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## Entrepreneurship Project in Jordan

### Tareeqi Project (My way)



# Tareeqi Project



- RDPP funded "two track" project combining vocational and entrepreneurship education
- Duration June 2017-June 2018
- 400 beneficiaries
- Target group 70% Jordanian, 30% Syrian
- Special focus on women and persons with disabilities

# Tareeqi Project



- **Entrepreneurship track consists of:**
  - **Selection:**
    - 1. Business idea
    - 2. Motivation
    - 3. Vulnerability
  - **Training (2-3months):**
    - Localized training materials
    - Blended training methods: workshop and eLearning
    - Visiting guest speakers
    - Phenomenon based learning

# Tareeqi Project



- **Entrepreneurship track consists of:**
  - **Start-up Support**
    - Business coaching
    - Grants
    - Networks
    - Tailor-made technical assistance
    - Linkages to further funding
  - **Sustainable business established/End of support**



**Wazirah AlHaj Hussein, 32**

**Nationality: Syrian**

**Business Idea: Dairy products**



**Wazirah** is a widow who has a four-year-old son, and she is living in north Jordan (Ramtha) with her brother's family; she used to be very independent and run her own business in Syrian. RDPP project enabled her to re-establish her business and independence. Now she's able to contribute to a better living conditions to their extended family. Her business idea is to make homemade dairy and processed food such as jams, pickled food, and other traditional Syrian foods.



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**Ibrahim Ubu-Zanoneh, 23**

**Nationality: Jordanian**

**Business Idea: Mobile car maintenance**



**Ibrahim** is a mechanical engineer, who followed his own passion to have his own business that is related to his hobby and studies. He took the first step to reach his goal by starting his own company called QUEST. It is a service that provides periodic maintenance for your vehicle right on your parking lot at home or at your work. Has a growing customer base.

**Ahmad Al-Qaisi, 21**

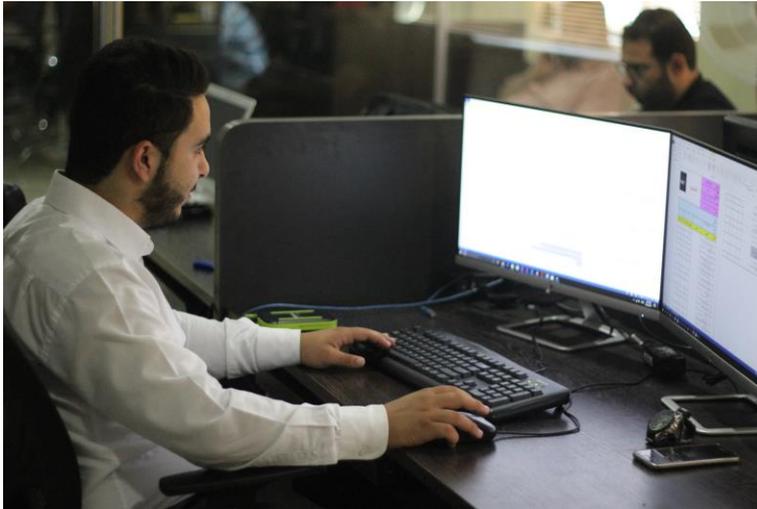
**Nationality: Jordanian**

**Business Idea: Mobile application**



When **Ahmad** was a teenager, he helped his father to sell iron and copper. Financially it was not possible for him to go to the college. Still, he had a dream of becoming an architect. He decided to start an online animation course and for that, he had to take a loan to be able to study more online courses, and finally, he started to design IT -tools for architecture students.

RDPP-project helped Ahmed, who was critically in debt, to start his own company in partnership with a bigger IT company. Ahmed is now working with animations and creating applications that provide him a very good living.





**Omar Balkhi, 31**

**Nationality: Syrian**

**Business Idea: Syrian ancient handcrafted wood works**



**Omar** is a father of 2 children; he and his family migrated to Jordan because of the Syrian crisis. Omar's legs were injured in the crises. Omar's small shop sells traditional Syrian handcrafted wood furniture, made from scratch by Omar. He also provides renovation services for old furniture.



**Omar Bassam, 29**

**Nationality: Syrian**

**Business Idea: Toys Online Shop**



**Omar** lived in Syria and studied computer engineering. He and his friend had a vision of toys shop but unfortunately, his friend was killed in the war. However, Omar decided to go on with the vision and turn the toy shop into reality.

**Omar** will be purchasing a variety of toys, and some of them will be sold as they are, while other toys will be customized and new features will be added before selling them.



**Jasser Harasis, 23**

**Nationality: Jordanian**

**Business Idea: Robotics Academy**



**Jasser** started the course as an unemployed engineer who had a long-standing interest in robotics. He works for a cause: all children should have the chance to do robotics. He started with his team to work on this initiative, and he used what he learned in FCA's Entrepreneurship course to turn the initiative into a profitable business.

**Jasser** academy teaches children how to make products using robotics. In the process children will learn how to think logically and critically. Moreover, the children learn how to design the product and build it from scratch in terms of software and hardware.

# Conclusion



## Challenges

- Registration difficult for Syrian lead businesses
- Only few open fields where Syrians can open businesses
- Second option is to partner with a Jordanian

## Way forward and lessons learned

- The 3rd group of entrepreneurs have started the training phase of the project
- Selection and balancing with the vulnerability criteria
- Finding the untapped entrepreneurship potential is the key