

Entrepreneurship Workshop for Scientists and Engineers
Venue: ICTP-EAIFR Building (Former KIST2) Kigali Dates: May 14-18, 2018
Workshop Director: Dr. Surya Raghu

DAY1: DATE: 5/14/2018

SESSION CHAIRS:

MORNING: TBD AFTERNOON: TBD

Time	Subject	Speaker
8:00 - 8:30	Registration	
8:30 – 9:00	All to be seated Welcome Remarks	Welcome by EAIFR Vice Chancellor of U. Rwanda Gordon Day (IEEE) Vincent Kabunga (IEEE)
9:00 – 9:15	Brief introduction of speakers, organizers and participants - self introduction (10 second each) (10 minutes)	Surya Raghu
9:15 – 9:45	Integration of Entrepreneurship in HLIs Curriculum is an Imperative	Prof Nelson Ijumba U. of Rwanda
9:45 – 10:15	State of S&T-based entrepreneurship and needs of the society in Energy and ICT Sectors in Rwanda	Dr. Marie Christine GASINGIRWA Director General for Science, Technology and Research at the Ministry of Education, Rwanda
10:15 – 10:45	Coffee break	
10:45 – 11:15	State of S&T-based entrepreneurship and needs of the society in Energy and ICT Sectors in Uganda	Dr. Gudula Basaza Managing Director Gudie Leisure Farm
11:15 – 12:00	Workshop Expectations and intro to group projects “Speed-Networking” Exercise	Surya Raghu Richard Brooks/Ken Stauffer/David Sample
12:00 – 1:00	A 10-minute sample pitch with discussion for motivating the week’s work. Identify problems and market needs in ICT/Energy relevant to the region. Participants develop a list of “I wish someone invented this or had this service in the market” to meet this specific need.)	Raghu Richard/David Sample Group Activity
1:00 – 2:00	Lunch Break	
2:00 – 3:00	Tools for Opportunity Assessment and Feasibility Analysis	Raghu
3:00 – 3:15	Coffee break	
3:15 – 5:00	Shortlisting the list of problems generated based on priorities <i>Participants will focus on developing solutions to the identified problems, exchange Knowledge, Skills and Abilities (KSA) of all participants to recruit the right team for transforming their technical solution into a business. Begin team formations for the business pitch on Day 5. (Use KSA Forms)</i>	Richard/Joe/David/Stauffer/Becky Taylor with support from all speakers Participant-intensive session
5:00-6:00	Project and Wrap-up	Raghu/TBD

Date: 5/15/2018

Session Chairs: Morning: TBD

Day 2:

Afternoon: TBD

Time	Subject	Speaker
8:30 – 9:30	Down-selecting high-impact projects Resource mapping and team formations Begin Group Project with project planning and setting up timelines	Raghu/Richard/David/TBD Group Activity
9:30-10:30	Teaming and Coffee Break	
10:30 – 12:00	Business Model for Start-ups Design Thinking Business models for products Business models for service and software industry SaaS The “one-pager”	Stauffer/Raghu
12:00 – 1:00	Lunch Break, Group Photo	
1:00-2:00	Introduction to Business Financials: Financial Terminology	Richard Brooks
2:00-3:00	Rwanda Patent Office and Business Registration Information	Rwanda Development Board, TBD
3:00 – 3:15	Coffee	
3:15 – 4:15	Market Survey and evaluating customer feedback for your ideas – value proposition, price point, first customer, user feedback, endorsement, decision maker, etc	Ken Stauffer/(Raghu/David/Richard)
4:15 – 5:15	Group Project Technology Road mapping and opportunity assessment Market analysis Preliminary costs and margins IP strategy	All Speakers
5:15 – 5:30	Wrap-up for the Day 2	Raghu
	Workshop Dinner ??	

Date: 5/16/2018

Session Chairs: Morning: TBD

Day 3:

Afternoon: TBD

Time	Subject	Speaker
8:30 – 9:00	UR Innovation Environment	Dr. Emile Bienvenu
9:30 – 10:00	Govt (Rwanda and Uganda) Incentives to Start-up Entrepreneurs	TBD
10:00 – 10:30	Sources of Financing and info on starting a company by Tech Entrepreneurs in Rwanda and Uganda	Mr. Steve Mutabazi, Chief Investment Strategist (ICT Sector), Rwanda Development Board
10:30 – 11:00	Coffee	
11:00 – 11:45	Legal Contracts and Agreements for Start-ups, elements of negotiations.	Ken Stauffer
11:45 – 12:45	Taking the ideas and inventions to market This session will explore Technology Readiness Levels (TRL), the processes involved and estimates of time required to develop a product or a service from the ideation stage.	Raghu/Rebecca Taylor
12:45 – 1:30	Lunch Break	
1:30 – 2:30	Estimating Finances for a start-up business	Richard
2:30 – 3:30	Marketing and Sales	David Sample
3:30 – 4:00	Coffee Break	
4:00 – 5:30	Taking an idea to market – group exercise	Raghu/Richard/Stauffer
5:30 – 6:30	Group Project Work Teams will focus on IP protection, define arrangements (agreements and negotiations) with prospective business partners, develop timelines for technology development, financial plans, timelines from product to market, marketing and sales strategy and outline of a business plan	All speakers and participants
6:30	Wrap-up for the Day 3	Raghu/TBD

Date: 5/17/2018

Session Chairs:

Morning: TBD

Day 4:

Afternoon: TBD

Time	Subject	Speaker
9:00 – 9:30	Intro to kLab	Claude MIGISHA K General Manager, kLab, Kigali
9:30 – 10:00	Success Stories and lessons learned	Local Entrepreneurs, TBD
10:30 – 10:45	Coffee Break	
10:45 – 11:00	Creating IP at U. of Rwanda – a personal experience	Gaurav Bajpai
	TBD	TBD
11:15 – 11:45	Soft Skills in Business	David Sample
11:45 – 12:45	How to pitch to an investor and investor expectations Business Plan Development Pitching for cash: Equity issues, share dilution Understanding funding needs at different stages of a start-up Valuation at various stages of development. Presentation Skills	Becky Taylor (Video conference from US)/Richard Brooks
12:45 – 1:45	Lunch with entrepreneurs	
1:45 – 2:30	Start, stumble and succeed/Coping with failures/pivoting in business	Raghu/TBD
2:30 – 3:15	Project trouble shooting Speakers' consulting time for project work Complete the 10-minute pitch and practice/time their presentation using guidelines provided.	All Speakers
3:15 – 3:30	Coffee Break	
3:30 – 5:30	Group Project (contd.) and Business Pitch preparation	

Date: 5/18/2018

Day 5:

Time	Subject	
08:00 – 9:00	Upload business-pitch presentations Determine order of presentations Introduction to rules of presentations Introduction to the panel of judges	Panel: All Speakers, (TBD) Richard Brooks David Sample
9:00 – 10.20	Session 1, Groups 1, 2, 3, 4	Timekeeping Official:
10:20 – 10:30	Coffee Break	
10:30 –11:50	Session 2, Groups 5, 6,7,8	Timekeeping Official:
12:00 – 1:30	Lunch Break	
1:30 –2:30	Feedback to the participants on their presentations Feedback from participants to the organizers (written and informal)	All panelists: Moderator: All participants Moderator: Raghu
2:30-2:45	Follow-up Support??	TBD
2:45	Concluding Remarks Distribution of Certificates after handing out the written evaluations.	TBD (U. Rwanda) EAIFR Joe Niemela Gordan Day S. Raghu

