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2015-16

INTERNATIONAL COUNCIL FOR SMALL BUSINESS (ICSB)

# ICSB ACADEMY

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June 2016 Cohort - NJ/NY

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# THE EXPERIENCE

**“The course was very insightful and provided great entrepreneurial ideas through its contents.”**

**“It brings an interesting way of thinking to the engineering field.”**

**“The presentation by the faculty was extremely practical and able to be applied from the get-go.”**

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The quotes above were received from participants of the last cohort in response to the question - Did the program provide you with materials, thoughts and information that can be applied outside of the program?. At the end of each cohort, participants are given a survey to share their experiences.



# 200

**Each cohort can accomodate up to two hundred (200) participants**



# 10+

ICSB Academy Entrepreneurial experts support a wide-range of venture topics. Refer to page six (6) for a list of topics.

# 20%

A minimum of twenty-percent of the program agenda will be dedicaed to networking and social activities for participants. The local experience is considered as an important component of the overall experience.

# 500

The cost of attendance (in US dollars) for the last cohort, includes Academy attendance and ICSB 2015 World Conference attendance.

# INAUGURAL COHORT



**Sixty (60) students from nine (9) different countries participated in the inaugural ICSB Academy cohort in Dubai, UAE under the guidance of an International Faculty of ten (10) professors and practitioners.**





An international team formed by students from Egypt (Nile University) and Germany (Kaiserlautern University of Applied Science) won the first prize in the ICSB academy pitch competition.

The ICSB academy is a new program launched this year by ICSB targeting graduate students in MBA, Engineering as well as in other disciplines for which the acquisition of entrepreneurial skills and awareness is a key training objective in their respective graduate programs. The Academy takes place in conjunction with the ICSB global conference and students get the opportunity to participate in a three days, full immersion entrepreneurial bootcamp followed by additional activities and workshops in the main conference.

The integration with the conference makes it possible to have as guest speakers in the Academy top notch international faculties and keynote practitioners that gravitate around the conference. The follow up activities within the conference help to enrich the students' experience through a unique blend of training and exposure to the latest research in entrepreneurship as well as to open the conference to a new and fresh type of audience.

This year the students were asked to develop a charity online venture and have it up and running

in three days using the online venture challenge, a platform that streamlines the process to set an online business thanks to the integration with the popular site shopify. Being among the sponsors of the conference, Online venture challenge has offered the platform and the assistance for free. In only three days the students created 8 teams of which 6 signed up for the activation of their online shop through the online venture challenge. The teams came up with a variety of creative ideas for no profit ventures, ranging from educational tools, school tutoring for unprivileged children, development of trusted distribution networks of organic, locally grown produces, and selling gadgets decorated with art created by ill children. Following a lean start up approach, they finally created a tentative business model and pitched their ideas in the final competition.

The Academy program also included site visits, one to Ducab, an EAU company leader in cables making, cultural visits in the city of Dubai, and a social program to promote networking. Sixty students from nine countries participated in the inaugural ICSB Academy cohort in Dubai, UAE under the guidance of an International Faculty of ten professors and practitioners.

ICSB ACADEMY DIRECTOR  
Dr. Luca landoli

# THE VISION

## Create. Implement. Communicate.

The ICSB Academy provides students with a full immersion experience in the making of a new entrepreneurial venture, while exposing them to the latest developments in entrepreneurship science under the mentoring of a global team of successful entrepreneurial experts (including entrepreneurs, venture capitalists, business experts and faculty).

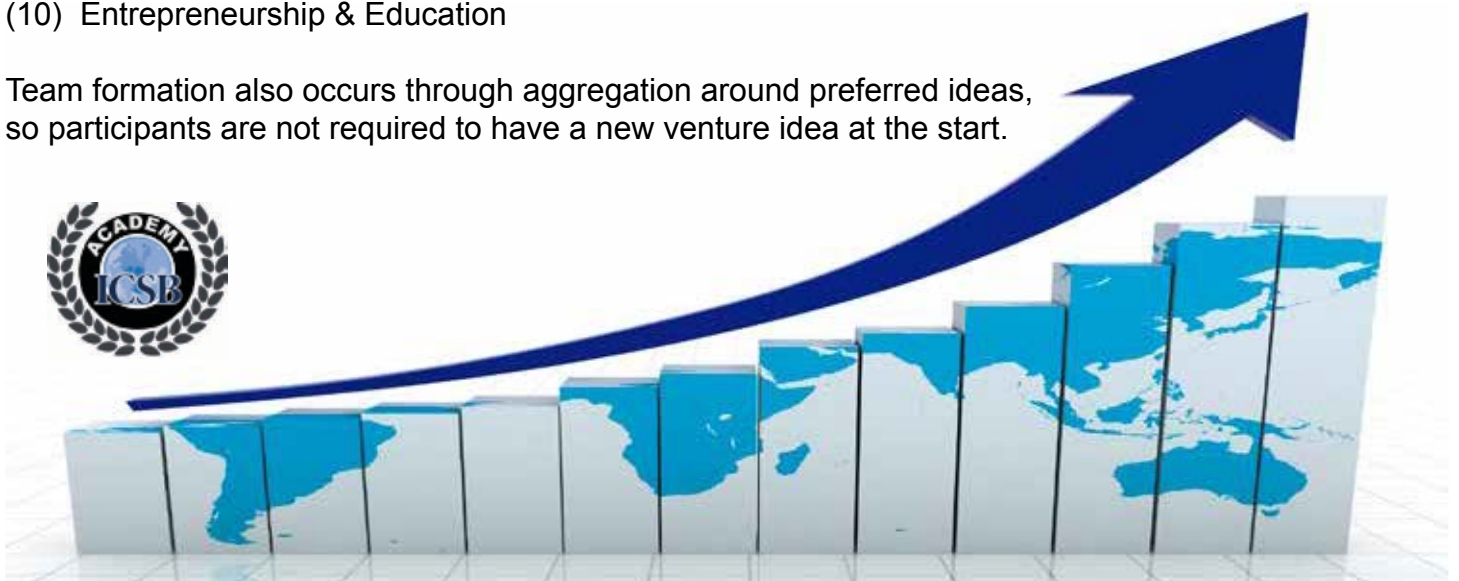
This dynamic training program includes learning modules designed to take participants through the fundamental concepts and tools designed to help them identify entrepreneurial opportunities and create a new venture. Participants in each cohort are paired with mentors and given time throughout the program to gain insights and advice on their ideas, learn from mentors experiences, and network to expand their professional networks.

## Supporting a wide-range of current topics

Entrepreneurial experts support venture topics that include, but are not limited to:

- (1) Entrepreneurship & Sustainable Development Goals
- (2) Clean Energy
- (3) Social Entrepreneurship
- (4) Entrepreneurship & Leadership
- (5) Intrapreneurship
- (6) Entrepreneurship & Information Technology (IT)
- (7) Entrepreneurship & Peace
- (8) Entrepreneurship & the Arts
- (9) Entrepreneurship & the Sciences
- (10) Entrepreneurship & Education

Team formation also occurs through aggregation around preferred ideas, so participants are not required to have a new venture idea at the start.



**Module 1**

## **Innovation & Creativity**

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Distinguish between creativity and innovation; Learn how to brainstorm and enhance team creativity.

**Module 2**

## **Online Venture Challenge**

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Team formation through aggregation around preferred ideas. Students work on the implementation of the online venture under the guidance of instructors and mentors.

**Module 3**

## **Lean Start-Up Workshop**

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Using the lean canvas to articulate the venture idea under the guidance of international faculty

**Module 4**

## **Business Model Innovation**

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Provide students with examples and cases of business model innovation (emphasis on online ventures and no-profit).

**Module 5**

## **Funding Your Venture**

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Provide students with an overview of the funding sources and alternatives for a young start up.

**Module 6**

## **Communicate Your Idea**

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Teams compete in short elevator pitches to describe their potential business ideas.

**Module 7**

## **Teams Mentoring**

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Teams prepare a lean canvas of the idea under the guidance of the faculty. Includes student project expo.

**Module 8**

## **Breakfast with an Entrepreneur**

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Students learn from the experience of real entrepreneurs. Hosted daily.



# PROGRAMMING

## 1

### PEOPLE

The program is articulated in three moments for the teams - Create, Implement, Communicate. Guest entrepreneurs as speakers (each morning – breakfast with an entrepreneur session), Case studies and success stories of real people, and learning modules on fundamental concepts and tools will help participants identify entrepreneurial opportunities. Teams working under the guidance of experienced, international mentors is a key component. Integrated workshops and sessions during the ICSB conference showcase companies and international networking opportunities via the social program.

## 2

### IDEAS

Thanks to a partnership with [www.Onlineventurechallenge.com](http://www.Onlineventurechallenge.com), we will use an online tool through which students, working in teams, can start real businesses that compete to raise money for charity. The VentureChallenge software gamifies and plays host to the entire process, helping teams collaborate through custom learning resources, providing technical guidance throughout, and tracking team performance on a live leaderboard. At the end of the three days we expect that the teams will set up an online non-profit venture using the tool. Students will be introduced to the venture challenge tool through a workshop on the first day and a follow-up event on the third day.



# 3

## SOLUTIONS

An elevator pitch and project plan competition - *Pitch & Plan Olympics* - will be hosted on day five. Teams will give short presentations to a panel of potential investors, or judges (consisting of sponsors, faculty and entrepreneurs). All participants prepare a 1-page executive summary that **MUST** include the following elements:

- Team members (include which team member will be presenting)
- Product/service description
- Problem being solved
- Competitive advantage (Why are you better than competitors? Lighter, faster, stronger, cheaper, more features?)
- Business model (How you will make profits?)
- Innovative elements (How you are differentiated?)
- Target market (Who will buy this, and how much would they pay for it?)
- Societal impact (Is this green or sustainable?)

Competition judging involves two scores. The first score is a measure of the quality of the presentation, and the second score is based upon how well the team has addressed the elements of an executive summary.

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# NEXT COHORT

**June 14-18, 2016 | Stevens Institute of Technology, NJ (USA)**

## Day One - Team Formation & Idea Generation

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08:00 AM - Breakfast with an Entrepreneur  
09:00 AM - Module 1  
12:00 PM - Lunch  
01:00 PM - Module 2  
06:00 PM - Networking Reception

## Day Two - Elements of the Business Model

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08:00 AM - Breakfast with an Entrepreneur  
09:00 AM - Module 3  
12:00 PM - Lunch  
01:00 PM - Module 4  
05:00 PM - Adjourn

## Day Three - Environment Scan and Site Visits

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08:00 AM - Breakfast with an Entrepreneur  
09:00 AM - Module 5  
12:00 PM - Lunch  
01:00 PM - Site Visit to a Local Business/Entrepreneurial Venture  
05:00 PM - Adjourn

## Day Four - Building the Pitch

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08:00 AM - Breakfast with an Entrepreneur  
09:00 AM - Module 6  
12:00 PM - Lunch  
01:00 PM - Module 7  
05:00 PM - Adjourn

## Day Five - Competition

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08:00 AM - Breakfast with an Entrepreneur  
09:00 AM - Module 8  
12:00 PM - Lunch  
01:00 PM - Pitch and Plan Olympics  
05:00 PM - Adjourn





Hosted in  
Conjunction  
with  
ICSB 2016

[www.ICSB2016.org](http://www.ICSB2016.org)



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A Kean University



# GLOBAL FACULTY

## *ICSB Academy Dean*



Dr. AYMAN EL TARABISHY

Executive Director, International Council for Small Business (ICSB) and Associate Teaching Professor at the George Washington University (USA)

Dr. Ayman El Tarabishy is an Associate Teaching Professor of Management at The George Washington University's School of Business. He is an award winning author and teacher, having been recently awarded the Most Outstanding faculty voted by students four years consecutive – 2014, 2013, 2012 and 2011. Dr. El Tarabishy is also the Executive Director of the International Council for Small Business (ICSB).

## *ICSB Academy Director*



Dr. LUCA IANDOLI

Visiting Research Professor at Stevens Institute of Technology (USA) and Associate Professor at University of Naples Federico II (Italy)

Dr. Luca Iandoli is a Visiting Research Professor of Engineering Management at Stevens Institute of Technology and an Associate Professor of Engineering and Innovation Management at the University of Naples Federico II. He has received many awards and his research activities can be positioned at the interface between technology, business and society.

## *ICSB Academy Faculty (Educators, Entrepreneurs, VCs, Business Experts)*



Dr. GEOFF ARCHER

Associate Professor, Director of the Eric C. Douglass Centre for Entrepreneurial Studies at Royal Roads University (Canada)

Dr. Geoff Archer is an Associate Professor with the Faculty of Management, the Director of the Eric C. Douglass Centre for Entrepreneurial Studies, and the Faculty Advisor for Royal Roads' Chapter of Students in Free Enterprise (SIFE). Geoff has about fifteen years of entrepreneurial work experience as both a principal and an adviser.



Dr. CHRISTOS CHRISTODOULATOS

Vice-Provost of Innovation and Entrepreneurship, Stevens Institute of Technology (USA)

Dr. Christodoulatos has been teaching and performing research in environmental science and engineering since 1988 and over the last ten years is leading the promotion and implementation of academic entrepreneurship across Stevens schools, research centers, departments and the technology transfer enterprises.





**Dr. KATIA PASSERINI**

Professor, Hurlburt Chair of Management Information Systems, and Dean of the Albert Dorman Honors College at New Jersey Institute of Technology (USA)

Dr. Katia Passerini is Professor and the Hurlburt Chair of Management Information Systems (2006-2015) at the New Jersey Institute of Technology where she teaches courses in MIS, knowledge management, and IT strategy. Dr. Passerini has published in refereed journals and proceedings and professional journals, particularly in the area of computer-mediated learning, IT productivity, and knowledge management.



**Dr. WALTER RUDA**

Professor, University of Applied Sciences Kaiserslautern, Campus Zweibrücken (Germany)

Dr. Walter Ruda is a Professor for Business Administration, esp. Finance, Controlling & Entrepreneurship and head of the Entrepreneurship Education at the University of Applied Sciences Kaiserslautern, Germany. He had served as a founder dean of the faculty. Dr. Ruda is also Director of the German Center for Entrepreneurship, Campus Zweibrücken. He is teaching in international Master programs at Universities in Buenos Aires and Santa Fe.



**Dr. CHARLES MATTHEWS**

Distinguished Teaching Professor of Entrepreneurship and Strategy, The University of Cincinnati (USA)

Dr. Matthews is an internationally recognized scholar and innovative teacher in the field of entrepreneurship. An award winning teacher, he was awarded the title Distinguished Teaching Professor in 2006. Dr. Matthews is also a Past-President of both the ICSB and USASBE, as well as being a Wilford White Fellow and Justin G. Longenecker Fellow.



**Dr. SILKE TIEGTMEIER**

Post-Doc Researcher, Leuphana University of Lüneburg (Germany)

Since 2009, Dr. Silke Tegtmeier is post doc researcher at the Department of Entrepreneurship and Start-up Management, Research Institute of Corporate Development, Leuphana University in Germany. Since 2011, Dr. Tegtmeier is member of the Board of Directors of the European Council for Small Business & Entrepreneurship (ECSB).



**Dr. ROBERTO PARENTE**

Professor of Economics and Management at the Faculty of Economics of the University of Salerno (Italy)

Dr. Parente's research interests are mainly related to high tech start-up from academia. Dr. Parente has co-founded several academic spin offs in the field of Biotech, Nanotech and ICT; and he is currently in charge of the Direction of the LISA Lab, which offers unique opportunity to connect an ecosystem of people and organizations involved in Technology Transfer initiatives.



**Dr. MOHAMMAD M. AL-ZUHAIR**

Executive Chairman, Head of the Kuwait National Fund for Small & Medium Enterprise Development (Kuwait)

Dr Al-Zuhair is currently the Executive Chairman – Head of the Kuwait National Fund for Small & Medium Enterprise Development, which was established in accordance with Law 2013/98 as an Independent Public Corporation. Dr Al-Zuhair holds a Ph.D. in Finance & International Business and an MBA in Finance & Investments from The George Washington University, and a Bachelors of Science degree in Petroleum Engineering from Tulsa University (Oklahoma).



**Dr. LIESL RIDDLE**

Associate Professor of International Business and International Affairs at The George Washington University (USA)

Dr. Riddle is an associate professor of international business and international affairs at GWU and is the co-director of GWSB's OntheBoard program. Dr. Riddle has written extensively about diasporas and development, international entrepreneurship, and trade and investment promotion.



**Dr. JEFFREY R. ALVES**

Dean, Sidhu School of Business at Wilkes University (USA)

Dr. Alves was appointed Dean of the Jay S. Sidhu School of Business and Leadership at Wilkes University in 2011 following nearly fifteen years as the Allan P. Kirby, Jr., Distinguished Professor of Free Enterprise and Entrepreneurship, Chair of the Department of Entrepreneurship and Leadership Studies in the Jay S. Sidhu School of Business and Leadership, and Director of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship at Wilkes University.



**Ms. DATO HAFSAH HASHIM**

CEO of SME Corporation Malaysia (Malaysia)

Under Dato' Hafsa Hashim's leadership, SME Corp. Malaysia has formulated the SME Masterplan 2012-2020 that charts the direction of SME development until the year 2020. Dato' Hafsa has initiated various collaborations and cooperations with other SME development agencies at the bilateral level, namely the Federation of Indian Chambers of Commerce & Industry (FICCI) of India; Office of SME Promotion of Thailand (OSMEP) and more.



**Dr. KI-CHAN KIM**

President of the International Council for Small Business (ICSB); Professor of Business Administration at The Catholic University of Korea; Visiting Professor of Management at George Washington University; and President of the Korean Association of Small Business Studies (Korea)

Dr. Ki-Chan Kim is a Professor of Business Administration at The Catholic University of Korea. He received a PhD from Seoul National University, Korea, and has researched at the University of Tokyo, and MIT as a visiting scholar. His research interests are modularization with IT, inter-firm relationship at the automotive industry, and supply chain management.



**Ms. HOLLY S. WADE**

Director, Research and Policy Analysis at NFIB

Holly Wade is the director of research and policy analysis for NFIB, where she provides analysis on public policy issues and economic trends affecting small business. She also produces the monthly Small Business Economic Trends survey with NFIB's chief economist.



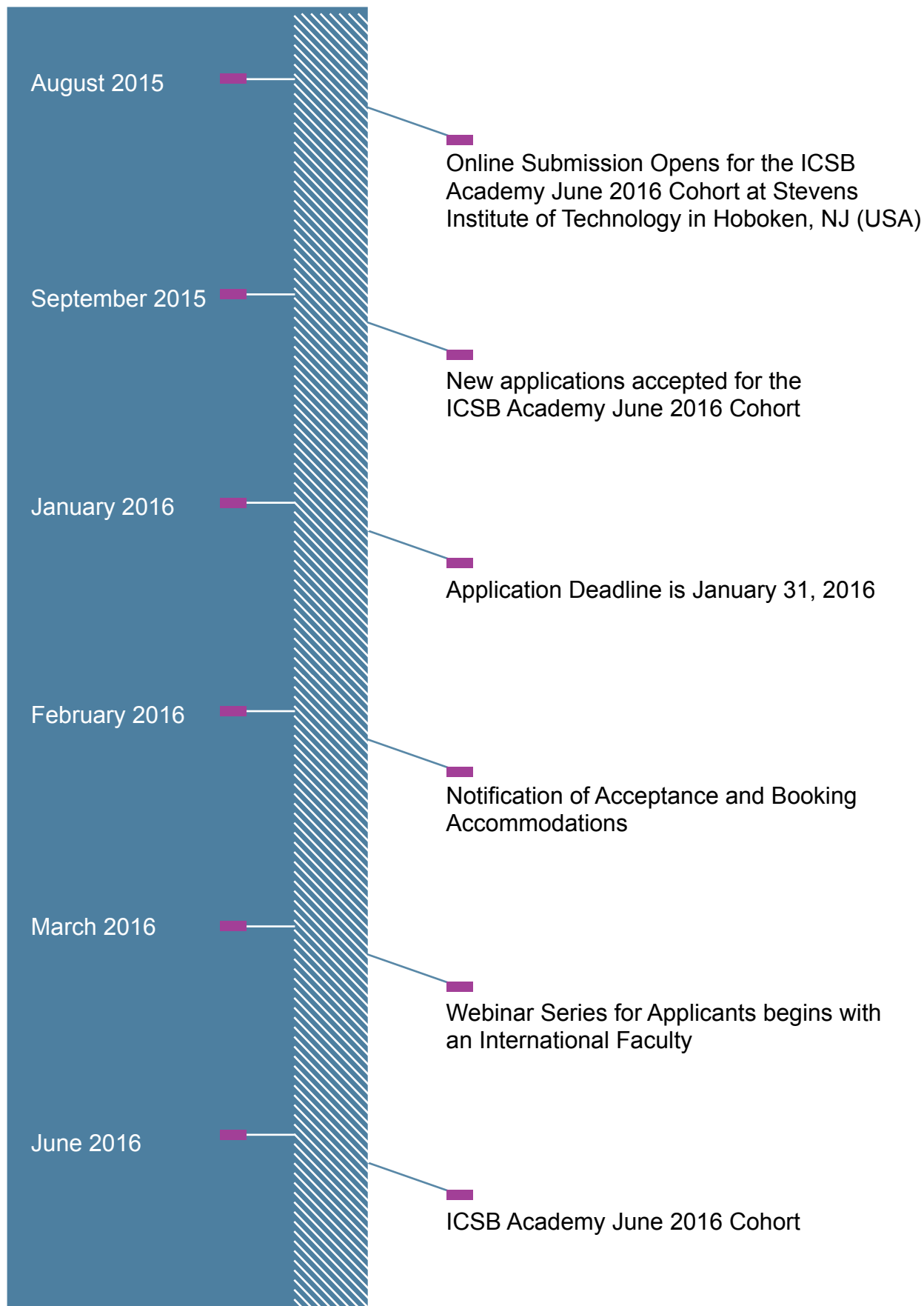
**Dr. GERALYN MCCLURE FRANKLIN**

Dean, College of Business and Economics at United Arab Emirates University (UAE)

Dr. Geralyn McClure Franklin is an experienced academic leader, having served as dean of business at three different institutions for 11.5 years and interim dean at one institution for two years, prior to her appointment as dean of the College of Business and Economics at United Arab Emirates University in August 2014. Dr. Franklin uses entrepreneurial thinking to set new directions for the business units she heads.



# TIMELINE



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# ICSB ACADEMY

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## *Current Partners*

THE GEORGE WASHINGTON UNIVERSITY  
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