CONNECTIVE CITIES

LABS TO PUBLIC

ASIA-EUROPE INNOVATION DIALOGUE

LOCAL ECOSYSTEMS

INNOVATION. COLLABORATION. ENTREPRENEURSHIP

ASIA PACIFIC WEEKS BERLIN BUSINESS | SCIENCE | CULTURE

icealex

icebauhaus
icealex
icecairo
iceaddis
iceHubs
global

ALEXANDRIA
Dream BIG
Feeling
Life is not about Ideas only!!
Relationships
Love
Cloud Computing
Adel
IMPACT
BUSINESS
Analysis
Decision
PLAN
CHECK
DO
ACT
idea.. Blooms
Ideas
Boil Passion
Laila
Progress
Startup
Thinking out of The Box...
OBSERVE the world around you- everything you do, and especially everything you hate to do.
The 3C's of Life: Choices Chances Changes
SMILE....
GOOGLE IT!
ice
WELCOME
Age
time

Global Entrepreneurship Week

Alexandria Entrepreneurs Day

Building the Entrepreneurship Ecosystem of Alexandria

21 NOVEMBER - M3MAL COWORKING SPACE

icealex

PLUTO

AN OFFICIAL ACTIVITY OF GEW

Open Innovation
MaKey - MaKey
DRUMS
WORKSHOP 2
ARDUINO FOR BEGINNERS
You may not realize it when it happens, but a kick in the teeth may be the best thing in the world for you.

Education for Employment
efe
Egypt

CAIRO'S ENTREPRENEURSHIP ECOSYSTEM MAP

DIY SPACES
Cairo Hackerspace, Fablab Egypt, icecairo

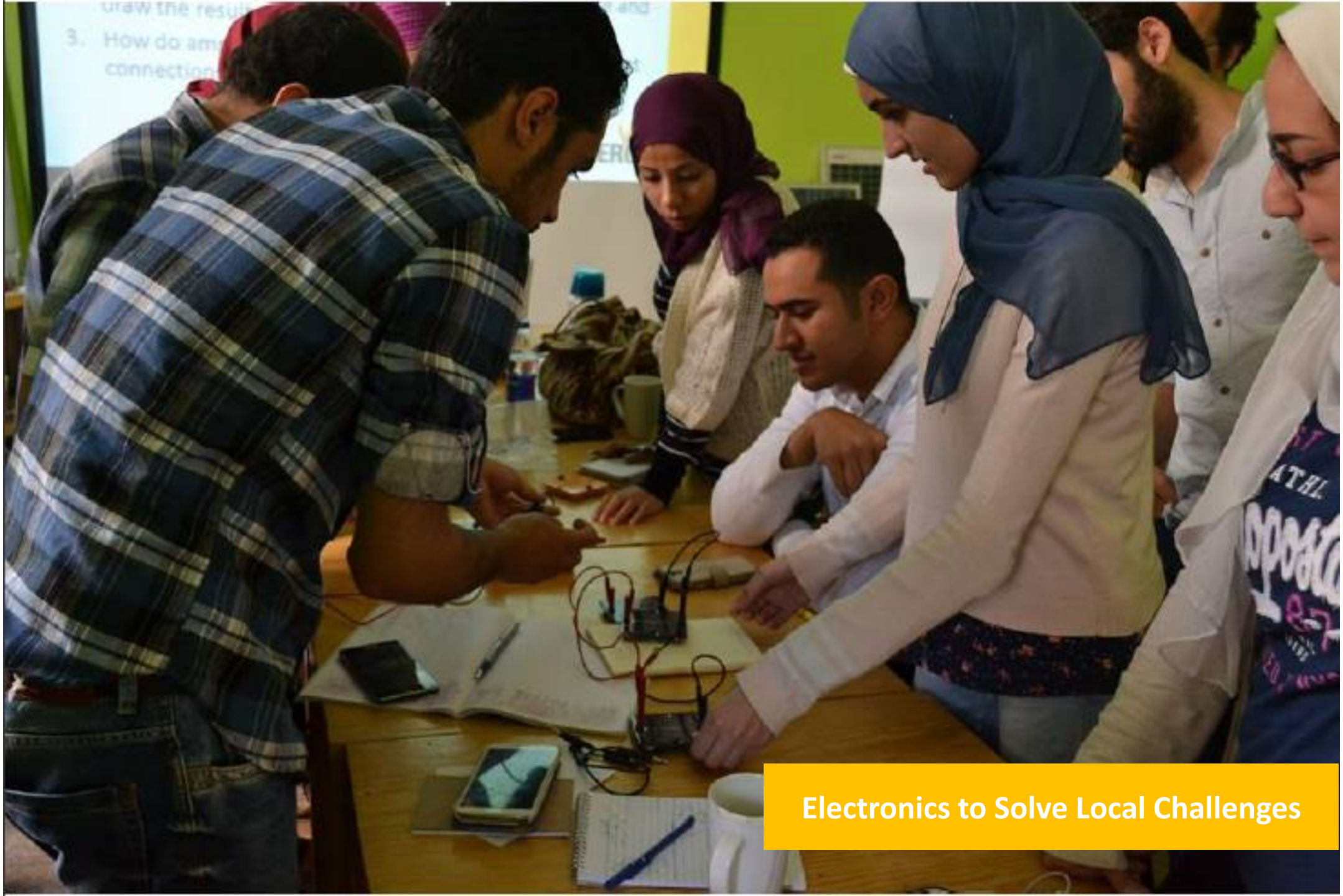
ONLINE NETWORKS
Wamda, Egypreneurs

INVESTORS
Tamkeen Capital, Cairo Angels, Yomken, Vodafone

CONVENERS
Al Maqarr, El Raseef, icecairo, Mesaha, The District, Rasheed22

RECOGNIZERS
El Masrouh3, Innoventures, icecairo

cairo startup ecosystem updated.indd 18-19 12/22/13 7:06 PM


Electronics to Solve Local Challenges

„GROWING GRASSROOTS“
TOWARDS GREENER CITIES IN EGYPT AND GERMANY
CALL FOR PARTICIPANTS
GERMAN-EGYPTIAN YOUTH EXCHANGE
BUNDjugend Berlin
AYCM
icealex
FUNDED BY:
Erasmus+

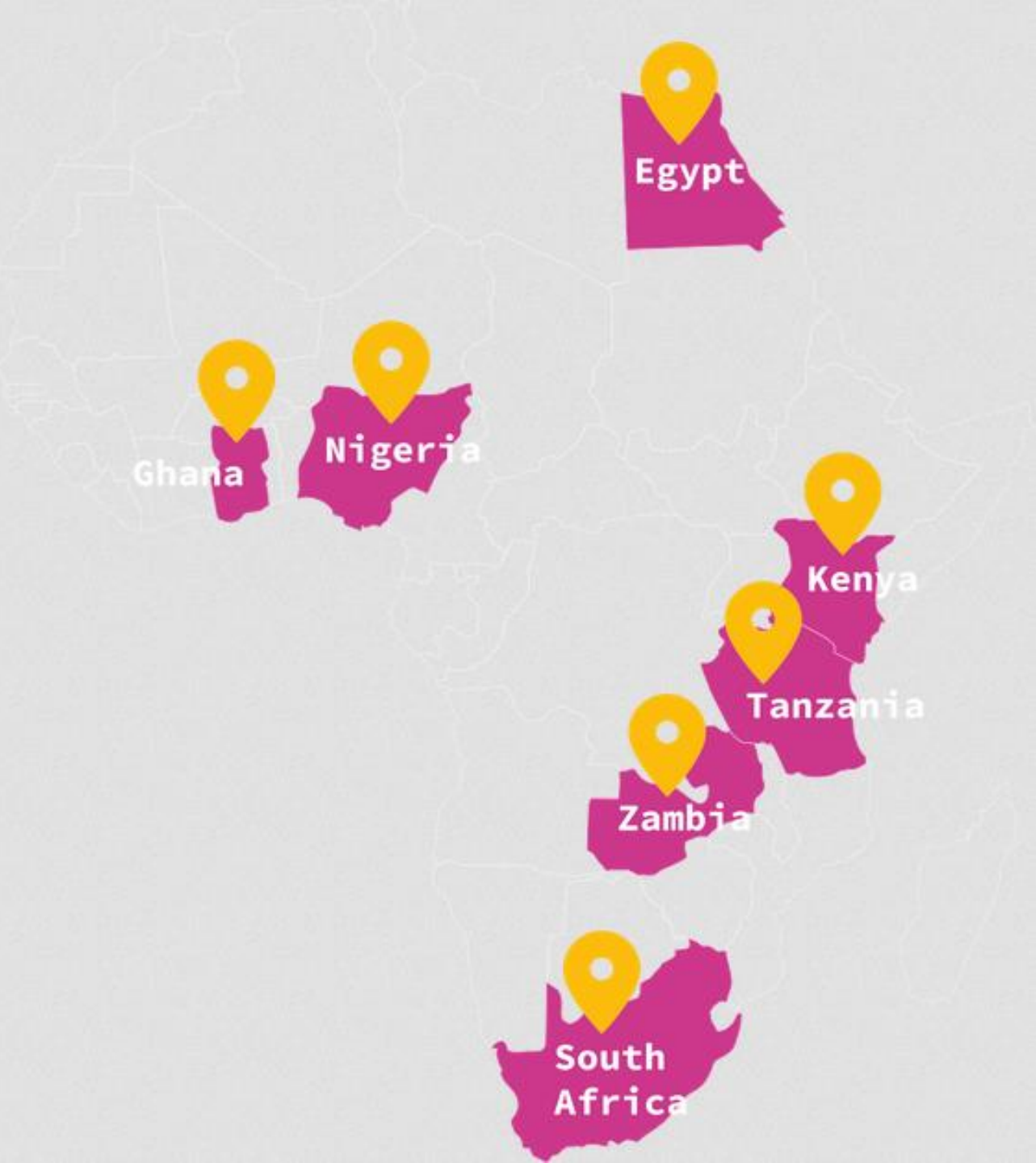
KIGALI's ENTREPRENEURSHIP ECOSYSTEM

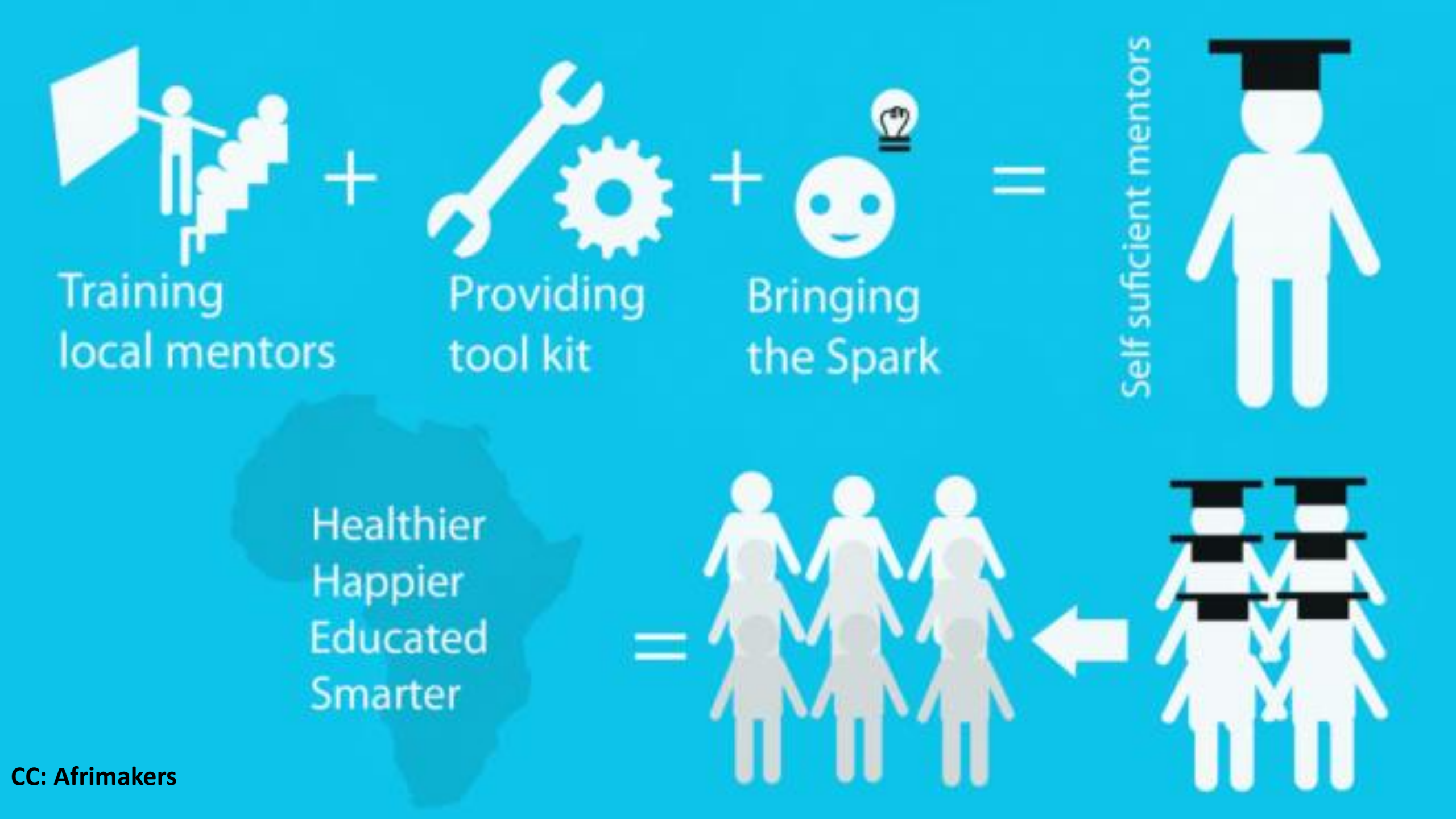
.....

- kLab | co-working space
- The Office | co-working space
- HeHe Limited | start-up
- BidNetwork | impact investment
- EduCat | incubation facility (in progress, opening 2015)
- ICT Chamber
- Digital Opportunity Trust (DOT) Rwanda | rural MSEs
- Carnegie Mellon University | Entrepr. Center (planned)

Build Your Startup

kLab


Egypt
Ghana
Nigeria
Kenya
Tanzania
Zambia
South Africa



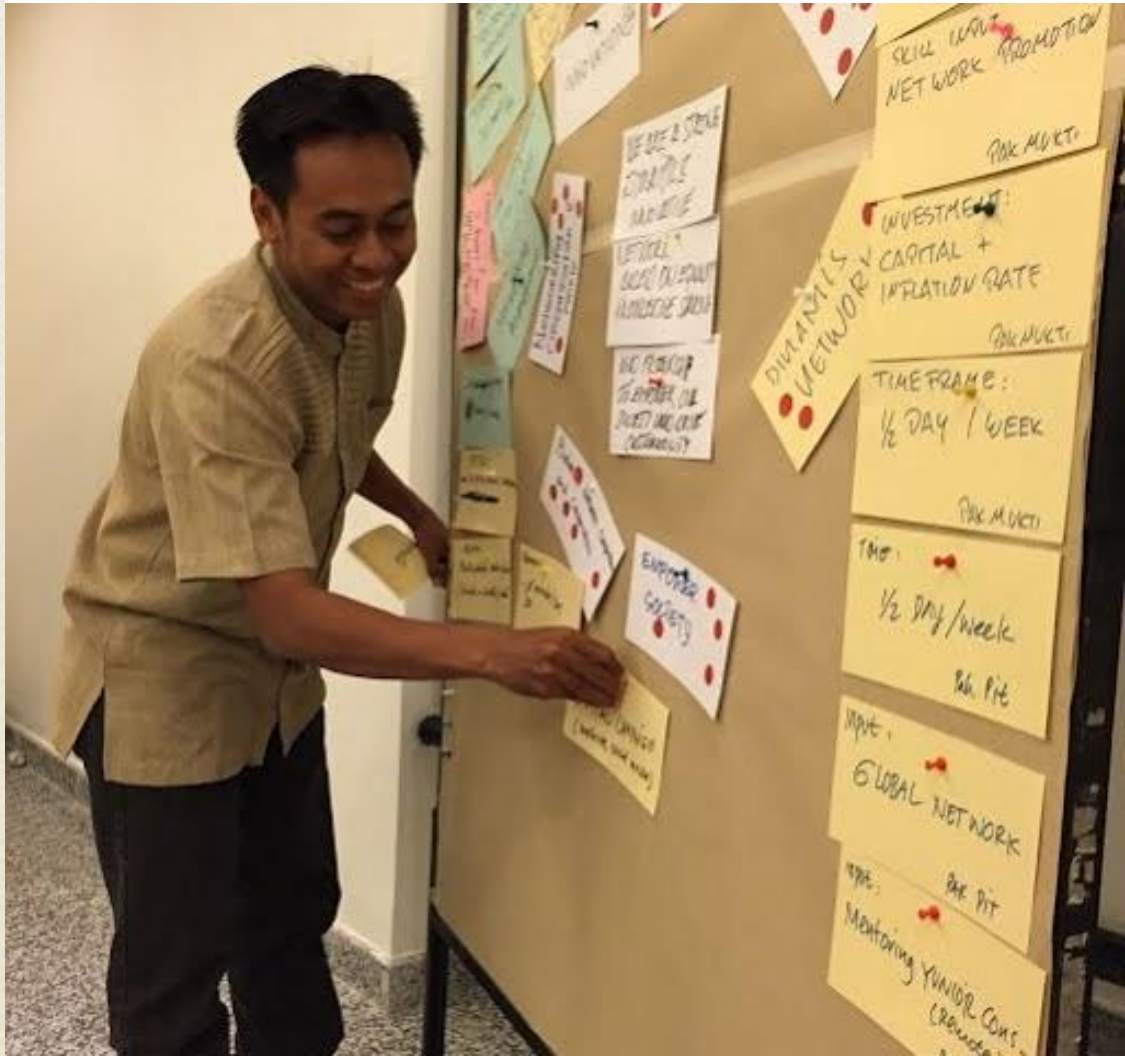
CC: Afrimakers

INDONESIA'S ENTREPRENEURSHIP ECOSYSTEM

.....

KONEKSI

expert pool network



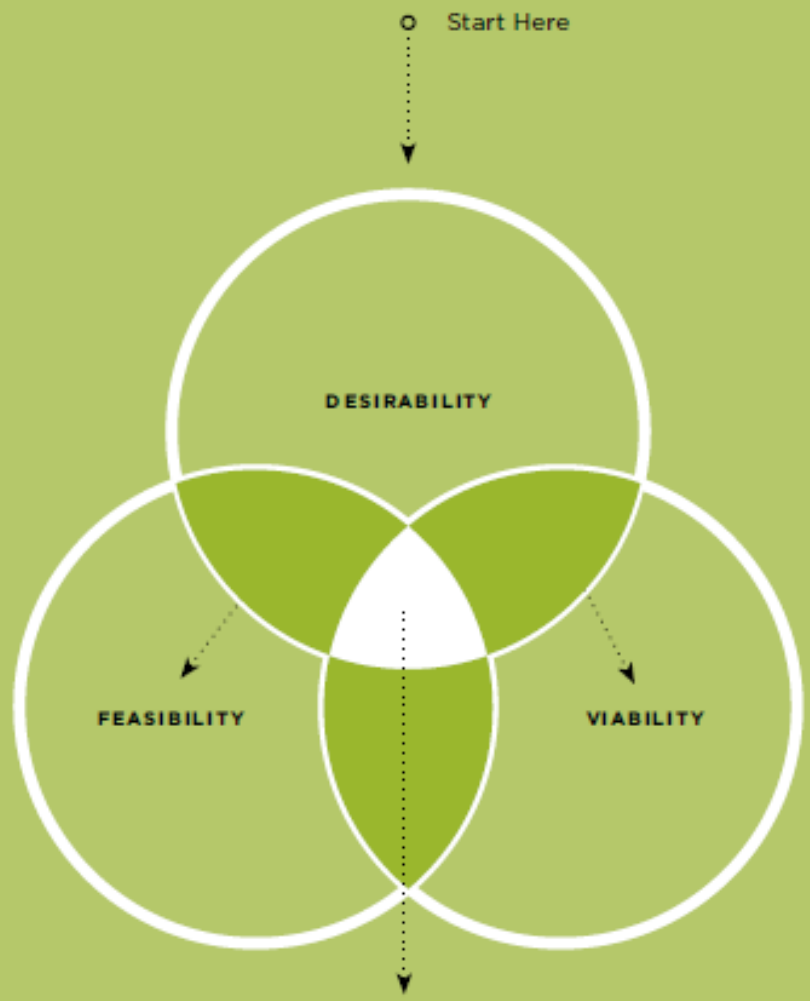
HOW?

Multi-Stakeholders

DESIRABILITY ····► What do people desire?

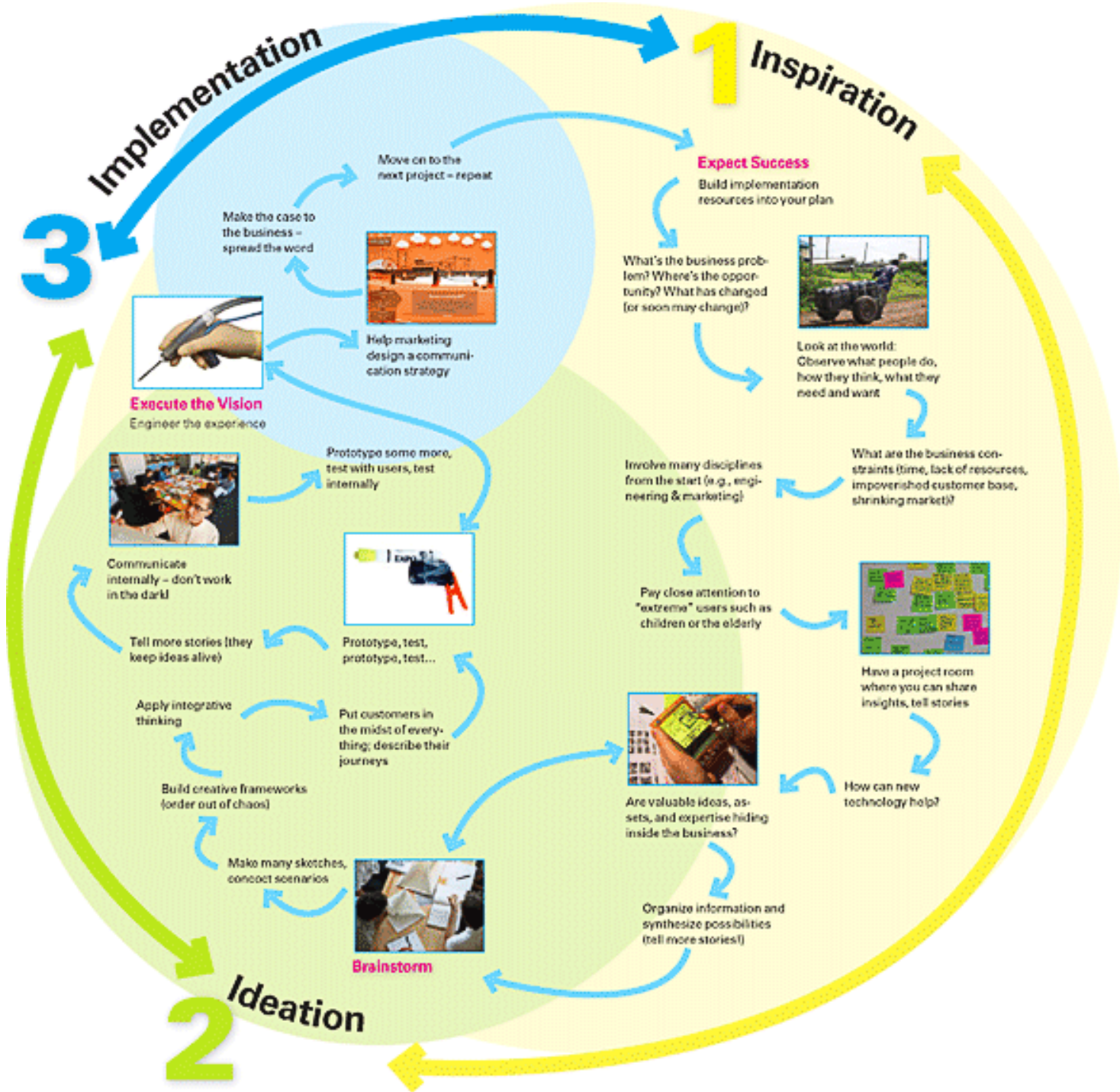
FEASIBILITY ····► What is technically and organizationally feasible?

VIABILITY ····► What can be financially viable?



The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable.**

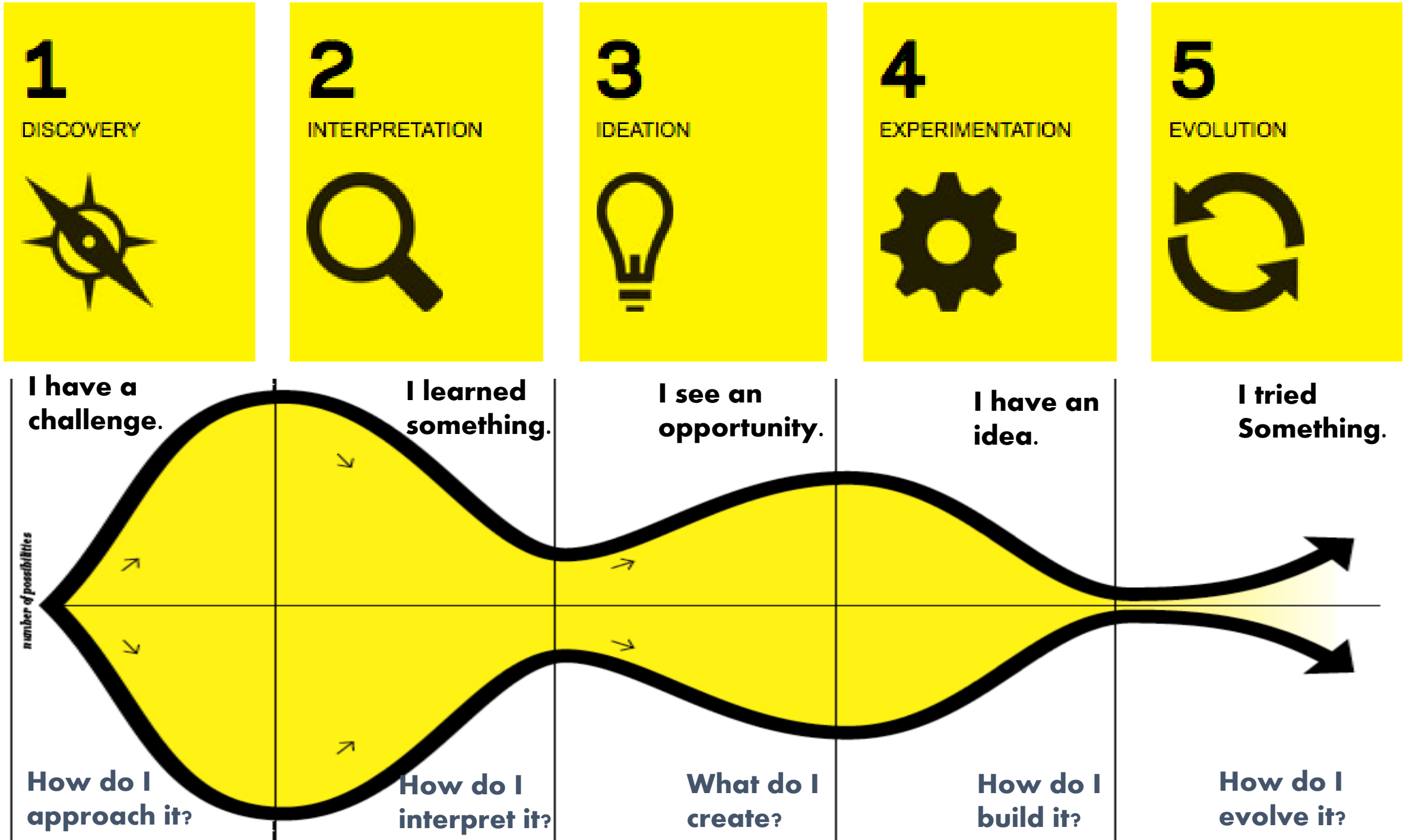
BUSINESS
HUMAN
ACME
viable
desirable
TECHNOLOGY
feasible


1 Inspiration
Expect Success
Build implementation resources into your plan
What's the business problem? Where's the opportunity? What has changed (or soon may change)?
Look at the world: Observe what people do, how they think, what they need and want
What are the business constraints (time, lack of resources, impoverished customer base, shrinking market)?
Involve many disciplines from the start (e.g., engineering & marketing)
Pay close attention to "extreme" users such as children or the elderly
Have a project room where you can share insights, tell stories
How can new technology help?
Are valuable ideas, assets, and expertise hiding inside the business?
Organize information and synthesize possibilities (tell more stories!)
2 Ideation
Brainstorm
Make many sketches, concoct scenarios
Build creative frameworks (order out of chaos)
Apply integrative thinking
Put customers in the midst of everything; describe their journeys
Prototype, test, prototype, test...
Tell more stories (they keep ideas alive)
Communicate internally – don't work in the dark!
Prototype some more, test with users, test internally
3 Implementation
Execute the Vision
Engineer the experience
Help marketing design a communication strategy
Make the case to the business – spread the word
Move on to the next project – repeat

Efficient Services
Good Spaces
Happy Stakeholders
Successful Organizations

Ahmed Bastawy
@AhBastawy
Bastawy@icehubs.com

mackwebsolutions.com


1
DISCOVERY
2
INTERPRETATION
3
IDEATION
4
EXPERIMENTATION
5
EVOLUTION
I have a challenge.
I learned something.
I see an opportunity.
I have an idea.
I tried Something.
number of possibilities
How do I approach it?
How do I interpret it?
What do I create?
How do I build it?
How do I evolve it?

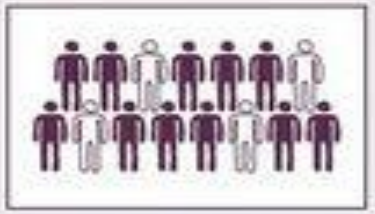
H
HEAR

Determine who to talk to, how to gather stories, and how to document your observations.

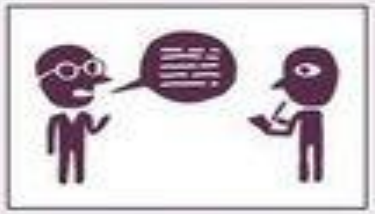
Phrase the Challenge

Extremes and Mainstreams

Recruiting Tools



Community-Driven Discovery



Expert Interviews

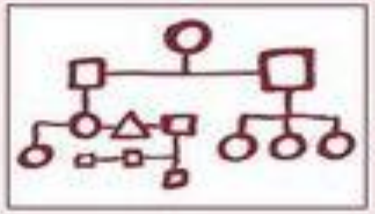
+

C
CREATE

Generate opportunities and solutions that are applicable to the whole community.

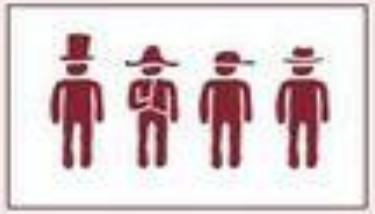
Empathic Design

Storytelling With Purpose



Create Frameworks

Extract Key Insights

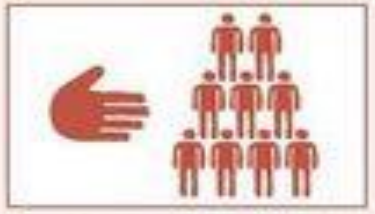


Find Themes

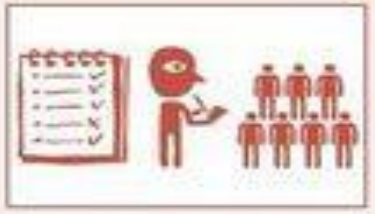
+

D
DELIVER

Take your top solutions, make them better, and move them toward implementation.

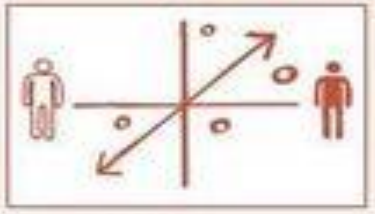


Try Out A Model



Capabilities Quick Sheet

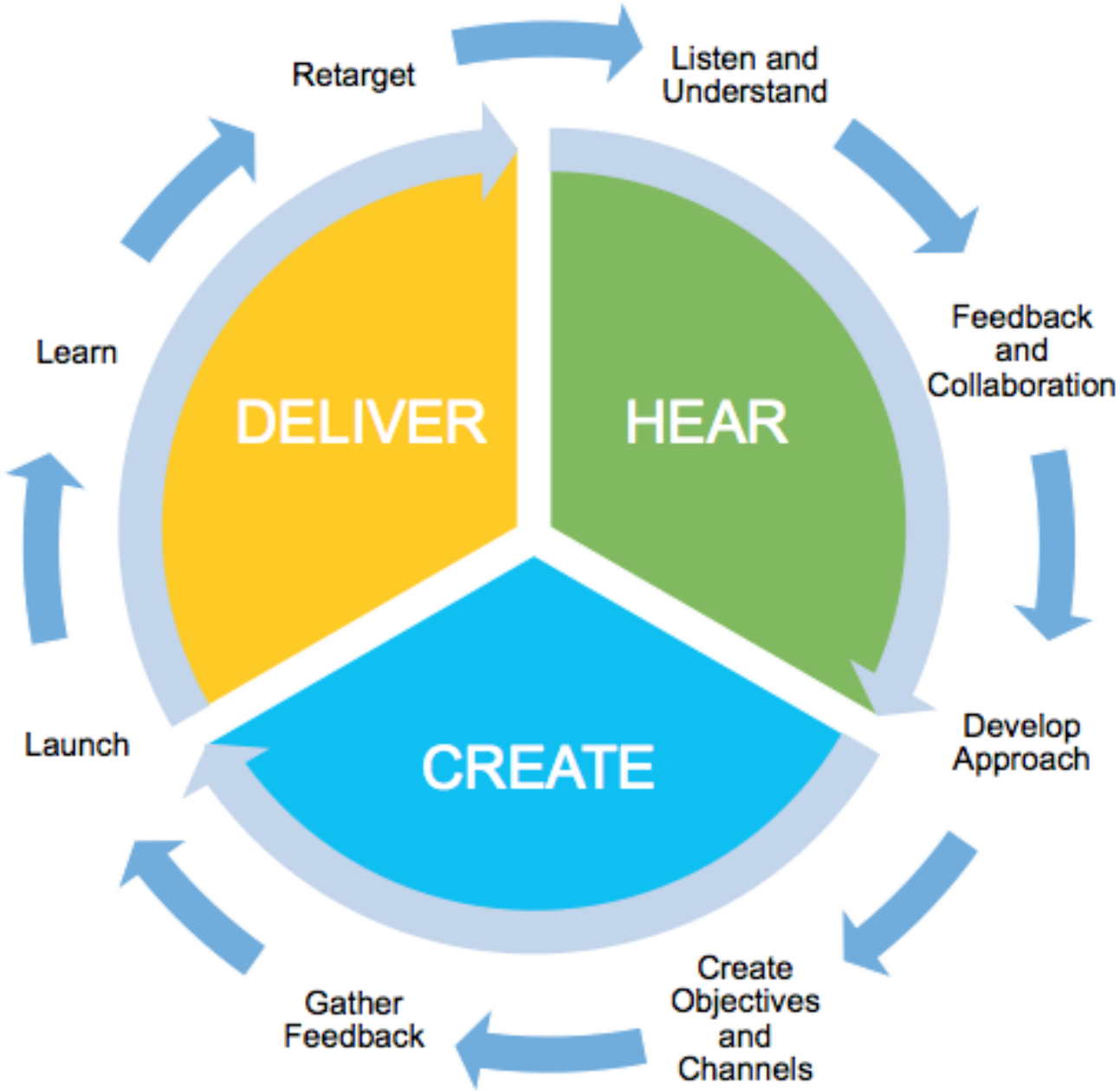
Implementation Timeline



Innovation 2x2

Evaluate Outcomes

+


Retarget
Listen and Understand
Learn
DELIVER
HEAR
Feedback and Collaboration
Launch
CREATE
Develop Approach
Gather Feedback
Create Objectives and Channels