



# IBDL

*“Building the operating system that powers entrepreneurship ecosystems across the entire education landscape”*

*Version 1.0 – Strategic Positioning Document*



# What Is IBDL X?

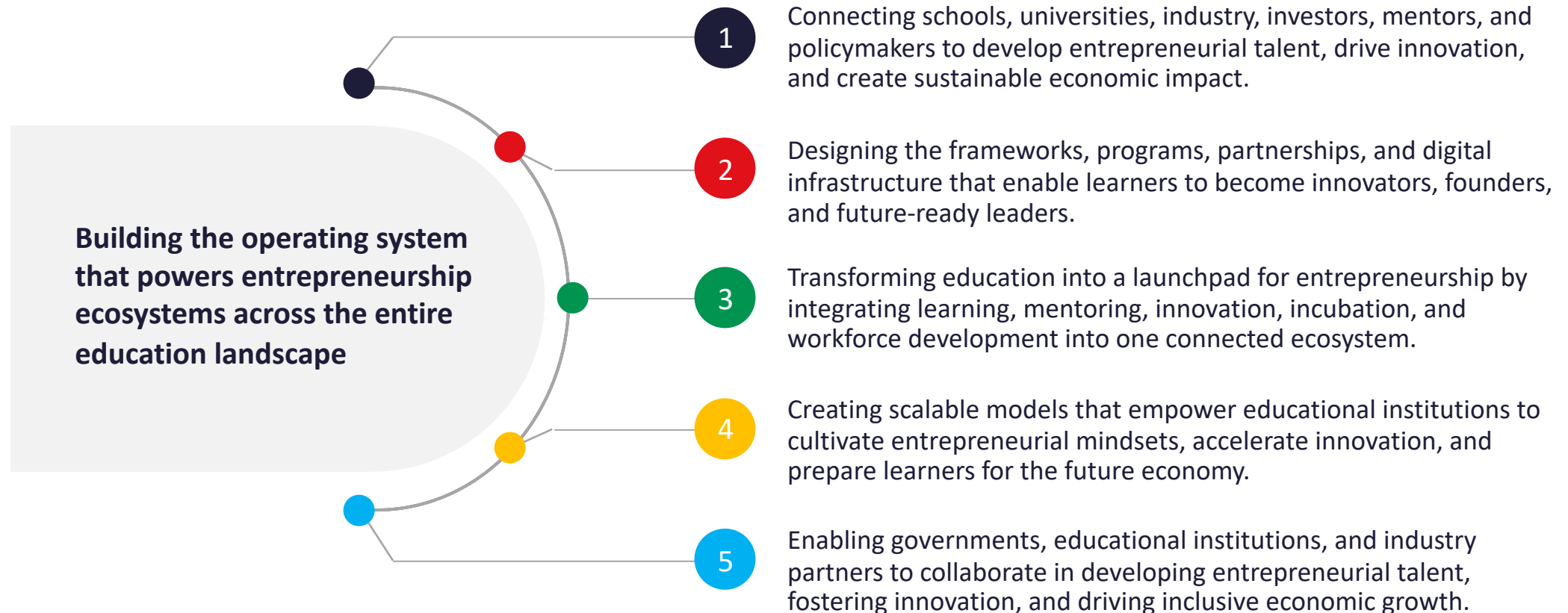
## A Dedicated Platform for University & School Entrepreneurship Ecosystem

IBDL X is the entrepreneurship-ecosystem arm of IBDL Learning Group, a globally respected authority in professional qualifications, accreditation, and executive education, founded in 2006 and active across more than 34 countries. IBDL X channels that international infrastructure into a single, focused mission: helping universities, schools, and educational institutions build entrepreneurship ecosystems that work.

We combine strategic planning, professional certification, gamified business simulations, scientific assessment tools, and ready-to-run operating manuals into one integrated offer — so institutions can design, launch, and sustain entrepreneurship centers, incubators, and accelerators, and carry promising ideas and research outcomes all the way to company formation.



# What IBDL X Offer



# Five Pillars That Turn Ideas into Enterprises

## Ecosystem Planning & Development:

Diagnostics, strategy, and governance for entrepreneurship centers, incubators & accelerators.

1

## Capacity Building & Certification:

Internationally benchmarked entrepreneurship qualifications for students, staff & mentors.

2

## Simulation-Based Learning:

Gamified business simulations that build real decision-making and venture skills.

3

## Assessment & Talent Intelligence:

Scientific tools to evaluate founders, teams, and readiness for change.

4

## Competition & Venture Support:

End-to-end design of pitch competitions, and pathways to company formation.

5

## Purpose-Built for MEA's Entrepreneurship Ecosystem

- Ecosystem planning & institutional readiness
- Capacity building & professional certification
- Business simulation & entrepreneurship games
- Assessment tools for founders & teams
- Competition design & management
- Operating manuals for centers, incubators & accelerators
- Company formation & research commercialization support



### Vision

To be the leading enabler of an integrated, self-sustaining entrepreneurship ecosystem across MEA's universities and schools — where ideas are systematically discovered, developed, and converted into ventures that create jobs and value.



### Mission

To equip Ed-institutions with the frameworks, certifications, simulation tools, assessment instruments, and operating systems required to plan, build, manage, and scale effective entrepreneurship centers, incubators, and accelerators.

# 1<sup>ST</sup> Service Area

## ED-Ecosystem Planning & Development

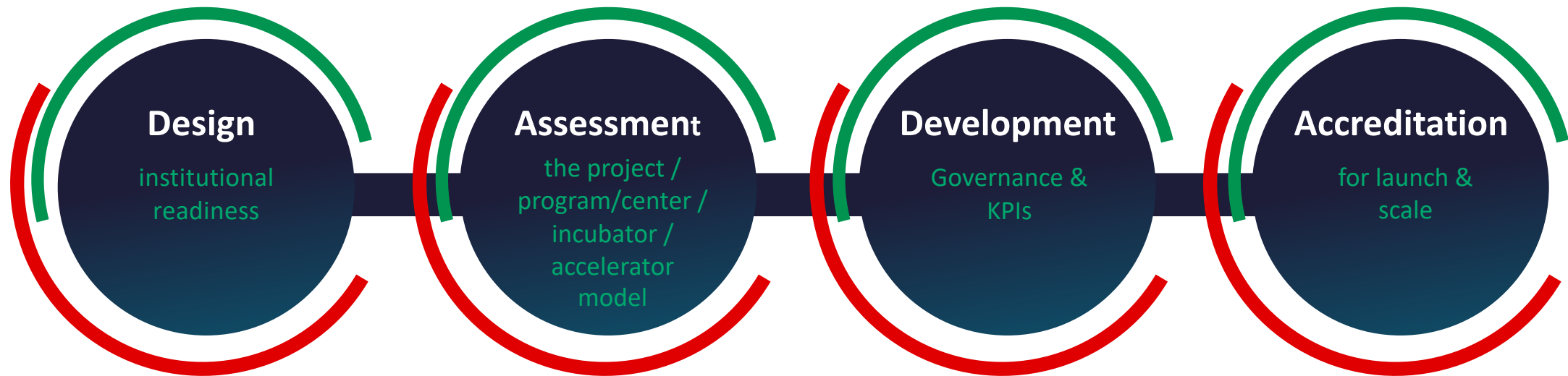
Every strong entrepreneurship center starts with a clear-eyed diagnosis and a realistic roadmap. IBDL X works directly with university and school leaders to design entrepreneurship strategies that fit local resources, student populations, and institutional ambition.

- Institutional readiness diagnostics & benchmarking
- Strategic roadmaps for centers, incubators & accelerators
- Governance structures, KPIs & impact-measurement frameworks
- Funding, sponsorship & sustainability models
- Stakeholder alignment across faculty, students & industry



# Planning Process

The IBDL X ecosystem architecture is built across 4 specialized stages designed to handle the full lifecycle of innovation engineering:



## 2<sup>ND</sup> Service Area

# ED-Capacity Building & Professional Certifications

Internationally benchmarked certification tracks build entrepreneurial competency at every level — from first-time student founders to the staff, mentors and coaches who run the center.





# Certified Disciplined Entrepreneur

A professional certification developed by the **Massachusetts Institute of Technology (MIT)** that provides a structured, evidence-based framework for transforming students' and researchers' ideas into successful ventures.

The certification equips aspiring entrepreneurs with the knowledge and practical tools required to establish and manage businesses using disciplined entrepreneurial methodologies that reduce risk while increasing the likelihood of success and long-term sustainability.

It focuses on opportunity identification, idea validation, business model development, and growth strategy design, drawing on globally recognized entrepreneurship best practices. Through proven frameworks and practical applications, participants learn how to convert innovative ideas into investment-ready, scalable ventures while making informed entrepreneurial decisions with confidence.

## Flagship Certification



ESSENTIAL



PROFESSIONAL



MASTER

# Business Foundations Pathway

A progressive professional learning and certification pathway designed to develop essential, intermediate, and advanced business competencies.

The pathway covers critical disciplines including leadership, project management, marketing, human resources, finance, and entrepreneurship, ensuring alignment with the evolving demands of the global workforce.

Learners progress through three levels—Essential, Professional, and Master—building a comprehensive career development journey that begins with foundational business skills and culminates in advanced professional expertise and strategic leadership capabilities.



# Innovation Catalyst MasterClass

A foundational interactive program designed to prepare students to lead and strengthen a culture of innovation within organizations through the application of modern innovation methodologies and tools.

It enables participants to identify opportunities, develop creative ideas, and transform them into value-adding initiatives and implementable projects. The program also equips participants with the skills required to inspire teams, manage innovation processes, support organizational excellence, and drive sustainable growth.

Through practical tools, collaborative activities, and real-world applications, participants build the confidence to lead innovation and create meaningful impact in their organizations and communities.



# Venture Launch Bootcamp

An intensive bootcamp that enables students to transform entrepreneurial ideas into scalable and sustainable ventures and start-ups.

Participants gain practical knowledge and tools for opportunity assessment, business model development, launch planning, and effective execution. The program further strengthens their ability to manage the early stages of a venture, attract resources and strategic partners, accelerate market entry, and achieve measurable impact.

Through hands-on workshops, mentoring, and real-world venture-building activities, participants develop the confidence and capabilities to successfully launch and grow sustainable businesses.



# Design Thinker Studio

A specialized program focused on applying design thinking methodologies to understand user needs and solve complex problems through innovative approaches.

Participants gain practical knowledge and tools for opportunity assessment, business model development, launch planning, and effective execution. The program further strengthens their ability to manage the early stages of a venture, attract resources and strategic partners, accelerate market entry, and achieve measurable impact.

Through interactive design sprints, collaborative workshops, and real-world challenges, participants develop the mindset and practical skills to lead innovation and create meaningful value across diverse industries and communities.



# Entrepreneurship Educator Lab

A professional program designed to equip educators and trainers with the latest knowledge, pedagogical approaches, and practical skills required to teach entrepreneurship in line with international best practices.

The program enables participants to design and deliver engaging, experiential learning experiences that foster entrepreneurial thinking, innovation, and problem-solving skills.

It also strengthens their ability to create inspiring learning environments that cultivate an entrepreneurial mindset, encourage initiative and self-employment, and prepare learners to identify opportunities and transform ideas into sustainable ventures.



# Innovation Mentor Masterclass

A specialized program designed to prepare innovation mentors with the knowledge, skills, and coaching techniques needed to guide individuals and teams in developing ideas into impactful innovations and scalable ventures.

Participants learn structured mentoring frameworks, innovation methodologies, and practical approaches to fostering creativity, solving complex problems, and supporting informed decision-making. The program also contributes to building a culture of innovation while strengthening organizational capability to achieve sustainable growth and excellence.

Through interactive mentoring practices, coaching simulations, and real-world innovation scenarios, participants develop the confidence and capabilities to guide innovators, facilitate idea development, and enable teams to transform innovative concepts into sustainable outcomes.



# Technology Commercialization Specialist Masterclass

A specialized professional program designed to equip participants with the competencies required to transform research outputs, technological innovations, and intellectual property into commercially viable products, services, and investment opportunities.

The program provides practical knowledge in technology assessment, intellectual property management, business model development, and commercialization strategies for innovation. It also prepares professionals to bridge the gap between research institutions, government, and industry, facilitating technology transfer and supporting the growth of a knowledge- and innovation-driven economy.

Through practical case studies, commercialization planning exercises, and real-world technology transfer scenarios, participants develop the capabilities to evaluate innovation opportunities, engage key stakeholders, and successfully transform research and technologies into market-ready products and sustainable economic value.

For Leaders (Deans, Directors, Administrators)

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# Certified Entrepreneurship Ecosystem Leader

An advanced professional program designed to prepare leaders to build, lead, and scale a university-wide entrepreneurship strategy.

The program provides participants with a comprehensive understanding of ecosystem components, stakeholder roles, and governance models, while focusing on the design of initiatives, policies, and strategic partnerships that foster innovation, entrepreneurship, and sustainable economic growth. Participants gain practical frameworks and leadership tools to develop integrated entrepreneurial ecosystems that support entrepreneurs, accelerate start-up success, and maximize long-term economic and social impact.



# Incubator & Accelerator Professional Masterclass

A specialized professional masterclass designed to develop the capabilities of professionals responsible for managing and operating business incubators and accelerators in accordance with international best practices.

Participants acquire the knowledge and practical skills required to design entrepreneurship programs, support start-ups, deliver mentoring and advisory services, build strategic partnerships, and manage innovation portfolios.

The masterclass also strengthens participants' ability to measure program impact and ensure the long-term sustainability of incubators and accelerators, contributing to innovation-driven entrepreneurship and economic development.



# Partnership & Fundraising Professional Bootcamp

A professional bootcamp designed to develop the competencies required to build strategic partnerships and secure sustainable funding for organizations and entrepreneurial initiatives.

The interactive program focuses on practical skills in partnership strategy development, donor and stakeholder relationship management, fundraising proposal development, negotiation, and partnership agreement management. Participants learn internationally recognized best practices for attracting corporate sponsorships, alumni contributions, philanthropic funding, and government grants, enabling organizations to strengthen financial sustainability and maximize institutional and developmental impact.

**3<sup>RD</sup>**  
Service Area

# ED-Business Simulation & Entrepreneurship Games

Gamified, hands-on simulations let students, staff members practice negotiation, strategy, leadership and teamwork under realistic competitive pressure — building venture skills faster than lecture-based training alone.



## **Business Simulation Games**

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***Target***   
***Hunter***

Measures the personality traits and motivational drivers behind founder and team performance — supporting selection into incubation cohorts and targeted coaching.

# ***Strategic Victory***

is a dynamic business war-game simulation, designed to sharpen strategic decision-making, leadership, and competitive thinking through immersive, team-based gameplay. The Simulation directly addresses a documented organizational crisis by placing participants in realistic market scenarios where they compete as governments managing resources and navigating high-stakes business challenges. Delivered as an engaging six-hour gamified learning experience with expert facilitation, the simulation builds critical competencies including negotiation, financial thinking, adaptability, and competitive analysis.



is a simulation-powered coaching certification that transforms leaders into skilled coaches through 40 real-world scenarios across four progressive competitive rounds. Participants start with a behavioral style assessment, then build hands-on competencies in coaching conversations, trust-building, and performance diagnosis. SPARTA™ turns coaching from a management challenge into a measurable leadership strength.

# ***Master Board Game***



is an intensive, team-based business simulation that places participants in the role of branch managers making real strategic decisions under competitive pressure and changing market conditions. Through gamified rounds of resource allocation, planning, and problem-solving, teams develop critical leadership competencies — including decision-making, communication, and collaboration — in an engaging, risk-free environment. MBG is a flagship experiential learning solution for building strategic leadership on a scale.

# SynergyStack<sup>®</sup>

is a comprehensive team development toolkit, designed to build high-performing teams through the cultivation of 48 Core Habits across four foundational dimensions: Connection, Clarity, Curiosity, and Commitment. SynergyStack<sup>®</sup> equips organizations with practical, field-tested tools that reduce friction, strengthen alignment, and embed lasting behavioral habits that drive measurable team results. SynergyStack<sup>®</sup> reflects the organization's commitment to sustainable organizational learning that goes beyond the workshop room and into the daily rhythm of team performance.

# 4<sup>TH</sup> Service Area

## Assessment Tools for Founders & Teams

Scientifically validated instruments help centers select, coach and support student founders and venture teams with evidence rather than guesswork.

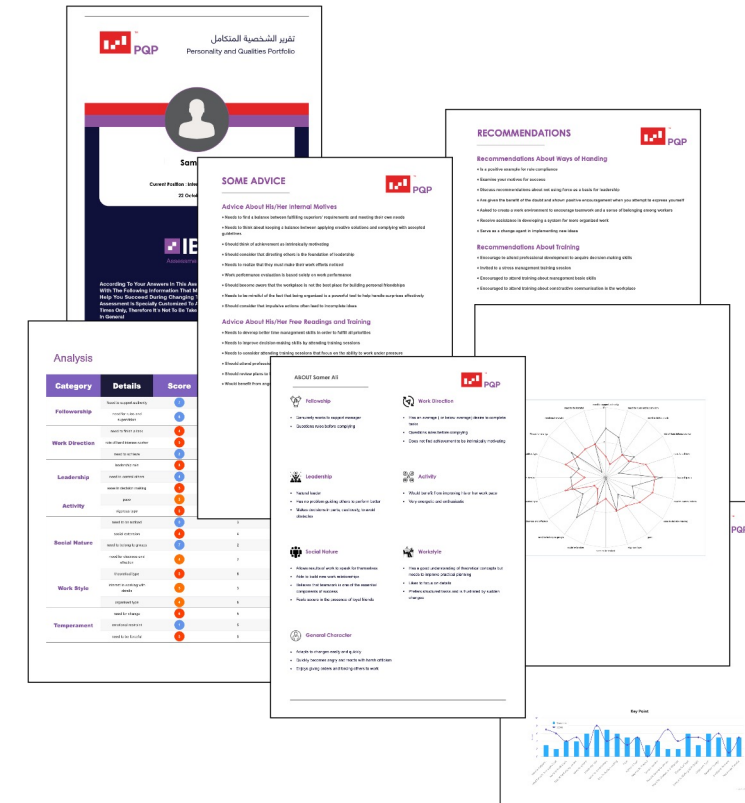


## Business Simulation Games



## Personality & Qualities Portfolio

Measures the personality traits and motivational drivers behind founder and team performance — supporting selection into incubation cohorts and targeted coaching.



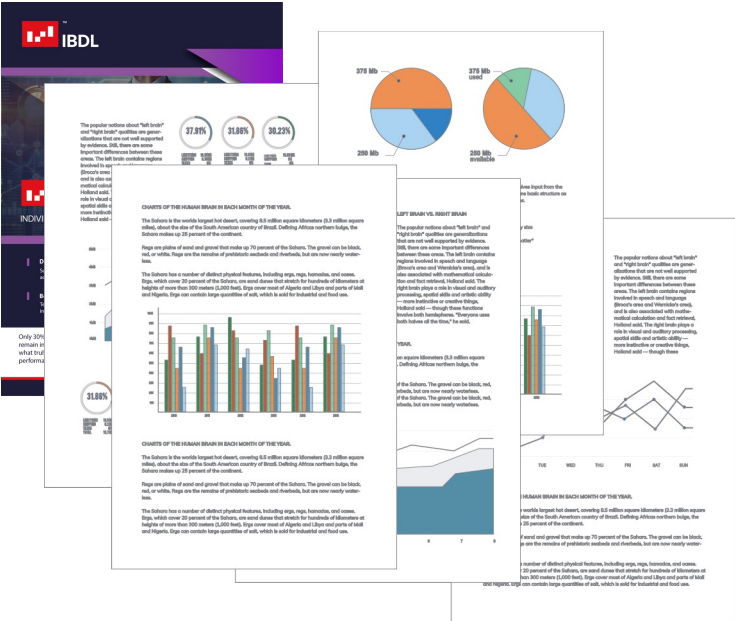


# Business Simulation Games



## Individual & Group Behavioral Profiles

Translates team motivations into actionable insight, helping founding teams build alignment and resolve friction early.



# 5<sup>TH</sup> Service Area

## Competition Design & Management

Pitch competitions and innovation challenges are often a university's most visible entrepreneurship activity — and among the hardest to run well. IBDL X designs and manages the full competition lifecycle, end to end.

- Competition & hackathon format design
- Mentor and juror network sourcing
- Participant recruitment & cohort management
- Judging rubrics & scoring frameworks
- Prize, sponsorship & budget structuring
- Post-competition tracking & alumni pipelines



**A well-designed competition is not an event - it is a pipeline: it surfaces ideas, tests founders, and feeds the incubator behind it.**

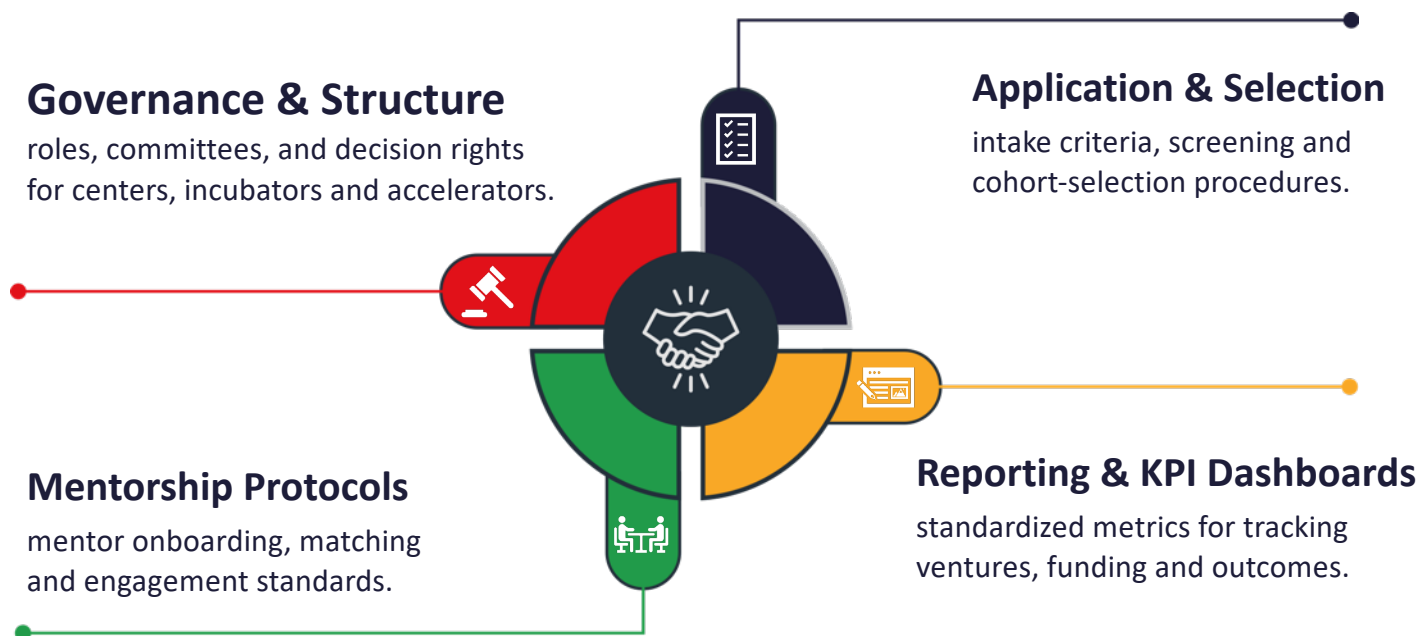


**IBDL X Competition Philosophy**

# 6<sup>TH</sup> Service Area

## SOP's for Centers, Incubators & Accelerators

Strategy only works when it survives daily operations. IBDL X produces the Standard Operating Procedures that let an entrepreneurship center run consistently — even as staff and student leadership rotate year after year.



## Company Formation & Research Commercialization

The final, and most consequential, stage of the ecosystem: turning validated student ventures and academic research into registered companies with a real path to market.



# Backed by IBDL's Academic & Industry Network

Every IBDL X qualification and framework draws on IBDL Learning Group's established academic alliances and content partnerships — ensuring Egyptian institutions gain internationally benchmarked standards, not local workarounds.



A cornerstone academic alliance supporting qualification frameworks.



Reinforcing global academic standing.



Authoritative, globally adopted learning content.



leading professional associations validating global standards.



Cutting-edge AI and digital-learning expansion.

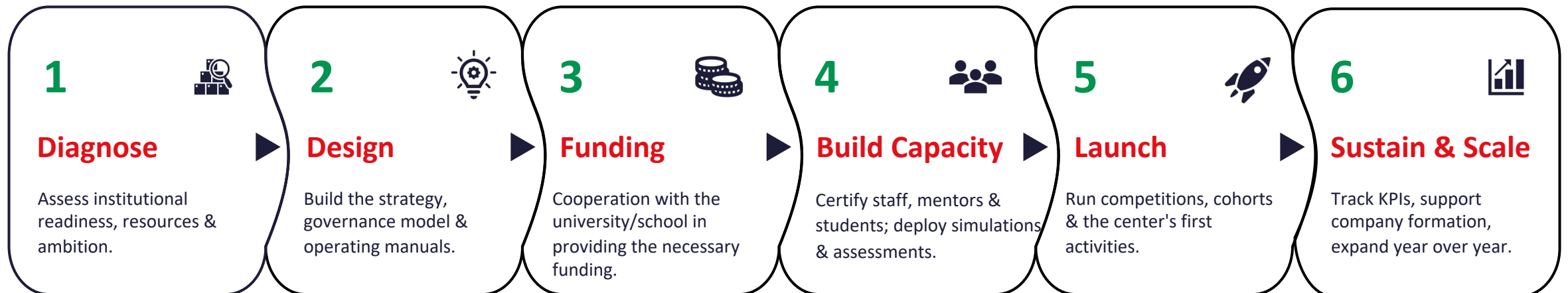
# The Infrastructure Behind IBDL X

IBDL X draws on nearly two decades of IBDL Learning Group's global operating experience — proof that these frameworks work at scale, well before they arrive on an Egyptian campus.



# The IBDL X Engagement Model

A phased approach that lets an institution start where it is — whether launching a first entrepreneurship club or scaling an established incubator.



# IBDL X

## Inspire to Build

Let's design the entrepreneurship ecosystem your students and researchers deserve — from strategy to certified talent to registered companies.

IBDL X is a specialized initiative of IBDL Learning Group · Est. 2006 · 34+ countries



By:



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