



Launching Youth  
Entrepreneurship  
and Innovation

## **LIFT-OFF Entrepreneurial Leadership Discovery Program (ELDP)** **Enabling Youth Entrepreneurship and Innovation**

### **Summer 2011 Iteration – Cairo, Egypt**

**The Institute of International Education (IIE) is pleased to announce a scholarship opportunity for aspiring entrepreneurs to participate in an exciting training and enrichment program in Egypt that aims to ENABLE youth entrepreneurship in the North Africa Region.**

#### **About LIFT-OFF...**

The LIFT-OFF Initiative was awarded to the Institute of International Education (IIE) by the U.S. Department of State Middle East Partnership Initiative (MEPI) in September 2010 to foster a culture of entrepreneurship among youth across North Africa. LIFT-OFF is implemented by the IIE Regional Office in Cairo in partnership with Endeavor Egypt, a global nonprofit that promotes high-impact entrepreneurship. The LIFT-OFF Initiative features activities that target MENA region youth across three age tiers (16-18; 19-24; 25-35) to promote and support entrepreneurship as a viable career-choice for young people. Activities include the creation of entrepreneurial e-moment documentaries, a virtual IdeaLab, contests and competitions at schools and universities, capacity building for university and youth entrepreneurial support centers, an Entrepreneurial Leadership Program for university students and recent university graduates, and Endeavor Egypt support for high potential young entrepreneurs as they enter the market.

#### **The ELDP Program...**

The Entrepreneurial Leadership Discovery Program (ELDP) is an intensive highly interactive training and enrichment program designed to support Egyptian youth under 26 years of age who have a strong entrepreneurial spirit and who want to start an innovative new business or social enterprise. The program aims to build the confidence and professional skills of these aspiring youth and create a next generation of entrepreneurs able to employ effective leadership practices. By the end of the program, participants will have acquired the skills and know-how to act on their ideas and to pitch their new ventures to potential partners and investors.

The program features an experiential two-day team building activity, field visits to high impact entrepreneurs in Egypt, twelve six hour sessions on key entrepreneurial and leadership topics and skill sets, and participation in a group learning business simulation. Entrepreneurs operating in Egypt from a variety of sectors will participate as guest speakers during select sessions. All activities will be delivered using participatory and experiential approaches that encourage participants to take responsibility for their own learning, acquire key skills sets, think critically about market opportunities, risks and strategies, and actively pursue their entrepreneurial ideas. IIE is partnering with leading business incubators to provide business mentorship to ELDP participants.

## Goals and Benefits...

As a participant in the LIFT-OFF Entrepreneurial Leadership Discovery Program, you will build knowledge and skills in the following key areas:

- **Self- discovery to examine personal values, aptitudes and skill sets**
- **Understanding of strategic leadership frameworks that enable entrepreneurial success**
- **Understanding the theory and economic importance of entrepreneurship and innovation**
- **Ability to INNOVATE when exploring new opportunities**
- **Ability to set up a new venture and deal with start-up issues in the Egyptian context**
- **Ability to identify how the new venture will compete and create value in the market**
- **Planning ability including development of an executable business plan and feasibility study**
- **Financial essentials including creation of a cash flow statement and its use as a monitoring and evaluation tool**
- **Knowledge of legal and ethical issues related to new ventures**
- **Risk awareness and risk management skills**
- **Understanding the availability of funding sources for entrepreneurs in Egypt**
- **Acquisition of key entrepreneurial leadership skills including visioning, creating shared values, inspiring through effective communications, leading teams, fostering creativity and innovation, decision-making and delegation.**

## Should you apply?

You are an ideal fit for the program, if you are under 26 years of age and meet most of the following criteria:

- **Currently a university student or recent university graduate**
- **Have an idea/ideas for starting your own business or social enterprise**
- **Have an innovative idea and are not sure how to take it to implementation or formulate a profitable business or social enterprise model**
- **Not scared of failure and see it as means to reaching your goals**
- **Participated in a number of business plan competitions or pitched your business idea to potential investors and have reason to believe that you have a winning idea**
- **Persistent by nature and believe you have what it takes to launch a profitable business or social enterprise**
- **Do NOT believe that FUNDING is the main issue hindering entrepreneurs reaching their true potential in Egypt, and know that your idea, passion, and pitch will attract resources**
- **A risk-taker by nature and enjoy taking on new challenges**
- **May have previous experience starting you own business or social enterprise**
- **Work well and participate actively in group learning environments**
- **Open-minded with respect for new ideas, concepts, and points of view**
- **Highly motivated and hard working**
- **Have a good working knowledge of English (spoken and written). Note that some sessions will be delivered in English with concurrent translation as needed and materials are in English.**
- **\*\* Can commit to an intensive schedule of training sessions held at the IIE Office in Maadi and field trips? IIE has a strict attendance policy as a requirement to receive the program certificate.**

## Program Dates...

The ELDP will commence in July 2011 with sessions and field visits scheduled over the summer period. Exact dates will be provided as soon as the university end-year schedules are announced.

## How to Apply...

Participation in the LIFT-OFF Leadership Discovery Program is through a competitive selection process. In order to apply, you must submit the program application and the letter of recommendation form.

Recommendation: Your recommendation must be from either:

- An organization that is actively involved in social or business development; or
- A community leader who actively supports Egypt's growth from the business or social enterprise sectors.

Please request the recommendation only from someone who knows you well and is not a relative.

**Application Deadline:** **Thursday, April 28, 2011 by 2:00 pm.** (late applications will not be accepted)

**Application Instructions:** On the Application Form, each question must be completed in full by the applicant and the application should be signed and dated. The application must be type-written – hand-written applications will not be accepted. Applications must be submitted in English.

**Questions:** An IIE representative will be available to answer any questions you may have by phone at (02) 2528-5780 / 2528-5779 / 2528-5781 on **Tuesdays and Thursdays between 1:00 p.m. and 4:00 p.m.** Questions can also be sent by e-mail any time to: [program.liftoff@gmail.com](mailto:program.liftoff@gmail.com). You should receive a response within 2 – 4 days.

**Submitting Applications:** Applications must be received by **Thursday, April 28, 2011 by 2:00 pm.** Late applications will not be considered. Applications can be submitted electronically, by post, or in person as follows:

- **Electronic Submission:** If you would like to submit your application electronically, you will need to scan the completed application and recommendation form and send them with the required attachments to [program.liftoff@gmail.com](mailto:program.liftoff@gmail.com). We will confirm receipt of your electronic submission by return email within 2-4 days.
- **Postal Submission:** If you would like to submit your application by mail please send by EMS or some type of courier service that is dependable and requires signature upon delivery.
- **Hand Delivered Submission:** Hand delivered applications will be accepted at the IIE office on **Tuesdays and Thursdays between 1:00 p.m. and 4:00 p.m.**
- If sending by post or hand delivery please use the following address:  
**Institute of International Education 71 Road 105, 3<sup>rd</sup> Floor - Hadayek El Maadi, Helwan – Egypt**

**Interviews and Notification:** Top-ranked candidates will be contacted by no later than Thursday, 26 May, 2011. Interviews will be held starting Sunday 29 May, 2011. Applicants will be advised of final status by Thursday, 16 June, 2011.

## About IIE

Founded in 1919, IIE is a world leader in the international exchange of people and ideas. IIE partners with foundations, governments, corporations, NGOs, and institutions of higher education to develop and implement programs that attract the most talented researchers, students, and scholars in the world. IIE administers more than 250 initiatives world-wide that benefit over 25,000 men and women from 175 countries each year. In the Middle East & North Africa Region, IIE develops and implements a range of prestigious scholarship and training programs that engage over 7,000 youth, students and professionals each year in innovative leadership, academic, and workforce development programs.

## About Endeavor Egypt

Endeavor was founded in 1997 and works in 11 countries to transform emerging countries by establishing high impact entrepreneurs. Endeavor launched offices in Cairo and Amman in 2008 with the financial support of the corporate sector in each country. These offices identify and support promising business men and women that have the potential to scale up their business models to set new trends in the sector they work in, create new jobs, and generate millions in wages and revenues. By promoting high-impact entrepreneurship and supporting high-growth entrepreneurs, Endeavor is building a home-grown force for sustainable economic growth in the region.



*\* This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region. To do this, MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information: [www.mepi.state.gov](http://www.mepi.state.gov)*