

THE ICSB ACADEMY

THE 1.8 BILLION CHALLENGE

JUNE 15 - 21, 2019

CAIRO, EGYPT



ICSB

2019

World
Congress

THE 1.8 BILLION CHALLENGE

Imagine what 1.8 billion people can do. According to the UN, that number represents the world's youth population between 10 and 24 years old. The under-25 represents the 43% of the world's population. In developing nations, the under-25 demographic is 60 percent.

Imagine if those 1.8 billion were responsible for a five percent boost in the standard of living – of their family, of their village, of their nation, of the world. If each of the 1.8 billion created an average of two jobs, that would be over 3.5 billion new jobs! And imagine if that entrepreneurial spirit solved some of our most pressing challenges in the years ahead. Poverty. Water. Food. Housing. Transportation. Healthcare. And education.

The International Council for Small Business (ICSB) is excited to offer its 5th annual ICSB Academy, the highly successful program that brings students from around the world together for an intensive, week-long experience that will challenge, stimulate, and build entrepreneurial skills. Based on the philosophy that organizations, including businesses, exist to meet the needs of our communities and society, the Academy will emphasize the triple bottom line--profit, people, and planet.

This year it to be will be in Cairo, Egypt from 15 – 21 June 2019. Egypt has emerged as an entrepreneurial hub for the Middle East and Africa. And the youth are leading the way. “Into the Streets” sessions will showcase many of the successes, as well as challenges, that have put Egypt at the forefront of entrepreneurship. You will be introduced to ventures with strong social commitments, whether sourcing from local craftspeople or providing training and education to workers. Entrepreneurs and world-renown faculty will lead the learning experience and mentor each team.

And what better place than Egypt for the ICSB Academy. The builders of the pyramids were entrepreneurs before the French even invented the word *entreprendre*. A history of entrepreneurship and a future grounded in entrepreneurship that is meeting the challenges of tomorrow's society.

Now, imagine yourself, one of the 100 students in the ICSB Academy 2019 cohort, leading the way.

IMAGINE THE FUTURE OF ENTREPRENEURSHIP.

VENUE

**AMERICAN UNIVERSITY
CAIRO, EGYPT**

**\$500 Academy
Registration.
Includes access
to World
Congress**



**Accommodations: American University
Dorms (\$35USD per night)**



Academy at a Glance

ACADEMY PROGRAM DIRECTORS



Jeff Alves



Ines Gabarret

Day 1 (Welcome)

- June 15, 2019
- Students Arrive
- Pizza Night

Day 2 (Good Morning Cairo)

- June 16, 2019
- CBK 1 (Common Body of Knowledge)
- Site Visits

Day 3 (Breakfast of Champion CEO's)

- June 17, 2019
- CBK 2
- Site Visits - Opportunity Recognition
- "The Nile Awaits You" - Felucca Night

Day 4 (Ring the Bell)

- June 18, 2019
- CBK 3
- Site Visits
- Congress Opening Reception

Day 5 (Let's Mingle!)

- June 19, 2019
- CBK 4
- Mentoring Opportunities
- Congress Day 1

Day 6 (Planning & Preparing)

- June 20, 2019
- World Congress Day 2
- Small Business Plan Pitches

Day 7 (Break a Leg)

- June 21, 2019
- World Congress Day 3
- Pitch Competition

This year's academy will feature site visits, mentoring sessions, and numerous interactive and engaging learning opportunities from renowned teaching professionals.

Site visits include:

Social Entrepreneurship Incubator
Biggest Entrepreneurial Hubs
Egyptian Stock Exchange
Fintech Incubator
Visits to Tourist Attractions

Global Faculty



George Solomon
Professor, GWU



Katia Passerini
Dean, St John's University



Tony Mendes
Professor, UMKC



Charles Matthews
Fulbright Scholar



Ayman Ismail
AUC Venture Lab Director



Ines Gabarret
Professor, ESSCA



Ayman Tarabishy
Professor, GWU



Roberto Parente
Professor, Salerno University



Jean Francois Ouellet
Professor, HEC



Jeff Alves
Professor, Wilkes University



Ewald Mittelstaedt
Professor, South Westphalia University



Claudia Wiepecke
Professor, University of Education Weingarten

ICSB Academy 2018

Pictures - Taipei

