

منشآت
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الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Report on Initiative Results

"From Idea to Market"

Boot Camp

25 – 28 Nov 2024

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About "From Idea to Market" Boot Camp

The "**From Idea to Market**" camp is an intensive four-day training program aimed at empowering entrepreneurs to transform their innovative ideas into marketable products. The camp focuses on equipping participants with the tools and strategies necessary to understand customer needs, design a Business Model Canvas (BMC), define the value proposition, and develop **prototypes** and a Minimum Viable Product (MVP). The camp seeks to build a practical and knowledge-based foundation that enables entrepreneurs to take actionable steps toward successfully launching their projects.

- **Date and Time:** The event will take place over **four** days from December **25** to **28**, from **2:00 PM to 5:00 PM**.
- **Location:** Riyadh, Innovation Center.
- **Target Audience:** Entrepreneurs and innovators looking to transform their ideas into successful tech projects.
- **Number of Attendees:** **20** entrepreneurial ideas or projects.
- **Hospitality:** Hot beverages (tea and coffee), biscuits, and small pastries.
- **Promotion:** An announcement post about the training camp will be shared on social media, and a registration form will be created to filter applicants and maintain control over attendance criteria. Marketing campaigns will also be conducted via email, WhatsApp, and by contacting incubators and accelerators in the region to provide us with interested startups.



Details of the "From Idea to Market" Boot Camp

Objectives of "From Idea to Market" Boot Camp

1. Assisting participants in discovering and understanding the needs of their target customers.
2. Teaching participants how to design a Business Model Canvas (BMC).
3. Empowering participants to identify and articulate the value proposition for their customers.
4. Guiding participants in developing prototypes and viable initial products.
5. Providing participants with the essential skills to help them transform their ideas into successful projects.

Agenda of "From Idea to Market" Boot Camp

Activity	Topic	Time
1st Day	<ul style="list-style-type: none">- Introduction to Entrepreneurship and Innovation.- Customer Discovery: Methods for Understanding and Identifying Customer Needs.	2:00 – 5:00
2nd Day	<ul style="list-style-type: none">- Business Model Canvas (BMC): Components and Importance of the Business Model.- Workshop on Designing BMC for Projects.	2:00 – 5:00
3rd Day	<ul style="list-style-type: none">- Value Proposition: How to Offer Solutions that Fit Customer Needs.- Designing the Value Proposition Using the Value Proposition Canvas.	2:00 – 5:00
4th Day	<ul style="list-style-type: none">- Developing Prototypes and the Minimum Viable Product (MVP).- Hands-on Workshop: Creating a Prototype for Your Project.- Project Presentations and Providing Guidance.	2:00 – 5:00

Criteria of Beneficiaries Selection

Criteria for Selecting Beneficiaries to Ensure the Desired Benefits, such as:

- Entrepreneurs with startups or individuals working on developing innovative ideas they wish to turn into actual projects.
- The area of work for the idea or company should fall within relevant technological fields (e.g., artificial intelligence, data science, etc.).
- Willingness to develop a prototype or Minimum Viable Product (MVP).
- Ability to work within a team and interact with trainers and mentors.
- Commitment to full participation throughout the four days of the camp.

Results of the Camp Publication and Promotion



رابط المنشور



رابط المنشور



Report of the Post on the "X" Platform

Clicks on the Link

50

Impressions

٢,٠٨١

Report of the Post on the "LinkedIn" Platform

Shares

3

Impressions

٧٤٤

Likes

5

Registration and Attendance During the Camp

- Total Registrations: 29 Beneficiaries
- Number of Attendees: 16 Beneficiaries



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Thank you