



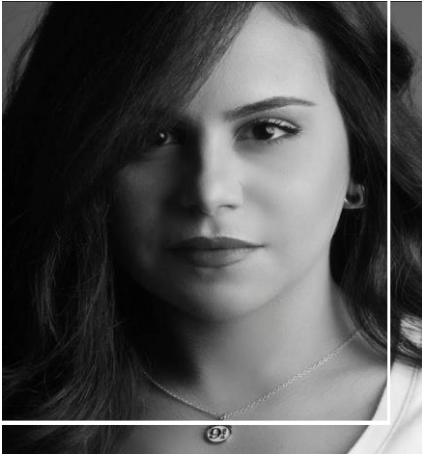
# Dalia Laz

Founder & CEO, Esorus

Dalia parallels her expertise in design with her passion for technology and content creation. Architect with 13 years experience in interior designing, She founded esorus an interior design and architecture digital and physical platform to digitize the sourcing and procurement process and find verified suppliers in furniture and finishing materials through a seamless experience. in 2020, Initiated design.to.go during pandemic with other professional designers and architects to create one of the strongest design community platforms that aims to empower and support the design scene in Egypt. Dalia was nominated by Womenpreneur as one of the 18 women who turned crises into opportunities during the global pandemic and honored as New media ambassador by Egypt minster of informations.

Esorus was supported in its early beginning by the American university accelerator AUC V-Lab and Enpact an international organization based in Berlin.

Dalia graduated from the founder institute, an entrepreneurship program based in Silicon Valley



# Ahella El Saban

Co-founder and CCO for Exits.ME

The first online investment platform in MENA looking to transform how businesses conduct their exit strategies, lock in fundraising rounds and get matched with investors. She is also the Chief Marketing Officer for Pie Consultancy, a boutique Mergers & Acquisitions firm in MENA. Formally Ahella founded a Market Research and customised training business -Lumas, that partnered with multiple international, regional and local entities like Google, TikTok, the ILO, Ministry of Investment of Egypt (GAFI), Nestle and many more, which she helped to disseminate national programs that help youth, entrepreneurs and SME's digitally transform their businesses. After graduating from Loughborough University and the BUE with a Bachelor's in Business Administration, Ahella worked for several years in academia at The British University in Egypt within the Marketing discipline before moving into the corporate world when she worked in the B2B Marketing team at Google MENA. She was responsible for managing projects that help businesses in digital transformation and leading research programs that help uncover consumer behavioural insights, assisting global brands to transform their storytelling and advertising strategies to impact growth indicators. She is an avid lover of public speaking and has been part of multiple Google front-facing events as a speaker.



# Nermine El Nemr

Founder & CEO, Elharefa

After her graduation from the Journalism Section at the Faculty of Media, she obtained a marketing diploma at the American University in Cairo. She worked for 8 years in marketing and public relations at many multinational companies, such as FedEx Egypt, Kidzania Cairo, Marketers for Market Research and EITESAL NGO.

In 2018, she decided to work as a freelancer and came up with the idea of building a freelance Egyptian and Arab hub community. She launched her start-up Elharefa. Nermine leads community with more than 50.000 freelancers and entrepreneurs in the fields of technology and programming, graphic design, digital marketing, media production, virtual assistance, writing, translation, photography, video editing, voice-over, financial, administrative and marketing consultation, among other services.

Elharefa offers its online services to all governorates of Egypt in addition too other countries: KSA, Kuwait,UAE and Jordan. Elharefa supports women working from home, youth in government and university students.



# Hala Tarek Riad

Co-Founder and CCO of Hekouky

**Hala started Hekouky in 2020 to make the law simpler and more accessible for entrepreneurs.**

**Hala graduated from University of York-LLB, Law in 2019. Hala is a corporate lawyer and she is a member of the Egyptian bar association. Hala joined Kosheri, Rashed and Riad (KRR) Law Firm and became a Legal Associate in 2019.**



# Mariam Yusuf El-Shebokshey

CEO, kidzkit

**Founder & CEO of kidzkit, which is the first market for renting baby equipment in Egypt, where it rents baby strollers, car seats, cribs, toys...etc, and helps travelers parents, and families to rent their children's toys when needed.**



# Radwa Rostom

Founder & CEO, Hand Over

Radwa Rostom is a civil engineer with thirteen years working experience. Rostom has worked in several fields such as construction, green buildings, environmental consultancy, energy efficiency, energy management and CSR. During her career path, Rostom worked with several international organizations such as the World Bank, UNIDO and UNDP. In 2015, Rostom launched her company “Hand Over”, a design and build firm specialized in delivering building solutions that are cost-effective, human-centric and environment-friendly using Earth construction techniques. Rostom is a certified earth builder from the Earth institute in Auroville, India. Rostom was featured on the list of “The 100 most influential Young Arabs under 40 in 2015 & 2016”, created by the Arabian Business magazine. In September 2015, Rostom was awarded the winning prize for the “Women for Resilient Cities” Competition, organized by the World Bank and was granted three fellowships from international organizations supporting social entrepreneurship leaders



# Farah Emara

Co-Founder & CEO, Jidar

Farah is an illustrator & visual artist with a deep desire to uplift the art scene in Egypt. She's a fine arts graduate, class of 2020. She's one of Artkhana's founders in 2014, a non-profit that aims to empower young artists and serve the community through different art projects. In 2017 she co-founded Jidar, an agency that provides customized wall art for corporate and commercial spaces, bringing art to our daily lives and providing visual artists with different job opportunities in the process. She has been chosen at The Anzisha program in 2018 in South Africa, & her work has been in many group exhibitions in Cairo, and one of her digital work's been featured in Winnipeg, Canada with Wall to Wall festival.



# Doaa Abdel Hameed

Co-founder & CBO, Bonbell

Upon graduating from the faculty of pharmaceutical science, I discovered a passion for human capital and the profound impact it can have on organizations. This realization led me to shift my career towards social sciences and pursue a degree in human resources management from the American University in Cairo.

Over the course of my 17-year journey, I have had the privilege of working for several corporations in diverse industries, learning from talented mentors, colleagues, and even subordinates. This pursuit of knowledge led me to earn my MBA from the German University in Cairo, providing me with a deeper understanding of business dynamics.

In recent years, I have been focused on foodtech startups, which has given me the opportunity to identify market gaps and inspired me to establish Bonbell. I am truly grateful for the support of my two lovely kids, who serve as a constant source of energy behind the scenes.





# Shrouk Alaa Eldin

Co-Founder, Career 180

Shrouk Alaa Eldin found her passion in Entrepreneurship and Career guidance at a very young age. She first gained experience in different fields from many companies and banks including HSBC, Barclays, P&G, FEP capital and Naeem Investment Bank. Her active student role encompassed leading +10 student activities and initiatives. Later on, she was mentored and trained by Injaz, Dale Carnegie and A15. Then, she has founded Career 180, aiming to provide through it career development and Recruitment services in a more innovative way, it impacted more than 300k youth. Career 180 was awarded the best social impact at Injaz regional competition and on the top 50 Edtech startups in MENA Region by HolonIQ. She is also Co-founder of Egypt career summit, The biggest Career development event in Egypt. She later Co-founded Talent Yard Coworking space, She was also an Entrepreneurship and soft skills trainer at Injaz Egypt and different entities. Shrouk was selected as one of the most influential 25 under 25 by Cairo scene in 2018, then selected on the top 100 female entrepreneurs in Middle East and Africa by International finance Corporation ( IFC world bank group), ADGM and the Kingdom of the Netherlands. and finally from the Top 50 women in Egypt by Amwal Ghad and women forum summit.



# Yasmine Medhat

**Co-Founder, Bazarna Events**

Yasmine graduated with a decision to become a freelancer graphic designer, received 2 degrees in graphic design. Two years experience in Event Organization field, started on a smaller scale at my own house, when i used to gather new designers to display their work, while my job was to promote the event, and win more clientele at the same time. currently she is designing all Bazarna's promotion materials herself. Bazarna was founded in 2010, in less than a year, it is considered now one of Cairo's top organizations specialized in arranging events, bazaars & exhibitions. Bazarna was founded in 2010, in less than a year, it is considered now one of Cairo's top organizations specialized in arranging events, bazaars & exhibitions. Their goal is to introduce local new and emerging designers to the market, foster skills & creativity and help those small projects compete internationally.



# Khadija El-Badawihi

CEO, PraxiLabs

The founder and CEO of PraxiLabs, she designs hypothetical laboratories to simulate science experiments, aiming to solve most of the problems of laboratories in educational institutions.

Edtech entrepreneur and a visionary in adopting technology to find solutions for the everyday-changing challenges in education and the outdated schooling systems especially in the area of the Middle East.

During her PhD studies, her work was mainly focused on user-oriented aspects such as usability of different human-computer interaction approaches and how they are perceived by different types of users.

This is where her true passion is and this is the knowledge and expertise she is bringing to the educational startups that she currently manages.