



# INJAZ Egypt

**100 YEARS OF ACHIEVEMENT**

A Member of JA Worldwide



**OF ACHIEVEMENT**

ANNUAL REPORT 2018 - 2019

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A top-down view of many hands of various skin tones stacked together in a circle, symbolizing unity, teamwork, and collaboration. The hands are arranged in a dense, overlapping pattern, with some wearing watches and rings. The background is a light, neutral color.

**BELIEVING IN CREATING  
LONG-TERM AND  
LASTING IMPACT**



# OUR DONORS & SPONSORS

2018-2019



# OUR PARTNERS

## 2018-2019



# OUR CORPORATE PARTNERS

2018-2019





INJAZ Egypt

100 YEARS OF ACHIEVEMENT

A Member of JA Worldwide



## Message From Our Co-Founders

Looking back at our journey which began as a small startup operation, there were endless challenges and obstacles that we faced, but we were able to overcome as we were fueled by our passion to help empower a generation of young Egyptians to own their economic success. Seeing first-hand the tremendous positive impact INJAZ had on the students we worked with made us even more determined to continue to spread our programs across schools and universities. Powered with an incredibly passionate team; which grew over the years, and partnerships with corporates and board members who believed in the power of creating change through education, enabled us to reach and impact over 700,000 students across the country and gained us a pioneer status in helping young aspiring entrepreneurs launch their startups. Today, INJAZ Egypt is an institution for change which will uphold a legacy for education and entrepreneurship, and that makes us proud and more motivated to reach out to more youth and to share our experience with all stakeholders.

Sincerely,



Dina El Mofty and Dahlia Helaly  
Co-Founders of INJAZ Egypt



JA USA

JA Europe

JA Asia

INJAZ AI-Arab

INJAZ Egypt

JA Africa

JA Americas

FINANCIAL LITERACY


ENTREPRENEURSHIP

WORK READINESS

## About INJAZ Egypt

INJAZ Egypt is a non-profit organization empowering young people to own their economic success. INJAZ has been working in Egypt for 16 years to promote the skills of employability and entrepreneurship among Egypt's chronically unemployed youth. Through the delivery of hands-on educational programs in **Financial Literacy, Work Readiness, and Entrepreneurship**, we empower young people to grow their entrepreneurial ideas, hone their work skills, manage their earnings and investments, and secure better lives for themselves, their families, and their communities. Partnering with businesses and educational institutions across the country, INJAZ supplements school curriculum with programs designed to build the capacity and realize the potential of students and young graduates.

We are the largest member of the 14 - nation INJAZ Al-Arab network, belonging to one of the world's largest youth-serving NGOs - Junior Achievement Worldwide. With more than 100 member countries, the JA Worldwide network is powered by over 470,000 volunteers and mentors, who serve more than 10 million young people around the world each year.



“I CHOOSE TO SUPPORT INJAZ EGYPT YEAR AFTER YEAR BECAUSE EDUCATION AND ENTREPRENEURSHIP ARE THE ONLY WAY FORWARD TO ADVANCE NATIONS. PLUS, THE TEAM CREATES EXCELLENT POSITIVE ENERGY.”

Hanny El Messiry,  
Chairman, INJAZ Egypt and  
Managing Director, Kraft Heinz



# OUR BOARD MEMBERS



**Hanny El Messiry**

Chairman-**INJAZ Egypt**  
Managing Director  
**Kraft Heinz**



**Mohamed Farouk**

Vice Chairman-**INJAZ Egypt**  
Vice Chairman  
**Americana Group**



**Hania Sadek**

CEO & Executive Director  
**HSBC Egypt**



**Heba Iskandar**

Corporate Development  
Director & Board Secretary  
**Orascom Construction**



**Hesham Elamroussy**

Chairman & Managing Director  
**ExxonMobil**



**Hesham Mekawi**

Regional President, NA  
**BP**



**Kamel Saleh**

Managing Partner  
**Deloitte**



**Lamis Negm**

CSR Advisor to the Governor of the  
**Central Bank of Egypt**



**Mohamed Abdel Kader**

Country Officer  
**Citi Egypt**



**Mohamed Shelbaya**

Chairman and CEO  
**Pepsico**

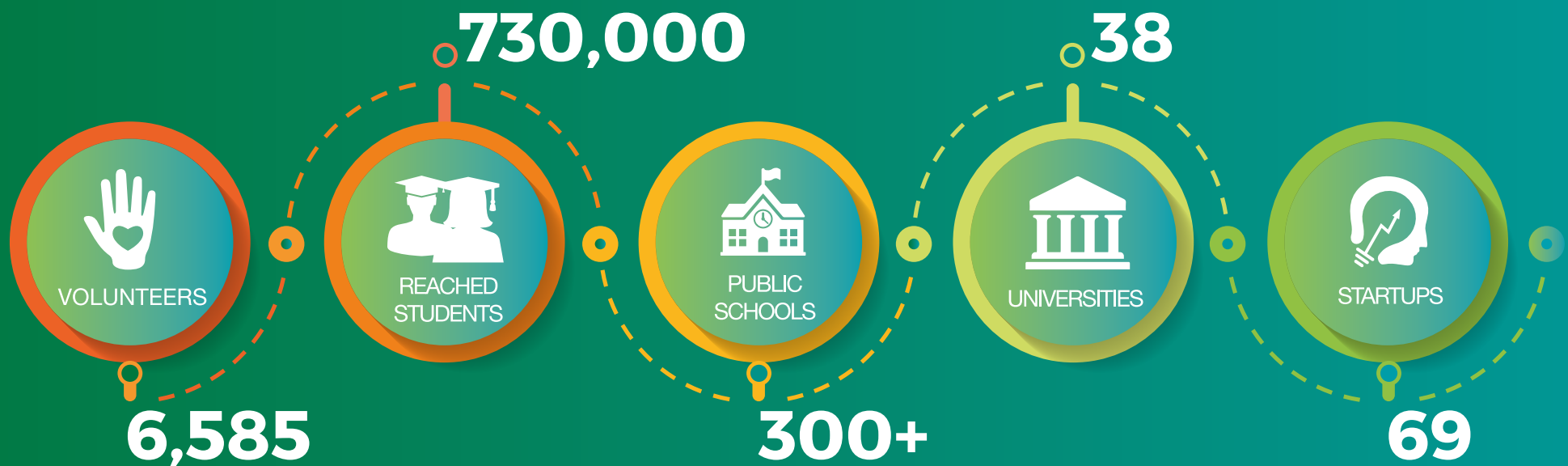


**Nevine El Tahri**

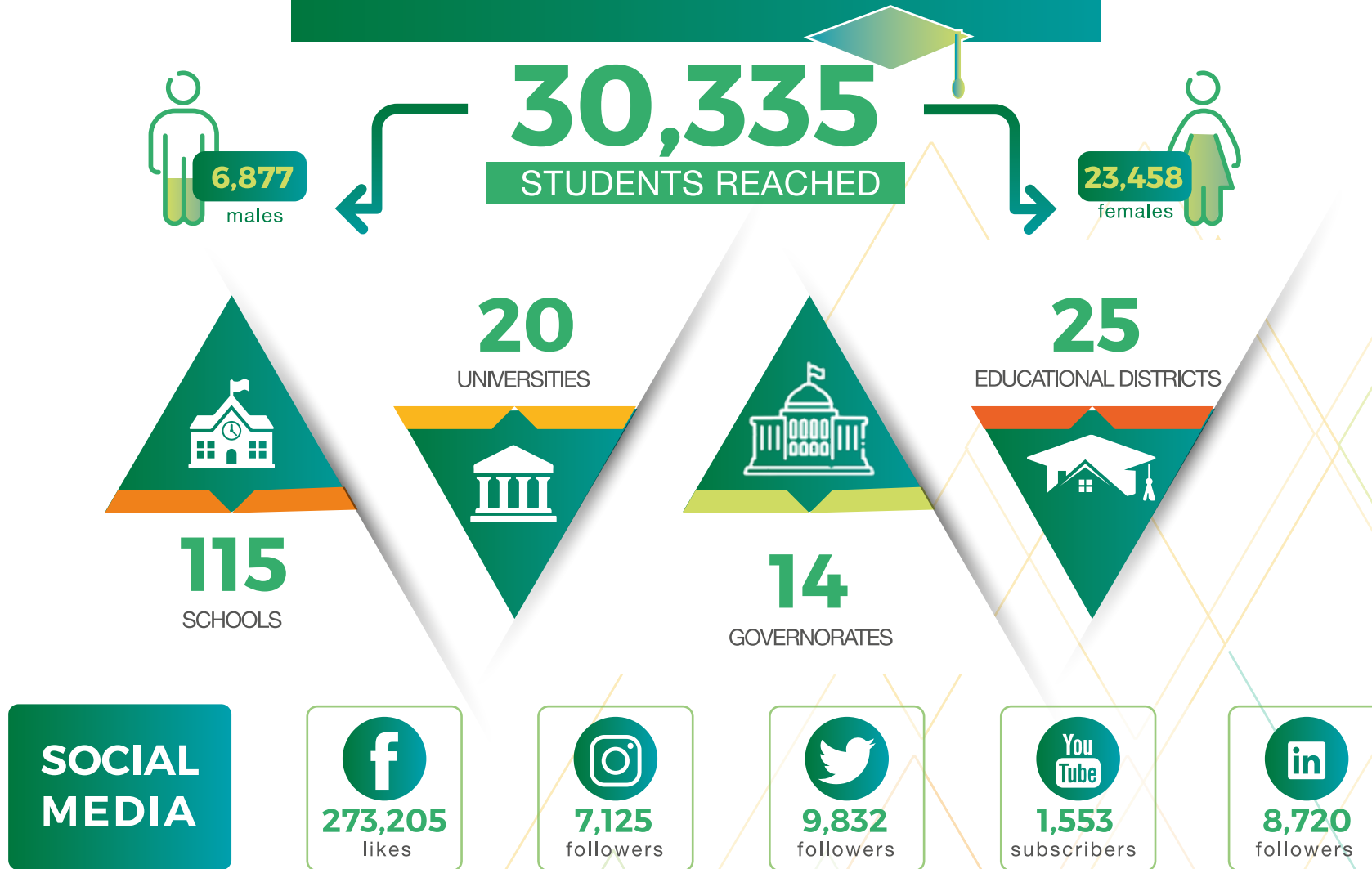
Chairperson  
**Delta Inspire**

# OUR IMPACT

2003  2019



# OUR IMPACT YEAR 2018 - 2019





“I LEARNED THAT DIFFERENCES MAKE US STRONGER AND I SHOULD LISTEN TO OTHER PEOPLE'S OPINIONS AND NOT TO IMPOSE MY OPINION.”

Mohamed Ahmed  
Me & My Community Participant





GROWING THE SEEDS OF  
**LEARNING**



# STARTING RIGHT

**Duration :** One-day workshop

**Participants :** Fifth and Sixth Primary Students

"Starting Right" is an interdisciplinary learning experience that tackles basic concepts and trains its participants on skills related to INJAZ educational pillars: **Work Readiness, Financial Literacy** and **Entrepreneurship**. The program activities emphasize the importance of self-discovery and teamwork. Furthermore, participants are grouped into teams to engage in an interactive business activity in which they learn about the challenges of high-quality production and apply financial principles to track their income and expenses.



# 4,813

Students reached in 2018-2019





# DISCOVER YOURSELF

**Duration :** One-day workshop

**Participants :** First Preparatory Students

"Discover Yourself" aims to raise students' self-awareness towards their outstanding potential through interactive activities. The activities compel the students to rethink their roles in life, the values they believe in, their goals, and help them achieve them. Furthermore, the program introduces students to decision making methods, to make decisions effectively.



# 2,234

Students reached in 2018-2019



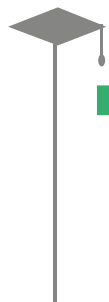


## ME & MY COMMUNITY

**Duration :** One-day workshop

**Participants :** First Preparatory Students

"Me & My Community" develops an understanding of the needs and challenges that face all members of a community. With an emphasis on identifying how to share limited resources, the program's activities compel participants to think about the relationships they have built and how to strengthen them. Students are exposed to problem solving strategies through various activities that prepare them for real-life challenges while enhancing their communication skills and emphasizing the importance of giving back to their communities.



# 1,430

Students reached in 2018-2019





## MORE THAN MONEY

**Duration :** One-day workshop

**Participants :** Second Preparatory Students

“More than Money” discusses the necessity of developing money management skills while pointing to the crucial role of money in our lives. Participants have a brief exposure to the monetization of subsistence economy and the responsibility of banks in this emerging type of economy. Remaining activities emphasize on the two other pillars of financial literacy: money earning and spending.



# 5,178

Students reached in 2018-2019

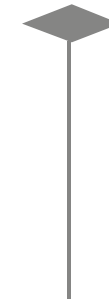


## IT'S MY BUSINESS

**Duration :** One-day workshop

**Participants :** Second Preparatory Students

"It's My Business" emphasizes four key entrepreneurial characteristics: filling a need, identifying your customer, being creative and innovative, and believing in yourself. During the program, students identify their own business opportunities and examine ways to apply the entrepreneurial characteristics to develop their own business plans while working in teams. Students use critical thinking to acquire skills that support positive attitudes as they explore and enhance their career aspirations.



# 1,814

Students reached in 2018-2019





## BE A LEADER

**Duration :** One-day workshop

**Participants :** Third Preparatory Students

“Be a Leader” draws the attention of participants to the worthiness of successful leadership, but also the relevance of the topic to their local and daily contexts. Throughout the program experience, participants construct their own meaning of leadership and get to know about crucial traits and skills of leaders. Finally, the program ends by discussing the characters that influence the development of a great leader such as heroes, mentors and peers.



# 2,411

Students reached in 2018-2019





SECONDARY SCHOOL PROGRAMS

# ENTREPRENEURSHIP MASTER CLASS

**Duration :** One-day workshop

**Participants :** First Secondary Students

“Entrepreneurship Master Class” is a project based learning experience where participants encounter real managerial challenges that entrepreneurs face when trying to run their startups. In a competitive environment, participants grouped into teams are engaged in different phases that startups are exposed to, starting with identifying the vision and mission, and ending with marketing and selling their products. Throughout the project, trainers offer sufficient guidance to participants and facilitate a reflective activity at the end of the day to highlight implicit lessons from the participants’ experience.



**2,037**

Students reached in 2018-2019




# PERSONAL ECONOMICS

**Duration :** One-day workshop

**Participants :** Second Secondary Students

“Personal Economics” aims at providing participants with vital theoretical knowledge as well as practical expertise that enhance their capabilities in making financial decisions. The program starts with motivating participants through highlighting the crucial need for financial planning and illustrating how successful planning positively impacts personal ambitions. Interactive activities introduce participants to a set of skills regarding financial planning and financial concepts, such as earning and saving, the use of credit, and investing.



  
**1,983**  
Students reached in 2018-2019





## UNIVERSITY PROGRAMS INNOVATION CAMP

**Duration :** One-day workshop

**Participants :** University Students

"Innovation Camp" gathers students in order to collaboratively address a specific business challenge and come up with ideas to solve the challenge using leadership, critical-thinking and team-work skills.

The program is an enriching experience for students as they are divided into teams that compete against each other in a business challenge to which they have to propose a solution within a very limited time frame, given access to specific tools, information and resources.



# 1,729

Students reached in 2018-2019





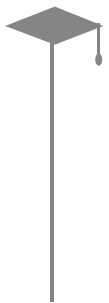
# ACHIEVE YOUR DREAM

**Duration :** Three-day workshop

**Participants :** University Students

“Achieve Your Dream” aims at equipping youth with the necessary knowledge, skills and attitudes to create and refine entrepreneurial ideas. This is anticipated to yield the participants an in-depth understanding of how to run business or social startups. Achieve Your Dream builds up this set of skills throughout the three programs, which cover the three different phases of an enterprise, namely: idea, implementation, and growth. Each of these programs focuses on a different set of skills required for the successful completion of the phase. Therefore, participation in the three programs consecutively, even though recommended, is not required.

- Part I: Idea Design, in which participants will reach a good idea for a startup or a social enterprise.
- Part II: Idea Structure, which covers the different types of business models.
- Part III: Entrepreneurial Skills, which enables the participants to learn and practice the fundamental set of skills required to start and run a business.



# 650

Students reached in 2018-2019





“MY LIFE HAS TOTALLY CHANGED AND I'VE DEVELOPED INTO ANOTHER PERSON COMPLETELY WHO HAS FINALLY DECIDED TO BRING THEIR IDEAS TO LIGHT, MAKE MY DREAMS COME TRUE. ”

Sarah Seif,  
Startup Egypt Alumni



# JOINING A GENERATION OF ENTREPRENEURS

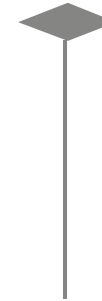




# SAN3ETY SCHOOLS PROGRAM

“San3ety Schools” aims to educate technical school students on how to start their businesses and pitch their ideas. INJAZ delivers the “Start Your Business” training to high school classes at different technical schools to highlight preliminary entrepreneurship concepts and introduce the INJAZ competition. The interested students receive the “Grow your Business” curriculum over the course of three sessions. The teams submit their deliverables and are filtered to enter the pitch competition at the end of the program.

In preparation for the competition, the contestants receive presentation skills training at INJAZ to be fully prepared to pitch in front of a judging panel.



# 240

Students reached in 2018-2019

## SAN3ETY SCHOOLS COMPETITION

After being taught how to start a business and pitch their ideas during the “Start your Business” and the “Grow Your Business” workshops, San3ety students get the chance to compete and pitch their products in front of a panel of judges from the private sector.

The judges choose 3 winning teams who receive financial prizes. They also give each team constructive feedback concerning their project’s strengths and weaknesses, as a way of helping them develop their product in the future.

In the 2018-2019 Competition, more than 50 students from four schools participated. The three winning teams were: Savers, Prime Tools Egypt, Online Power.

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### 1 - Team “Savers”:

Savers provides the ideal solution to increasing the speed at which someone drowning can be saved, through a remote-controlled floater, equipped with a force-giving motor that can shield the person drowning from the water.

### 2 - Team “Prime Tools”:

Prime Tools Egypt provides developed, multi-use tools to assist the needs of builders, in order to create a method of building that is both time and cost saving.

### 3 - Team “Online Power”:

Online Power provides a portable mobile phone charger in the form of phone covers for all type of phones in order to increase the ease and efficiency of phone charging.





# THE YOUNG ENTREPRENEUR PROGRAM





## THE YOUNG ENTREPRENEUR

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**INERTIA**

The Young Entrepreneur program is a 30+ hour company simulation program led by experienced trainers to provide private school students with a comprehensive entrepreneurial education by delivering INJAZ Egypt's famous Company Program content alongside iSpark's boot camp.

Throughout the program students work in teams to ideate and start their own enterprises. Based on the teams' performance, 50 teams are selected to enter a final competition to showcase and pitch their startups for a chance to win a variety of prizes.

In 2018-2019, 37 teams (317 Students) were enrolled from 16 private schools in the new round. The schools that participated included:

- American International School (AIS West)
- British International School in Cairo (BISC)
- Cairo American College (CAC)
- Nefertati American International School
- Thebes American College
- El Alsson American International School
- Narmer American College
- The International School of Choueifat
- Manchester International School
- Roots International School
- Misr Language School
- Cairo Modern International School



# MEET SILICON VALLEY

ENTREPRENEUR EXCHANGE PROGRAM





For the third year, INJAZ Egypt, in partnership with TechWadi and sponsored by the American Embassy in Cairo and Boeing, implemented the 2- week intensive acceleration program in Silicon Valley, California, USA.

The program targeted high impact Egyptian entrepreneurs and provided a once in a lifetime opportunity for networking and mentorship as well as global exposure for their startups.

The program gave the entrepreneurs firsthand access to the ecosystem, engaged them with a network of tech executives and investors, entrepreneurs and ecosystem builders and supporters.

The entrepreneurs were connected to other accelerators, co-working spaces and leading tech companies such as Google, Facebook, Apple.

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In partnership with



# SILICON VALLEY TESTIMONIALS



“The program did not only facilitate the transfer of knowledge between the bay area and the Egyptian entrepreneurs, but also opened the space for peer to peer mentorship between the Egyptian entrepreneurs themselves. The entrepreneurs added so much richness to the program when they mentored each other during the trip. Every single one added value in a different way even after they came back from the trip. They started to form different partnerships and supported each other in the development of the different capacities. For example, it is very satisfying to hear that Hussein Mohieeldin, CEO of Robusta, helped Gamal Abo El Enein, CEO of dryve to build his tech team and hire a tech lead after several months of struggling to find a good caliber”

**Noha Faltas,**

Entrepreneurship & Innovation Head, INJAZ Egypt



“Visiting Silicon Valley with INJAZ Egypt was a very memorable and fruitful trip. We managed to attract a high caliber of talents, signed an investment deal and got a great exposure to a network of mentors. Not only have we gained understanding of future trends but also experienced the most advanced technical culture. Not to mention, the amazing times spent with wonderful new and old friends.”

**Amr Abodraia,**

Co-Founder, Rology



“Meet Silicon Valley has been a truly life changing experience for myself and my business. The fast paced, very well organized and coordinated trip with other fellow entrepreneurs who share similar journeys shaped the perfect scene for us to explore, interact and communicate with key

people of different backgrounds sharing their own and their organizations journeys, answering questions and providing rich material for us to think and reflect on how to manage our businesses better, be more efficient, tackle bigger problems, and have higher impact. I would definitely say the 2 weeks have been very well spent and creates a lasting inspiration for us as participants on both the professional and personal levels”

**Hussein Mohieeldin,**  
CEO, Robusta



“This trip was one of the most insightful experiences I've had in my career. INJAZ and TechWadi took us by the hand and opened the doors to influential people at distinguished Silicon Valley companies. We were given the opportunity to discuss our businesses and learn from the best there are. The learnings I've gathered from

this trip still guide our decisions in the company months later. It was a truly eye-opening experience. I also made great friends, true companions who share similar journeys. People I can trust, go to for advice and allow me to be part of a closely knit community of enablers who genuinely care for my success. I couldn't be more grateful for this exceptional opportunity. Thank you INJAZ & TechWadi.”

**Mahmoud Sabea,**

Co Founder and CTO, Garment IO





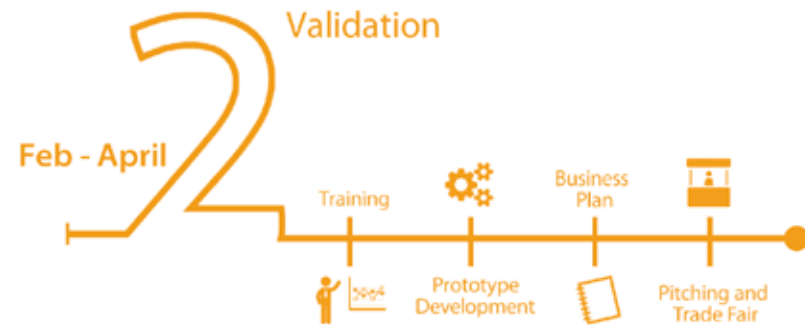
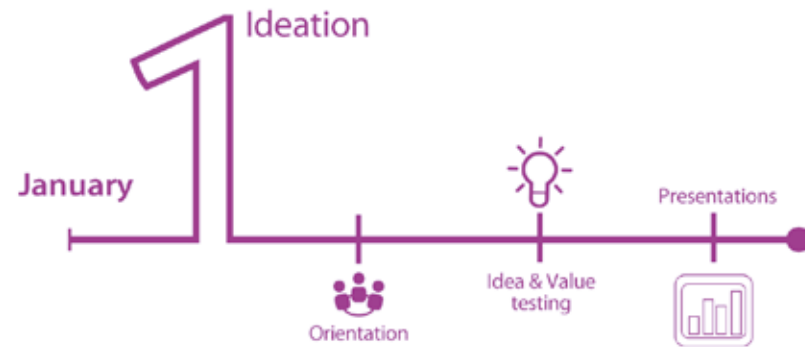
Dina El Mofty  
Co-Founder & CEO  
INJAZ Egypt



**START UP EGYPT**  
PROGRAM



## Program Phases



Startup Egypt is an intensive Incubation Program that aims at getting your startup ready for growth and further investment. The series of challenges in the program are designed to ensure that by successful completion you will have built and registered your enterprise, received equity free seed funding and gained exposure to a great network of mentors and investors.

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# IMPACT IN NUMBERS 2011 - 2019



# Special thanks to our mentors



**Abdelqader Khaled**

Founder, El Re7la  
Founder, AlMaqarr Coworking Space



**Amira Motawea**

Founder & Head Designer, Elia



**Christine Safwat**

Chief Operations Officer, Educate Me Foundation



**Dr. Khalil Abdel Khalek**

Cofounder & Medical Director, Tabibi



**Hany W. Naguib**

Business Design Practitioner



**Hussein El Terawy**

Co-Founder & CEO, Hitchhiker



**Mahmoud El Sherif**

Co-Founder, Jozour  
SMEs Growth Management Specialist



**May Abdel Asim**

Founder, Media & More  
Founder, What Women Want Magazine



**Mayar Hossam**

Founder & CEO, Arcadia Camps  
Program Coordinator, IMAGINE



**Mohamed Ali**

Sales Manager, L'Oréal Egypt.



**Mohamed Mazen**

Advisor, The German Society for International Cooperation



**Mohamed Sherif El Dib**

Creative Director, Monkeys in Tuxedos



**Mostafa Hashisha**

Co-Founder & CEO, I-Spark Egypt



**Mostafa Magdy**

Founder, Palma  
Co-Founder & Co-Owner, Patties  
Co-Founder, Seashell Egypt



**Mostafa Nahawy**

Co-Founder, Inca  
Founder, Konak Developments



**Omar Galal**

Co-Founder & CEO, iFix Egypt  
Co-Founder, Gazef Adventure Travel



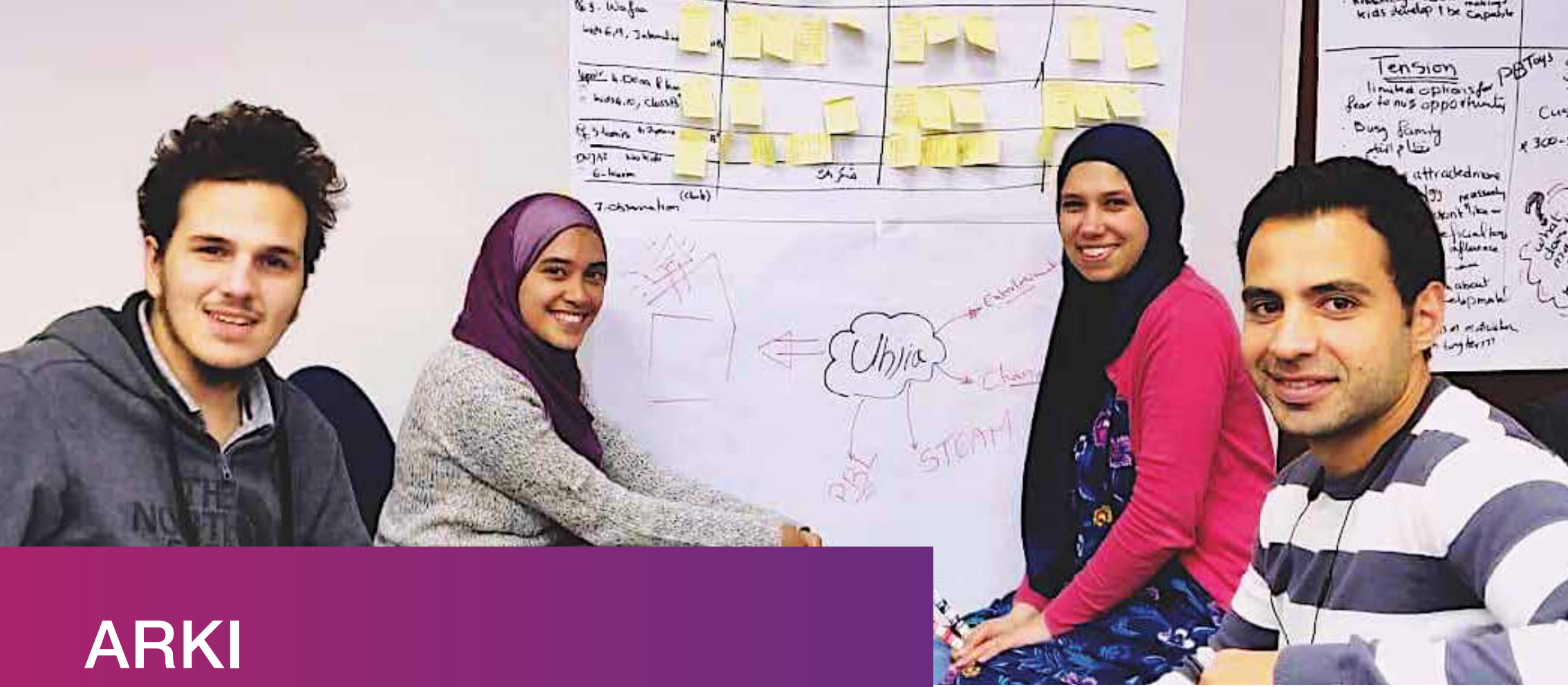
**Tarek Nasr**

CEO, Mintrics  
Chariman, The Planet Productions



**Waleed Hatem**

Co-Founder & CEO, Ship'n'Bag



# ARKI

ARKI is a toys company creating projects based learning kits that inspire kids to be confident, self reliant and problem solving scientists, makers, creators and artists while having fun.

Our story began 2 years ago when we took the initiative to spread the idea of learning through projects that involve parents with their kids in the playing/learning process aiming to building character along gaining knowledge through real experience.

At ARKI we are committed to play, learn and be effective in our communities while having fun and sharing it with all who can take this commitment with us : kids, parents and adults.







# ATABAA.COM

Atabaa.com is an online platform for used products, we help NGOs and startups purchase the products they need with the best prices and quality in Egypt, from what is available on our website or by making special orders, which are delivered in 7 to 10 days.

All available products are original with a warranty and a certified tax invoice. Get your mobile phone, tablet, laptop through our platform easily, with no delivery charges and in case of any problems, you can return it or change it for free throughout a period of 14 days.







# BEIT EL WARSHA

Beit El Warsha aims to help the children discover the world, learn about new topics and make real social bonds, steering them away from technology and screens.

Founded 2 years ago, Beit El Warsha has impacted over 500 children, by transforming technical content into games in the form of interactive workshops, and board/card games.

Everything related to these workshops and games are tailored inside Beit El Warsha, starting from the raw idea to the graphically appealing end product.

We promise, when children attend our workshops and play our games, that they will create bonds, happy memories, and become enriched with new information.



# DITTO

Ditto Carpool service is a matching technology that links smart Car Owners to smart Riders having the same route, giving the driver "car owner" the opportunity to let others join his everyday route.

What distinguishes Ditto is the safety feature "Trust", which allows you to ride with your circles of trust.

Ditto splits the fare between both the driver and riders in a fair way and lets all save money. Both drivers and riders can select each other based on profiles, ratings and other smart safety measurements. Ditto is not a cab service, it's a community builder.



**ditto**

Safe and Easy Carpool







# MORE OF

More Of is a company that aims to develop music artists and build their capacities through online and offline mediums. Our aim is to create well rounded music performing artists ready for the market, and we do that with our "Music Entrepreneur" Program as well as music business workshops. More to that, we aim to empower artists through giving them a chance of performing live and giving them the exposure they need through Music Show Production and Music Gigs.

On the other hand, we aim to create a community around musicians and music performers through our online platform to facilitate finding gig opportunities, finding resources they need for education and development as well as finding each other and giving them a platform to showcase their talents and work







# PEPLA

Pepla is an e-commerce brand that advocates for the attractiveness of the mind. It is a voice before it is a fashion brand. It's not about what a girl is wearing, it's about what she's doing while wearing it. This brand aims to provide luxury fashion that is attainable to its target audience. Pepla targets a niche market in Egypt and aims to expand abroad to different markets including the US and EMEA markets.

The brand works with high end fabrics and designs premium cuts both from local and international markets.

The brand also aims to go into sustainable fashion by manufacturing clothing with minimal waste.

Pepla.



# TENJIN

Tenjin is a website that substitutes private tutors and compliments schools for high school test preparation. Students will subscribe to get access to a library of recorded subject specific videos of topics and practice questions, accessible through laptops and mobile devices. We offer more features such as progress tracking, support via messages, and one-one tutoring.

We will start with Maths for IGCSE since this is our main area of expertise, then we will on board more tutors for other IG subjects and other high school tests.

**tenjin**

# INJAZ EGYPT ALUMNI

SOME OF THE FOUNDED STARTUPS BY INJAZ EGYPT ALUMNI







# GEARING INTO THE WORKFORCE





**SAN3ETY GRADUATES**  
PROGRAM

The program aims to qualify technical college graduates for the job market by providing them with the soft as well as the technical skills required by potential employers. The program is conducted in partnership with NASS Academy (National Academy for Science and Skills) which covers the technical training part to ensure the development of the technical skills. The program targets around 120 graduates from the age of 18 to 27 who go through three training phases that prepare them to become qualified employees with positive work ethics as well as able to utilize their potential in building their careers.

### Training Phases

Phase I: INJAZ Work Readiness Training (8 days training) – Participants gain a foundational set of soft and professional skills as well as attend a job shadow day at one of the well reputable factories and companies

Phase II: Technical Training at NASS Academy (22 days training) – Participants refine their technical expertise through an internationally renowned certification program.

Phase III: Internship & Job Placement Assistance – Participants graduate to join internships with companies such as Orascom Construction and ElSewedy Electrometer or alternatively receive assistance from NASS in securing employment.

## SAN3ETY GRADUATES In Numbers

Sponsored by







# GEAR UP

Program

INJAZ Egypt's Gear Up program allows university students & graduates to be better prepared for the job market, by acquiring crucial work readiness skills. The program is carried out on 3 phases:

### Phase I

During this phase university students and fresh graduates (18-28 years old) get the chance to learn more about the building blocks of work readiness and gain the interpersonal skills that allow them to compete effectively in the job market.

### Phase II

In this phase, we pair business experts with the participants during which they mentor and share their expertise with the participants.

### Phase III

During this phase, INJAZ partners with a job service provider where we pair the outstanding participants with companies that could offer internship or job placement opportunities.





“SAN3ETY GRADUATES INITIATIVE HAS AFFECTED ME SO MUCH AND THE THING I LEARNED THE MOST IS THAT I HAVE TO CHASE MY DREAM AND WORK HARD FOR IT EVERY DAY. I HAVE BENEFITED THROUGH IMPROVING MY TECHNICAL SKILLS AND I WORKED ON MYSELF MORE BECAUSE I REALIZED THAT THIS IS MY PASSION AND THAT IT’S ONLY THE BEGINNING. I NOW WORK AT SCHNEIDER ELECTRIC EGYPT.”

Toqa Hassan,  
San3ety Graduates Student.



**FINANCIAL  
LITERACY**

**WORK  
READINESS**

**ENTREPRENEURSHIP**



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