

USEK New Venture Challenge

April 20, 2017

John Paul II Amphitheater

Program

10:00 a.m. – 10:30 a.m.	Opening Ceremony <ul style="list-style-type: none"> Welcome note of the Master of Ceremonies Speech of Elias Abou Fadel , Head of Asher Centre for Innovation and Entrepreneurship Speech of Georges Yahchouchi, Provost Recorded video message from Tony Asher, ACIE Founder Speech of Raed Khoury, Minister of Economy and Trade
10:30 a.m. – 10:45 a.m.	Coffee Break
11:00 a.m. – 12:30 p.m.	<ul style="list-style-type: none"> Speech of Nehme Azoury, Deputy President for Research Impact of Research on Innovation and Entrepreneurship <ol style="list-style-type: none"> Ideation: How it all starts Fady Bizri – B&Y Venture Partners Incubation: Support Organizations for Early Stage Startups Nadim Zaazaa – Director, UKLTH Prototyping / testing: Bringing the Idea to Life Ibrahim Zahreddine – Co-founder, Innovation Factory Funding: VC Funding Fouad Rahme – President, RDCL Commercialization: Scaling Startups MEVP – Riyadh Abou Jaoudeh, Executive Director, MEVP Success story: Successful Entrepreneur Anghami – Choucri Khairallah, Head of Business Development
	Lunch
2:15 p.m. – 4:00 p.m.	Final Jury: <ol style="list-style-type: none"> Elie Bejjani – Mobilonia Appdator Ramy Boujawdeh – Berytech Naji Boutros – Telegraph Capital Rita Challita El Houayek – Byblos Bank Camil Nahas – EDAFI Fouad Rahme – RDCL Mario Ramadan – UKLTH Ralph Stephan, ISME – Kafalat
4:00 p.m. – 5:00 p.m.	Deliberation: Live Skype call with USEK alumnus Abdo Khoury – Testimony of USEK alumnus Anthony Sayyah, “BeaChill” <ul style="list-style-type: none"> Closing and prize distribution

Speakers Biographies

(by alphabetical order)



Riyad Abou Jaoudeh

Riyad is an Executive Director at Middle East Venture Partners. His professional background includes strategy, marketing, sales and governance across telecoms, media and digital, in the Middle East and South East Asia.

Prior to joining MEVP, Riyad was a Senior Associate at Strategy& (formerly Booz & Company), where he worked with a number of high-profile clients through all stages of strategy-based transformation projects. An entrepreneur at heart, he helped launch an e-commerce platform focusing on toys, and served as Careem's country manager in Qatar.

Riyad holds an MBA from the Wharton School of the University of Pennsylvania, a Masters of Engineering from the University of Southern California, and a Bachelor of Engineering from the American University of Beirut.



Nehme Azoury

Nehme Azoury is Deputy-President for Research and a professor at the Holy Spirit University of Kaslik (USEK). During his tenure as the Dean of the Faculty of Business and Commercial Sciences, he lectured in the fields of marketing, strategy and corporate governance at the George Washington University, which presented him with an appreciation award, and *Université Panthéon-Assas* (Paris II).

As part of his research activities, he has published work in several internationally renowned scientific journals. He was the founder and editor of "The Arab Economic & Business Journal" where he focused on promoting research in the Arab world.

Beyond his academic and administrative activities, Nehme Azoury is currently managing-partner at Widein, a consulting firm headquartered in Beirut. He also serves as a scientific collaborator at HEC Liège.

Nehme holds a Ph.D. in Business Administration from Paris XI University and the Holy Spirit University of Kaslik.

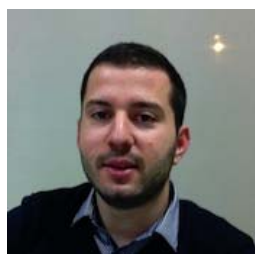


Fadi Bizri

Fadi is an entrepreneurship and innovation expert with over 10 years of direct startup experience. He's the co-founder and board director at Speed, Lebanon's only early-stage tech startup accelerator, which invests in highly-scalable Lebanese companies with global ambitions. Previously, he co-founded Seeqnce, the first accelerator in Lebanon.

Fadi is a mentor and board member for a number of startups and advises organizations such as the World Bank, academic institutions and Lebanese government ministries on entrepreneurship policy and initiatives.

Fadi holds a Master's degree in Electrical Engineering from *École Polytechnique de Montréal* and a Bachelor's degree in Computer Engineering from the American University of Beirut.



Choucri Khairallah

Choucri is a Business Development Manager at Anghami, the biggest home-grown music service in the Arab World.

Choucri has worked in product management, account management, business development, and project management. He has particular expertise in telecommunications, mobile apps and cloud infrastructure.

He's a visiting scholar in Systems Engineering at the University of California, Berkley; and holds a Bachelor in Electrical and Computer Engineering from the American University of Beirut.



Nadim Zaazaa

Nadim is the Director of the UK Lebanon Tech Hub - a joint venture between the Lebanese and British governments designed to foster technological and business innovation in Lebanon - and the co-founder of The Council for Visual Affairs and The Ego Factory. His mission is to create an enabling environment for Lebanese companies and entrepreneurs to grow exponentially and become globally competitive.

Before setting up the Hub, Nadim lectured in policy at the AUB and worked as an advisor for the British Embassy for three tumultuous 'Arab Spring' years. Nadim holds a Ph.D. in Middle East Politics from the University of Exeter, a Masters in International Affairs from the Lebanese American University and a Bachelor in Political Studies from the American University of Beirut.



Ibrahim Zahreddine

Ibrahim is the Co-Founder and Head of Strategy at Innovation Factory, a global networking space based in a reclaimed factory that allows individuals, start-ups, and businesses to co-work, collaborate, create, and fabricate. Ibrahim is passionate about inviting curious, creative minds to help spearhead innovation in Lebanon in an affordable, modular space with inspiring, stimulating facilities.

He is also a co-founder of the design and strategy agency, IZEM, whose aim is to disrupt markets through building brand, product, and service systems around human behavior.

Ibrahim holds a Masters in Management Consulting from Grenoble *École de Management* and a Bachelor in Business Administration from the American University in Beirut.

JURY PANEL

(by alphabetical order)



Elie Bejjani

Elie is the MENA Sales Director at iBwave Solutions Inc. and the co-founder of Mobilonia, the start-up behind “appdater”, the fastest growing news curation mobile application in the Middle East and Africa.

He is a results-driven executive and mature entrepreneur, with over 20 years of experience in various roles, including CEO, VP of sales, regional account director, key account manager and co-founder.

Elie has a successful record of initiating and developing business in MENA for Ericsson, Actel and iBwave, where he focuses on developing key customer relationships, generating target-exceeding revenues, leading multi-national teams and mentoring talented resources. Elie holds a Ph.D. in Electronics and Communications Engineering and a Master of Engineering - Transmission Systems, from Telecom ParisTech.



Ramy Boujawdeh

Ramy has built a diversified knowledge in the fields of change and quality management, operations, and entrepreneurship support programs across several sectors and three continents.

During his tenure as Deputy General Manager at Berytech, Ramy led the business incubation and support operations, and launched several programs to support innovation and entrepreneurship growth in Lebanon. He is an Angel Investor and actively advises early-stage startups. He holds a BS in Agriculture Engineering from the American University of Beirut, and an MS in Business Management and Economics from the Mediterranean Agronomic Institute of Chania.



Naji Boutros

Naji is the Chairman and CEO at Telegraph Capital Partners. He focuses on investing in hyper-growth consumer driven businesses in frontier markets. He has led several high profile acquisitions in Europe and Emerging Markets, with transactions ranging from real estate acquisitions and developments to operating companies. He is active in making substantial investments in leisure and entertainment companies such as Accor, Rafflex, Fairmont, Kerzner, and many other groups.

Naji's previous roles included Chairman and CEO of Edge Capital, and principal and regional head for MENA at Colony Capital, a US based private equity group. Naji also worked as a Senior Investment Banker at Merrill Lynch. He holds a Masters in Management Science and Engineering from Stanford University (1988).



Rita Challita El Howayek

Rita has 24 years of experience in the retail banking sector. She has been Head of the Corporate Retail Sales Department at Byblos Bank since 2005. From 1996, Rita managed the Credit Card department for over 9 years and launched the Lira credit card, the Web/Websurfer card, the co-branded ABC credit card, the prepaid gift cards, among others.

Following her appointment as Project Manager in 1993, she launched many retail products, such as savings plans, smart phone banking, and supported the installation of ATMs outside the bank's branches.

Rita has lectured on Finance and Marketing at the Lebanese University, Faculty of Economic Sciences and Business Administration since 1994. She holds a Master's in Business Administration from Saint Joseph University.



Camille Nahas

Camille co-founded EDAFI Value Partners, a private equity management and corporate advisory firm that advises funds, family offices, and SMEs. Camille is an experienced entrepreneur, and a tech enthusiast with a particular affinity for data science. Aside from EDAFI, he developed an early version of shareable voice messages at a UK technology park. He is also a mentor at Confideo, a Venture Mentoring initiative powered by MIT VMS in Lebanon.

Camille holds an MSc in Information Systems from the University of Surrey, United Kingdom and a BSc in Computer Science from the American University of Beirut, Lebanon.



Fouad Rahme

Fouad is the Managing Director at Augmentum Capital Advisors (ACA), an investment advisory firm offering services to private equity funds and investment companies.

Having spent more than 30 years in the Lebanese corporate finance sector, Fouad has achieved in excess of USD 2 billion of transactions in finance real estate development projects across various companies and family businesses, with almost zero default to date.

Until October 31, 2016 Fouad was the General Manager of BLC Invest, the investment arm of BLC Bank since its inception in 2011. Fouad is currently the President of the RDCL (a gathering of CEOs of Lebanese companies). He holds a *Diplôme d'ingénieur* (MBA) from the *École Supérieure d'Ingénieurs* de Beyrouth.



Mario Ramadan

Mario is an international business management professional with experience in technology and telecoms. Mario has designed and managed national projects contributing to the growth of the Lebanese telecoms industry. These projects included the automation of the GSM Online Activation Process, the Operational Intelligence Market Monitoring System, and the Electronic Value Distribution System.

Mario is currently the Accelerator Coordinator at the UK Lebanon Tech Hub, and is responsible for assessing, advising, managing and delivering all startup business needs related to the direct growth of those startups. He holds a Bachelor degree in International Business Management from Notre Dame University Louaize.



Ralph Stephan

Ralph is a mechanical engineer responsible for the Innovation & Energy Programs at Kafalat SAL, a financial organization facilitating financial access to SMEs in Lebanon. He has worked with international engineering consulting firms in Sweden, France and Saudi Arabia, before dedicating his career to the Lebanese financial sector.

Ralph juggles between assessing the technical feasibility of renewable energy projects, and evaluating the plans of young and innovative start-ups, helping them obtain finance, and keeping their feet on the ground.

Furthermore, he is the Financial Manager of Toastmasters Lebanon, a chapter of Toastmasters International, a 93 years old organization aimed at improving leadership and communication skills.

Ralph holds a Master of Science degree in Renewable Energy Engineering from the Royal Institute of Technology in Stockholm, in addition to a Bachelor degree in Engineering from the American University of Beirut.

ALUMNI



Abdo Khoury

Abdo is currently a senior manager of Market Development & Strategy at Thomson Reuters and a co-founder of ABVI Development, a real estate and design development company.

Through the Management Associate program, he has spent the past two years leading diverse international assignments in market development for the public sector and risk technology businesses in emerging markets. Most recently, Abdo completed his latest assignment in London, where he led the European expansion in go-to-market strategy, and a strategic alliance project in Central Europe. Prior to that, Abdo spent seven years in Thomson Reuters and other financial firms.

Abdo holds a Master of Business Administration from IE Business School, and a Bachelor degree in International Finance from the Holy Spirit University of Kaslik.