

ASU INNOVATION HUB



EXECUTIVE PROFILE

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ABOUT US

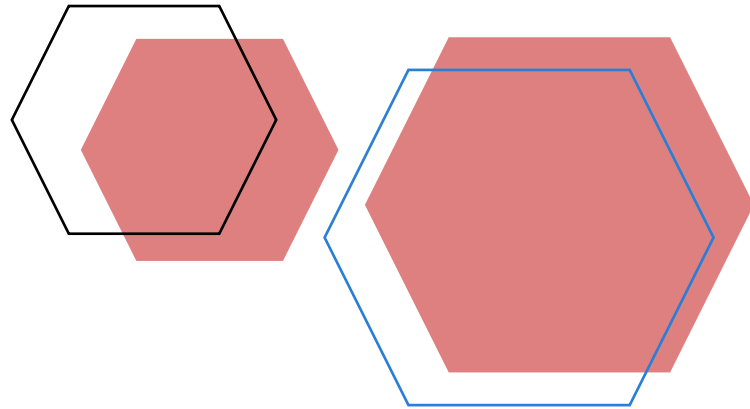
Established in 2013, iHub is the innovation, entrepreneurship, and creativity hub at Ain Shams University. iHub is a platform to exchange knowledge, skills, expertise, and to build strong networks of young entrepreneurs. It serves as a magnet attracting the talents and eager learners of Ain Shams University and returning these talents back to the job market ready as leaders and change-makers. Doing so by building momentum, working as a catalyst that connects the missing dots in the ecosystem, and advocating for entrepreneurship as a career choice.

Where Innovation Begins



OUR VISION

To become a leading regional Innovation, entrepreneurship and creativity hub and international collaboration model that facilitates interdisciplinary ideation, innovations support, and implementation activities to enforce entrepreneurship and Innovation.



OUR MISSION

To provide the best possible environment for innovation that empowers and motivates innovative participants and entities to develop their ideas, concepts, and business models. In addition to providing the best possible required services and consultations that helps participants enrich their knowledge, improve their skills, and reach their goals in an innovative way.





GOALS

The main goals of iHub is to close the gap between academia and industry by promoting and supporting innovation and entrepreneurship on-campus to generate the talents, innovations and startups needed by the industry and market.

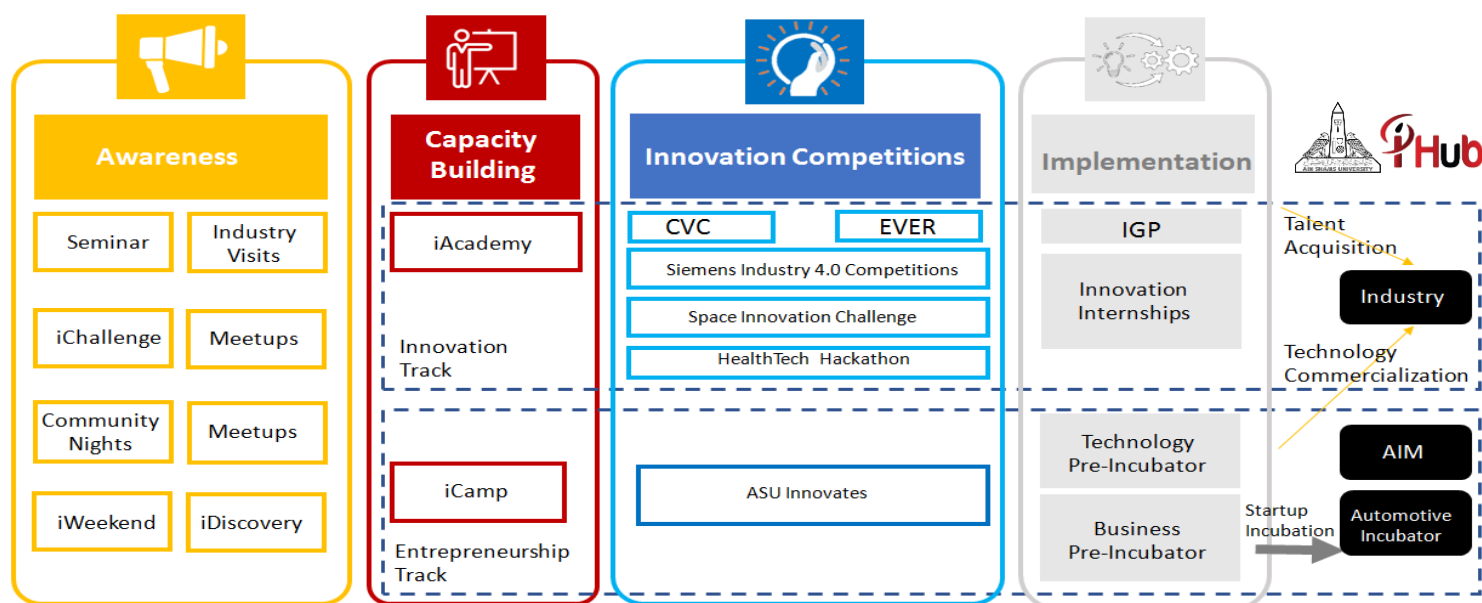
This is to be achieved through the following specific goals:

- Encourage, empower, and support innovators and early-stage entrepreneurs to share exchange and spread ideas, also shape their potential startups.
- Promote innovation and support innovative undergraduate and researchers throughout their learning and development and align their efforts towards the needs of market and industry.
- Establish an ASU-wide culture and mindset of innovation and entrepreneurship based on principles, values, shared vision, and goals.
- Build a community for innovation that facilitate networking and support integration between all the actors and stockholders at ASU, including official sectors, university centers, student activities, etc.
- Spread awareness across ASU about the future industries, personal growth and development opportunities, the entrepreneurial scene and ecosystem, existing markets, and new technologies.
- Connect the industry partners with the university's pool of talented and well-prepared graduates.

SCOPE OF WORK

iHub is a special-purpose unit in Ain Shams University promoting innovation and entrepreneurship to the youth in collaboration with its local and international private-sector, governmental, and community partners. iHub performs many activities and provides special extracurricular programs in order to stimulate more innovation and, consequently, enhance the entrepreneurial ecosystem. It does that by generating innovative start-ups, graduating competent intra- and entrepreneurs, producing high-quality prototypes, and aligning the efforts of its beneficiaries and subject matter experts towards the needs and problems faced by its industry partners. This done in 3 stages:

- ❑ **Awareness:** Conduct an extensive and exciting set of awareness events and activities that include seminars, webinars, technology demo events, networking events and community nights, through which attendees are introduced to technology trends, market forecasts and get to interact with leading innovators.
- ❑ **Capacity Building:** Professional development of students and graduates (in collaboration with 200+ industry partners) through crash hands-on courses and workshops coupled with rewarding competitions.
- ❑ **Implementation:** The core of our work is to incubate innovators and entrepreneurs (identified through the last two stages) providing them guidance, mentorship and resources while they bring their innovations to life in collaboration with the subject matter experts from our industry partners.



OUR PROGRAMS

INNOVATION TRACK

Interdisciplinary Industry Graduation Projects

Real life industry/market projects are identified with our partners and divided into modules to involve senior undergraduate students working on these modules as their graduation projects. We have many success stories with these projects finished, deployed, and sold in the market now.

Industry Internships

We coordinate industry internships with our partners that happen on their site or on our campus. These internships allow students to get introduced to the market/industry being exposed to company culture, processes, tools, technologies, and business practices allowing them to practice while they learn.

Innovation Challenge & Competitions

We organize university, city, and country level competitions to encourage students to accomplish real life designs or products.

Academic Seminars

Organize networking events where industry experts talk about the new trends and technologies and provide career guidance to students.

Industry Visits

Organize field visits to factories or research centers to allow the students to shadow the day-to-day workings of a particular industry, understand its operational issues, and understand the work environment.

ENTREPRENEURIAL TRACK

Incubation Programs

Different incubation programs that are managed by Ain Shams University innovation center. The mission of these programs is to work with innovators, entrepreneurs, and research institutions to support early stage start-ups and to spread the entrepreneurial thinking among the university community.

Pre-incubation Program

This program aims to enable young innovators to build their start-ups by energizing their business plan with best practices, helping them successfully enter the market and scale up their business. Through a range of services including training, mentoring, networking, and assistance in obtaining financial support, the program will develop the entrepreneurial skills and resources of the start-ups, enabling them to take their ideas into action.

ASU Innovates

The annual business innovation competition that aims to build a community and stimulate innovation at Ain Shams University.

Innovation Camp

A business summer camp that introduces ASU students to entrepreneurship.

Introductory Entrepreneurial Workshops

They aim to help participants discover their passion, build an entrepreneurial mindset, and experience what it takes to be an entrepreneur by working on their business ideas.

ACCOMPLISHMENTS

SINCE 2013

- ❑ Mentored and supported 200+ startups through our pre-incubation and startup-support programs. 20+ of them are still alive and scaling in the market.
- ❑ Served 55K+ beneficiaries through the different awareness programs, capacity-building programs.
- ❑ Graduated 9k+ Innovators from our innovation programs who joined our local and internal industry partners regardless of their size.
- ❑ Managed four nation-wide interdisciplinary innovation competitions in the fields of AI, Computer Vision, Zero Energy Building and Electric Vehicles
- ❑ Our mentored innovative student teams achieved have participated in many local and global competitions and have worked their way to be ranked as the top Team in MENA in the following competitions; Formula Student UK; ROV; Shell Eco Marathon; EERI – Seismic Design Competition; Wind Turbine; iGEM.



Formula Car made by ASU RT in 2019



The ASU wind team ranking the 2nd place in the ISWTC'19 in Holland

Where Innovation Begins

- ❑ Four successful technology transfer projects that started as on-campus research projects and were later developed and delivered to the industry to be used in their existing or new products.
- ❑ Startups that graduated from iHub or were supported by iHub in the past years have won multiple startup competitions that were held in Egypt, MENA and the world.
- ❑ Increased our industry collaborators to become more than 150 serving the market sectors that are within our current interest.
- ❑ Increased our international university collaborators to 12.
- ❑ Startups that were supported by iHub have pushed many products with 100,000 of them sold in the market so far. These products include golf carts, personal protective equipment, access control equipment, precision agriculture systems, smart furniture, industry 4.0 gateways, prosthetic limbs, ...etc
- ❑ Created 50+ custom innovation programs with industry giants such as Siemens, Schneider Electric, HERE, Americana, Nokia, Ericsson, ABB, Ghabbour, Benya Capital, Incorta, Fresh, AIO, ...etc
- ❑ Initiated three incubators in 2020; AI Incubator, Automotive Incubator, General Technology Incubator



Mentored and supported 200+ startups through our pre-incubation and startup support programs



Egypt's First incubator specialized in AI

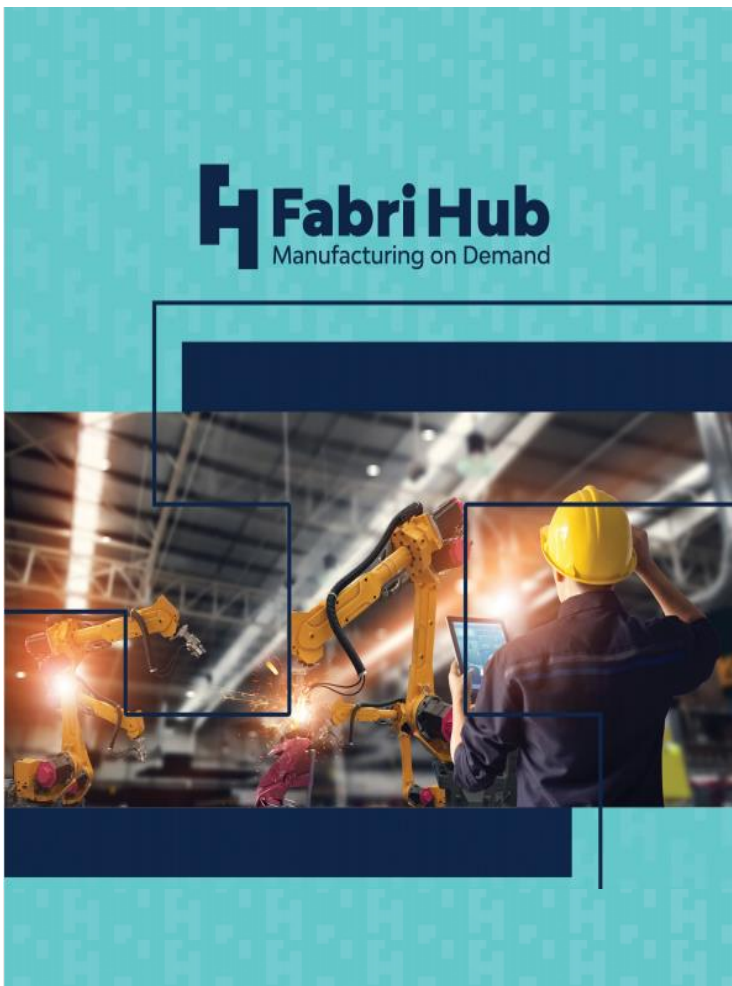
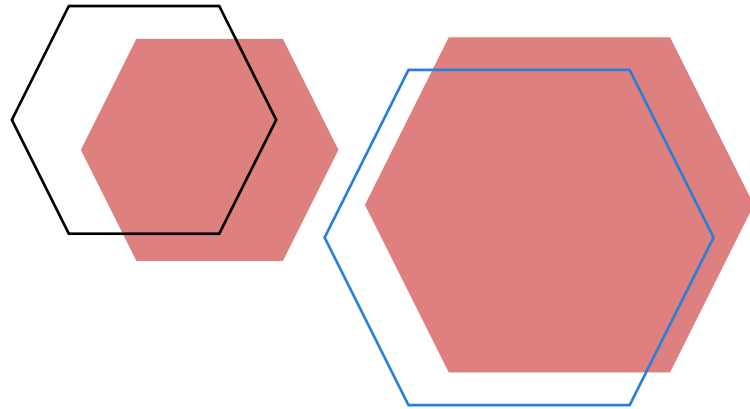


DESIGN HOUSE

A comprehensive one-stop design center serving start-ups, entrepreneurs, and SMEs to convert their mechanical, electrical, electronic, mechatronic-based ideas or prototypes into products, satisfying international standards.

Past and Ongoing Projects Include Devices & Systems:

- Advanced Medical Laboratories Energy Management
- Smart Industrial Process Tracking
- Smart Access, Identification, and e-Payment
- Smart Medical Refrigerator
- Smart Green-Houses controller
- Fleet Management
- Smart Fuel and Water tank Management
- Smart Environmental Parameters Monitoring
- Smart Office Furniture
- Automated Hospital Furniture



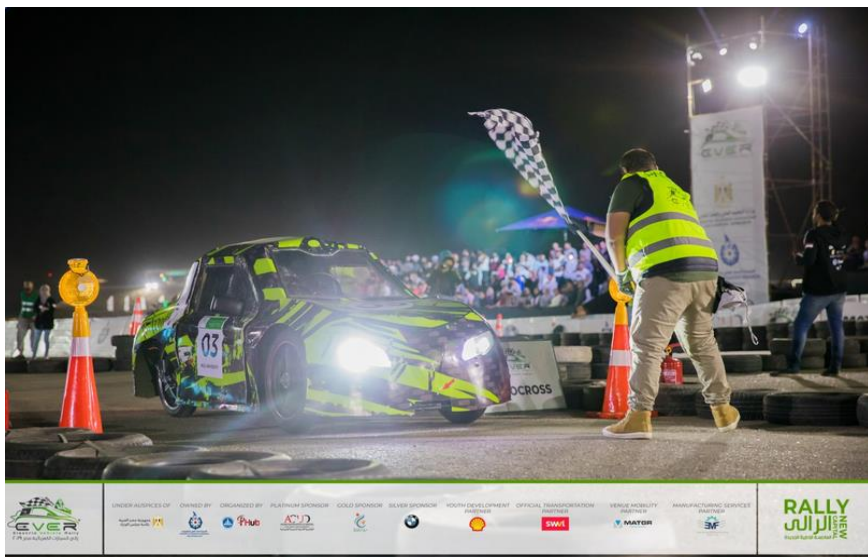
FABRIHUB

FabriHub is the first platform of its kind, which puts the manufacturers together with those seeking to manufacture in one place.

FabriHub created an extensive network of workshops, factories and manufacturers that can provide a wide range of manufacturing services, whose quality is guaranteed by FabriHub.

FabriHub offers you an elegant secured user-friendly platform, through which you can order a design to be manufactured, receive a speedy quotation, and monitor the manufacturing progress until delivery from the comfort of your office.

Where Innovation Begins



EVER

iHub uses competitions as a magnet to attract innovators from all fields, and accordingly manages several nationwide competitions every year. One of these competitions is the Electric Vehicle Rally (EVER) competition to design urban electric vehicles. The competition targets young candidates challenging them to design, build and drive an urban concept of an electric vehicle.

EVER Egypt is a non-profit event. Registration is open to all universities and institutions based in Egypt. Event is Owned and Financed by ASRT and organized by iHub.

Challenging teams of university undergraduate students to conceive, design, fabricate, develop, and compete with an Urban Electric One-Seater Vehicle that adheres to a set of safety rules, design constraints and performance targets.

Accordingly, EVER Egypt provides students with a complete educational opportunity to apply their knowledge to build a product and evaluate their outcome through a completely dynamic experience.

INNOVATION CLUBS

THE LARGEST INNOVATION NETWORK IN EGYPT

To better communicate with our students, iHub created smaller student-led innovation communities (iClubs) in each faculty in the different universities. Each iClub is supervised by entrepreneurial faculty members but powered by students aims to empower students with all the knowledge and professional experience required to contribute to business activities on campus.

All clubs in the country are part of the **National Innovation Network (NiN)** that creates ties and bridges with innovation supporting entities across the country. iClub operates in collaboration with the Ministry of Higher Education, the Academy of Scientific Research & Technology (ASRT), Rowad2030 Program and the Technology Innovation and Entrepreneurship Center (TIEC).

The goal of iClub is to give students the opportunity to contribute using their methodologies in spreading iHub's culture and help in identifying more innovators. iHub provides the umbrella to support these iClubs, and then absorbs all the identified innovators within iHub's central activities and programs.



Where Innovation Begins



STARTUP SERVICES

iHub offers an open innovation ecosystem supported by the needed infrastructures that aims to build strong connections between innovative participants and internal and external partners. These services include:

Consultancy Services

iHub provides professional consultations that aim to develop, promote, stimulate, and support innovators, startups and entrepreneurs in Egypt and the rest of the world. These include:

- Business consultations,
- Legal consultations
- Technical consultations
- Marketing consultations

Those are provided through our pool of subject matter experts.

Professional Services

In addition to the services mentioned above, iHub also provides start-ups, entrepreneurs, and corporations with the following services:

- Hardware design and prototyping,
- Software development,
- Technical feasibility studies,
- Manufacturing,
- Logistics,
- Legalization services,
- Recruitment,
- Hr management,
- Bookkeeping and accounting,
- Business/market intelligence,
- Business clinic,
- Employee medical insurance, etc.

Access to Shared Services

iHub also offers the opportunity to entrepreneurs to reduce their capital expenses by providing them access to shared resources such as:

- Coworking spaces,
- Office spaces,
- Prototyping workshops,
- Industrial workshops,
- Hardware and CAD tools,
- Hosting and processing servers,
- Measurement equipment and labs.



FUTURE PROSPECTS

As we go beyond 2020, iHub is restructuring its resources and programs to align with the continuously **changing market dynamics**. There are many new market areas that are evolving because of customer need and advancement of technologies. The market implications of COVID-19 have taught us the importance of being producers (and not just users) for critical technologies that such as those in the fields of healthcare, logistics, energy, agriculture, water, and manufacturing. Moreover, most of us discovered that many of the services we need can be provided in a remote manner leading to cost reduction and higher efficiency.

Accordingly, iHub will restructure and scale its services to provide more industrial and business incubation programs to innovators and entrepreneurs in collaboration with its industry and community partners.

New incubators are to support startups in the fields of emerging software technologies, automotive, agriculture, water, renewable energy, space technology and healthcare are in the pipeline to be created. These incubators will be created in a slightly different style to address the pains of existing incubated entrepreneurs. Each new incubator will be created in partnership with a few industry/market partners that will each have a satellite branch of the incubator, allowing incubated startups access to the partner's resources, experts, and network. Moreover, some of the incubators will be created to provide "virtual" incubation services to serve entrepreneurs that do not have the capacity to relocate during incubation.

And to accommodate these expansions in programs and number of those served, iHub is acquiring a new 7500 square meter building. The building will be equipped with all needed facilities to provide technology and business incubation to our innovators and entrepreneurs. The building will also provide space to host our industry partners that will have on-campus presence for a vibrant integration with the iHub community.

How iHub will contribute to Egypt Vision 2030?

Out of our belief that when the right people implement the right strategy, massive success will be the result, we are aligning our efforts with sustainable development goals.

SDG8: Decent Work and Economic Growth

Given that startups have very high-growth rates and given that the Egyptian market has a lot of opportunities, that means that more successful startups will lead to a healthier economy.



SDG9: Industry, Innovation & Infrastructure

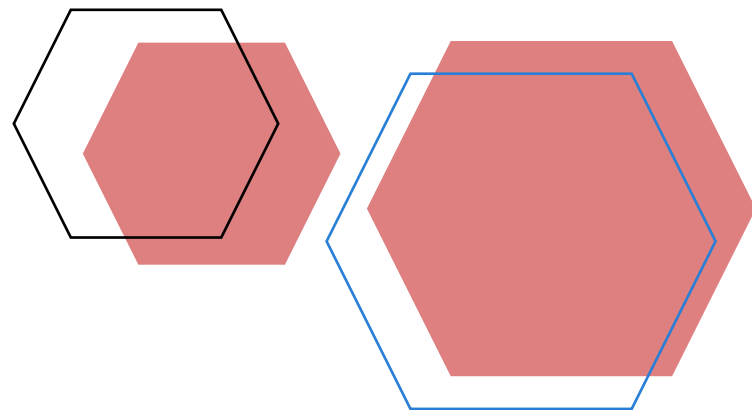
Have the right mix of the infrastructure of the technical workshop, educational entities and programs, fund, resources, and consultations ion, having the very well equipped environment promoting innovation and entrepreneurship and all that is working hand in hand with more than 150 industry partners, pushing innovators to the industry market and getting challenges from the industry to be solved by the innovators.

SDG11: Sustainable Cities & Communities

Successful startups are made by former successful startups members, and those successful startups were made inside a good ecosystem with good market knowledge and awareness.

SDG17: Strengthen Implementation & Partnership

From day one, we believe in partnerships in many levels and applying different implementation strategies and the open innovation model for growth that we will apply will help us acquire more resources, technologies and enter new markets



SUSTAINABILITY

We will ensure our sustainability through revenue streams that will be developed:

- **Corporate, Government and Investor Sponsorships**
- **Fees from services rendered to Non-incubated Innovators & Entrepreneurs**
- **Royalties from IP Commercialization or Licensing**
- **Commission on Startup Investments Orchestrated by Us**
- **Equity in Incubated Startups (Long-term)**

Where Innovation Begins



PRIME LOCATION

The main building is located at AIN Shams University Campus, which is located at El-Khalifa El-Maamoun Street, Heliopolis, Cairo, Egypt. The location is in the heart of the Eastern side of Cairo in close proximity to Nasr City, Heliopolis, Abbaseya and Downtown Cairo, connected to them via major roads and also through the underground metro via Abbaseya's station.

Building total area: 7750 m²

Building Floor area: 1550 m²

Number of Floors: 5

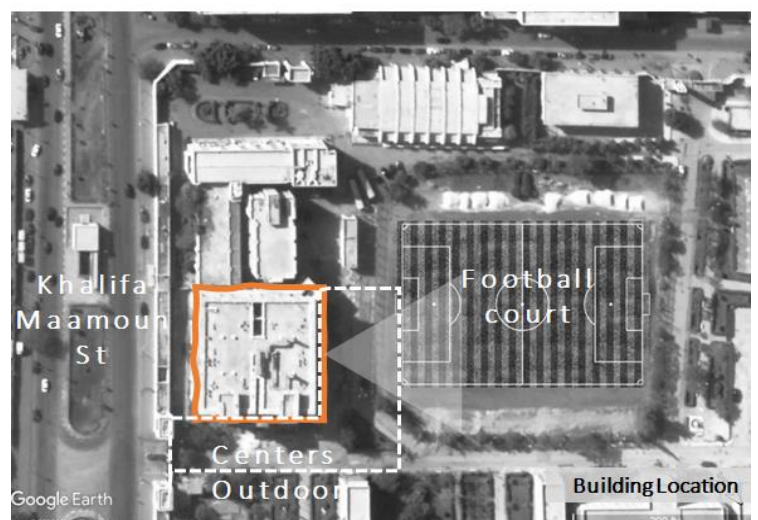
Outdoor space area: 2000 m²

Views

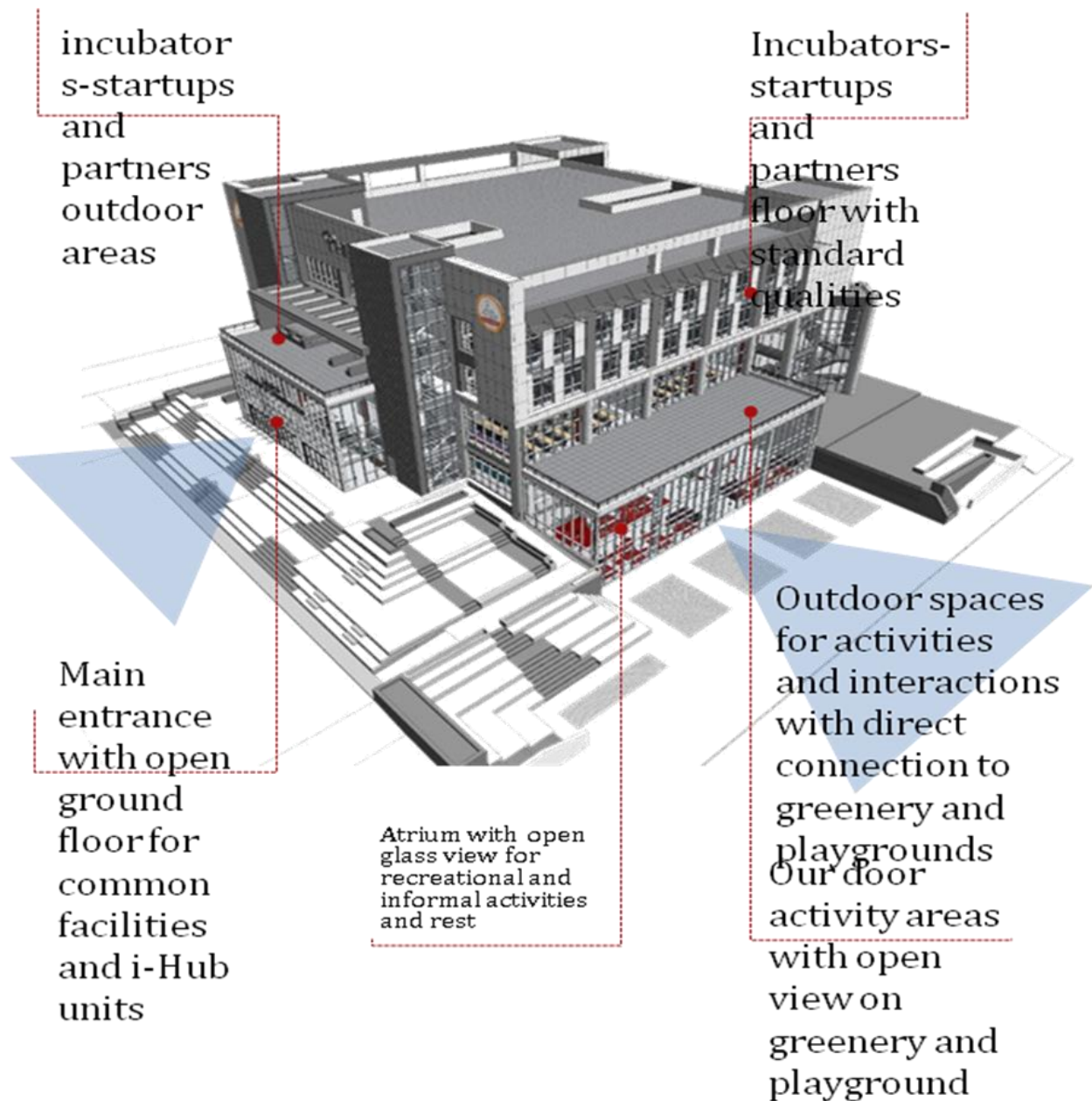
Khalifa Maamoun St

Indoor university campus with standard football

Courtyard attached to the center campus and with direct accessibility



Where Innovation Begins



The newly acquired five story building is being renovated to provide the space and resources to conduct our programs and allow for our planned expansions in the next three years. The building will dedicate:

1. The Lower and Upper Ground Floors to accommodate:
 - a. Our partners that will co-locate on-campus to directly interact with the iHub community.
 - b. Large meeting facilities.
 - c. Recreational services.
 - d. Prototyping workshops.
2. The First Floor will have
 - a. Multi-Purpose Training Halls and Rooms that can be reconfigured to fit the nature of the different training and capacity building courses and activities that will take place.
 - b. Coworking space to accommodate innovators and entrepreneurs working on their early stage products.
3. The Second and Third Floors will have dedicated space for
 - a. Custom Business Incubators.
 - b. Startup Offices.
4. External courtyard connected to the landscape of the rest of the campus to accommodate large outdoor activities and events.

STRATEGIC PARTNERS



OUR PARTNERS

iHub has established long term cooperation and business relations with a considerable number of organizations.

INDUSTRY COLLABORATORS



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