Dear [Insert manager name]

This is to seek your approval for attending the upcoming *REVelate* corporate innovation program taking place at King Abdullah University of Science and Technology (KAUST).

The program is designed to help organizations in the Kingdom apply innovation methodologies and entrepreneurship techniques within their corporate environments to improve efficiencies and increase competitiveness.

REVelate combines elements of internal venture creation, team development, business model development, incubation of new project ideas and executive education. There will be several benefits to attending the program, including:

* Finding breakaway solutions to old problems
* Learning about a variety of cutting-edge ideas in innovation, creativity and “intrapreneurship”
* Accelerating new products or services
* Exploring new potential markets
* Promoting team building and developing skills like financial analysis and design thinking
* Growing revenue and profitability
* Creating strategies to ward off incoming threats
* Improving internal processes

Although team-based, individual participants also gain considerable professional and personal development, as they become exposed to a variety of cutting-edge ideas in innovation, creativity, design thinking and “intrapreneurship.”

Your approval to attend the program is highly appreciated.

Sincerely,

Name

More information about corporate innovation training at KAUST can be found at <http://innovation.kaust.edu.sa/industry/explore-corporate-innovation-training>