

Prepared by Dr. Mohamed Soliman

ENT 624
Entrepreneurial Strategy

Introductory Lecture



Introduction

Introductory Lecture

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Entrepreneurial Strategy

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Welcome to the Master's in The Entrepreneurship Program



Welcome to a new chapter in your journey through the Master's in Entrepreneurship program. You're here because you have the drive to create change, the courage to take risks, and the mindset to turn ideas into action. This program is more than coursework. It's a launchpad to develop your leadership, understand markets, and build something real.

Remember:

- **Entrepreneurs don't wait for opportunity—they create it.**
- Failure is not the end—it's feedback.
- **The network you build now could shape your future.**
- Build something that matters.



Biography of Lecturer

2020 to Present **Lecturer**

Faculty of leadership and innovation, Midocean

2020 to 2026 **Senior Lecturer**

Business Innovation Department, Prince of Songkla University, Thailand

2015 to 2019

Research Fellow /Teaching Assistant

School of Management, USM, Malaysia

2004 to 2014

Teaching Assistant / Lecturer

Faculty of Business, Economics and Information Systems. Misr University for Science and Technology (MUST), Egypt



Biography of Lecturer

PhD in Technology Management

School Of Management (SOM), Universiti Sains Malaysia (USM), Malaysia

USM is No. 146 QS World University Ranking, 2025

The medium of study is English

Master of Business Administration

College of Postgraduate Studies, Arab Academy for Banking and Financial Science (AABFS), Egypt

The medium of study is English. Grade: Excellent (Honors)

Bachelor of Business Administration degree (Honors)

Faculty of Business and Economics, Misr University for Science and Technology (MUST), Egypt

The Medium of study is English. Grade: Excellent with Honors (CGPA 4.3)



Biography of Lecturer

Tutorial

Entrepreneurship Fundamentals	Operations Research in Management
Entrepreneurial Strategies	Materials Management
Entrepreneurial Financing	Operations Management
Business Forecasting in a Digital Age	Business Research Methods
Generative AI applications for Business learners	Principles of Mathematics for Business
Technological Innovation in Service & Manufacturing	Financial Mathematics
Disruptive Technologies in Business	Descriptive Statistics
Data Visualization	Applied Statistics



Awards

Delivering Excellence with Soul Award from MAJLIS PERSADA KENCANA, Universiti Sains Malaysia (USM).

Three-Minute Thesis (3MT) Competition, 34th Postgraduate Colloquium, School of Management, USM.

Poster Presentation Competition, 34th Postgraduate Colloquium, School of Management, USM.

Certificate of Graduation for Speechcraft, Bayan Baru Toastmasters Club, Penang, Malaysia.

Biography of Lecturer

List of Publications

Ali, R.A., Soliman, M.*, Weahama, M.R. et al. (2025). Investigating continuous intention to use metaverse in higher education institutions: a dual-staged structural equation modeling-artificial neural network approach. <i>Smart Learn. Environ.</i> 12, 3 (2025). https://doi.org/10.1186/s40561-024-00357-y	Scopus (CiteScore 17.4) <i>Top 10% in Computer Sciences and Education</i> WOS (IF 6.7)	Q1 Q1
Soliman, M.*, Ali, R.A., Khalid, J. et al. (2024). Modelling continuous intention to use generative artificial intelligence as an educational tool among university students: findings from PLS-SEM and ANN. <i>J. Comput. Educ.</i> 12(1), 1-32. https://doi.org/10.1007/s40692-024-00333-y	Scopus (Citescore 14.5) <i>Top 10% in Computer Sciences and Education</i> WOS (IF 4.3)	Q1 Q1
Soliman, M., & Karia, N.* (2025). Investigating ERP Readiness Enablers and Inhibitors Among Egyptian Higher Education Institutions. <i>Global Business Review</i> , 22(2),1-19. https://doi.org/10.1177/0972150920988652 [PhD Thesis]	Scopus (CiteScore 7.1) WOS (IF 2.5)	Q1 Q3
Soliman, M.*, Ali, R.A., Noipom, T. (2025). Unlocking AI-Powered Tools Adoption among University Students: A Fuzzy-Set Approach. <i>Journal of Information and Communication Technology.</i> 24(1). https://doi.org/10.1186/s40561-024-00357-y	Scopus (Citescore 3.3) WOS (IF 1.0)	Q1 Q4



Soliman, M.*, Assalihee, M., Mahmud, I., & Ali, R. (2024). Predicting Continuous Intention to Use e-Learning Platforms among University Students: An Integrated Model. <i>International Journal of Information and Education Technology</i> , 14(12), 1724-1733. https://doi.org/10.18178/ijiet.2024.14.12.2203	Scopus (Citescore 3)	Q3
Hassama, A., Soliman, M.*, & Noipom, T. (2024). Antecedents of Individuals' Switching Intention to Adopt Sharia Compliance in Fintech Transactions among Generation Y: A Case of Thai Southern Borders Provinces. In <i>2024 ASU International Conference in Emerging Technologies for Sustainability and Intelligent Systems (ICETISIS)</i> (pp. 796-800). IEEE. https://doi.org/10.1109/ICETISIS61505.2024.10459354	Scopus Proceeding	-
Tawalbeh, A., Elsharqawy, M., & Soliman, M.* (2024). Exploring the Drivers of University Students' Engagement of Online Learning Platforms Among Non-Native Arabic Speakers: A Case of Thailand's Southern Border Provinces. In <i>2024 ASU International Conference in Emerging Technologies for Sustainability and Intelligent Systems (ICETISIS)</i> (pp. 718-722). IEEE. https://doi.org/10.1109/ICETISIS61505.2024.10459348	Scopus Proceeding	-
Hayeemad, M., & Soliman, M.* (2024). Explaining Consumer Purchase Intention of Halal Cosmetics among Generation Y Consumers: A Case in Thailand's Southern Border Provinces. <i>International Journal of Academic Research in Business and Social Sciences</i> , 14(1), 3171-3193. http://dx.doi.org/10.6007/IJARBS/v14-i1/19851	ERA	-
Hayeemad, M., & Soliman, M. S. M.* (2024). Modelling Halal Cosmetics Purchase Intention among Millennial Female Consumers. <i>International Journal of Research and Innovation in Social Science</i> , 8(2), 601-615. https://dx.doi.org/10.47772/IJRISS.2024.802040	ERA	-
Soliman, M., & Noorliza, K.* (2023). Adopting enterprise resource planning (ERP) in higher education: A SWOT analysis. <i>International Journal of Management in Education</i> , 16(1), 20-39. https://doi.org/10.1504/IJMIE.2022.119681	Scopus (CiteScore 1.6)	Q3
Soliman, M., Ali, R.A., Khalid, J., Mahmud, I., Assalihee, M. (2023). Modeling the Continuous Intention to Use the Metaverse as a Learning Platform: PLS-SEM and fsQCA Approach. In: Al-Sharafi, M.A., Al-Emran, M., Tan, G.W.H., Ooi, K.B. (eds) <i>Current and Future Trends on Intelligent Technology Adoption. Studies in Computational Intelligence</i> , vol 1128. (pp. 41-62). Springer, Cham. doi.org/10.1007/978-3-031-48397-4_3	Scopus (CiteScore 2.0)	Q4
Soliman, M. S. M.*, Nuh, R., Hayeemad, M., Hama, I., Islam, M. (2023). A study on BIS readiness among Thai SMEs focusing BIS enablers and inhibitors. <i>Malaysian Journal of Information and Communication Technology</i> , 8(1), 19-31. https://doi.org/10.53840/myjict8-1-3	Malaysian Citation Centre (MCC)	-
Soliman, M. S. M.*, & Noorliza, K. (2020). Explaining the competitive advantage of enterprise resource planning adoption: insights Egyptian higher education institutions. <i>Journal of Information Technology Management</i> , 12(4), 1-21. https://doi.org/10.22059/JITM.2020.292788.2424 [PhD Thesis]	Scopus	Q3
Soliman, M. S. M.*, Karia, N.*, Moeinzadeh, S., Islam, M. S., & Mahmud, I. (2019). Modelling intention to use ERP systems among higher education institutions in Egypt: UTAUT perspective. <i>Int. J. Sup. Chain. Mgt Vol</i> , 8(2), 429-440. http://dspace.daffodilvarsity.edu.bd:8080/handle/123456789/6016	Scopus	Q3
Islam, M. S.*, Karia, N.*, Khaleel, M., Fauzi, F. B. A., Soliman, M. S. M., Khalid, J., ... & Mamun, M. A. A. (2019). Intention to adopt mobile banking in Bangladesh: An empirical study of emerging economy. <i>International Journal of Business Information Systems</i> , 31(1), 136-151. https://doi.org/10.1504/IJBIS.2019.099530	Scopus	Q2



Khalid, J.*, Ram, B. R., Soliman, M., Ali, A. J., Khaleel, M., & Islam, M. S. (2018). Promising digital university: a pivotal need for higher education transformation. <i>International Journal of Management in Education</i> , 12(3), 264-275. https://doi.org/10.1504/IJMIE.2018.092868	Scopus	Q3
Islam, S., Karia, N.*, Bin Ahmad FAUZI, F., & Soliman, M. S. M. (2017). A review on green supply chain aspects and practices. <i>Management & Marketing</i> , 12(1), 12-36. https://doi.org/10.1515/mmcks-2017-0002	Scopus	Q3
Soliman, M., & Karia, N*. (2017). Antecedents for the success of the adoption of organizational ERP among higher education institutions and competitive advantage in Egypt. <i>Engineering, Technology & Applied Science Research</i> , 7(3), 1719-1724. https://doi.org/10.48084/etasr.1113	ISI Web of Science (EMCI)	-
Karia, N., & Soliman, M*. (2017). Factors affecting enterprise resource planning (ERP) systems adoption among higher education institutions in Egypt. <i>International Journal of Advanced and Applied Sciences</i> , 4(5), 144-151. https://doi.org/10.21833/ijaas.2017.05.025 [PhD Thesis]	ISI Web of Science (EMCI)	-
Soliman, M.*, & Karia, N.* (2016, March). Enterprise resource planning (ERP) systems in the Egyptian higher education institutions: Benefits, challenges and issues (pp. 1935-1943). In <i>International Conference on Industrial Engineering and Operations Management, Kuala Lumpur, Malaysia, March 8-10, 2016</i> . http://ieomsociety.org/ieom_2016/pdfs/557.pdf [PhD Thesis]	Scopus Proceeding	-
Soliman, M., & Karia, N.* (2021). Role of Resource-based View in Predicting ERP Perceived Value: Higher Education Perceptions. <i>Journal of Technology Management and Business</i> , 8(1), 10-19. Retrieved from https://penerbit.uthm.edu.my/ojs/index.php/jtmb/article/view/7491 [PhD Thesis]	MY CITE (Malaysian Citation Index)	-
Soliman, M.*, Karia, N., Moeinzadeh, S., Fauzi, F. B. A., & Islam, M. S. (2017). Towards an understanding of the behavior intention and benefits to use enterprise resource planning systems among higher education institutions' end-users in Egypt: The role of readiness for change (pp. 683-693). In <i>12th Asian Academy of Management International Conference</i> , Penang, Malaysia, October 6-9, 2017.	-	-
Islam, M. S., Karia, N.*, Soliman, M. S. M., Fouji, M. H., Khalid, J., & Khaleel, M. (2017). Adoption of mobile banking in Bangladesh: a conceptual framework. <i>Review of Social Sciences</i> , 2(8), 01-08. https://doi.org/10.18533/rss.v2i8.109	-	-
Soliman, M.*, & Karia, N. (2015). Enterprise resource planning (ERP) system as an innovative technology in higher education context in Egypt. <i>International Journal of Computing Academic Research (IJCAR)</i> , 5(4), 265-269. [PhD Thesis]	-	-
Soliman, M., & Karia, N. (2015). Higher education competitive advantage: enterprise resource planning systems. <i>International Journal of Research in Management & Technology (IJRMT)</i> , 5(5), 380-384. [PhD Thesis]	-	-
Soliman, M., & Karia, N. (2015). Enterprise resource planning systems in higher education context: Functionalities and characteristics. <i>International Journal of Innovative Research in Science, Engineering and Technology</i> , 4(11), 10408-10413. https://doi.org/10.15680/IJIRSET.2015.0411011 10408 [PhD Thesis]	-	-

Biography of Lecturer

Google Scholar

Review affiliation
Help colleagues find you

REVIEW

Add co-authors
We have co-authors suggestions

ADD



Dr. Mohamed Soliman Mohamed Soliman

FOLLOWING

Prince of Songkla University (PSU)

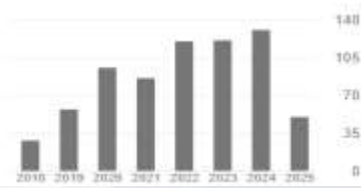
Verified email at psu.ac.th

Technology Management MIS Operations Management Learning Management Syst...
Business Analytics

TITLE	CITED BY	YEAR
Investigating ERP readiness enablers and inhibitors among Egyptian higher education institutions M Soliman, N Kuria Global Business Review 26 (1), 221-239	5	2025
Unlocking AI-Powered Tools Adoption among University Students: A Fuzzy-Set Approach TN Mohamed Soliman, Reham Adel Ali, Imran Mahmud on and Communication Technology 24 (1), 1-28	2	2025

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779	15	16	230	7	64	4	660	579	14



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Documents

7

h-index



Biography of Lecturer

Research Grants

1. **Survey of Perceived Value of Business Intelligence Systems and Organizational Performance in SMEs: A Case Study of Southern Border Provinces of Thailand.** Source: Knowledge Research Scholarship 2024, Prince of Songkla University (PSU). *(Ongoing till August 2025)*
2. **Modelling Emotional Intelligence and Job Performance among Secondary Schools' Administrators in Thailand's Southern Border Provinces: Transformational Leadership and Self-efficacy as Mediators.** Source: National Research Council of Thailand (NRCT), Scholarship for research work development of new generation professors for the years 2023 – 2025. *(Ongoing till April 2025)*
3. **Predicting Factors Influencing Intent of Cultural Tourists in Southern Border Provinces of Thailand: An Integrated Model.** Source: National Budget, Fundamental Fund (FF) Year 2023/2024. *[Completed]*
4. **Technology in Tourism to Achieve the Sustainable Development Goals (SDGs): Explore visitors' perspectives on contactless technology in the age of COVID-19 and smart hospitality.** Source: National Budget, Fundamental Fund (FF) Year 2023/2024. *[Completed]*
5. **Predicting purchase intent of halal cosmetic products for Gen Y women: a case study in the southern border provinces of Thailand.** Source: National Budget, Fundamental Fund (FF) Year 2023/2024. *[Completed]*
6. **Model of Students' Continuous Intention in Using E-Learning Platforms During and After COVID-19: The Case of a University's Islamic Studies Program in the Southern Border Provinces of Thailand.** Source: Develop new researchers in 2023, Prince of Songkla University (PSU). *[Completed]*
7. **A study of millennial consumers' intentions in choosing Halal cosmetics in the southern border provinces of Thailand.** Source: Faculty of Islamic Sciences Research Fund 2022, Prince of Songkla University (PSU). *[Completed]*

Biography of Lecturer

Volunteering Activities

- Associate Reviewer, Interdisciplinary Journal of Information, Knowledge, and Management (IJKM), Informing Science Institute (2022–ongoing), USA.
- Moderator, International Conference on Islam in Malay World (ICON-IMAD), 2024, PSU, Thailand.
- Commentator, International and National Conference on Business Administration and Accountancy (INCBA 2024), 22–23 February 2024, Hatyai, Thailand.
- Presenter, AI Game Changer Seminar, Faculty of Islamic Sciences, February 28, 2024, Pattani campus.
- Assessor, Showcasing Brilliance, February 27, 2024, Faculty of Islamic Sciences, Pattani campus.
- Presenter, UTM-PSU Seminar at the PSU administration office, May 9, 2024, Pattani campus.
- Commentator, International Conference on the Quality of Halal Industry (World HAPAX 2023), 14 July 2023, Hatyia, Thailand
- Facilitator, Mini SEEDS Thailand, 2024, Prince of Songkla University (PSU), Thailand.
- Facilitator, Mini SEEDS Thailand, 2023, Prince of Songkla University (PSU), Thailand.
- Facilitator, Mini SEEDS Thailand, 2022, Prince of Songkla University (PSU), Thailand.
- Session Chairperson and Reviewer at UUM - PSU Symposium (March 2022).
- Executive Member of Colloquium 34th (2017), SOM, USM, Malaysia.
- Committee member of 5th ASEAN Future Leaders Summit (AFELES) 2017, USM, Malaysia.
- Participant and presenter of the AAMC (2017) conference, Penang, Malaysia.
- Participant in Malaysia Three-Minute Thesis Competition (2017) at Dewan Budaya, USM, Penang.
- Participant and presenter of IEOM (2016) conference, Kuala Lumpur, Malaysia.
- Committee member of Colloquium 33rd (2016), USM, Malaysia.
- Participant of Colloquium 32nd (2015), SOM, USM, Malaysia.
- Participant of Colloquium 31st (2014), SOM, USM, Malaysia.
- Participant in Symposium (2013), SOM, USM, Malaysia.

College of Entrepreneurship and Innovation

The College of Entrepreneurship and Innovation at Midocean University was established in 2022. It aims to provide the knowledge and skills necessary to distinguish in the world of institutional and social entrepreneurship. The college offers a bachelor's degree in entrepreneurship and innovation and a master's degree in entrepreneurship.

The Master of Entrepreneurship is an outstanding, exciting program that leverages your skills to lead innovation, acquire negotiations, leadership skills, and apply design thinking to drive long-term career progression, improve business productivity, and global competitiveness.

This program is designed with a clear focus on the development of practical skills and opportunities for the application of knowledge to real-life organizational situations, aiming to generate value and drive sustainable economic, social, technological, and organizational development.

Processes and mindsets central to entrepreneurship and innovation that are created throughout this program are equally important to new and early-stage ventures, and within existing organizations.

ENT 624 Entrepreneurial Strategy

Credit Hours: 3 credit hours

- This course emphasizes how entrepreneurial strategy focuses on creating structural change or responding to change that is induced externally.
- It also covers Grabber-holder dynamics as an analytical framework for developing entrepreneurial strategy, which in turn increases success in creating and shaping the diffusion of new technology or product innovation dynamics.
- It includes modeling, case studies, and a term project.
- This course provides a strategy framework for growth entrepreneurship.
- It is particularly focused on helping students create a sustainable competitive advantage and understand how to do so in the early uncertain stages of a startup.

Course Learning Outcomes (CLOs): On successful completion of the course, students will be able to:

CLO1: Analyze market opportunities and develop innovative business models to address unmet needs in diverse industries.

CLO2: Formulate competitive strategies that leverage unique value propositions and sustainable differentiation.

CLO3: Evaluate financial and operational risks associated with entrepreneurial ventures and propose mitigation strategies.

CLO4: Design scalable growth strategies for startups, including market entry and expansion plans.

CLO5: Apply strategic frameworks to real-world entrepreneurial challenges through case studies and simulations.

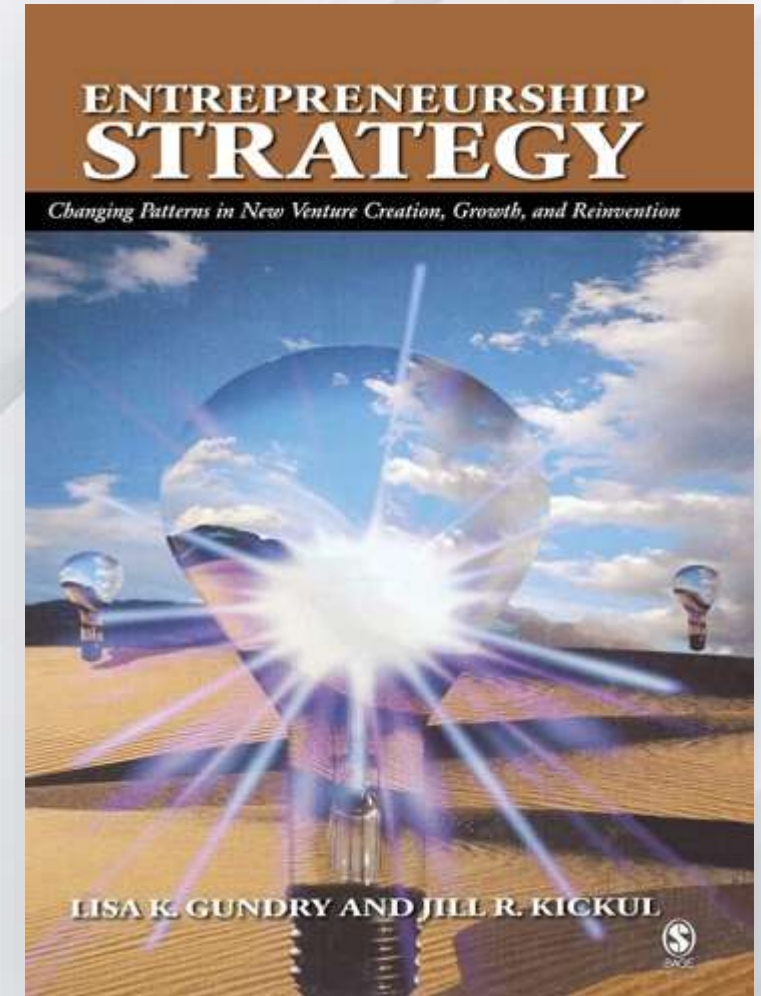
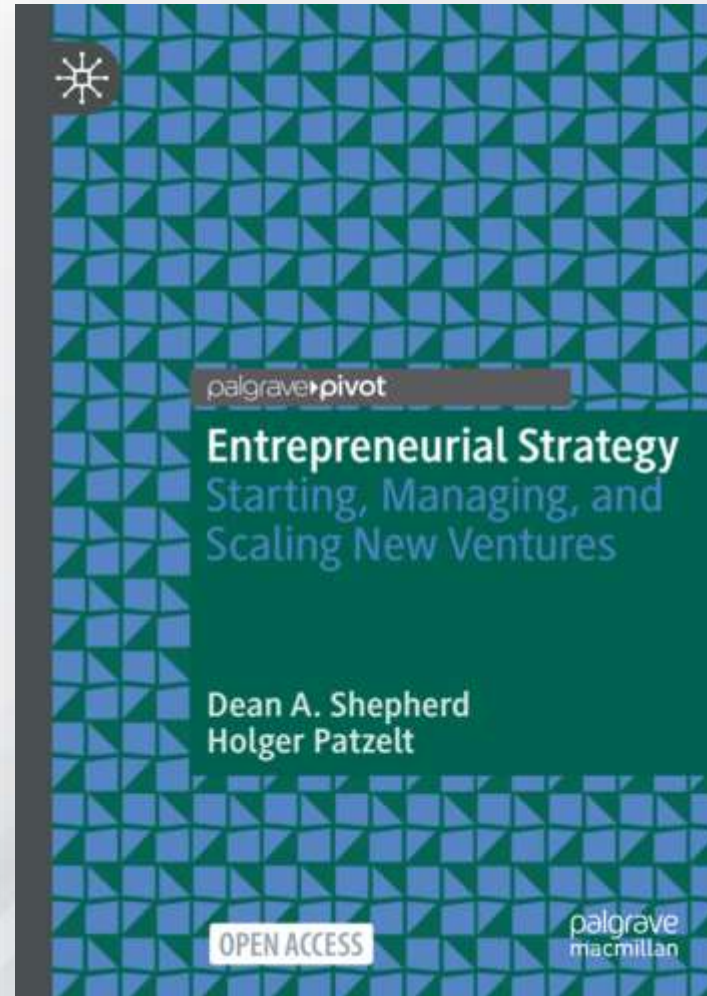
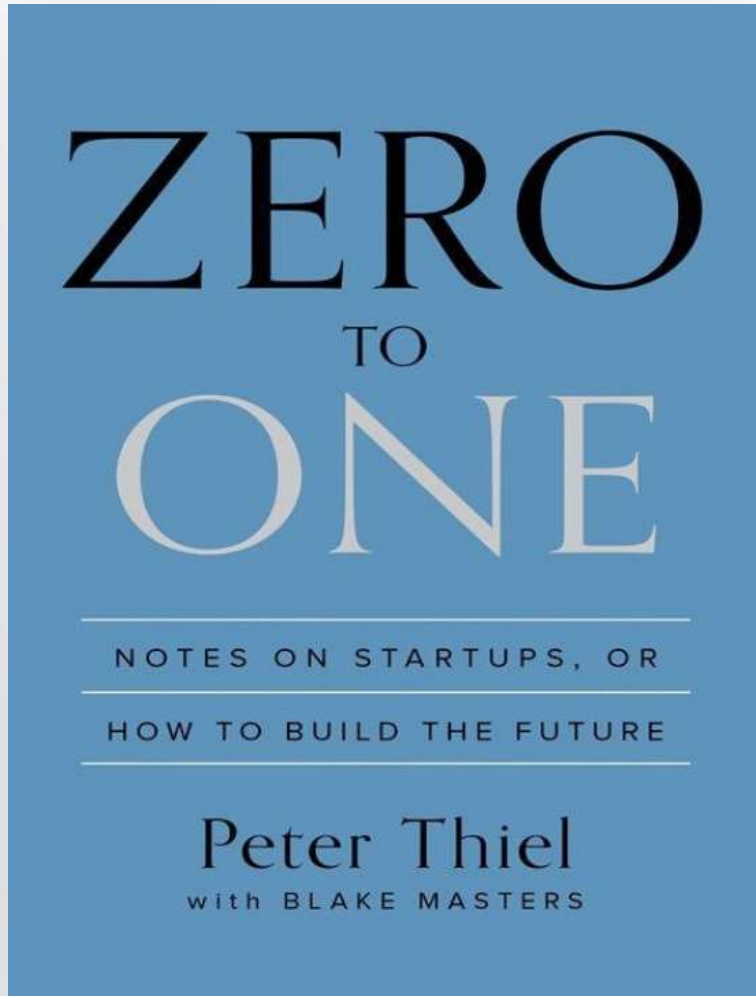
CLO6: Communicate entrepreneurial strategies effectively through case studies and written plans.

List of some relevant roles suitable for entrepreneurship and innovation:

- **Founder**
- **Co-Founders**

1. Innovation Project Manager
2. Entrepreneurship Consultant
3. Innovation Marketing Manager
4. Creative User Experience Designer
5. Social Innovation Researcher
6. Business Incubator Coordinator
7. Innovation Project Coordinator
8. Innovative Business Development

Course Material Textbooks



Study Plan (Lecture)

Week	Topics
0	Introductory lecture 
1	Introduction to Entrepreneurial Strategies
2	Identifying Market Opportunities
3	Lean Startup Methodologies
4	Business Model Design
5	Market Entry Strategies
6	Strategic Pivoting and Competitive Positioning
7	Strategic Plan Outline
8	Risk Management in Entrepreneurship
9	Managing New Ventures
10	Strategies for Growth and Scaling Using AI
11	Revision
12	Final Exam

Assessment

items	Marks
10 x Quizzes (quiz = 8 marks)	80
Final Exam	20

100.00	100.00	100.00
99.00	100.00	99.00
94.00	100.00	97.00
93.00	99.00	97.00
91.00	96.00	96.00
89.00	96.00	96.00
89.00	96.00	92.00
89.00	95.00	90.00
88.00	95.00	89.00
84.00	94.00	86.00

A STUDENT'S TUTORIAL · EXTENDED EDITION

Entrepreneurship

A guided tour — with four topics up close

Why we study it, the types of entrepreneurs, the careers it opens, and the leaders shaping Egypt, Saudi Arabia and the Gulf — with an Arabic translation in every slide's notes.





AT A GLANCE

The eight topics — four in focus



1 • Why study it ★

The value of studying entrepreneurship



2 • Economic engine

How ventures drive development



3 • MENA context

Opportunities & constraints



4 • Traits & skills

Characteristics that can be built



5 • Types of founders ★

Twelve kinds of entrepreneur



6 • Personal qualities

Twenty developable traits



7 • Careers ★

Twenty paths after study



8 • Role models ★

Egypt, Saudi Arabia & the Gulf

★ = covered in greater depth



TOPIC 1 · IN FOCUS

Why study entrepreneurship?

It explains how opportunities become viable organisations that create economic and social value — joining finance, marketing, strategy, operations, innovation and ethics that are usually taught apart.

The payoff reaches beyond founding a company



Employees

Build products, improve processes, lead internal innovation.



Policymakers

Judge business-support programmes and design incentives.



Investors

Evaluate teams, markets and risk before committing capital.



Students

Tell a compelling story from credible commercial evidence.



TOPIC 1 · IN FOCUS

It connects decisions we teach apart

Entrepreneurs integrate several disciplines in a single decision — pricing a product is at once a finance, marketing and operations choice.



Finance



Marketing



Strategy



Operations



Innovation



Ethics



Integrate, don't isolate

Studying these together builds judgement no single course provides — which is exactly what running a venture demands.



TOPIC 1 · IN FOCUS

Durable skills — and an honest view

Skills you develop



Problem-solving



Communication



Negotiation



Teamwork



Financial literacy



Experimentation



Do not romanticise it

Study the costs too — uncertainty, workload, opportunity cost and financing duties, and the real chance of failure.



A well-judged “no” counts

Deciding not to launch an unsuitable venture can be as valuable as launching a good one.



QUICK CHECK · TOPIC 1

Test your thinking



Question

“Entrepreneurship courses are only useful if you plan to start a business.” True or false — and why?



One strong answer

False. Entrepreneurial thinking helps employees innovate inside firms, helps investors judge teams and risk, and helps policymakers design support. It also teaches everyone to separate a good story from credible evidence — and, importantly, when NOT to launch. The skill is transferable well beyond founding.



TOPIC 2

An engine of economic development

Identifying opportunities, mobilising resources and creating value — through new ventures or by transforming existing ones.



Jobs

Direct and indirect — but results are uneven.



Competition & renewal

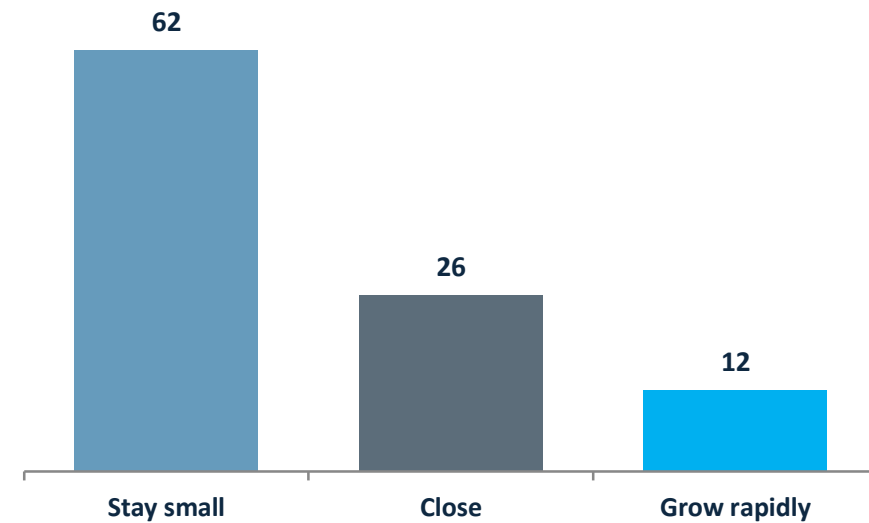
Schumpeter's "creative destruction".



Exports & diversification

Conditional on quality & institutions.

Typical firm outcomes (illustrative)





TOPIC 3

Entrepreneurship in MENA

The region is not one economy — diversifying economies (Egypt, Jordan, Morocco, Tunisia) differ from high-income Gulf states (Saudi Arabia, UAE, Qatar, Kuwait, Bahrain, Oman).



Egypt

Large market: fintech, logistics, health, food — amid inflation & financing gaps.



Saudi Arabia

Vision 2030: tourism, digital, renewables — with strong ecosystem support.



Shared agenda

Fix regulation, early finance, inclusion & cross-border access.



A caution on labels

Saudi Arabia is not “developing” simply because it is in MENA — its priorities are diversification and economic transformation.



TOPIC 4

Characteristics — and how skills develop

No single personality — but several qualities recur, and all can be built.



Opportunity
recognition



Calculated risk



Resilience



Customer empathy



Learning from
evidence



Ethical judgement



Adaptability



Initiative



Built, not just born — run a skills audit

Identify current challenges → assess capability gaps → select training or advisers → evaluate by business results → repeat. Risk means calculated experiments; resilience includes knowing when to pivot or stop.



TOPIC 5 · IN FOCUS

Types of entrepreneurs (1–6)

There is no single classification — group founders by their goals, behaviour, innovation level and scale.



Small-Business

1

Local market — income & independence.



Scalable Start-up

2

Built to grow fast, often venture-backed.



Innovative

3

New products, methods or models; R&D.



Imitative

4

Adapt a proven idea to a new market.



Social

5

Solve social/environmental problems, sustainably.



Lifestyle

6

Support a chosen way of living over scale.



TOPIC 5 · IN FOCUS

Types of entrepreneurs (7–12)



Serial

7

Several ventures over time; carries lessons.



Intrapreneur

8

Entrepreneurial inside a firm's resources.



Necessity

9

Starts from limited job options.



Opportunity

10

Launches on a spotted market gap.



Franchise

11

Proven brand & system — fees and rules.



Digital

12

Internet-centred: e-commerce, apps, content.



TOPIC 5 · IN FOCUS

Which type are you? Four questions



Goal?

Income, growth, impact or lifestyle.



Behaviour?

Opportunity-driven or necessity-driven.



Innovation?

Genuinely new, or an adapted idea.



Scale?

Local, national or global ambition.



Most founders blend types

A single venture can be scalable, innovative and digital at once. Your answers also set the fair test of success — profit, growth, or social impact.



TOPIC 5 · IN FOCUS

Types in the real world



Careem

Scalable + Digital — ride-hailing to super-app.



Fawry

Innovative + Digital — new e-payments model.



A local café

Small-Business + Lifestyle — serves its area.



Vezeeta

Opportunity + Digital — booking healthcare.



A franchise branch

Franchise — proven brand and system.



A recycling venture

Social — impact with a sustainable model.



TOPIC 7 · IN FOCUS

Careers — far beyond founding

An entrepreneurship program opens roles in start-ups, established firms, banks, investment, government, universities and development bodies — twenty roles across six families.



Found & Build



Advise & Analyse



Finance & Invest



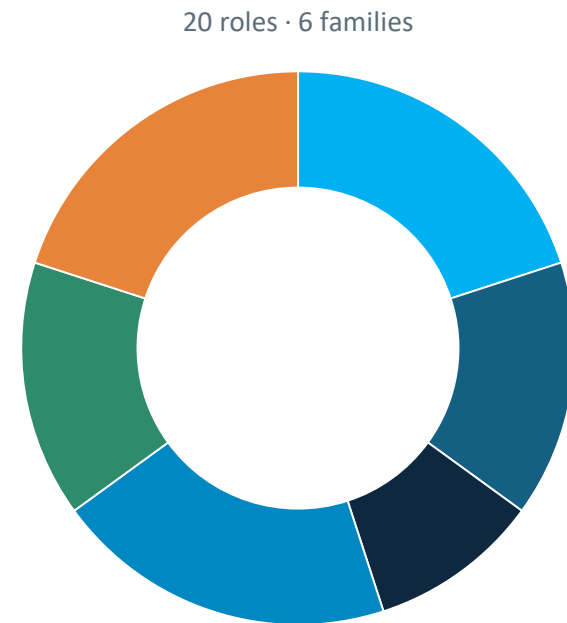
Grow & Market



Innovate & Enable



Operate & Impact





TOPIC 7 · IN FOCUS

Twenty roles, and a real journey



Found & Build

Owner · co-founder · franchise · freelance/digital



Grow & Market

Business development · sales & marketing · product



Advise & Analyse

Consultant · business analyst



Innovate & Enable

R&D · intrapreneur · incubator · trainer



Finance & Invest

VC analyst · SME finance · banking RM



Operate & Impact

Project · supply-chain · social · government



BizDev exec

→ Product manager

→ Founds a tech company

TOPIC 7 • IN FOCUS



Three roles up close



Business Development Executive

Find clients and partnerships, prepare proposals, research markets, negotiate deals, grow revenue.



Product Manager

Understand customer problems, define features, test prototypes, act on feedback, track performance.



Investment Analyst / VC Associate

Review business plans, study markets and teams, run due diligence, write investment reports.



Common thread every role rewards customer insight, evidence and clear communication — the core of entrepreneurship study.



TOPIC 7 • IN FOCUS

Get employable — skills & practice



Business planning



Financial analysis



Digital marketing



Sales & negotiation



Market research



Presentation



Data & spreadsheets



Technology & AI



Practice beats theory

Build real experience through internships, part-time work, university incubators, competitions, volunteering, or launching a small project.



TOPIC 8 · IN FOCUS

Famous entrepreneurs — 2026

“Most famous” is subjective — founders, group builders and investors all qualify. Some are citizens of the country shown; others built major businesses there or anchor its ecosystem.



Group builders

Large diversified groups & investors.



Start-up founders

Technology & platform ventures.



Investors & enablers

Funds, VCs and ecosystem champions.



Photo-ready profile cards

Each leader appears as a monogram card. The round frame is sized to drop in a published photograph (newspaper or official source); the next five slides cover Egypt (×2), Saudi Arabia, the UAE, and the wider Gulf.



TOPIC 8 · EGYPT

Egypt — large-scale builders



EG

Naguib Sawiris

Orascom

Telecoms · Investment

Built Orascom telecom & investment groups; active in real estate, mining and tech.



EG

Nassef Sawiris

Orascom Construction

Construction

Construction, engineering and major international investments.



EG

Mohamed Mansour

Mansour Group

Autos · Retail

Grew a family firm into a multinational across autos, retail and logistics.



EG

Ashraf Sabry

Fawry

Fintech

Led Fawry, a leading e-payments company widening digital finance.



TOPIC 8 · EGYPT

Egypt — the start-up generation



EG

Ahmed El Alfi

Sawari Ventures · Flat6Labs

Venture capital

Backed and accelerated tech start-ups; built Egypt's VC ecosystem.



EG

Mounir Nakhla

Halan

Fintech · Mobility

Founded Halan, a major fintech & mobility platform.



EG

Omar Gabr

Breadfast

Consumer · Delivery

Tech-enabled food & delivery — consumer-tech growth in Egypt.



EG

Dina Sherif

Impact investing

Social enterprise

Champion of social entrepreneurship and impact investment.



TOPIC 8 · SAUDI ARABIA

Saudi Arabia — Vision 2030 leaders



SA

Prince Alwaleed bin Talal

Kingdom Holding

Global investment

One of the best-known Saudi investors — hospitality, tech, banking, media.



SA

Abdulmajeed Al-Sukhan

Tamara

Fintech (BNPL)

Co-founded Tamara, a flagship Saudi fintech start-up.



SA

Mohammed Al-Rashed

Sary

B2B e-commerce

Built Sary, connecting businesses and suppliers digitally.



SA

Hamad Al-Mowai

Jahez

Delivery · Tech

Associated with Jahez, a flagship of Saudi food-delivery growth.



TOPIC 8 · UAE

United Arab Emirates



AE

Mohamed Alabbar

Emaar · Noon

Real estate · E-commerce

Behind Emaar's landmarks and Noon, a major regional marketplace.



AE

Hussain Sajwani

DAMAC

Real estate

Founder of DAMAC, a large luxury property developer.



AE

Mudassir Sheikha

Careem

Tech · Super-app

Careem co-founder — ride-hailing to super-app; acquired by Uber.



AE

Huda Kattan

Huda Beauty

Beauty · Consumer

Built a global beauty brand from Dubai via social media.



TOPIC 8 · WIDER GULF

Qatar, Kuwait, Bahrain & Oman



QA

Hamad Al-Hajri

Snoonu

Delivery · Tech (QA)

Built Snoonu, a Qatari delivery and online-commerce platform.



KW

Mohammed Jaffar

Talabat

Delivery · Tech (KW)

Linked to Talabat — a Kuwaiti start-up turned regional platform.



BH

Hasan Fakhro

Fakhro Group

Diversified (BH)

Bahraini investment activities; a strong fintech scene nationally.



OM

Mohammed Al Barwani

MB Holding

Energy · Mining (OM)

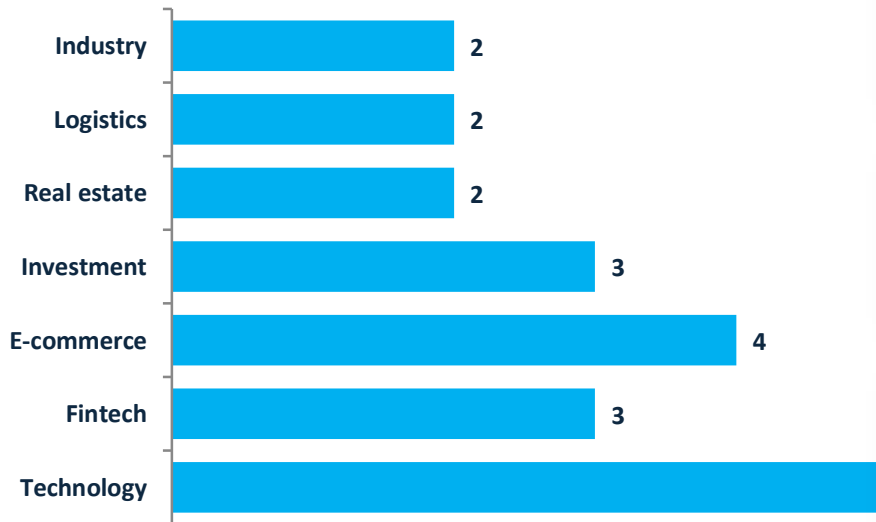
Omani entrepreneur in energy, mining and global investment.



TOPIC 8 · PATTERNS

What they represent — and teach

Featured ventures by sector



Solve a real problem



Use technology well



Know the local market



Think regionally



Manage finance carefully



Build sustainable value



IN SUMMARY

Key takeaways



A way of creating value

From ideas to viable organisations — useful whether or not you ever found a company.



Know your type

Founders differ by goal, behaviour, innovation and scale — judge success accordingly.



Many doors open

Twenty careers across founding, growth, advisory, innovation, finance and operations.



Learn from the region

Egypt, Saudi Arabia and the Gulf show local ideas becoming regional businesses.

OVER TO YOU

Discussion & next steps

✓ Which venture would you start — and who is the customer?

✓ Which type of entrepreneur are you closest to?

✓ Which of the twenty careers fits you best?

✓ Pick a role model: what one lesson will you copy?



Thank you



Thank You

