



# Sharif STAR

*Sharif Talent Assessment And Redevelopment*

*Office Of Creativity and Entrepreneurship Development (OCED)*

*Sharif University of Technology*



# Sharif STAR

## 1 A Future-Looking, Learning System Attund For The Youth

To pave the way for teens and young adults to play an effective role in a future which is bound to be significantly different from today. Without a doubt, the existing education systems have been and continue to be unable to empower the younger generation to flourish in a new era identified with enormous opportunities for innovation, creativity and entrepreneurship. Sharif STAR is a prudent effort to ease the concerns of each of us, as a mother, as a father, as someone who is simply worried about the future of their teenage friends, relatives or acquaintances, or simply a sympathetic citizen who cares about a future in need of entrepreneurs as well as creative and innovative citizens.

## 3 ... And For Empowerment And Upgrading Capabilities



Of talented teens and Juvenile within a personalized education platform by interacting as part of a newly-formed collective identity. Sharif STAR Club brings together a host of Customer, instructors, mentors, successful entrepreneurs and Iranian and international professors with top startup experience. Think of Sharif STAR Club structure as a pyramid. Entry levels at the base of the pyramid for individuals over and under 17 years old are called Level D (Innovation Theater) and Level J (Junior Stars Observatory), respectively. Entrants are Monitored as they work their way up the pyramid depending on the level of improvement in their skills and capabilities. In other words, those close to the apex acquire the skills necessary to become entrepreneurs, make a name in the country’s economy and launch sustainable, innovative startup businesses with a high degree of success.

## 5 ... To Empower Human Resources, Materialize Educational Justice Across The Country, And Boost Iran’s Socioeconomic Presence In The Region

Numerous measures have been taken to make educational justice a reality across the country and make Iran’s socioeconomic presence felt beyond the country’s national borders across the region. But these measures have failed to produce the intended result. As a result, access for Teens and Junior to high quality education as well as learning and collaborative networks like what is available at Sharif University Startup ecosystem, is rare. Sharif STAR strives to make such valuable objective resources currently accessed by few university students, widely available on a platform coupled with in-person events. By doing so, the club hopes to take a giant stride toward the elimination of poverty and development of local potential in Iran and beyond.

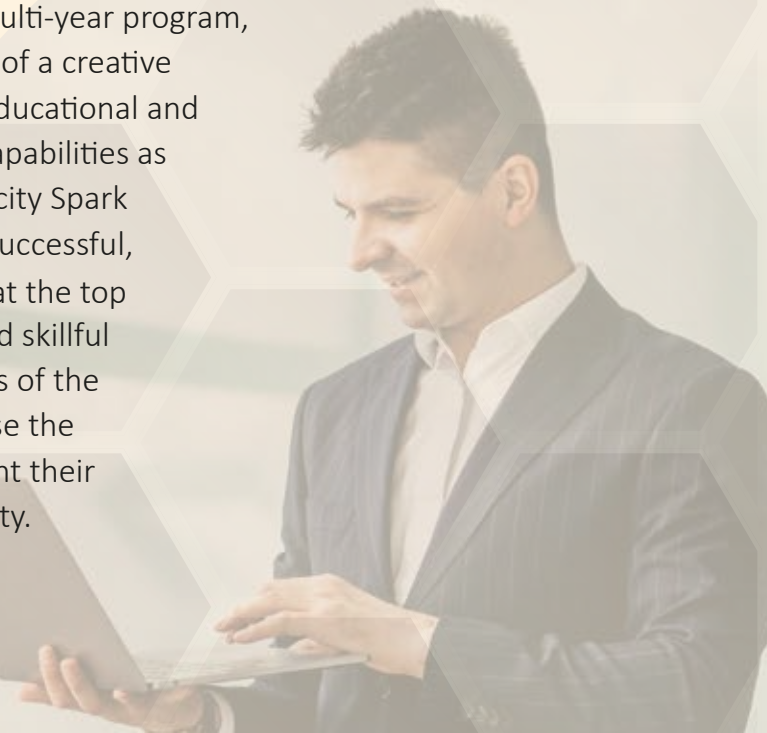


## 2 ... For Testing And Educating Talent Towards Continuous Learning

There is no doubt, we require the identification of capabilities and skills such as emotional intelligence, leadership skills, teamwork, creative design, effective communication and countless other skills. Development of these talents raises the prospects of an individual's academic and professional success and becoming a prominent entrepreneur. Sharif STAR builds on efforts to design, devise and domesticize measures and analyze test results to spot the talents of teens and young adults. It should be noted that following an experimental run in collaboration with select universities and schools, the test, which has been prepared by the best of local and foreign experts, has turned into a reliable assessment test with the highest degree of scientific precision.

## 4 ... Of Entrepreneurs And Future Leaders of A Creative Knowledge-based Economy

In Sharif STAR, over the course of a multi-year program, entrepreneurs and future leaders of a creative knowledge-based economy receive educational and networking services to boost their capabilities as they work their way up to the Velocity Spark Levels of the pyramid and launch a successful, sustainable startup. It is our hope that the top members of the club are capable and skillful enough to form the Unicorn startups of the industry and service sectors and use the support of Sharif STAR Club to present their transformative business to society.





## Sharif University of Technology: A Pioneer In Training Entrepreneurs With Years Of Experience And Brilliant Results

A suitable ecosystem is needed for individual talents to blossom. As long as there is no field of practice or a sophisticated network of socioeconomic Connections suitable for developing and empowering talents, such talents remain undeveloped. One of the best ecosystems for entrepreneurship, creativity and innovation in the country over the past few decades has emerged around Sharif University of Technology. This ecosystem brings together top academic talents, prominent professors, labs as well as research and innovation centers, state-of-the-art technology facilities such as science and technology parks, investors interested in innovative activities, an atmosphere ideal for young creative talents and a wide range of financial, technical and business tools and incentives to promote entrepreneurship. Sharif Startup Ecosystem is not just a geographical concentration labelled as Sharif Innovation District; rather, it is a convention of the country's top talents interacting with each other virtually and through networking.

The best indicator of the success this startup ecosystem has achieved over the past two decades that signifies the success of entrepreneurship training and development of startup businesses is measured in the number of companies that have emerged from this district and formed the backbone of the country's startup ecosystem. Digikala, Snapp, Telewebion, Divar, Achareh, Cafe Bazaar, Torob, and Mamanpaz are all well known examples of success, arising from this ecosystem. In all of these successful businesses, there are signs of empowerment, teamwork, communication capabilities, managerial skills and business skills involving entrepreneurs, cofounders, managers and experts which can be traced back to Sharif University of Technology and the startup ecosystem it has helped establish. Sharif STAR has been a learning endeavor, involving successful experiences and otherwise, to create a breeding ground for successful entrepreneurs and startups and provide similar resources to interested teens and young adults in remote towns and villages across Iran.



**+5,000 Young Talents Have Been Identified**

and offered a personalized path to development of their entrepreneurial capabilities.



**70K+ Hours**

of training has been delivered.



**1,000 Customers**

have received empowerment services at Level D and Level J.



**28 Professional Training**

courses have been designed, developed and implemented.



**38 Pioneering Customers**

are ready to step into the business and startup initiation.



**+100 Colleagues Including**

faculty members and holders of Ph.D. and master's degrees are offering educational, managerial, artistic and marketing services at Sharif STAR.



## Sharif STAR's Services For Five Group Of Prospective Audience



**★ The Gold Stars Represent The Distribution Of Sharif STAR Club Members In Iran.**

### 1. For Pupils And University Students

- Talent assessment tests combined with determination of a path to promote entrepreneurial capabilities
- Membership of Sharif STAR Club
- Courses to upgrade skills alongsid contests and challanges
- Playing in the Sharif Club's gamified space winning and spending coins and achieving ranks

### 2. For Public, Governmental And Non-Profit Institutions (Elimination Of Poverty And Provision of Services to Promote Entrepreneurship)

- Contribution to programs aimed at eliminating poverty with a focus on promotion of entrepreneurial capabilities
- Talent assessment and determination of a path to promote the entrepreneurial capabilities of residents in impoverished areas
- Courses to upgrade skills and organization of contests combined with club membership (for teens and young adults in impoverished areas)
- Access to quality education services and startup networks (for talents identified in impoverished areas)

### 3. For International Development Organizations

- Provision of talent identification services and promotion of entrepreneurial capabilities in collaboration with job-creation and entrepreneurial projects

- Provision of talent identification services and promotion of entrepreneurial capabilities for specific target groups

- Provision of talent identification services and promotion of entrepreneurial capabilities for refugees and host communities.

### 4. For Major Industrial, Mining And Service Companies

- Provision of talent identification services and promotion of entrepreneurial capabilities for employee's families, young employees and newcomers aimed at organizational entrepreneurship
- Cooperation with Sharif STAR and local institutions as part of measures to fulfill Corporate social responsibility through provision of skills and education services on the job or
- Cooperation to identify and develop talents cooperation with companies in the form of internship
- Benefiting from Sharif STAR's pool of human resources for employment purposes

### 5. For Young Entrepreneurs

(After Advancing From Level D to Higher Levels) Since February 2022

- Benefiting from startup courses and recieving certification in management
- Formation of startup teams and business plan testing
- Continued membership of the club and the opportunity to play in its gamified space
- Access to mentoring services of top entrepreneurs and educated mentors
- Formation of startup and business launches
- Financing, marketing, product developmen and scale-up services to businesses



Sharif STAR:  
Exceptional Education Quality ,  
Networking And Startup Identification

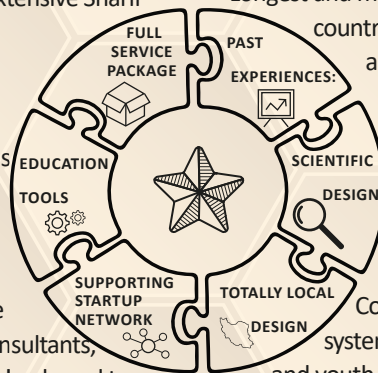
Some Of The Factors That Distinguish Sharif STAR From Providers

Of Similar services:

Creating possibility of plug-in to the extensive Sharif Ecosystem and access to its talents.

Application of the most up-to-date education tools such as gamification, Web 2 and Co-Op internships;

A one-stop shop involving experienced top professors, diverse quality education, mentorship, Co - Op, Fundraising, technical consultants, business consultants, and the possibility to form technical, knowledge-based teams



Longest and most in-depth experience in the country when it comes to entrepreneurship and business development;

Reliance on science and familiarity with up-to-date world knowledge and global experience;

Complete design of processes, systems and software by Iranian professors and youth inside the country in keeping with local culture and conditions;

Besides, In Designing The Club The Following Has Been Taken Into Consideration:

- In designing the club every effort has been made to make sure financial and logistical restraints do not deprive people of access to the valuable services of the club. To secure its vision of creating thousands of sustainable businesses, the club cannot help but screen customers at every level. Still the services offered at every level are designed in a way that individuals who do not advance to upper levels can make the most of those valuable services.
- Unlike most other programs bearing similar titles, the approach of the club is not short-term when it comes to service provision. That means contacts between the Sharif STAR and customers will remain on at least until the intended results are achieved at each level, and provision of certain services such as education won't stop such contact.
- All Iranians over 13 years old (with an emphasis on the 13-25 age group) from across the country can join the club – regardless of their gender and level of education – to use its content, facilities and different programs to upgrade their skills.



## For Youth and University Students



Innovation Theater (Level D) is the entry-level program for pupils and university students in the 17-25. age group. In this program, which is meant to promote skills that turn youngsters into effective people both in their careers and personal lives. Clients learn about general concepts of business and entrepreneurship. At this level, clients learn how to

1. Identify their strengths and weaknesses;
2. Work out a smart plan for their future;
3. Manage the time they need to reach their goals;
4. Identify the barriers standing in the way of their creativity;
5. Think creatively;
6. Creatively overcome the problems and challenges of their environment;
7. Establish effective communication with others;
8. Properly present information in meetings;
9. Bolster their knowledge and financial intelligence;
10. Understand the importance of economics and its concepts in business;
11. Get familiar with the concept of money;
12. Launch a business based on the principles of ethics and sustainable development;
13. Pick a certain course of action when confronting an ethical dilemma; and
14. Effectively make personal and organizational change.

At this level, creative educational programs - which are designed in line with certain learning outcome with specific educational goals – are the basis of developing empowerment courses. Gamification has come into play to add to attractiveness of educational processes.

## For highschoolers

Highschoolers constitute the majority of Sharif STAR Club's Junior Stars Observatory (Level J). Having taken the Sharif STAR test and identified their strengths and weaknesses, these teenagers work out plans and use the empowerment services of the observatory to nail down success. The observatory focuses its attention on meeting the education-related needs of these teens:

1. Skills required for an effective presence in life and in the business world;
2. Education of professional practical skills;
3. Exciting challenges for practical education.

Organization of innovative, challenging programs liked by the younger generation over the past two years has made an interesting and successful experience for customers. The club has been trying to expand the range of its target audience across the country. Some courses include:

1. "Teach Yourself" is a successful education course aimed at boosting the customers' capabilities in design thinking and effective communication.
2. "Sandbox" is meant to familiarize customers with career clusters, help them learn key job market skills and identify career talents and interests.
3. "GPS" is designed to teach personal planning and time management.
4. "Sharif Talk" is an interesting speech contest among customers to convey communicative and analytical skills.
5. "Ketabestan" is a book-reading course for customers in the format of an exciting competition.





## Exclusive Course of Junior Stars Observatory (Level J)

### Creativity

In This Course , you will learn the following: how to think creatively, what the barriers to creativity are, what steps you need to take to develop creativity, and what the creative methods of problem solving are. You will also learn to identify and remove the problems and challenges in your surroundings. Then you will learn about how successful companies and individuals have managed to build on creativity to introduce innovation and by doing so serve both personal and public interests.



### A Journey To The World Of Economics

It is an interesting program which helps you get familiar with the basic concepts of economics, develop a proper understanding of the world of economics and make good use of it in real-life situations. These concepts are the preliminary steps you take before making financial decisions in your personal life.

### Sharif Talk

This Course is designed to challenge communication and speech skills of the participants so that they can compete with each other and upgrade their communicational skills. In this course, you will compete in four stages with other participants. In each stage, you will prepare to compete with others in an enthralling speech challenge using educational content, experience and practices you acquire during this course.



### Sandbox

This Course will take you on a journey to the world of careers where you can learn about different businesses in the real world. In this course, you will learn how to identify your own interests, values and skills, get familiar with career clusters and finally learn the practical skills you need to find your own career path.

### Baazito

It is a journey which helps you gain new experiences in order to put into practice your creative skills, to design an exciting board game and take your chance by participating in a breathtaking competition. The best games in this competition will be chosen for publishing.





## Exclusive Course of Innovation Theater (Level D)



### People, Ethics And Social Responsibility

This Course which entails ethics and sustainable development will teach you how to put in the best performance when you are caught in a dilemma and can't make sound decisions. You will also get familiar with concepts such as sustainability and sustainable development and develop a better understanding of human's standpoint in the world.

### Communication

In This Course, you will learn how to communicate with others and what to do in order to remove the barriers to effective communication. How to make a good presentation, different types of communication styles and development of verbal skills and body language are other topics discussed in this course.



### Me, Time and Planning

This Course has two parts: personal planning and time management. It will teach you how to develop a purposeful vision and personal plan for the next 2 years and how to reach the stated goals by efficient time management.



### Financial Intelligence And Economics

Basics of economics and financial intelligence make up this course during which you will learn how to exercise your own intelligence for financial gains. You will be also taught how to get into the complicated world of economics, get familiar with its preliminary concepts and manage your own expenses and income.



### Change Management

This Course will discuss change at personal and organizational levels. You will also learn how to act in critical times and how managers reacte in crises.





## *Sharif STAR Members ...*

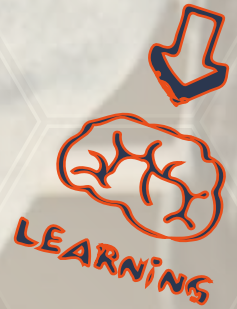
### Quality

education is a necessary but not sufficient requirement for future success. On top of skills and acquired knowledge, success in a Startup ecosystem needs in-depth communication, multidimensional tacit knowledge and widespread networking with peers, colleagues, teammates and a wide range of entrepreneurs, Startup founders and people with a sense of purpose in life. Thanks to its extensive contact with entrepreneurs and other players of Iran's Startup ecosystem, Sharif STAR, which is standing at the heart of Sharif Innovation District, has an outstanding position when it comes to opening the door to this dynamic human community. Sharif STAR is a venue of offering education, mentoring, teamwork, apprenticeship and acceptance of social responsibility as well as other actions which help teens and young adults of today's world gear up for successes in the future. Sharif STAR offers what it offers in the form of game development to make life more fun for the new generation.





## Gamification For Effective Empowerment



Gamification is the art of arranging game mechanisms in spaces which have not been designed, by default, for gaming. Game-based learning has come with more satisfaction for clients than other new learning methods. Sharif STAR, for its part, makes use of gaming tools and mechanisms as well as game-based thinking to engage customer in a learning roadmap and solve the problems and challenges standing in the way. Sharif STAR has pursued both structural and content-based gamification. Content-wise, it has put aside tedious, non-interactive educational content and developed interactive, gamified content for clients. Structurally, Sharif STAR has gamified educational processes.

The learning process brings with itself a strong sense of healthy competition, accessibility to progress and achievement, a sense of belonging to the large community of Sharif STAR, ability to develop creativity and receive feedback, a sense of ownership and possession of achievements each customer gains in this path, and a sense of excitement and unpredictability – while maintaining transparency– for the road ahead for success.

Customers in Sharif STAR win coins for taking empowering steps, passing educational courses, doing extra activities and engaging in friendship and competition with their peers as they go up in leader board. The farther they go in this process, the higher they go in the rankings and collect more coins. As a result they are given further access in the system.





One Million  
Membership of Sharif STAR

Sharif STAR hopes to offer services to as many as one million teens and young adults mostly aged between 13 and 25 in a five-year period to help clients increase their capabilities. We also seek to accompany those who advance to Level B (Velocity) in their path to launching their own startups.

600 Startups

We wish to see 600 startups which with their enormous capabilities and upgraded skills and resources make it to Spark Level and introduce Unicorns to Iran's startup ecosystem. These top startups can play a key role in turning around Iran's economy which is heavily dependent on incomes from oil and minerals and pushing it toward an economy based on innovation and entrepreneurship.

Knowledge-Based  
Economy

We hope Sharif STAR can successfully change the direction of Iran's economy toward an economy based on entrepreneurship and innovation and achieve the following:

1. Promoting the educational standards in the country;
2. Supporting entrepreneurial businesses by supplying a rich human resource pool; and
3. Playing a significant role in reckoning with employment in Iran through development of the private sector.

Goals For 2023

In its development in 2023, Sharif STAR will focus on the following areas:

1. Launching and improving the entrepreneurial lab (Level C)
2. Working with national and international institutions which focus on development and elimination of poverty in order to set the stage for deprived and underprivileged regions and social groups to gain access to Sharif STAR
3. Cooperating with the Education Ministry to set the stage for highschoolers across Iran to have access to Sharif STAR Junior Stars Observatory (Level J)
4. Doing extensive marketing to absorb diverse clients

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