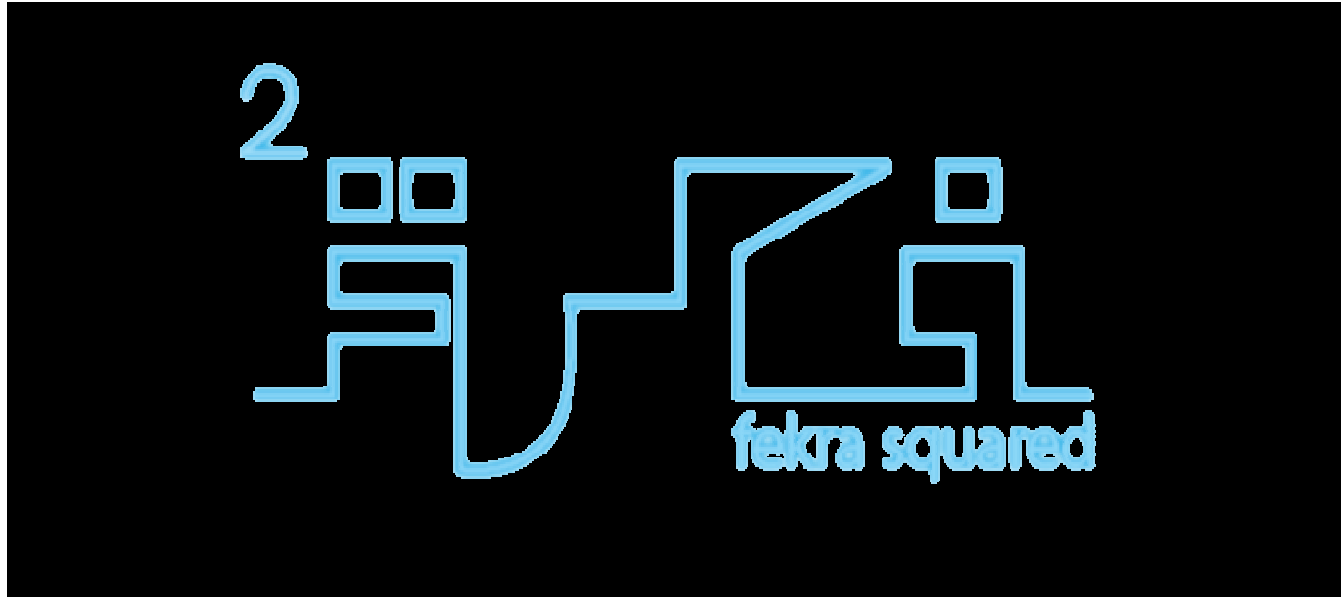


Start-up idea:



Aya Rizk

DAAD EAI Workshop 2012, Hammamet, Tunisia

AGENDA

- ▶ What is Fekra² all about
- ▶ Pull / Push-based innovation
- ▶ Stakeholders analysis
- ▶ Business model



Fekra²



Solvers

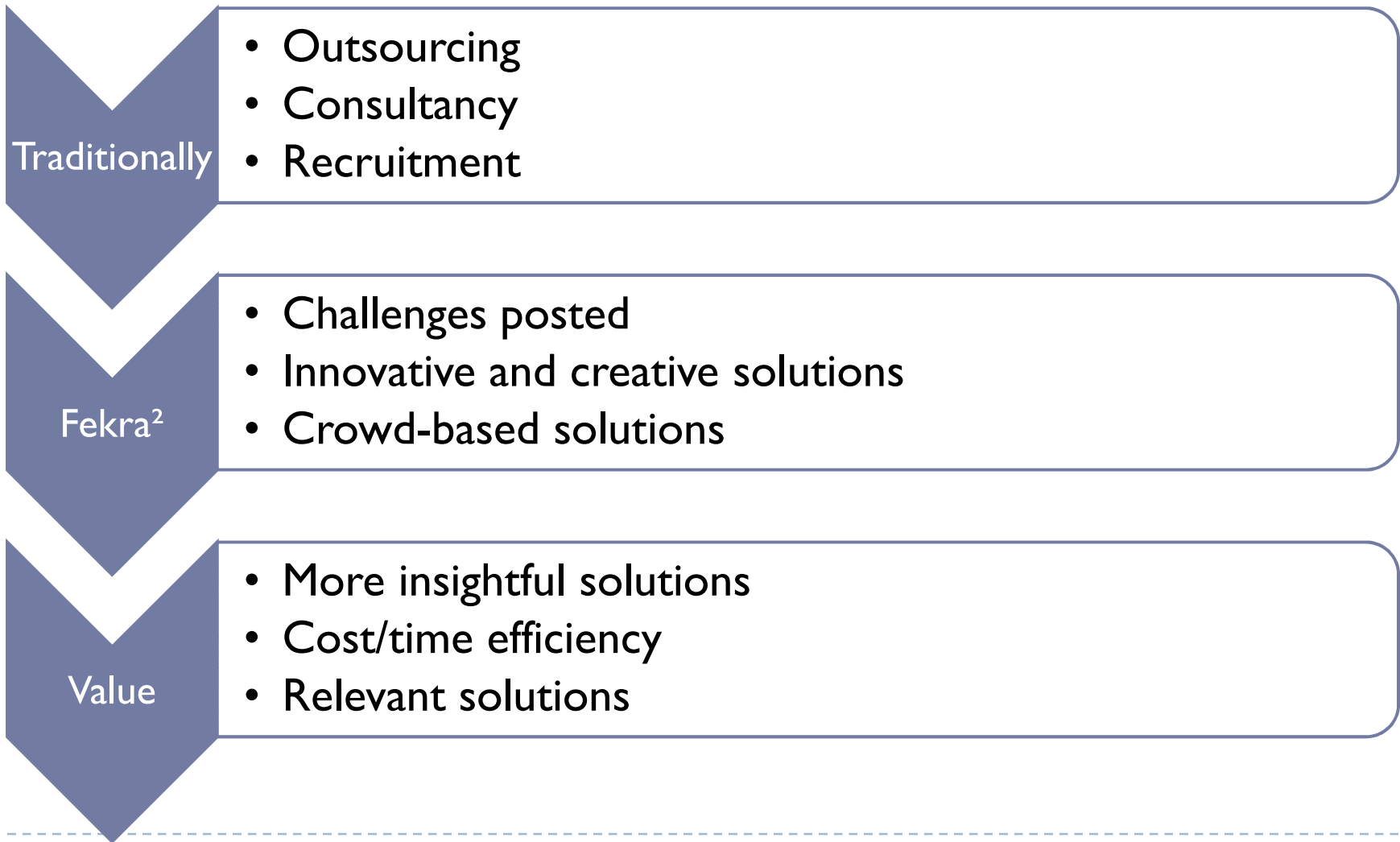
Seekers

Individuals
Start-ups

Businesses
Non-profit
Government



Pull-based innovation



Push-based innovation

- ▶ Open channels for solvers with intellectual contributions to their fields of expert and interest
- ▶ Allowing for their contributions to be found by supporting entities
- ▶ Allows seekers to form partnerships that they believe would foster their innovation



Stakeholders' analysis

The “who”?

Partners

- Technology transfer offices
- Universities
- Technology partners

Seekers

- Corporate and SMEs
- Governmental entities
- NGOs
- Startups

Solvers

- Undergraduates
- Academics and researchers
- Start-up entrepreneurs
- Professionals and consultants



Business Model

Key Resources	Team for Strategy & Planning, Operations & Finance, Marketing & Social Media, Client Relations, Strategic Alliances, University Affairs, R&D, IT
Channels	Platform, Social Networks, InnoCampus
Revenue Streams	Membership plans for posting challenges and publicizing them on campus - Fees for filtering solutions for seekers - Fees for needs analysis and challenges formulation - Commission fees on sales transactions of any successfully commercialized invention of partners - Offering internal idea & innovation management consultancy – Space for corporate sponsored ideation topical channels - selling data analysis reports
Cost Structure	Salaries, Rent, Equipments, Host, Domain...

Long Term Vision

- More Alliances across the MENA region and globally
 - Introduce mobile apps with user profile and notifications
 - More Consultancy Services including:
 - Data Analysis utilizing innovation intelligence
 - Become Virtual Incubator for Researchers
 - Develop social apps mining relevant solvers

Fekra² Team

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