Final Meeting of the Project on "Promotion of the Digital Arabic Content Industry Through Incubation"

Beirut, 14-15 December 2009

Hasan Omar
PICTI Manager

Mission and Governance (covering market needs)

Assist Palestinian entrepreneurs through the process of commercializing their ideas, establishing new start-up companies and develop knowledge based job opportunities

PICT

You Can!

PALTRADE

PITA

Non-Government Organization, non-for-profit established in 2004 with a <u>Partnership Model</u>
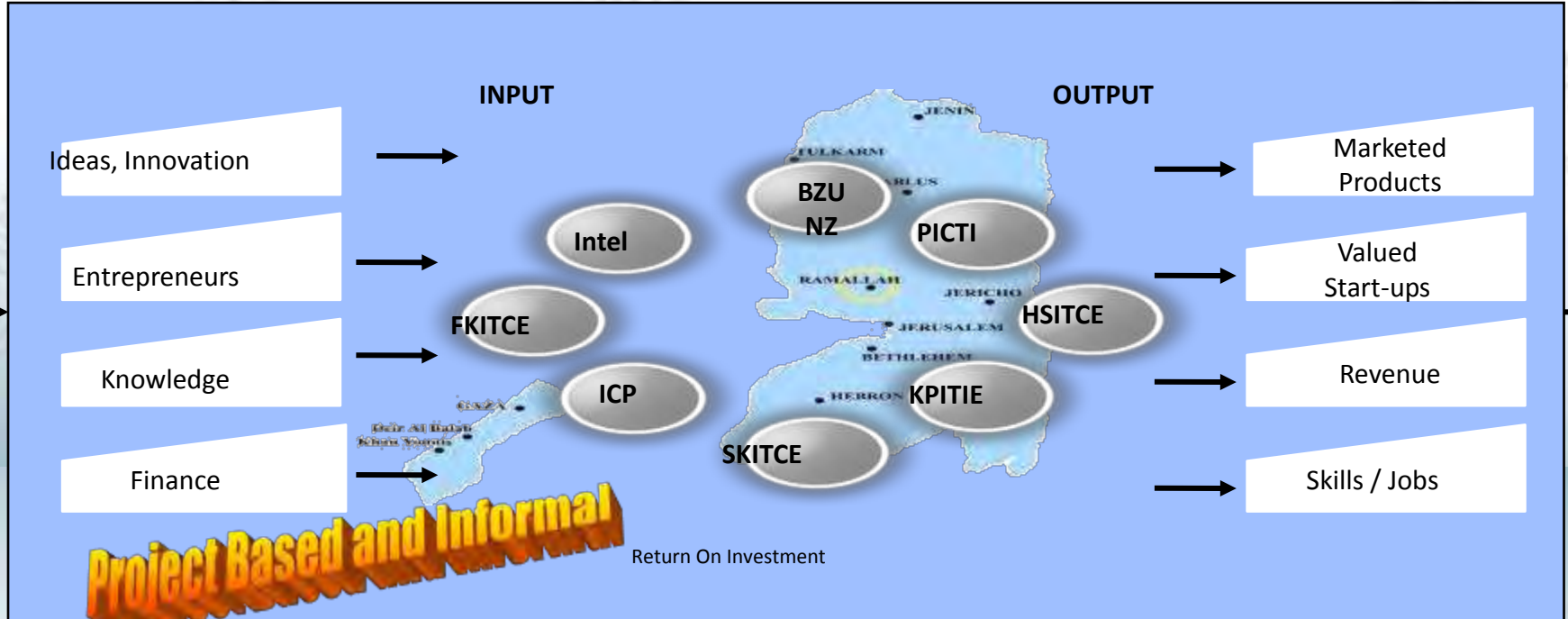
Current Project Partners

infoDev · MercyCorps · الإسكوا · UNDP · mena inc · intel · University of California Berkeley Haas School of Business · MOHAMMED BIN RASHID AL MAKTOUM FOUNDATION · Google · CISCO

TEAMSTART
Palestine

An initiative to create
High growth businesses in Palestine

British
Consulate-General
Jerusalem

MercyCorps

PICTI has completed 3 rounds successfully and in the process of launching the Fourth round in Gaza during January, below are the details.

Round #	# of Applicants	# of Participants	# of BPs	# of IBs for Incubation
1	65	20	4	1 (Jafra)
2	56	22	8	3 (Shobiddak?, Iarsheef, Edu-Tech)
3	110	25	9	5 (TouchIS, TouchWall Query by Image, SWITCH, Intelligent Control System)

Entrepreneurship & Innovation

Development Channels: Contests, IT Companies, Universities, Private Sector Community, Knowledge Network and HNI

INPUT

OUTPUT

Ideas, Innovation →

Entrepreneurs →

Knowledge →

Finance →

Intel

BZU NZ

PICTI

FKITCE

HSITCE

ICP

KPITIE

SKITCE

→ Marketed Products

→ Valued Start-ups

→ Revenue

→ Skills / Jobs

Project Based and Informal

Return On Investment

Enabling Network: Road Shows, Investment Promotion, Business Angels, Investors, Venture Capital, Market Access

- Technology Exhibition – 40 Companies (WB & Gaza)
- The first ICT Conference
- Multinational ICT Days (MS, Cisco, ICANN…)
- **Technology Entrepreneurship Forum – 17 out of 51 projects**
  - **Training**
  - **Mentoring**
  - **Investment Brief**
  - **Business Development & Match-making**
  - **Exhibition**
  - **Financing & Incubation**

Projects Exhibited @ TEF 2009
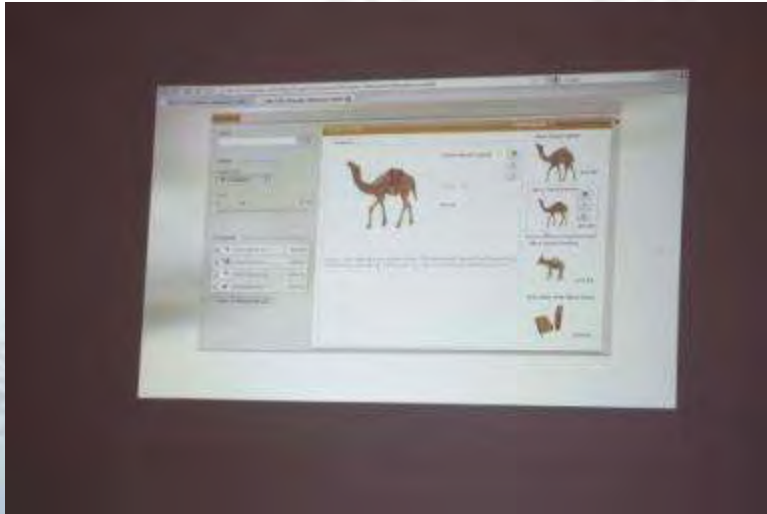
Education	
1	Wiki Examia
2	Edu-Tech
3	Scorm2004 Authoring Tool
Online Business Solutions	
4	Itop Auction
5	*i*arsheef
6	SWITCH
Touch Applications	
7	TouchIS
8	Touch Wall
Phone Application	
9	Jawap
Security Applications	
10	Intelligent Control Systems
11	Anti Spamming Simulation
Search Application	
12	Query By Image System
Online Solutions	
13	Electronic Blood Bank
Other Solutions	
14	Static Class Diagrams Constructor
15	PLC over PIC
16	Financial Accounting Software
17	ShoBiddak?

EGP

High-Growth

MSME

PICTI Impact Assessment: KPI

1. **Establishing MSME:**

2. **Exporting of Software:**

   Web Based PoS: By Al-Andalus Company.

   Now selling in **Dubai** at Grand Stores.

3. **Accessing VC Investments**

   Yooyaland: An "edutainment" portal in Arabic targeting

   Arab children acquired by **Hadara.**

4. <u>**Developing Quality Job Opportunities**</u>
   more than **150** *Qualified Individuals* (Donors Subsidy US$4500 – US$6500)

**PICTI Incubation is about
People, Process, Business Relationships
and Economic Development**

2010 Activities

Outreach	Education and Training	Match-making events	Research Studies	Incubation Program
Marketing Incubator Host info sessions to raise awareness of business incubation services Incubator to promote SMEs, Entrepreneurs and innovation	**Seminars** Expert forums on business related topics **Workshops** Business leaders and Entrepreneurs to discuss own experiences **Development of Online Content** Entrepreneurship -related educational videos and materials **Technology Business Plan Contest** Promote Innovation and Technology Entrepreneurship	**Early stage Investors** Provide opportunities for entrepreneurs to present business concepts and financials for potential funding **Seed Fund** Linked to PICTI	**Research Studies** Technology Entrepreneurship, Incubation, Seed Funding, Angel Investors, etc	**Corporate incubator programs** Marketing and support to interested Applicants by MBR Foundation **Team Start** Marketing and support to interested Applicants by Mercy Corps and British Consulate **Seed Fund** @ PICTI

- **DAC: 16 projects received**
- **19 projects during 2009, such as:**

Beebee RSS Reader
Shobiddak.ps
Jobs.ps
TradeWay.ps
I3lanco
Jafra
بنكك في بيتك
Hebron Web based GIS Map
Irba7 Cash
E-drive
Mishwar
In touch virtual class

Challenges and Lessons Learnt

Early Stages requires:

1. Technology **entrepreneurship education** and incubation programs
2. R&D Funds
3. **Seed** and incubation venture capital **funding** (Corporate venturing, Development Bank, Government, Business Angels, CSR, R&D Grants)
4. **Culture Change**; engaging the business community to share Time, Treasure and Talent in support of entrepreneurs
5. **Government instruments**: signaling importance, encouraging demand and facilitate transactions

Accelerating Growth requires:

1. Institutional **Venture Capital** and Private Equities at a later sustaining growth
2. Conducive and **open markets** (no monopolies)
3. **Cross Border** Investments to promote high-growth models

Thank You!

PICT
Palestine Information & Communications Technology Incubator
الحاضنة الفلسطينية لتكنولوجيا المعلومات والاتصالات

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