

Carefully read the following case study and answer the questions fully by giving clear definitions and applying examples from the case.



Case insight

Iman Ben Chaibah and Sail E-magazine



You can watch Iman's interview on the following link:

http://thinkup.ae/think_big/interview-founder-of-sailemagazine-iman-ben-chaibah/

There is also the synopsis below:

Iman Ben Chaibah is the founder of the famous online magazine, Sail e-magazine. Iman has not only founded the magazine, but has also gathered an insightful team of 11 local writers that share a wide variety of articles in each monthly issue.

An introduction to Iman Ben Chaibah:

I am in my late 20s and I am the founder and Editor in Chief of Sail e-magazine, starting a year and half ago. I have an IT Background, nothing to do with publishing or magazines but this has always been my passion. I worked for 5 years in different areas of IT, as project manager but I always wanted to read and be a writer.

How did Sail e-Magazine Start:

Reading and writing has always been a passion my life since being a little child. I wrote journals and showed them to my friends, always part of my life.

I looked at what exists in the market, looked at different magazines – they were either business, fashion or celebrity magazines but there were no social magazines, where we discuss things with friends, family etc. particularly for Emiratis. This is an important part of our culture, to discuss things from our society.

We decided to go to an online magazine, not printed.

Challenges and obstacles:

Finding writers was hard as it was a new idea. At the beginning it was only me and Shaima, my colleague and friend. We used Twitter and Facebook to raise awareness. Now we have 11 writers and new people join every month. Most people who read and write for me are Emirati. We have our own style of writing; the thinking and emphasis is on Emirati life. Maybe we will expand later.

What has Sail e-Magazine given to you? Rewards?

It is very exciting, always a pleasure. I get joy from seeing writers produce their work and getting pride from it. Seeing them is great, and it keeps going every month.

Will you go to a printed edition?

Not now, our concept is an online magazine and this would go against this. Also printing would be a high budget. However, we may print a few articles in a yearly volume and give out exclusive copies to loyal customers and supporters.

Did you ever feel like giving up?

At the start of the magazine after the first issue people came by and said they wanted to write for me. Three days before [publication] they dropped out and didn't give any notice and I have no material. I listened to advice I was given when I started – before you start your project write down on a piece of paper WHY do you do what you do. I want people to start reading and writing and like my concept so my friend and I stayed late and got it published. Other writers joined later.

What are your plans for the future?

I see big growth in the future, starting with the whole of the UAE and followed by other Gulf Cooperation Council countries...I would love this.

What advice would you give others?

Persevere ...do not give up. It will not happen overnight, it will take hard work. If it was easy everyone would do it.

Why did you choose the name "Sail"?

"Sail" means journey...keep what you have from the past, from tradition and make them fit the future you build for yourself.

How important is social media for your business?

It redefines what we do. Shorter terms and in a more direct way (e.g. Twitter). It widened people getting to know each other. Before if you saw people in your college class you don't know them, but now we are more connected across the country and more. Social media has connected us again.

Sources:

Visit the website: <http://sailemagazine.com/>

QUESTIONS

1. Start-up influences

Using Iman’s case study, choose **ONE** start-up influence and show **TWO** factors that Iman used.

Influence used: _____

Factor 1 with clear examples:

Factor two with clear examples:

2. Schumpeter's innovations

Consider Schumpeter's innovations (there are five of them).

Choose **TWO** types and state how Iman used those you have chosen.

Type 1: _____

Application: _____

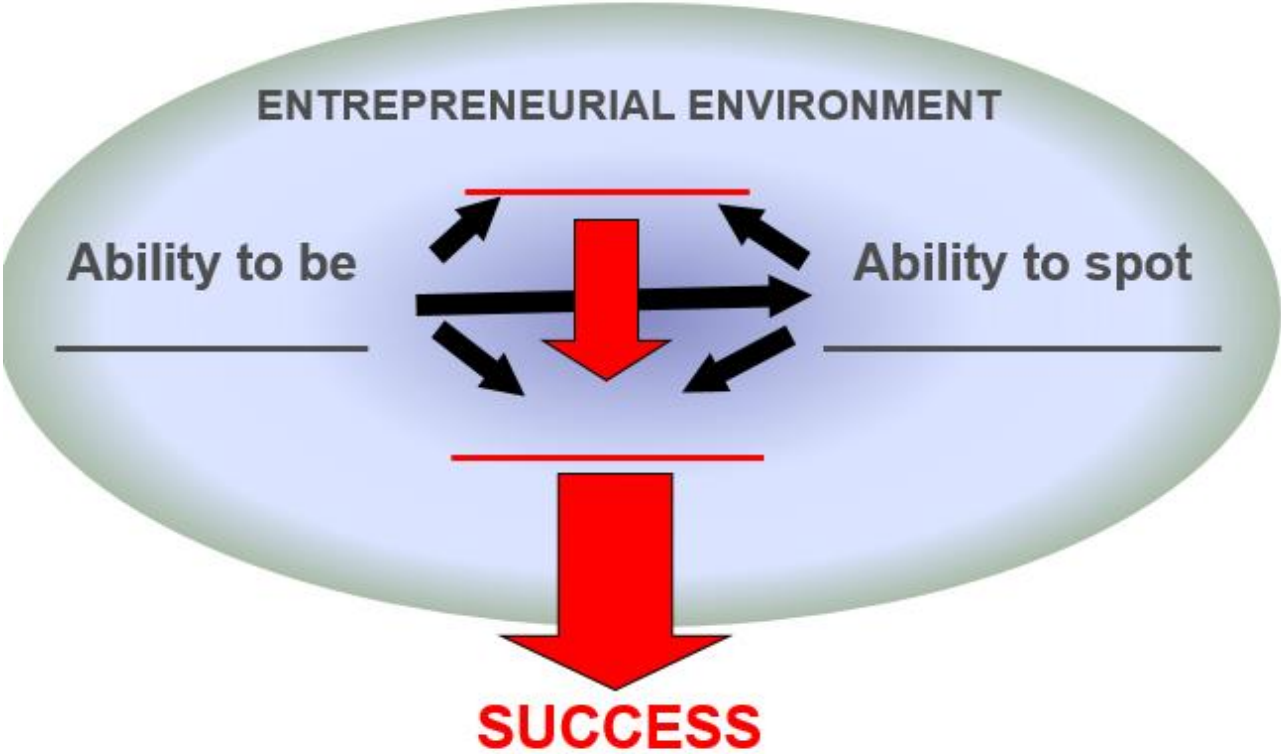
Type 2: _____

Application: _____

3. Entrepreneurial environment

In order to be successful, an entrepreneur needs to be an innovator and use all the elements of a good entrepreneurial environment.

- I. Complete the entrepreneurial environment below, showing all the factors required to be successful



II. Choose **TWO** parts of the environment and apply them to Iman and her business.

1. _____

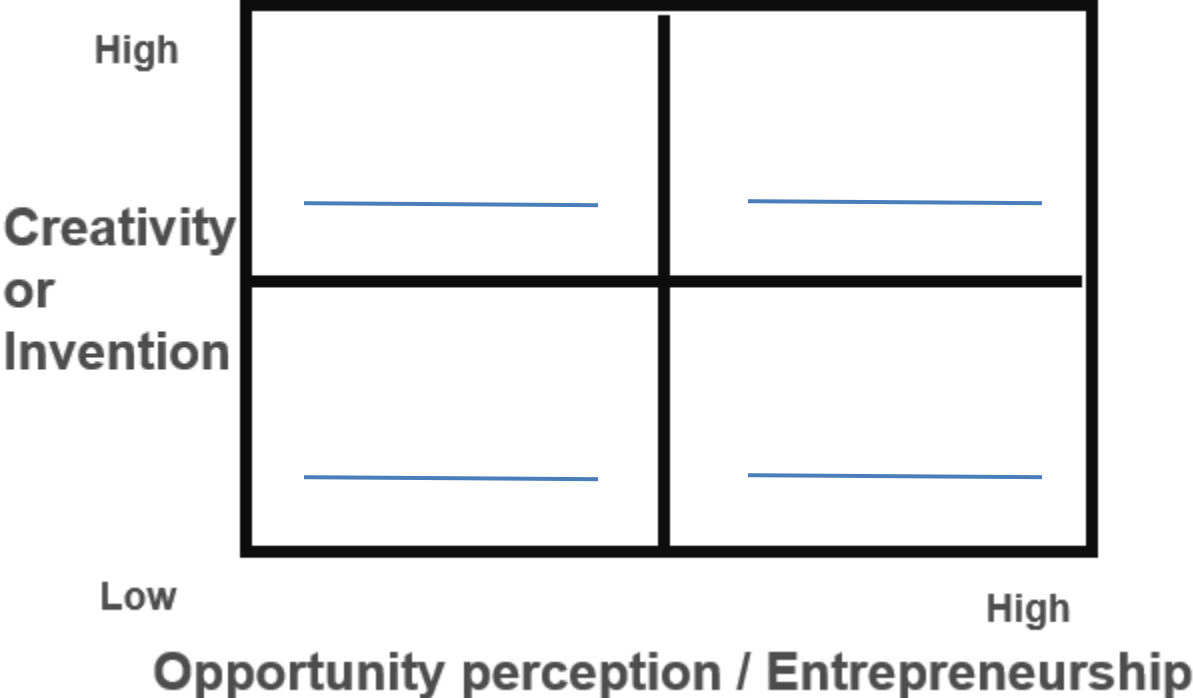
Application: _____

2. _____

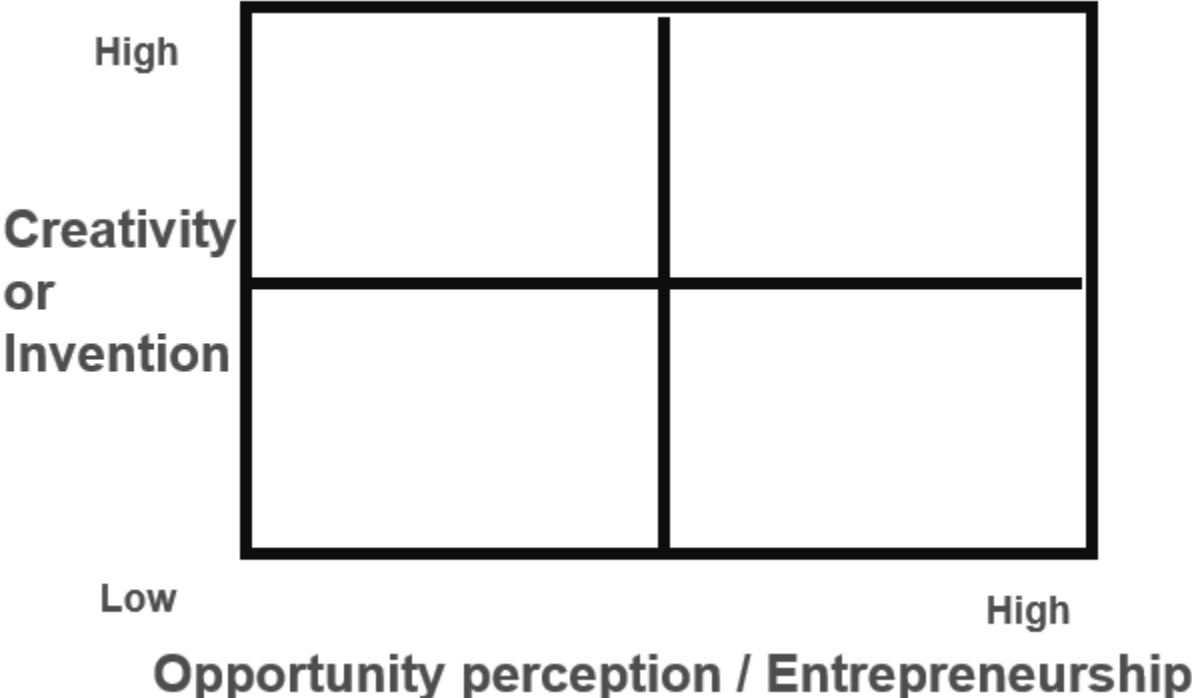
Application: _____

4. Invention and entrepreneurship model

I. Complete the model below with the different types of innovators:



II. Below place a clear mark WHERE you think Iman's business currently fits:



5. Character traits of an entrepreneur

An entrepreneur should have particular character traits to be successful. Choose **TWO** you believe apply to Iman and give clear reasons and examples of how this applies:

1. _____

Application: _____

2. _____

Application: _____

