

# Innovation & Entrepreneurship Program

"The best way to predict the future is to invent it."

Alan Kay

## Benefits to Organizations

- Innovative team
- Challenges will be opportunities
- Team ideas will be rational
- Pathway for future opportunities
- New market segments
- Process improvement
- Shared Accountability

## Benefits to Individuals

- Identify your core Purpose of life
- Fresh perspective to tackle challenges
- Proven processes for creating & selling ideas
- Product creation techniques
- Global marketing techniques
- Entrepreneurial financing approach
- Best practices to lead innovation
- Your own Startup or start up plan

*"The global economic crisis has fundamentally reset the way companies do business and capitalism itself..."*

Jeff Imelt, CEO GE

## Program Overview

This program is for individuals that are either facing challenges in terms of growth within organization or struggling to start their own, the innovation and entrepreneurship program is an interactive and practical program, that will provide the tools and framework to participants to enhance, update and refine their entrepreneurial skills, unlike traditional theoretical, template base, or Business plan development courses, Our Innovation and entrepreneurship program is structured from the knowledge of Stanford and MIT University, followed by World's innovative Design Company, IDEO product creation framework, and experience of implementing them.

## Program Experience

Facilitator will lead you through hands-on workshops where you will learn the problem-solving tools & problem-finding frameworks that lead to innovation. Specially selected projects give participants hands-on, practical experience developing a business plan or launching a business.

## Program Details

Starting Date: 19 Feb 2012

Investment: 15000 PKR

Duration: 3 Months

Days: Sunday's only

Timings: 10 AM – 1 PM

Location: Avari Hotel Khi

## About Facilitator

**Asad Ullah Chaudhry** is an entrepreneur running his consulting, mentoring and training company, AUC Technologies. For the last one decade, Asad has devoted his time to introduce certification base technology courses in Pakistan and to promote Project Management in the Pakistani culture.

His passion and determination to promote knowledge and awareness in his country has included introducing and nurturing creativity and innovation at every level. He is currently conducting creativity and innovation workshops in schools, colleges, universities and in the corporate market. AUC has collaborated with the Microsoft Innovation Centre, Pakistan to help accomplish the challenge.

**AUC TECHNOLOGIES**  
DEVELOPMENT | TRAINING | CONSULTING | MENTORING

Mezzanine Floor, BB Plaza, University Road, Opp NED University, Karachi.

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## Program Bonuses

- Bonus #1 - Rich Dad Poor Dad Book
- Bonus #2 - Good to Great Company Book
- Bonus #3 - Ten Hour selected video lectures from Stanford and MIT
- Bonus #4 - Free Personality Assessment
- Bonus #5 - Three Months Coaching and Mentoring of participants after the Program
- Bonus #6 - Fifty Percent discount on website development
- Bonus #7 - Two months SEO Support to Participant Business
- Bonus #8 - Support in business registration and setup
- Bonus#9 - Three Month Virtual Office Support (Mail Box)
- Bonus#10 - Complementary support in visiting cards and broucher designing.

*"Innovation distinguishes between a leader and a follower."*

Steve Jobs

### Phase 1 (Before Program)

Identify a specific challenge or opportunity to bring and work during program

### Phase 2 (During Program)

#### Creativity and Innovation

Creativity and innovation relationship  
 Innovation Types  
 Idea Generation, evaluation and selection techniques  
 Role of Blue Ocean Strategies in Innovation

#### Entrepreneurship

Product Creation  
 Entrepreneurial Finance  
 Entrepreneurial Marketing  
 Business Plan Finalization

#### Leading Innovation

Transforming Team  
 Agile Management for Innovative Product Development  
 Innovative Leadership  
 Harvesting Innovation

### Phase 3 (After Program)

Apply the tools and approaches learned during the program  
 Launch your company or idea within organization

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"Success is what you can measure in terms of team achievement."

Asad Ullah Chaudhry

## Corporate Clientele

- Aga Khan University Hospital
- Axact Technologies
- Baghlaf Al Zafer Sharjah, UAE
- CDC
- Computer Research (Pvt.) Ltd
- FIS, Hong Kong
- Global Edu, USA
- Habib Bank AG Zurich
- Jaffer Brothers
- KalSoft (Pvt.) Ltd
- Microsoft Pakistan
- New Horizon EPL
- NIB Bank
- Pakistan Petroleum Limited
- Pak Qatar Takaful
- Pakistan Petroleum Limited
- Pakistan Refinery Limited
- Pakistan Suzuki Motors
- Relacom
- SUR Construction Addis Ababa
- Takaful Pakistan
- Telenor Pakistan

## About AUC Technologies

**AUC Technologies** is development, training, consulting, and mentoring, company with experience in the various facets of industrial and non industrial environment.

**AUC Technologies** is a trademark of success in certification base trainings and conducted more than 100 workshops locally in Pakistan, internationally in UAE, Ethiopia, Hong Kong, Malaysia, and USA.

**AUC Technologies** case study base trainings provide real-world simulation, and help participants to hands-on industry best practices during the program.

## Testimonials

AUC Technologies program helped identifying the color of you which also gives a better approach to interact with stakeholders.

*Muhammad Hanif*

*Pakistan Petroleum Limited*

Keep the good work up, it's really a new thing I learn.

*Salman Ahmed*

*Etilize Pvt. Ltd.*

After AUC Technologies program, I was able to create 3 business ideas on my way back to home.

*Adnan Araen*

*Professor Mehran University*

*"You can't dig a new hole by digging the same one deeper."*

Edward de bono

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# Innovation & Entrepreneurship Program

Participant Registration

## Things to Remember

- Participants have to deposit the fee before joining the Program.
- If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the program are subject to a 20% of administration charge.
- Registration fees for registrations cancelled 7 days or less before the program must be paid in full.
- A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the program. Only those delegates whose fees have been paid in full will be admitted to the program.

## Program Registration

### Participant Details

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Email: \_\_\_\_\_

My Expectation: \_\_\_\_\_  
\_\_\_\_\_

Pay By:  Cash (in AUC Technologies Office)  Online (Bank transfer)

### Payment Details

#### 1. Payment on hand:

AUC Technologies (Mezzanine Floor, BB Plaza, Opposite NED University, Karachi).

#### 2. Bank transfer:

Habib Bank Limited (Account Title: AUC Technologies - Account No: 15497900207703)

### Subscription

Do you want AUC Technologies to send new program details, events, workshop, and trainings?

Yes

No

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