



Deloitte21

Inspiring young minds
to achieve great futures



Deloitte Middle East: INJAZ al-Arab *Fostering a culture of entrepreneurship and innovation*

Taking the next step toward helping students and young adults think more entrepreneurially, [INJAZ al-Arab](#) and Deloitte Middle East are introducing the [“Be Entrepreneurial” curriculum](#) to high school and university students, and launching a regional business plan competition. In a region with the world’s highest youth unemployment rates, the ability of young Arabs to launch their own businesses and become financially independent will support them to achieve long-term success.

Beginning in June 2012, the Be Entrepreneurial program will commence in six countries across the Middle East region, reaching over 2,000 students.

In this entrepreneurial-minded program, students will learn to identify marketplace needs, formulate business plans, and pitch their ideas to investors—entrepreneurial skills that will give them the confidence and support to start their own businesses.

The Be Entrepreneurial curriculum will also be launched online, so that it can be quickly scaled and reach students throughout the region, as well as young people outside the formal education system.

Project details

Origins: Deloitte Middle East has been working with INJAZ al-Arab since it was founded.

Design: Entrepreneurial-based skills classes teach students how to plan and launch their own business.

Scale: Having started with just 20 volunteers in Lebanon, Deloitte Middle East now works with INJAZ al-Arab in 12 countries and is helping to expand the organization’s footprint through collaborative programs and strategic business support.

Professional skills: Deloitte Middle East employees provide consulting, strategic management support, and act as mentors and teachers to students.

Deloitte Middle East volunteers are helping localize the Be Entrepreneurial curriculum and will teach the program in classrooms. They will also serve as mentors, bringing their real-world experiences to the classroom. Students will learn the intricacies of establishing and maintaining a profitable business, management skills, and presentation tactics. The program will culminate with a regional business plan competition, designed by INJAZ al-Arab with the support of Deloitte Middle East. Deloitte Middle East will also assist in screening applicants and judging the business plan competition during which students and young adults will present their ideas to business leaders and compete for startup financing.

Since 2005, [Deloitte Middle East has worked with INJAZ al-Arab](#), a member of [Junior Achievement Worldwide](#), to support innovation and entrepreneurship among Arab youth. Through skill development and educational mentoring sessions in areas such as leadership, ethics, entrepreneurship, and general business skills, INJAZ al-Arab programs have reached more than 500,000 students and involved some 10,000 volunteers.

“With the issue of high youth unemployment so starkly impacting the future of the Middle East and North African region and a young population that feels disenfranchised, the challenges facing Deloitte Middle East are how to offer a meaningful contribution to the community and be a champion of education, skills-building, transparency, and ethical practices. We have found that INJAZ al-Arab provides a platform for our volunteers to connect with youth and utilize their skills to deliver leadership, ethics, and other necessary business skills.”
—*Omar Fahoum, Chairman and Chief Executive, Deloitte Middle East*

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