



# AGENDA

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- ▶ What is Fekra<sup>2</sup> all about
- ▶ Pull / Push-based innovation
- ▶ Stakeholders analysis
- ▶ Business model



Fekra<sup>2</sup>



Solvers

Seekers



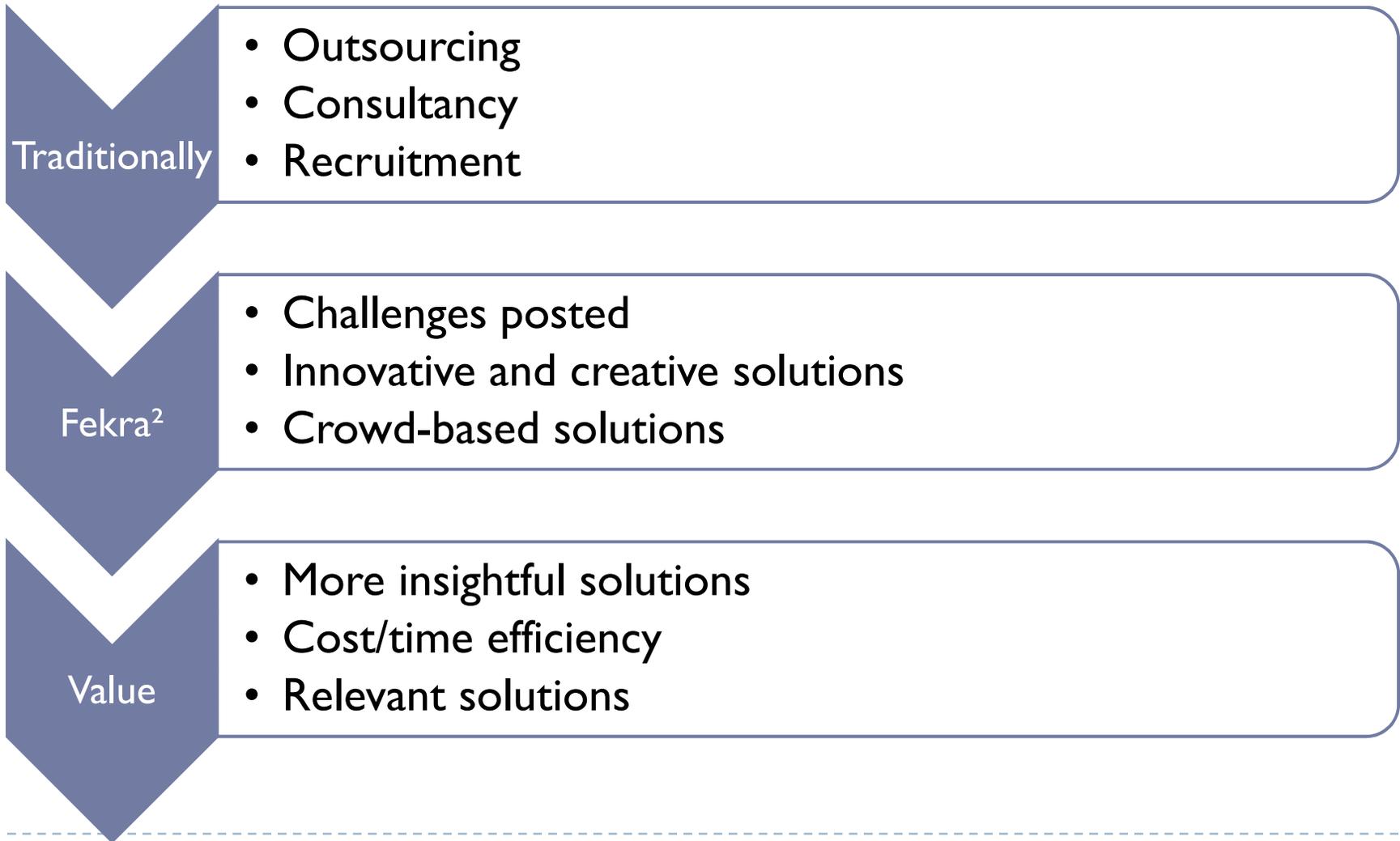
Individuals  
Start-ups

Businesses  
Non-profit  
Government



# Pull-based innovation

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# Push-based innovation

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- ▶ Open channels for solvers with intellectual contributions to their fields of expert and interest
- ▶ Allowing for their contributions to be found by supporting entities
- ▶ Allows seekers to form partnerships that they believe would foster their innovation



# Stakeholders' analysis

The “who”?

## Partners

- Technology transfer offices
- Universities
- Technology partners

## Seekers

- Corporate and SMEs
- Governmental entities
- NGOs
- Startups

## Solvers

- Undergraduates
- Academics and researchers
- Start-up entrepreneurs
- Professionals and consultants



# Business Model

<b>Key Resources</b>	Team for Strategy & Planning, Operations & Finance, Marketing & Social Media, Client Relations, Strategic Alliances, University Affairs, R&D, IT
<b>Channels</b>	Platform, Social Networks, InnoCampus
<b>Revenue Streams</b>	Membership plans for posting challenges and publicizing them on campus - Fees for filtering solutions for seekers - Fees for needs analysis and challenges formulation - Commission fees on sales transactions of any successfully commercialized invention of partners - Offering internal idea & innovation management consultancy – Space for corporate sponsored ideation topical channels - selling data analysis reports
<b>Cost Structure</b>	Salaries, Rent, Equipments, Host, Domain...

# Long Term Vision

- More Alliances across the MENA region and globally
  - Introduce mobile apps with user profile and notifications
    - More Consultancy Services including:
      - Data Analysis utilizing innovation intelligence
      - Become Virtual Incubator for Researchers
      - Develop social apps mining relevant solvers

# Fekra<sup>2</sup> Team

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