



ADGM
Academy

FUTURE ENTREPRENEURS PROGRAMME **GUIDEBOOK**

Future رواد المستقبل
Entrepreneurs
Programme 

POWERED BY

The London Institute
of Banking & Finance



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 (February 2024). 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 and The London Institute of Banking & Finance MENA welcome 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 UAE Nationals aspiring to become entrepreneurs. 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



Jazmin Myles

Operations Director

The London Institute of Banking &
Finance MENA

THE PROGRAMME AT A GLANCE

The Future Entrepreneurs Programme, a cornerstone initiative of the Declaration Working Group, is passionately committed to empowering UAE Nationals who are 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 your entrepreneurial Journey. Below are the main contacts of the programme.

PROGRAMME TEAM	<p>Wesam.haddad@adgm.com Hessa.ALKhater@adgm.com</p>
General Inquiries	<p>entrepreneurs@adgm.com</p>

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 LONDON INSTITUTE OF BANKING & FINANCE



Established for over 140 years, The London Institute of Banking & Finance provides degrees in financial services and delivers the highest quality industry qualifications.

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 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.

Business Journey: Embark on the 'Business Journey,' a 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.

ONBOARDING JOURNEY

The onboarding journey will consist of the following:

INTERVIEW

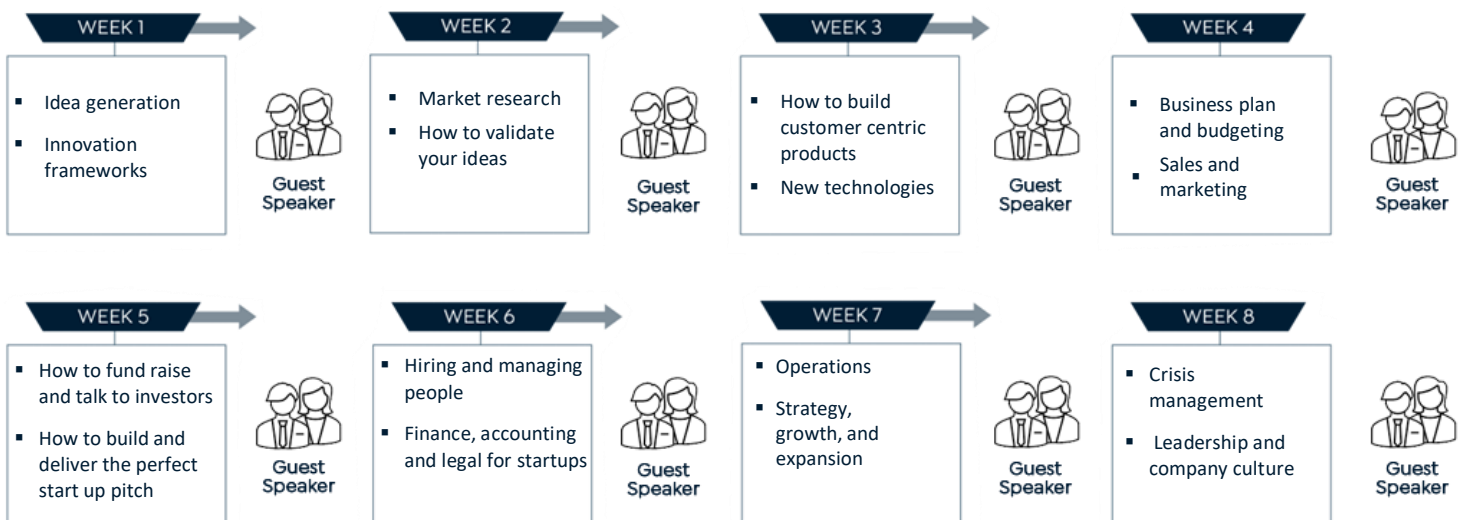
Participants will conduct a structured interview designed to evaluate a range of personality traits. This comprehensive interview encompasses key traits such as adaptability, collaboration, communication, drive, ownership, and resilience.

DIAGNOSTIC ASSESSMENT

A personality assessment that evaluates an individual's problem-solving abilities, positive mindset, experiential learning ability, and collaboration skills. The assessments will provide insight into the individual's personality, cognitive capacities and capabilities, and practical business skills. It will incorporate three main components: Evolve, Engage, and Execute.

THE PROGRAMME LEARNING ROADMAP

ONLINE LEARNING



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 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 1:1 mentorship. Each participant will be matched with a mentor who aligns with their goals and aspirations.

These mentors will be bilingual 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.

BUSINESS PITCH & INCUBATION

Entrepreneurs will deliver a concise captivating summary of their business case. It will give the entrepreneurs the possibility to showcase their ideas and to attract potential investors.

It is important to note that any potential incubation will be subject to the committee's decision and is not guaranteed.

Participants are expected to develop a business pitch and complete a comprehensive business plan. Successful completion of the final pitch could offer entrepreneurs 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 endeavors.



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 and foster a positive 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, and partners.
- **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.

The ADGM Academy's Entrepreneurial portal will contain the online learning materials, Guest Speaker records, and Mentorship session booking, while the ADGM Academy LMS will contain the applied workshop materials.

Your username and password for the ADGM Academy Entrepreneurial portal will be available at the start of your course once you complete the requirements.

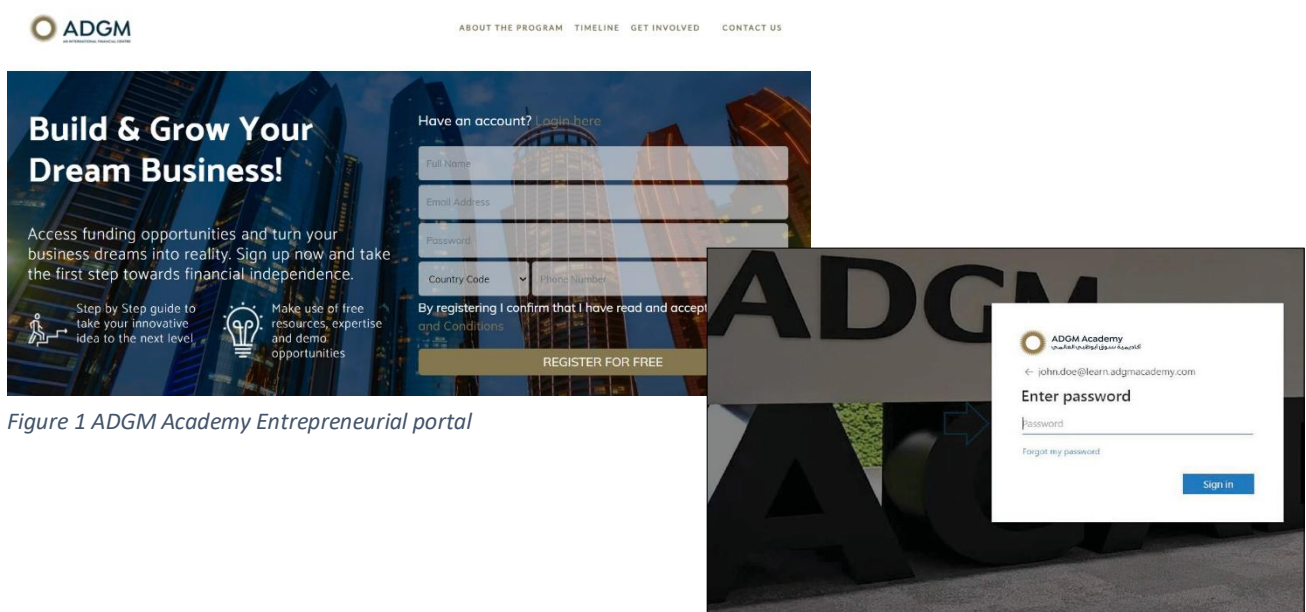


Figure 1 ADGM Academy Entrepreneurial portal

Figure 2 ADGM Academy LMS portal

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.

2. Applied Workshop

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

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

CONTACT INFORMATION

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

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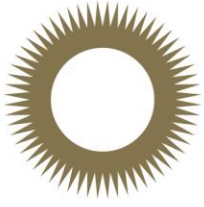
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