-style-type: none"> • Understanding different types of IP and how to protect them • Learning technology identification, assessment, protection and maturation • Understanding technology transfer process • Learning transference of technology (IP) from lab to market 	(NSTP) National Science and Technology Park
Social Entrepreneurship	Knowing Your Why	<ul style="list-style-type: none"> • Participants will develop knowledge and understanding in areas which will enable them to develop their social impact alongside their enterprise 	(SSE) School for Social Entrepreneurship
Finance	Business Finance	<ul style="list-style-type: none"> • The accounting equation • Preparing financial statements • Learning accounting principles and concepts • Managing cash flows • Developing basic financial model for the startup 	(NSTP) National Science and Technology Park
	Equity and Funding	<ul style="list-style-type: none"> • Understanding what the financier wants • Learning financing methods for startups • When and how to fundraise • Discounted cash flow model • Valuation of a startup • Developing a fundraising strategy for the startup 	

Course Syllabus

Core Area	Title	Learning outcomes	Delivered by
Social Entrepreneurship	Measuring Your Impact	<ul style="list-style-type: none"> Understanding social impact and employing effective measurement and social impact evaluation 	(SSE) School for Social Entrepreneurship
Finance	Term Sheet and Capitalisation	<ul style="list-style-type: none"> Understanding who venture capitalists (VCs) are and how they operate Understanding how VCs evaluate deals and their exit strategy Understanding the basics of term sheets and the terminologies used by VCs in contracts Evaluating offers made by VCs 	(NSTP) National Science and Technology Park
Business Licensing	Meeting Government Entities - Starting Your Business in Sharjah	<ul style="list-style-type: none"> Knowing the process of establishing a business in Sharjah. Different types of licenses in the UAE and Sharjah Understanding the UAE market 	UAE Government entities
Corporate Management	Leadership and Self Motivators	<ul style="list-style-type: none"> What is leadership Three types of leadership Self-leadership Johari window The power of why Startup roles Developing a leadership approach for the startup 	(NSTP) National Science and Technology Park

Course Syllabus

Core Area	Title	Learning outcomes	Delivered by
Social Entrepreneurship	Stories of Successful Social Enterprises	<ul style="list-style-type: none"> • Learning about strong networks and a community of support in the wider social enterprise sector • Understanding how social impact evidence can improve services and reach 	(SSE) School for Social Entrepreneurship
Corporate Management	Negotiation and Fundraising Strategies	<ul style="list-style-type: none"> • Key terminologies • Positions vs Interests vs Power • Negotiation process • Strategies, tactics and negotiation preparations • Role play exercise • Developing a fundraising strategy for the startup 	(NSTP) National Science and Technology Park
	Corporate Communication	<ul style="list-style-type: none"> • Business communications channels • Types of communications • Role play exercise • Developing a strategy for effective communication with stakeholders 	
	Presentation and Pitching	<ul style="list-style-type: none"> • Understanding importance of crafting a succinct pitch • Identifying key elements of an impactful slide deck • Designing a pitch deck for the startup as per the audience • Developing a slide deck and pitching the startup 	

Course Syllabus

Core Area	Title	Learning outcomes	Delivered by
Social Entrepreneurship	Resilience and Wellbeing of Enterprise Leaders		(SSE) School for Social Entrepreneurship
The programme will include project visits within the UAE as well as mentorship sessions			Mentorship companies



BEP Alumni Testimonials

Bashayer Yateem, Founder and Owner of Tethkar for Flowers & Gifts

“I have undergone two training programmes with Badri Education and Development Academy. I am happy to say that I learned a lot of new skills and gained the confidence to launch my own business.

Armed with the knowledge I gained at Badiri, I have been working on making my venture, Tethkar for Flowers and Gifts,’ a success.”

“This is a training programme that guides and helps entrepreneurs at every stage of their journey. The curriculum is very accessible, and the instructors ensure the subject matter is relevant and easy to grasp. I would urge aspiring entrepreneurs to join the Badiri Entrepreneurship Programme to refine their skills and gain the necessary tools to launch their own business.”



Carla Bygrave and Theresa Tsui, Founders of SKILLS3

“We are passionate about improving livelihoods to transform communities through imparting sewing skills. So, three years ago, we started our creative social enterprise in the UAE called SKILLS3. In collaboration with humanitarian foundations, NGOs, and the private sector, we design and deliver sewing programmes to disadvantaged and marginalised communities.

“A lot of thought, work, and organisation goes into a Badiri Social Entrepreneurship Programme (BSEP) to help turn ideas into successful business projects and start-ups by developing specific skill sets in business and leadership. We were very fortunate to be part of BSEP in 2019.

It gave us confidence and strengthened our conviction in our mission and direction. Through the programme, we learned to focus and improve our business skills to achieve effective social impact. With the action-based learning, knowledge and support gained from BSEP, we have successfully grown into a profitable entity that has forged strong partnerships with other organisations and companies. As a result of being BSEP alumni, we are proud to say that through SKILLS3, we have been successful in achieving our mission, vision, and values.”



BEP 2021 Partners

○ Strategic Partners

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



الإمارات العربية المتحدة
وزارة الاقتصاد



NATIONAL PROGRAM
For Small and Medium Enterprises and Projects

○ Education Partners



school for
social
entrepreneurs



NSTP
Defining Innovation

○ Knowledge Partners



GOVERNMENT OF SHARJAH
Economic Development Department



TAKHEEM

مركز الشارقة للتحكيم التجاري الدولي
SHARJAH INTERNATIONAL COMMERCIAL ARBITRATION CENTRE

مؤسسة الشارقة
لدعم المشاريع
الريادية
RUWAD
Sharjah SME


شراة
Shiraa



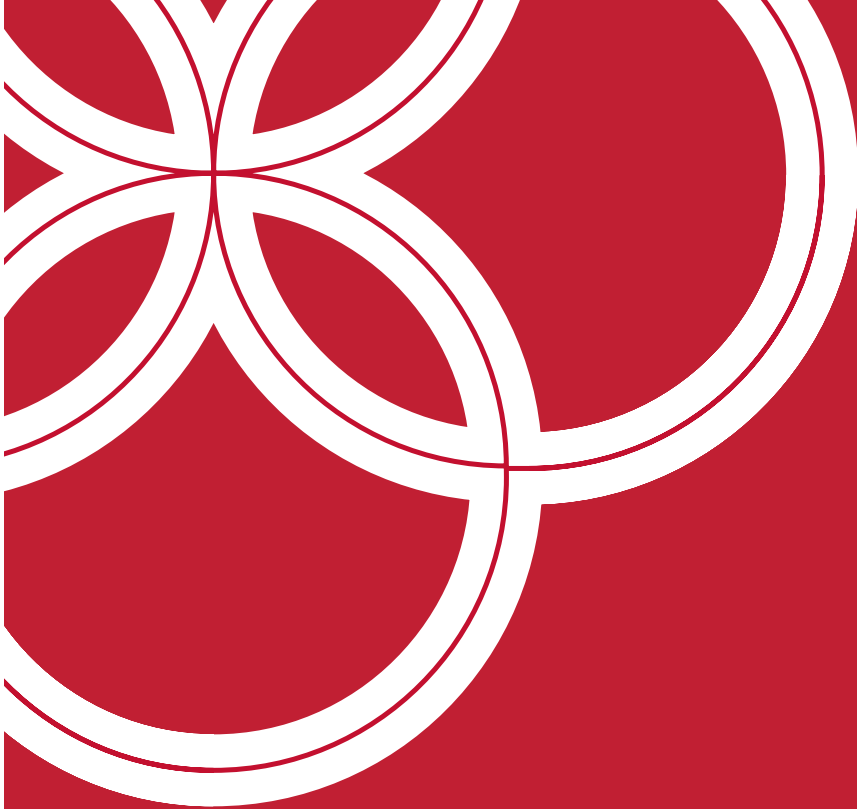
مصرف الشارقة الإسلامي
SHARJAH ISLAMIC BANK


مجلس سيدات أعمال الشارقة
SHARJAH BUSINESS WOMEN COUNCIL

Contact Us

For more information, email: info@badiri.ae.

Telephone: +971 6 594 1272 - +971 6 594 1278.



T + 971 6 594 1262
ص.ب. 31122, P.O. Box
الشارقة، أ.ع.م. | Sharjah, U.A.E.
    
weegsummit.com



     @badiriacademy | badiri.ae

#بادري
#Badiri