

Oct.
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2018

MARRIOTT HÔTEL
Midway at Chicago



RAMSES
Consulting & Associates

222 W. Merchandise Mart Plaza, Suite 1212
Chicago, IL 60654 E-mail : info@ramses-forum.org



www.ramses-forum.org

The digitalization of companies: An asset for the future

The CHICAGO ECONOMIC FORUM

Ramses Global Entrepreneurship Boot camp

RAMSES IMPACT 2018

Club 1871 is Number 1 Incubator in the world by UBI, 2018

The Ramses Global Entrepreneurship Boot camp is an intensive, three days new ventures leadership program that gives boot campers a taste of drinking from the firehose. It is a nexus connecting entrepreneurs from around the world to the entrepreneurship and innovation eco-system surrounding the Chicago Economic Forum and the Club 1871 of Chicago.

About Club 1871

1871 is Chicago's center for technology and entrepreneurship

The story of the Great Chicago Fire of 1871 isn't really about the fire. It's about what happened next: A remarkable moment when the most brilliant engineers, architects and inventors came together to build a new city. Their innovations – born of passion and practical ingenuity – shaped not just Chicago, but the modern world. What started 140 years ago continues to this day.

Founded in 2012, 1871 was created to support Chicago's digital startup community. Since that time, it has become the hub for the city's thriving technology and entrepreneurial ecosystem. Today 1871 is the home of more than 400 early-stage, high-growth digital startups. Located in The Merchandise Mart, this 150,000 square foot facility is also the headquarters of nationally recognized accelerators, industry-specific incubators, tech talent schools, the Illinois Science and Technology Coalition – the state's leading technology advocate, a number of Chicago-based VCs, and satellite offices for Northwestern University, University of Illinois, University of Chicago, Loyola University Chicago, Illinois Institute of Technology, DeVry University, and DePaul University.

Chicago's brightest digital designers, engineers and entrepreneurs are shaping new technologies, disrupting old business models, and resetting the boundaries of what's possible.

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About Ramses Consulting & Associates

Ramses II, the Grandson of Ramses I, was one of the kings of the nineteenth dynasty of ancient Egypt. He distinguished himself from his predecessors by his actions in the service of building a great Empire. He ascended the throne at -1279 BC. This great magnanimous and ingenious king revolutionized his territory in 66 years of reign.

His talent for the technique was revealed throughout history by the construction and restoration of architectural jewels like the temples of Abu Simbel and also the restoration of several other monuments.

A valiant fighter, his reign is colored by many crusades and wars, which are recognized as successful and failures. Certainly, for him the conquest of territories had an undeniable political value, but he understood that he should consolidate the gains claimed to be essential. Then with his geostrategic talent, he revolutionized the sectors of industry, Egypt's domestic politics and the Economy. The social also was added to his actions. He was more than ever close to his people to ensure the maintenance of a peaceful climate and of course to appease any opposing action that could weaken his power. Nevertheless, it should be noted that ideologically speaking, he was a real instigator of democracy.

The reign of Ramses II as Pharaoh of Egypt has shaped this Maghreb territory. Through his visionary spirit, excellent diplomat and above all the proven technique, Egypt acquired innumerable architectural achievements.

It is in this wake that fits the ideology of our International Cabinet RAMSES CONSULTING & ASSOCIATES. We draw inspiration from Ramses II history to unveil our vision of the world to our partners. That of offering quality services to people in order to enhance the image of an Africa that was at one time in its history the cradle of science. So, as you can see, the choice of RAMSES name is not trivial. Ramses Consulting & Associates wishes to restore this lost identity. To do this, we are committed to exhume the sense of leadership formerly occupied by Africa by offering services based on a strict deontology.

Ramses consulting & Associates and the Club 1871 are partnering to provide high quality training, support, and marketing of startups to Boot campers who plan to join this selective program and give the best way to change the future of entrepreneur. If that is your goal, you are welcome to come to a place where you can share ideas, make mistakes, work hard, build your business and, with a little luck, change the world.

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Ramses Consulting & Associates in partnership with 1871 Boot camp

“The Boot camp will be the most intense educational experience of your life.”

We all have hidden obstacles on our path to extraordinary impact. Lack of knowledge. Poor discipline. Ego. The Boot camp will reveal what your obstacles are. If this is what you want, the Boot camp is for you.

When you come out on the other end, you also will be armed with a comprehensive toolkit for innovation and leadership. What is more, you will develop lifelong bonds with innovators from all over the world.

We look for individuals who demonstrate initiative with follow through, capacity for calculated risk, critical openness and commitment to community. The Boot camp will strengthen your systems thinking, infuse you with a collaborative identify and focus your mindset on the long-term.

If this is you and what you want to become, and are ready to sacrifice comfort to achieve it, we want to hear from you – wherever you are, whatever you do. We are an inclusive meritocracy

Description of the boot camp project 2018

Boot campers are expected to be active learning partners with other Boot campers and coaches. Lectures are interactive and project time is driven by the team. Throughout the program, Boot campers will learn and practice a variety of new skills related to entrepreneurship and innovation, both from Ramses Consulting & Associates, 1871 coaches, and guest speakers as well as through their experiences in project teams.

Each Boot camper has the opportunity to be CEO, leading the team through its project work for a day. Active learning is an experience, and in one, the Boot camp provides participants many experiences most entrepreneurs and innovators face in the first 2-3 years of a new venture.

Why to participate at Ramses / 1871 boot camp?

Develop Innovation-Driven Venture Skills

- Identify, define, and characterize problems,
- Spot opportunities for innovation
- Segment and analyze opportunities
- Evaluate and choose innovation diffusion pathways

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- Evaluate and choose models of new ventures
- Conduct customer and market research both qualitatively and quantitatively
- Design customer journey
- Establish foundation of product development
- Evaluate and choose market strategy
- Develop an in depth understanding of your customer
- Identify and quantify sources of value
- Map and influence customer decision making process

Who is the Boot camp for?

Boot campers have come from a diversity of backgrounds:

- Early stage entrepreneurs
- Serial entrepreneurs
- Individuals in transition or looking for a career change
- Doctors, lawyers, and other service-based professionals
- Graduate students & researchers
- Innovation managers
- Family business owners
- Product managers
- NGO leaders
- Corporate professionals
- Designers & creative
- Professors & educators

Program

First day

I. "Architecture of an Idea"

- DESIGN to challenge
- CREATIVITY to interpret the unconscious
- SCIENCE to create

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II. "Answering Market Pull"

- Identifying a real, timeless problem statement
- Building a product to fit the goal
- Questioning key assumptions along the way

III. "The Lives of Ideas"

- Learn techniques that everyone can use to come up with great ideas
- How to share and grow ideas through collaboration
- Debunking common myths about ideas

IV. "Share to Success"

- Social tools
- Real time learning
- Knowledge transfer

Second day

I. "From Internet to IoT: Fifty years of evolution (1975-2030)"

- How the network has changed
- Evolution of Internet procurement businesses
- Role of Telecom operators in the future of the Internet

II. "A Successful Failure"

- Ideas are not instantaneously created. They emerge
- A great idea does not equal a great business
- Structuring a successful failure generation process

III. "Mentoring"

- What are the benefits of mentoring in the Boot camp and beyond
- The rules of the game: how to make the most of it
- A few stories from previous Boot camp survivors

IV. "Failure to Launch: Business and Technical Considerations in Technology Evaluation"

- Failure to properly assess candidate technologies before commercialization can amplify mistakes at enormous scale

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- Technology evaluation is an art, not a science – structured approach to technology evaluation can increase chances of successful commercialization
- Contextualized approach to technology evaluation efficiently targets factors relevant to individual technologies

Third day

Visiting Club 1871, number one incubator in the world

- share experience
- Professional meeting
- Startup selling
- B2B

