

water

entrepreneurship

— program —

Start your own sustainable business

The first incubation programme for start-ups in the field of sustainable water, sanitation and resource management in the North of Jordan opens in 2018. Joining forces, Shamal Start and cewas Middle East are offering a 6-months incubation programme for entrepreneurs with an innovative business idea that creates environmental, economic and social impact in the region. The programme includes advanced training modules, business and operational coaching and consulting by sector experts and an extensive regional and international network, seed funding and logistic support.

💧 The program is implemented by:

cewas middle east



💧 Supported by:



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By cewas Middle East and Shamal Start

Jordan 2018

Pre-Incubation Phase

Induction
Day

Interview
Selection

Business
Model
Bootcamp

Final
Pitching
Selection

Incubation Phase

Training
Modules

Coaching
and
Operational
Support

Networking
/Mentoring

Seed
Funding

Logistic
and
FabLab
Support

LAUNCH YOUR BUSINESS

— PRE-INCUBATION PHASE —

INDUCTION DAY (15 March)

The Induction Day will introduce you to the programme and test your capacities with some small exercises.

BUSINESS MODEL BOOTCAMP: (24-29 March)

In the bootcamp you will transform your business idea into a concrete business model, test your value proposition and develop a Minimum Viable Product. Upon completion of the bootcamp you will pitch in front of an expert jury, who will select top start-ups for the incubation phase.

— INCUBATION PHASE (6 months) —

TRAINING 1: MARKETING AND TESTING (29 April - 3 May)

You will test your prototype and design a networking strategy and marketing mix that allows you to turn your idea into a feasible solution. You will learn how to attract customers, prioritizing price, product, place and promotion.

TRAINING 2: FINANCE AND BUSINESS PLAN (25 - 28 June)

This Module provides a concise introduction to the key elements of a comprehensive and convincing business plan. In addition, the training sessions will focus on finances and financing.

COACHING AND OPERATIONAL SUPPORT

Through individual coaching sessions, expert coaches provide strategic advice on how to refine and optimize your business model, but also practical support in legal questions and financial management. Logistics in terms of office space and access to the Fab-Lab will be provided to all incubated start-ups.

NETWORKING AND MENTORING

Coaches and mentors will facilitate introductions and connect you to funding opportunities. The cewas Middle East and Shamal Start community connects you to a broad range of sector experts and like-minded entrepreneurs to collaborate, exchange and develop businesses.

SEED FUNDING

Incubated start-ups will receive a grant seed fund of 10'000 EUR for product and business development.



Criteria for Participation:

- 1- Applications must be submitted by an individual or a team, but not by organizations, societies or institutes
- 2- Applicants are Jordanian or Syrian, residing in Jordan and +18 years.
- 3- Interest to engage towards environmental sustainability must be clearly outlined
- 4- The submitted idea is a profitable and innovative approach to contribute substantially to solve the water, sanitation or waste management crisis in Jordan and can be categorized as either manufacturing or service industry.
- 5- Location of business should be Irbid or Mafrq governorate.
- 6- Good command of English (Trainings are held in English)

Interested in the programme?

Apply now on

www.cewasmiddleeast.org

www.shamalstart.com/water.html

or contact

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