



Startup

Pioneers Of Egypt

Phase 2



Creativity

Start-Up Social Entrepreneurship Program

The “Start-Up” Social Entrepreneurship Program is looking for 50 start-up social entrepreneurs, to become part of the Mobaderoon Masr program, which supports social entrepreneurship in in Egypt.

The Start-Up program targets individuals and groups who are either at the idea stage or working on a prototype for a socially beneficial business. The program aims to give these start-up social entrepreneurs the tools to develop their ideas and prototypes into feasible businesses that will have a positive social impact in Egypt.

Through a range of services including training, mentoring, networking and assistance in obtaining financial support, the program will develop the entrepreneurial skills and resources of the Start-Ups, enabling them to take their projects to the next level.

Eligibility Criteria:

- You should be in the idea or prototype stage.
- You can apply as an individual or part of a team. But if you apply as part of a team, you must name one main contact person on the application form.
- The idea or prototype should be implemented in Egypt.
- Your idea or prototype can be in any sector (Technology, Health, Environment, Arts & Culture, Education etc.)
- Your idea or prototype must have a positive social impact, in any sphere.

Selection Criteria:

- **Social impact** – The potential of the idea to solve a social problem in the country and have a clear impact on a defined target segment. All types of social problem are considered. **(10 Marks)**
- **Feasibility/Potential Success** – The extent to which the applicant has a clear plan, demonstrating they have thought through their idea or how to implement their prototype. The extent to which the applicant highlights their past experience to show they are proactive and have a track record of executing their plans. **(10 Marks)**
- **Innovation** – How innovative the idea is. The idea or prototype may be completely new, implemented in a new way, or implemented in a new location. **(10 Marks)**

Selection Stages

Stage 1, applications will be reviewed against a criteria scorecard .Upon satisfaction of the above criteria, qualified applicants will advance to Stage 2.

Stage 2, the selection team will conduct one-on-one interviews to have a more comprehensive evaluation.

Services:

- **Training** – Training is an integral part of the Start-Up program, giving them the skills they need to develop their ideas into a workable business. Elements of the training program include:
 - **Technical Skills** – The core of the training provides the essential technical skills building for entrepreneurs. Topics covered include business planning, financial planning, marketing, sales, legal issues, and human resources.
 - **Volunteer Management** – One of the biggest challenges facing start-ups is a lack of resources, particularly an inability to pay salaries. Volunteer Management training teaches start-ups how to effectively manage a volunteer program, giving start-ups the ability to build the committed team needed to be successful, before they have the financial means to have full-time paid employees. Through receiving this training, Start-Ups remove one of the major hurdles they face in developing their idea.
- **Mentorship** – The mentoring program is designed to give Start-Ups tailored advice from experienced individuals. Start-Ups will be offered different kinds of mentor and approaches to mentoring:
 - **Social Entrepreneurs** – Pioneers of Egypt’s network of 52 Pioneers, from program’s phase 1 and 20 from this phase will act as mentors for start-ups. The Pioneers are social entrepreneurs who are now at an advanced scale and have a wealth of first-hand experience to share with social entrepreneurs just starting on their journeys to success.
 - **Specialist Mentors** – Additional mentorship will be provided by mentors from established organizations, whether corporate or in the non-profit sector, who have specialist expertise in particular fields.
 - **Peer Learning & Peer Consulting Circles** – Many start-ups face similar challenges so the ability to share experiences between peers is extremely beneficial in developing a project. Peer Learning Circles give Start-Ups the chance to share with their peers expertise on particular issues which they have developed through their direct experiences. Peer Consulting Circles allow Start-Ups to pose specific questions around challenges they face, to receive advice and recommendations from their peers.
- **Networking** – No single individual makes a start-up a success. Social enterprises can only develop and grow through the help of many different people, so an integral aspect of the program is to introduce Start-Ups to a variety of individuals and groups who can be beneficial in a number of ways including by
 - a) sharing experiences and lessons learned
 - b) acting as collaborators and partners
 - c) acting as a

sounding board to test out new ideas and, in some cases, d) acting as potential clients. Networking within the Start-Up program works on several levels:

- **Start-Ups** – Networking within the group of 200 Start-Ups from phase 1 of the project and 50 from this phase is particularly useful for them to support each other and identify collaborations between organizations. With such a vast number of individuals and ideas involved, the potential for partnering together is a significant benefit of the Start-Up program.
 - **Pioneers** – Beyond the mentoring aspect of the program, informal networking opportunities with our network of 72 Pioneers give Start-Ups a chance to develop relationships with established social entrepreneurs from a variety of different backgrounds and working across a broad spectrum of fields, including health, media, technology, environment, arts & culture and many more.
 - **Volunteers** – After attending Volunteer Management training, Start-Ups will gain access to our network of volunteers. These volunteers are eager, committed people who want to devote their energy and skills to projects with a positive social impact. These volunteers have the potential to form the core of a strong team for a new start-up, contributing their talents to help the project succeed.
- **Financial Development** – As start-ups progress from the idea and prototype stage to take their projects to the next level, finding sources of funding is often an important challenge. The program is designed to support Start-Ups to give them the tools to reach this next level in the development of their ideas, across two main functions:
 - **Seed Funding Prizes** – Towards the end of program, there will be a pitching competition for the Start-Ups. Total prize money of 100,000EGP is available to be shared between a selected number of promising Start-Ups to help further drive their ideas to fruition.
 - **Financial Coaching** – Having identified potential sources of funding, start-ups need to have the skills to convince people of the value of their projects. The Start-Up program offers workshop sessions which provide dedicated advice on how to write effective proposals.

Frequently Asked Questions:

- **What is the Mobaderoon Masr Program?** The Mobaderoon Masr (Pioneers of Egypt) program aims to support social entrepreneurs in Egypt on four levels:
 1. Supporting 20 Pioneers with established social enterprises at the expansion stage, by giving grants, training and networking opportunities.
 2. Supporting 50 Start-Up Social Entrepreneurs at the idea and prototype stage, by giving training, mentoring and networking opportunities.
 3. Training 1,000 Volunteers and matching them with opportunities to volunteer in positions in line with their skills and interests.
 4. Raising awareness of social entrepreneurship through media campaigns.

The Mobaderoon Masr program is operated as a partnership between Etijah “ Youth and Development consultancy institute and Synergos, a global non-profit organization focused on reducing poverty and inequity and Elwaleed Philanthropies, one of the only philanthropic foundations in the Arab world to serve millions of people across the globe, regardless of gender, race, or religion.

- More information about the “ Etijah” can be found on, www.etijah.org .
- More information about Synergos can be found on, www.synergos.org
- More information about Elwaleed Philanthropies can be found on, www.alwaleedphilanthropies.org
- **What is Social Entrepreneurship?** Social entrepreneurship is the process of seeking innovative solutions for social problems. Social entrepreneurs' mission is to create and maintain social value and create more opportunities to serve this mission. They constantly adapt and learn from challenges, and most importantly their projects are scalable and can be duplicated to serve more people.
- **Do I need to be registered?** No, your project can be at the idea stage and you do not need to be officially registered.
- **Can I apply as a graduation project?** Yes, students currently in their final year and working on graduation projects are encouraged to apply. The program is particularly beneficial to people at this stage of developing their projects, as it gives the technical skills to help develop your idea into a successful business.

How to Apply:

Applications are accepted from the 22nd of February 2016 until the 20th of March.

Arabic Application: <https://goo.gl/DiLWBW>

English Application: <https://goo.gl/ukuJdr>

Contact Us:

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