

**MIT Arab Business Plan Competition 08-09**

**Designing and Winning a Business Plan Workshop**

Holiday Inn Hotel, Dunes Center, Verdun, Beirut, Lebanon

10:15 – 10:30 AM

**Welcome Address**

Hala Fadel, MIT Enterprise Forum of the Pan Arab Region

10:30 – 11:15 AM

**Critical Success Factors in Entrepreneurship**

Ken Morse, MIT Entrepreneurship Center

11:15 – 11:30

**Break**

11:30 – 1:00 PM

**How to Write a Winning Business Plan**

Ziad Ferzly, MIT' 97

1:00 – 2:15 PM

**Lunch**

2:15 – 3:45 PM

**Tips for Optimal Networking and Managing the Media, Trade Shows, and Social Events + Elevator Pitch**

Ken Morse, MIT Entrepreneurship Center

3:45 – 4:00 PM

**Break**

4:00 – 4:45 PM

**Navigation on the Start-Up Seas**

Tarek Kettaneh, MIT' 72

4:45 – 5:00 PM

**Closing Remarks + Wrap-Up**

Hala Fadel