



# InnovEgypt 2.0 Industry

**TIEC Innovation Support Program for Industry**

*Innovation for Digital Transformation*

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Information Document

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Innovation has long been recognized as an important driver for economic growth. However, one of the main challenges that the national ICT companies are currently facing is lack of innovation and creativity among their workspace, workforce, and also their products or services. On the other hand, the power of digital transformation is on the top priority list for all companies worldwide. Digital transformation is imperative for all businesses, from the small to the enterprise. Seeking transformation is a matter of survival that has given rise of importance of “Digital Transformation”.

Innovation tools can play a very important role in helping companies make this transformation, that makes innovation tools is an extremely essential topic for all companies to be learned and expand their usage within the company. We can use innovation and innovation tools to come up with new ideas for: a new digital product, new markets using a digital channel to launch a competitive offering, and enhance the internal processes or introduce new ones to boost the efficiency of the operation.

“When companies need to change the way, they handle digital opportunities and threats, they must look at new approaches to finding the best opportunities, and adopting agile approaches for taking ideas into reality. Testing, validating, and iterating in real-world scenarios becomes a key ingredient. Innovation management programs can support this process very well, and at large scale, both with internal audiences, and external ones.” [Tim Woods. (2017), “How does innovation management help in digital transformation?”]

**Innovation Industry 2.0** is an upgraded version of TIEC capacity building program for industry; InnovEgypt Industry. The program is developed to create and empower innovation culture inside Egyptian small, and micro companies as well as to build their capabilities on how to generate and implement innovative ideas for better business future.

## 1. Program Objective:

**Innovation Industry 2.0** aims to create and develop the culture and the capabilities of leveraging the possibilities and opportunities of technology-enabled innovative ideas in all areas of a business, and in a way that will result in fundamental changes to how businesses operate and how value is delivered to customers. This will certainly has a great impact on the future of the company to be more profitable, more efficient, and achieve higher customer satisfaction. This in turn will affect the national economy.

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## 2. Who Can Apply?

**Innovation Industry 2.0** is targeting the following:

Company Profile:

- Micro and Small Egyptian ICT companies (up to 50 full time employees).
- Minimum of 3 years operation in the market.

Candidate profile:

- Middle or Top management positions with a combined technical and business backgrounds.
- Ability to attend the all training days and execute all requirements (please refer to the project information file for more details). *A written approval by company's CEO has to be submitted during registration.*

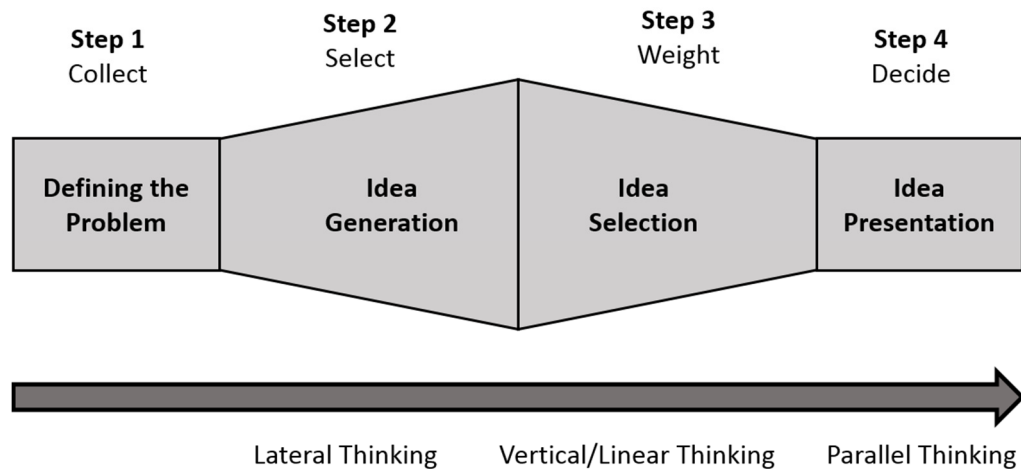
## 3. Program Structure

The Program is divided into three main modules. In each module the participants will be trained on how to use and apply the proposed innovation tool/technique based on real challenges encountered by their companies. Each module has two main phases; the training phase and the implementation phase. The whole process will be as follows:

### **Module 1: Creative Night Innovation Tool**

#### **Training**

Participants will be trained on how to plan and execute the creative night innovation tool inside their companies. They will learn how to run a one-day workshop on their companies, where a group of company outsiders (15-30) are invited to attend and take a quick orientation about different creativity techniques and tools that will help and guide them in the process of generating new ideas addressing company current challenges. Participants form teams of 3-5 members to work together on generating creative ideas based on prepared questions from the hosting company. The companies will receive ideas from participants in a structured and documented way.



The **Creative Night** aims to achieve the following objectives for the participated companies:

- Link companies with universities and community, multidisciplinary participants from all backgrounds and experiences are also potential candidates.
- Provide companies with new ideas from outside their teams in a short event.
- Starting Open Innovations program inside the companies.

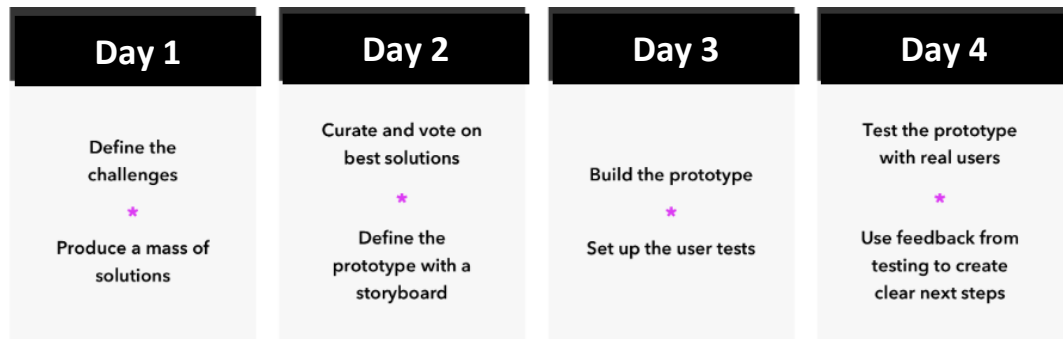
### **Implementation and Consultation**

**Within 2 weeks after the training, all participants have to** plan for, and implement the creative day inside their companies. A representative from TIEC will consult the company and follow up on the implementation while it is carried out in order to ensure the required level of delivery quality. Eventually, the whole case for each company will be submitted starting from initiation till the results. The distinguished reports will be then published as articles on [EgyptInnovate](#) platform.

### **Module 2: Design Sprint**

#### **Training**

Participants will be trained on how to plan and execute the 2<sup>nd</sup> Module: Design Sprint technique inside their companies. **Design Sprint** is a four-day process (as shown in graph below) for answering critical business questions. Any product, process or business challenge can be explored with a sprint through design, prototyping, and the best ideas can be tested and validated with customers.



This structured problem-solving process allows companies to develop solutions internally (inside their companies) that supported by real user insights. One of the most important steps in this structure are rapid prototype and test realistic solutions with real target users.

### Implementation and Consultation

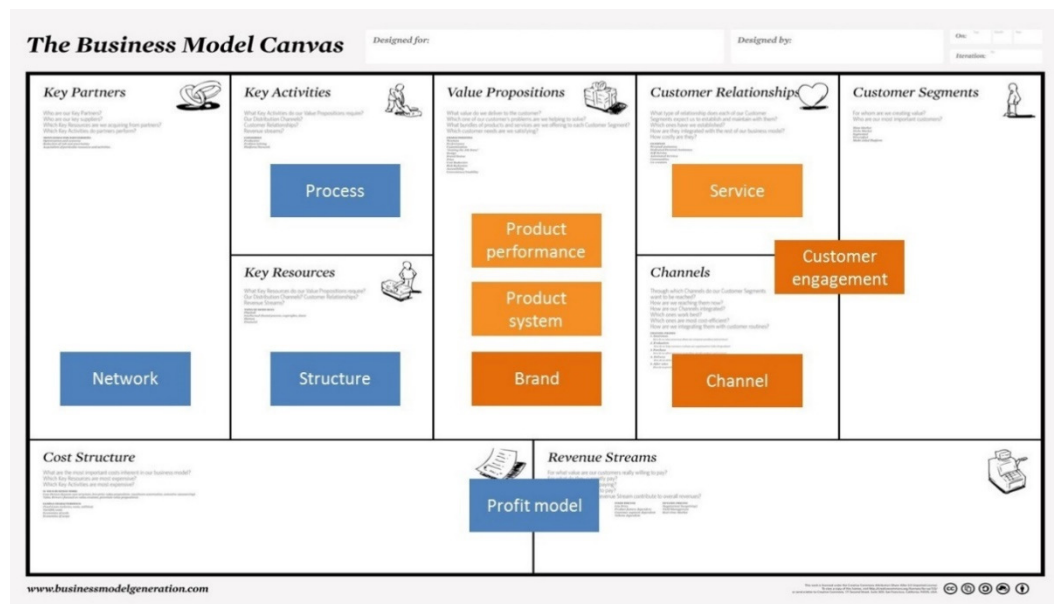
**Within 3 weeks after the training, all participants have to** plan for, and implement the Design Sprint inside their companies. A representative from TIEC will consult the company and follow up on the implementation while it is carried out in order to ensure the required level of delivery quality. Eventually, the whole case for each company will be submitted starting from initiation till the results. The distinguished reports will be then published as articles on [EgyptInnovate](#) platform.

### Module 3: Business Model Redesign

#### Training

Participants will be trained on how to plan and execute the 3rd Module: Business Model Redesign, inside their companies.

**Business Model Redesign:** is a 2-day workshop to rethink on how the company do business, and find out a new better way using Business Model Canvas and The 10 types of Innovation methodology.



## Implementation and Consultation

**Within 3 weeks after the training, all participants have to plan for, and implement the Business Model Redesign workshop inside their companies.** A representative from TIEC will consult the company and follow up on the implementation while it is carried out in order to ensure the required level of delivery quality. Eventually, the whole case for each company will be submitted starting from initiation till the results. The distinguished reports will be then published as articles on [EgyptInnovate](http://EgyptInnovate) platform.

## What are Benefits and Values for Participated Companies?

Companies participated in **Innovation Industry 2.0** will gain the following benefits and values:

- 1) Providing a structured and scalable way for ideas to be rapidly generated, prototyped and tested inside the companies.
- 2) Generating real and powerful solutions internally or externally that could be applied to solve any kind of challenge faced by companies.
- 3) Capacity building for companies in the field of Innovation and Intrapreneurship for Digital Transformation.
- 4) Creating innovation culture and creative environment within the company and introducing a new concept in technical jobs that is “Innovation Agent”.
- 5) Enhance existing business models in companies or create new business models that are more profitable and appropriate to customers’ requirements.

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## 4. Facilities Offered by TIEC for Participated Companies:

TIEC will support all participated companies in **Innovation Industry 2.0** by providing the following items:

- Free consultation and close mentoring as they go through implementation phases.
- TIEC innovation consultants will participate in all implementation events.
- The possibility of hosting creative night implementation event at TIEC premises in Smart Village and providing free coffee break.

## 5. Certification and Recognition

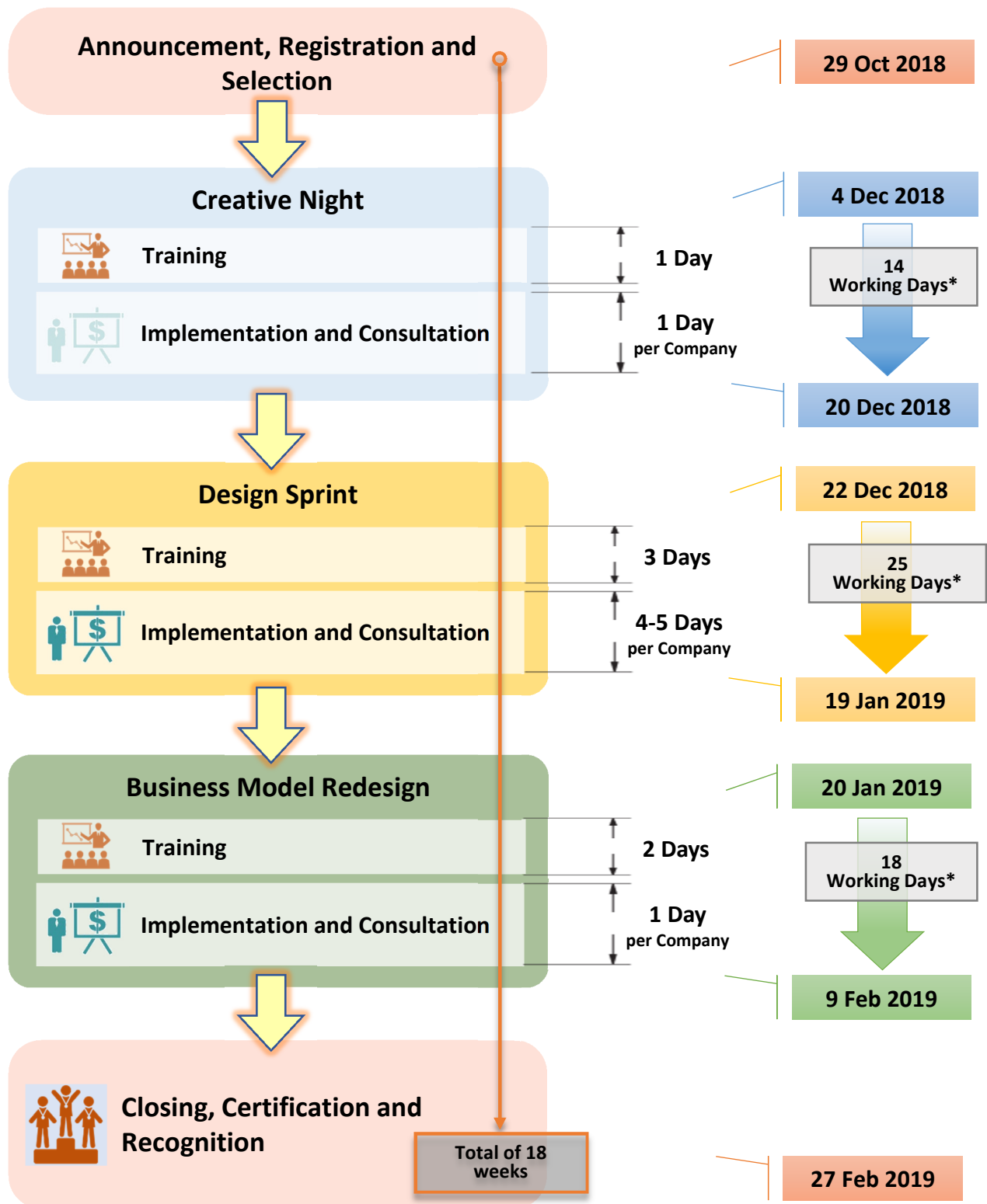
Program attendees who successfully completed the following:

- Passed the 3 training modules (3 Training and 3 challenges).
- Submit a report in a presentation format about the best practices, experiences and results from the application of the program within his/her company.
- Publish an article including a story of what was done during implementation phases on EgyptInnovate platform.

will get the following:

- A certification of “Innovation Agent”.
- “Innovation Inspiration” trophy.

## 6. Program Flowchart



\* The above durations are estimated based on the following assumptions:

- 3 available consultants for the 1<sup>st</sup> and 3<sup>rd</sup> Module (Creative Night, and Business Model redesign)
- 4 available consultants for the 2<sup>nd</sup> Module (Design Sprint)
- Saturday is included in calculations



## 7. Detailed Timeline

October							Activity
Su	Mo	Tu	We	Th	Fr	Sa	
30	1	2	3	4	5	6	* Preparation
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				* Announcement and Promotion * Registration Starting
November							
Su	Mo	Tu	We	Th	Fr	Sa	
				1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	* Orientation Day
18	19	20	21	22	23	24	* Selection and Interviews
25	26	27	28	29	30		* Participants Announcement
December							
Su	Mo	Tu	We	Th	Fr	Sa	
						1	
2	3	4	5	6	7	8	* 1st Training Module for Innovation Agents (Creative Night)
9	10	11	12	13	14	15	* (Creative Night) Implementation and Consultation
16	17	18	19	20	21	22	* 2nd Training Module for Innovation Agents (Design Sprint)
23	24	25	26	27	28	29	
30	31						
January							
Su	Mo	Tu	We	Th	Fr	Sa	
		1	2	3	4	5	
6	7	8	9	10	11	12	* (Design Sprint) Implementation and Consultation
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	* 3rd Training Module for Innovation Agents (Business Model Redesign)
27	28	29	30	31			* (Business Model Redesign) Implementation and Consultation
February							
Su	Mo	Tu	We	Th	Fr	Sa	
					1	2	* (Business Model Redesign) Implementation and Consultation
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	* Deadline for submitting certification requirements
17	18	19	20	21	22	23	
24	25	26	27	28			* Closing, Certification and Recognition



Event day



Site Visit period