











# **Opportunity Mapping Confirmation**

To check with Sekem, Heliopolis and industry experts on current and futuristic challenges and opportunities to launch a call for action



## Application Deadline & Selection

The selection criteria will be set based on the Opportunity Mapping, underserved areas and segments and Heliopolis and Sekem expertise.



### **First Filtration Process**

Startups face the first pitching event where 50% of them will be offered the unique services for the next phase

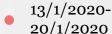


#### Investment Panel

Investors and market leaders will be invited to attend the final pitching competition between the startups



15/12/2019-10/1/2019



26/1/2020-6/2/2020 11/2/2020-12/2/2020 16/2/2020-8/3/2020 18/3/2020-20/3/2020

Call for Applications in the scope of sustainable agriculture, food production and circular economy



Outreach

6 full day training on Lean business model canvas, problem identification and framing, ideation and product development, design thinking and pitching



Selected Startups will undergo specialized one-on-one mentorship meetings and expert support to be introduced to the market with a functional product/service



Expert meetings, Validation and Legalization Closing and Documentation

















### **Program Benefits**

Accepted Applicants will have access to...

- ➣ Business & technical assistance from technical experts in the relevant fields
- ➣ Equipped space and labs on HU's campus
- Prototyping support
- Networking opportunities

### **Application Scoring Standard**

- ▼ Team profile 20%
- Social impact 20%
- Sustainability Factors 10%

#### Priority will be given to

- Applicants from the Sekem and Heliopolis Community. This is to ensure impact and sustainability as an on-campus entrepreneurship centre
- № Applicants in the specified business opportunities we set and those who have a sample product or prototype
- № Applicants from the Delta and Suez Canal Region as they are underserved with huge potential\*





