



# Fostering Innovation in the Arab Region

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**INNOVETY**  
unleash your innovation



- A non-traditional consulting firm that focuses on innovation management
- **INNOVETY** works with clients to achieve bolder innovation results that are better, faster, and less expensive
  - We develop innovation management capabilities
  - We help build new business concepts
- Served > 60 corporates, > 150 MSMEs, > 200 startups  
Egypt, UAE, KSA, Qatar, Kuwait, Jordan, Lebanon



# The Pillars



# Things to be kept in mind



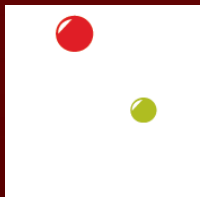
- » Innovation  $\neq$  Entrepreneurship
- » Bottom-Up Approach
- » Identify which obstacles should be addressed and what resources should be mobilized (Little information, collaboration difficulties)
- » Identify genuine innovation that can be pursued and generated, which would create a chain reaction across a country's sector, and generate a critical mass of innovative enterprises.

# Understanding Innovation



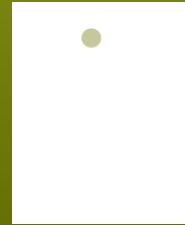
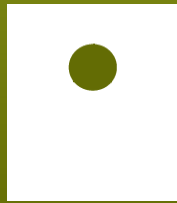
## INNOVATION STRATEGY

WHERE WHEN



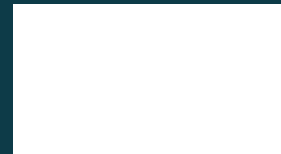
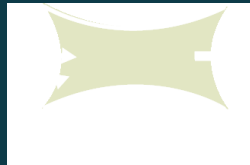
## INNOVATION DISCIPLINE

LEADERSHIP



## INNOVATION CAPACITY

PEOPLE RESOURCES PROCESSES



## INNOVATION DISCIPLINE

METRICS BEHAVIORS

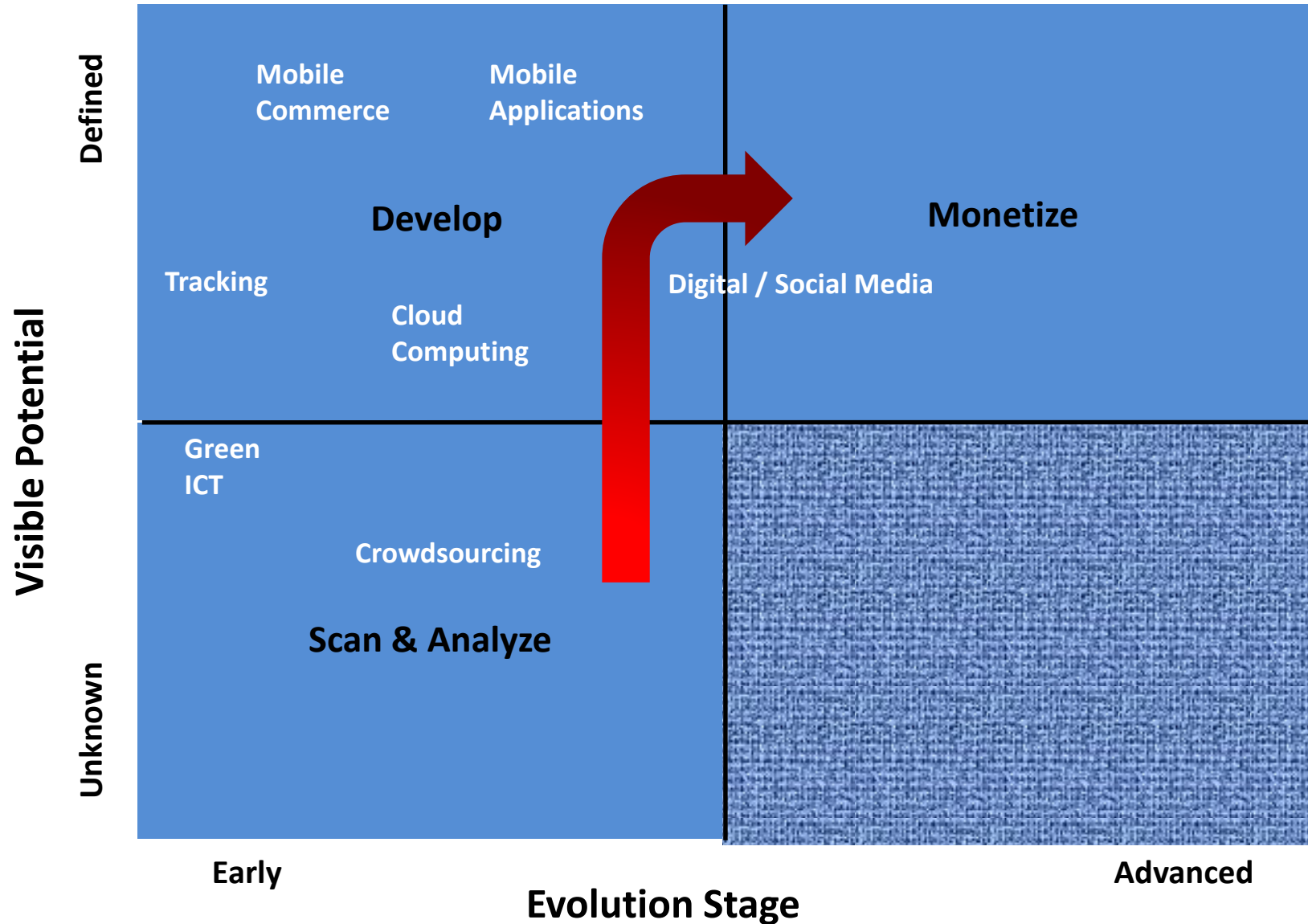


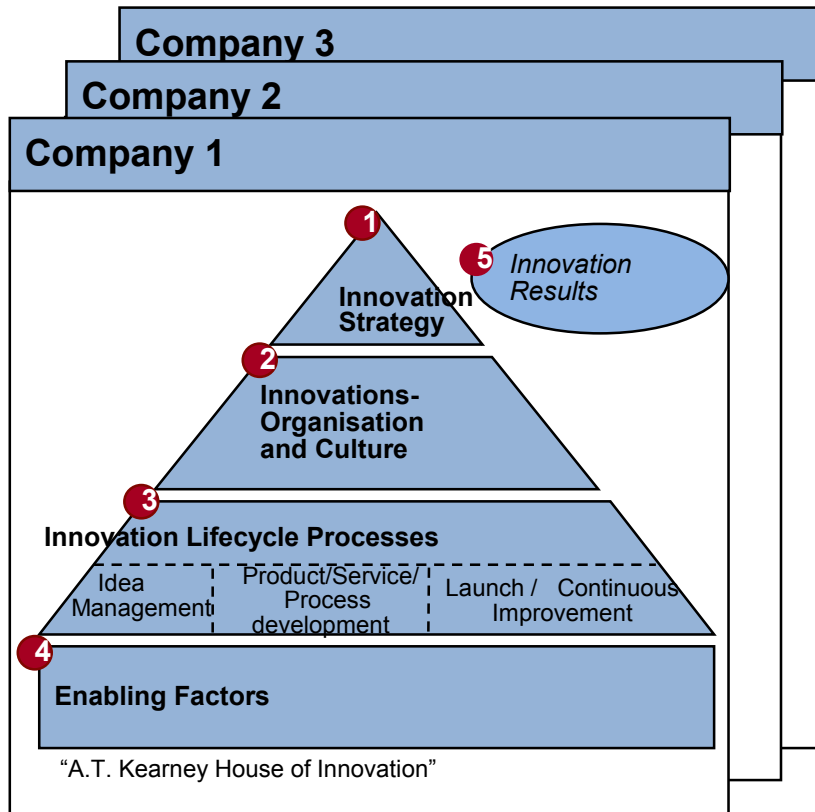
## INNOVATION RESULTS

WHY



# Transformation through technology

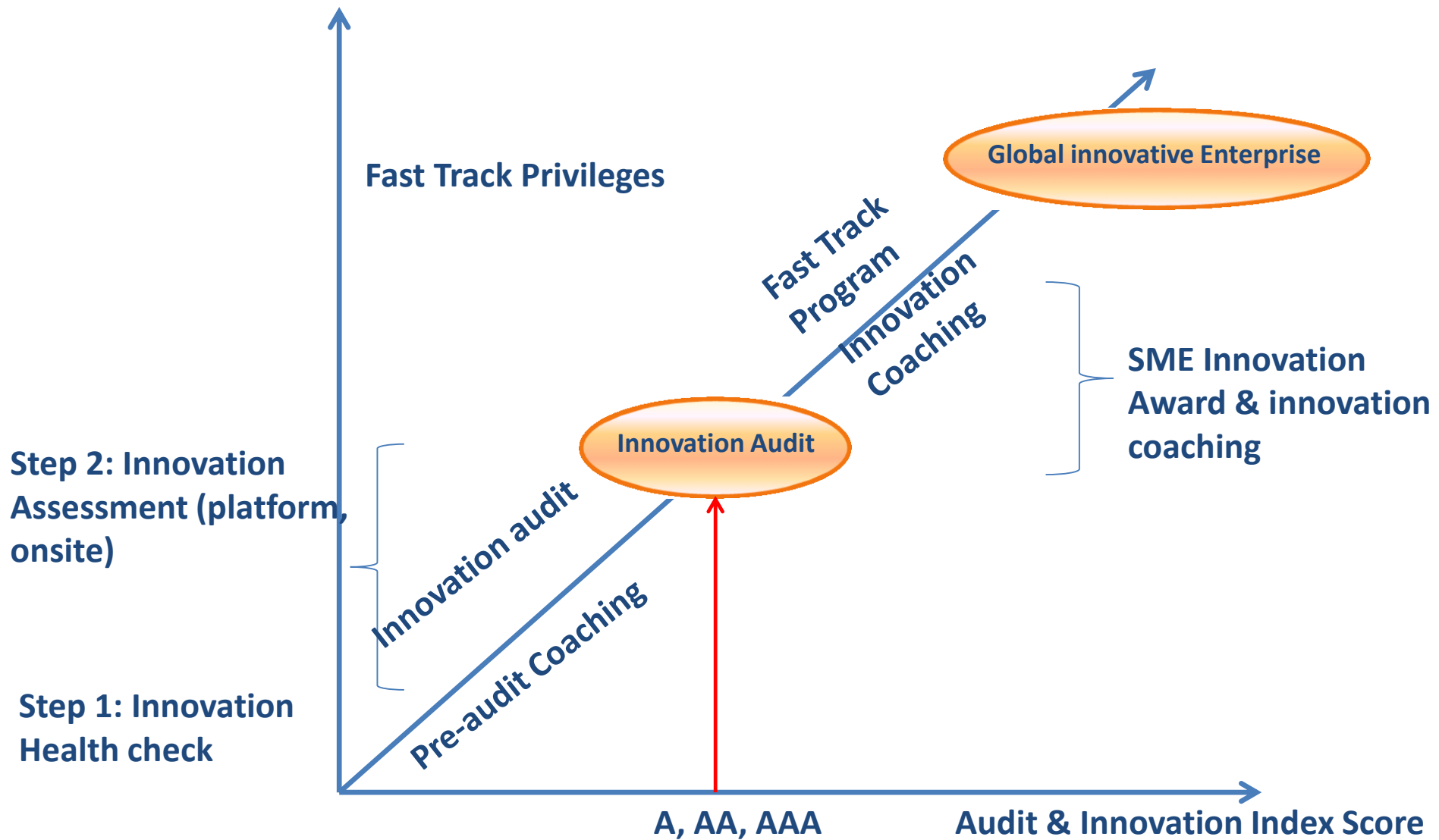




## Description

- 1 Innovation Strategy**
  - Vision and strategic focus on innovation
  - Implementation of strategy
- 2 Organisation and Culture**
  - Roles and responsibilities
  - Organisational structure
  - Organisational culture and climate
- 3 Innovation Life Cycle Processes**
  - Idea management
  - Product/Process and Service Development
  - Launch and Continuous Improvement
- 4 Enabling Factors**
  - Project management
  - Human Resources and Incentives
  - IT and Knowledge Management
- 5 Innovation Results**

# Understanding Innovation in SMEs





# Understanding Innovation & Building Indices



## COMPANY LEVEL



- Company Score
- Key Gaps & Opportunities
- Intra-sector benchmarking to average and best in class
- Formulate strategic roadmap

## SECTOR LEVEL



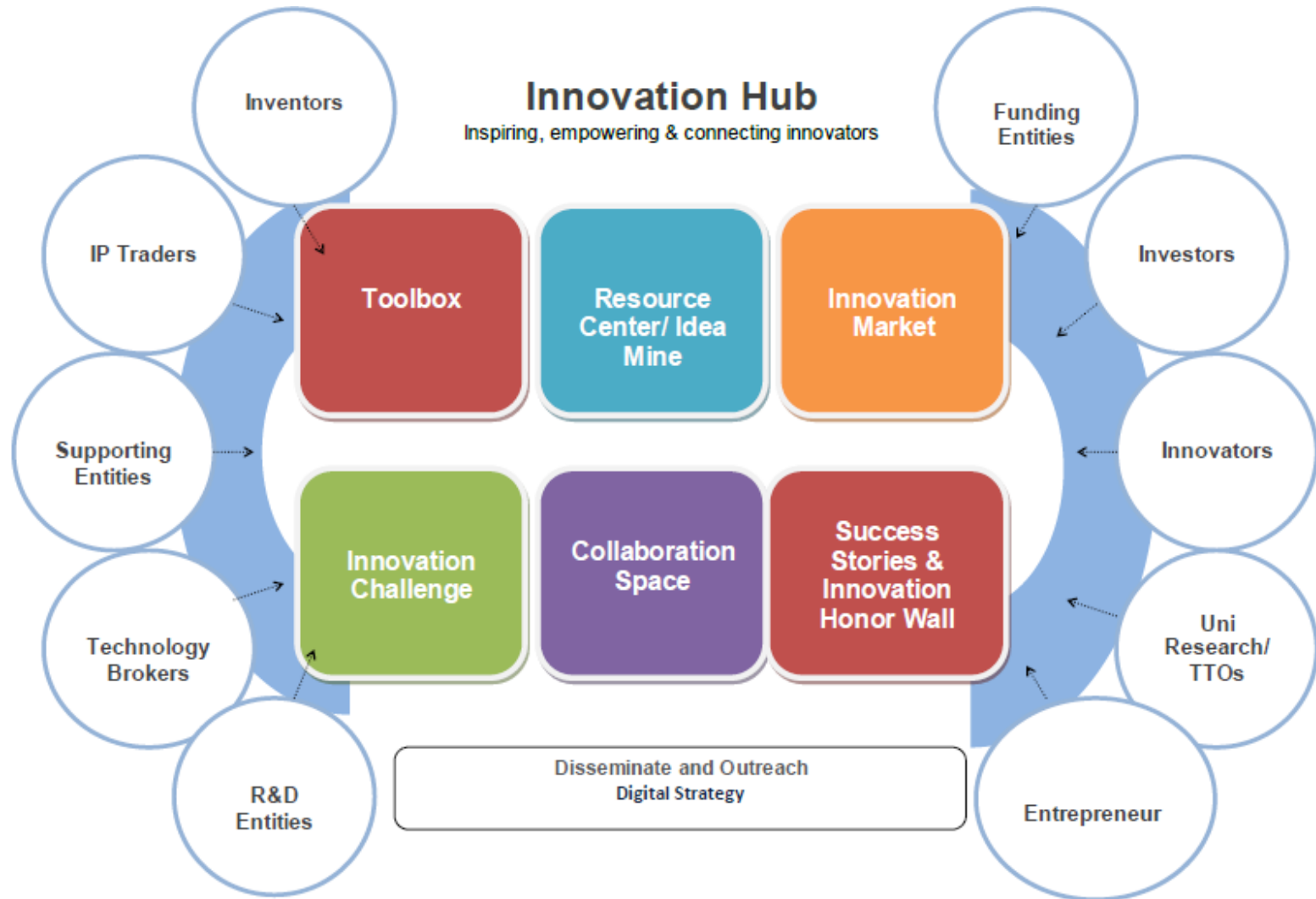
- Sector Score
- Capture hidden innovation
- Inter-sector benchmarking to average and best in class
- Reflect ways innovation happens in different sectors & build policy

## COUNTRY LEVEL

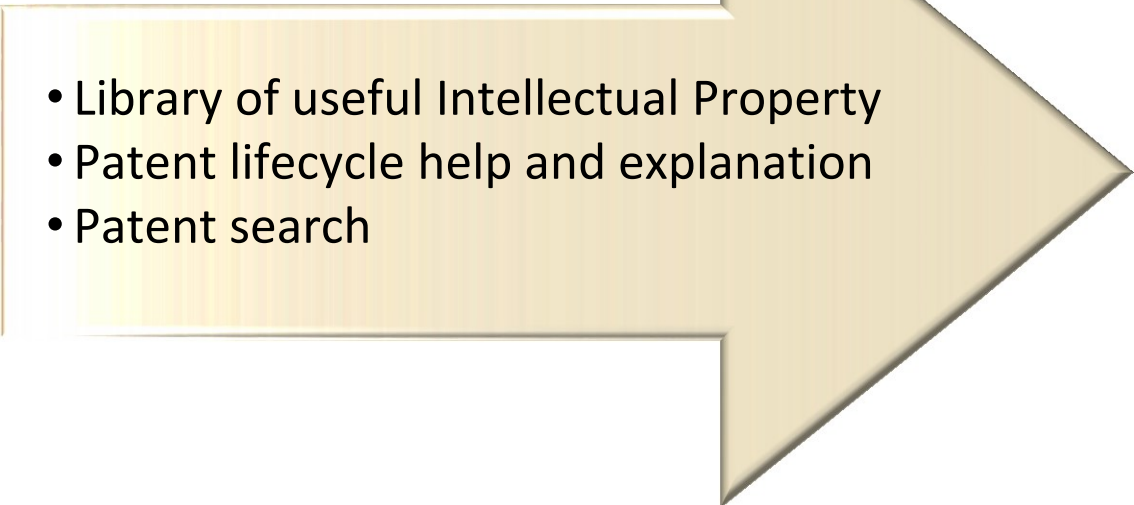


- Country Score
- Include climate enabler KPIs
- Impact on Productivity
- Policy Setting
- Benchmark to average and best in class in other regions
- Policy Setting

# Innovation Hub





- 
- Library of useful Intellectual Property
  - Patent lifecycle help and explanation
  - Patent search



Postings



Lead Generation



Tools & Support

- 
- Assistance to third-parties looking for IP
  - Cross-license opportunities
  - Buy and sell IP – marketplace

# Innovation Map (Linking Value Chains)



MSMEs



Gov. Accelerators



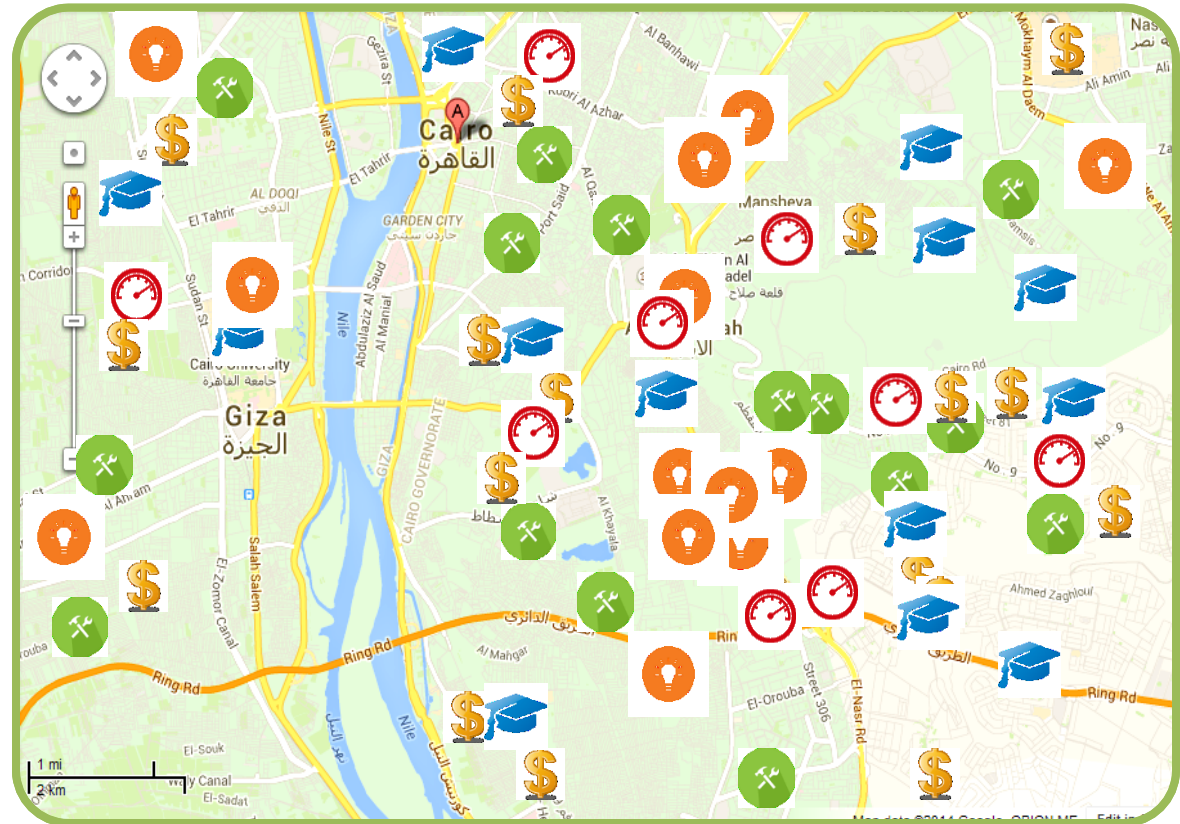
R&D Centers

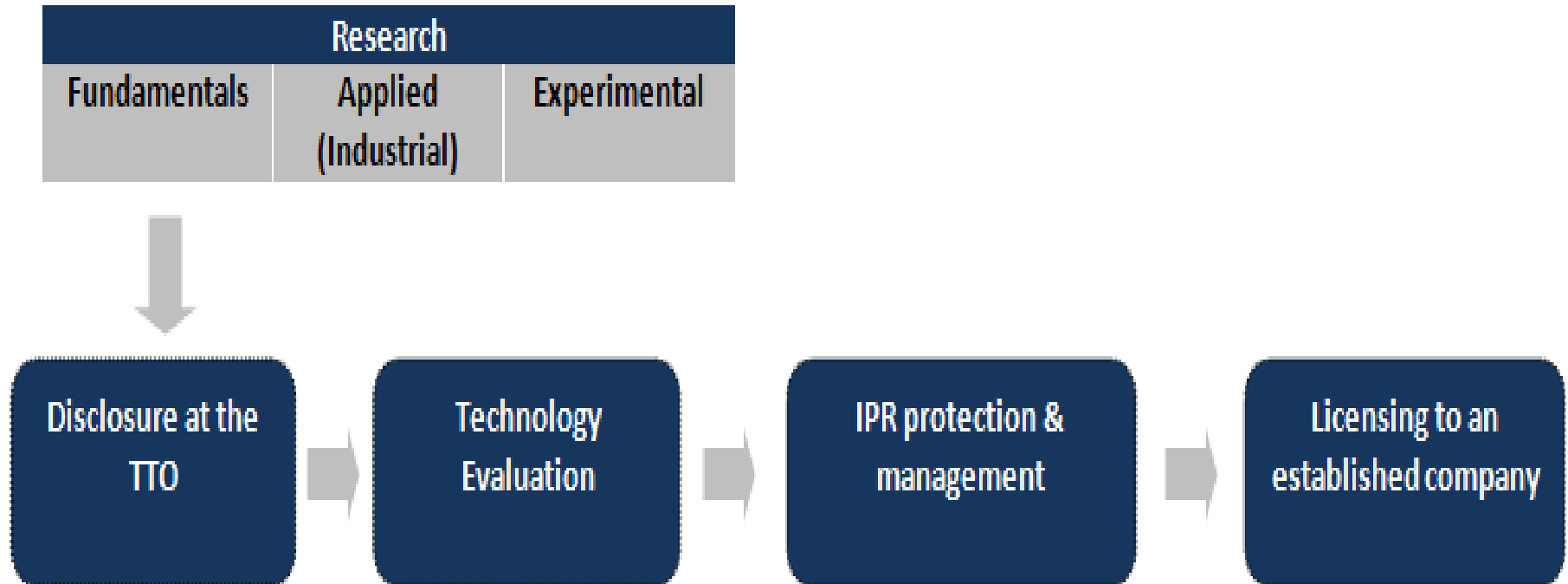


Investors



Services







## Education & Services for Innovation

- Influencing Curriculum to drive innovation
- Educating businesses on the principles of innovation (strategy, product, service, packaging, lean innovation)
- Legal Accelerators focusing on MSMEs & Startups
- Leverage the internet as a channel for branding, exposure and selling online



# Stay in Touch

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