Academic Start-up Incubator
CAS Initiative for 21st-century teaching and learning

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Inspiration

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“We are building a new reality for our people, a new future for our children, and a new model of development.”
A COMPANY working to solve a problem and success is not guaranteed.

A CULTURE of innovating on existing ideas.
Business Incubator

A facility to nurture startups

affordable space
shared offices and services
hand-on training
marketing support
access to financing
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 (Shuraa)
It is not a cluster of classrooms.

- 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

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.
Academic
Incubators
Start-ups

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.
Academic Incubators

Start-ups

Reorient the university toward business goals and away from the scholarly goal of knowledge creation
Are marketing and advertising students well prepared in the age of disruption?
THANK YOU