




ARE YOU READY TO BECOME A **SUCCESSFUL** **ENTREPRENEUR?**

Based on the Finnish Further Qualification for Entrepreneurs

www.oep.fi



A track for both new entrepreneurs and experienced entrepreneurs redefining their business.



Food for
thought

Workshop

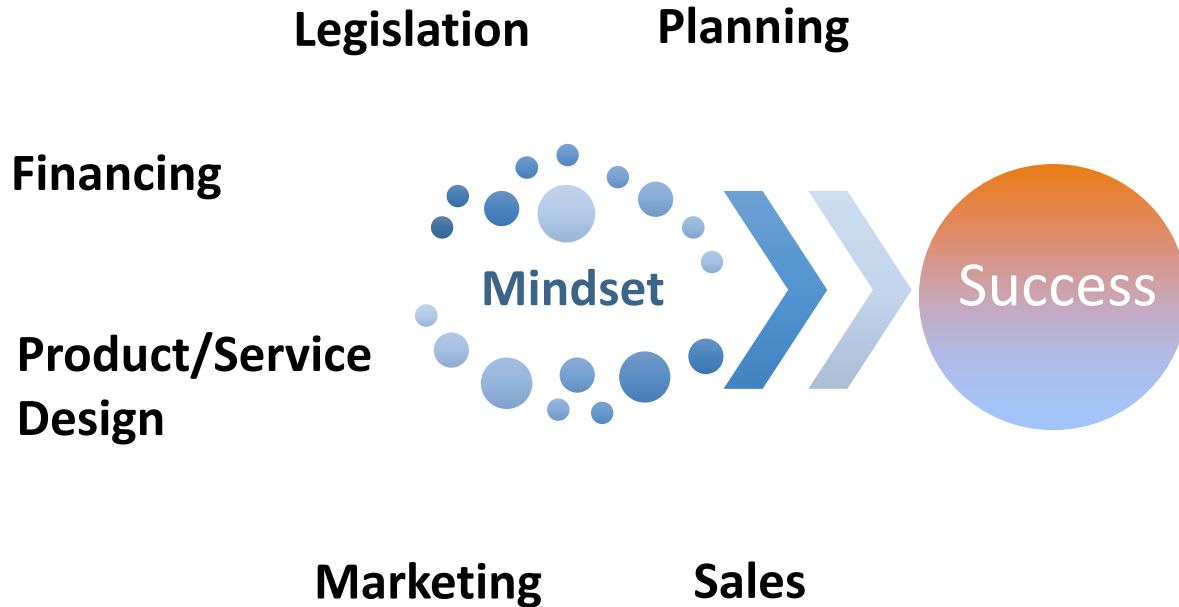


Mentoring

Assessment



- ✓ Total duration 10 months
- ✓ Kick-off, 4 days
- ✓ Three modules, 5 days each
- ✓ Two half day mentoring sessions per participants
- ✓ Final pitching sessions and graduation, 3 days



1

FOR NEW ENTREPRENEURS

Module 1: Planning Business Operations

- Gain the knowledge and skills needed to start a business
- Test, brighten and improve your business ideas
- Learn about business planning
- Grow your network as a new entrepreneur

Module 2: Launching Your Business Operation

- Gain confidence in presenting your business plans
- Launch your business operations
- Deal with operative and financial requirements
- Learn about contracts and recruitment
- Develop your sales and marketing plans
- Make your company visible to the world

One optional module from the following:

- Productization and Branding
- Human Resources Management
- E-business
- Sales and Marketing
- Export



Expected Outcome



Duration

2

FOR EXPERIENCED ENTREPRENEURS REDEFINING THEIR BUSINESS

Module 1: Analysis and Development of Business

- Analyze your current business and set goals for development
- Anticipate how your business sector is changing and what that means for the business
- Update your business operations according to the set goals
- Develop your own capacity as an entrepreneur in your sector

Modules 2 and 3 – Choose from:

- Productization and Branding
- Human Resources Management
- E-business
- Sales and Marketing
- Export



Expected Outcome



Duration



Benefits of the program:


- ✓ Proven track record
- ✓ Hands-on planning and mentoring
- ✓ Supports startups and growth businesses
- ✓ Creates networks
- ✓ Certified by the Finnish National Agency of Education

Why Finland?

1ST HUMAN CAPITAL REPORT


<p>Finland is the best-performing country in the world when it comes to human capital potential, according to the World Economic Forum. The report ranks countries on how well they are using their human capital, by evaluating the levels of education, skills and employment.</p> <p><small>Source: Human Capital Report 2016</small></p>	
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2ND GLOBAL CLEANTECH INNOVATION INDEX

<p>Finland ranked second in the Global Cleantech Innovation Index by WWF and Cleantech Group. 40 countries were evaluated on 15 indicators related to the creation, commercialisation and growth of cleantech start-ups.</p> <p><small>Source: Cleantech Group</small></p>	
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3RD MOST INNOVATIVE COUNTRY

GLOBAL COMPETITIVENESS REPORT

<p>Finland emerges as the third most innovative country in the world. The Global Competitiveness Report evaluates 140 of the world's economies on various measures of innovation.</p> <p><small>Source: World Economic Forum</small></p>	
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Source: <https://toolbox.finland.fi/toolbox/>

a

Local Knowledge – A Key Success Factor

Ejadah Management Consultancy and Omnia Education Partnerships have partnered to offer this program licensed by the Finnish National Agency for Education for localized implementation in Saudi Arabia.

b

Omnia Education Partnerships (OEP) is the international commercial arm of four Finnish organizations, awarded for quality and innovation in learning and supporting entrepreneurship in their region. Annually, we work with close to 2,000 entrepreneurs to make sure they are successful in their business.

c

EJADAH Management Consultancy (EMC) is the leading total human resources solutions firm in Saudi Arabia, combining understanding of the local market with international expertise.

EMC offers comprehensive management consultancy services including executive search, development and coaching, in addition to providing international standard training programs.





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