

STRENGTHENING LEBANON'S MOBILE INTERNET ECOSYSTEM

**DEVELOPING A COMPETITIVE TECHNOLOGY
ENVIRONMENT FOR JOBS, GROWTH
AND ENTREPRENEURSHIP**



WORKING SESSIONS

20-23 October 2014

Beirut, Lebanon



WELCOME

These sessions are designed to imagine, discover and co-create actions to strengthen the mobile internet ecosystem in Lebanon. By its end, we will have articulated a shared vision of this ecosystem - from linkages among community stakeholders to potential models - as well as a concrete actions for making this ecosystem a reality.

The sessions will bring together international thought leaders to share their experiences and foster the generation of knowledge on collaborative approaches in ICT-enabled urban technology and mobile internet innovations.

Our activities will be driven by its participants, guided by world-class facilitators and speakers, and informed by the experiences of leading institutions on the frontiers of creative, design-driven, collaborative and effective innovation ecosystems.



OBJECTIVES

The workshop has **2 objectives**:

- 1** Co-create & define with all stakeholders actions to strengthen the mobile internet ecosystem.
- 2** Brainstorm a year of innovation activities among all stakeholders of the ecosystem to support job growth and competitiveness.



CHALLENGE

Create a mobile internet innovation ecosystem concept that supports technology startups and entrepreneurs to create real & tangible value in terms of jobs & growth.

This means that this concept will have to create simultaneous value for all participants in the mobile internet ecosystem.



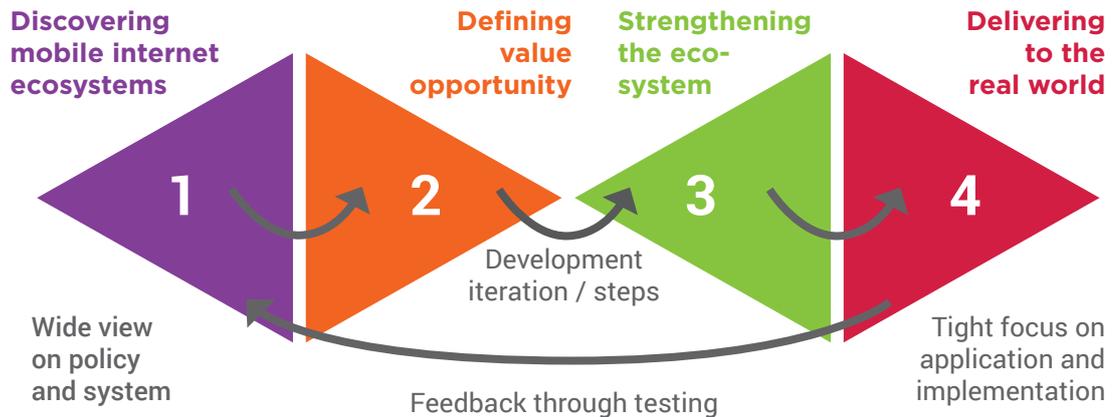
WHAT IS A MOBILE INTERNET ECOSYSTEM?

Mobile internet ecosystems are policies, activities and spaces that leverage mobile technologies, foster citizens' entrepreneurship and improve job growth and competitiveness.

Successful ecosystems engage a diversity of cross-disciplinary actors, including private sector, governments and municipalities, academia, researchers, media, entrepreneurs and citizens.

They also often involve physical spaces, such as coworking spaces or urban digital districts, that serve to convene, catalyze and support the startup ecosystem.

This is a collaborative two-day process structured around **four components**:




SCHEDULE OVERVIEW

DAY ONE • 20 OCTOBER

(open to public)

9⁰⁰-12⁰⁰ Kick-off presentations by host institutions (see page 5)

12⁰⁰-13⁰⁰ Lunch

DAY TWO • 21 OCTOBER

8³⁰-9⁰⁰ Introduction to the workshop and themes of the day

9⁰⁰-10³⁰ Discovering mobile internet ecosystems

10³⁰-12³⁰ Team working session 1

13³⁰-14¹⁵ Defining value opportunity for jobs and growth in Lebanon

14¹⁵-17⁰⁰ Team working session 2

Evening Get-together

DAY THREE • 22 OCTOBER

8³⁰-9⁰⁰ Review of the previous day and introduction to the themes of the day

9⁰⁰-9⁴⁵ Strengthening the startup ecosystem

9⁴⁵-12³⁰ Team working session 3

13³⁰-14¹⁵ Delivering to the real world

14¹⁵-17⁰⁰ Team working session 4

Evening Closure of the workshop

DAY FOUR • 23 OCTOBER

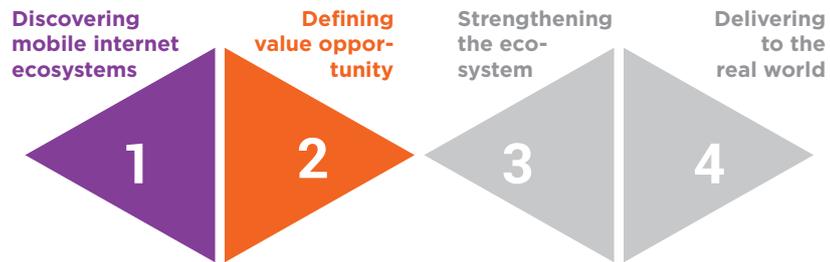
(open to public)

10⁰⁰-11³⁰ Presenting workshop results and next steps (see page 5)



WORKING SESSIONS - SCHEDULE

The first working session focuses on the **first two** of the four components. This session is held on Day Two, after the first open session (Day One).



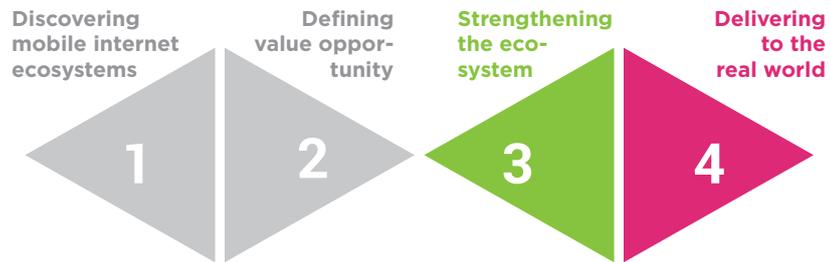
DAY TWO • 21 OCTOBER

	8 ³⁰ -9 ⁰⁰	OPENING Introduction to the workshop and the themes of the day
Component 1	9 ⁰⁰ -10 ³⁰	MORNING TALK Discovering mobile internet ecosystems <i>The first 15 minutes examines the basics of ecosystem thinking. Four short facilitated sessions review the international experts' ecosystem structures and specificities from their local ecosystem perspectives.</i>
	10 ³⁰ -12 ³⁰	TEAM WORKING SESSION 1 Setting the scene <i>Participants introduce themselves and agree on the ground rules for the teamwork. The group will divide up into teams, each with an ecosystem topic.</i> Charting the ecosystem <i>Through the tech startup ecosystem concepts and building on the ecosystem canvas model, the teams will analyze the key components of the present system. The teams will present their components to the other teams, forming a holistic map of the existing system.</i>
	13 ³⁰ -14 ¹⁵	AFTERNOON TALK Defining the value opportunity of a startup ecosystem <i>The first 15 minutes looks at how value is created for stakeholders. Four short facilitated sessions review the the international experts' cases and the value they create to their client groups, also examining their revenue streams.</i>
Component 2	14 ¹⁵ -17 ⁰⁰	TEAM WORKING SESSION 2 The Challenge <i>The participants will form four groups and decide on a perspective to the challenge to develop jointly. The teams will start the case study development work by ideation and identifying opportunities for meaningful actions that strengthen the Lebanese tech startup ecosystem. The teams will develop opportunity statements.</i> Creating value for clients <i>Through the value framework thinking, the teams will examine how to identify services that create value in the chosen cases. Through an ideation process the teams will develop value propositions and identify client groups for their concept. The teams will give consideration to the revenue streams.</i>

Evening **Get-together**

WORKING SESSIONS - SCHEDULE (CONT'D)

The second working session focuses on the **second two** of the four components. This session is held on Day Three, before the second open session (Day Four).



DAY THREE • 22 OCTOBER

	8 ³⁰ -9 ⁰⁰	<p>REVIEW</p> <p>Review of the previous day and introduction to the themes of the day</p>
Component 3	9 ⁰⁰ -9 ⁴⁵	<p>MORNING TALK</p> <p>Strengthening the startup ecosystem</p> <p><i>The first 15 minutes review models to strengthen technology startup ecosystems. Four short facilitated sessions examine the Forum Virium, Waag and Numa business model structures and how they work (see Organization Profiles page).</i></p>
	9 ⁴⁵ -12 ³⁰	<p>TEAM WORKING SESSION 3</p> <p>Building the startup ecosystem model</p> <p><i>Using modeling and design concepts, the teams will work on developing a model for Lebanon.</i></p>
Component 4	13 ³⁰ -14 ¹⁵	<p>AFTERNOON TALK</p> <p>Delivering to the real world</p> <p><i>The first 15 minutes look at testing models. Four short facilitated sessions build on the Forum Virium, Waag and Numa experiences.</i></p>
	14 ¹⁵ -17 ⁰⁰	<p>TEAM WORKING SESSION 4</p> <p>Reflection</p> <p><i>The plenary will reflect on the the conceptual models and develop a basis for a joint model.</i></p> <p>Next steps</p> <p><i>The teams will proceed to identify the missing parts of the ecosystem based on the analysis from Team Working Session 1. This exercise will enable the teams to chart the key activities and the next steps for the build-up of the tech startup ecosystems.</i></p>
	Evening	<p>Closure of the workshop</p>

 OPEN SESSIONS - SCHEDULE

20 OCTOBER

9 ⁰⁰ -9 ³⁰	Welcome and opening remarks	<i>Ministry of Telecommunications</i> <i>World Bank</i>
9 ³⁰ -9 ⁵⁰	The mobile internet ecosystem and its impact on competitiveness, growth and employment	<i>World Bank</i>
9 ⁵⁰ -10 ⁵⁰	Using tech for competitiveness and growth	<i>National IT Industry Promotion Agency</i> SEOUL <i>Forum Virium</i> HELSINKI
10 ⁵⁰ -11 ¹⁵	<i>Coffee break</i>	
11 ¹⁵ -12 ¹⁵	Models of mobile internet ecosystems	<i>Numa</i> PARIS <i>Waag Society</i> AMSTERDAM
12 ¹⁵ -12 ³⁵	Global Community of Practice and CitiSense	<i>World Bank</i>
12 ³⁵ -13 ⁰⁰	Closing remarks	
13 ⁰⁰ -14 ⁰⁰	<i>Lunch</i>	

23 OCTOBER

MORNING **Press conference of results**

ORGANIZATION PROFILES

This workshop benefits from world-class insight from leading institutions in fields of urban design, open innovation, product development and innovation ecosystems. It is expected to provide a platform to explore opportunities for further collaboration and networking.



FORUM VIRIUM
HELSINKI

FORUM VIRIUM *Helsinki, Finland*

Forum Virium Helsinki is the result of an alliance between major companies, research institutions and the city to create new digital services. The platform serves as a vehicle for potential partnerships and as a tool for the development of new products.



NUMA *Paris, France*

NUMA is a Paris-based non-profit specialization gathering more than 150 enterprises (start-ups, SMEs) working in ICT innovation in the Ile de France Region. NUMA is a project of Silicon Sentier, an organization made up of several innovative companies in Paris.



waag society

WAAG SOCIETY *Amsterdam, Netherlands*

Waag Society is an art, science and technology institute that develops creative pilots, prototypes and projects for social innovation. It involves artists, entrepreneurs and scientists to create usable and sustainable products and services.



NATIONAL IT INDUSTRY

PROMOTION AGENCY *Seoul, Korea*

To improve the technical competitiveness of small-to-medium-sized businesses, the NIPA supports their development at each step of their growth.

FACILITATOR



AALTO DESIGN FACTORY *Espoo, Finland*

The Design Factory develops creative ways of working, spatial solutions and enhanced interdisciplinary interaction to support world-class product design in educational, research and practical contexts. It is committed to the principles of continuous and open innovation.



SPEAKERS

The workshop is enriched by interactive and experienced speakers who bring a multi-disciplinary perspective to fields including open innovation and smart cities.



ROOPE RITVOS *Forum Virium, Helsinki (Finland)*

Roope is Development Director at Forum Virium responsible for the Innovation Communities focus area. He has a background in digital and game startups and regional development, and a master's degree in New Media from University of Art and Design Helsinki. He has hands-on experience in setting up open and digital innovation ecosystems.



CLAUDIO VANDI *NUMA, Paris (France)*

An Italian in Paris, Claudio Vandi is Director of Experimentation and Open Innovation Programs at NUMA. With his team he loves to mix users, developers, designers and enterprises to create projects that people tag as Cocreation, Lean UX, Open Innovation and intrapreneurship.



NATHANAËL SORIN RICHEZ *NUMA, Paris (France)*

Nathanaël Sorin Richez is the director of the highly dedicated team in charge of creating, structuring and developing the communities at NUMA. He is administrator of one of the biggest French organisations dedicated to the development of the innovation ecosystem. He was the Manager of the first Coworking space in France, La Cantine, and contributed to the development of the French Coworking Community.



BART TUNNISSEN *Waag Society, Amsterdam (Netherlands)*

Bart Tunnissen is Director Project development and Legal Affairs and member of the board of Waag Society. He has a background in Economics and Law and has been working in the field of Culture and Innovation since 1996. His track record in developing and financing innovative projects consists of numerous projects and has contributed to Waag Society becoming one of the leading independent Media Labs in Europe.



HYUNG KYU LIM *NIPA, Seoul (Korea)*

Hyung Kyu has been engaged in the public agency for a decade, helping software companies go to the global market, and he is actively involved in bilateral cooperation projects in ICT sector between governments. Currently he leads the global startup team as a director of several programs aiming at fostering born-global startups and entrepreneurs, and also closely working with global accelerators, angel investors and VCs.

SPEAKERS (CONTINUED)

The workshop is enriched by interactive and experienced speakers who bring a multi-disciplinary perspective to fields including open innovation and smart cities.



VICTOR MULAS *World Bank*

Victor Mulas is an ICT Innovation Specialist at the World Bank. He specializes on open innovation and bottom-up approaches to strengthening and developing local innovation ecosystems and appropriation and mainstreaming of innovation in government's organizations.



ILARI LINDY *World Bank*

Ilari Lindy works as Senior Operations Officer at the World Bank Group Vice-Presidency for Leadership, Learning and Innovation. He is currently leading projects developing knowledge and learning products related to open innovation, innovation networks and user-driven approaches.

FACILITATORS

This workshop is facilitated by innovation experts with extensive experience in the co-creation of collaborative, inclusive and productive innovation ecosystems.



PROF. DR. MIKKO KORJA *Aalto University Design Factory (Finland)*

Mikko is a researcher, lecturer and practitioner with nearly 30 years' experience leading complex, multicultural and multidisciplinary innovation and design initiatives. A Professor and Academic Director of Aalto University's International Design Business Management Programme, Mikko has taught widely in the fields of design, culture and business studies in faculties in Japan, Finland, China, Brazil and Chile.



JEAN BARROCA *World Bank*

Jean has been involved in several EU-funded projects, working in the topics of smart cities, future internet and living labs. He helps develop open innovation platforms and apply design thinking tools for the co-creation of services and business models.