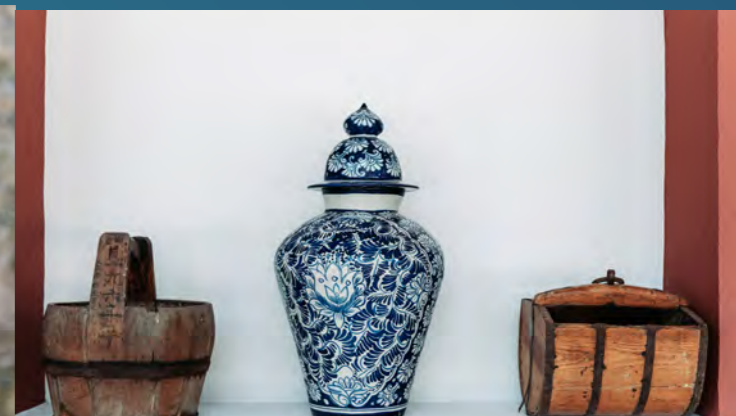


WOMEN'S ENTREPRENEURSHIP INTENSIVE

2019 PROGRAM IMPACT REPORT





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“THIS PROGRAM HELPED CHANGE MY THINKING AND SHOW ME THAT I NEED TO LOOK AT ALL OF MY BUSINESS, NOT JUST THE PRODUCTS. I LEARNED I NEED TO THINK HOLISTICALLY.” //

.....

-2019 KFAS Intensive Participant





THIS PROGRAM MADE POSSIBLE BY...



مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences

Creative Startups 3-day women's entrepreneurship intensive is generously supported by the Kuwait Foundation for the Advancement of Sciences.

Creative Startups shares KFAS' goals of creating and developing a thriving culture of science, technology and innovation for all Kuwaitis.





PURPOSE + GOALS

PURPOSE:

KFAS is driving technological and entrepreneurial innovation in Kuwait. Together, we have identified a need and opportunity to support this work by lifting up young women in the creative industries.

GOALS:

- 1. Empower women entrepreneurs from a wide range of industries to move their ideas into market and take steps toward launching or growing their ventures;*
- 2. Build participants' confidence;*
- 3. Expand participants' knowledge;*
- 4. Encourage participants to grow as leaders.*



EXECUTIVE SUMMARY

25 : WOMEN PARTICIPANTS SELECTED

18 : IN-PERSON WORKSHOP HOURS

17 : COMPLETED COURSE SURVEY

59% : REPORT INCREASED MENTOR ACCESS

0.8 : CORRELATION: INCREASED KNOWLEDGE + CONFIDENCE

41% : % INCREASE OF SELF CONFIDENCE

65% : % INCREASE OF KEY BIZ KNOWLEDGE

88% : PARTICIPANTS ARE EXCITED TO GROW THEIR BIZ



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**“ I FEEL PROUD OF MYSELF
AND MY BUSINESS. I HAVE
LEARNED SO MUCH AND I
AM LEAVING TODAY WITH
MY HEAD HELD HIGH. ”**

.....

-2019 KFAS Intensive Participant



THE CREATIVE ECONOMY

- *Globally growing at 4 - 12% annually, varying by nation.*
- *Global annual creative economy revenues projected to reach \$3 trillion.*
- *Cultural and creative sectors (CCS) contribute \$60 billion + in revenues annually in the MENA Region and employ 2.5 million + individuals*
- *Creative industries growing at 10% annually across the Middle East*
- *Employs 35,000+ individuals in Kuwait*

A SAMPLING OF CREATIVE ECONOMY JOBS:

- 3-d Modelers
- 3-d Print Specialists
- Animators
- Architects
- Branding Specialists
- CAD Technicians
- Creative Directors
- Digital Content Developers
- Fashion Designers
- Filmmakers
- Game Developers
- Game-based Trainers
- Graphic Designers
- Industrial Designers
- Lighting Designers
- Materials Scientists
- Music Techs
- Museum Technologists
- Projection Mapping Artists
- Robotics Engineers
- Sculptors
- Sound Designers
- Theatre Technicians
- Virtual Reality Technologists
- Visualization Experts
- Web Designers
- Wearables
- Writers and Publishers



KUWAIT: CONTEXT

Kuwait has a population of over 4 million people and a rich history of design and creativity. Supporting women entrepreneurs in the creative industries offers a strategic opportunity to diversify Kuwait's economy and build economic prosperity for all.

- ▶ *2017 data from the World Bank notes that the creative industries are “one of the largest non-oil sectors in Kuwait, equivalent to 24% of the value of the non-oil manufacturing sector and 72% of the business services’ sector.”*
- ▶ *2013 data from the IMF notes that 53% of Kuwaiti women are active in the labor force, the highest rate of all GCC countries.*
- ▶ *Self-employment in Kuwait accounts for little over 1% of employment and SME's employ roughly 23% of people.*
- ▶ *In 2018 women accounted for 67% of university graduates in Kuwait.*



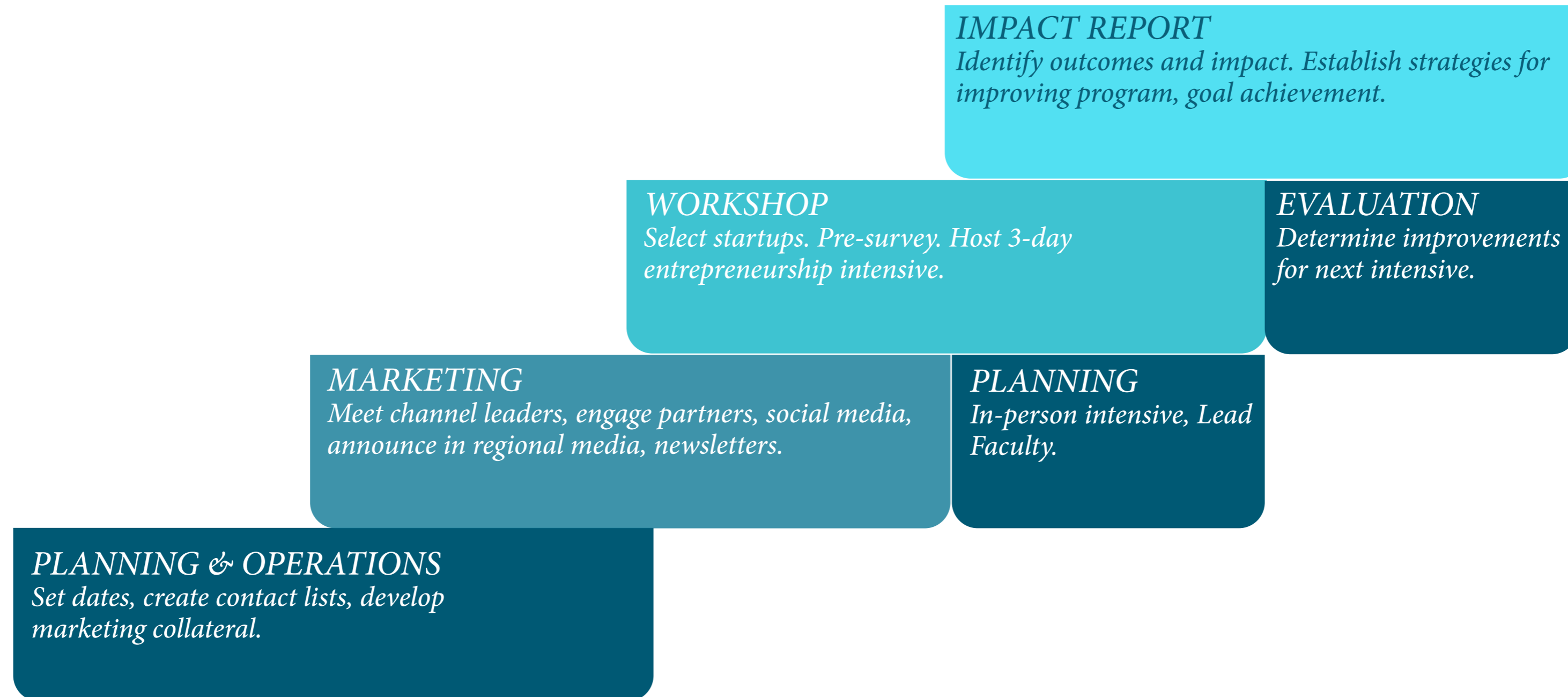


3-DAY INTENSIVE





PROGRAM ELEMENTS





MARKETING + OUTREACH

Promotional efforts included:

- Instagram, FB, Twitter, LinkedIn
Impressions = 22,000 +
- Outreach via partner orgs. and Creative Startups alumni network in the Middle East (newsletters, email, social media, word of mouth).
- Shared by Savour Ventures in their newsletter.



Creative Startups @createstartups · Oct 30, 2019

We're investing in creative women in the Middle East! Our women-led alumni startups are raising private venture funding, creating jobs, and building women-led ventures that shape a more equal and inclusive region. #MENA #KFAS #women-lead Apply today: zcu.io/Lb1V



MARKETING + OUTREACH

Berwaz news outlet joined during the 3-day Entrepreneurship Intensive which led to further press coverage of the program.



جريدة برواز الإلكترونية
BERWAZ ONLINE NEWS

الكويت ▼ الإقتصادي الرياضي العرب والعالم إنفوجرافيك تحقيقات

التقدم العلمي تختتم ورشة عمل «المرأة الريادية» في الكويت

10 ديسمبر، 2019 9:50 ص

التقدم العلمي تختتم ورشة عمل «المرأة الريادية» في الكويت



14

المجلات

PDF

الأربعاء 11 ديسمبر 2019

المؤسسة أقامت ورشة عمل بعنوان 'البرنامج المكثف للمرأة الريادية'

«التقدم العلمي» تشجع المبادرات وسيدات الأعمال لتطوير أفكارهن ومشاريعهن



سورة تذكارية للمشاركات في الورشة

المشاركون في ورشة العمل

ضمن سلسلة أنشطتها وبرامجها، أقامت مؤسسة الكويت للتقدم العلمي ورشة عمل بعنوان «البرنامج المكثف للمرأة الريادية» ضمن نخبة من سيدات الأعمال الرياديات في الكويت. على مدى 3 أيام نظمت المشاركات تدريبات عملية على كيفية تطوير أعمالهن التجارية وفهم احتياجات السوق والعملاء ووضع استراتيجيات العمل.

وحاضرت في الورشة دليلا رامفت المتخصصة في الشركات الناشئة ومؤلفة كتاب «استعد للمغامرة»، ومسؤولة البرنامج جوليا يونغفرز مدير برنامج التسريع للشركات الناشئة.

وعن دور مؤسسة الكويت للتقدم العلمي في إقامة هذه الورشة، أوضحت مديرة المركز مديرة برنامج التدريب والتطوير في المؤسسة بان هذه الورشة تعتبر من أحدث أنشطة المؤسسة وتم تخصيصها للمرأة لأول مرة، وكانت المفاجأة في الإقبال الكبير على التسجيل الذي فاق التوقعات، حيث كان هناك 40 امرأة من مختلف التخصصات.

وعملت مسؤوليات الاستمرار في تقديم برامج مخصصة للمرأة، وحول إقامة هذه الورشة، قالت مديرة: «إن المؤسسة تقدم على العام برامج خاصة بالتدريب والتعليم المهني على الصعيد المحلي والدولي، تستهدف موظفي القطاع الخاص ومخصصة للتخاسب مع مختلف المستويات الوظيفية. وأضادت مديرة: «كما نركز في خلق بيئة تشجع المبادرات وسيدات الأعمال على تطوير أعمالهن وإقارهن التجارية عبر برنامج عملي مختلف مخصص لهن ليتأقسن

التحديات التي تواجه المرأة الريادية ويتعلمن أسس عملية في كيفية تطوير أعمالهن ومهاراتهن عبر التركيز على استراتيجيات، هي المواجهة والحوار والقيادة بالقدرة، وهو ما يتماشى مع استراتيجيات مؤسسة الكويت للتقدم العلمي في تطوير القدرات والمهارات المعرفية والخبرة التي اكتسبتها من خلال هذه الورشة، إذ خصصت لمتدربيها ورشة عمل على تحويل أفكارهن إلى سوق إما عبر تأسيس أو تطوير مشاريعهم الخاصة، وتحرص المؤسسة دائما على مواكبة التطورات في عالم المهارات والتدريب المهني عبر برامجها المختلفة على مدار العام لخدمة المجتمع والإلتقاء بالمهارات المعرفية والتدريبية».



PROGRAM

PARTICIPANTS: 25 women entrepreneurs were selected for and attended the entrepreneurship intensive. This is an ideal class size for intensive one-on-one engagement with faculty and ensures participants receive 1 : 1 attention and high-quality feedback.

**ENTREPRENEURS ARE NOT BORN, THEY ARE ACHIEVED.
OUR JOB IS TO GET THEM THERE FASTER.**

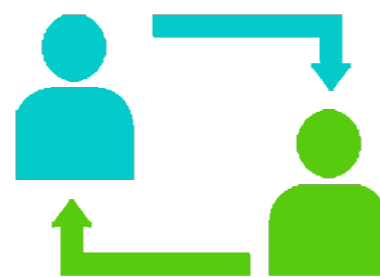
Working with faculty from Stanford University, we built a rigorous, comprehensive curriculum for creatives.



Case Studies



Lead Faculty



Peer to Peer
Engagement



Self Reflection
Activities



WORKSHOP

DECEMBER 3rd - 5th: KUWAIT

TOPICS

- *Understanding your customer's pain*
- *Sales funnel and cycle*
- *Idea vs. opportunity*
- *Know your numbers & cash flow*
- *Pitching your idea*

Cohort Perfects their Pitches

- *Participants practice their pitches and develop comfort and skills for talking about their business. Participants receive feedback from cohort throughout the intensive*
- *Coaching on public speaking and stage presence*





“ THIS HAS OPENED MY EYES TO THE IMPORTANCE OF STOPPING AND TAKING A STEP BACK BEFORE CHARGING AHEAD WITHOUT A PLAN. I **NEEDED THIS PROGRAM TO REDEFINE AND REALLY THINK ABOUT MY CUSTOMERS.** ”

-2019 KFAS Intensive Participant



IMPROVEMENTS

Here's how we'll make our next program with KFAS even better!

PROGRAM LENGTH

In the post-course survey participants were asked *"Creative Startups should consider doing MORE..."* In response, 8 out of 21 participants responded asking for longer programming that included more in-person workshop time.

FOCUS ON NUMBERS:

In the post-course survey participants requested more content relating to financials and numbers.

LONG-TERM MENTORING:

In the post-course survey participants were asked *"Creative Startups should consider doing MORE..."* In response, 6 out of 21 participants responded asking for more opportunities to work with mentors, especially over a longer period of time.

EXPANDED PROGRAMMING

Actively working to expand programming in Kuwait allows for more opportunities for entrepreneurs to engage and dive deeper into key concepts and building their business.

FOCUS ON NUMBERS:

Although numbers and cash flow were included during the 3-day intensive, longer programming would allow us to integrate numbers earlier and more consistently to help build entrepreneur confidence.

LONG TERM MENTORING:

An expanded program would allow for greater mentor engagement and for participants to work more closely with mentors in their community and industry. For another 3-day intensive we would modify by engaging more peer mentors during pitch practice.





CONGRATS TO ALL 2019 PARTICIPANTS





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“ I HAVE MORE CLARITY ABOUT MY BUSINESS AFTER THIS PROGRAM. I FEEL EMPOWERED TO KEEP GOING AND NOW I HAVE A ROADMAP.”

.....

-2019 KFAS Intensive Participant





PHOTO CREDITS

1. Top row left to right: spotted balloons in pink mirrored room - Erik Drost; three women - Berwaz; oranges - @asoggetti, Unsplash; bowl of dates - Mona Mok, Unsplash; vase and basket - Yucel Moran, Unsplash.
Bottom row left to right: Kuwait towers - PxHere; Kuwait flag - Masrur Rahman, Unsplash; women talking - Creative Startups; Kuwait skyline - Creative Startups.
2. N/A
3. Kuwait flag - Masrur Rahman, Unsplash
4. Kuwait aerial view - @SenuScape on Pexels.com
5. Workshop participants working -- Creative Startups
6. N/A
7. Spotted balloons in pink mirrored room - Erik Drost
8. Workshop participant -- Creative Startups
9. N/A
10. N/A
11. N/A
12. N/A
13. Workshop participant -- Creative Startups
14. Workshop participant -- Creative Startups
15. Kuwait skyline - Creative Startups.
16. N/A
17. Workshop participant - Berwaz
18. All participants - BerwazN/A
19. N/A