



Innovation and Entrepreneurship Workshop

19th to 20th August, 2010

St. Maarten

Are you a Caribbean citizen who has a good business idea for creating or using information and communication technologies (ICT) in novel ways? If you are, then the Caribbean Telecommunications Union (CTU) extends an invitation for you to attend a two-day **Innovation and Entrepreneurship Workshop** scheduled to take place in St. Maarten from the 19th to 20th August, 2010, during St. Maarten's ICT Week.

While some national initiatives are taking place in the Caribbean, there is a need for creating an environment that is conducive to encouraging and facilitating an innovative spirit and cultivating entrepreneurs. This Innovation and Entrepreneurship Workshop seeks therefore to educate and inspire innovators from the Caribbean region to commercialise their ideas. The objectives of the Workshop are to:

1. Break existing mindsets about Innovation and Entrepreneurship (I & E);
2. Teach key skills of I & E;
3. Cultivate habits of successful business people;
4. Explain the business of business;
5. Assess the viability of ideas;
6. Develop a personal Business Development Plan;

The CTU has engaged the services of two Innovation and Entrepreneurship professionals from the United Kingdom, Mr. Julian Hall, Founder and Director of PureOnLine Genius, and Mr. Mark Lewis, Chief Executive Officer of Bravig, to facilitate the Workshop.

This workshop represents a unique opportunity for anyone who has a great idea, but has been experiencing difficulty in establishing it as a commercial venture. The CTU is committed to supporting such individuals in bringing their ideas to market so delegates whose innovations receive favourable review will have the opportunity to benefit from additional training and mentorship programmes to assist them in establishing sustainable ICT businesses.

For more information on the Workshop, scholarship support and registration, please contact Ms. Rosann Murray, Administrative Officer at the CTU at email: Rosann.Murray@ctu.int or visit the CTU website at www.ctu.int for more details on this and other ICT activities taking place in St. Maarten at the same time.



Innovation and Entrepreneurship Workshop

Overview

DAY 1: Thursday 19th August, 2010

A Framework for Innovation

Speakers will examine the concepts, thought processes and problem solving techniques that make true innovation possible. Through engaging the audience on real issues and taking into account their personal circumstances, the team will seek to find answers to common problems which entrepreneurs face and walk the audience through simple step-by-step exercises designed to promote ideas which will lead to commercial success.

Time	Activity
09.00	Why Should I Innovate?
09.30	What Should I Be Reading?
10.30	How Do I Define My Market?
11.30	How Do I Use Technology?
12.00	What Competition?
13.00	Lunch
14.00	Choosing My Team - Independence versus Interdependence?
15.00	How Long Should It take?
16.00	Discussions, Q & A
17:00	End of Session



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DAY 2: Friday 20th August, 2010

Becoming an Entrepreneur

There will be a series of interactive exercises which will encourage the audience to engage and participate in driving their vision forward. Participants will be encouraged to become constructively critical of their own ideas; to examine new ways of sourcing finances; to learn from the experiences of others in business; to create mutually beneficial strategic partnerships; to identify and acquire the skills they personally lack and to cultivate a determination to move forward.

Each delegate's journey will be summarized,, guidance will be provided for the candidates to chart the next steps towards success. Candidates will leave with a personally tailored business development plan and the energy and focus to implement it effectively.

Time	Activity
09.00	Definitions Of Entrepreneurship
09.30	The Start-Up Workshop- <i>Launch My Idea!</i>
10.30	Branding My Idea- <i>How Do I look?</i>
11.00	Show Me The Money- <i>Financing Tips</i>
13.00	Lunch
14.00	The One Minute Business Model-<i>Practice In Finding Weaknesses</i>
15.00	Live Skype Link-Up - <i>UK Entrepreneur</i>
15.30	Overcoming Obstacles-<i>Expecting the Unexpected</i>
16.00	Summary - <i>Moving Forward!</i>
	Award of Progress Certificates
17:00	End of Workshop



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REGISTRATION FORM

Please complete and submit to the CTU for the attention of Mrs. Rosann Murray Email: Rosann.Murray@ctu.int Fax: (868) 623 1523. Please submit by **27th July, 2010.**

LAST NAME: _____

FIRST NAME: _____

DESIGNATION: _____

ORGANISATION: _____

ADDRESS: _____

COUNTRY: _____ E-MAIL: _____

TELEPHONE: _____ FAX: _____

Please describe your challenges as a Caribbean ICT innovator and your particular areas of interest.

Signed _____

Date _____



Caribbean Telecommunications Union



Innovation and Entrepreneurship Workshop

Overview of Organisers

The Caribbean Telecommunications Union is the regional inter-governmental information and communications technology (ICT) organisation responsible for facilitating the development of the Caribbean ICT sector. The CTU provides advice to its members on matters of ICT development and is involved in the formulation of harmonized ICT policies for the Caribbean ICT Sector. It is a significant contributor to ICT capacity building and assists its members and other stakeholders in realizing the full potential of their ICT investments.

PureOnlineGenius is a specialist online marketing consultancy that develops and implements bespoke digital strategies to ensure a website maximises its placement across the web. PureOnlineGenius possesses a unique blend of marketing, media, and financial expertise and the ability to understand commercial objectives and apply its special brand of business intelligence to develop tailored solutions.

Bravig - Brand Vision Global offers an innovative, sharp and intelligent approach to rights management, media distribution and branded television entertainment with a global focus, with a particular interest in the emerging markets. Bravig manages quality programming across a diverse range of genres and their clients benefit from their extensive network of contacts internationally.