

# Become A Water, & Sanitation & Waste Entrepreneur

cewas Middle East is the only Start-up programme in sustainable water, sanitation and resource management based in the Middle East.

In a year-long course in cooperation with Virids Investment Fund by Fondation Diane, Berytech and funded by Rotary and the Swiss Agency for Development and Cooperation, up to 15 entrepreneurs or organisations are trained and supported in the formation of their business or project with advanced training modules, business coaching and consulting by sector experts and an extensive regional and international network.



# Start-up Programme in Water, Sanitation and Resource Management, Lebanon 2018



## Interested in the programme?

Apply on Jan 22nd - March 12th on [cewasmiddleeast.org](http://cewasmiddleeast.org) or contact [middleeast@cewas.org](mailto:middleeast@cewas.org)

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## MODULE 1: IDEA DEVELOPMENT AND BUSINESS MODEL

22-25 March (4 days)

### **Objective: Define your winning water, sanitation or waste business model**

This module will introduce you to the program and share insights into the market and sector trends. Through interaction with coaches and fellow participants, you will transform your business idea into a concrete business model. Using the business model canvas, you will identify your value proposition and develop a Minimum Viable Product, ready to be tested and developed in Module 2.

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## MODULE 2: MARKETING AND TESTING

12-14 April (3 days)

### **Objective: Develop the right marketing mix to sell your idea**

Throughout this hands-on module you will test your prototype and design a marketing mix that allows you to turn your water and sanitation idea into a feasible solution. You will learn how to attract customers, prioritizing price, product, place and promotion and test your marketing strategy

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## MODULE 3: FINANCE AND BUSINESS PLAN

4-6 May (3 days)

### **Objective: Prepare your launch: from finances, operations and documentation to the full fledged business plan**

Building on the information gathered in Module 1 and 2, 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 in preparation for acquiring financing in Module 4.

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## MODULE 4: PITCH AND NETWORKING

29 June- 1 July (3 days)


### **Objective: Perfect your pitch and develop your networking strategy**

You have a great idea and now it is the time to test it on real customers. Develop your networking strategy and perfect your pitch. You will have the chance to win up to 30000 USD in cash financing and/or a spot in a fully funded trip to World Water Week in Stockholm (August 26th- 31st ) or AMWAJ Conference in Barcelona (Oct 9th 11-th) by presenting your pitch to a panel of judges.

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## Continuous Coaching and National Events

Expert coaches and mentors are there to help make businesses happen! Through individual coaching sessions, they can provide practical advice, facilitate introductions and connect you to funding opportunities. The cewas Middle East community connects you to a broad range of sector experts and like-minded water and sanitation entrepreneurs to collaborate, exchange and develop their businesses.



## Get Involved

To be considered for the cewas Middle East Start-Up Programme, applicants have to submit a complete application form on [www.cewasmiddleeast.org](http://www.cewasmiddleeast.org) by March 12th 2018. A maximum number of 15 entrepreneurs will be selected to attend the cewas Middle East Start-up Programme in Lebanon 2018.

Jan 22nd - March 12nd :	Submission of applications
March 13th and 14th :	Interviews
March 16th :	Communication to selected applicants
March 22nd :	Beginning of the programme with the 1. Training Module

## Criteria for Participation

- Applications must be submitted by an individual, group, organisation or institution
- Applicants are currently residing in Lebanon
- Interest to engage towards environmental sustainability must be clearly outlined
- The submitted idea is a fresh and innovative approach to contribute substantially to solve the water, sanitation or waste management crisis in Lebanon
- Good command of English (cewas Middle East trainings are held in English)
- Applicants are able to participate in the cewas Middle East start-up programme 2018, including 4 training modules from March to June 2018 (followed by a 6 months coaching period)

The cost of each module is 70,000LBP. Participants can join individual modules and pay per module. For any inquiries, please contact [middleeast@cewas.org](mailto:middleeast@cewas.org)

# cewas middle east

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