

Workshop on

From Ideas to Commercialization

PROGRAM OVERVIEW

There are many pathways to success. Just as inspiration is not invention, invention is not innovation! A vague notion of a better world needs to be laid out in discrete steps that lead logically from one to the other. It cannot be stressed enough that while pursuing the development of your technology may be your dream, which needs to be firmly rooted in a practical framework. This program has been specially designed for people who want to learn the process of business planning that will help them take their products and services to the market.

The program focuses on major concepts, practices and structures involved in business plan development; techniques and steps involved in evolving clear business plans; and on the variety of business plans based on different types of target markets. Practical and hands on, this program is designed to help participants develop real life business plans, and provide them with concrete tools for future use.

LEARNING OUTCOME

- ✓ Understanding the importance of business planning
- ✓ Identifying business objectives and building strategies.
- ✓ Understanding the role of other disciplines such as marketing, sales, finance etc. and their relationships.
- ✓ Establishing milestones to ensure keeping on track.
- ✓ Identifying key resources, and developing plans to build or acquire them.
- ✓ Understanding the importance of strong financial management
- ✓ Recognizing the role of key partners and development of long-term strategic alliances.
- ✓ Understanding competition and how to deal with it.
- ✓ Developing a long term perspective and planning for it.

WHO SHOULD ATTEND?

- CEOs and Management of Engineering Firms
- Researchers, Chairman and Deans of Engineering Faculties
- Engineers and Computer Science Professionals
- Brand Managers and Product Development Managers

TOPICS

Day One: Introduction to Business Planning

- Purpose of writing a business plan
- The engineers / Techies mindset – what's right and what needs to be changed?
- R & D roadmap – research based or market based
- Identifying Markets, Target Markets and Customers.
- Building Products, Services and Teams around customer's needs.
- How to conduct Competitive Analysis and use it for business planning
- Developing Go to Market Strategies and selecting the best to meet our needs
- Building a Business Model
- Exit Strategies
- Team Exercise

Day Two: Business Plan Outline

- Executive Summary
- General Company Description
- Product and Services
- Marketing Plan
- Operational Plan
- Management and Organization
- Financial Plan
- Team Exercise

Day Three: Exit Strategies and Final Presentations

- Exit Strategy and how to plan for one.
- Elevator pitches
- Business Presentation skills
- Team Presentations

TRAINER'S PROFILE

Azhar Rizvi is a serial entrepreneur who has established several startups. He has mentored and coached over 200+ Tech firms and their teams in developing successful business ventures. Azhar is the founding Vice Chairman and one of the main leaders of MIT Enterprise Forum of Pakistan and also a Member of Global Advisory Board. He has helped in developing the strategy and direction of the chapter over the past five years now. The chapter with leading role played by Azhar has been engaged in developing the entrepreneurial eco-system in Pakistan. He is currently President and Director of Cambridge Advisers Network. He is also serving as the Chairman, Standing Committee on Innovation and Entrepreneurship at Federation of Pakistan Chamber of Commerce and Industries (FPCCI). He has been instrumental in promoting entrepreneurial education and business plan competitions for over seven years and in have trained 10,000 students and Faculty from 52 Universities across the country.



Workshop Fees

PKR 25,000/participant

Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments, Group Photograph & Business Networking.

Discount Policy

- *10% Discount for 2 or more than 2 participants from the same organization
- **15% Discount for 5 or more than 5 participants from the same organization

For Registration

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