Report of Strategic Action Plan

LUMS

Date: 08.09.2021

I. Information about activities related to the development of Strategic Action Plans

The objective of developing Strategic Action plans was to create a vision for individual universities on which areas to focus their efforts in becoming entrepreneurial universities by employing project management tools.

Therefore, we conducted one online self-assessment workshop about HEInnovate as well as a workshop about transforming individual challenges into strategic action plans. To track subsequent activities and to improve the strategic action plans we had moderated face-to-face discussion with all partners during the stay in Pakistan in August 2021. After these discussions, partners finalized their Strategic Action Plans.

II. HE Innovate Dimensions

- Preparing and supporting entrepreneurs [PSE]
- Knowledge exchange and collaboration [KEC]
- Entrepreneurial teaching and learning [ETL]
- Organizational capacity: Funding people and incentives [FPI]

III. Strategic Action Plans

Explanation of strategic action plan elements:

Objective: What do we want to achieve?

Output: Which specific output do we want to create?

Tasks: What do we need to accomplish your goal?

Measure of progress: How do we know that you have made progress on each action?

Resources: What resources do we need?

Barriers/Interventions: What could be challenges?

Stakeholders: Who are relevant stakeholders in/outside of our university?

Responsible person(s): Who is responsible for carrying out each action?

Time frame: Start and completion date

Objective 1: Increase the number of startups and therefore people who want to be entrepreneurs

Outputs

- Investment opportunities
- Training the startups on how to pitch their business ideas to investors
- Development of Business plan from average to standard level

Tasks

- Open house of previous start-ups

Measure of progress

- 5 videos for Facebook (i.e. investors' summit)

Resources

- Space for startups where they can bring together and collaborate

Barriers/Interventions

- COVID situation
- Online Conduction of Summit
- Recording the videos

Stakeholders

- Start-ups
- Investors
- Learning and development team at NIC
- Technical team
- Sales and marketing team

Responsible person(s)

- Specialized people in sales and marketing can be utilized

Time frame

- Start: April 2021 (1st Investor Summit), August 2021 (2nd Investors' Summit)
- Completion: April 2021 (1-day event – 4 slots), August 2021 (2 days event– 3 slots first day, 2 slots second day)

Objective 2: Exposure of startups to the entrepreneurship ecosystem

Outputs

- Familiarity with eco-system
- Understanding of practical aspects of the market

Tasks

- Involving faculty members, who have already start-ups

Measure of progress

- Faculty involvement in designing modules for training at NIC
- Case studies written by faculty used to be taught during training
- Involvement in the conduction of certain sessions during the startup training

Resources

- Dr. Adnan Zahid – the owner of Jhonny and Jugnu (a startup venture), teaching expert in Strategy and Business Modules
- Dr. Shehryar - entrepreneurship teaching expert, involved with startups via case studies and training at NIC
- Aman Ullah – contributed as entrepreneurship coach for a cohort at NIC
- Dr. Aun Raza – accounting and finance teaching expert, member of an advisory board at a startup called Muavin

Barriers/Interventions

- Limitation of in-house sessions with faculty or coaches due COVID situation
- Shared the case studies and other training material with candidates beforehand to make them prepared for a review session
- Online review/feedback sessions
- Use of breakout rooms during online sessions to increase interaction

Stakeholders

- Faculty
- External consultants
- Candidates of Training
- Training team and NIC

Responsible person(s)

- NIC training team

Time frame

- Start: November, 2020 (1st training), April, 2021 (2nd training)
- Completion: March, 2021 (1st training), August, 2021 (2nd training)

Objective 3: Expansion of entrepreneurship opportunities to relevant candidates, enrollment of quality startups, achieving quantity with good applicants

Outputs

- Improvement/ enlargement of pool of applicants/startups for cohorts
- Quality of applicants and application process enhanced

Tasks

- Facilitating the application process

Measure of progress

- Revision/ adjustment of application requirements as per feedback from the advisory board and respective cohort
- Simplification of application form for the convenience of applicants

Resources

- Marketing tools i.e., marketing videos providing guidance on sign up process
- Accelerator app to manage startups community -management tool

Barriers/Interventions

- Limitation to go for open house promotions -COVID
- Open house awareness events for training/ workshops can't be conducted - COVID
- Planned to conduct a virtual awareness session
- Marketing activities, social media posts, flyers, and motivational campaigns to target specific age segments toward entrepreneurship
- Facebook live motivational sessions with the involvement of Faculty running startups

Stakeholders

- Applicants/cohort
- Advisory board

Responsible person(s)

- Training team at NICL
- Marketing team NICL
- Management at NICL

Time frame

- Start: 1-1.5 months (application process), 2 months (recruitment/ Selection process)
- Completion: 1-1.5 months (application process), 2 months (recruitment/ Selection process)

Objective 4: Acquisition of targeted applications with more serious approach and mature business ideas, attain good viewership scores to create good reach

Outputs

- Better pool of startup applicants
- Increased viewership rate
- Better engagement with investors around the globe

Tasks

- Marketing campaign (e.g., website/platform)

Measure of progress

- Pool of applicants.
- Improved quality of application and selection process
- To invite and engage new investors through investors' summit
- Open investors
- Development of investors pool

Resources

- Social media platforms (i.e. Facebook, Twitter, Instagram, LinkedIn)
- NIC website
- WhatsApp groups with each cohort

Barriers/Interventions

- COVID situation
- Limitation for conduction of in-house marketing events
- Restrictions for panel discussions or open house/awareness sessions - COVID
- Calling startups one by one at NIC to record videos
- Recording of videos
- Influencer videos

Stakeholders

- Investors
- Applicants
- Startups community

Responsible person(s)

- Marketing team at NIC
- Training team at NIC
- Management at NIC

Time frame

- Start: Ongoing campaign (in the process throughout the year), targeted marketing campaign (1 month before the event)
- Completion: General campaign (in the process throughout the year), during application process marketing campaign used to be in the process throughout those 1-1.5 months

Objective 5: Make the best out of possible networking opportunities

Outputs

- Creation of resource allocation opportunities
- Client building
- Reference development
- Facilitation in the business execution process
- Practical learning through discussions with experienced industry experts

Tasks

- Reaching out to experts in future areas which represent opportunities for business ideas

Measure of progress

- Communication with mentors 4-5 hours per month
- Connection with Subject matter experts as per need
- Connection with coaches as per availability

Resources

- Pool of LUMS Alumni connected with industry serving as mentors
- Industry experts
- Dedicated subject matter experts in respective business areas

Barriers/Interventions

- Limitation to in-person meetings – COVID
- Conduction of online/remote sessions

Stakeholders

- Mentors
- Startups
- Coaches
- Subject matter/industry experts

Responsible person(s)

- Training team at NIC
- Management in strategy building step

Time frame

- Start: November, 2020 (1st training), April, 2021 (2nd training)
- Completion: November, 2020 (1st training), April, 2021 (2nd training)

Objective 6: Relationship building with Alumni startups, provision, and dissemination of entrepreneurial training/investment opportunities

Outputs

- Timely submission of deliverables
- Effective communication throughout training and afterward for the further reference building
- Efficient dissolution of issues if there are any
- Quick spread of any relevant updates/news on entrepreneurship learning/training/investment opportunities
- Invitation to participate in available training/workshops as a mentor coaches

Tasks

- Contacting start-ups and graduates
- Pre-screening of mentors
- Periodic feedback from mentors and mentees (App)
- Technical training for mentors to use the monitoring app (e.g. E-learning)
- Improve the Monitoring app

Measure of progress

- Monthly follow-ups
- Dissemination of documents, training schedules, important timelines for deliverables, and relevant materials with respective incubated cohorts
- Retention rate
- Evaluate the "journey" of new start-ups (long-term)
- Number of added faculty members
- Number of entrepreneurial coaches

Resources

- Accelerated App – communication or connecting with startups
- Official email NIC
- WhatsApp groups
- Personal emails of the training team
- Email groups of NIC Alumni startups

Barriers/Interventions:

- Lack of trust (students could not share their ideas with mentors, because they were scared of losing their idea to the mentors)

Resources we need:

- More mentors and coaches
- Less people with academic background
- More people with practical expertise/experience
- More trainers who train coaches

Stakeholders

- Startups
- Graduates

Responsible person(s)

- Marketing team (in house), Naseem Aftab
- Saima Rana
- Community team

Time frame

Start: On regular basis in relation to trainings/workshops

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Erasmus+ Programme
of the European Union

Report of Strategic Action Plan

CUI

Date: 08.09.2021

Objective 1: To incorporate Entrepreneurship in the curriculum of Undergraduate Degree Programs.

Outputs

- Investment opportunities
- Training the startups how to pitch their business ideas to investors
- Development of Business plan from average to standard level

Tasks

- Open house of previous start-ups

Measure of progress

- 5 videos for Facebook (i.e. investors' summit)

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Stakeholders

- Startups
- Graduates

Responsible person(s)

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- Saima Rana
- Community team

Time frame

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Report of Strategic Action Plan

GCU

Date: 08.09.2021

Objective 1. Inclusion of entrepreneurial teaching and learning to all discipline

Output

Which specific output do you want to create?

- Entrepreneurship courses included in different departments (e.g., elective, optional…)

Task

- Approval by the board of studies
- Approval by the board of faculties
- Approval by the academic council
- Approval by a syndicate
- Finalization of entrepreneurship101 course
- Train teachers of different faculties (e.g., as entrepreneurial coaches)
- Identifying the teachers
- Meeting with the Head of Department and information about entrepreneurship course
- Identify 4 departments
- Preparing right documents for approvals

Measure of progress

- 24 departments -> 4 departments included in the next 2 years
- Number of trained teachers

Resources

- Trainers for train the trainers
- Support from administration
- Support from board members
- Physical facilities (e.g. rooms, projectors, AC…)

Barriers/Interventions

- COVID, pandemic
- Resistance to change from departments (e.g. additional work load)
- Lack of motivation -> Money, recognition from students, staff, faculty members, pictures of high achievers (department specific), publication of profiles on the website

Stakeholder

- Teachers
- TAKE UP project team members
- TA, RA´s
- University management
- Students
- Industry
- Society, community
- Government

Responsible person

- TAKE UP team (Amaad, Samnan, Basir, Ali, Zunaira, Mubasher)
- Board members (head of the department, dean of faculty)

Time frame

- 2-3 years (4 departments)
- Next 2-3 years (additional 4 departments)

Facebook page created by GCU

Objective 2. Awareness of entrepreneurship is increased

Output

Which specific output do you want to create?

- Students, faculty, and staff are aware of the entrepreneurship as a career option

Task

- Conduct awareness sessions for different departments
- Create awareness through social media platforms
- Create a website for entrepreneurship
- Engaging student ambassadors in each department
- Offer regular courses and sessions about entrepreneurship

Measure of progress

- List of ambassadors appointed/engaged
- Number of sessions conducted
- Creation of Facebook page
- Creation of website

Resources

- Social media and web development team
- Trainers to offer courses
- Support from university administration/faculty
- Physical facilities (e.g. rooms, projectors, AC…)

Barriers/Interventions

- COVID, pandemic
- Resistance to change from departments (e.g. additional work load)

Stakeholder

- Teachers
- TAKE UP project team members
- TA, RA´s
- University management
- Students

Responsible person

- TAKE UP team (Amaad, Samnan, Basir, Ali, Zunaira, Mubasher)
- Board members (head of the department, dean of faculty)

Time frame

- 1-2 years

Objective 3. Support entrepreneurs and connect them to the market

Output

Which specific output do you want to create?

- Industry linkages established

Task

- Identification of relevant department for linkages (SMEDA, LCCI …)
- Identification of industry/business who are willing to support entrepreneurs
- Reach out industry/departments to support entrepreneurs
- Create marketing/promotional material for industry linkages
- University/industry combined event

Measure of progress

- List of relevant departments created
- List of interested companies created
- Emails sent and meetings conducted with industry/departments

- Development of marketing/promotional materials
- Event conducted

Resources

- Trainers/manager
- Designer/developer for promotional material
- Support from administration
- Physical facilities (e.g. rooms, projectors, AC…)

Barriers/Interventions

- COVID, pandemic
- Resistance from industry (e.g. lack of interest, inability to see the benefits, shortness of time…)

Stakeholder

- Managers
- Teachers
- TAKE UP project team members
- TA, RA´s
- University management
- Students
- Industry
- Society, community
- Government

Responsible person

- TAKE UP team (Amaad, Samnan, Basir, Ali, Zunaira, Mubasher)
- University administration

Time frame

- 1-2 years

Objective 4. Keeping students record/database from awareness till launch

Output

Which specific output do you want to create?

- Creation of database

Task

- Collecting students' registration data
- Collecting data after every session
- Collecting data after completion of entrepreneurship course

- Design and development of database

Measure of progress

- Database is created
- Data entry created for sessions

Resources

- Team of database development and data entry
- Support from project manager
- Physical facilities (e.g. software and hardware…)

Barriers/Interventions

- COVID, pandemic
- Funds for development

Stakeholder

- Teachers
- TAKE UP project team members
- TA, RA´s
- University management
- Students

Responsible person

- TAKE UP team (Amaad, Samnan, Basir, Ali, Zunaira, Mubasher)

Time frame

- 1-2 years

Objective 5. Identifying evaluation criteria/process for entrepreneurial coaches

Output

Which specific output do you want to create?

- Formation of evaluation criteria/process

Task

- Formulation of evaluation criteria
- Identification of different selection parameters with weightages

Measure of progress

- Rubric prepared for evaluation

Resources

- Management team (from academia/industry)
- Subject specialist

Barriers/Interventions

- COVID, pandemic
- Limited availability of suitable coaches

Stakeholder

- Teachers
- TAKE UP project team members
- TA, RA´s
- University management
- Students
- Industry

Responsible person

- TAKE UP team management

Time frame

- 1-2 years

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Report of Strategic Action Plan
UOG

Date: 08.09.2021

Objective 1. Increase the number of startups in BIC

Output
- At least 10 new student startups every year and 5 faculty startups

Tasks
- Selection process of startups that will be incubated in the BIC needs to be opened to more than only the graduates
    - Change call to students
    - Convince the VC
        - Apply for the change
- Change the attitude of students to a more practical one
- Addressing the fears of students concerning uncertainty
    - Identify successful startups
    - Identify failure stories of successful starups
        - Meeting with Asif Sharif to ask about contacts of existing startups
        - Identify more people who have connections to startups
    - Marketing successful startups to new students e.g. on website of university or email to students
    - Organize events and invite entrepreneurs who failed but also successful entrepreneurs to share their story
    - Regular events
    - Short sessions 3 in a month -> students visit advanced entrepreneurs
    - Trainings in e.g. the chamber of commerce, business associations

Measure of progress
- Quaterly evaluation of progress by industry
- Number of contacted startups
- Feedback from students after events where they met entrepreneurs

Resources
- Shahzada Babar

- Promotion of entrepreneurial concept at the university
- Labs, space
- Networking culture

Barriers/Interventions
- Students are not at campus -> online entrepreneurship course, online events, emails with success stories, share news about entrepreneurship
- Students have a lot of academic approaches ->
- Families are not supportive

Stakeholder
- Existing startups
- Members of the university who have contact to existing startups

Responsible person
- Ghafar Mohi ud Din Assistant Professor (School of Art Design & Architecture)

Time frame

Start: now, start inviting external advanced entrepreneurs to entrepreneurship course

End: Should take place on a regular basi

Objective 2. Create awareness about Entrepreneurship: "A concept" among UOG Faculty and Students.

Output
- At least 1000 Students and 100 Faculty Members every year

Tasks
- Engagement of STEM Disciplines and offer sessions to students and faculty on the subject both virtually and physically where/when possible
  - Session Calendar need to be developed
  - Engagement of likeminded faculty members
- Share content resources with them from the Entrepreneurship 101 course
- Offering BIC Helpdesk support to answer their queries
- Organising sessions with industry experts
- Pursuing HoDs to promote and adopt optional Entrepreneurship Course in their deptts

Measure of progress
- No of sessions organized Quarterly
- Number of students attended each session
- Feedback from the participants about the sessions after events

Resources
- Faculty Members/BIC and ORIC Staff/Industry Experts

Barriers/Interventions
- Students are not at campus
- Concept is novel for the students
- Theoretical learning approach/methods

Stakeholder
- UoG Faculty & Students

Responsible person
- In-charge Business Incubation Center

Time frame

Start: Upcoming Fall Semester 2021

End: Should take place on a regular basis

Objective 3.To increase the linkage to industry

Output
- 25 Industrial Visits along with faculty and 10 MoUs

Tasks
- Establish connection with industry
- Industrial need identification
- Matchmaking with the academic departments
- Pursuing Faculty/HoDs to encourage industrial visits
- Convincing the administration to provide resources

Measure of progress
- No of visits and connections established
- No of students engaged with industry
- No of joint projects completed in collaboration

Resources
- Faculty Members/BIC and ORIC Staff/Administration/Finances

Barriers/Interventions
- Covid 19
- Lack of funds
- Theoretical learning approach/methods

Stakeholder
- UoG Faculty & Administration

Responsible person
- Manager University Linkages, HoDs, Faculty Members, In-charge Business Incubation Center

Time frame

Start: Upcoming Fall Semester 2021

End: Should take place on a regular basis