LIFT-OFF Entrepreneurial Leadership Discovery Program (ELDP)
Enabling Youth Entrepreneurship and Innovation

Winter 2012 Iteration – Cairo, Egypt

The Institute of International Education (IIE) is pleased to announce a scholarship opportunity for aspiring entrepreneurs to participate in an exciting training and enrichment program in Egypt that aims to ENABLE youth entrepreneurship in the North Africa Region.

About LIFT-OFF...

The LIFT-OFF Initiative was awarded to the Institute of International Education (IIE) by the U.S. Department of State Middle East Partnership Initiative (MEPI) in September 2010 to foster a culture of entrepreneurship among youth across North Africa. LIFT-OFF is implemented by the IIE Regional Office in Cairo in partnership with Endeavor Egypt, a global nonprofit that promotes high-impact entrepreneurship. The LIFT-OFF Initiative features activities that target MENA region youth across three age tiers (16-18; 19-24; 25-35) to promote and support entrepreneurship as a viable career-choice for young people. Activities include the creation of entrepreneurial e-moment documentaries, a virtual IdeaLab, contests and competitions at schools and universities, capacity building for university and youth entrepreneurial support centers, an Entrepreneurial Leadership Program for university students and recent university graduates, and Endeavor Egypt support for high potential young entrepreneurs as they enter the market.

The ELDP Program...

The Entrepreneurial Leadership Discovery Program (ELDP) is an intensive highly interactive training and enrichment program designed to support Egyptian youth under 26 years of age who have a strong entrepreneurial spirit and who want to start an innovative new business or social enterprise. The program aims to build the confidence and professional skills of these aspiring youth and create a next generation of entrepreneurs able to employ effective leadership practices. By the end of the program, participants will have acquired the skills and know-how to act on their ideas and to pitch their new ventures to potential partners and investors.

The program features team building activities, lectures by high impact entrepreneurs in Egypt, sessions on key entrepreneurial and leadership topics and skill sets, and participation in a group learning business simulation. All activities will be delivered using participatory and experiential approaches that encourage participants to take responsibility for their own learning, acquire key skills sets, think critically about market opportunities, risks and strategies, and actively pursue their entrepreneurial ideas. IIE is partnering with leading business incubators to provide business mentorship to ELDP participants.
Goals and Benefits...

As a participant in the LIFT-OFF Entrepreneurial Leadership Discovery Program, you will build knowledge and skills in the following key areas:

- Self-discovery to examine personal values, aptitudes and skill sets
- Understanding of strategic leadership frameworks that enable entrepreneurial success
- Understanding the theory and economic importance of entrepreneurship and innovation
- Ability to INNOVATE when exploring new opportunities
- Ability to set up a new venture and deal with start-up issues in the Egyptian context
- Ability to identify how the new venture will compete and create value in the market
- Planning ability including development of an executable business plan and feasibility study
- Financial essentials including creation of a cash flow statement and its use as a monitoring and evaluation tool
- Knowledge of legal and ethical issues related to new ventures
- Risk awareness and risk management skills
- Understanding the availability of funding sources for entrepreneurs in Egypt
- Acquisition of key entrepreneurial leadership skills including visioning, creating shared values, inspiring through effective communications, leading teams, fostering creativity and innovation, decision-making and delegation.

Should you apply?

You are an ideal fit for the program, if you are under 26 years of age and meet most of the following criteria:

- Currently a university student or recent university graduate
- Have an idea/ideas for starting your own business or social enterprise
- Have an innovative idea and are not sure how to take it to implementation or formulate a profitable business or social enterprise model
- Not scared of failure and see it as means to reaching your goals
- Participated in a number of business plan competitions or pitched your business idea to potential investors and have reason to believe that you have a winning idea
- Persistent by nature and believe you have what it takes to launch a profitable business or social enterprise
- Do NOT believe that FUNDING is the main issue hindering entrepreneurs reaching their true potential in Egypt, and know that your idea, passion, and pitch will attract resources
- A risk-taker by nature and enjoy taking on new challenges
- May have previous experience starting you own business or social enterprise
- Work well and participate actively in group learning environments
- Open-minded with respect for new ideas, concepts, and points of view
- Highly motivated and hard working
- Have a good working knowledge of English (spoken and written). Note that some sessions will be delivered in English with concurrent translation as needed and materials are in English.
- ** Can commit to an intensive schedule of training sessions held at the IIE Office in Maadi. IIE has a strict attendance policy as a requirement to receive the program certificate.
Program Dates...

The ELDP will commence in February 2012 with sessions scheduled over a 2-month period. Exact dates will be provided as soon as the candidates are selected.

How to Apply...

Participation in the LIFT-OFF Leadership Discovery Program is through a competitive selection process. In order to apply, you must submit the program application.

Application Deadline: **Sunday, January 1st, 2012 at 5:00 PM** (late applications will not be accepted).

Application Instructions: On the Application Form, each question must be completed in full by the applicant and the application should be signed and dated. The application must be type-written – hand-written applications will not be accepted. Applications must be submitted in English.

Questions: An IIE representative will be available to answer any questions you may have by phone at (202) 2528-5780 / 2528-5779 / 2528-5781 Sunday through Thursday between 9-4 PM. Questions can also be sent by e-mail any time to: **ELDP@iie-egypt.org**

Submitting Applications: Applications must be received by **Sunday, January 1st, 2012 at 5:00 PM**. Late applications will not be considered. Applications can be submitted electronically, by post, or in person as follows:

- **Electronic Submission:** If you would like to submit your application electronically, you must send your application to **ELDP@iie-egypt.org**
- We will confirm receipt of your electronic submission by return email within 2-4 days.

- **Postal Submission:** If you would like to submit your application by mail please send by EMS or some type of courier service that is dependable and requires signature upon delivery.

- **Hand Delivered Submission:** Hand delivered applications will be accepted at the IIE office **Sunday to Thursday between 10:00 a.m. and 4:00 p.m.**

If sending by post or hand delivery please use the following address:

**Institute of International Education 71 Road 105, 3rd Floor - Hadayek El Maadi, Helwan – Egypt**

Interviews and Notification: Top-ranked candidates will be contacted for interview by **Thursday, January 12th**. Interviews will be held starting January 15th, 2012. Applicants will be advised of final status by Thursday, January 26th.

About IIE

Founded in 1919, IIE is a world leader in the international exchange of people and ideas. IIE partners with foundations, governments, corporations, NGOs, and institutions of higher education to develop and implement programs that attract the most talented researchers, students, and scholars in the world. IIE administers more than 250 initiatives world-wide that benefit over 25,000 men and women from 175 countries each year. In the Middle East & North Africa Region, IIE develops and implements a range of
prestigious scholarship and training programs that engage over 7,000 youth, students and professionals each year in innovative leadership, academic, and workforce development programs.

About Endeavor Egypt

Endeavor was founded in 1997 and works in 11 countries to transform emerging countries by establishing high impact entrepreneurs. Endeavor launched offices in Cairo and Amman in 2008 with the financial support of the corporate sector in each country. These offices identify and support promising business men and women that have the potential to scale up their business models to set new trends in the sector they work in, create new jobs, and generate millions in wages and revenues. By promoting high-impact entrepreneurship and supporting high-growth entrepreneurs, Endeavor is building a home-grown force for sustainable economic growth in the region.

* This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region. To do this, MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information: www.mepi.state.gov