

Saphir

GUIDE

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... Have an idea about your missions ...



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Content

A word from the director

01

Presentation of Marrakech Innovation Center

02

1. Missions and goals
2. Our services

Saphir program

03

1. Promote the services of Marrakech Innovation Center within the 15 university's institutions.
2. Get involved in the professional activities of Marrakech Innovation Center.
3. Sourcing of future innovative ideas and project owners within his school

How to become SAPHIR

04

1. Required profile
2. Recruitment drive
3. Interview



DRISS BELKHAYAT
Director of Marrakech Innovation Center

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The wealth of a country is based on its young people and their unlimited potential to create and produce in a direct environment supportive to this effect. In this regard, Marrakech Innovation Center aims to develop and promote innovation in Morocco and more particularly in its region, through its four pools of expertise.

MIC's SAPHIR program will be a new initiative to allow as many students as possible to discover their entrepreneurial talents. The major ambition is to collect several thousand project ideas from thousands students.

All the means will be deployed to breathe life into these ideas and enable them to be realized through projects and start-up creations, the multiple activities programmed by the Saphir will be permanent opportunities for every young person to fulfill themselves and their dreams.

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Presentation of Marrakech Innovation Center

Cadi Ayyad University is aware of the new challenges related to its involvement in the entrepreneurial ecosystem at the regional level. Indeed, the university is becoming an essential actor of the entrepreneurial ecosystem, defined by its complexity and by the diversity of the stakeholders, each with a specific role and missions.

Marrakech Innovation Center was created in this regard. It aims to set up a federating platform of research and development centers, research valorization structures, incubators and innovative companies.



1 Main goals

Promoting entrepreneurship

Develop a culture of innovation

Becoming a catalyst for innovative companies

Valorizing the results of scientific research

Promoting technology transfer between research centers and the business world.

Marrakech Innovation Center offers a wide range of services to meet the needs of its various stakeholders.

- Startup's incubation ;
- Provide guidance for project owners ;
- Training for entrepreneurs on various aspects of business, including business plans formulation, market research, mix marketing and business strategies.
- Management training and consulting offer ;
- Advisory services in legal consultancy and financing means ;
- Access to office space and other operating resources (meeting rooms, conference rooms, research laboratories, co-working spaces ...)
- Logistical assistance ;
- Access to IT support ;
- Networking with the entrepreneurial ecosystem.



2 our services



IT'S HARD WORK
NOT LUCK

This program is based on a peer education approach, which is a proven method for impacting young people. Youth are more likely to change their behavior if an information is coming from people they can relate to.

1. Promote the services of Marrakech Innovation Center within your school

The Saphir will contribute to both designing and implementing communication campaigns for Marrakech Innovation Center. Therefore, he will help students project owners to learn about the Center services and thus effectively promote it

To this end, he or she may for example:

- 1 Lead presentations about the Center services ;
- 2 Assist in the design and the distribution of communication materials ;
- 3 Identify and implement new communication methods to reach more young people .

2. Take action in the professional activities of Marrakech Innovation Center

The Saphir will be included in the organization and the animation of events related to the Center and will ensure its presence in events organized by the university's various institutions. In this way, he or she will help to strengthen the Center presence in the university ecosystem.

To this end, he or she may for example:

- 1 Participate in the Center open houses and other events to reach out to different stakeholders ;
- 2 Ensure a strategic watch on the events organized by his school in which the Center could participate ;
- 3 Help to set up and run our stands ;
- 4 Contact former students, professionals and companies to participate in events.

3. Sourcing future project and innovative ideas owners from his school

The Saphir will have to participate in the sourcing process of project owners and students with an entrepreneurial spirit in his school.

Thus, the Saphir will be able to :

- 1 Raise students awareness of entrepreneurship ;
- 2 Launch a call for projects in his school ;
- 3 Help students fulfill their goals by taking advantage of privileges offered by the Center ;
- 4 Collect innovative ideas by organizing creative actions;
- 5 Make his school the best regional cradle for leading startups creation.



1. Required profile

Are you a student and /or project owner, passionate about entrepreneurship and volunteering?

Excellent
communicate
skills

Able
to take
initiatives

Avoir de
l'intérêt pour
l'entrepreneuriat

ready to commit
and be invested
for one year

2. Recruitment campaign

Marrakech Innovation Center team organizes a Saphirs recruitment session every year. Ideally, the 15 Cadi Ayyad University's institutions will have their own branches to ensure a better representation.

A communication campaign will be launched in the targeted institutions.



3. Interview

After reviewing all the applications, a first selection, based on resumes will be made.

The selected candidates will then be called for individual or group interviews, depending on direction decision.

This will allow us to discover the candidate's communication and debate skills and also to have preview of their potential and their assets.



NB: Saphirs will receive a package of benefits related to their membership in Marrakech Innovation Center.

Join our team!