





TM

necessity is  
the mother  
of invention

# الإبتكار وجهة الفرص الحاجة أم الإختراع

invention is  
the face of  
opportunity

Imagination is one of the most powerful tools we have. It is limitless and forward looking. Innovative ideas can't happen without it. But on its own, imagination is not enough. Imagination needs ingenuity to realize its full potential.

i<sup>2</sup> seeks to empower young innovators with both, creating access to new opportunities for bright and determined minds through inspiration, education and the practical tools to apply them.



**i<sup>2</sup>ntent**  
**الفرض<sup>2</sup>**

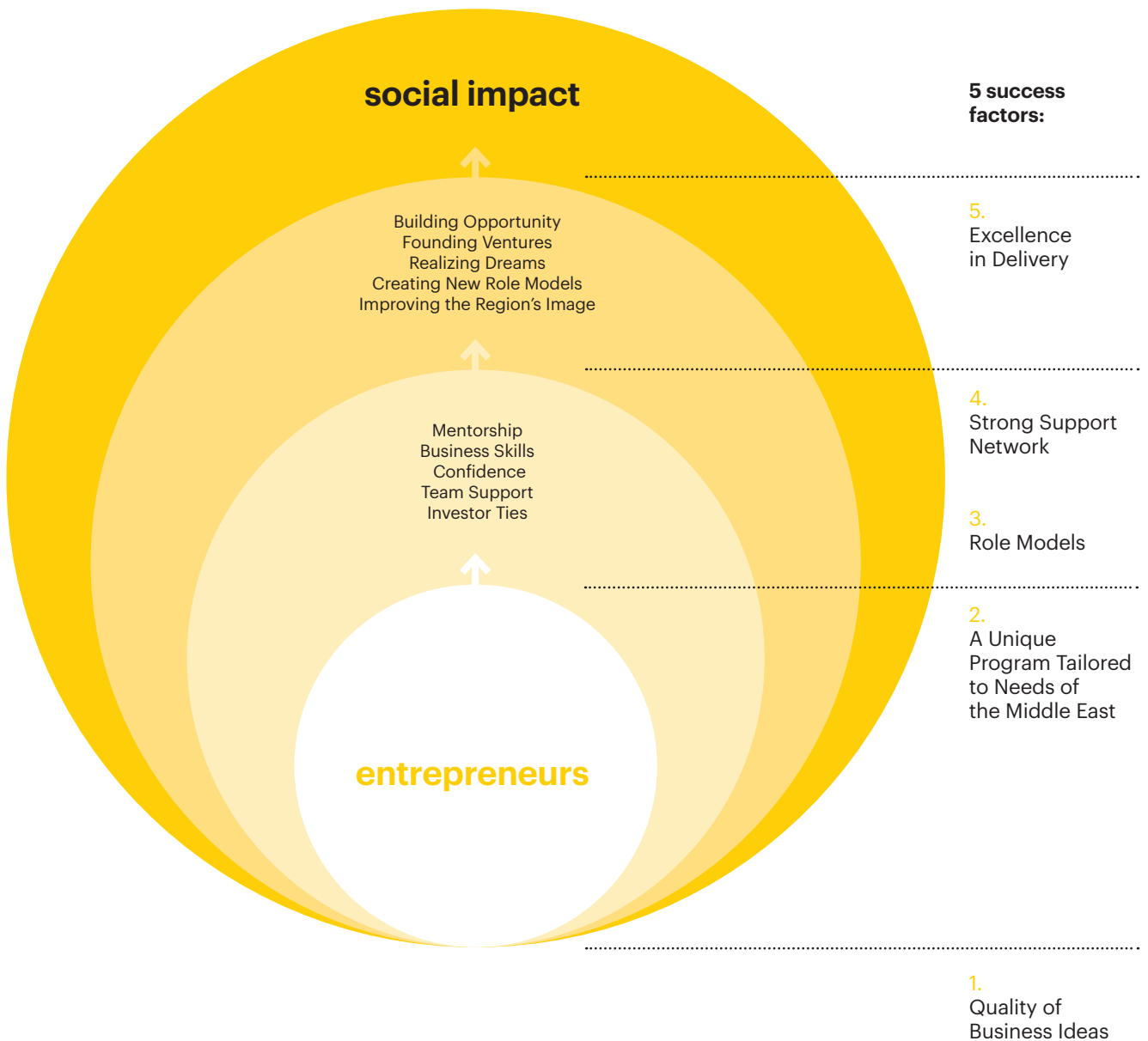
**i<sup>2</sup> wants to foster an ecosystem for science and engineering based entrepreneurship in the Middle East.**

**It will bridge the gap between aspiring entrepreneurs and investors by rigorously selecting applicants with viable and patented ideas.**

Low entrepreneurial intent, high risk aversion and lacking business skills lead to rare commercialization. These barriers are exacerbated by low interest from investors in science-based ventures, a nascent domestic investor community, and disconnects between potential entrepreneurs and investors.

i2 aims to mend this vicious cycle by creating an ecosystem that will provide innovators with the necessary mentorship, business skills, inspiration, and access to investors to turn ideas into reality.

**i2 will put these aspiring entrepreneurs through an intensive educational and skill-building program. We believe that in time we will see the creation of new role models—those who achieve social impact for their communities through their ventures and innovations.**



# i<sup>2</sup>nvolve<sup>ment</sup> الإستثمار i<sup>2</sup>

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**Creating this ecosystem is all about connecting the dots...**

**Between our mission to grow industry and opportunity in the region and those with the vision to try.**

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## **Constituents**

To achieve its mission, i2 will address the needs of the following six constituent groups with a dedicated portfolio of services and products, including our 2 flagship products—The i2 Fellowship and the Business Venture Conference.

1. Innovators (entrepreneurial scientists, engineers and technologists in the MENA region)
2. Donors
3. Investors
4. Contributors
5. An intellectual support network (mentors and scientific experts)
6. The general public

Articulating the value proposition for our six constituent groups:





# i<sup>2</sup>nnovation الإبتكار<sup>2</sup>



**i<sup>2</sup> will only take on viable and patented ideas to ensure immediate and efficient institutional progress and sustainable long term impact.**

**We will focus initially on four core domains for innovation due to their crucial importance of for the region:**

- 1. Energy**
- 2. Health**
- 3. Water**
- 4. Environment**

## **1. The i2 Fellowship**

The i2 Fellowship Programs for 8 months will expose the twelve Fellows to the most advanced theories and practices in the domains of entrepreneurship, innovation, leadership. The whole Fellowships programs are dedicated to help the fellows to prepare for their "New Venture Proposal". One of the programs, entrepreneurship program, for six weeks will be hosted inside the Harvard Innovation Lab.

The i-lab will be the ideal eco-system for future entrepreneurs, working and learning together with fellow entrepreneurs and supported by several Harvard Business School faculty

members, by experts and practitioners in the domains that matters to the Fellows (the i2 Faculty members include several Nobel prize winners and world-class authors).

Part of the i2 Fellowship Program will take place at the MIT Media Lab: each fellow will be able to visit and explore some of the Media Lab experiments and collaborate with faculty members and research assistants—the MIT Media Lab has also confirmed its interest in recruiting research fellows through the i2 Institute, following the rigorous Media Lab process. They can become part of a Media Lab research project and even join as a research associate for a period from 6 months to 2 years.

The i2 Institute is extremely grateful to the Harvard i-lab and to the MIT Media Lab for the extraordinary opportunity offered to its Fellows—and it looks forward to reciprocate in Saudi Arabia the generous hospitality and inspiring openness of these world class institutions.

## 2. The Business Venture Conference

Marking the end of the fellowship, it connects fellows with potential investors and celebrates entrepreneurship with world class guest speakers.

Time	Component	Description	Location
2013	<b>Winners' Competition</b>	Introduction to entrepreneurship Features inspirational speakers Includes topical seminars on pitching and networking opportunities	GCC
	<b>Entrepreneurial Practicum</b>	Commercialization of innovations Basic business training Topics include: business plan writing, finance, leadership, marketing, and sales Provides internships for shadowing opportunities with i2 alumni and other entrepreneurs	USA / MENA
	<b>Social Science Symposium</b>	Applications of innovations to benefit society Emphasis of social impact of innovation	Flexible
	<b>Communication &amp; Business Venture Conference</b>	Effective communication within business networks Professional presentation skills and professional pitching	Saudi
2014	<b>After Care Support (ongoing)</b>	Support of Fellows in initial stages post pitch and selection to ensure investor connection is successful	Flexible

### Ongoing Component:

#### Coaching By Mentors & Contributors

Structured mentorship program with matched mentors

Ad-hoc availability with experts from the intellectual support network and contributors, coaching on selected topics such as legal, branding, etc.

Multiple "Connect Sessions" between Innovators, Entrepreneurs, and Investors

Regular pitch practice and coaching will be an institutionalized resource

(location flexible)

### Contributors to the fellows:

McKinsey & Company



Wolff Olins



# i<sup>2</sup>nstitute المعهد i<sup>2</sup>

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**i<sup>2</sup> began as Dr Hayat Sindi's vision. She holds a Bsc in Pharmacology from King's College London, a PhD in Biotechnology from Cambridge University, is a visiting scholar at Harvard, a National Geographic emerging Explorer, co-founder of Diagnostics for All and founder of Sonoportix.**

**Dr Sindi has already started and continues to build a world class team and board for i<sup>2</sup>. Key milestones for the venture include the the launch event and the opening of applications for the i<sup>2</sup> Fellowship Program on November 16th, 2013, and finalization of the program's curriculum for February 2013.**

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## Founder and CEO, Dr. Hyat Sindi



photo by Kris Krüg for PopTech

To deliver the highest quality with a lean organization, i2 will rely on pro bono support by professional companies. Over 9 months, i2 will reach an end state of ~9 full-time employees with an executive director and three departments:

1. Marketing/PR
2. Events
3. Fellowship

The i2 governance system will consist of a Board of Directors, supported by a Board of Trustees (representing the top 5 donors) and an Advisory Board.

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## Board of Directors

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**we envision a world  
in which the only barrier  
to an innovator's success  
is the quality of his  
or her ideas.**

**we want to give every  
scientist, technologist  
and engineer the  
opportunity to discover  
and fulfill their potential,  
for themselves and  
for their societies,  
making new markets,  
making new companies,  
and making a difference  
in the world around  
them.**

**i<sup>2</sup>magine**  
**اتصور<sup>2</sup>**

**laser treatments aiming  
at a cancer-free society.  
job creation ushered  
by educational access.  
re-inventing blood  
sugar testing. new  
electric power. dietary  
innovation. vital space  
research from saudi.  
immunity from auto-  
immune disease. a new  
social impact network.**





