

Academic Start-up Incubator

CAS Initiative for 21st-century teaching and learning



Inspiration

HH Sheikh Mohammed Bin Rashid Al Maktoum

A hand with red-painted nails holds a white smartphone. The phone's screen displays a blue-tinted image of a skyscraper, likely the Burj Khalifa. The background of the entire image is a blurred, blue-tinted view of a tall building against a clear sky.

“We are building a new reality for our people, a new future for our children, and a new model of development”

An aerial view of a city skyline at sunset, with numerous skyscrapers and buildings. The sky is a mix of orange, yellow, and blue. The text is overlaid on the image.

Startup

Definition

A COMPANY working to solve a problem and success is not guaranteed
A CULTURE of innovating on existing ideas

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AIS are not academic spin-offs

Shane (2005: 4-5) defines a university spin-off as a new company founded to exploit a piece of intellectual property created in an academic institution.

Vision

AUS official vision

- ❖ American University of Sharjah (AUS) will be the region's leader in higher education, known for excellence and innovation in teaching, learning, research and service.
- ❖ AUS vision and mission statements are in line with the objectives of the Academic Start-up Incubator.

UAE Officials declare 2015 "Year of Innovation"

2014 The National Innovation Strategy

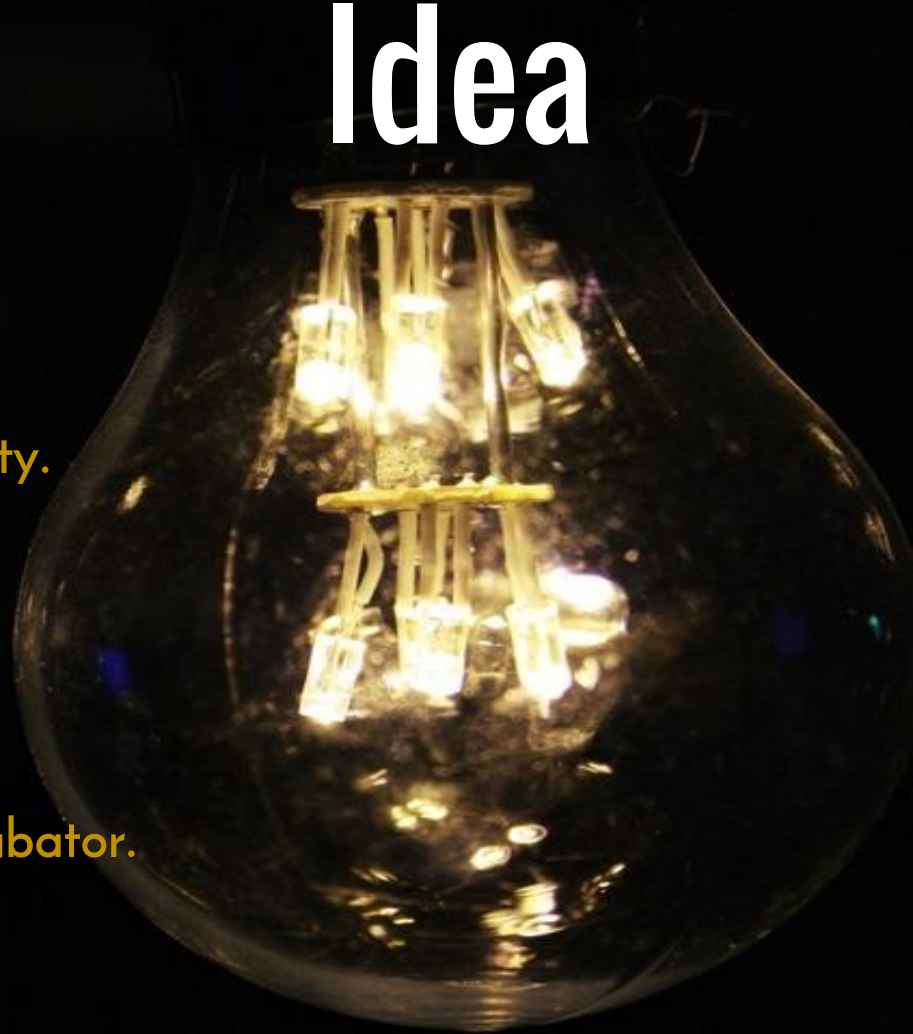
2015 The Year of Innovation

2016 Sharjah Entrepreneurship
Center (Sheraa)

It is not a cluster of classrooms.

Idea

- ❖ Exchanges innovative ideas
- ❖ Translates concepts into a business reality.
- ❖ Connects current students with alumni
- ❖ Creates a community
- ❖ Turns the AUS campus into a living incubator.



Objectives

A night view of a city with a large illuminated Gothic cathedral on a hillside overlooking a body of water. The sky is dark blue with some clouds, and the city lights are visible in the background.

- ❖ 1. To refine an action learning approach to creativity development that can serve as a model for individual growth and community vitality.
- ❖ 2. To develop students who are able to improve their communities through direct action, coalition building, and the distribution of new learning about innovation.
- ❖ 3. To identify and raise awareness of digital technologies in a participative mode that is structured around collaborative units with flexible roles.

These are the benchmarks of success for the Academic Start-up Incubator:

- ❖ 1. Creativity: The quantity and quality of new ideas and concepts.
- ❖ 2. Innovation: The application of projects, content and patents.
- ❖ 3. Participatory culture: The quantity and quality of user-generated content.



It increases student participation and make them aware of the close relationship between university and the job market.

- ❖ It makes the transition period from university to the business world shorter, since it creates opportunities and channels for university-industry interactions.
- ❖ It creates and enhances strategic partnerships between university, public and private sectors.



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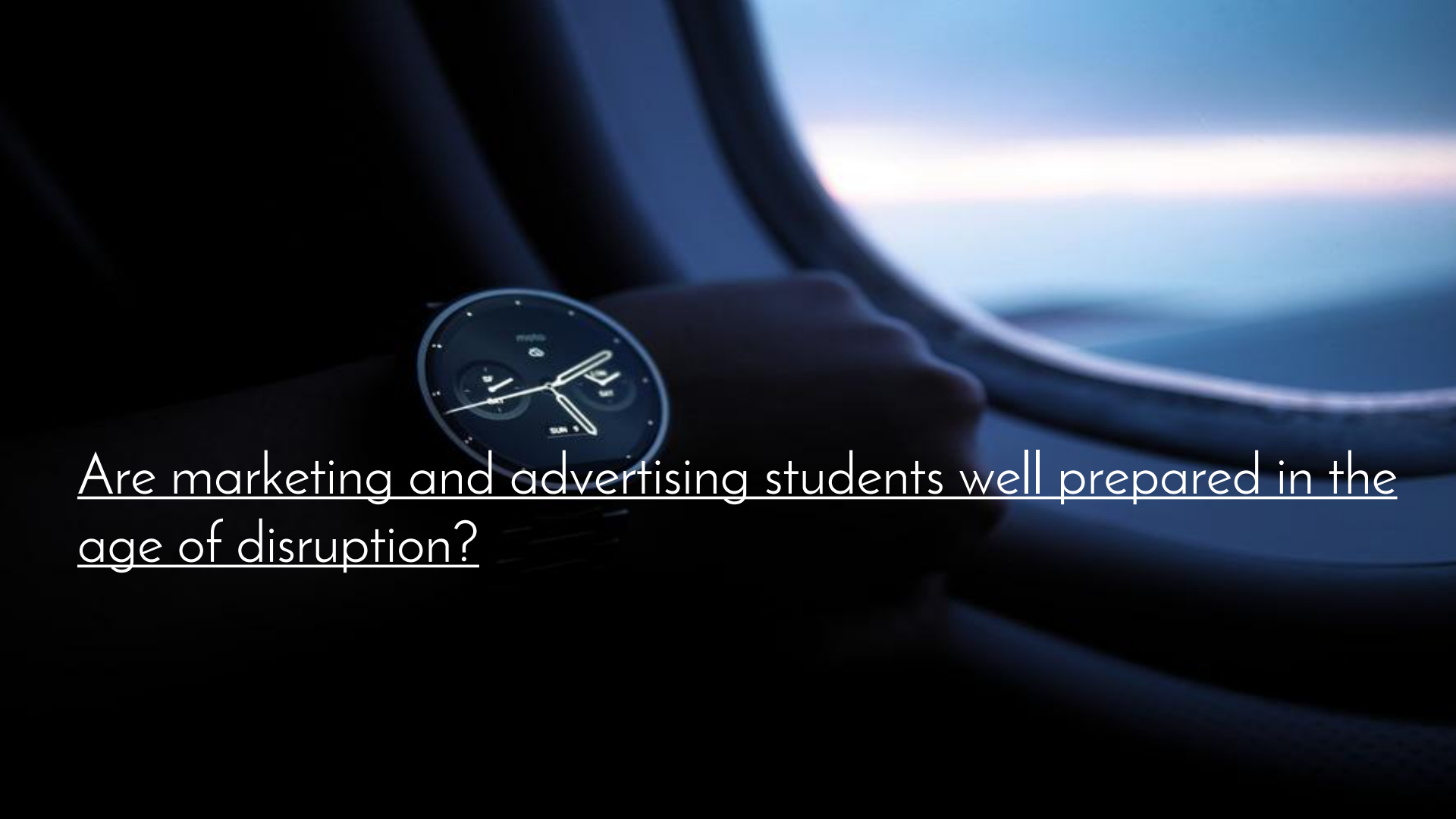
AIS helps the university to achieve its primary mission of creation and dissemination of knowledge through research and teaching

AIS leverages academic innovation to improve student success



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Reorient the university toward business goals
and away from the scholarly goal of
knowledge creation

A close-up, low-angle shot of a person's hand gripping a steering wheel. The person is wearing a black smartwatch with a white face and three sub-dials. The watch face shows the time as approximately 10:10. The background is a blurred view of the ocean and a bright sunset or sunrise, creating a warm, golden glow. The overall mood is contemplative and forward-looking.

Are marketing and advertising students well prepared in the age of disruption?

THANK
YOU

