



REPUBLIC OF LEBANON  
MINISTRY OF  
TELECOMMUNICATIONS

*The Minister*

Ref: 2614/-/M

Date: 21 MAY 2018

Mr. Marwan HAYEK  
CEO  
MICI  
Beirut

Subject: "IDEAS - Accelerate Growth" - Sponsorship


Dear Mr. HAYEK,

Further to the attached letter received from "IDEAS - Accelerate Growth", we find no objection to your proceeding with the sponsorship of their project amounting to \$650,000 (US Dollars Six Hundred Fifty Thousand only).

Kindly note that the related budget shall be considered within the Total OPEX budget for the year 2018, under category "Marketing and Advertising", as per our letter ref. 304/1/M dated April 30, 2018.

Jamal JARRAH

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Minister of Telecommunications



Attention: HE Minister Jamal Al Jarrah  
Ministry of Telecommunications

Subject: Approval for IDEAS project – Serail Digital Hub

Date: 15 May 2018

Your Excellency:

IDEAS Accelerate Growth proposes to set-up, launch and manage a digital space for the Serail. The digital space will be a multi-purpose area designed to optimize the use of technology within the Serail as well as being an interface for the private sector with the Serail. The Space will have state of the art technology, media and training facilities. It will benefit from the unique architectural character of the vaulted room and optimize its usage by adding a mezzanine level. We would very much appreciate your support in contributing through the Ministry of Telecommunications and its various entities as much of the budget below as possible.

About IDEAS:

IDEAS is a non-for-profit organization set up to champion specific innovation driven projects that will improve the daily lives of Lebanese citizens and will accelerate economic growth for the country. IDEAS is privately funded and is headed by recognized entrepreneurship ecosystem leaders with extensive experience in innovation.

IDEAS operates on two distinct levels. First, it assists the President of the Council of Ministers to drive specific projects that are strategic for the country to execution by leveraging IDEAS leverage with the local and global technology communities. Second, it works with the private sector to champion projects that will be of benefit to the national economy.

IDEAS long-term aim is to help the government return Lebanon to its position of regional leader in technology and innovation.

Serail Digital Space:

The goal of the space is to promote the use of technology within the Serail. The Space will provide video conferencing and media technologies to increase productivity for the staff of the President of the Council of Ministers. It will also host trainings and workshops on the use of technology, organize talks and lectures on technology and innovation in a broader sense for the benefit of the Serail and other ministerial staff.

The Space will also be an interface between the private sector and the Serail. It will host programs that engage the private sector such as the Summer of Innovation and the Serail Internship Programs that are becoming yearly events. It will also be used as a networking space for the innovation ecosystem and other actors striving to grow the innovation ecosystem in the country. This proximity and consequently

transparency are key aspects in creating a closer relationship between the executive branch and the country's citizens.

The space will also have a strategic role by providing decision and analytical support for the Prime Minister's office. This will be in the form of facilitating data analysis frameworks, data mapping, archiving and digitizing national data which will improve access to information and transparency. The Space will house its own data storage framework.

Finally, the space will also play a cultural role in the as it will be used for art exhibition, lectures and screenings.

#### Highlights of the Space:

- State of the art video conferencing facility available for the use of the Serail
- Large modular training room that can be split in two with video streaming capabilities
- Large networking area for multipurpose use
- Screening area and digital wall to stream data feeds, movie screening and multi-media display
- Mezzanine level includes four enclosed offices, an open space for 12 people and a small meeting room
- Data analysis and mapping to provide best in kind decision making tools
- Versatile space adaptable for cultural events in the Serail

#### Timeline:

We envisage that the Space will take eight weeks to set up from the moment we are granted permission to start works. The works will be mostly adding aspects to the existing structure so will not be disruptive to the Serail.

#### Costs:

The budget is based on adapting and fitting the space as well as managing and running it for the first year. This includes managing decision making support, data archiving and analysis, space management and maintenance, event management and outreach. As such the estimated budget for the space is \$2,600,000.

We would be delighted to have the opportunity to answer any questions you may have on the project. We remain at your disposal.

Sincerely



Ahmad Ghiath Al Barazi  
Chairman  
IDEAS Accelerate Growth