



19-20.NOV
**DEAL
MAKERS**
-eNDEAVOR
JORDAN

The Agenda

Thursday

19:00

Networking Reception (invite only) **Meet the Participants**

An intimate gathering over drinks and nibbles for event participants. The aim is to break the ice between the investors and entrepreneurs, enabling a more dynamic conversation the following day.

Friday

Registration

09:00

Morning Motivation **Keynote Speech**

10:00-10:45

Keynote speaker will share their insights on one of the trending topics in the fields of technology, investment and scaling entrepreneurial ventures.

Workshop & Roundtable Sessions

Workshops for Entrepreneurs*

Design Thinking | Product Design

One of the trickiest parts of building a company is the development of a solid product line. Our design thinking workshop will focus on perfecting the product design cycle, and how to create a core product.

Growing into New Markets

A workshop dedicated to exploring marketing techniques and methodologies to grow your scale-up into new markets in the region and internationally.

Investment Term Sheets and Legalities

Investment terminology and details of your term sheets can be overwhelming. Our term sheet workshop will focus on spotlighting all the tricky areas, and answering your questions on anything "term sheets".

Raising Money: Venture Capital and Alternatives to Venture Capital

Giving entrepreneurs a detailed insight into fundraising, this session will explore common investment structures in the VC industry, as well as alternatives, including angel investments, venture debt, and convertible debt.

Driving Innovation Through IP Strategy

This session will address how to drive innovation through using a sophisticated, comprehensive, strategic approach to intellectual property.

Roundtable

Investors Roundtable

An "investors-only" roundtable that will allow investors to explore co-investment opportunities, discuss regional trends and latest developments in MENA's ICT sector.

Lunch

13:30-15:00

Deal or No Deal **Speed Networking Sessions**

15:00-17:30

Entrepreneurs will sit with investors for 10-15 minutes each, speed dating style. The sessions present entrepreneurs with an opportunity to pitch their businesses, and allows investors to explore the latest deals in the region.

*Workshops may be subject to change based on the speakers confirmations