



Cloud Startup Academy

Cloud & Entrepreneurship
to enable moroccan women

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The Cloud Startup Academy in a nutshell...

The CSA is a **100% female entrepreneurship program** by Microsoft 4Afrika in partnership with the Women Entrepreneurs Association (AFEM), aiming to empower young women building their own Cloud Startups to support Moroccan SMEs in their digital journey. The academy will admit young women for a six-month period, where they will receive accelerated training on ICTs, communication, sales, entrepreneurship, marketing and even startup management.

National Plan: a compelling story that aims to support the moroccan government's strategic plan for economic and social development and youth employability

Skills Development: a structured 360° training curriculum to help youth build their skills on relevant topics and specific mentoring & coaching

Impact

Build Skills on MS Cloud Solutions (O365, Azure) – Sell&Deploy

Build an SME MS adressable market – customer acquisitions

Build a new ecosystem of MS Cloud Partners & Ambassadors

Drive MS Cloud Perception & Awareness at SMEs

6 SMB verticals: Health, Legal, Finance, Real-Estate, Services

Strategy

Grow SME Cloud market share & revenue

Bringing SMEs Online

Grow SME Cloud partners ecosystem

MS Brand Perception

Employability

Outcome





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Pilot learnings & Status



Recruitment & onboarding

- **Recruitment:** we have launched the recruitment campaign end of August that ran for 2 months, during which we have received approximately 1200 applications from young Moroccan women looking for a job or opportunity to learn and become an entrepreneur.
- **Pitch day:** after 2 week of preselection process, meeting face-to-face with 118 WOMEN ONLY candidates, we had a great selection event on November 7th with the presence of our partners and the US ambassador where we have selected 50 candidates to join the program.
- **CSA @ GES Marrakech:** 6 candidates have been sponsored to attend the GES summit on November 19th to 21st where we had the opportunity to present the program and connect our ladies to Moroccan women entrepreneurs who have succeeded in the country to get inspired.
- **Onboarding week:** on November 27th, trainings started for 2 intensive weeks, where we have been very glad to welcome Rachid Bougrine part of MySkills4Afrika who has driven the O365 technical track for a week. Followed by a full week of team buildings & soft skills trainings on the second week.

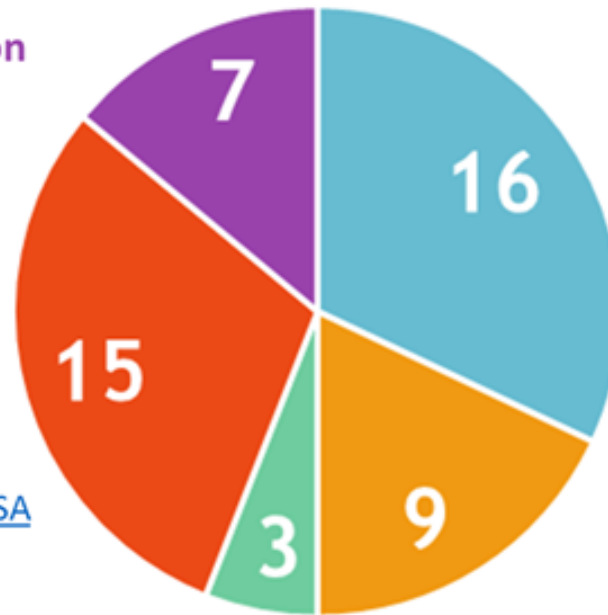
30% drop-out: employment, graduate studies and LoB startups created

The Cloud Startup Academy Program has been a great source of learnings and has driven impact on employability and skills building as of today. The efforts continue until end of April to start demonstrating business achievements through created MS SMB Cloud partners:

Supporting **7** candidates to build their LoB application startup & create a strong business model

continue supporting **15** candidates to build their startup as MS Cloud Partners and start selling our solutions to graduate by end of April 2015

created **3** young LoB startups (Nour Drissi, [one of our CSA ladies](#) has been mentioned in [Forbes](#) "10 Emerging Women Entrepreneurs To Watch In Africa")



supported **16** unemployed young Moroccan women find a permanent job

upskilled **9** candidates to access graduate studies

CSA – an initiative to fast track women entrepreneurs journey

"CSA is a great initiative empowering women entrepreneurs to achieve their full potential. I am on a steep learning curve & enjoying both the opportunity & the challenge"
- Yasmine Miaad



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"CSA was not only decisive in fostering my entrepreneurial spirit but also helped me make dream come true, that is, founding my own company"
- Noredine Safaa



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"I have an entrepreneurial spirit & CSA is a great opportunity for me to achieve my dream of founding a cloud security consultancy as well as becoming a Microsoft Partner"
- Maha Tebaa



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- Cloud & Entrepreneurship to enable Moroccan Women -



Pilot objectives

« The Cloud Startup Academy » - objectives for the **6 months**

Support **600** SMEs going online
enabling them with ICTs through
Microsoft and INWI devices and
services

Business Objective

Support **50** young women
entrepreneurs creating **25** Cloud
startups to be certified Microsoft
SMB Cloud partners

Startup Objective

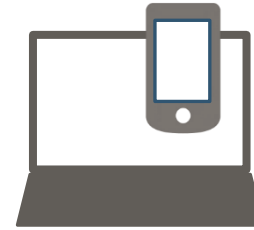
Pilot milestones



Recruiting
50 young women
entrepreneurs



24 modules of trainings
IT skills, soft skills,
entrepreneurship skills
and business skills



SW & HW equipments
windows 8 **tablets/phone**,
O365, dedicated office



Connectivity equipment
20h/month voice
3G internet



Products portfolio
O365, W8 devices,
Telco datapack



Stipend payments
revenue stream for
entrepreneurs

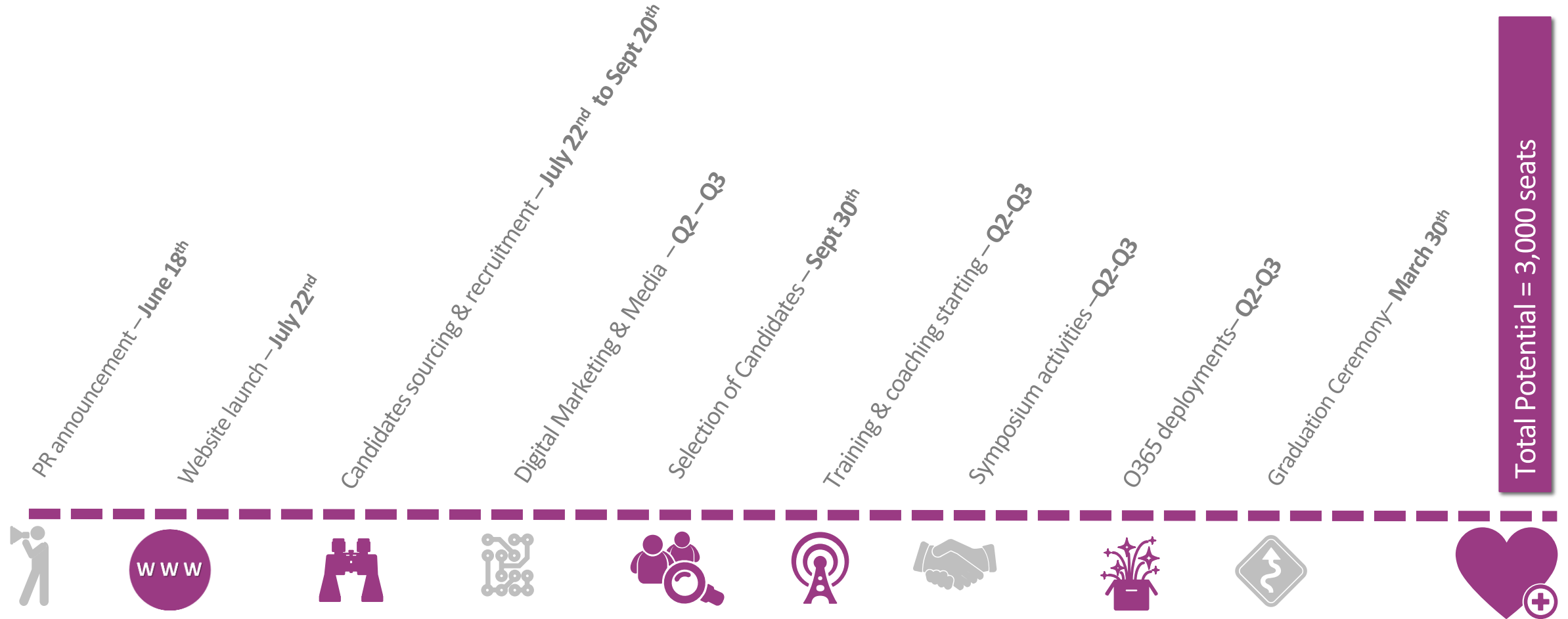


Customer acquisition
6 verticals in Casablanca



Cloud Startups creation
new SMB partner channel for
devices & services

Planning



Market opportunity – *11,000 SMBs in Casablanca who need hand-holding*

Legal

Lawyers & notaries



4 groups
8 candidates

1947



Finance

Accountants & brokers



4 groups
8 candidates

1626



Health

Doctors & hospitals



4 groups
8 candidates

2411



Real-Estate

Architectes & real-estate agencies



4 groups
8 candidates

880



Hospitality

Travel agencies & transportation



4 groups
8 candidates

1259



Services

Consulting, marketing & others



5 groups
10 candidates

2535







Cloud Startup Academy



Growing skills & building capabilities



Support **50** young women entrepreneurs
creating **25** Cloud startups to be certified
Microsoft SMB Cloud partners

Startup Objectives

Building skills & promoting excellence

2 onboarding
weeks

E-learning
& in-class
training

Videos &
Online
assessments

Top
Performers
Awards

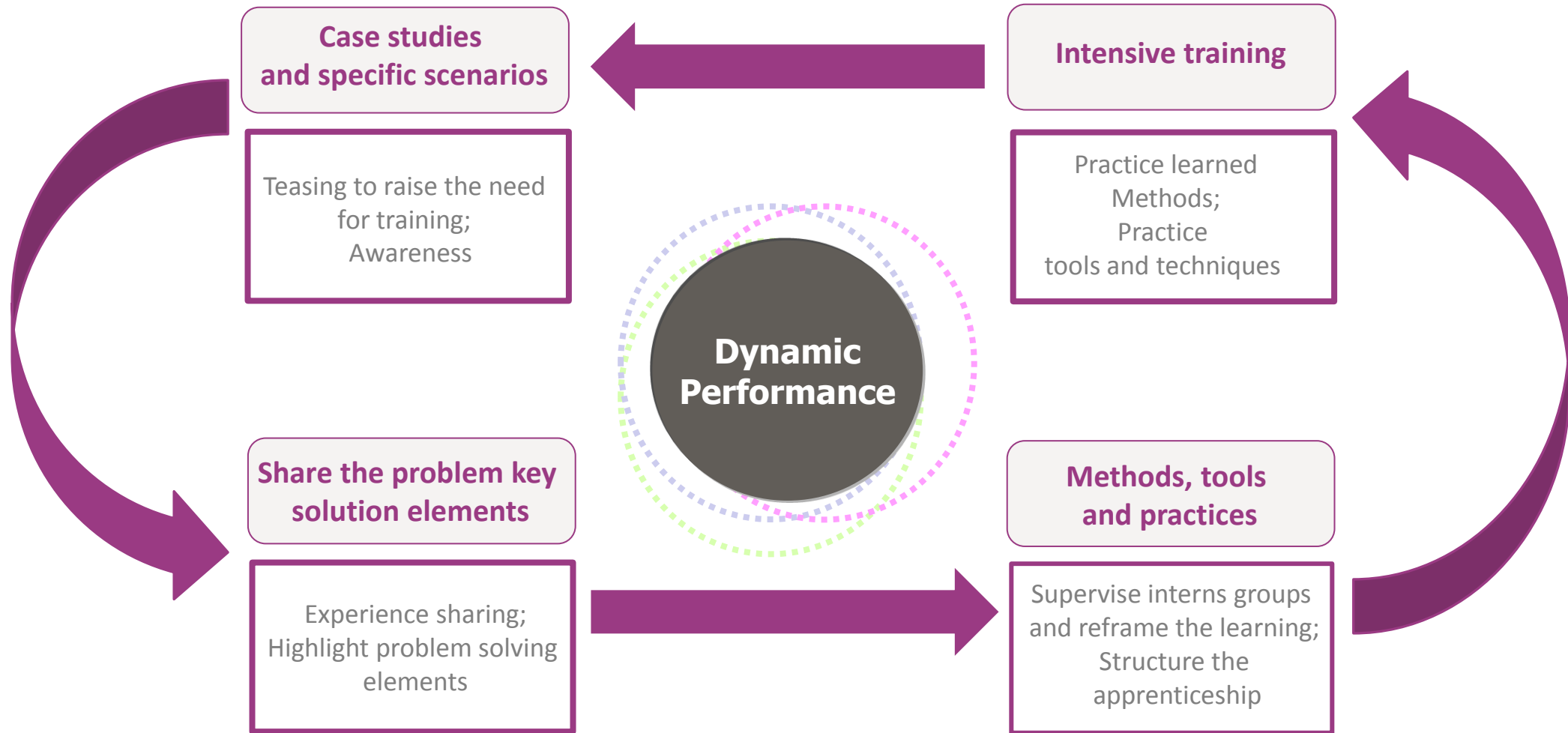
24
modules

2
Languages
French & English

Women@M
icrosoft
mentorships

Master
Partners
Certification

Training methodology



Promoting continuous learning



Before: Anticipate



e-Learning videos

- Short & accessible
- Effective & operational
- Open & interactive

During: Operational Workshops



Videos



Recorded case-studies



Customized briefings



Toolkit

After: Strengthen



e-Learning videos

- Fun & educational
- Validate knowledge
- Continue learning

INTERNS BENEFITS

- 3-minute video modules
- Fun & dynamic
- **Anticipate theory:** dedicate in-class training to intensive practice
- Interpelate & motivate through impactful videos
- Open interactivity

- Theory reviewed in e-Learning : **30% time saving**
- Best/Worst scenarios: immediate highlights through videos **20% time saving**
- 100% workshops & scenarios: every notion is experienced through action and allows the use of provided **toolkit**
- Recalling theory: synthetized in the **Training Passport**
- Embed best practices through image: video examples

- Measure performance
- Extend training and extend learnings
- Strengthen knowledge
- Motivate to act and change

Intensive learning cycle

Every module will be delivered as follow...

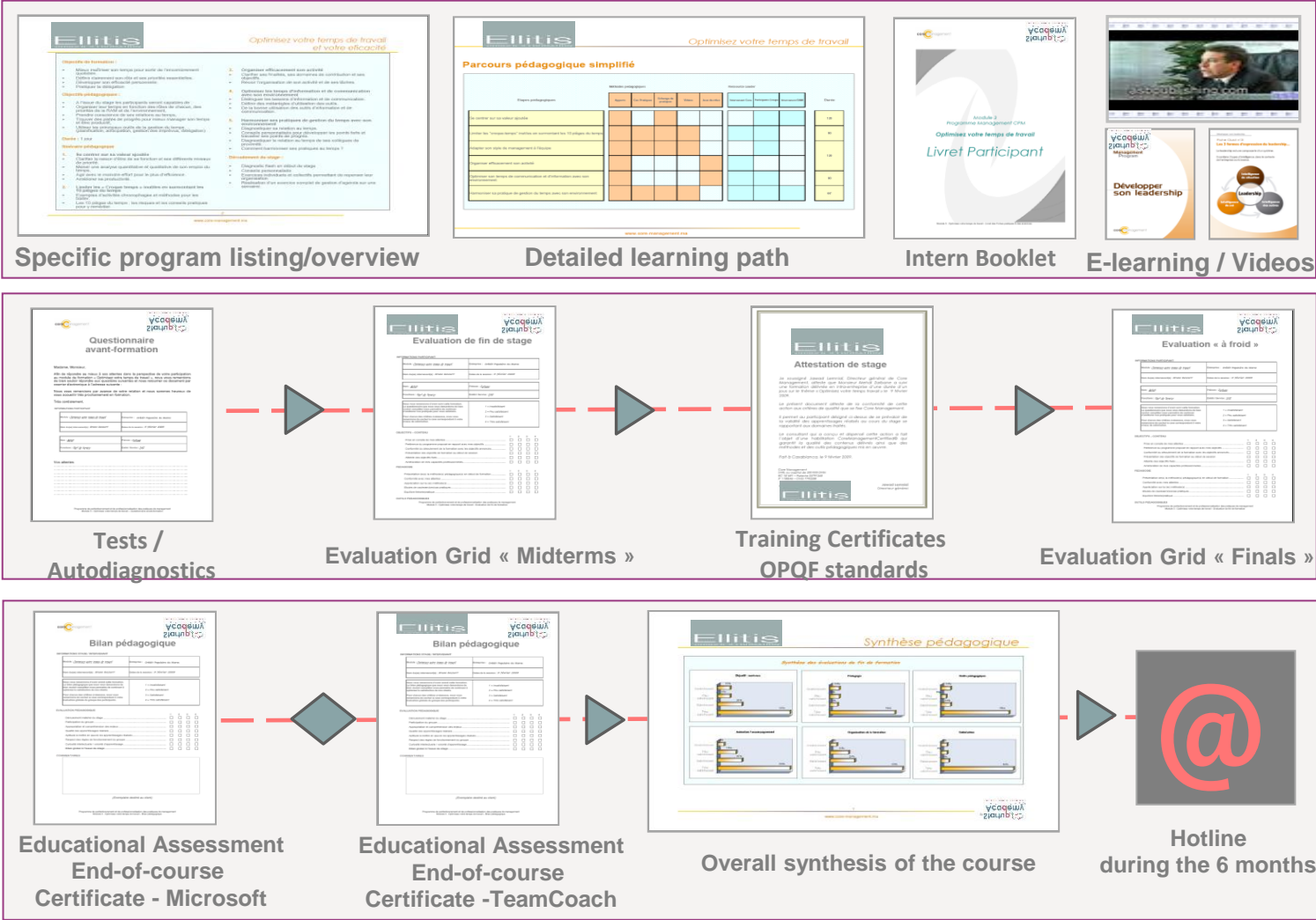
Educational KIT
« Ready-to-use »



Assessment plan
« Governing principle »



Operational System
« Continuous Monitoring »



24 modules of in-class trainings

6
Modules

Soft Skills

- Emotional and Social Intelligence
- Communication and Interpersonal Skills
- Networking
- Self-Motivation, Enthusiasm and Attitude
- Professionalism and entrepreneur's ethics
- Problem solving and critical thinking

6
Modules

Entrepreneurship Skills

- Entrepreneurial business creation and management
- Building and Sustaining a Successful Enterprise
- Entrepreneurial Finance
- Entrepreneurial Marketing
- Managing Change
- Managing for Creativity

3
Modules

Management Skills

- Small Business management
- Customer relationship management
- Strategic management

4
Modules

Sales Skills

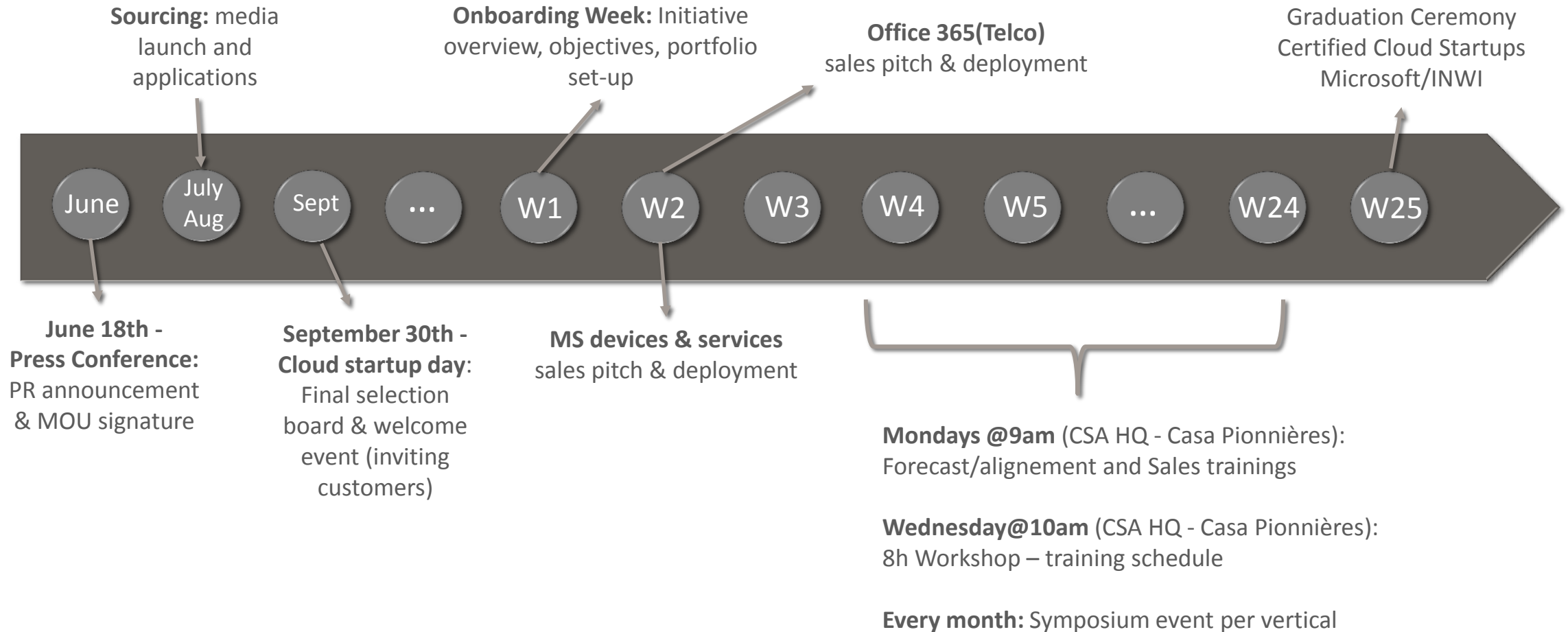
- Prospection and portfolio consolidation
- Building a sales action and lead generation
- Customer needs analysis
- Negotiation, pricing and offering

5
Modules

IT Skills

- O365: usage and deployment
- O365 competitive pitch
- Collaboration: Sharepoint, Lync and Office
- INWI telco datapack pitch and deployment
- W8 devices

Curriculum & Schedule





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Recruitment



Sourcing & selection process

Pre-requisite

- **Age:** 22-28 years old
- **Situation:** fresh graduates/unemployed graduates
- **Background:** bac+3-5, business/engineering schools, universities
- **Motivation:** entrepreneurship, sales temper, born in the cloud, ITCs interest, ready to earn recurrent revenue
- **Qualifications:** fluent in French/English, autonomy, learning capacity, interpersonal skills

Administration

- **Contract:** 6 months incubation agreement with AFEM.
- **Commitment & responsibilities:**
 - Seeding equipment: return/refund devices in case of damage/steal
 - Individual insurance
 - Commitment of non-drop
- **Stipend payments:**
 - 7 to 10% stipend payments on W8 devices and O365 licenses
 - 50% to 85% of the disti margin on stipend payments for INWI packs

