

# IMPERIAL /



# KFAS Innovation Challenge 2025

## Programme Overview

Launching for its 10th year, the KFAS Innovation Challenge 2025 is a highly successful programme providing a unique opportunity for Kuwait companies to develop the innovation capabilities they need for future business, technological and economic growth. By entering a team onto the 4-month learning journey, their participants will learn, practice and embed the capabilities they need to become innovation champions who will drive change within their respective companies which, in turn will result in new product, service or process innovations.

Starting in Kuwait and ending at Imperial's South Kensington campus in London, participants will work with Imperial's world leading faculty and contributors on a company specific challenge to create value, growth and profit for their business. Throughout the programme, teams are coached on a structured and regular basis to apply and embed their learning to develop and deliver innovative and creative solutions to their company challenge. The programme culminates in teams presenting their ideas to their Executive Board.

## Programme Objectives

The objective of the KFAS Innovation Challenge is to develop the capabilities of the participants to become champions of innovation, driving internal change which, in turn, results in business, technological and economic growth.

During the KFAS Innovation Challenge 2025 participants will be immersed in a world class learning environment with Imperial professors, contributors, industry experts and London company visits. Plus, they will access several of Imperial's unique experiential learning activities whilst at their London campus.



## Programme Benefits

The KFAS Innovation Challenge 2025 Programme will take a highly practical approach to innovation learning and implementation. Throughout the programme participants will work in teams on Innovation Challenge Projects, based on input and sharing from their company sponsors, as a platform to applying their new learnings and capabilities.

The Innovation Challenge Projects will culminate in innovation initiatives that can bring real impact to participating companies. Participating companies will benefit from the new knowledge, learnings, insights, perspectives and skills participants acquire – both through the participant's individual development as champions of Innovation and the integration and cascading of Innovation mindset and tools back into the participating companies.

### Participating companies will:

- Demonstrate a commitment to innovation and employees by supporting high-potential leaders to develop and integrate innovation into the organisational culture.
- Learn best practices for identifying challenges, opportunities and potential risks, and testing ideas turning them into viable business opportunities with the right culture for successful implementation.
- Accelerate organisational innovation in products, services and / or business processes.

### Participants will:

- Develop a deep and practical understanding of how to lead and deliver innovation using proven models and techniques – translating ideas into action.
- Identify and build motivated and capable teams to lead innovation in a corporate environment.
- Learn to integrate innovation mindset and processes into their company's existing strategies and successfully execute innovation initiatives – becoming internal innovation champions.





# Programme Learning Journey



## Programme Orientation

Tuesday 2nd September, Virtual

During the virtual launch, participants will meet the KFAS programme sponsors and hear about the context to this programme in its 10th anniversary year. Participants will hear from the Imperial team, meet the coaches and walk through an overview of their learning journey.

## Module One

**The Innovation Blueprint: Creative Collaboration & Design Thinking**  
Sunday 28th September – Thursday 2nd October, Kuwait.

Module One is a highly interactive 5 days designed to bring the teams together for the first time, to generate a spirit of competition, spark ideas and give everyone a practical toolkit in Creativity and the steps needed to successfully apply Design Thinking methodology. Starting here will give participants the foundations upon which to further scope their Innovation Challenge and refine which product, service or process innovation will bring value to their respective organisations.



**Innovation Challenge Virtual Coaching Meetings (2 x 45 minutes per team)**

## Module Two

**Business Model Canvas: From Concept to Presentation**  
Sunday 26th October – Thursday 30th October 2025, Kuwait.

Building on Module One and the insights gained from their Project Coaches in the intervening weeks, the focus of this module is on the understanding and application of the concepts covered in the Business Model Canvas. This strategic management and lean startup tool helps teams visualise and analyse their business model in a concise format, focusing on key aspects such as value proposition, customer segments, channels, and revenue streams. Each afternoon teams will work through the framework step by step with the support of their Innovation Coaches to ensure their Innovation Challenges are rigorously tested and adapt as needed. The final day of the module is given to exploring their personal-presentation skills to help the teams start to prepare their compelling and collaborative Board presentations.



**Innovation Challenge Virtual Coaching Meetings (2 x 45 minutes per team)**

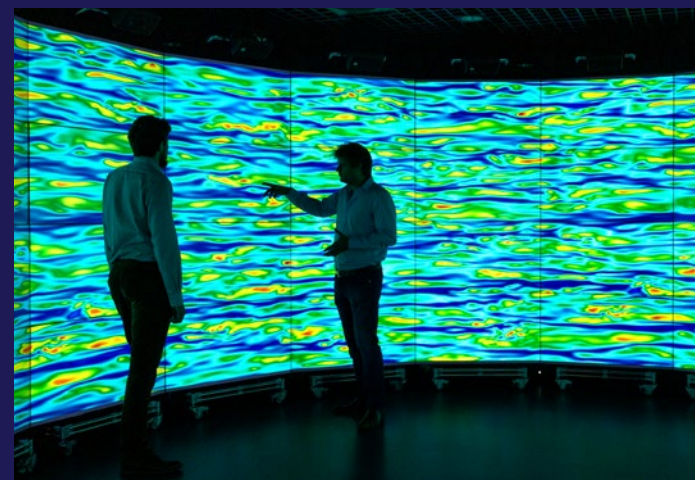


## Module Three

**The Imperial Experience: Bringing the Outside In**  
Monday 8th December – Friday 12th December 2025, London

By coming to London participants will have the opportunity to experience some of Imperial's unique experiential learning opportunities with visits to our Data Science Observatory, one of the largest of its kind in Europe, our Chemical Kitchen, an innovative hands-on team building experience, Virtual Reality from our own award-winning Educational Technology team and a tour of Imperial's Innovation Campus at White City. This module will focus on drawing together the learning, insights and experiences from the previous modules and innovation Project Coaching conversations as well as giving participants access to new ideas, innovations from sessions with faculty and business innovators who can further shape their thinking.

This third module culminates in a presentation to faculty and their Innovation Coaches to gain feedback and prepare the teams for a successful Board presentation on their return to Kuwait.



## Innovation Coaching

In addition to receiving in-person Coaching during Modules Two and Three, Project groups will have intermodular virtual check-ins to support the development of their Innovation Challenge Projects. During the inter-modular virtual check-ins, the Innovation Coaches will support the teams in the development and iteration of their Innovation Challenge Projects. The Project Coach and team will agree to appropriate milestones & progress, which will be recorded and assessed throughout the Programme.





## About Imperial

Imperial Executive Education are proud to partner with KFAS in this 10th anniversary year of the KFAS Innovation Challenge.

Choosing Imperial Executive Education sets participants on a distinct path of academic excellence and unparalleled opportunities for professional growth. Renowned for our cutting-edge research, innovative teaching methodologies, and a legacy of producing visionary leaders, Imperial stands apart as a beacon of distinction in the realm of Executive Education. Our commitment to delivering transformative learning experiences, coupled with our strategic partnerships with leading global institutions, ensures that participants not only gain invaluable insights but also forge enduring connections within an esteemed community of scholars and practitioners.

### Expertise in Cutting-Edge Fields

We convene the brightest minds and latest ideas in Innovation, AI, Data, Technology, Sustainability, Leadership, Business and more, and help participants resolve their organisation's specific challenges and deliver lasting positive impact.

### Rich Industry Experience

With 500+ collaborations globally, we can give participants access to unparalleled knowledge, expertise and industry connections who can help shape the way they think about future proofing their business.

### Practical Impact

Blending science and real-world experience our programmes deliver immediate and lasting results. Our approach combines academic rigor with tangible, quantifiable impact.





## Selection Criteria

Please ensure that nominees are interested in driving innovation and committed to attending all three modules and undertaking the intermodular work necessary. The Innovation Challenge is open to all private Kuwaiti shareholding companies and Government owned companies. The teams must consist of five employees which are invited to apply for the programme.

### Ideal team

The ideal team should come with a pre-defined challenge to work on throughout the programme. Five employees from different departments and roles, a combination of management and professionals is recommended. Should come with a pre-defined challenge to work on throughout the program.

### Applicant profile

- Kuwaiti nationals
- Must hold University level degree
- Working in current company for at least one year
- Highly proficient in English
- Must have a direction of the business challenges to work on throughout the programme.

### Applicants will be assessed based on:

Applicants will be assessed based on experience, area of expertise, and comparative merit. \*Any late or incomplete submissions will be automatically rejected.

**Application window opens:** May 2025

**Interviews:** June 2025

**Selection:** July 2025

### How to apply

Link to apply through KFAS website:  
[https://kfas.formstack.com/forms/innovation\\_challenge\\_2025](https://kfas.formstack.com/forms/innovation_challenge_2025)

If you have any questions about your application please contact Aysha Al Doghaji at aaldoghaji@kfas.org.kw or tel: +96522278100 (ext: 1879)



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## Find out more

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