

Mastering Your Professional Life Program



The Business Room Arabia
With Basel Obied

The Business Room Arabia

The emergence of startup entrepreneurs from a young population across the world and recently in the Middle East region, who are looking to grow their own business is a refreshing occurrence, bringing new hope to an emerging region, seeking political and economic security.

This has inspired us to create a useful program to engage with all young entrepreneurs to help them shape their business minds and pass on our accumulated knowledge and experience so they can utilize it to start their own business or project and be able to shift their lives into building and turning their dreams into a reality.

Because we believe that in order for us to build a strong society for a better future we must pass the knowledge and not withhold it.



Are you an Entrepreneur?

With the entrepreneur scene making a buzz, many young executives are enticed to set up their own business. In a survey conducted in November 2016 by online recruitment company Bayt.com, 64 % of working-age MENA respondents would rather have their own business than be employed.

Although the MENA region is not the biggest market yet for SMEs, the region is considered to have the highest number of business owners under 35 years or the so-called 'millennial entrepreneurs', according to a 2016 report by global bank HSBC.

The increasing accessibility to digital technology has prompted the growth of many tech startups in the region, run mostly by a generation of entrepreneurs that are well-versed in this sector. Young people want to make a change – and they want it fast. Startups vary in form and intention. As technology becomes highly accessible, many activities are concentrated in this sector. **So the question is: Are you one of them?**

Learn From The Expert

Basel Obied is the Founder & CEO of inception Innovation. A creative, strategic innovation consultancy that combines research, strategy, technology, and creative design to create products and digital services. Be it in the Construction, Retail, Banking, Hotel, or F&B services, he has conducted many projects with corporations to provide them the best solution to grow their businesses.

He is also the Conceptual Director of Inception Media FZE a full-service digital advertising agency specialized in Social and Digital Customer Growth including Medial Planning and Strategies in Digital and Social Advertising having helped big brands in growing their sales and brand awareness all around the region.

Basel founded and managed many startups in the fields of Advertising, Digital Marketing, Animation Production, Software Engineering and many operative platforms to serve the purpose of innovation in the region.

He wants to share his 10 years of entrepreneurial experience with everyone looking to be a successful business Entrepreneur.



DAY 1

Master Theories

In the first day, we will define and explain the full operation of every Digital business process to understand the methods behind every major department in every business so you can get the full picture with every detail related to the business's operations as an Entrepreneur.



In the second day, we will work on all practical business workflow to conduct together various business flows to operate, manage and control the business so you can have the knowledge of how to do it from scratch all the way to the peak.

DAY 2

Execution & Practicalities



What You Will Be Getting During This Program

We will explain every detail related to the business process, and how to build your own establishment with the best quality by using the best tools in Management, Sales, Marketing, Development by getting the pure knowledge of every business component.

We will work together step by step to let you create and conduct your plans and designs by Yourself

1. How to structure your idea or your business
2. Testing your idea and build the logic behind it
3. Learn the Art of Research
4. Build a Proof of Concept (POC) for your project
5. Build The USP of your Business
6. Brand Design & Development
7. Understand Finance
8. Craft a Master Business Plan
9. How to build Digital requirements
10. UI & UX for your System
11. Build the System in place
12. Setup a solid Operation
13. Build your CRM & Database
14. Best Practices for Marketing Methodologies
15. How to Generate Sales



THE PROGRAM

TABLE OF CONTENT

1. Power of the Digital Transformation Era
2. Learn the Process of Starting your Business
3. Master the Planning & Strategy of Your Business
4. How to Conduct a Proof of Concept for your Business Idea
5. How to Design & Develop a Brand
6. How to Craft an Online Prototype
7. How to Build a Digital Requirement & Business Model
8. Introduction to UI & UX & Framework
9. How to Build your CRM & Database of your Business
10. How to Leverage Online Marketing for your Business
11. Stretching the Brain Muscle



What To Expect After You're Done From This Program

In this program we will cover all aspect to give the pure knowledge of how to design & develop & operate your business from starting up the business to operations and business development so you can have the full idea of how to plan and manage and create business models and shift your life to the scale that you want

After this program we will guarantee that things are going to change in your life

Our job here is provide you with all of the steps in the best and and most professional way

So you can apply them in your life or your business starting from today

Because we believe that knowledge is what makes us great

So after this program you will be able to do the following :

- You will be able to design a Company or a Business Idea and structure
- Conduct a Business Plan for any project or Business you want to work on and how to apply effective strategies
- How to design the right and professional Brand by understanding the methods about the Art & Science of design
- Build your digital requirements and get familiar with technical words and terminologies so you can easily communicate your needs to developers and software engineers
- How to market your products and services and get the right impact on Social and Digital platforms
- How to manage your Business and know how to scale it
- Cutting around 40% of your Business cost by understanding these methods so you can master the operation of business flow
- Getting a printed Booklet to keep all of information you learned throughout this program so you can come back to it anytime





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CONNECT



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