

Social Entrepreneurship Workshop

By
Daniel Ludwig & his team

UNPACK
EXPLORE
DECIDE
EXPERIMENT
LEARN

TURN IDEAS INTO SOCIAL IMPACT!

Friday, October 7

&

Saturday, October 8, 2016



**Full attendance for both days
is mandatory for participants.**

Day 1-Friday, October 7, 2016

3:00 p.m.-9:00 p.m. Friday Afternoon

15:00 Welcome – Introduction of Problems

- Gender equality and inclusion - in Family Businesses and Economy
- Local environment - Improving the local rubbish crisis
- Access to education - Lifelong education and youth
- Local communities - Improving young people`s health and well-being
- Sustainable development goals

15:45 Problem Discovery

- Teams form around problems
- Customer discovery
- Problem validation via Lean Design Methods

18:45 Late Snack

19:15 Customer Discovery (Part One)

- Development of Problem Stakeholders Map
- Customer Personas

21:00 Finish Day One

DAY 2-Saturday, October 8, 2016

9:00 a.m.-6:00 p.m. Saturday the whole day

9:00 Start Customer Discovery (Part Two)

- Customer Discovery, Get out of the Building
- Value Proposition Design

11:30 Prototype Development

- Business Model Design - Rapid Prototype Idea

13:30 Lunch

14:30 How to Build an Awesome Startup Team

- Find the right team members
- Team profiling - Hire slow - Networking in the right place
- Building trust in your team and student working in groups
- Management 3.0 Personal maps

16:30 How to Merge Purpose with Team Spirit

- Bond over a common, higher purpose
- Goal setting, Envisioning - Improvisation theatre
- Keep all of us happy - The intrinsic motivators
- Management 3.0 Moving Motivators

18:00 pm Finish Day Two with Networking

The Speakers



Daniel Ludwig - (Social & Digital Entrepreneur)

- Social and Digital Entrepreneur; worked for Fortune 500 and global operating organizations in US, UK and Middle East.
- The list of brands includes: TEDxEastEnd, Samsung, Audi, J.P. Morgan, Bank of America, Toyota, AkzoNobel, BP, Sonos, Standard Chartered, and Macmillan Cancer Support.
- Specialized in entrepreneurship (startups), design thinking tools and (SDG) Sustainable

Development Goals, facilitated social and entrepreneurial hackathon events.

- Core Member of TEDxEastEnd (London)
- Founder of Crowdrunning
- Co-founder of Socialstartup.co project



**Andrea Darabos – via online
(Entrepreneur / Startup Mentor / Digital Innovation)**

- Startup and enterprise entrepreneurship coach, trainer in 8 countries, across 3 continents. Fortune 500 Clients include Vodafone, Ericsson, Google, SAP, Oracle, Jaguar Land Rover, IMPACT HUB, Emerge Education Accelerator Macmillan Cancer Support etc.
- 10 years of experience in digital product development and product design
- Experienced mentor, facilitator of design and innovation processes
- Facilitated social and entrepreneurial hackathon events, design sprints across Europe
- Co-founder of Socialstartup.co project
- Founder of Leanadvantage Ltd (UK)



Orfeuo Lionor - (Startup & Innovation Consultant)

- Provides strategic level commercial, marketing, growth hacking and innovation advice; worked with a wide range of organizations, from startups and scale-ups to multinationals and government.
- 8 years of startup experience, of which 2.5 years as a freelancer
- Specialized in ideation, product & company building, Go-to-market strategy, pitching and fundraising

- Affinity with Social impact, mentor/adviser to social entrepreneurs
- He has grown early stage startups and scaleups in London & Berlin.
- Participated in innovation sprints for a variety of multinationals
- Winner of 7 out of 14 international hackathons
- Lived and worked in The Netherlands, Germany, Belgium, The UK, the UAE, Russia



Abbas Mouzannar – Local Facilitator (Youth Programs Educator)

- Youth Programs Educator, worked for Beyond Learning L.L.C participating in Loompaland summer camp 2016 as an educational supervisor assistant and taking part in numerous programs.
- The list of programs includes: Nestlé Lebanon team building program and the kids program at Beirut Design Week 2016.
- Studied Civil and Environmental Engineering at Beirut Arab University (Class of 2016).
- Crossfit Level 1 trainer.

Cost and Participation

The activity cost is **0 \$ as LAU is sponsoring the workshop.**

To enroll in the program, participants are asked to send an email to Ms. Faten Dabboussi on faten.dabboussi@lau.edu.lb **as soon as possible.**

Venue

The Lebanese American University, will host the event on the **Beirut Campus** – Adnan Kassar School of Business- Room 903 on Friday and Rooms 1005-1006 on Saturday.

Potential Program Participants

This program is restricted to: undergraduate senior and graduate students at LAU and by personal invitations.

Certificates of Participation

All participants in the program will receive a "Certificate of Participation" from LAU.

Application and Registration

For more information regarding applications and registration, please contact:

Dr. Josiane Fahed-Sreih

Associate Professor of Management
Director, Institute of Family and Entrepreneurial Business
Adnan Kassar School of Business
Lebanese American University
TEL: 09-547254/63, Ext: 2348
Fax: 09-944851/ 09-547256
E-mail: jsreih @lau.edu.lb;

Or
475 Riverside Drive
Room 1846
New York
NY 10115-0065
USA
Tel: (212) 8702592
Fax: (212) 8702762