



Oasis500 is Holding its November ICT Entrepreneurship Training Bootcamp in Amman

September 24, 2013

A promotional graphic for the Oasis500 Bootcamp in Amman. The background is a geometric pattern of overlapping triangles in shades of blue and purple. On the left, the Oasis500 logo and website URL "www.oasis500.com" are displayed. Below the logo, it says "Supported By:" followed by three logos: the King Abdullah II Fund for Development, the United States of America Embassy, and MEPI. On the right, the text "Oasis500 Bootcamp Amman" is written in large white letters, with "Nov. 10th-14th" and the website "www.oasis500.com/T50025" below it.

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

Training Date: 10th - 14th of November

Location: Amman, Jordan

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 Amman, Jordan, 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.



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.

Emile Cubeisy , Managing Partner at Silicon Badia

Emile has over 18 years of experience in technology, government and venture capital space. Emile also serves as Board Director of Silicon Badia, Oasis 500, Jeeran, Shoofee TV, Media Scope, Gate2Play, Arab Media Holding, Dakwak and NetCorps. He also serves as Vice President at Accelerator Technology Holdings (ATH) and CEO of IV Holdings (IVH) – the early stage investment arm of ATH. Prior to this, he served as the Director of ICT Promotion & Advisor to the Ministry of ITC, Jordan.

Emile holds a Bachelors Degree in Economics and Political Science from the University of Southern California and was selected as a member of the Young Global Leaders by the World Economic Forum in 2006.



Majied Qasem , CEO at d1g.com

Majied is the co-founder and CEO of d1g.com, a leading regional portal focused on providing a range of



media rich and socially enabled services.

Prior to d1g.com, Majied was the Director for the Jordan Education Initiative (JEI) focusing on creating a replicable model for Education Reform through Public Private Partnerships. Under the JEI, Majied worked with the government of Jordan, the World Economic Forum, and Program Partners to ensure that innovative technology models for education aimed at accelerating and supporting the national Education Reform are initiated, implemented, and successfully replicated in other countries.

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 Amman, Click [here](#). We look forward to meeting you at our upcoming boot camp.

This Bootcamp is in partnership with MEPI, King Abdullah II Fund for development, and the United States Embassy in Jordan.

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