



IT'S TIME TO

# TAKE OFF

THE ENTREPRENEURIAL CAPSULE  
FOR ASPIRING ENTREPRENEURS



The EC Startup Take off is your entrepreneurial capsule program designed for future entrepreneurs to help them gain the entrepreneurial mindset and skillset through a hands-on learning experience. In this interactive program, you can build your idea from scratch or work on existing ones and learn how to validate, plan and pitch your startups. The program also tackles marketing, finance, and the psychological side of entrepreneurship. It is a well-rounded program that serves both the startup and the founder and integrates your wellness and psychological balance.

It's everything and anything you need to be able to start your next great business properly.

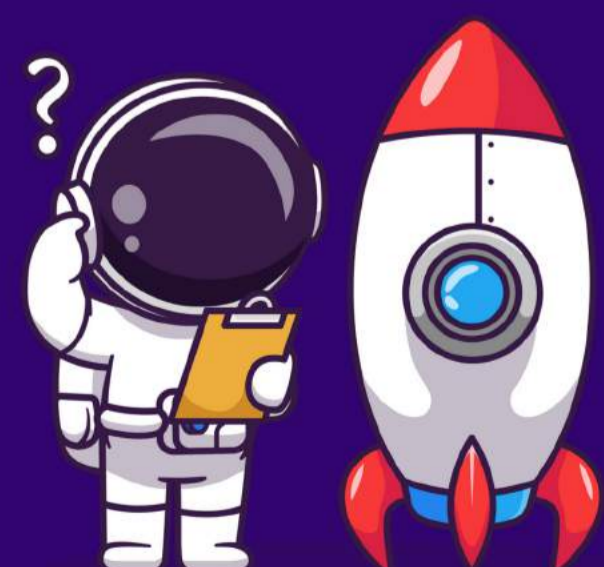


## WHAT DO YOU GET?

- Explore the entrepreneurial world and how it works
- Attend weekly sessions led by industry experts
- Weekly community meetups and activities
- Be part of a like-minded and supportive community of entrepreneurs
- You get a hands-on experience in entrepreneurship

## YOU HAVE WHAT IT TAKES IF...

- You are a university student
- You have a business idea and are passionate about starting your business
- Have a team or an individual entrepreneur



# IMPORTANT DEADLINES

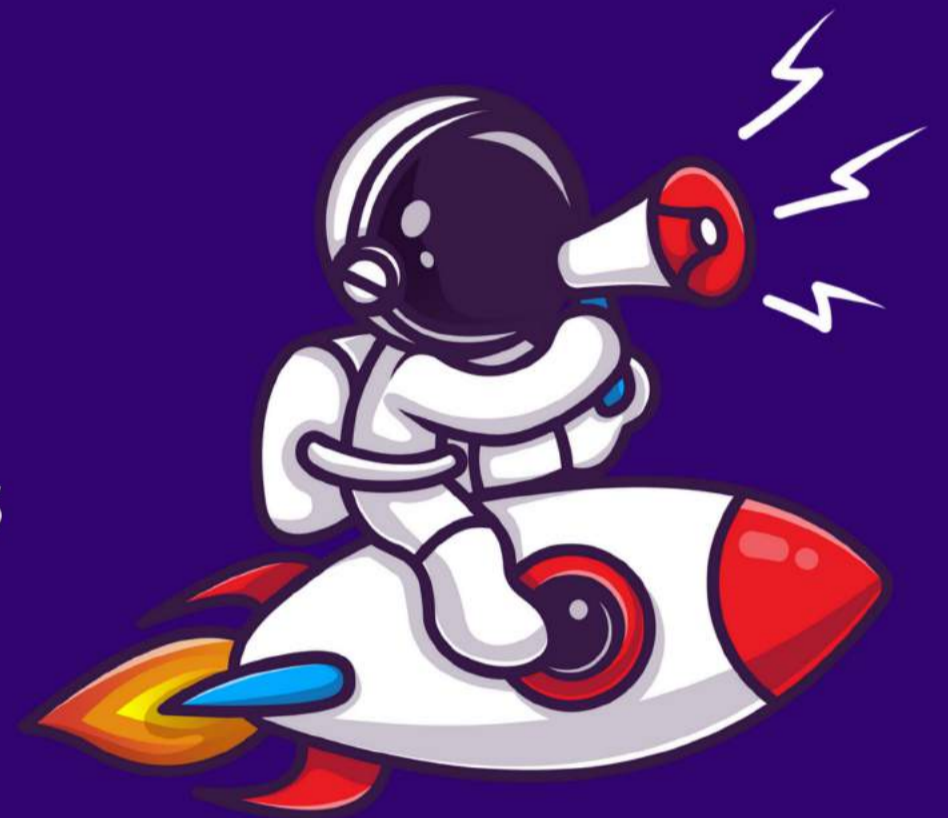


**23rd of February, 2023**

Deadline for Applications

**26th of February, 2023**

Confirmation emails to chosen individuals and teams

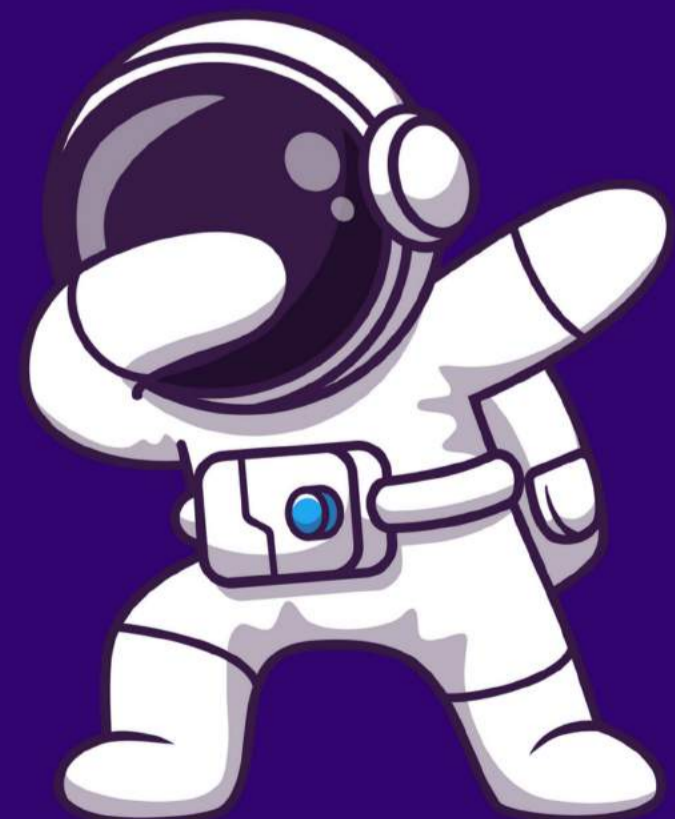


**2nd of March, 2023**

Commitment fees payment deadline

**3rd of March, 2023**

TakeOff Program starts with a Bootcamp at UofCanada CRO!



# PROGRAM SCHEDULE

Day	Date	Time	Activity	Led By	Location
Friday	3/3/23	11 am - 9 PM	Introduction Empathy & Value Proposition Design	EC Team & Mohamed El Maandy	CRO
Saturday	4/3/23	11 am - 6 PM	Persona Development & Validation	Malak Hassan & EC Team	CRO
Monday	6/3/23	6 pm - 9 PM	Founders Talk	EC & DMZ Alumni	CRO
Saturday	11/3/23	11 am - 6 PM	Business Model Generation	Abdullah Fouad	CRO
Monday	13/3/23	7 pm - 9 PM	Meditation	Nadine Rida	Flexana Yoga Studio
Friday	17/3/23	11 am - 9 PM	Midpoint Pitch Review, MVP & Marketing	EC team	CRO
Saturday	18/3/23	11 am - 6 PM	Financials & Pitching	Dr Hadia Hamdy & EC Team	CRO
Monday	20/3/23	6 - 9 PM	Final Get Together	EC team	TBA



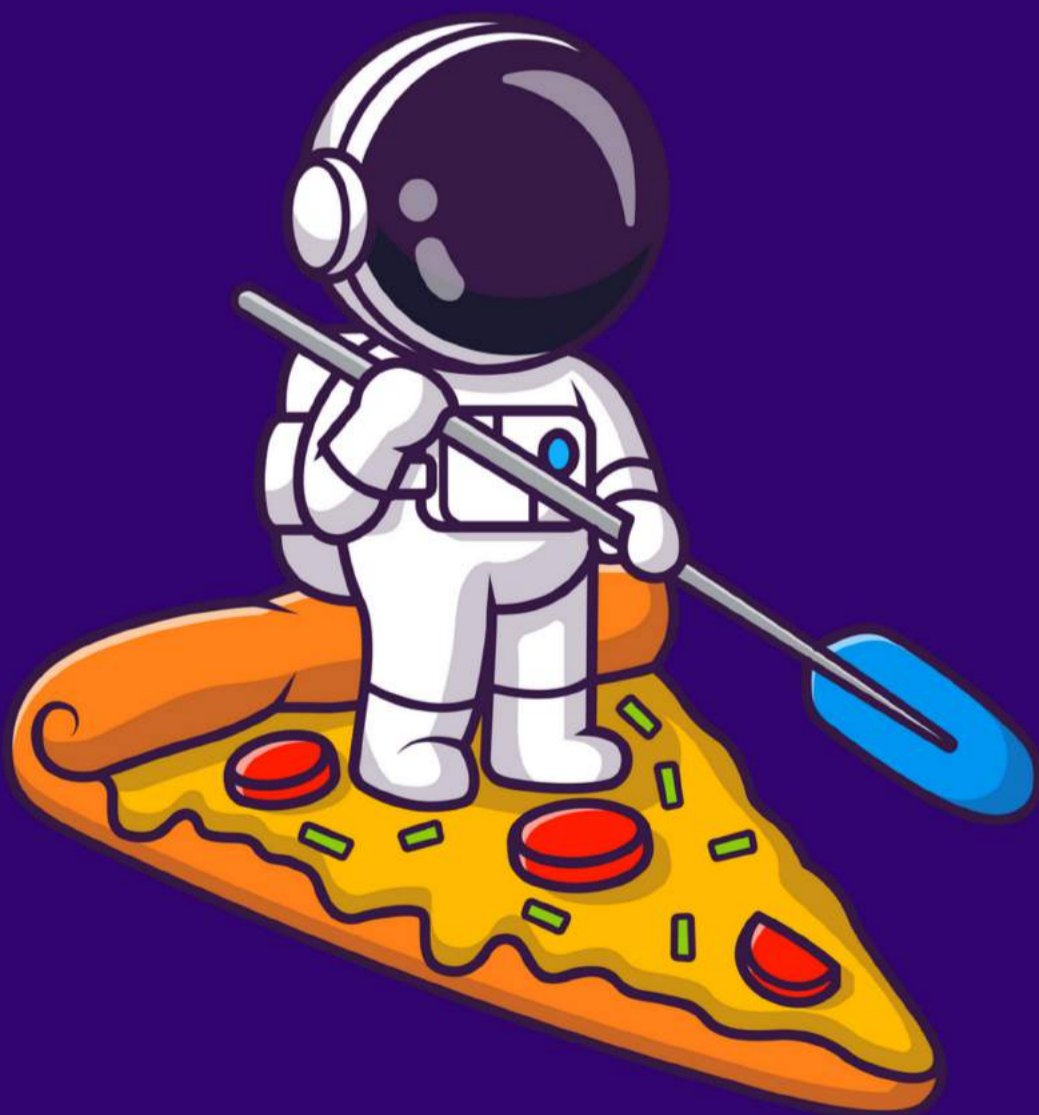
# PROGRAM DESCRIPTION

Activity	Description
Introduction and Empathy	Our first encounter and the day where we get to know each other, learn about the startup ecosystem, what it is like to build a startup, and everything about empathy and how to be an empathetic founder.
Value Proposition Design Workshop	In this workshop, you'll learn what is value proposition, how to add value to consumers' lives, how to achieve product market fit, and how to create a fit between the jobs people want getting done and what you sell.
Persona Development Workshop	When you have an idea, you must learn how to discover the best customer profile. You'll learn how to build your customer persona and how to build your customer journey and empathy maps.
Validation Workshop	Is the problem you're trying to solve actually viable? Does it have a market? Is your solution the right one? In this workshop, you'll learn how to find your problem-market and solution-market fit.
Founders talk	It's about time you hear from people who have been through it all!
Business Modeling Workshop	Once you're sure you're tackling the right problem and have the right solution for it, it's time to learn how to turn this idea into a lucrative business with the minimal resources you have on hand.
Meditation Session	Isn't it time to relax? Through this wonderful session, we will learn what mindful meditation is and how we can integrate it into our lives and entrepreneurial journeys.
Mid-point Pitch Review	After you're done with your business model, it's time to pause and work on your pitch in a mid-point check to evaluate your work and how far you've become.
MVP Development Workshop	Your business model is ready to be tested; during this workshop, you'll learn how to run tests and use prototyping.



# PROGRAM DESCRIPTION CONTINUED

Activity	Description
Marketing Workshop	In this session, you will learn about setting your marketing and sales strategies, how to retain your customers and what metrics you need to track your business's success.
Financials Workshop	Did you succeed in building a profitable business? Only the financial statements can tell us that. In this session, you'll learn how to make them, how to raise money, when to raise it, and what are the payment options available now!
Pitching Workshop	How do you go out there and tell people the story of your business? This workshop will tell you everything you need to know about pitching.
Final Get-together!	Let's celebrate your hard work for the past month!



# MEET THE EXPERTS



**MOHAMED EL  
MAANDI**

**Mental Health Advocate**



**MAYAR  
HOSSAM**

**Program Manager**  
@DMZ Cairo & @EC byUofCanada  
Entrepreneurship Lecturer



**MALAK  
HASSAN**

**Graphic Design Lecturer**  
@The Knowledge Hub



**DR. HADIA  
HAMDY**

**VP of Strategic Initiatives &  
Academic Development**  
@UofCanada



**ABDULLAH  
FOUAD**

**Senior Product Owner**  
@Innovitics Inc.  
Entrepreneurship Trainer



# THE BEST TIME TO START YOUR BUSINESS IS NOW!



**GOT QUESTIONS? NO PROBLEM!**

**EMAIL US AT:**

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