



# دورة إتقان ابتكار ونجاح الشركات الناشئة من الصفء إلى واحد



**AGILE LEADERS**  
Training Center

19 - 23 Jan 2027  
الدار البيضاء



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### Course Overview

In today's competitive landscape, success in entrepreneurship relies on mastering innovation, identifying unique opportunities, and building sustainable businesses. offers actionable strategies for creating innovative startups.

Participants will explore contrarian business principles, the mechanics of successful startups, and how to achieve lasting market dominance. This course prepares learners to excel in an innovation-driven economy by focusing on entrepreneurial foundations and growth strategies. Whether you aim to disrupt markets or scale a business, this program provides expert insights and practical methods to help you turn your ideas into reality and create lasting value.

### Target Audience

- Entrepreneurs and startup founders
- Business leaders and executives in innovation-driven industries
- Product managers and business development professionals
- Aspiring entrepreneurs and intrapreneurs

### Targeted Organizational Departments

- Research and Development R&D
- Product Innovation Teams
- Strategy and Business Development
- Leadership and Management Teams
- Marketing and Competitive Strategy Divisions

### Targeted Industries

- Technology and Software Development
- Financial Services and FinTech
- Healthcare and Biotech
- Education Technology EdTech
- Green Energy and Sustainability
- Retail and E-Commerce

## Course Offerings

By the end of this course, participants will be able to:

- Build startups from scratch and implement sustainable growth hacks
- Apply contrarian business principles to create market-defining innovations
- Differentiate between monopoly and competitive business strategies
- Develop entrepreneurial foundations with a focus on unique value creation
  - Design innovative business models that disrupt markets
- Identify startup funding strategies and manage economic risks effectively
- Leverage technology and collaboration to drive innovation in business
- Understand the founder's paradox and how to scale startup teams

## Training Methodology

This interactive course merges practical training with theoretical insights. Participants will analyze successful startups like PayPal and SpaceX through case studies, group discussions, and problem-solving exercises. Guided workshops will help them develop business models and pitch ideas for feedback. Sessions on technology's role in startups and disruptive innovation will utilize interactive methods for the immediate application of knowledge. Reflection sessions will promote peer learning and ensure participants leave with actionable takeaways for their organizations.

## Course Toolbox

- Course ebooks
- Access to case studies featuring companies like PayPal and Google
- Templates for business models and growth plans
- Recommended reading list, including Zero to One

## Course Agenda

### Day 1: Entrepreneurial Foundations

- Building startups from scratch Topic 1:
- Understanding contrarian business principles Topic 2:
- Identifying unique startup opportunities Topic 3:
- First-principles thinking in business innovation Topic 4:
- The ideology of competition and its effects on startups Topic 5:
- Exploring the challenge of the future in entrepreneurship Topic 6:
- Reflection on foundational principles and their application Reflection & Review:



## Day 2: Creating Value and Capturing Markets

- Secrets to Startup Success Topic 1: •
- Monopoly vs competition in business Topic 2: •
- Designing innovative business models Topic 3: •
- Capturing and creating business value effectively Topic 4: •
- The importance of last mover advantage Topic 5: •
- Lessons from successful companies and creative monopolies Topic 6: •
- Review and apply strategies for creating market value Reflection & Review: •

## Day 3: Scaling and Sustaining Startups

- The mechanics of successful startups Topic 1: •
- Building and scaling startup teams Topic 2: •
- Sustainable Startup Growth Strategies Topic 3: •
- Risk-taking and strategic planning for startups Topic 4: •
- Understanding Startup Funding Strategies Topic 5: •
- Exploring the founder's paradox Topic 6: •
- Assess scaling challenges and sustainability approaches Reflection & Review: •

## Day 4: Innovation and Technology

- The role of technology in startup success Topic 1: •
- Man and machine collaboration in business innovation Topic 2: •
- Disruptive innovation and its impact on markets Topic 3: •
- Planning for business success with emerging technologies Topic 4: •
- Challenges in leveraging technology for startups Topic 5: •
- Developing tech-based solutions for market disruption Topic 6: •
- Evaluate the integration of technology and innovation Reflection & Review: •

## Day 5: Long-Term Strategy and Future Trends

- Lessons from tech startups like PayPal and SpaceX Topic 1: •
- Strategic approaches to sustainable monopoly growth Topic 2: •
- The future of startups and emerging market trends Topic 3: •
- Insights on startup economics and market dynamics Topic 4: •
- Preparing startups for long-term market dominance Topic 5: •
- Evaluating the stagnation vs singularity debate in entrepreneurship Topic 6: •
- Synthesize learnings into actionable long-term strategies Reflection & Review: •

What specific qualifications or prerequisites are needed for participants before enrolling in the course? •

This course is designed for professionals of all levels who have a basic understanding of business concepts. No prior startup experience is necessary.

How long is each day's session, and is there a total number of hours required for the entire course? •

Each session lasts 4-5 hours, with breaks included. The course spans five days, totalling approximately 20-25 hours.

Why is understanding monopoly power critical for startup success? •

Monopolies allow startups to capture value and sustain long-term growth by eliminating competition and dominating their markets. This principle ensures innovation and differentiation in business.

## How This Course is Different from Other Startup Courses

The course uniquely emphasizes contrarian thinking and monopoly-driven business models. It focuses on creating unique solutions and leveraging first principles, equipping participants with strategies to embrace disruptive innovation and achieve lasting success.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



اسطنبول - تركيا



أموستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تبليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنبار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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