

ADGM  
Academy

# FUTURE ENTREPRENEURS PROGRAMME GUIDEBOOK

Future رواد المستقبل  
Entrepreneurs  
Programme





## YOUR PARTICIPANT GUIDEBOOK

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This Participant Guidebook contains vital information and advice about your programme of study.

We suggest you keep an electronic copy to hand, as checking the Guidebook will be the quickest way to obtain clarification on issues relating to your programme.

Please note that all information is correct at the time of going to press (August 2023). However, some changes may be unavoidable, so it is important that you check the course website regularly.

If you have any questions not covered in the following pages, please contact the programme team.



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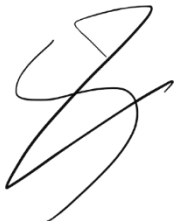
## A WELCOME NOTE

It is with great pleasure that ADGM Academy welcomes you to this programme.

At ADGM Academy, we pride ourselves on providing organisations and the community with knowledge and skills needed to succeed in today's workforce.

The Future Entrepreneurs Programme is an initiative dedicated to empowering aspiring UAE National entrepreneurs and job seekers. The programme will provide ambitious entrepreneurs with the knowledge, resources, and support necessary to turn their ideas into successful businesses. The programme is designed to create a collaborative ecosystem that brings together entrepreneurs, mentors, and industry experts through innovation and growth.

We hope that your time with us will prove rewarding and wish you the very best in your future career.



**Jassim AlMarzooqi**

*Associate Director - Business Enablement*

**Abu Dhabi Global Market Academy**

## THE PROGRAMME AT A GLANCE

The Future Entrepreneurs Programme, a cornerstone initiative of the declaration Working Group, is passionately committed to empowering UAE Nationals and jobseekers with entrepreneurial potential, across the business landscape. Our goal is to cultivate an unwavering entrepreneurial mindset, instill a powerful entrepreneurial spirit and nurture a thriving culture of innovation.

We are dedicated to empowering the young talents of the Emirate of Abu Dhabi by providing them with exceptional mentoring, valuable knowledge, and tools they need to become future entrepreneurs.

## SUPPORT AND KEY CONTACTS

The Future Entrepreneurs Programme team are here to support you along the way towards career development. Below are the main contacts of the programme.

<b>REASONABLE ADJUSTMENTS</b> Enquiries and applications for reasonable adjustments.	<a href="mailto:entrepreneurs@adgm.com">entrepreneurs@adgm.com</a>
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## PROGRAMME DELIVERY

### ADGM ACADEMY



ADGM Academy opened for business in early 2018. Located in Abu Dhabi's award winning International Financial Centre, Abu Dhabi Global Market Academy was established with the vision of becoming the leading academy in the region with a focus on financial education.

In partnership with globally recognised educational institutions, ADGM Academy offers programmes on a range of topics and qualifications including banking and finance, leadership, entrepreneurship, technical, digital, and professional skills.

# THE PROGRAMME LEARNING ROADMAP

## ONLINE LEARNING



## APPLIED WORKSHOPS



## INCUBATION

Successful completion of the final pitch could offer entrepreneurs to be presented with a valuable and transformative opportunity to foster substantial growth, development, and progress in their ventures.

This phase is designed to offer a nurturing environment that nurtures innovation, fosters strategic thinking, and facilitates the acquisition of essential skills and knowledge, all of which are indispensable for the sustainable expansion and success of their entrepreneurial endeavours.



## DIAGNOSTICS ASSESSMENT

The diagnostic assessment will provide insight into the individual's personality, cognitive capacities and capabilities, and practical business skills.

It will incorporate three main components. Firstly, a personality assessment that evaluates an individual's drive to achieve, vision, problem-solving abilities, positive mindset, experiential learning ability, and collaboration skills that showcase purposeful networking, creation of partnerships and team building. Secondly, cognitive aptitude testing that will evaluate individuals learning agility and potential. Lastly, through a structured interview.

# YOUR FUTURE ENTREPRENEUR PROGRAMME JOURNEY

The Future Entrepreneur programme consists of four distinct pathways. Your specific journey will be determined according to your individual criteria.

## **Graduates Journey:**

Embark on the Graduates Journey, an enriching programme tailor-made for exceptional graduates who aspire to venture into the realm of entrepreneurship. This transformative experience equips bright minds with the skills and knowledge needed to embark on a successful entrepreneurial path. This journey consists of 16 modules delivered online with eight live closing sessions, as well as seven applied workshops.

## **Ideas to Impact Journey:**

Join the 'Ideas to Impact Journey,' a dynamic programme designed for ambitious young professionals currently employed yet nurturing a startup concept yearning for market entry. This initiative empowers you with the tools and strategies to turn your visionary idea into a tangible and impactful reality. This journey consists of 16 modules delivered online with eight live closing sessions, as well as six applied workshops.

## **Startups Journey:**

Embark on the 'Startups Journey,' an intensive programme designed to provide dedicated founders with the essential support and expertise needed to propel their startups to the next level of growth and success. Through personalised mentorship and strategic guidance, you'll gain the tools to navigate challenges, seize opportunities, and lead your venture to new heights. This journey consists of eight modules delivered online with four live closing sessions, as well as five applied workshops.

## **Family Business Journey:**

Join the 'Family Business Journey' an immersive programme crafted for established family business owners who are eager to leverage technology and explore new horizons by transitioning their enterprises into tech-based ventures. Through strategic insights and specialised guidance, you'll navigate the transformative path towards merging tradition with innovation, unlocking unprecedented opportunities for growth and success. This journey consists of six modules delivered online with three live closing sessions, as well as four applied workshops.

## MENTORS

Throughout your journey, you will have the invaluable opportunity to work with dedicated mentors who will offer guidance, insights, and unwavering support. These mentors will play a vital role in your growth and development as you navigate the programme's challenges and opportunities.



As a participant, you will have access to group mentors during the delivery of applied workshops, allowing you to tap into their collective wisdom and experience. Additionally, the programme offers a personalised touch through one-on-one mentorship. Each participant will be matched with a mentor who aligns with their goals and aspirations.

These mentors will be bi-lingual English/Arabic speakers where required, ensuring effective communication and understanding. This linguistic flexibility aims to enhance the mentorship experience and facilitate clear interactions.

Furthermore, participants are encouraged to make the most of the 1:1 mentor sessions, which are designed to accommodate your schedule and needs. These sessions provide a platform for individualised discussions, allowing you to delve deeper into specific areas of interest and receive personalised guidance tailored to your journey.

Mentors will guide participants through pain points to prepare the final presentation pitch.

## WHAT ARE THE GRADUATE ATTRIBUTES THAT ARE IN DEMAND?



**Entrepreneurship is a dynamic and evolving field, and the attributes that are in demand can vary based on the industry, market trends, and technological advancements.**

**However, certain key attributes tend to consistently stand out as crucial for successful entrepreneurs:**

- **Creativity and Innovation:** The ability to think creatively, come up with unique ideas, and innovate in order to solve problems or meet unmet needs is highly valued. Entrepreneurs who can think outside the box and bring fresh perspectives to their ventures often find success.
- **Adaptability:** The business landscape is constantly changing. Entrepreneurs need to be adaptable and flexible in order to navigate shifts in market trends, technology, and customer preferences.
- **Resilience:** Entrepreneurship is filled with challenges and setbacks. Resilient entrepreneurs are able to bounce back from failures, learn from mistakes, and maintain a positive attitude even in difficult times.

- **Risk-taking:** Entrepreneurs need to take calculated risks to seize opportunities and drive innovation. Being able to assess risks, make informed decisions, and manage uncertainty is crucial.
- **Vision:** Successful entrepreneurs have a clear vision of where they want to take their businesses. This vision guides their strategic decisions and helps them stay focused on their long-term goals.
- **Leadership:** Entrepreneurs often need to lead teams, inspire employees, and foster a positive work culture. Strong leadership skills are essential for building and growing a successful venture.
- **Problem-Solving:** Entrepreneurship is essentially about solving problems. Entrepreneurs who can identify challenges, analyse them, and develop effective solutions have a competitive edge.
- **Networking:** Building relationships with other professionals, potential partners, investors, and customers is crucial for an entrepreneur's success. Networking skills facilitate access to resources, information, and support.
- **Time Management:** Entrepreneurs wear many hats and juggle various responsibilities. Effective time management helps them prioritise tasks, stay organised, and achieve goals efficiently.
- **Financial Literacy:** Understanding basic financial concepts, budgeting, cash flow management, and financial projections are essential for making financial decisions and sustaining a profitable business.
- **Communication Skills:** Clear and effective communication is vital for conveying ideas, building relationships, and negotiating with stakeholders.
- **Customer-Centric Approach:** Entrepreneurs who prioritise understanding and meeting the needs of their customers tend to create products and services that resonate with their target audience.
- **Tech Savviness:** In today's digital age, having a basic understanding of technology and digital tools is crucial for entrepreneurs to operate efficiently, reach wider audiences, and stay competitive.
- **Ethical Decision-Making:** Entrepreneurs who make ethical decisions and operate their businesses with integrity build trust and credibility with customers, partners, and employees.
- **Persistence:** Entrepreneurial success rarely comes overnight. Persistence and a willingness to overcome challenges and setbacks are vital for long-term success.

## COURSE MATERIALS



Throughout your programme, you will have access to ADGM Academy LMS and the ADGM Academy Entrepreneurial portal, these online portals will enable you to view and download course materials.

**Your ADGM Academy LMS portal and Entrepreneurial portal will be accessed by a username and password and will contain:**

- The slides from each lecture
- Learning materials to support the course content.

Your username and password will be available at the start of your course.

The image displays two screenshots of the ADGM Academy digital platforms. On the left is the LMS login page, featuring the ADGM Academy logo, a back arrow, the email address 'john.doe@learn.adgmacademy.com', a password input field, a 'Forgot my password' link, and a 'Sign in' button. On the right is the Entrepreneurial portal registration page, which includes the ADGM logo, navigation links for 'ABOUT THE PROGRAM', 'TIMELINE', 'GET INVOLVED', and 'CONTACT US', a 'Have an account? Login here' link, and a registration form with fields for 'Full Name', 'Email Address', 'Password', 'Country Code', and 'Phone Number'. Below the form is a 'REGISTER FOR FREE' button. The registration page also features promotional text: 'Build & Grow Your Dream Business!', 'Access funding opportunities and turn your business dreams into reality. Sign up now and take the first step towards financial independence.', and two icons with text: 'Step by Step guide to take your innovative idea to the next level.' and 'Make use of free resources, expertise and demo opportunities'.



# THE PROGRAMME MANDATE

There will be a programme completion mandate. If you achieve this, you will receive your Certificate of Completion.

## 1. Online Certification

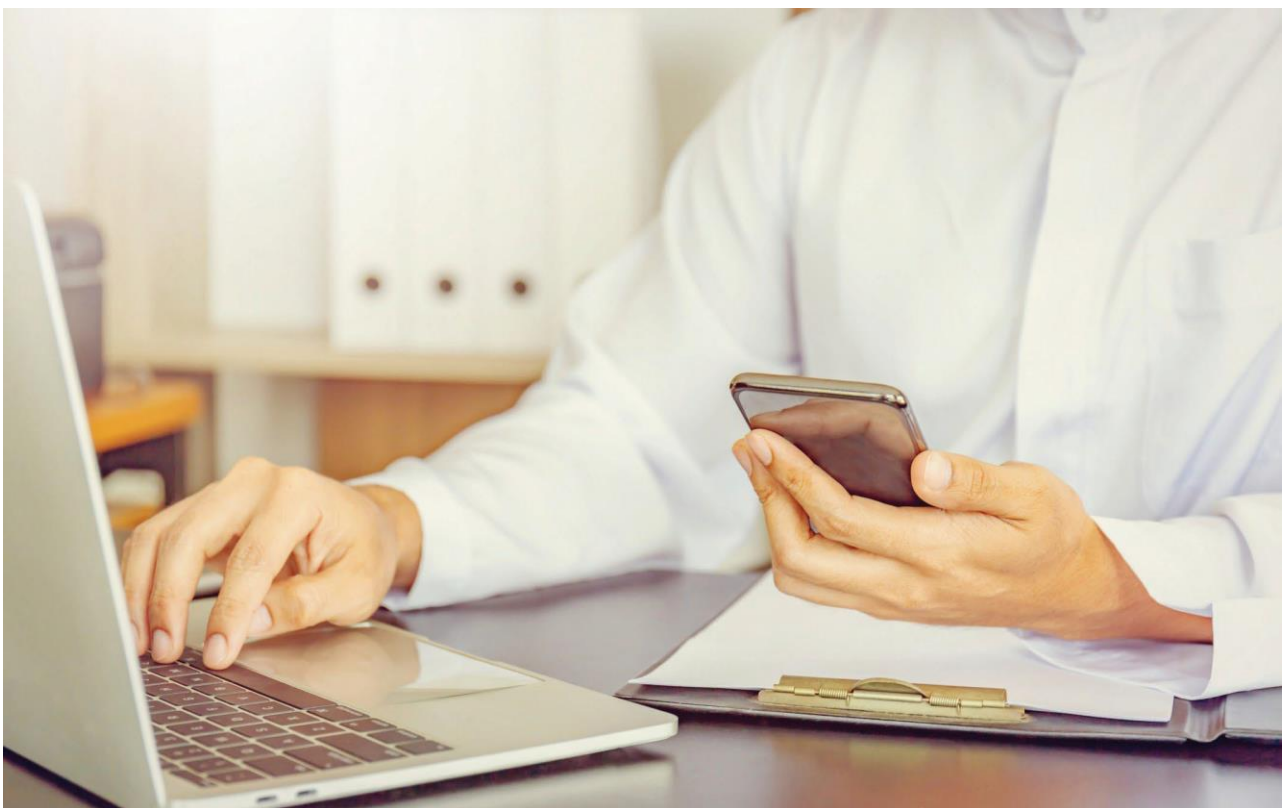
Each module will conclude with a MCQ assessment. Participants should complete all required mandatory modules and attempt the assessment. You will need to achieve a pass mark of 70% in each module.

The area that you will be marked on is assessments. Participants achieving a pass mark of 70% in each module will receive a digital certificate endorsed by The London Institute of Banking & Finance.

## 2. Applied Workshop

Participants attending 100% of required workshops will receive a digital certificate endorsed by The London Institute of Banking & Finance.

The area that you will be marked on is daily attendance and participation.



## CONTACT INFORMATION

For any enquiries, or information about the programme, please contact:

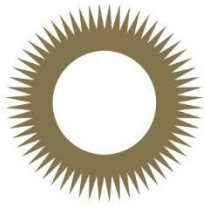
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