



ABDO MAGDY
coaching lions



Abdo's Follow-on Project Update

Boosting International Investment Readiness for Egypt-based Growth Ventures

Business Process Automation initiative to allow Egyptian entrepreneurs to score their level of readiness for funding and provide milestones to increase their level of readiness and facilitate approaching international investors.

Abdelrahman Ibrahim
26th of March 2019

OBJECTIVE

OFFERING ONE-STOP-SHOP FOR BOOSTING BUSINESS GROWTH

Economic Empowerment requires democratic access to the opportunities and resources necessary to start and grow a business. Since 2008, Egypreneur attracted over 50,000+ subscribers, forming the 1st and largest network of entrepreneurs in Egypt with the objective of facilitating access to essential needs for every entrepreneur:



Funding

Access to the finance vehicles necessary to start and grow



Connections

Facilitating connections among members and beyond



Know-how

Documenting & Sharing know-how and collective experience



Services

Offering shared-economy one-stop-shop services marketplace



CHALLENGE

EGYPRENEUR MEMBERSHIP-BASED APPROACH

In 2014, EGYPRENEUR launched a membership-model, offering a standardized value offering to 150+ entrepreneurs based on a small annual subscription. The model was challenged with overloading principal coaches/consultants with personalized requests as the possibility of expanding the member-base required subsidizing the cost of producing the service by third party entities. Though, the offering inspired a number of tech-based documentation and automation initiatives:



Sustainability

Expanding member-based requires subsidizing the service cost



Documentation

Model required intense documentation and standardization workflow



Technology

Several technology platforms and tools have been built or utilized



Automation

Initiatives to automate the workflow required investment in tech

INSPIRATION

AI-POWERED PERSONAL ASSISTANT/COACH FOR FOUNDERS

Based on the outcome from a design thinking workshop at Virginia Tech – the following model has been drawn to integrate standardized processes, technology platforms and automation algorithms into a voice-based personal assistant for entrepreneurs.

The model has been validated as host organization, APCO Worldwide, started offering similar operating models to automate parts of its consulting services. And the viability of subscription-based models has become apparent.



PROJECT

BOOSTING INTERNATIONAL-INVESTMENT READINESS

Project concept was taking the most pressing challenge for entrepreneurs which is access to finance and developing an automated system to produce a readiness report and assist entrepreneurs in their fundraising journey relying on minimal manual input. The execution of the project required developing an MVP for the Assistant concept.

The system will then attract stakeholders with relevant interest such as The Stock Market, Local Investors and International Investors, while empowering entrepreneurs with the expertise and know-how necessary to move further.



SCORING



MENTORSHIP



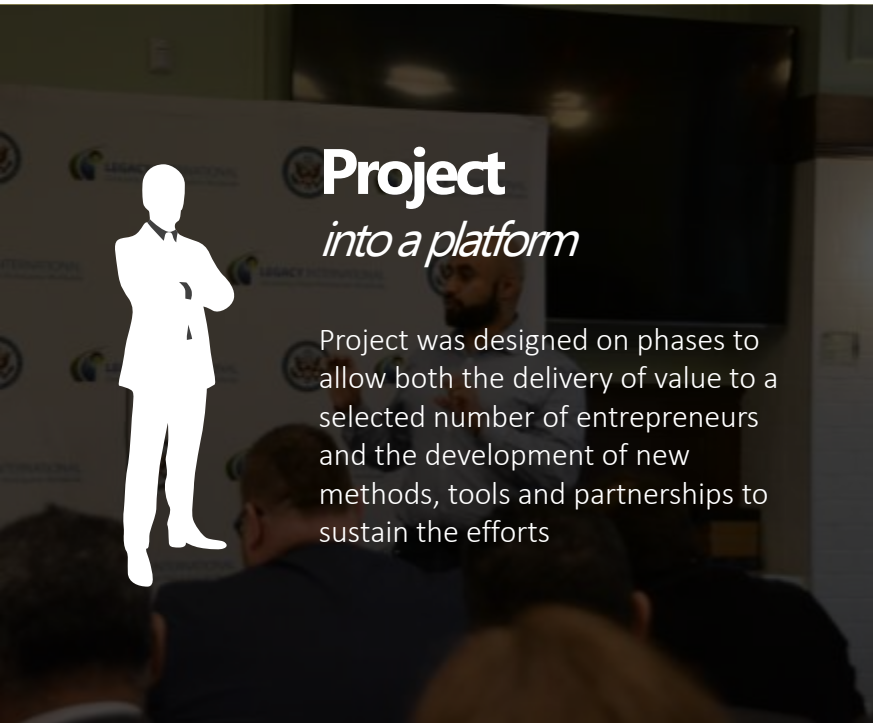
PARTNERS



OUTREACH

PROJECT MILESTONES

Boosting International-Investment Readiness



Project *into a platform*

Project was designed on phases to allow both the delivery of value to a selected number of entrepreneurs and the development of new methods, tools and partnerships to sustain the efforts

01



SCORING

Allow entrepreneurs to self score their "Funding Readiness" with a percentage score

02



MENTORSHIP

Offering capacity building experiences to entrepreneurs to increase their readiness

03



PARTNERS

Establish partnerships with local and international entities to facilitate access

04






OUTREACH

Conduct storytelling and outreach activities to bring attention to the possible opportunities


5 Minutes Conversational Interface Made Available

https://www.egypreneur.com/q/funding/26/

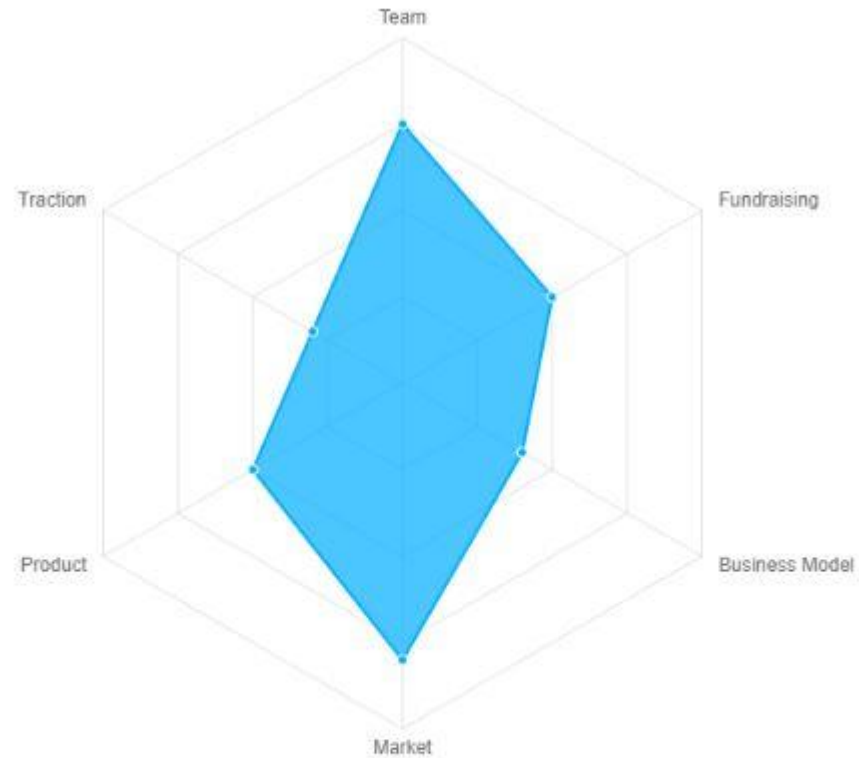
  

Info Team Fundraising Business Model Market Product Traction

What's your company name? *

NEXT 

Fully Automated Scoring + PDF Report



Your Overall Funding Readiness Score is: 87%

100+ Entrepreneurs Generated Their Funding Readiness Score Report

Funding Show forms from all categor

Show all URL Tracks

104 items 1 of 2

<input type="checkbox"/> Name	Email	Phone	Date	Score	Time	Star
<input type="checkbox"/> Mahmoud Darwish	info@ko sharize zo.com	010063 68886	March 4, 2019 at 7:45 pm	50.00/7 2.00 (69.4 4%)	14 minutes , 9 second s	★
<input type="checkbox"/> Mahmoud Rafea	mahmo udrafea @erythr a.com	010002 00404	February 28, 2019 at 2:58 pm	47.00/6 5.00 (72.3 1%)	N/A	★
<input type="checkbox"/> Mohamed Khashaba	moham ed.khas haba@t akestep .net	010111 55831	March 2, 2019 at 3:01 pm	65.50/8 7.00 (75.2 9%)	N/A	★

5 Entrepreneurs Participated in a Mentorship Day



Mentorship Day



New Features Planned



Dashboard

Requiring Founders to create a free user account to enjoy features beyond the initial score and to measure the progress achieved overtime



Milestones

Defining OKRs overtime, action points necessary for the Founder to reach a degree of readiness to initiate a funding campaign



Benchmarks

Showing founder how well they are they doing in comparison to other ventures in the same category/industry/business model

Brand Reactivation to host the new platform

STARTUP.COM.EG

YOUR ONE-STOP-SHOP TO GET STARTED!

New Venture: LYLA.io

Smart Assistant/Coach for Founders

VOICE ASSISTANT

Building a Voice-first interface offering the most convenient and scalable interface



HARDWARE

Offering the Assistant through a hardware speaker creates an optimal expansion and utilization strategy



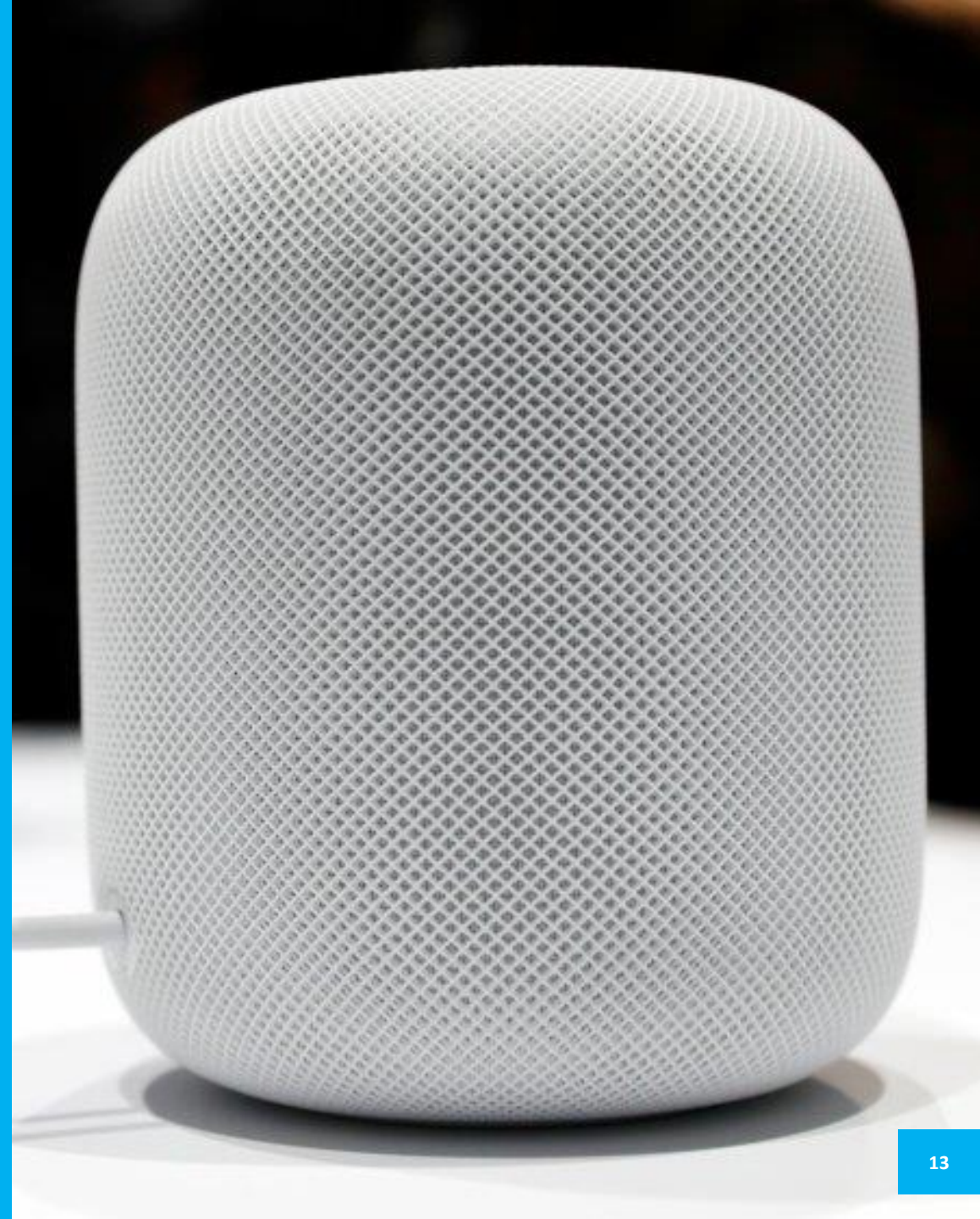
GLOBAL OFFERING

LYLA is a global brand that uses English as its primary language makes it easy to scale globally



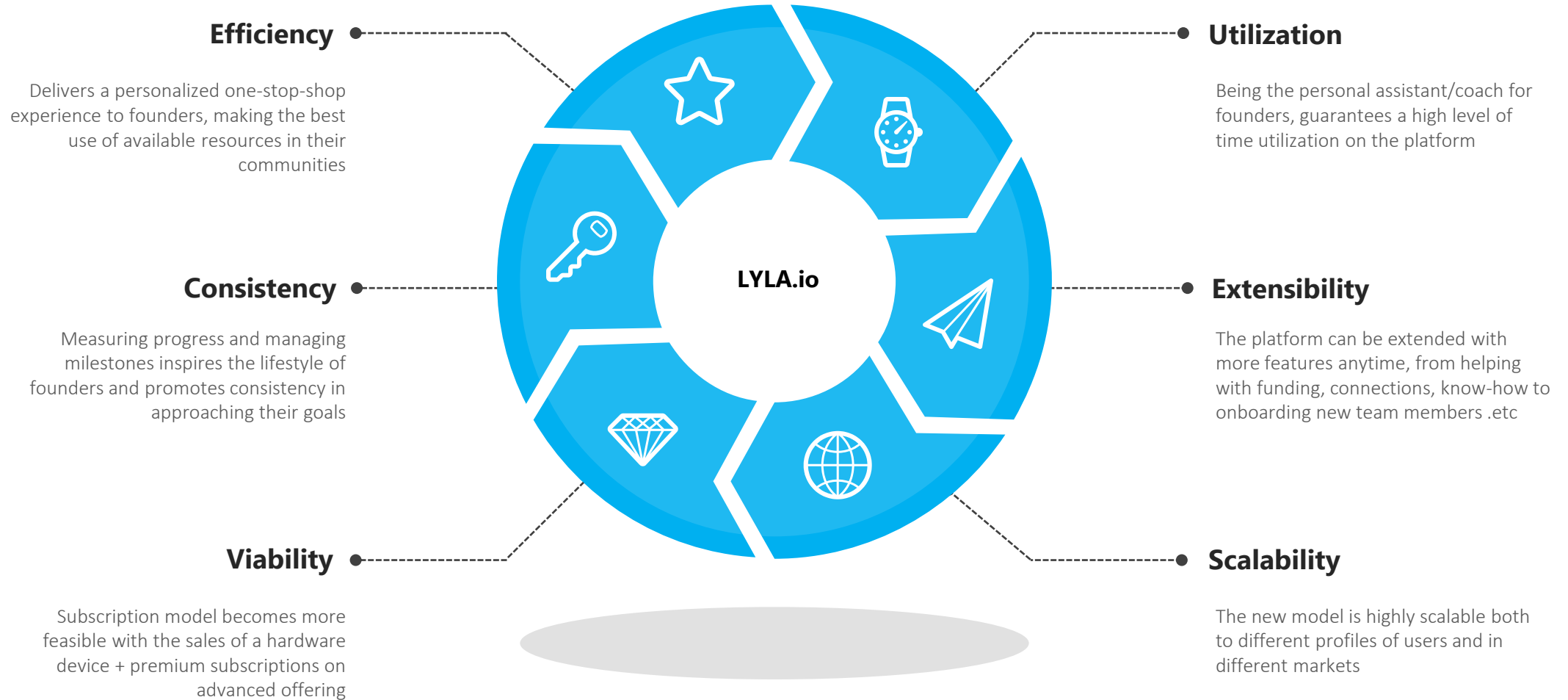
CROWDFUNDING

Launching the Hardware product through a Pre-Orders campaign on a Crowdfunding platforms



NEW VENTURE: LYLA.io

Better more commercially viable approach to the challenge



Abdelrahman Ibrahim
abdo@abdomagdy.com

Thanks For Watching

Want to join and support our journey?

We are looking to connect with the best people and make the best decisions in terms of both impact and commercial viability of our new models and ventures. Got ideas, recommendations or advice,? Always love hering from me at the Email above.