



**AMERICAN
UNIVERSITY** OF BEIRUT

**SULIMAN S. OLAYAN SCHOOL
OF BUSINESS**

**DARWAZAH CENTER FOR
INNOVATION MANAGEMENT
AND ENTREPRENEURSHIP**

VENTURE BUILDING PRACTICUM

BUSS 350D





If you want to learn the

Practical Intrapreneurship skills to develop a new project/new venture within an existing company

or to learn the

Practical Entrepreneurship skills to launch a new product in a startup company

this course is for you!





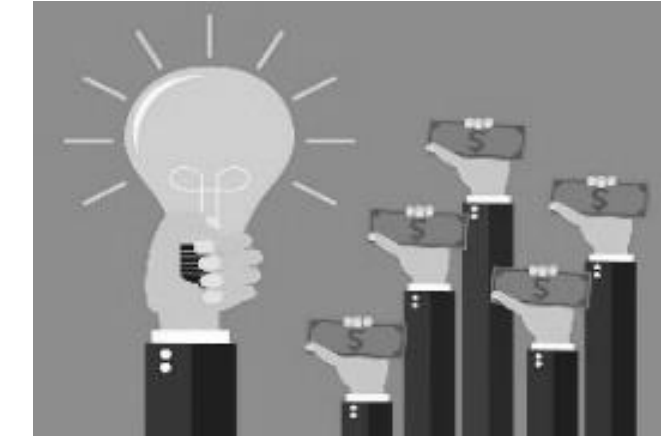
Why **Venture Building Practicum?** A 21st Century Business Skill in High Demand

Venture = An **internal** project within an existing company or new product idea for a fresh **startup**

Building = **Fast** design, development and market testing of whether the idea/product has a potential market

Practicum = The focus is on **practical skills** for your do entrepreneurial projects within existing firms or new Startups

What you learn: hands-on skills of how to (1) build a project/venture, (2) develop a business model for it, and (3) present it to investors, executives and entrepreneurs





EXAMPLE COURSE PROJECTS: VENTURES OR STARTUP IDEAS

Internal New Venture Ideas



New Company Startup Ideas

Launch a new import line of gluten free products by a distribution company to cater to local market

Launch a new Gen-X Credit Card for youth based on Data bank –Y has on its youth customers

Develop ready-made Humus with 30-60 days shelf for the international markets

Develop an e-Lebanese Lira wallet so that local payments can save 50% international transaction fees



ACTIVITIES

1

Value Proposition Design (why customers want it)

Design a value proposition for your venture/startup idea – what customers get

2

Value Proposition Validation (does it have traction)

Evaluate the potential for your venture/startup idea has potential

3

Prototype/Minimum Viable Product (test a version)

Develop a prototype/minimum viable product for venture idea or startup idea

4

Professional Pitching (like shark tank)

Train and present the venture or startup idea to professionals and corporates



PREREQUISITES



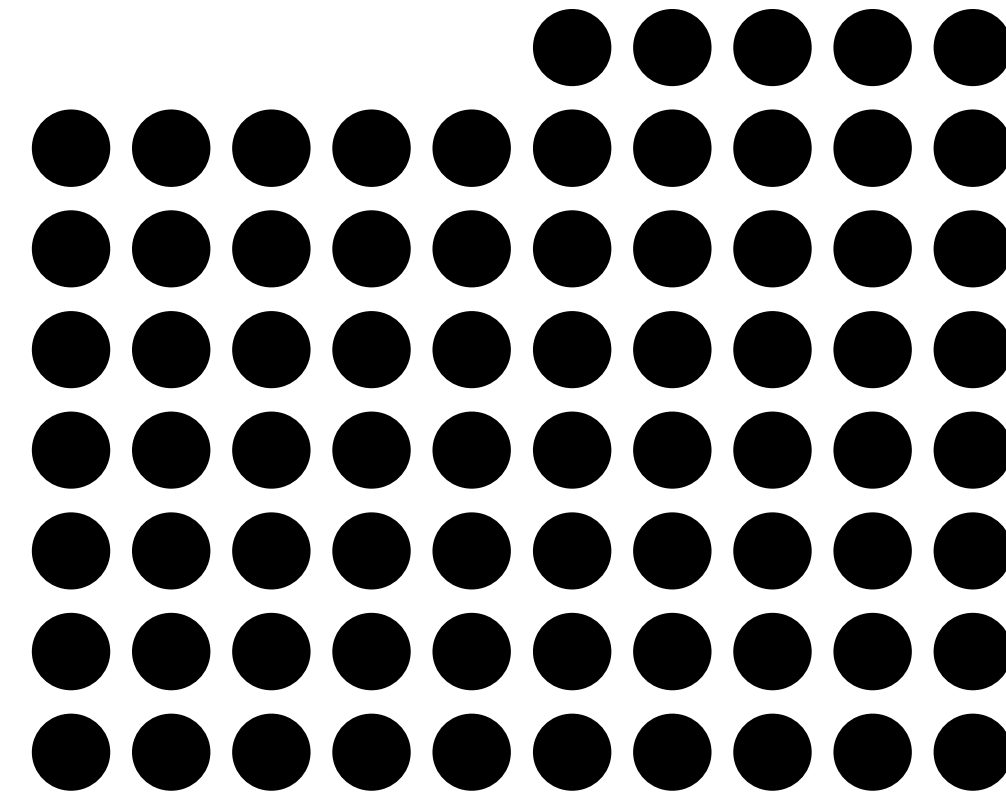
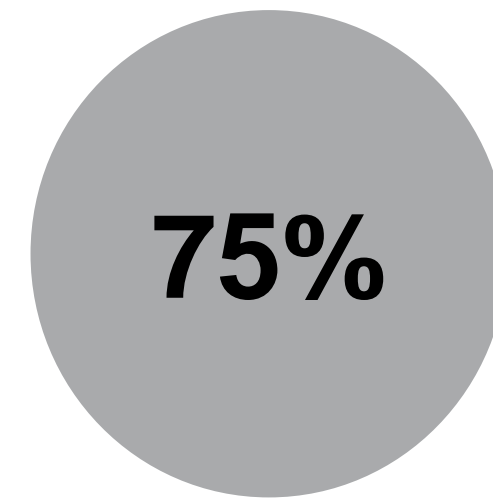
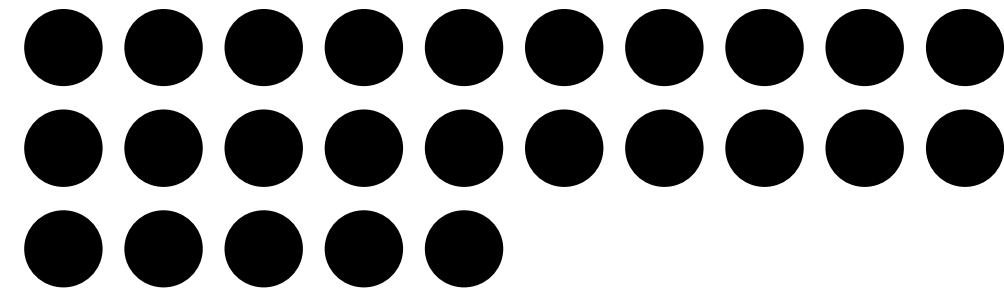
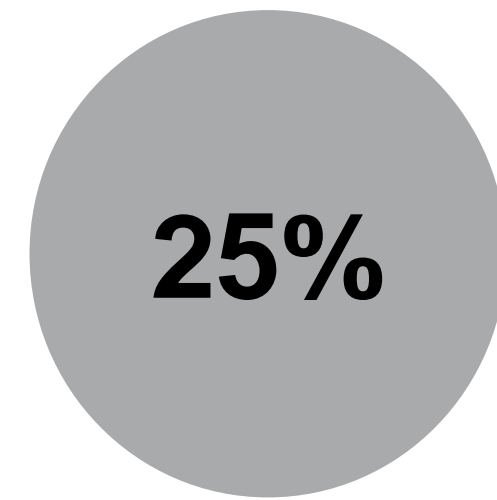
- NO PREREQUISITES
- Graduate students from OSB and any AUB school or faculty are welcome
- Those without business background team up with business students
- Advanced undergraduate students can attend the course with prior written approval and satisfying the requirements



EMPHASIS OF COURSE CONTENTS

Theory

Principles of Lean Venture or Startup Design



Practice

Hands-On Assessment of Product-Market Fit of Venture/Startup



COURSE JOURNEY AND SESSION STRUCTURE

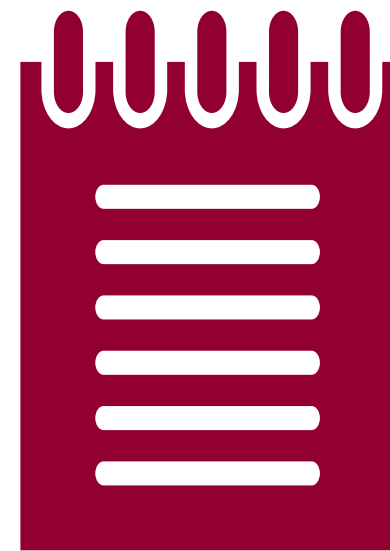
- ❑ Form Teams of 3-4 students
- ❑ Total
15 Class Sessions
- ❑ Each Session
1.0 hour – Theory/Principles (online not during class)
1.5 hour – Team presentation & instructor/mentor feedback on progress
- ❑ Between Sessions
Teams work on developing the venture of startup idea & report progress next session





GRADING

30%



Blogs

Team Members record the progress in a weekly blog which tracks the evolution of venture / startup idea

70%



Prototype/MVP

Teams work towards either a prototype or minimum viable product that they present weekly & at end of course



LAUNCHED COMPANY – MOODFIT.COM (GRADUATES)



Executive

15

MUST READ ARTICLES

ISSUES ECONOMICS & POLICY BANKING & FINANCE REAL ESTATE ENTREPRENEURSHIP TOURISM

LATEST Take initiatives to fix the state - February 20, 2019

The design challenge

Moodfit – Lebanon's Top 20

ENTREPRENEURSHIP IN LEBANON January 22, 2016 by Executive Editors



Greg Demarque | Executive

This company is part of Executive's Top 20 for 2015. Read more stories from our entrepreneurship in Lebanon section, for the latest analysis on the country's ecosystem.

Commerce du Levant Moodfit lève 400 000 dollars d'investissement seed

Moodfit lève 400 000 dollars d'investissement seed

Publié le 4 mai 2018

La plate-forme en ligne de design d'intérieur Moodfit a clôturé sa première levée de fonds pour un montant total de 400 000 dollars auprès des fonds d'investissement **IM capital**, **MEVP** et **iSME**. L'entreprise propose de démocratiser l'accès aux meubles design en offrant à ses clients des services de fabrication de mobilier sur mesure à moindres coûts. Il suffit de déposer un projet avec un budget, de sélectionner un artisan et



Staff writer March 13, 2018

Lebanese online interior design platform Moodfit raised a \$400K seed round

Moodfit, one of the first online interior design platforms in the MENA region, closed a \$400,000 seed investment round from Seeders Angel Group and IM Capital, Impact Fund by Middle East Venture Partners (MEVP), and iSME Capital.

This investment follows over a year of operating in Beirut and Dubai, during which Moodfit proved its model and gained traction in both countries.

Moodfit was cofounded in Lebanon in 2016 by Ghassan Abi Fadel, Tarek Jaroudi, and Mohamad Sabouneh. It is a platform that offers an online home furnishing and decoration service from professional interior designers. Through Moodfit's platform and design tools, clients get to choose the designer who would submit a design that fits their style and furniture budget. Once the design is finalized, Moodfit then saves its clients the hassle of shopping by coordinating the delivery of furniture and decoration from the local suppliers to the clients' place.

The investment round will allow the startup to further grow in Lebanon, and to begin scaling across the GCC starting with the UAE, said Sabouneh.

"The interior design and furniture industry in the MENA region is estimated at over \$20 billion and it is yet to be disrupted by technology. Moodfit aims to take this industry online and democratize interior design by changing it from a complex and expensive task to a convenient, enjoyable and affordable online service," Sabouneh said.

"We have a very exciting product roadmap ahead of us which includes integrating AR/VR, machine learning and other cool features into our platform that solve key pain points and will allow us to further streamline our operations," he added.

Nicolas Rouhana, IM Capital's general manager, said: "The team has the right elements to make Moodfit a market leader in the region and is very responsive to the technical support we are offering them through coaching and mentoring. We forecast a great potential growth."



Meet the 14 startups from third batch of 500 Startups' Series A Program 'MENA Dojo'

By Zubair Naqvi Paracha

Posted on April 18, 2019 · Like · Follow Us



149 SHARES

500 Startups' MENA-focused fund 500 Falcons that recently announced its oversubscribed final closing at \$33 million, today has revealed the startups that have joined the third batch of its Series A program 'MENA Dojo'. The four-week program that was launched in 2017 in MENA, selects startups that have significant traction and are intending to raise a Series within 6-9 months. MENA Dojo is run by 500's global mentors and a team of experts who the selected startup increase their growth by sharing best practices and 'proven growth techniques'.

The program that kicked-off in Kuwait last month includes startups from Egypt, United Arab Emirates, Lebanon, Qatar, Jordan, and Kuwait. All of the selected startups receive an investment of \$150,000 from 500 Falcons.

These are the fourteen startups that are part of this third batch of MENA Dojo.

MOODFIT

Moodfit, founded by Tarek Jaroudi, Ghassan Abi Fadel & Mohamad Sabouneh, is a Beirut-based online marketplace that matches people with the right interior designer to help them furnish and decorate their spaces. The platform and its design tools can be used to choose a designer who then submits a design that fits the customer's style and furniture budget. Once the design is finalized, the designer prepares a furniture list with the prices of all the items. The startup also offers the option to purchase and deliver all these items to customer's doorstep.



AMERICAN UNIVERSITY OF BEIRUT
SULIMAN S. OLAYAN SCHOOL OF BUSINESS

DARWAZAH CENTER FOR INNOVATION MANAGEMENT AND ENTREPRENEURSHIP

ANGEL FUNDRAISING - DLOC BIOSYSTEMS (GRADUATES)





**AMERICAN
UNIVERSITY OF BEIRUT**
SULIMAN S. OLAYAN SCHOOL
OF BUSINESS

**DARWAZAH CENTER FOR
INNOVATION MANAGEMENT
AND ENTREPRENEURSHIP**

LAUNCHED COMPANY – NUTSHELL (GRADUATES)

NUTSHELL
- ALL NATURAL -
NUT BUTTERS





INSTRUCTOR AND MENTORS

INSTRUCTOR



Dr. Bijan Azad
Director, Darwazah Center
Professor, OSB, AUB



Mr. Zein Zaher
Business Strategy Masters
Candidate at Cardiff University,
United Kingdom



Ms. Thurayya Tabbara
Business Model Innovation
Consultant at SAP Germany



Mr. Ayman Kichly
Founder, Ray Labs



Mr. Sami Kteily
Executive Chairman
at PEB Steel



AMERICAN
UNIVERSITY OF BEIRUT
SULIMAN S. OLAYAN SCHOOL
OF BUSINESS

DARWAZAH CENTER FOR
INNOVATION MANAGEMENT
AND ENTREPRENEURSHIP

Now is the time!

Register for BUSS 350D Venture Building Practicum



THANK YOU



**AMERICAN
UNIVERSITY OF BEIRUT**
**SULIMAN S. OLAYAN SCHOOL
OF BUSINESS**

**DARWAZAH CENTER FOR
INNOVATION MANAGEMENT
AND ENTREPRENEURSHIP**

