



منافع Biodiversity Ideathon

## What is the Manafa'a Program?

Manafa'a is OAPGRC's annual challenge to Oman's aspiring entrepreneurs, scientists, conservationists, coders, creatives, and marketers to come up with innovative ideas for viable businesses that capitalise on the Sultanate's wealth of genetic resources.

It starts with a preparatory workshop and a fast-paced 48-hour ideathon – a fun team event and a great learning experience for those that take part. But it doesn't end there. Winning teams are invited to develop their prototypes in a scientific incubator and if they manage this, we organise for them to prepare to bring their product to market in a business accelerator.

## What does Manafa'a hope to achieve?

The purpose and goals of Manafa'a are absolutely serious. OAPGRC is looking to inspire the creation of start-ups that make responsible use of Oman's genetic resources. The potential of these plants, animals, marine life, and microbes – for society and the economy - is huge. Their unique properties mean they can be used to develop environmentally friendly products and services, medicines and therapies, and more.

Once commercialised, these innovations, many of them likely to be in highly lucrative industries, can help in the development of sustainable businesses, open up long-term job opportunities for our youth, and make a significant contribution to our national diversification efforts. And as the economic value of our genetic resources begins to be realised, we can look forward to the increased awareness of people and communities in the importance of conserving, preserving and protecting these irreplaceable natural assets.

## How do I apply for Manafa'a?

You can apply on-line at [www.oapgrc.gov.om/manafaa](http://www.oapgrc.gov.om/manafaa) It's straightforward and simple.

### Keep the following in mind

#### You:

- Must be an Omani or a resident in Oman aged 18 years or over
- Can register as a team or an individual
- Must show your ability to develop your idea/ product

#### Your team:

- Can have up to five members
- The team or its individuals must not have won any of the two previous Manafa'a ideathons

#### Your idea must be:

- New to Oman
- Real and viable as a commercial product
- Technically workable
- Innovative
- Quality

#### And your idea:

- Must use genetic resources that are authentic, native to Oman, registered in Oman
- Mustn't be subject to any intellectual property rights (IPR)

## What's the schedule like?

### 1 Awareness & Publicity



OAPGRC will organize public gatherings in a number of higher education institutions across the Sultanate for that purpose.

Through Manafa'a webpage [www.oapgrc.gov.om/manafaa](http://www.oapgrc.gov.om/manafaa)



### 2 Registration



This has three stages:



#### First Screening

When we sift out incompatible, incomplete or unclear submissions



#### Second Screening

When we filter applications in terms of proof of concept and idea patent



#### Third Screening

When we evaluate individual skills, the composition of teams, and the distribution of roles amongst team members



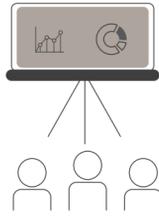
### 3 Selection of Applicants

First comes screening.



### 4 Preparatory Workshop

The purpose of the workshop is for the participants to share their thoughts and plans on transforming their ideas into products. They'll also talk about their thoughts on marketing and branding.



The Manafa'a Ideathon itself is a two-day event that will be held over one weekend. After this the teams will present their ideas for commercial products.

### 5 The Manafa'a Ideathon

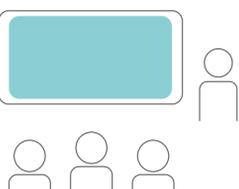
**Day 1** The teams will be given time to start brainstorming their product and collecting all the required data. By the end of the day, each team will have identified the initial scope of the product.



**Day 2** The teams will take the product idea to the next level i.e. designing a prototype of the product (if possible) and developing a preliminary financial study, a marketing plan, and product identity.



**At the end of the day the teams prepare a presentation for their product.**



### 6 Judging Panel

After the Manafa'a Ideathon weekend, the teams will present their products idea to the panel of judges. The panel will assess the teams against a strict set of pre-defined criteria.

The teams that qualify to take part will be invited to take part in a one-day preparatory workshop, one week before the 48-hour Manafa'a Ideathon itself.

### 7 Announcement of Winners & Prizes



The four winning teams will be announced at an official ceremony the day after the panel has come to its decision.

Each of these teams will receive a prize of R02,500 and a Manafa'a Ideathon plaque. They'll also have the opportunity to develop their idea in a scientific incubator and later in a business accelerator.

**R02,500**

Four winning teams are selected by the judges



### 8 Incubation

One week after the announcement, OAPGRC will hold a meeting with the winning teams and the incubator that will host them.

At this meeting the teams will be briefed on the remaining stages of the Manafa'a Program, the time periods involved in each, and incubation requirements.

During this time the incubator will offer:

- Laboratory facilities and equipment
- Scientific consultancy
- Guidance on intellectual property, branding and marketing
- A range of other services including internet and library access

The incubation period is 6 to 8 months

The business acceleration stage runs for 3 to 6 months depending on the product. During this time the accelerator provides a number of services, the most important of which are:



Product testing and development



Assistance with marketing and accounts



Links with possible strategic partners in the market



Communication with investors

#### Note

Before joining the accelerator, teams must agree to its conditions and regulations



### 9 Business Accelerator

Teams that succeed in producing a prototype during the incubation period will progress to a business accelerator.



For more information about Manafa'a 2020, please visit the webpage

[www.oapgrc.gov.om/manafaa](http://www.oapgrc.gov.om/manafaa)

or scan the QR code for direct access

