



**Promotion of Innovation culture
in the Higher Education in Jordan**

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مركز التميّز للمشاريع الإبداعية
Center of Excellence for Innovative Projects

INVENT



Feasibility Plan

Centre of Excellence for Innovative Projects

Palermo – ARCA

January 22-26, 2018



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EXECUTIVE SUMMARY(1)

Business summary:

The Center of Excellence for Innovative Projects was established at the Jordan University of Science and Technology to provide the appropriate technical environment to support and nurture innovators from both the university and the local community. The center includes a range of facilities and services to support and nurture creative and innovative people, develop their skills and creativity, starting from creating the initial product, passing to the service model and finally the establishment and commercialization of small businesses.



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EXECUTIVE SUMMARY(2)

General Objectives :

Disseminating the culture of innovation, creativity, leadership, excellence, and entrepreneurship in the university and society.

- Qualifying and training human cadres specialized in the field of innovation-based startups development with a focus on technology and knowledge.
- Protecting the intellectual property rights by registering, managing, and commercializing patents through the Technology Transfer Office of the Center.



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EXECUTIVE SUMMARY(3)

General Objectives :

- Strengthening the relationship between the university and the industry and private sector
- Supporting and sponsoring all educational, training, and research activities that can lead to products that can be manufactured and commercialized and provide excellent technical services for their development.



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EXECUTIVE SUMMARY(4)

Financial summary:

We are planning to incubate 16 ideas throughout the year, eight of them in the first semester and eight in the second semester.

The cost of incubate each one is 2416 JD and the total cost of incubate the 16 ideas is 38656 JD / year.

We will be able to achieve a financial return by acquiring 25% of the start-up company's shares



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Our Product

(providing a suitable environment for incubated projects and ideas)

- 1 - Provide suitable place for the work.
- 2 - Provide basic office equipment necessary for the work.
- 3 - Use facilities, laboratories and incubator equipment.
- 4 - Provide any possible technical advice.
- 5 - Business and Technical training workshop.





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THE MARKET

Who are our customers

We can say that our customers are members of the local community in general.

But the focus is the universities students because they have both science and talent.

Factors that will make our customers want to our services :

- We are close to them.
- Technical and administrative support for them and their projects.
- Financial support for them.
- Good Reputation of Jordan university of Science and Technology



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MARKET RESEARCH

The total number of Jordanian university students is 162049 within the bachelor's and master's and PhD programs

While the number of students at Jordan university of science and technology was around 26000. and the number of Yarmouk university students was around 22000 (its 15 km away from our university).



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MARKETING STRATEGY

We are need to contact with potential customers to tell them about our business.

We are aware of a good marketing will grab a customer's attention, capture their interest, Therefore, our strategy towards our customers is to provide them with information about our center through various means such as:

Social media

Website

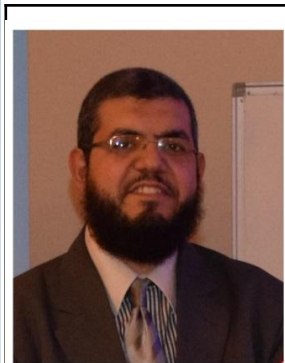
Direct marketing

Advertising

Presence in exhibitions and events

Word of mouth

Management and staff



Dr. Malek Hudib
Deputy Director
Ph.D.
Dentists



Dr. Fahed Awad
**Director of the
Center**
Ph.D. Networks
Engineering



Dr. mohannad
ALjrah
Director
Assistant
Ph.D. Chemical
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Ahmad Hatamlah
Head of
Marketing section
Master of
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Head of technical
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Master of
Medical
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JUST TEAM

Hasan Alamour & Mustafa Alsaleh

Thank you