



5th MIT Enterprise Forum Arab Business Plan Competition

Launch Ceremony
Thursday, September 29, 2011
Abu Dhabi – UAE

Welcome

It is with great pleasure that we are launching the 5th edition of the MIT Enterprise Forum Arab Business Plan Competition in partnership with ALJ Community Initiatives and a joint initiative with GIST.

We thought that this launch was a good time to pause and look back at the many events that happened in 2011 in the Arab region and ask the confirmed entrepreneurs from the region if we are in good shape for further business creation in the Arab world. We also wanted to take this opportunity to reflect on us and open up the debate with former participants to this competition and former jury members about what we can do better, as MIT Enterprise Forum of the Pan Arab Region. With your feedback and contribution, we can hopefully better serve entrepreneurs in the region.

Thank you for taking part in this event.

Hala Fadel

Chair

MIT Enterprise Forum of the Pan Arab Region





In partnership with



Abdul Latif Jameel
Community Initiatives

This year's Competition would not have been possible without the continuous support of our partner, Abdul Latif Jameel Community Initiatives, who has been backing this project for four consecutive years.

We seize this opportunity to thank ALJ Community Initiatives for its ongoing visionary support.

In collaboration with



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The MIT Enterprise Forum Arab Business Plan Competition is in its 5th edition for this year, 2011-2012, and it is designed to encourage entrepreneurs in the Arab region to start their businesses and, ultimately, create a nest of leading firms in the Arab world in all fields (Creative industries, Construction/ Engineering/ Education/ Environment/Food and Agro Business/Health and Healthcare/ Entertainment/ICT/Services, etc.).

Winning teams get the chance to win up to \$65,000 in addition to the needed support to get their ideas to the next level.

Eligibility Criteria:

- At least three team members per application entry;
- At least two of the three team members must be Arab nationals;
- The business idea should be implemented in one of the Arab world countries with potential to grow regionally and globally;
- The idea could be in any sector

In summary, applicants are strongly recommended to submit ideas that match the following criteria:

- Innovation
- Scalability
- Positive impact on the community



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SAMIH TOUKAN and HOUSSAM KHOURY
Founders of Maktoub

Meet the next

LINA MROUE
Founder of Lina's Sandwiches

Calendar of Events

Thursday, September 29, 2011

Launching Ceremony in Abu Dhabi
Website opens for applications

Tuesday, January 10, 2012

Deadline for submitting online applications

Tuesday, February 14, 2012

Announcement of 30 semi-finalist teams

Friday - Saturday, March 16-17, 2012

Entrepreneurship workshop in Cairo

Wednesday, April 11, 2012

Deadline for submitting full business plans

Tuesday, May 8, 2012

Announcement of 12 finalist teams

Thursday, June 21, 2012

Oral Presentations and Awards Ceremony in Beirut

Be the first to meet
the **next**
BILL GATES

Event: Final Awards Ceremony
Date: Thursday, June 21, 2012
Venue: Beirut, Lebanon

Mark your calendars to celebrate the next winner of the MIT Enterprise Forum Arab Business Plan Competition. \$50,000 is awaiting the entrepreneur with the best business plan in the Arab world.

Don't miss the opportunity to be part of the celebration!

Launch Ceremony Program

5th MIT Enterprise Forum Arab Business Plan Competition

Thursday, September 29, 2011 – Radisson Blu Hotel, Abu Dhabi YAS Island

7:00 – 7:30 PM

Welcome Reception and Seating

7:30 – 7:35 PM

Welcome Address

Hala Fadel, Chair, MIT Enterprise Forum of the Pan Arab Region

7:35 – 8:05 PM

Discussion Panel 1: Current situation of entrepreneurship in the Arab world: Are we any good?

Moderator: Frederic Sicre, Partner, Abraaj Capital

Panelists: Ihsan Jawad, Vice-Chairman, Zawya, UAE

Elie Khoury, Founder & CEO, Dermandar, Lebanon

Sami Khoreibi, Founder & CEO, Environmena, UAE

Marwan Chaar, Co-Founder, FuGu Energy, The Hub, UAE

Habib Haddad, Founder & CEO, Yaml, Lebanon

8:05 – 8:10 PM

Movie

8:10 – 8:30 PM

Discussion Panel 2: Winning the MITEF Arab Business Plan Competition: What's next?

Moderator: Armen Vartanian, Investment Manager, Crescent Investments

Panelists: Sherif Mostafa, Winner 2011, PT Screen, Egypt

Rana El Chmaitelly, Winner 2010, The Little Engineer, Lebanon

Hossam Mahgoub, 1st runner up 2011, Al-Khwarizmy Software, Egypt

Asem Mohamed, 2nd runner up 2011, i-Navigator, Egypt

Mashhour Bani Amer, 2nd runner up 2011, Diabetes Healthcare, Jordan

8:30 – 8:45 PM

Energy Break moderated by Ali M. Jaber

Fadi Ghandour, Founder, Aramex, Jordan

8:45 – 9:05 PM

Discussion Panel 3: Assessing the capabilities of Arab entrepreneurs: What's lacking?

Moderator: Inas Khayal, Assistant Professor, Masdar Institute

Panelists: Neveen El-Tahri, Managing Director, Delta Financial Investments, Egypt

Adnan Sultan, President, Al-Qoudra Consultancy, Kuwait

Hussein Shobokshi, President, Shobokshi Development and Trading, Saudi Arabia

9:05 – 9:15 PM

Closing Remarks

Zaher Munajjed, Advisor to the President, Abdul Latif Jameel Community Initiatives, Saudi Arabia

9:15 – 10:30 PM

Networking Reception

SPEAKERS



**Mashhour Bani Amer,
Founder, Diabetes Healthcare, Jordan**

Mashhsour Bani Amer is the founder and the vice-president of Diabetes Healthcare, the 2nd runner up winner of the 4th MIT Enterprise Forum Arab Business Plan Competition.

Diabetes Healthcare is a start-up business aiming at developing and marketing new patented technologies in the field of diabetes monitoring devices and management tools. Diabetes Healthcare will initially market non-invasive and hand held blood glucose level without a need for finger pricking. In comparison with the invasive glucose devices, the new device is painless, convenient and cheaper. Furthermore, it is capable of transmitting the measured blood glucose level to the patient's mobile phone to obtain self-management (diagnosis and treatment) of diabetes which avoids the patient from all hassle of frequent visits to the doctor or hospital.

**Marwan CHAAR
Co-Founder, FuGu Energy, UAE**



Marwan Chaar is a co-founder and Managing Director of FuGu Energy and a co-founder and Director of The Hub Dubai. Chaar has been involved in the energy sector for the past 5 years in different sectors with his venture focused on sustainable energy development in the Gulf - FuGu Energy. Previously Chaar worked at DC Energy - an energy trading firm based in Washington, DC; Ausra - a solar thermal technology firm; and, Crescent Petroleum - a regional gas development company based in the UAE. Marwan is also helping to launch The Hub in Dubai - a co-working space dedicated to social entrepreneurs.

Chaar holds a BS, with High Honors, in Mechanical Engineering from the University of Texas at Austin; an MS with a focus on Energy Systems from Stanford University; and, an MBA from Harvard Business School with a focus on entrepreneurship. Chaar avoids the patient from all hassle of frequent visits to the doctor or hospital.

**Rana El CHEMAITELLY
Founder and CEO, The Little Engineer, Lebanon**

Rana El Chemaitelly, is the founder and CEO of the Little Engineer, the 1st prize winner of the 3rd MIT Enterprise Forum Arab Business Plan Competition.

The Little Engineer is an after-school edutainment center which introduces kids and teens [age 4-16+] to pre-engineering courses such as robotics, physics, electricity, electronics, renewable energy and more. Students enrolling in one of the offerings will visit the center once per week, for 8 successive sessions closing with a competition. This center guarantees a friendly atmosphere where children can have fun while learning and building skills with the help of qualified staff. The Little Engineer is first center in Lebanon aiming to spread awareness on environmental issues among kids and teens, mainly highlighting the renewable energy resources that fuel our revolutionary program and exposing young minds to new innovations in the field of robotics, trying to bridge the gap between schools and universities.



**Neveen El TAHRI
Co- Chairperson & Managing Director,
Delta Financial Investments, Egypt**

Neveen El-Tahri is co-chairperson and managing director of Delta Financial Investments, a family holding company focused on incubating small and medium-sized enterprises and entrepreneurs. She also chairs two subsidiaries, the Nuun for Fund Services and Upper Egypt Leasing. El Tahri established Delta Securities in 1994, followed by ABN AMRO Delta Asset Management in 1997. The first woman to sit on the board of the Egyptian Stock Exchange, she serves on several public and private-sector boards, including Telecom Egypt, Banque Misr, and (EGID) Egypt for Information Dissemination. She is the country representative of the Royal Bank of Scotland and is involved in numerous nonprofit associations. She has been twice named by the Financial Times as one of the leading businesswomen in the Arab world.

A graduate of Cairo University, El Tahri was named a leading businesswoman in the Arab world by the Financia Times in 2008.





Fadi GHANDOUR
Founder & CEO, Aramex International, Jordan

Fadi Ghandour is the Founder, President & CEO of Aramex International, a leading logistics and transportation company and the only Middle Eastern company ever listed on the NASDAQ stock exchange. In 2002, Ghandour, in collaboration with Abraaj, took the Company private. Today Aramex is a public company again, trading on the Dubai Financial Market (DFM).

Ghandour is a Founding Partner in Maktoob.com the world's largest Arab online community. He also serves on the Advisory Board of the Suliman S. Olayan School of Business at the American University of Beirut. Between 2003 and 2005, he was the Middle East and North Africa Area Chairman of the Young Presidents Organization. Ghandour is actively involved in community socio-economic development and NGO work in the region. He serves as Vice Chairman of the Board of Trustees of the Jordan River Foundation, and Chairman of "National Microfinance Bank" in Jordan, and is founder of the newly formed "Arab Foundation for Sustainable Development."

Steve GRIFFITHS
Executive Director,
Office of Masdar Institute Initiatives, UAE



Dr. Steve Griffiths is Masdar Institute's Executive Director of Institute Initiatives and a Professor of the Practice in Chemical Engineering. Prior to his role at Masdar Institute, Dr. Griffiths was the Executive Director of the MIT Technology and Development Program's MIT/Abu Dhabi Program and the founding Executive Vice President of Light Pharma Inc. In these roles he worked in the United States, India and the Middle East leading the development and implementation of technical and strategic relationships. His interests and expertise are process design, technology strategy and financial analysis in the areas of information technology, biotechnology, and advanced energy technologies.

Dr. Griffiths earned his PhD in Chemical Engineering from MIT and his MBA from the MIT Sloan School of Management.

Habib HADDAD
Founder and CEO, Yamli.com, Lebanon

Habib Haddad is founder and CEO of Yamli.com, focused on empowering the Arabic language on the web. He was recently assigned CEO of Wamda, an Arab company aimed at fostering early stage entrepreneurship in the region by inspiring, empowering and investing in local entrepreneurs. Haddad is also the founder and CEO of YallaStartup an NGO focused on early stage entrepreneurship in the MENA region. In 2009, the World Economic Forum recognized Haddad as a Young Global Leader and the Arabian Business named him one of the most influential Arabs under 30. He currently serves on the Global Agenda Council on innovation. Haddad also co-founded INLET to leverage the North American expat community to give back to entrepreneurship in the Arab world. He is the advisor to several startups and non-profits and often speaks about early stage development and entrepreneurship.

Habib holds a Bachelor of Computer and Communication Engineering from the American University in Beirut and a Masters in Electrical Engineering from the University of Southern California.



Ali JABER
General Director, MBC Group, UAE

Ali Jaber is the General Director of MBC Group TV. Jaber serves on the Board of Directors' of a non-governmental organization: Young Arab Leaders (YAL). In his early years, Jaber joined the Fine Arts faculty of Beirut University College where he helped set up their Broadcasting Department and for eight years taught a range of courses in television production. He worked as a Journalist covering the war in Lebanon and Iraq, was the correspondent of New York Time and The Times of London and Chief Correspondent for Lebanon and Syria for the German Press Agency (GPA). Jaber founded and managed what later became Future TV till 2003. He started and managed a youth-oriented sister channel, Zen TV. Jaber served as a consultant to head Dubai Media Incorporated's (DMI) and was later appointed DMI's Managing Editor. His responsibilities are wide-ranging and have grown to include the development of the media sector in the UAE.

Jaber completed his Bachelors in Business Administration at the American University of Beirut in 1984 before going on to earn his Master's degree in Communications at Syracuse University in the US in 1986.





Ihsan JAWAD
Vice Chairman, Zawya, UAE

Ihsan Jawad is a pioneer internet entrepreneur. His first venture was Zawya.com which he founded in the year 2000 and oversaw its tremendous growth into a leading business information service for the MENA region. Jawad currently serves as the Vice-Chairman of the board of Zawya. In late 2010, he founded Honeybee Tech Ventures to incubate online B2C start-ups. Laimoon.com is the first project to come out in 2011.

Jawad started his professional career as an investment banker at Merrill Lynch and previously at Schroeders (now Citigroup) in London. He is a founding board member of the Gulf Venture Capital Association and has a keen interest in entrepreneurship VC funding and start-ups.

Jawad received a B.Sc. and Masters in Physics from Imperial College, London.

Inas KHAYAL
Assistant Professor, Masdar Institute, UAE



Dr. Inas Khayal is an Assistant Professor in the Engineering Systems and Management program. Dr. Khayal's experience has been in translational research utilizing non-invasive acquisition to computationally visualize, model and analyze biological data as it affects human health. Her past experience was in utilizing diffusion imaging as a non-invasive marker in the management of brain tumor treatment. Dr. Khayal has consulted for multiple startups and holds two US and international patents. Her current research interests include sustainable healthy living; using ubiquitous technology for non-invasive early warning markers and health monitoring of chronic disease.

Dr. Khayal holds a PhD in Bioengineering from the University of California, Berkeley, San Francisco.

Sami KHOREIBI
CEO, Environmena, UAE

Sami Khoreibi is Enviromena's Chief Executive Officer, and a founding partner of the company. Since its incorporation in Abu Dhabi in October, 2007, Enviromena has grown to become the largest solar integrator in the Middle East and North Africa (MENA) region. Khoreibi led Enviromena to become one of the first Carbon Neutral companies in the UAE, and was awarded "Entrepreneur of the Year" for 2008 at the Alternative Energy Awards. He was named by Arabian Business as one of the "Top 30 Under 30" young Arab business leaders and the company received the "Power Plant Operator of the Year" and "Energy Efficiency Awards" at the Middle East Power and Water Awards. His leadership was recognized at the 2010 CEO Middle East Awards where he was awarded "Young CEO of the Year". Khoreibi was also a founding partner of Candax Energy Inc., an international upstream oil and gas company which was publically listed on the Toronto Stock Exchange (TSX:CAX) in 2005. He regularly presents at local and international industry events including the World Future Energy Summit, the London Renewable Energy Finance Forum, and provides commentary for international and local publications including TIME magazine, the Financial Times and Dow Jones.

Khoreibi holds a Ba'07 from The University of Western Ontario.

Elie-Gregoire KHOURY
CEO, Dermandar, Lebanon

Elie-Gregoire Khoury is the co-founder and CEO of Dermandar. Khoury also teaches both math and programming in St Joseph University in Lebanon. Dermandar is a lebanese company specialized in digital image processing. Its first product is a fast panorama builder available as an online tool and an iPhone application. The later was downloaded 1.3 million times in the first 3 months and ranked high in the major iTunes stores. All the algorithms are developed in-house by mathematicians and implemented in an extremely optimized way by programmers.

Khoury graduated in Robotics Engineering from Ecole Centrale of Paris in 1994.



Hossam MAHGOUB
President and CEO, Alkharizmy Language Software, Egypt



Hossam Mahgoub is President and CEO of Alkharizmy Language Software, the 1st runner up winner of the 4th MIT Enterprise Forum Arab Business Plan Competition.

Alkharizmy's product is an embedded Arabic search engine (Ksearch) that may be installed in Arabic websites and enterprises. It provides the Arabic user with innovative research capabilities; the Arabic user can finally retrieve the search results he wants; the system uses a powerful linguistic engine that retrieves all the word forms relevant to the search query. Moreover, the results are retrieved according to the meaning the user intended, thereby enhancing the user experience. Relevancy has a new dimension with KSearch. of frequent visits to the doctor or hospital.

Sherif MOSTAFA
CEO, PT Screen, Egypt



Sherif Mostafa is the CEO of PT Screen, the 1st prize winner of the 4th MIT Enterprise Forum Arab Business Plan Competition.

PT Screen is a software innovation that enhances the way of how we use the internet by encouraging collaborative Internet browsing between users from all over the world. It introduces a patented Internet solution that you can download from the website for free to help you reduce the time and efforts in reaching information while browsing online or achieving your computer tasks. PT Screen is the first innovative technology that provides collaborative Internet browsing and replaces the traditional way of browsing the Internet or working on computer separately.

Zaher MUNAJJED
Advisor to the President, Abdul Latif Jameel Community Initiatives, Saudi Arabia

Zaher Munajjed is the advisor to the president of Abdul Latif Jameel Community Initiatives.

ALJCI is not a new entity. Instead, it started in the early days of Abdul Latif Jameel Company, by sponsoring several local events, supporting certain Government projects, launching cultural competitions and other diversified initiatives. By the end of 2002, the company introduced an initiative by creating job opportunities through launching the Taxi Ownership initiative. The first group of unemployed young males received 10 cars. The initiative proved to be very successful. In the beginning of 2003, Abdul Latif Jameel Professional and Vocational Rehabilitation Initiative was announced, and the initiative began to offer interest-free loans to candidates who were interested in receiving training for certain professions. In the same year, the Saudi Red Crescent Society Development initiative was announced in the Makkah area. In mid 2003, Abdul Latif Jameel Community Initiatives (ALJCI) was formally started, and all initiatives implemented by ALJ Co. were housed under the new ALJCI umbrella.



Natalia PIPIA
Senior Program Manager, Global Initiative through Science & Technology, USA

Natalia Pipia is the senior program manager at GIST, an initiative by the CRDF Global. Pipia develops and oversees all Innovation Programs at CRDF Global and is responsible for developing outreach strategies to external partners and funders for Innovation Programs. Pipia develops new opportunities with various organizations and funders who share CRDF Global's objective of promoting innovation. She carries out programs that promote strategic partnerships between technology entrepreneurs and businesses, build innovation ecosystems in countries where programs are being implemented, and facilitate U.S. market access. Pipia has 10 years of experience working in economic development and executed various initiatives in coordination with numerous associations, companies, technology transfer groups, governmental, and non-governmental organizations.

Pipia holds a M.A. in International Relations from the Paul H. Nitze School of Advanced International Studies (SAIS), Johns Hopkins University.





**Frederic SICRE,
Partner, Abraaj Capital, UAE**

Frederic Sicre is a partner at Abraaj Capital. He has over 20 years of experience in engaging the private sector on global issues, regional-development agendas and community building. As a Partner, he engages a wide network of decision makers from around the world on the business activities and social investing initiatives of the firm. Mr. Sicre spearheads the Abraaj Strategic Stakeholder Engagement Track (ASSET) that works with leaders from all fields, including government, private sector, media and culture. He was Managing Director of the World Economic Forum (WEF) from 2000-2005. Mr. Sicre has initiated dialogue and reconciliation initiatives during South Africa's transition to democracy and between Palestinians and Israelis. He also initiated the first Africa and Arab World Competitiveness reports. Mr. Sicre further oversaw the creation of the Arab Business Council and is editor of South Africa at Ten - a book celebrating the ten years of democracy in the country.

Mr. Sicre holds an MBA from IMD, Switzerland, a Bachelor of Arts and Sciences from Villanova University, Philadelphia and is a fellow of Stanford University, Palo Alto.

**Hussein SHOBOKSHI
President, Shobokshi Development and Trading
Company, Saudi Arabia**

Hussein Shobokshi is a Saudi based businessman. He has hosted a daily TV program 'Al Taqreer with Hussein Shobokshi' on Al Arabiya TV channel. He also writes for Asharq Al Awsat and other Arabic publications. He has featured as a commentator in CNN, CBS, PBS, Orbit, Future, LBC, Abu Dhabi TV, AlJazeera, ESC and MBC television shows. His views also figured in the Time magazine, the Wall Street Journal and the Financial Times. He is also one of the writers on the Washington Post blog site. He has given lectures in the Middle East, Europe and the U.S. Major institutions include: the Council on Foreign Relations, Middle East Institute, Georgetown University, Woodrow Wilson International Center for Scholars, Middle East Policy Council and Arab-US Media Forum in Luxor and Dubai.



**Adnan SULTAN
President, Al-Qoudra Consultancy, Kuwait**

Dr. Adnan Sultan is the managing director for the Middle East- Kuwait City of AGAVE Partners Holdings. Dr. Sultan has an experience upwards of 21 years in leadership positions in Investment Management, Direct Investment. He held leadership positions in various Investment companies, Academic and Consulting Businesses. Dr. Sultan was the Chief Investment Manager, for the Direct Investment Department at Kuwait Investment Authority. He leads a number of Management Positions, and Board Membership in many companies and various Higher Committees founded by the Council of Ministers.

Dr. Sultan earned his doctorate in Economics from Claremont University.



**Asem TAGELDIN
iNavigator, Egypt**

Asem Tageldin is the CEO of iNavigator, the 2nd runner up winner of the 4th MIT Enterprise Forum Arab Business Plan Competition.

iNavigator introduces a new software technology that converts the traditional 2D software applications into 3D applications in a fast and automated manner. The 3D applications would have a better 3D visualization and more interesting interactivity. The user obtains all these advantages once s/he installs iNavigator on his/her computer. It is a product that can benefit gamers, architects, engineers, and other users of 3D applications.





Armen VARTANIAN
Investment Manager, Crescent Investments, UAE

Armen Vartanian is Investment Manager at Crescent Investments, a holding company in the UAE focused on private equity and strategic investments in the MENA region. He is founder of industrial and environmental project development company EcoVentures, where as a Director he developed carbon, renewable energy, and waste management projects in the GCC. His experience includes a range of industries and venture capital. Prior to EcoVentures, Vartanian was with Manara Capital, an investment company in Beirut and an investment associate at Asia West Funds, a pioneering cleantech venture firm focused on China; and, he has been involved in several early-stage technology companies in the arenas of software and internet.

Vartanian holds a BS in civil engineering from the Massachusetts Institute of Technology and an MBA from the Johnson School at Cornell University.



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