



Oasis500 is coming to Ramallah for its 24th Entrepreneurship Training Bootcamp

August 29, 2013

**Oasis500
Bootcamp
Ramallah
Sept. 22nd - 26th**

www.oasis500.com/ramallah2013

OASIS500
www.oasis500.com

In partnership with

**مجموعة الاتصالات الفلسطينية
PALTAL GROUP**

جوال **حكاية** **Leach**

To apply: www.oasis500.com/application-form/

Training Date: 22nd – 26th of September

Location: Ramallah, Palestine

In Partnership with Paltel Group, www.paltelgroup.ps

We at Oasis500 strive to create opportunities for individuals to establish their own innovative companies in the fields of ICT, digital media and mobile applications, and provide the resources necessary to accomplish their objectives. One of our stellar offerings is Oasis500 comprehensive training boot camp that is regarded by many as the leading *entrepreneurship and business training* for ICT startups in the MENA region.

We are currently offering our *entrepreneurship training* boot camp and investments for entrepreneurs in Ramallah, Palestine, to help them pursue their dreams. The entire Oasis500 team strives to grow that seed you have planted and help develop the fruits of your success. And to help you sharpen your tools. Experts such as Dr. Usama Fayyad, Oasis500 Chairman and former EVP of Yahoo! Inc., will be leading

several of our sessions at the bootcamp, where he will be guiding you and giving you the essence of his journey in the fields of investments, entrepreneurship, ICT and starting a business.

Dr. Fayyad will be giving sessions in IT marketing, setting up your pitch deck to investors and also his perceptive on dealing with failures, and most importantly taking your startup from an early stage company to a growth stage company.

We want you to be prepared for the real life circumstances that are faced by all thriving businesses and so we challenge our entrepreneurs with real life experiences and provide a variety of comprehensive skills to truly help you excel! We also present them with real life experiences and talks.

Speakers:

Dr. Usama Fayyad, Oasis500 Chairman, former EVP of Yahoo! Inc.

Several prominent local Palestinian entrepreneurs who will be announced during the upcoming weeks.



Dr. Usama Fayyad, Chairman, Oasis500. Usama Fayyad, Ph.D. is Chairman of Oasis-500 pursuant to an appointment by King Abdullah II of Jordan in 2010 to help create a tech startup ecosystem in MENA. Oasis-500 manages a tech startup investment fund and operates an accelerator/incubator, entrepreneurship training, and angel investor network. It aims to fund/accelerate 500 Internet/Tech startups. He is Chairman of d1g.com in Jordan and Chairman & CTO of Blue Kangaroo – a personalised mobile search engine for offers based in Burlingame, CA, USA. Until 2008 he was Yahoo!'s chief data officer & Executive VP where he applied Big Data techniques to content/advertising targeting and built the world's largest group of data scientist – helping Yahoo! grow its revenues from targeting by 20x in 4 years. Yahoo! acquired his second startup (DMX Group) in 2004 after he founded his first startup, Audience Science, in 2000 (the U.S. leader on behavioral ad targeting). Usama held leadership

positions at Microsoft (95-00) and at NASA – JPL (89-95) where he pioneered BigData in Science and earned top research awards including a U.S. Government Medal in 94. He has published over 100 technical articles, holds over 30 patents, is a Fellow of both the AAAI and the ACM.

You can find the bios of the trainers [here](#).

We strongly believe in learning by doing and apply this to our entrepreneurs experience by practicing and rehearsing real world scenarios providing them with genuine development skills. Our *entrepreneurship training program* is completely diverse from any you may encounter and will leave you knowing how much closer you are to the start of a new journey.

The Oasis500 Bootcamp focuses on various aspects of the business world specifically launching ICT businesses. The typical Bootcamp *entrepreneurship training* week includes the following:

- **Finance**

1. Investment and business terms

2. Revenues and cost forecast

3. Income statement workshop

- **Technology Marketing and the Chasm**

1. Creating a growth IT business. crossing the chasm.

2. Technology start-up marketing

- **Branding & Marketing**

1. Executive summary and Investment focused Company profiles

2. Persona, customer segmentation and branding

- **Pitching**

1. How to pitch to investors and essential tips

2. Live pitches and pitch assessments

- **Group Interactions and Exercises**

1. Daily successful case studies from regional and local entrepreneurs

2. Sales lifecycle

3. Why companies fail, what to avoid

4. Teamwork and time management

- **Business Model**

1. Introduction to creating a business model canvas

2. Customer profiling/segmentation

3. Value proposition

4. case studies and practical workshops

We at Oasis500 are eager to hear from new entrepreneurs with exciting ideas and urge you to pursue your dreams. To apply to Oasis500 bootcamp training in Ramallah, Click [here](#). We look forward to meeting you at our upcoming boot camp.

This Bootcamp is in partnership with Paltel Group, www.paltelgroup.ps

