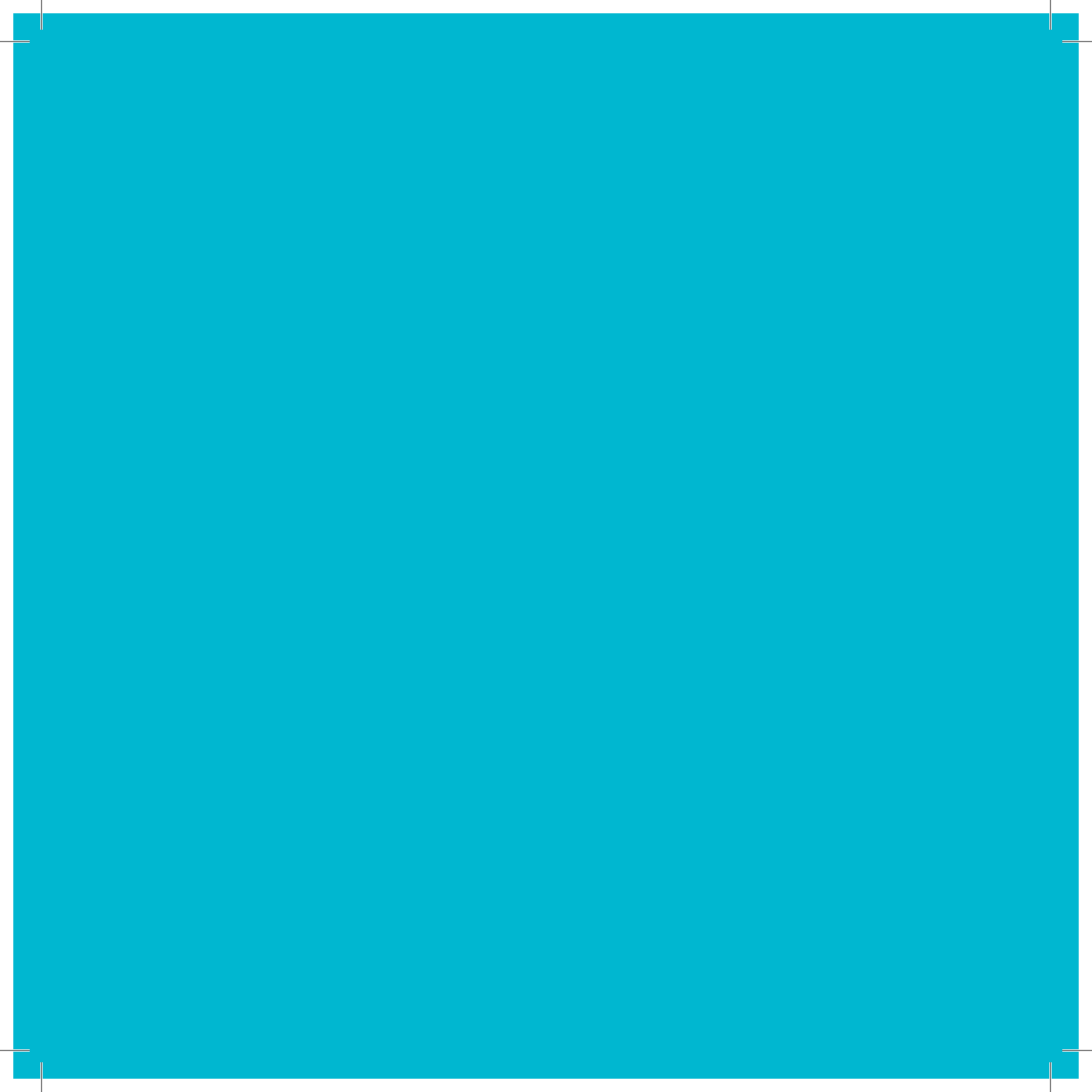




Innovation **B**usiness **T**echnology **E**ntrepreneurship and **C**reativity for the **A**rab **R**egion

INNOVATION WITHOUT LIMITS



WHO WE ARE

We are a company that is specialized in providing innovation services to companies and organizations for sustainable growth.

WHAT WE DO


We develop customized innovation programs in innovation policies structures, processes, strategies and organization culture.

Coaching, training and certification in:

- Creative & Design Thinking
- Innovation Management
- Entrepreneurship Programs
- Product Management
- Research to Innovation Strategies





 CUSTOMIZED
INNOVATION
PROGRAMS

HOW WE DO IT

INNOVATION ASSESSMENT

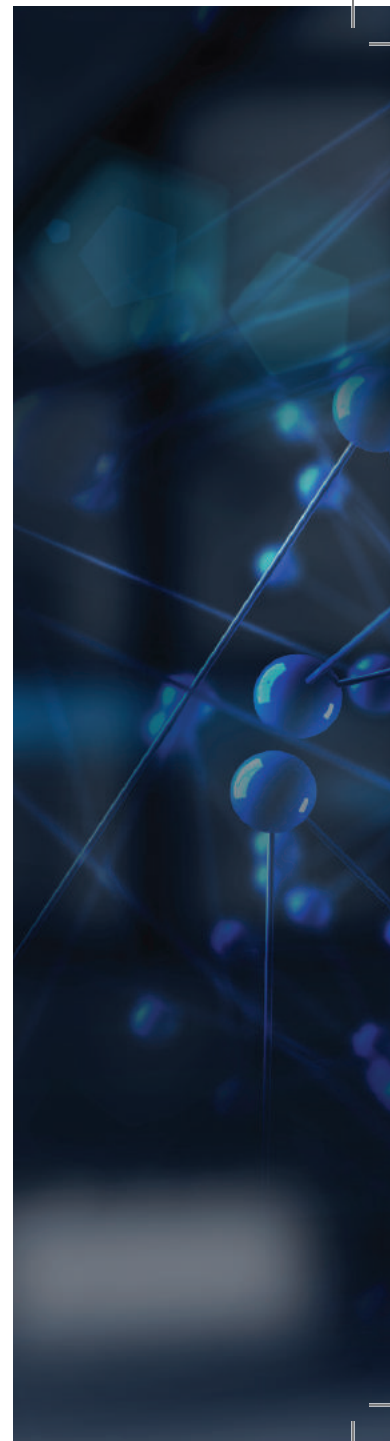
We assess companies' and organizations' situation and needs based on our **Four Innovation Barriers Model (knowledge, ability, will and support)**.

INNOVATION PROGRAM

We design customized programs, based on our **Innovation Formula** to achieve high impact and sustainable results. The programs cover our **Innovation Management Model (3Ps-2Ss Model)** policies, structures, processes, strategies and organization culture.

INNOVATION TRAINING & COACHING

We provide customized training and coaching programs based on our **Innovation Formula Model** to ensure the utilization and impact of our programs.







OUR BRAND

IBTECAR (Innovation in Arabic) and stands for:

Innovation, Business, Technology, Entrepreneurship and Creativity for the Arab Region.

Our Brand represents our beliefs about Innovation

THE COLOURS:

Blue: The sky is the limit for innovation.

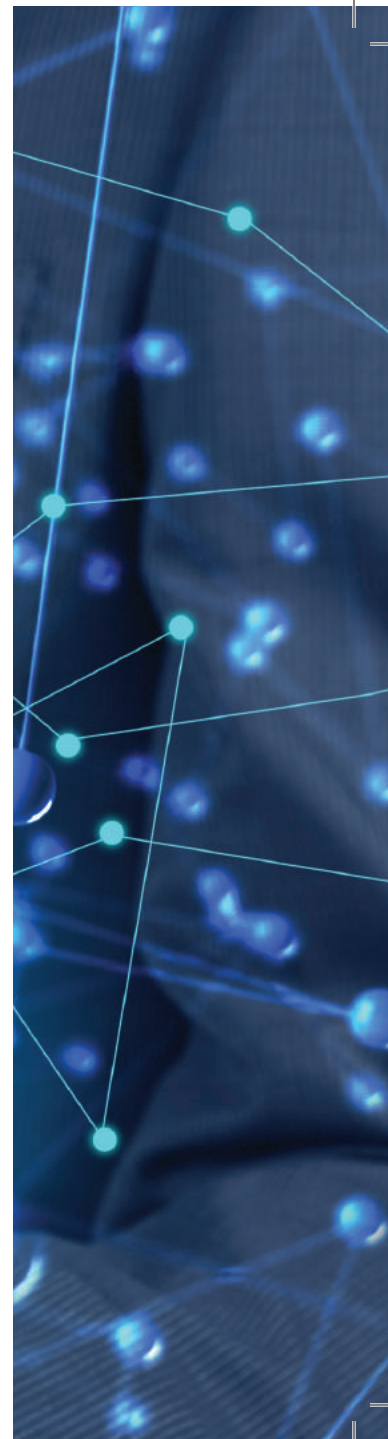
Green: The colour of nature. We believe that Innovations need nourishing and the right environment to grow like plants.

Pink: The colour pink is a result of mixing red (passion) and white (clear vision). We believe that creativity is a result of passion, having a clear vision and more interesting values. For us pink represents Innovation and creativity as a mix of different colours and views.

THE DESIGN:

The pink and blue circles in our logo are not complete, which reflects the fact that to get innovations one can start with an idea, take the risk and continue the development and the evolution as nothing is perfect.

On the other hand, the green circle is complete and small which indicates that the innovation environment should be comprehensive while building it requires small contributions. Finally the green circle is moving out of the small box towards the blue sky to generate Innovation without Limits.





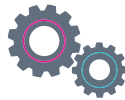
OUR INNOVATION PROGRAMS

Our Programs are developed based on our **Innovation Formula Methodology** that was developed and validated over the past 15 years based on international best practices that are adapted and customized for the Middle East culture.



Identify The
Challenges

+



Develop
The
Solution

+



Exploit
The
Results

=



Innovation







INNOVATION PROGRAMS

CHALLENGE IDENTIFICATION

Innovation & entrepreneurship program design

Validated tools for programs development that aim to capture the value of innovation and entrepreneurship within the ecosystem and organizations.

- create programs with high impact
- understand design and monitoring tools
- validate organizational role within the ecosystem

Research to Innovation

Interactive program focusing on transferring research to application through learning the structured process of innovation along with the tools that can lead to high impacts in the market and the society.

- understand the process of moving from basic to applied research
- understanding the negotiating process with partners
- conduct research with social and economic impacts





INNOVATION PROGRAMS

Design Thinking

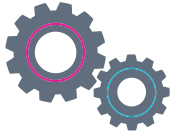
Activities-based program that focuses on using the designer's sensibility and methods in business to match people's needs with what is technologically feasible and what viable business strategy can convert into customer value and market opportunity.

- generate ideas with improved customer experience
- become more empathic innovator
- Identify challenges and solve them with teams

Customer identification tools

Proactive approach for understanding the customer needs, through creative research tools to design products that fit the customers efficiently.

- understand market and customer identification tools
- plan the market research
- conduct product customer fit



INNOVATION PROGRAMS

SOLUTION DEVELOPMENT

Ideation and creativity methods

A fun program for groups to share and learn together as it provides neutral and engaging environment to generate, incubate and evaluate ideas through various creativity tools.

- generate and evaluate original ideas
- visualize and capture ideas
- conduct creative meetings

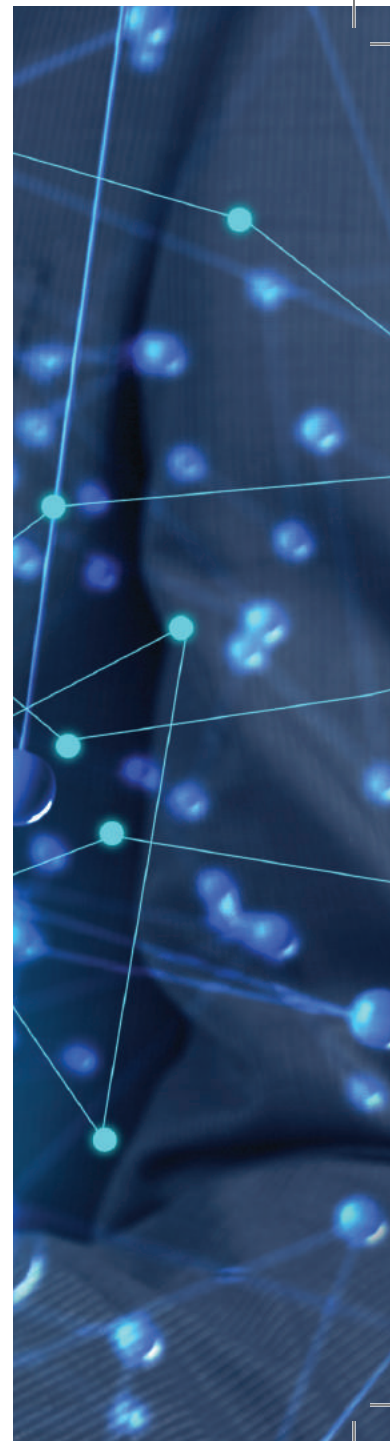
Problem solving and creative decisions

Interactive program that focuses on understanding the fundamentals of problem solving, developing critical thinking skills, and taking the right decisions in a team environment.

- define and identify the challenges
- understand problem solving techniques
- decide and manage risks of solutions



**UNDERSTANDING
PROBLEM
SOLVING
TECHNIQUES**



INNOVATION PROGRAMS

Intellectual property protection and commercialization

Unconventional approach in introducing the concepts of intellectual property rights to protect the innovations and how to commercialize the results.

- understand IP types
- negotiate technology transfer deals
- commercialize new technologies



**NEGOTIATING
TECHNOLOGY
TRANSFER
DEALS**



INNOVATION PROGRAMS

RESULT EXPLOITATION

Business model innovation

A practical program that catalyzes the development of new unique concepts and financial viability, by improving customers' values and offerings.

- create value proposition
- understand the customer segment
- create new revenue sources for organizations

Product management

A comprehensive and interactive program to manage and develop new products strategies through innovative processes that combine Stage-Gate and Lean product development.

- manage products portfolio
- develop new products
- understand customers validation principles





INNOVATION PROGRAMS

Strategic partnerships for innovation

Proactive tools to build open innovation partnerships and share visions among a network of alliances to compete in the globalized world and rapid technology progress.

- reduce partnership conflicts and improve negotiations
- lead successful strategic partnerships
- get quipped with tools for partnerships building

Innovation management

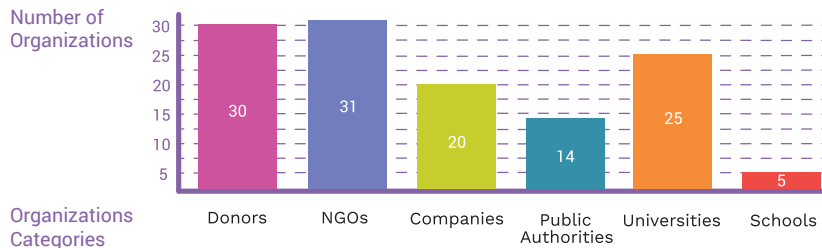
Advanced program that increases the ability of organizations to build sustainable innovation strategies through fostering cultural and process development.

- build innovation culture
- develop innovation strategies and process
- assess innovations

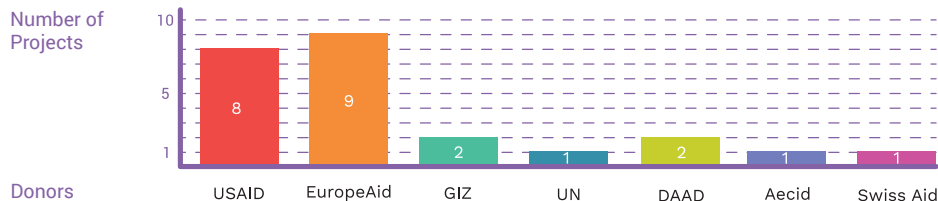
OUR ACHIEVEMENTS

Over the past few years, **IBTECAR** has managed to develop several programs for companies, SMEs, universities and public institutes. Besides that, it provided several training programs in various innovation related fields.

We worked with different clients from various sectors and with different goals



Our experience is local and international Projects
Our services are offered around MENA region in KSA, UAE, Egypt, Tunisia, Palestine and Jordan

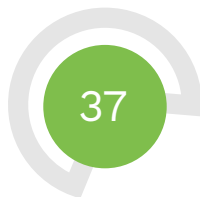




OUR OUTREACH

We shared our experience with **2200+** people in trainings and **10000+** in seminars and workshops

Activities Portfolio



Projects



Trainings



Workshops

OUR MAIN CLIENTS





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