

Get proactive about Lebanon's water, sanitation & waste challenges!

Start your sustainable business

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, up to 15 entrepreneurs and organisations are trained and supported in the formation of their social business or project with advanced training modules, business coaching and consulting by sector experts, opportunities for seed funding and an extensive regional and international network.



Start-up Programme in Water, Sanitation and Resource Management Lebanon 2019



Ready to take action?

Apply now via cewasmiddleeast.org or contact middleeast@cewas.org

MODULE 1: SOLUTIONS, BUSINESS IDEA AND STRATEGY DEVELOPMENT

21-24 March (4 days)

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

This module introduces you to the programme and shares insights into sector trends. Through interaction with coaches and fellow participants, you receive a holistic introduction into sustainable sanitation and water management. Based on this, you will systematically analyze and vet your business idea vis-a-vis specific segments in the market. Identify or improve your value proposition and benefit from tailored support to develop an innovative business strategy. Outline a tangible Minimum Viable Product, ready to be tested and refined in Module 2.

MODULE 2: MARKET RESEARCH, TESTING AND SALES

24-27 April (4 days)

Objective: Ground-truth your business model and test it on your customers

Throughout this hands-on module you test different elements of your business model, including your prototype(s). Analyze specific market segments and generate feedback that allows you to turn your water and sanitation idea into a feasible solution. You will learn how to attract customers, improve your product or services and make your first sales

MODULE 3: MARKETING AND FINANCE

7-10 June (3 days)

Objective: Build a compelling story around your products or services and make the numbers work

Drawing on information gathered in Module 1 and 2, you establish a viable marketing mix considering promotion, placement and pricing of your products and services. In parallel, you will dive deep into cost structures and revenue streams to turn your idea into a financially viable solution. Count with the key elements of a convincing business plan by the end of this module.

MODULE: 4: PITCHING AND NETWORKING

21-23 June (3 days)

Objective: Perfect your pitch and develop your networking strategy

You have a great idea and now it is time to test it with external experts, investors and potential customers. Develop your networking strategy and perfect your pitch. You will have the chance to win up to 15000 USD in cash financing and/or a spot in a fully funded trip to World Water Week in Stockholm by presenting your pitch to a panel of judges.

Rotary-cewas Water and Sanitation Innovation Award

October 2019

Recognising achievements. Demonstrate the positive impact your project can have on those most vulnerable to Lebanon's water and sanitation challenges. Win up to 5000 USD in seed funding to take your business to the next level, network and set the bar for environmental innovations in Lebanon.

Continuous Coaching

March – December 2019

Expert coaches and mentors are there to help make things happen! In individual coaching sessions, they deliver practical advice, introductions and connections to funding opportunities. Meanwhile, through events with your cewas Middle East community, you will connect to a broad range of sector experts and like-minded water and sanitation entrepreneurs to collaborate, exchange and develop businesses with.

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 by March 10th, 2019. A maximum number of 15 entrepreneurs and organisations will be selected to attend the cewas Middle East Start-up

Jan 15th - March 10th:	Submission of applications
March 11th - 14th:	Interviews
March 15th:	Communication to selected applicants
March 21st:	Beginning of the programme with the 1st 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 solving the water, sanitation or waste management crisis in Lebanon, with particular consideration given to solutions coming from and impacting vulnerable groups including refugees, women and youth
- 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 2019, including 4 training modules from March to June 2019 (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

cewasmiddleeast.org

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