



Opportunity Mapping Confirmation

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

17/11/2019-
10/12/2019



Application Deadline & Selection

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

13/1/2020-
20/1/2020



First Filtration Process

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

11/2/2020-
12/2/2020



Investment Panel

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

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

Capacity Building



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



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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*
- 🌱 *Grants and investments opportunities*
- 🌱 *Networking opportunities*

Application Scoring Standard

- 🌱 Business innovation and idea novelty 30%
- 🌱 Team profile 20%
- 🌱 Social impact 20%
- 🌱 Environmental Assessment 10%
- 🌱 Sustainability Factors 10%
- 🌱 Use of technology 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*

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*travel and accommodation grants are not included