

MBR Pitch Programme

Day 1: Tuesday, 16 April 2019 - Pitch Day at Khalifa Innovation Centre, Khalifa University, Abu Dhabi

09:00 – 10:30

Finalists meet individually with judges (20 minutes each in 4 x private meeting rooms, one per challenge)

Mentor Roundtables

- 09:15 – 09:45

Getting Started: Tips for getting your business idea off the ground

Roundtable Facilitator: **Cinar D. Kurra, Chief Executive Officer, Catalyst**

- 12:15 – 12:45

Securing Finance: Understanding your best channels for funding and investment

Roundtable Facilitator: **Cinar D. Kurra, Chief Executive Officer, Catalyst**

- 13:15 – 13:45

The UN SDGs in Practice

Roundtable Facilitator: **Ama Brandford-Arthur, Team Leader, South-South and Triangular Cooperation Unit, International Fund for Agricultural Development (IFAD)**

Future Skills: What skills are required for jobs of the future and how can higher education support the shift?

Roundtable Facilitator: **Dr. Mohammad A. Omar, Department Chair and Professor, Department of Industrial and Systems Engineering ISYE, Khalifa University**

- 15:15 – 15:45

Design methods for start-ups

Roundtable Facilitator: **Dr. Kai Bruns, Senior Research and Innovation Manager, Global Manufacturing and Industrialisation Summit**

09:45

Speed Networking Session

10:15

End of Speed Networking Session and make way to Pitch Event Official Opening

10:30

Opening Remarks from MC: **Laura Buckwell, Journalist and News Anchor**

10:45

Keynote Address: **Sheikha Shamma bint Sultan Khalifa Al Nahyan, Chief Executive Officer, Alliances for Global Sustainability**

11:00

Opening Panel Discussion: Innovation, Entrepreneurship and Industry 4.0

Industry 4.0 presents an unparalleled opportunity to harness the potential of advanced technologies for positive social impact. This session will bring together a unique cross-section of visionary entrepreneurs, technologists and investors to talk about new trends in social entrepreneurship, putting sustainability at the heart of business and what government, industry and the investment community can do to help

support a socially and environmentally minded start-up ecosystem of tomorrow.

Moderator: **Laura Buckwell, *Journalist and News Anchor***

Panelists:

Alois Mhlanga, *Chief, Climate Technology and Innovation Division, United Nations Industrial Development Organization (UNIDO)*

Mansoor Janahi, *Chief Executive Officer, TS&S*

Manuel Kuehn, *Senior Vice President - Business Development and Strategy, Siemens UAE*

Mohamed Al Qadhi, *Director General, Sandooq Al Watan*

11:50

End of Panel Discussion



Sustainable Energy Pitches

Each finalist to have five minutes to pitch followed by five minutes of questions from judges.

11:50

Introduction to Sustainable Energy Challenge

12:00

A2P Energy Solution, Sukhmeet Singh

12:10

Eco Friendly Char-Briquettes for Clean Cooking, Carlo Figà Talamanca

12:20

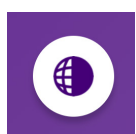
OffGridBox, Troy Billet

12:30

Wave2O Clean Water from Ocean Waves, Olivier Ceberio

12:40

Lunch



Digital Divide and Digital Literacy Pitches

Each finalist to have five minutes to pitch followed by five minutes of questions from judges.

13:40

Introduction to Digital Divide and Digital Literacy Challenge

13:50

BuffaloGrid - Digital Access through Renewable Technology (DART), Daniel Becerra

14:00

Gram Marg Solution for Sustainable Rural Connectivity in India, Sarbani Banerjee Belur

14:10

Changing Lives Through Affordable Internet, Dirk-Jan (DJ) Koeman

14:20

The Rumie Initiative, Tariq Fancy



Rural Transformation and Zero Hunger Pitches

Each finalist to have five minutes to pitch followed by five minutes of questions from judges.

14:30

Introduction to Rural Transformation and Zero Hunger Challenge

14:40

Sponsh, Lourens Boot

14:50

Safi Organics, Samuel Rigu

15:00

Inga Alley Cropping For Sustainable Farming, Mike Hands

15:10

TruTrade, Stephen Katingima



Sustainable Cities Pitches

Each finalist to have five minutes to pitch followed by five minutes of questions from judges.

15:20

Introduction to Sustainable Cities Challenge

15:30

Ada Health, Hila Azadzoy

15:40

Urban Platform for Infectious Disease Reporting, Bobby Brooke Herrera

15:50

Folia Water, Charles Cochin de Billy

16:00

GARV Toilets, Mayank Midha

16:10

Judges Deliberation and Meet and Greet with Media and Close of Pitch Day for Outside Attendees

16:10 – 17:30

Start ups meet with media in closed rooms for interviews, judges join when they finish their deliberation

Day 2: Wednesday, 17 April 2019 – Area 2071, Dubai Future Accelerators, Emirates Towers Boulevard, Dubai

10:30

Registration

11:00

Opening Remarks from MC: **Matthew Minor**, *Director of International Programs, MIT Solve*

11:05

Welcome Address

H.E. Eng. Suhail Mohamed Faraj Al Mazrouei, *Minister of Energy and Industry, United Arab Emirates*

11:15

Partnership Signing Ceremony with Dubai Future Foundation

11:25

Panel Discussion: The Future of Open Innovation

Open innovation is changing the way businesses – and the manufacturing sector in particular - are approaching innovation and collaborative opportunities with employees, customers and other organisations. Whilst open innovation may open up transformational opportunities in disruptive thinking, it also requires a significant shift in mindset regarding corporate control, intellectual property and competitive advantage. This session will bring together a cross section of industry stakeholders to assess the potential for open innovation to transform industrial strategies, weighing the challenges and providing insights on how businesses can get the most out of adopting an open innovation platform.

Moderator: **Caroline Faraj, *VP Arabic Services, CNN***

Panelists:

Khadija Al Jabri, *Director of Partnerships and Outreach, Dubai Future Foundation*

Malik Al Madani, *Chief Innovation Officer, Director of Strategy and Future Department and Director of SDGs, Federal Competitiveness and Statistics Authority*

Manuel Ossa, *Head of Operations, Innovation Accelerator, World Food Programme (WFP)*

Sandeep Pahuja, *Director, IDEO & Palmwood*

12:10

Mentor Flash Talk: Overcoming Obstacles, Achieving Your Vision

An inspirational TED-style address from a renowned entrepreneur.

PK Gulati, *Senior Advisor, Dubai Future Foundation; Chairman Emeritus, TiE Dubai*

12:25

Mentor Flash Talk: Women Entrepreneurs Mobilising Positive Change

An inspirational Ted-style address on the growing trend of women entrepreneurs shaking up the start-up ecosystem.

Elissa Freiha, *Founder and Managing Director, WOMENA*

12:40

Live Q&A with our Mentors

13:00

Lunch

14:00

Speed Networking Session

14:30

Direct Impact Smartshop: A Design Thinking Approach to Implementing Open Innovation 2.0 and the UN SDGs

The direct impact smartshop is a high-end learning experience workshop that uses design thinking principles to solve problems involving people and technology within the world of manufacturing. Built around essential elements of design thinking (empathy, ideation and experimentation), this bespoke designed problem-solving process captures the needs of people, explores technological opportunities and provides an opportunity to demonstrate a bias towards action.

Facilitated by **Dr. Kai Bruns, *Senior Research and Innovation Manager, Global Manufacturing & Industrialisation Summit***

16:30

Close of Day 2