
AMIDEAST Entrepreneur Institute

train | support | network

Start Your Own Business

Do you want to start your own business? Or are you running a start-up business? Having a great new business idea or product isn't enough. Many new entrepreneurs fail because of the same common mistakes. This practical workshop will help you make your business a success!

Our Start Your Own Business workshop provides the confidence that comes from thinking through all key factors necessary to ensure business growth and long-term success. We also connect you to a network of entrepreneurs, business leaders, and experts motivated to help you succeed.



Rana Chami
Design Director / Co-founder
Moi et ma Puce

This workshop is customized to empower people who want to launch a new business or who are already operating one in Lebanon. Successful business ownership needs more than a great idea, product or service. Business success also needs an entrepreneurial mindset, understanding strategic and business planning, finance and accounting, legal requirements, management, sales and marketing, as well as key success factors and avoidable mistakes.

Delivered by successful local entrepreneurs, this practical workshop will help you understand the entrepreneurship process and guide you as you develop your business concept and business plan.

Expected Outcomes

Start Your Own Business is a comprehensive and practical workshop on how to successfully start and run a business. You will learn to:

- Develop the mindset and personal skills of a successful entrepreneur
- Evaluate business potential
- Write a business plan
- Decide on a legal structure and register a business in Lebanon
- Identify funding sources and fund a business or business growth
- Assess risk and feasibility
- Plan strategically
- Manage accounting and cash flow
- Market and sell your services and products
- Manage human resources

Benefit from

- Entrepreneurship training delivered by a successful Lebanese entrepreneur
- Advice from guest speakers and business advisors who are regional and local entrepreneurs or experts
- An online platform including complete workshop materials

- Participant guides
- Our network of other entrepreneurs, business leaders, and experts motivated to help you succeed
- Business template documents
- Business videos
- Ongoing individual support
- Networking events
- A central source to keep you informed about all entrepreneurship activities and support in Lebanon
- Power session trainings on topics you request

Instruction

- 15 weekly, facilitated workshop sessions of 3 hours each
- Delivered by a successful Lebanese entrepreneur
- Complemented by an online platform with participant guides
- Business experts to answer your questions
- Business videos



Left: Ralph Aoun
Managing Partner
COMFU

Right: Nadine Mneimneh
Fashion designer



Workshop Schedules

New workshops start every three months. To find out when the next workshop is scheduled, contact the AMIDEAST Entrepreneur Institute. Workshop meeting dates and times are designed to accommodate the needs of people who are working, already running businesses, and those who want to launch a new business.

Fees

The fees for attending the workshops are set at \$600 to cover the cost of providing them. Payment facilities and scholarships are also available.

Venue

AMIDEAST offices in Downtown Beirut

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For more information or to register for the next workshop:

Visit our website

www.amideast.org/lebanon

Or contact Mirna Shidrawi

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