



لتنمو
2018 Entrepreneurship
Bootcamp



2018 Litenmo Bootcamp

We are pleased to announce the launch of the 2nd annual Litenmo Bootcamp held by Saudi Aramco Entrepreneurship Center (Wa'ed), targeting entrepreneurs with ventures approaching 2 to 3 years of operations, eager to scale their business to the next level.

The innovative approach of this program is aimed at providing participants with hands-on experience in testing, refining, and growing their business through an interactive 5-day bootcamp.

Get in on talks about the experiences of successful local entrepreneurs & innovative new technologies, collaborate with like-minds, and learn to pitch your ventures to investors.

Program Package is available as follows:

Five day bootcamp; daily refreshments & lunch included



4th – 8th of November



Time: 9:00 a.m. to 5 p.m.



The King Abdulaziz Center for World Culture Dhahran, Saudi Arabia



Price: 2,000 SAR

Please note that seats are limited, Deadline for registration is 29th of October

Strategic Partner

Agenda NOV 4 – 8

DAY 1: LEADERSHIP COMPETENCY – SUN, NOV 4

Delivered By: Dr. Alberto R. Melgoza | FSD, Business Academy – Saudi Aramco

- 09:30 – 10:15 Welcome and Introduction
- 10:15 – 15:30 Developing Leadership Competencies Through Simulation
- 16:00 – 17:00 Speaker: Mr. Zeyad Khoshaim

DAY 2: STRATEGY DEVELOPMENT – MON, NOV 5

Delivered By: Roberto wyszkowski

- 09:30 – 11:00 Developing an Effective Business Model
- 11:00 – 11:20 Break
- 11:20 – 12:50 Industry and Competitor Analysis
- 12:50 – 14:00 Lunch and Prayer Break
- 14:00 – 15:30 Strategies for Firm Growth
- 16:00 – 17:00 Speaker

DAY 3: MARKETING PRINCIPLES – TUE, NOV 6

Delivered By: Said Baaghil | Unconventional Branding and Marketing adviser

- 09:30 – 11:00 Principles of Marketing
- 11:00 – 11:20 Break
- 11:20 – 12:50 How to Develop Your Brand as a Startup; Easy Five Steps Before Scalability
- 12:50 – 14:00 Lunch and Prayer Break
- 14:00 – 15:30 Achieving a Successful Sales Strategy
- 16:00 – 17:00 Speaker: Mr. Osama Natto

DAY 4: FINANCIALS FOR STARTUP – WED, NOV 7

Delivered By: Mohit Malhotra | Co-founder & Managing Director, Kaplan Genesis

- 09:30 – 11:00 Preparing a Financial Forecast as Part of a Business Plan
- 11:00 – 11:20 Break
- 11:20 – 12:50 Funding The Start-up Business
- 12:50 – 14:00 Lunch and Prayer Break
- 14:00 – 15:30 Calculating Returns to Investors
- 16:00 – 17:00 Speaker: Dr. Mazen AlZaidi

DAY 5: STRATEGY EXECUTION – THUR, NOV 8

Delivered By: Arturo Chavez

- 09:30 – 11:00 Managing Change Strategically
- 11:00 – 11:20 Break
- 11:20 – 12:50 Strategy Execution: Answers to Achieving The Strategy
- 12:50 – 14:00 Lunch and Prayer Break
- 14:00 – 15:30 Are We There Yet? Strategic Performance Management
- 15:30 – 16:00 Wrap Up



Said Baaghil

Said Baaghil is the Unconventional Branding and Marketing adviser whose out of the box ideas ignite companies to rethink how to reach their target audience and build sustainable Brands. Known as the man who 'Evolves Business'. Baaghil is able to effortlessly dive into the heart and mind of the brand and chart out a new innovative course to optimize opportunities.

With over 25 years of experience, he has successfully evolved and helped launch some of the most profitable and sustainable brands (from local to international) such as Femi9, Vivid Flair & Code Red. With that under his bow, he has also taken various companies like Tadawul (Saudi Stock Exchange), Savola, Al Muhaidib (Mayar), Al Khabeer Capital, Makkah Techno Valley Co. (MTVC) on an unforgettable brand journey of knowledge and experience. He is the author of 4 books including "The Power of Belonging" and a co-author to several other books



Roberto Wyszowski

Since 1997, Roberto has developed his professional career and served as consultant and coach (internal as well as external) at many large organizations, focusing on strategy planning and execution, innovation, change management, and corporate performance management. He has coached +1000 leaders in both for profit and non for profit organizations including Fortune 500 Companies. During the past several years, Roberto has expanded his international portfolio considerably, managing major projects in such sectors as oil & gas, real estate, healthcare, public administration, telecommunications, utilities, financial services, manufacturing and conglomerates throughout a wide range of management cultures.



Mohit Malhotra

Mohit Malhotra has over 16 years of experience as an entrepreneur, finance professional and a trainer.

As an entrepreneur, he has helped steer an education start-up, Genesis Institute, to become one of the leading Learning Solutions company in the Gulf which is now acquired by Kaplan – one of the world's largest and most diverse education providers. Prior to Kaplan Genesis, Mohit was a manager in Deloitte's Corporate Finance practice in Dubai. He has managed projects in the financial services, real estate, and aerospace industries, managing over thirty transactions in private placements, IPOs, M&A, and corporate advisory.

He has a Bachelor of Administrative Studies (Honours) degree from York University in Canada and is also a CFA charter holder.



Dr. Alberto R. Melgoza

Alberto is currently accountable for designing and implementing technical, soft and leadership competencies for selected candidates at the C-Suite expert program of the Finance Strategy and Development (FSD) Business Academy at Saudi Aramco. He is also accountable for Business Acumen Development for Saudi Aramco Directors and tailored programs for Saudi Aramco Business lines such as Upstream, and Downstream. Prior to Saudi Aramco, Alberto was the founder of Aesthetic Management-Australia, offering specialist services on corporate culture, gender balance, behavior, soft and leadership development.

Alberto R. Melgoza holds a PhD in Organizational Behavior and Management. He is author of numerous articles presented at international conferences and based on his research has been awarded with numerous prestigious awards. He is also a member of the American Psychological Association, the Society of Industrial and Organizational Psychologists and the European Association of Work and Organizational Psychology. Further, he has authored relevant publications at specialist journals. Alberto has served as guest speaker in many events on issues associated with a high performing corporate culture, rightful behavior, and soft and leadership competency development.