

IN PARTNERSHIP WITH ABDUL LATIF JAMEEL CO., EGYPTIAN 'PT SCREEN' IS THE 2011 MIT ENTERPRISE FORUM ARAB BUSINESS PLAN COMPETITION'S \$50K WINNER

Events and Activities:

June 17, 2011:
Oral Presentations and Awards Ceremony
in Tunisia

June 16, 2011:
Coaching sessions with Booz & Co. in
Tunisia

May 31, 2011 – Lebanon
Announcement of Winner and Awards
Ceremony of the Grow my Business
Competition

May 27, 2011 – Lebanon
Oral presentations for the 11 finalist teams
of the Grow my Business Competition

April 27-30, 2011- Lebanon:
Presence at the Business Forum in BIEL
and providing 1:1 coaching sessions with
entrepreneurs

April 18, 2011- Lebanon:
Workshop for the 25 semi-finalist teams of
the Grow My Business competition

March 26, 2011- Lebanon:
Press Conference, Meet the 30
Semi-Finalists, in the presence of Ken
Morse

March 23, 2011- Lebanon:
Judge for the Ideathon and Startup Demo
programs at Arab Net

February 22, 2011- Lebanon:
Launch of a new program, Grow My
Business, to support owners of Lebanese
SMEs

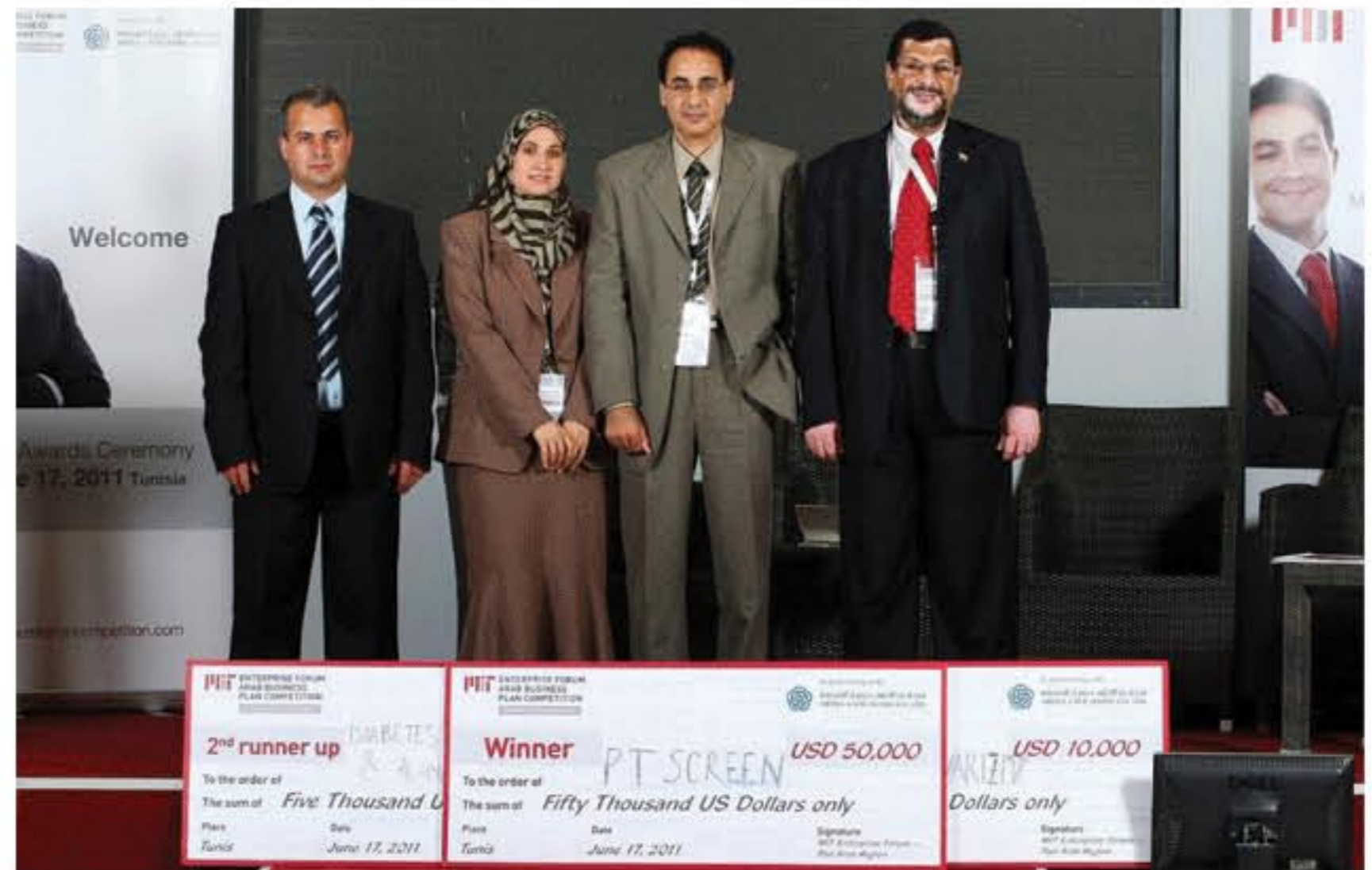
December 3, 2010- Lebanon:
Business Plan Competition Partner to Arab
Net 2011

November 12, 2010- Lebanon:
Community Partner for YallaStartup
Weekend

November 11, 2010- Lebanon:
Participation in the launch event of the
Global Entrepreneurship Week Lebanon at
the American University of Beirut

CONGRATULATIONS TO THE WINNING TEAMS!

Three Egyptian teams and one Jordanian won in 2011's MIT Enterprise Forum Arab Business Plan Competition in partnership with Abdul Latif Jameel Co., during a big ceremony attended by Tunisian Minister of Employment HE Said Aidi and Secretary of State to the Minister of Trade and Tourism in Tunisia, Slim Chaker.



- **PT Screen'** won \$50,000 for their business plan concerning a software innovation that encourages collaborative internet browsing between users from all over the world. Cherif Mostafa expresses his joy saying: "We are very lucky to participate in the Competition and to learn from the professionalism of the organizers, the wisdom of the jurors, and the talent of the other teams that were competing with us."

- **Al Khawarizmy Language Software'** from Egypt, that provides Arabic users with search capabilities allowing them to get all required target words, came in second. In this regard, Houssam El Mahgoub says: "Our mission is to benefit the Arabic user by taking the challenge to provide him/her with multiple applications that understand and interact with the Arabic language, in order to simplify the way the user interacts with Arabic electronic content."



- As for third place, Egyptian **'iNavigator'**, and Jordanian **'Diabetes Healthcare'** were granted \$5,000 each: iNavigator, for introducing a new software technology that converts the traditional 2D software applications into 3D applications in a fast and automated manner and Diabetes Healthcare, for developing and marketing new patented technologies in the field of diabetes monitoring devices and management tools. Rasha Ahmed from iNavigator comments: "It was a great experience for us to go through the competition phases and be one of the winning teams. That gave us confidence in our business plan and encouragement to turn our idea into a successful business."

Mashhour Bani Amer from Diabetes Healthcare showed his enthusiasm and thanked the MIT Enterprise Forum for their efforts and explained that: "Currently, two products are being developed: a non-invasive (bloodless) glucose monitoring device and intelligent mobile-based system for diabetes management."

The Final Awards Ceremony included a panel discussion titled, 'Is it Springtime for Arab Entrepreneurship?' moderated by Salwa Smaoui, Managing Director of Microsoft Tunisia and included the members of the final jury: Niveen Al Tahri from Delta Financial Investments, Adnan Sultan from AGAVE Partners Holdings and Mohamed Mehdi Khemiri from Innovest in addition to Wael Fakhary from Google Middle East. A networking reception followed.

COACHING SESSIONS WITH BOOZ & CO.

On June 16, the 12 finalist teams attended coaching sessions with Booz & Co. Each team had the opportunity to meet up with Chady Zein and Ihab Khalil from Booz & Co. to help them better perform in their oral presentations and effectively pitch their ideas in front of the final jury. The teams had 10 minutes to present followed by another 10 minutes of Q&A whereby their interpersonal skills and their ability to sell their idea were tested. Team members found the coaching sessions "really helpful" in preparing them to the official pitching that took place the next day. They were able to modify their PPTs and adapt them following the advice of Booz & Co.'s consultants. A clear improvement from the coaching session's performance was noticed especially when it comes to sticking to the 10-minute presentation time frame allowed.



THE WINNERS WENT THROUGH THE TECHWADI MENTORSHIP PROGRAM

Prior to their selection as MIT Enterprise Forum Arab Business Plan Competition finalists then winners of the first and second prize, PT Screen and AlKhawarizmy had attracted the attention of TechWadi's team of Silicon Valley technologists during the Entrepreneurship Workshop that was held by the



MIT Enterprise Forum in March 2011- Beirut. Both projects had the unique opportunity to take part in the new Startup Coach Program, where teams of Silicon Valley technologists of varying backgrounds are matched with rising entrepreneurs in the MENA region.

Follow the MIT Enterprise Forum- Pan Arab Region:

