



**WORKING TOGETHER WITH AFRICAN INSTITUTES
SUPPORTING NATIONAL DEVELOPMENT FROM WITHIN**

ENTREPRENEURSHIP

Passing on the Israeli Entrepreneurial Spirit



Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary. [Steve Jobs]

**Promoting
International
Collaboration
Your
Partner
For
Successful
Innovation
In The
Community**

Working together with our Partners to Generate Awareness, Innovation and Capital



ENTREPRENEURSHIP IS A MEANS TO AN END

Entrepreneurship is one of the most important aspects of our economy and students understand that. They no longer believe they can take a job with a large corporation and expect that they will spend their careers in one place. Students know they have to build a wide range of interdisciplinary skills that give them maximum flexibility and preparation for the future. Entrepreneurship is one such skill. Whether considering starting an enterprise or just wanting to be an outstanding employee, students want to learn how to recognize opportunity, harness the resources to exploit that opportunity, exercise their creativity, create sustainable solutions, take the inherent risks, and participate in the rewards. Schools are trying to meet this student demand.

PIC Entrepreneurship Mission in Collaboration with African Institutes

Our goal is to work with and through our partners to build a solid platform that connects aspiring entrepreneurs with the business world and giving them the tools necessary to succeed. We aim to foster and convey the entrepreneurial spirit in Israel to stimulate creative minds, to form and build on pioneering ideas, thereby enriching lives with vibrancy, originality, and modernization. In collaborating with PIC, we expect our partners to sell our services to their students, business com-

munity and to a regional audience in which to promote their institution and development. This may be achieved in the form of international events, seminars, workshops, consultancies and international study tours.

In Collaborating with PIC

Partnership constitutes a major element in international, national and local efforts to initiate positive and effective training and capacity building changes.

We aim to build closer relationships with our clients and better respond to their needs by connecting in partnerships (Networking) with academies, training institutions and centres of excellence in developing and emerging economies. This lays the way for upholding respective strengths to develop modern educative environments, platforms, tools, and methodologies which are based on advanced 21st century practices, both technical and pedagogical.

Partnering with PIC also allows academic institutions to open up to new audiences, share knowledge in training and research, build up new collaborations and exchange ideas with academic networks from around the world, and provide a structured offer to capacity-building and development needs.

"It's not the strongest of a species that survive, nor the most intelligent, but those most responsive to change."

[Charles Darwin]



Outside the United States and Canada, Israel has the largest number of NASDAQ listed companies.

Through our Network, we offer a new direction and international opportunities for our partners. A strategic partnership can improve synergies for all stakeholders and an overall increase in institutional capacity. Investing in human resources is fundamental to deliver as one, excel in response to training needs, and innovate. Through partnerships with governments; universities and academies institutions; intergovernmental and non-governmental organisations; private companies; foundations and the civil society - makes it possible to combine and extend advanced knowledgeable and technically approaches to modern business practices on a global platform.

Why Israel?

Israel is one of the most innovative nations on earth. Israelis (approximately 7.6 million in number) are well-educated, have a global outlook, ties around the world, and most importantly, a positive view of entrepreneurship. Most Israeli entrepreneurs understand ways of moving innovations into the marketplace and how to establish themselves as global companies from the word go. It is only natural that there is so much interest around the world in Israel's entrepreneurship experience.

Israel has the highest density of tech start-ups

in the world. More importantly, these start-ups attract more venture capital dollars per person than any country — 2.5 times the U.S., 30 times Europe, 80 times India, and 300 times China. Israel has more companies on the tech-oriented NASDAQ than any country outside the U.S., more than all of Europe, Japan, Korea, India, and China combined. But it's not just about start-ups. Scratch almost any major tech company — Intel, Microsoft, Google, Cisco, Motorola, and so on — and you will find that Israeli talent and technology play a major role in keeping these multinational companies on the cutting edge.

The Israeli Entrepreneur Experience

Israel has focused a lot of its efforts on finding and nurturing high-growth entrepreneurial firms, including universities. Many start-ups (entrepreneurs) have failed, but a number have succeeded and grown quickly. The result: Israeli high-growth start-ups have been creating jobs and generating sustainable wealth for the country, and innovations for the world (e.g., the USB memory stick, new generation cardiac stents, and camera pills that transmit pictures from inside the human body). Israel is often referred to as "startup nation" and a high-tech superpower. Today 40% of Israel's exports is from the high-tech industry.

In proportion to its population, Israel has the largest number of startup companies in the world.

The Development of this Phenomenon in Israel

- **1950s:** Israel's 1st and 4th presidents were scientists, believing strongly in the role of science in national defence and societal prosperity.
- **1960s:** R&D got a significant boost in the 1960s when military self-reliance became defence policy. In 1968, the government established the Office of the Chief Scientist (OCS) help fix market failures in commercializing R&D.
- **1970s:** Israel's first NASDAQ IPO took place in 1972; Intel opened in Israel its first international R&D centre in 1974; and the BIRD foundation was created to fund technology-based product development between Israeli and US companies in 1977.
- **1980s:** VC investments flourished. In 1984, the NASDAQ value of the first wave of a dozen Israeli tech ventures was \$780 million. In 1984, the government passed the Law for the Encouragement of R&D. And in 1987, with the cancellation of a 'fighter-plane mega-project' the market was flooded with engineers and a new wave of start-up entrepreneurs.
- **1990s:** by 1997 there had been 68 NASDAQ IPOs. However, Israel's culture and institutions were still very much anti-entrepreneurial until the mid-1990s. Notable in this is decade was the great wave of

immigrants from the former USSR largely with engineering talent.

- **2000s:** Israel garnered an increasing larger market share of global venture capital.
- **2010s:** Israel was one of the last countries to enter recession and among the earliest to exit. On a per capita basis, Israel leads the world in the number of high-tech start-ups and the size of the venture capital industry.

PIC Entrepreneurship Introduction

Entrepreneurs have a crucial role in determining the future prosperity of a nation. With countries haunted by the prospect of a return to recession, it is the creation of new business that will have the greatest impact on growth and employment.

While institutes are united in lauding the importance of entrepreneurship, in all countries there is room for improving aspects of the environment in which entrepreneurs operate.

Our programmes outline in detail where each of our partner's areas of greatest potential improvement are, and recommends what should be done to realize that potential.

PIC also goes further and emphasizes not only what institutes can do, but also what entrepreneurs can do to seize opportunities presented by the environment in which they op-

Israel has the highest ratio of university degrees to the population in the world.

erate. Ultimately, the success of a country's entrepreneurship environment will be judged by the number of leading entrepreneurs that emerge from it and the successful businesses they create. Our service aims to be a useful tool for helping to increase that number.

Description

In the changing world of today, the need for highly effective financial management of business sector has never been greater. The rules of corporate finance are constantly changing, requiring today's business managers to explore the latest ideas and concepts, gain new perspectives on traditional business practices, and obtain hands-on experience with the most current tools to help their businesses gain an advantage. The training programmes will emphasise the role of marketing and customer relations in the design and development of new products and services. The programmes are especially designed to enable participants to improve their marketing, customer relations management and leadership skills, to constructively support national development.

During our programmes we show in a very practical way how to develop and manage products and services for the business sector. It covers the fundamentals of strategic marketing before focusing on product and channel management, and showing how businesses can boost profitability by

adopting a structured and targeted approach. It will show them the optimum approach for segmenting the market, developing a targeted product and channel offer, and promoting it in the market. It focuses on how to boost product and channel sales, whilst simultaneously improving efficiency.

Objectives

The emphasis in the programmes will be on understanding the dynamics of the Israeli entrepreneurial environment and on analyzing Israeli innovation at different lifecycle stages. Participants will be expected to develop a top management perspective of a company and focus on formulating a competitive business-level strategy for it.

Our aim is to equip the forthcoming business sector with the knowledge and tools they require in order to effectively tackle challenges, based on the Israeli experience in a global market.

In particular, the programmes address the following issues:

- Delegates will be refreshed with the high-level concepts of strategic marketing
- Appreciate the fundamentals of product and channel management in relation to customers
- Understand how to establish and implement metrics for measuring success
- Compare the various CRM approaches and

Israel produces more scientific papers per capita than any other nation by a large margin - 109 per 10,000 people -- as well as one of the highest per capita rates of patents filed.

appreciate the relative strengths and weaknesses

- Develop some high-level plans for strengthening their brand and improvements in public relations

Modern Approach to Development

The use of the Internet as a management tool has considerable potential for improving efficiency in many sectors of the economy and in the process, may cause significant restructuring of those sectors. Business acquisitions, business processes, marketing, brand building are only a few ways by which the internet can help your business. There is a lot to be covered and explored and to stay competitive in today's business arena. Our approach is to harness these skills to your advantage.

Target Audience

The programmes are designed for entrepreneurs and businessmen who are challenged by the rapid transformation of the business sector; worldwide integration; new competitors; financial and technological innovations. Business managers are required to achieve higher earnings at a time when profit margins are being squeezed and capital adequacy rules have become more stringent. To foster motivation and creativity among their workforce, businesses have become increasingly decentralised and need executives who are highly qualified managers.

The transfer of knowledge is aimed at the younger population but of benefit to all ages; preferably first degree holders starting their own businesses; staff and management experienced in business particularly in the field of strategy planning, marketing and product development, sales management and business analysis, risk management, and human resources.

Training Modules

Entrepreneurship – 24 hours

- Entrepreneurship in the 21st Century
- Entrepreneur Culture
- Education and Training
- Access to Funding
- Coordinated Support
- Characteristics of the Entrepreneur
- Enterprise Product Agility
- Service Product Development

New Marketing Media for Entrepreneurs

– 32 hours

- Introduction to Internet Marketing
- Globalization - Economical & Marketing Effect on the Transitional World
- International Marketing: Management and Strategic View
- Introduction to Digital Marketing
- Mobile Marketing - SMS
- Digital Trends – 2012 and Beyond
- Digital Africa – Overview & Development
- Marketing, Branding and Public Relations

Israel is ranked #2 in the world for venture capital funds right behind the US.

Israel's \$245.3 billion economy is larger than all of its immediate neighbours combined.

- Social Media Customer Relations Management
- Planning your Website
- Website Best Practices
- Social Media

Email Marketing – 24 hours

- Introduction to Email Marketing
- Data Collection, Building Mailing Lists
- Excel for Managing Data
- Organisational Information & Data Management
- Introduction to Outlook
- Design of Email Marketing Messages
- Overview of Mail-Merge
- Plan and Executing a Digital Campaigns
- Campaign Management On & Offline
- Mobile Email Marketing
- Understanding Spam

Search Engine Optimization – 16 hours

- Search Engine Optimizer – SEO
- Strategic Search Engine Optimization Planning
- Key Word Optimizer
- Google Search

Customer Relations Management – 24 hours

- Introduction to the World of Social Media CRM
- Preparing Yourself for Social CRM

- Designing a Multichannel Approach
- Developing a Social Media Campaign
- Optimizing Impact with Analytics
- Ten Points for Getting Started in CRM
- Monitoring CRM for Leads and Opportunities

Google Analytics – 16 hours

- Introduction to Google Analytics
- Interface navigation
- Installing Google Analytics Tracking Code
- Reading Analytics
 1. Pageviews, Visits, and Visitors
 2. Time Metrics
 3. Traffic Sources
 4. Content Report
- Profiles in Google Analytics
- Segments

Advanced Google Analytics – 24 hours

- Campaign Tracking
- Goals in Google Analytics
- Filters in Google Analytics
- Cookies and Google Analytics
- E-commerce Tracking
- Analysis Focus - Revenue Metrics
- Domains and Sub-domains
- Customer Reporting
- Advanced Segmentation
- Motion Charts
- Internal Site Search
- Event Tracking and Virtual Pageviews



Director and Lecturer



These programmes are presented by Mr. Mark Street who has over 12 years experience in international executive management training for policy and decision makers as the former Director of the International Centre for National Security Studies (ICNSS). He is an experienced marketer whose experience and knowledge has been built up through the delivery of thousands of campaigns across a wide range of industries. The training method will be very interactive and participatory using mixed approaches to professional and capacity building including lectures, discussions and presentations.

Consultancy Fees and Agreement

In consideration for the services provided by Promoting International Collaboration - PIC, the client (partner) shall pay all of the travel expenses to and from Israel, plus all additional travelling expenses in the client's country. The client too will be financially responsible for adequate accommodation and meals for the PIC staff over the duration of the given programme.

The average daily consultancy and lecturing fee for the “**PIC—Entrepreneurship Programmes**” is US \$ 1,800 per day / 8 academic hours a day. The final fee depends on the service required and the length of service. With mutual interest at heart, we aim to achieve a long term collaboration, beneficial to all. For this reason, we try to be as flexible as possible in our negotiations resolving any difficulties.

I encourage you to contact me directly and to initiate a dialogue of collaboration.

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