

Impact Case Study



ChangeSchool successfully delivered the Leaders in Innovation Fellowships (LIF), a flagship programme of the Royal Academy of Engineering delivered as part of the UK Newton Fund. LIF is an internationally renowned support programme that builds the capacity of researchers from 16 countries to commercialise their technologies.

In 2020, 55 entrepreneurs and engineers from Malaysia, Indonesia, Jordan, and Egypt, came to London (LIF6) to start their journey from the inventor of technology to entrepreneur or commercialiser of that technology.

Amongst these innovators were technologies that make 95% of stutterers speak without impediment, improve farming productivity by 20%, protect the food supply-chain from contamination and much more.

These people are highly trained, capable, and qualified engineers and researchers. However, to make an impact on the world, the problems these researchers had to overcome were different. Most had an engineering, but not an entrepreneurial mindset, a product not a customer focus, and unsurprisingly lacked business knowledge and support. This is where ChangeSchool, stepped in.

Challenge 1: Mindset

A mindset shift from product and technology to a customer problem and an entrepreneurial business. Resilience, adaptability, creativity, co-creation, bootstrapping, and frugality are all its components.

Challenge 2: Market

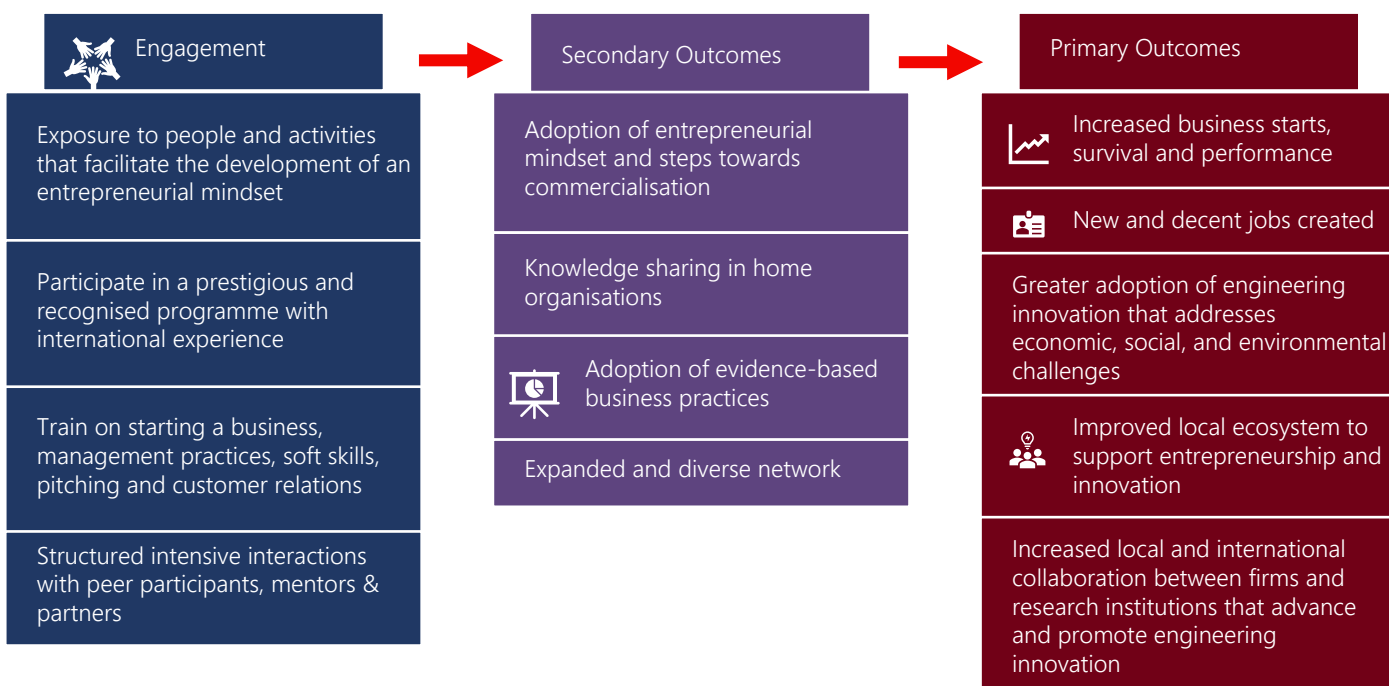
Test and understand their market through customer discovery, experimentation, and business empathy.

Challenge 3: Ecosystem

Build strong extensive networks in national and international ecosystems for partners, customers, and finance.

Impact

Working to the draft Royal Academy of Engineering Impact Framework (below) our results presented on the next page are compared to the previous programmes the year before (pre-Covid) in the same countries. Icons and colours identify the section of the logical framework being addressed below. ChangeSchool harnessed Covid-19 as an opportunity to transform engagement through virtual delivery.



“You changed our mindset, both entrepreneurs and researchers believe in themselves more, in each other more, and understand how they need to work together.”

Increased business starts, survival and performance

Our LIF6 performance in just eight months far outstrips what the previous provision achieved over 12 months.

x5697

x2020

x69

x4

INDONESIA
Investment
2019: \$112,000
2020: \$404,000

EGYPT
Investment
2019: \$10,000
2020: \$693,000

MALAYSIA
Customers
2019: 5
2020: 10,100

INDONESIA
Customers
2019: 19
2020: 108,250

Since the LIF6 February cohort started, our fellows have raised USD 2.4 million in investment in the nine months, won 298 new B2B customers and over 13,000 B2C customers, enabling fellows to create innovative businesses that have an impact across all 17 of the UN Sustainable Development Goals (SDGs).

107

Adoption of evidence-based business practices

51 out of 55 fellows tested their business assumptions in our experiment and validation virtual accelerator, running 107 new business experiments.

220

New and decent jobs created

In 8 months, our fellows have created 220 new jobs.

350

Local ecosystem to support entrepreneurship & innovation

350 people attended our online network events across four countries, five to seven times greater participation in numbers than in previous years. Our 55 fellows were exposed to 63 senior speakers, panellists & experts from their countries and the UK.

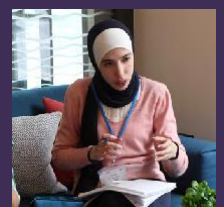


"I couldn't imagine that an online event could be so engaging. Fantastic teaching. My husband said, 'it had to take ChangeSchool to make you change your mind' Now that LIF [ICE] is over, what do I do at 10pm at night?"

Dr Wan Fazlida, (Malaysia) LIF6 Fellow

"[The] LIF programme was a turning point for me. I was almost quitting my start-up, but after the residential, the virtual accelerator and this in-country event, these programmes equipped me with new skill-set and mind-set to process forward with my project."

Abeer Albashiti (Jordan) LIF6 Fellow



The [network] event for Jordan created bridges between organisations and fellows, building relationships with Talal Abu-Ghazaleh Global, the leading global IP firm, the Jordan IP office, and Innovative Start-ups and SMEs Fund (ISSF), the largest Jordanian investment fund. The organisation was excellent. Facilitation was excellent - everything went smoothly. Panellists were impressed and ready to give advice and support to our fellows."

Rima Ras, Head of the Industrial Scientific Research and Development Fund, Jordan

★ Engagement

We have had outstanding attendance and participation rates

- All 55 fellows are in highly engaged relationships with their mentors, with 785 mentoring hours having been provided between March to September 2020
- Over 90% of our cohorts attended all sessions of our online events
- 1100 hours of engagement across all 55 fellows, i.e. in excess of 22 hours per fellow for our 3-week long online in-country events.

Leadership and Diversity: We encourage and embed diversity and inclusion across our participants. In our network events, we had 24 fellows from a cohort of 55 who actively contributed to the sessions, including their co-creation. We had balanced representation from all four countries, and 46% of the contributors were women in a cohort that is 22% female (i.e. 12 women) so that 95% of the women in the cohort took a leading role.

Abeer Al Bashity
Jordan



Aida Nurul Azmi
Malaysia



Analia Tanuwidjaja
Indonesia



Bayan Btoush
Jordan



Florenca Riswanto
Indonesia



Dr Jasmine Lim
Malaysia



Dr Tutik Sriani
Indonesia



Dr Wahidah Hashim
Malaysia



Dr Walaa Omar
Egypt



Dr Wan Fazlida Abdullah
Malaysia



Yolla Miranda
Indonesia



Abedalrhmam
Habashneh, Jordan



Ahmad Jais Alimin
Malaysia



Ashif Islami
Indonesia



Azrul Mohd Ariffin
Malaysia



Bara Wahbeh
Jordan



Professor Khaled
Nagaty, Egypt



Professor Maruf
Kasim, Indonesia



Mohammad Diab
Egypt



Rizky Ambardi
Indonesia



Saeed Albawab
Jordan



Dr Sameh Abdellatif
Egypt



Dr Sameh Mahdy
Egypt



Zaid Mahmoud
Jordan



Spotlight: Abdulrahman Habashneh (Jordan) secured \$767,522 and created 22 jobs. Featured on national TV for his blockchain innovation, Abed has an agreement with the Ministry of Agriculture in Jordan to improve food traceability and has 250 B2B customers.



ChangeSchool's customised executive education and faculty development programmes develop entrepreneurial capacity in academic staff and senior leaders in the private sector, public sector and higher education. Since 2012, ChangeSchool has trained and mentored 247 start-up teams and 3379 entrepreneurs and leaders across the globe, working in Kenya, India, the Philippines, Peru, Colombia, France, Sri Lanka, Myanmar, Japan, Bahrain, Qatar, Oman, Kuwait, UAE, Saudi Arabia, Azerbaijan, Armenia, Georgia, Kazakhstan, Kyrgyzstan and the UK.



Leaders in Innovation Jordan



61

Jobs created



269

B2B customers



1,346,886

Funds raised USD

After London, Jordan LIF submitted 4 joint projects, made friendships and alliances. You changed our mindset, both entrepreneurs and researchers believe in themselves more, in each other more, and understand how they need to work together.

Rima Ras, Head IRDF Jordan





Almoayied Assayed, Zaid Mahmoud, Abdulrakim Al Banna, Faisal Alakayleh, Bara Wahbeh, Mayyas Al-Remawi, Reyad Shawabkeh

Saeed Albawab, Feras Kafiah, Abedalrhman Habashneh, Rima Ras (IRDF), Bayan Btoush, Khaled Asfar, Abeer Al Bashity, Mahmoud Hammoudeh

Fellow highlights

Abdulrahman Hababshneh



22 jobs created. 250 customers

Abed was featured on Jordanian national TV for his blockchain innovation and has signed an agreement with the Ministry of Agriculture in Jordan to improve food traceability. His company was awarded a grant of \$100k for participating in the UN World Food Programme (UN WFP) Innovation Accelerator.

Abeer Al Bashiti



5 jobs created. 6 customers

Abeer secured a \$5k community grant from the Academy and has since signed an MOU with four universities to support her community project, LIF Around Jordan. She has developed her product to MVP and at time of writing is running a Kickstarter funding campaign.

Mahmoud Hammoudeh



10 customers

Mahmoud pivoted in March 2020 and within a week designed a COVID-19 safe experiment cabinet and, working with the In Country Partner Rima Ras, got a grant for its development. He has since teamed up with fellow LIF6 participants Bara Wahbeh and Reyad Shawabkeh.

Feras Kafiah



Secured USD \$57,933 in funding

Feras applied for the 1st edition of Abdul Hameed Shoman Foundation Innovation Award (AHSF-IA). SmartCure qualified and Feras was one of only 9 innovators in Jordan who were awarded for Stage-1. As part of this he signed a contract & is now working to move his innovation into the go-to-market stage.



Leaders in Innovation Egypt



This programme helped me to understand the journey of my business needs, realise the potential of my idea and accelerate the innovation between concept and markets. As academics it is difficult to understand the concept of market and how to achieve our goals, understanding the barriers of commercialisation and how to overcome them.

Mohammed Diab, LIF6 fellow





Ahmad Soltan, Mohammad
Gaber, Fotouh Mansour,
Ahmed Mohamed Al Hady
Mohammad Khalid Diab,
Tarek Hatem, El Sayed
Salama

Ayman Mohd Hamed,
Sameh Abdellatif, Khaled
Nagaty, Walaa Omar,
Mohamed Abdelkader,
Ahmed Rashed, Sameh
Mahdy

Fellow highlights

Ahmed Soltan



3 jobs created. B2B - 2 customers

Ahmed succeeded in the opening of Al-Adwa plant for recycling garbage after it had been idle for more than 16 years. The plant operates at a capacity of eight tons per hour thereby recycling 192 tons a day and employing 70 people.

Ahmed Rashed



4 jobs created, B2B – 3 customers

Ahmed has been honoured with The Arab Archaeologists Union's Appreciation Award 2020. Awarded in appreciation of the high scientific standing and research efforts demonstrated in the field of cultural heritage conservation in light of his innovative and ambitious project "Civilization Rights to Build Civilization,"

Sameh Abdellatif



100 customers

Building on his market validation testing in the Virtual Accelerator, Sameh conducted a 6-month trial with Ford USA R&D and Center for Electric Vehicles. They are now a customer.

Fotouh Mansour



3 jobs created

Fotouh was able to achieve a successful publication of his research (Non-ionic Surface Active Agents as Additives toward a Universal Porogen System for Porous Polymer Monoliths) in one of the most prestigious publication websites, ACS publications.



Leaders in Innovation Indonesia



77

Jobs created

14/14

Surviving
Businesses

409,342

Funds raised USD

24

B2B customers

108,250

B2C customers

14 out of the 14 ventures in Indonesia were up and running six months after the LIF6 programme compared with the previous LIF programmes [3, 4, 5] where 30% of the ventures shut three months after the London Residential. And this happened despite trading and manufacturing constraints during Covid-19, and the fellows having to alter their offerings and business models radically.

Pak Muchlis Fashihu, Ristek Brin, Programme In-Country Partner





Sander Purnama, Yolla Miranda, Analia Tanuwidjaja, Maruf Kasim, Farid Rizayana, Florencia Florencia, Tutik Sriani, Rugun Amelia Karolina (Ristek Brin), Achmad Fauzi Trinanda.
Achmad Prasetya, Ashif Hujjatul Islami, Rizky Ambardi, Bagus Widiatmoko, Adjie Wicaksana, Wayan Lovayana.

Fellow highlights

Analia Tanuwidjaja



26 jobs created. 5000 customers.

Co-founder & CEO of Kiddo.id, an ed-tech platform to support kids reach their maximum potential. With more young people having to stay at home to study Analia has turned the threat of Covid-19 into an opportunity and recently raised VC funding.

Sriani Tutik



3000 customers.

Tutik secured a grant for developing a filter for office ventilation and has secured certification to say her mask is antiviral with a BFE of 99%. She achieved a 300% increase in sales in six months.

Sander Punama



13 jobs created. B2C 100 customers, B2B 5 customers.

In the Covid-19 crisis Sander established an interim enterprise just to generate wages for his staff, who he had been supporting from his own funds since lockdown began. Having made his first export outside Indonesia to Senegal, he is investigating collaborations with Jordan UK, India, Egypt, and Spain.

Yolla Miranda



100,000 customers. 14 jobs created.

Yolla adapted her product & widened her range of products to respond to a changed environment. Won support from Indonesia's largest servicer of domestic air-con units to use her filters.



Leaders in Innovation Malaysia



113

Jobs created



10,102

Customers



393,510

Funds raised USD

I entered the programme full of doubts, not sure of wanting to take the journey, but now I know I want to take this journey and I will lead my team to take this journey and I think the LIF programme is the most engaging and thought-provoking long-term programme that I have ever joined in my career.

Dr Wan Fazlida, LIF6 Fellow





Muhamad Rahman Safwan,
Sarajul Fikri Mohamed,
Vengadesh Periasamy, Ahmad
Jais Alimin, Md Zaini Md
Zakaria (MIGHT), Mohd Zamri
Ibrahim M. Effendy Ya'acob,
Azrul Mohd Ariffin

Anis Nurashikin Nordin,
Jasmine Lim, Aida Firdaus
Nurul Azmi, Wahidah Hashim,
Wan Fazlida Abdullah, Md
Abdul Maleque

Fellow highlights

Aida Azmi



100 jobs created. 10,000 B2C customers

Aida launched the FeedYourFuture (FYF) Programme in March with the Malaysian Academy of Small and Medium Entrepreneurship Development (MASMED) to coach 250 students per semester in digital marketing and business.

Mohd Zamri Ibrahim



USD \$120,000 in secured funding

Zamri won the most prestigious award for the New Innovator category in the Malaysian Commercialisation Year Awards (MCY 2020) organised by the Ministry of Science, Technology and Innovation. with a cash prize of RM 130,000.00 (\$32K).

M. Effendy Ya'acob



4 jobs created

M. Effendy received coverage by the national press after scaling his innovation and leasing a new premises on the solar farm where he is piloting his concept of photovoltaic energy efficiency through close cultivation. Also on the Scientific Committee of the Agrovoltatics 2020 International Conference.

Anis Nurashikin Nordin



USD 21,646 in secured funding

Recognised by The Academy of Sciences Malaysia (ASM) as one of 30 outstanding scientists as the 2020 Top Research Scientists Malaysia (TRSM), in line with its focus on fostering a culture of excellence in Science, Technology and Innovation (STI).