

Increasing Arabic Content, An Entrepreneurial Approach

ESCWA Meeting on the Promotion of Digital Arabic Content Industry

*Amman – Jordan
2nd September 2012*



مركز الملكة رانيا للريادة
Queen Rania Center
for Entrepreneurship

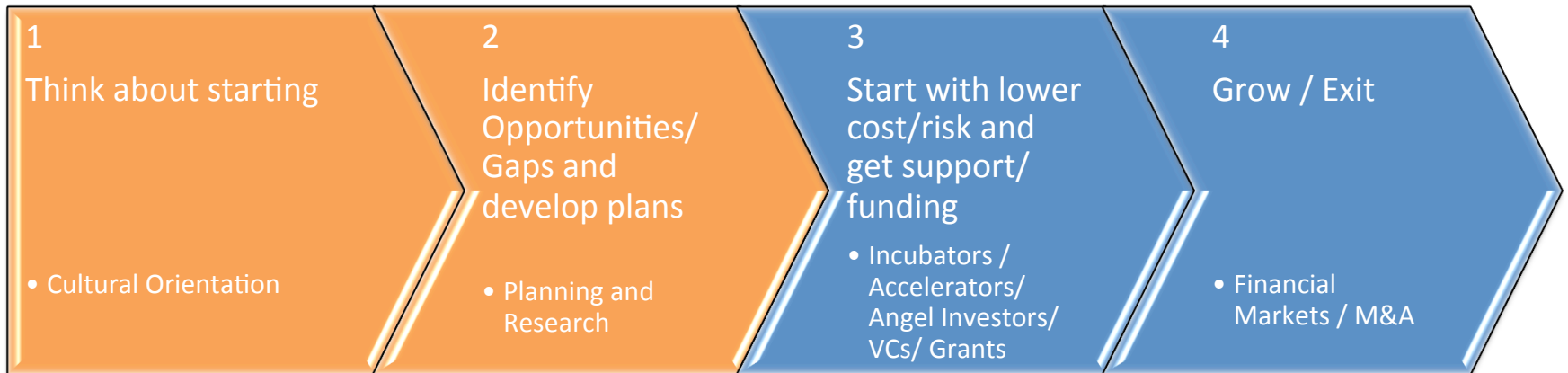


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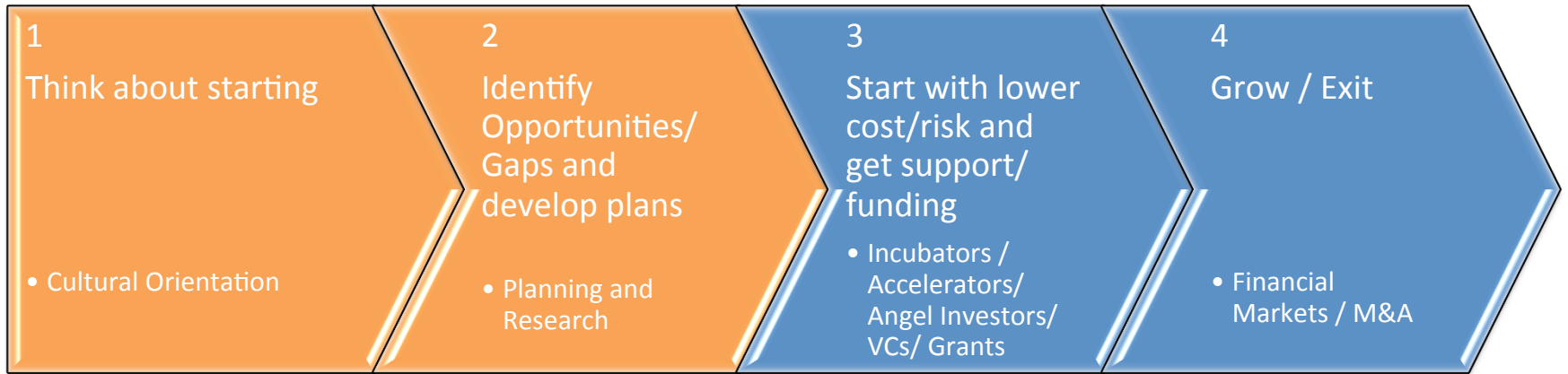


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The Entrepreneur - Life Cycle



Linkages with Jordan's Entrepreneurship Ecosystem



Universities Programs (Education/Culture)

Startups Programs (Enterprise Creation)

QRCE Track Record

+25K

- People participated in Networking activities

+3.7K

- People participated in Bootcamps, Workshops & Mentoring programs

+300

- Jobs were created

+100

- Training Workshops & Seminars organized

+100

- Startups & Projects supported

+15

- National Conferences & **Competitions** organized



Selected Partnerships (2008-2012)

Government & Donors

Non-Profit Organizations

Private Sector



YOUNG ENTREPRENEURS ASSOCIATION



DART - Entrepreneurship University Clubs

DART was founded in September 2004, and became later part of QRCE

DART = Dream, Aim, Reach and Target.

Why: Develop the next generation of business leaders

Culture
(3rd/4th Option)

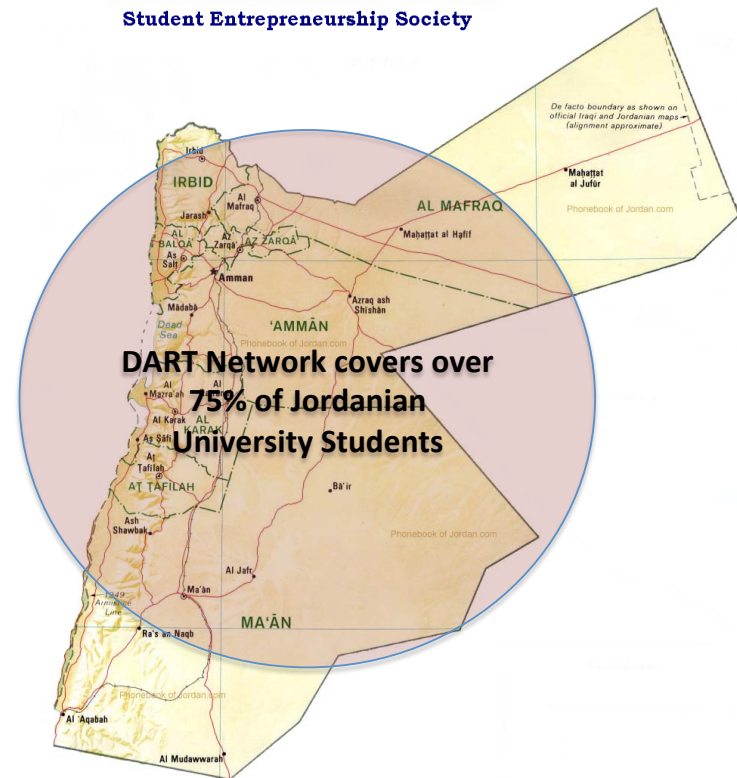
Bridging The Gap

Capacity Building



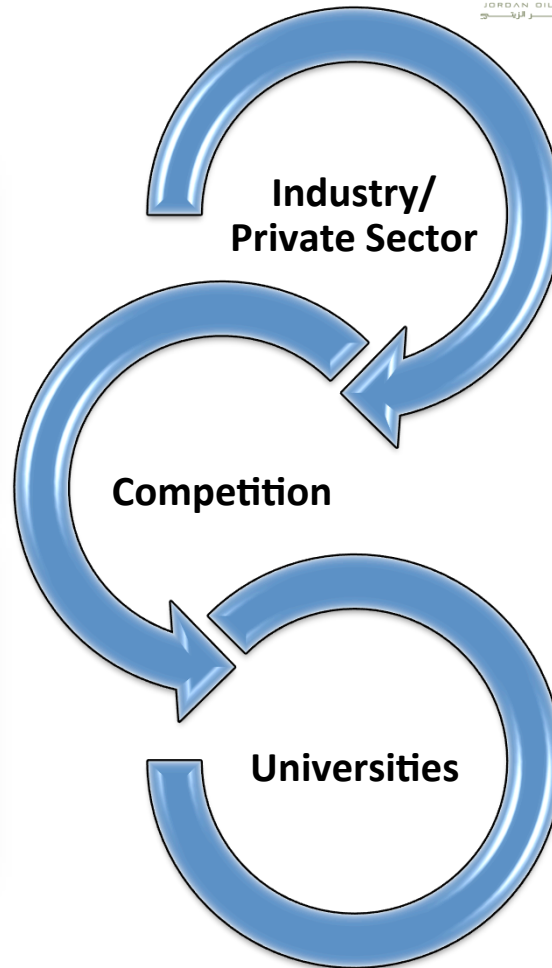
DART

Student Entrepreneurship Society



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Industry University Linkage Competition



- **Technical Problems & Needs**

- **Linkages**

- **Research Projects (Faculty & Students)**
- **Graduate Thesis & Dissertation (Master & PhD Programs)**
- **Senior Design Projects (Bachelor Programs)**



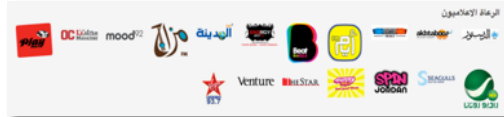
Global Entrepreneurship Week (09,10,11,12)



1 - Great Partnerships

2 - Great Activities

3 - Great Results



- 4 • Cities
- +20 • Activity Partners
- +30 • Activities
- +7K • Participants
- \$50K • PR Campaign
- \$100K • Ad Campaign

rank	country	events	participants
1	Brazil	3,043	7,308,302
2	United Kingdom	1,281	223,707
3	Romania	1,244	42,503
4	United States of America	541	45,300
5	Canada	384	24,204
6	Venezuela	180	29,879
7	Mexico	131	16,850
8	Sweden	112	15,355
9	Tunisia	100	168,740
10	Russia	60	
11	Bermuda (British Overseas Territory)	43	2,373
12	South Africa	38	10,570
13	El Salvador	36	3,630
14	Singapore	36	8,120
15	Malaysia	34	1,900
16	Jordan	33	
17	Italy	25	10,000
18	Croatia	22	350
19	Bahrain	17	2,550
20	Cameroon	11	1,930

- Green Entrepreneurship
- Technology Entrepreneurship
- Social Entrepreneurship
- Women Entrepreneurship
- University Entrepreneurship
- Microbusiness

In 2010, GEW Jordan was ranked **1st regionally and 16th globally** (out of 100 countries) based on number of Partners, Activities and Participants.

1- Entrepreneurship Curriculum

Full Training Resources

- Presentations (A/E)
- Guides (A/E)
- Videos & Case Studies

An online portal to help in supporting the delivery of workshops

TOT Workshops / Support the delivery

Evaluations & Assessment

E Basics



مع نهاية الوحدة، ستطور معرفتك و قدرتك في النواحي التالية:

- تحديد فكرة عمل جيدة و القيام بالبحث فيها
- تخطيط كيفية إدارة عملك من جميع الجوانب
- إدارة الأعمال و المهتمات اليومية للمشروع
- كتابة خطة عمل متينة لتوجيه عملك

E Basics



By the end of this course, you will be able to

- Identify a good business idea and research it
- Plan how you will run each area of your business
- Take the steps needed to start up your business
- Manage the day-to-day running of your business
- Write a solid business plan to guide your business



2- Intel Youth Enterprise Program



3- Intel Challenge Levant

Judging & Awards Ceremony
18-19 September, 2011
Amman – Jordan





QRNEC

جائزة الملكة رانيا الوطنية للريادة
Queen Rania National Entrepreneurship Competition

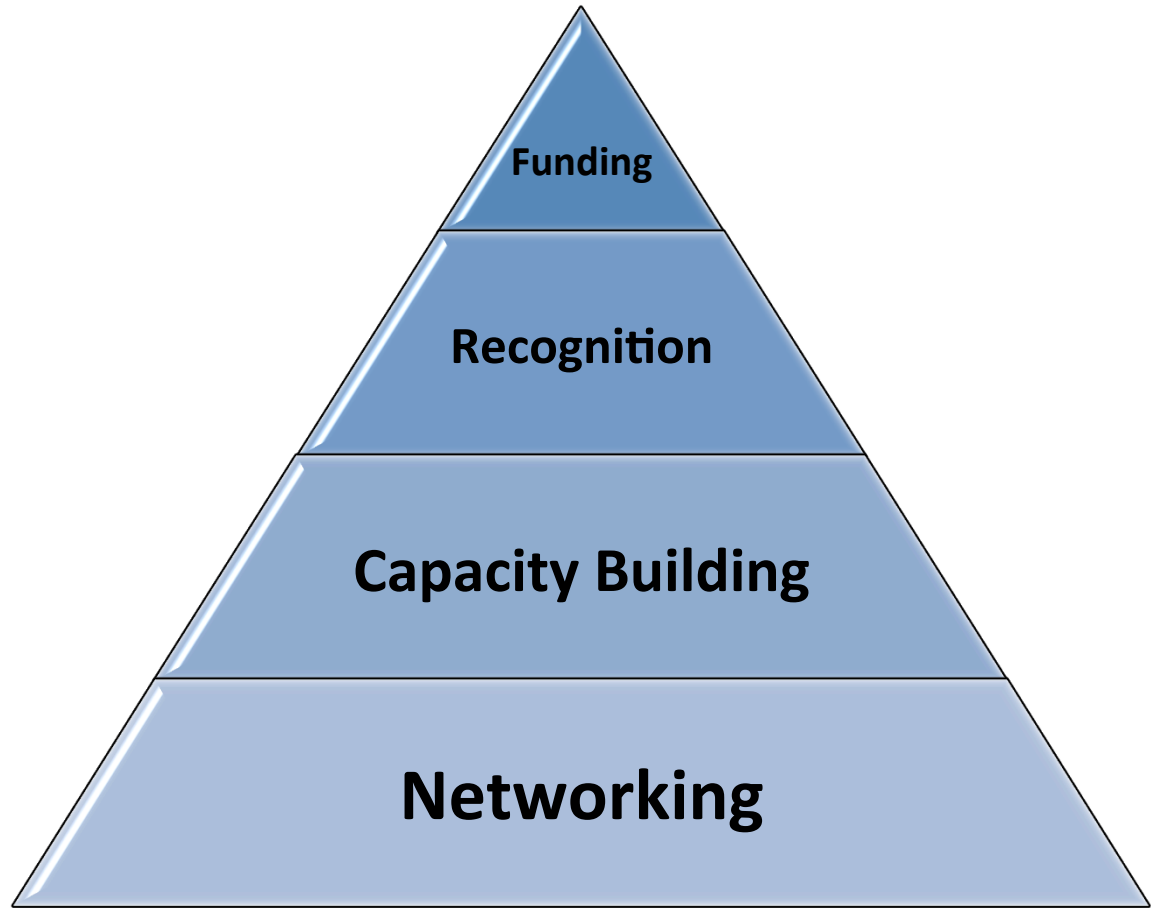


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Why Competitions are great platforms

A way to shock
System &
Change Culture

Create Quick-
Wins



QRNEC Winners & Finalists

ICT



CleanTech & Others



QRNEC Areas – Technology

Digital Technology & Related

- Online Products & Services
- Digital Media and Entertainment
- Software & IT Services
- Mobile
- Consumer Electronics
- Networking & Equipment

Clean Technology & Related

- Renewable Energy
- Recycling
- Air & Water Technologies
- Sewage & Waste
- Other Environmental Technologies

Life Sciences & Related

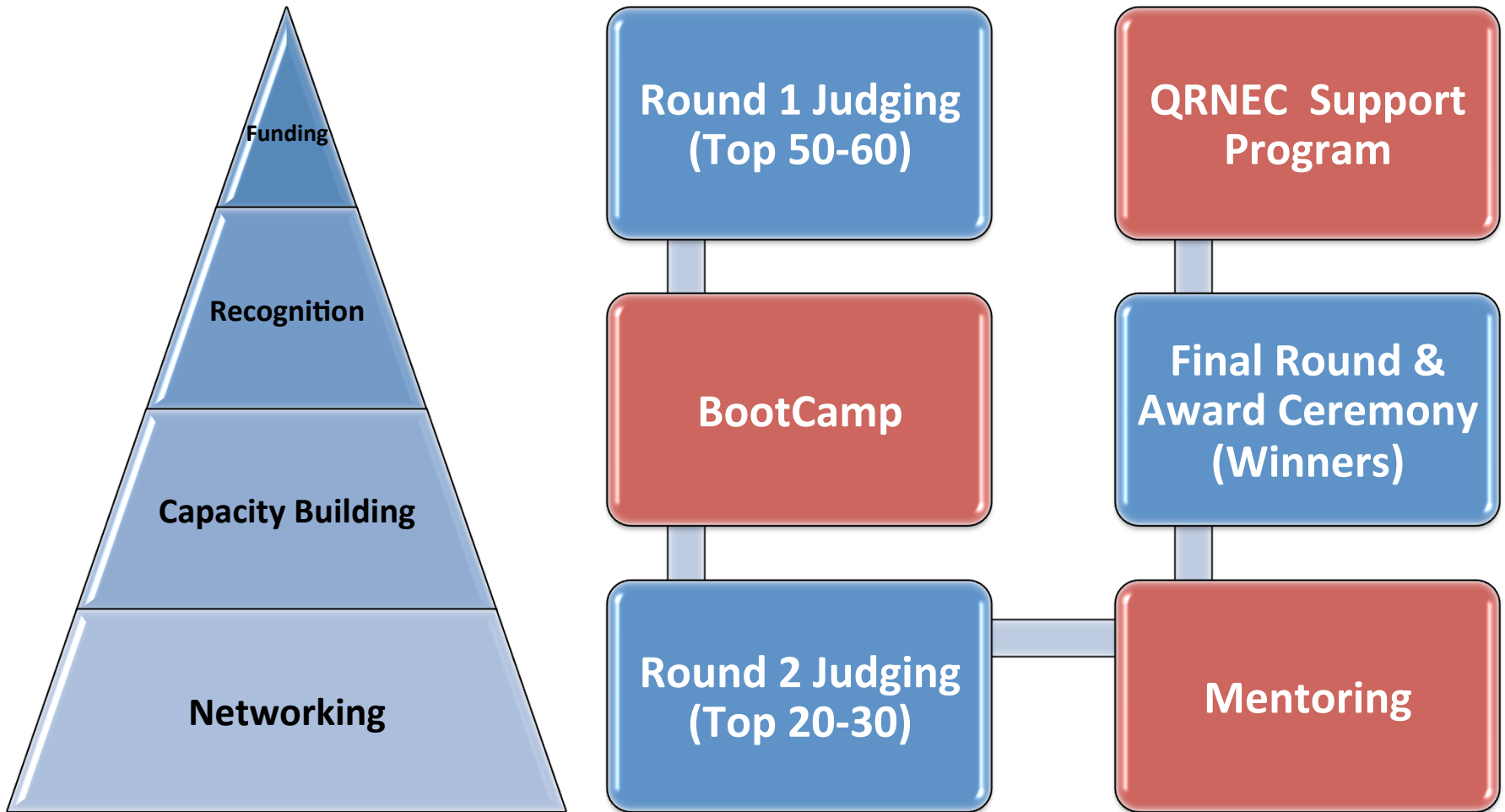
- Biotechnology
- Pharmaceuticals
- Healthcare
- Medical Devices and Equipment
- Agriculture

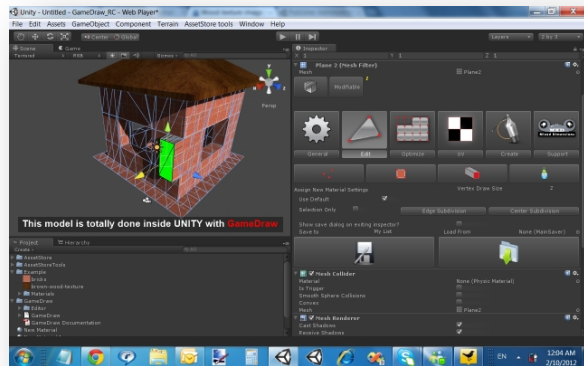
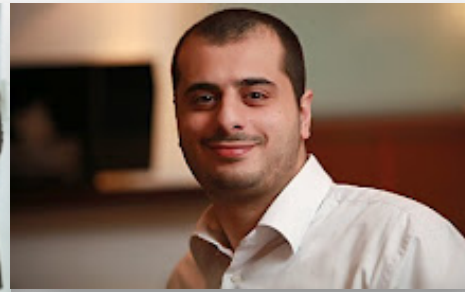
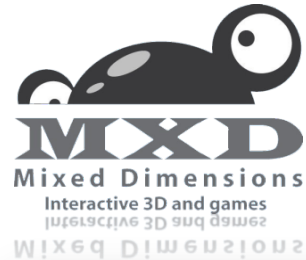
Advanced Technologies & Other

- Industrial
- Nanotechnology
- Construction
- Security & Defense
- Technology Enabled Services
- Other related Applied & Engineering Areas



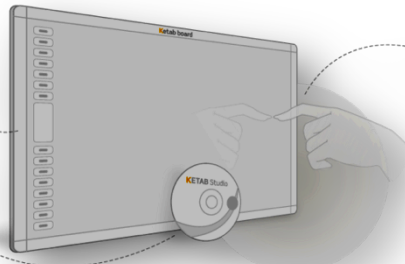
QRNEC Process



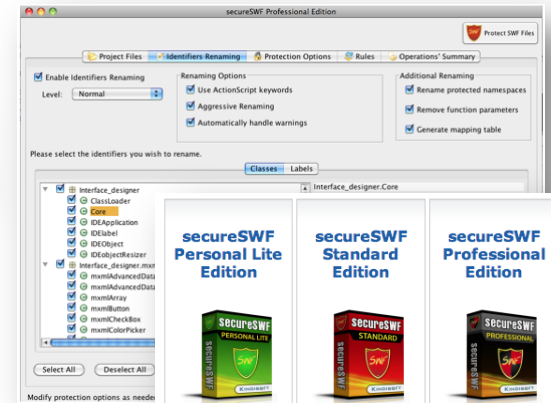


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QRNEC Impact

+\$20M

- Valuation for the supported companies.

+\$2M

- Annual incomes for the supported companies.

+5K

- Participants in the public seminars.

+1K

- participants in the training courses.



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أنت مطلوب

لأنك موهوب

تنظيم



راعي الاتصالات



برعاية



المستضيف الرسمي



شريك الإعلام الاجتماعي



شريك الإنتاج الإعلامي



الشريك التقني



الشريك الإعلامي



يعلن مركز الملكة رانيا للريادة عن اطلاق مسابقة الصناعات الإبداعية كجزء من فعاليات الاسبوع العالمي للريادة والتي تستمر حتى ٢٠١٢/١٠/٨ حيث تهدف هذه المسابقة الى دعم اصحاب الافكار الريادية في مجال الصناعات الإبداعية.



Digital Content – Forms



Text



Image



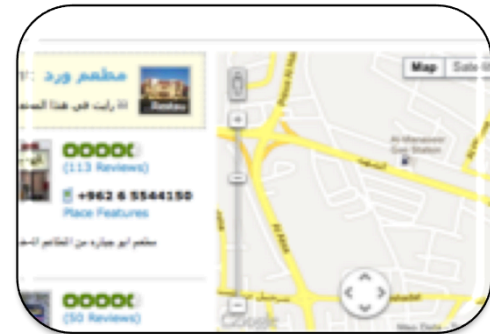
Video



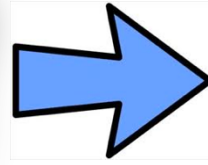
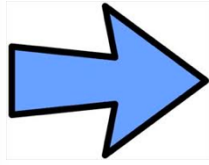
Animation



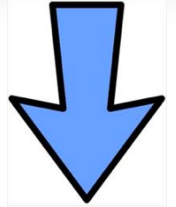
Audio



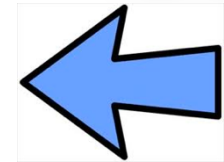
Maps



nickelodeon™



\$8 billion in
merchandising
revenue for
Nickelodeon



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Digital Content - Sources

Public Sector

- Missing, Not Updated, Unreliable

Private Sector

- Weak Presence for most companies (SMEs)

Personal

- User Generated Content
- Low Quality

Digital Content – Strategy

Private Sector

- Support Startups developing Tools to increase online presence

Personal

- Support User Generated Content Platforms Startups
- Support High Quality Content focused Startups

Private Sector - Support Startups developing Tools to increase online presence



Personal - Support User Generated Content Platforms Startups

QRCE



RedCarpet

Jordan



Personal - Support High Quality Content focused Startups

QRCE

موضوع

taltol
digital

مسموع
صوت المعرفة

jamalon
Arab Bookstore

dakwak
The web speaks your language

كتاب
ketab technology

Applikable
Technologies
New Technology Dimensions

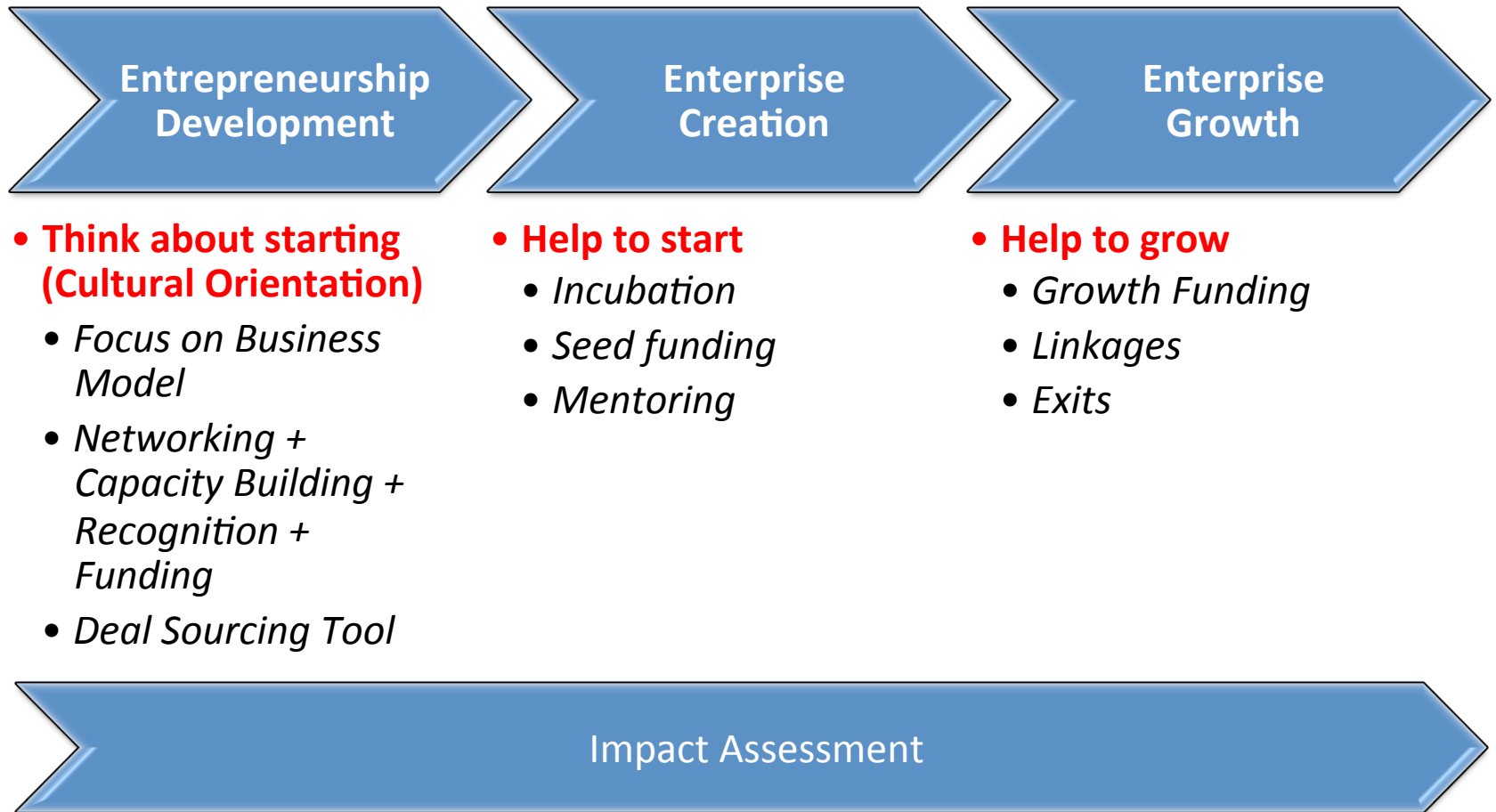
MuBStar

Jordan

RGH
RUBICON GROUP HOLDING

خرابيش
بيت القصص والكرتون

Concept



Marathon – All are Winners



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Great User Experience

"The marathon is a charismatic event. It has everything. It has drama. It has competition. It has camaraderie. It has heroism. Every jogger can't dream of being an Olympic champion, but he can dream of finishing a marathon."

Fred Lebow, New York City Marathon co-founder

كبير تجربة المستخدم

"والماراثون هو حدث الكاريزمية، ولها كل شيء، ولها الدراما، ولها المنافسة، ولها الصداقة الحميمة، ولها البطولة. كل عداء ببطء لا يمكن تحلم كونه البطل الاولمبي، لكنه يمكن أن تحلم الانتهاء من الماراثون."

فريد يبو، ماراثون مدينة نيويورك الشريك المؤسس

