

Estedama Startups' Profile

Startup: Al Maleka International **Member(s): kerolos Edward Sidky**

Project Idea: Frozen vegetables.

Track: already have a data base for the Suppliers (Farmers), and working at the moment on the customer database and to fine-tune the market insight.

Competitive advantage: The products has a longer expiry date comparing to the competitors.

Social Impact: aiming to end the hunger in the lower class communities by providing a better products in an affordable prices.

<u>Behavior</u>	<u>Pre-Assessment Evaluation</u>
Attitude: 5 Participation: 5 Attendance:5 Team Player:3 Respectful: 3	He had no background information about the entrepreneurial skills, and how to implement his idea.

Comments:

- He had a problem with sticking to the time table
- He left the Group discussion twice because he had different opinion

Idea Evaluation:40%

Needs list:

1. Designer of products (packing bags) if found in the company or farm.
2. Need legal affairs to take advice.
3. Need to learn how to develop dependable a database.

Startup: EgySmart Farms **Member(s): Waled Manfy**

Project Idea: a vertically built Farm that can be used to either plant and harvest different corps or as a poultry farm.

Track: Already made a 3 meters prototype and we filed it as a patent under the project name. And right now the Project headquarter is located (Al-Wahat).

Competitive advantage:

- Patent
- Can be used for planting or as an animal farm
- Can be moved from one place to another.

Social Impact:

The work is based on the organic agriculture. Moreover, this project is delivering a societal benefit as it is not consuming a large amount of water like the current models.

<u>Behavior</u>	<u>Pre-Assessment Evaluation</u>
Attitude: 5 Participation:5 Attendance:5 Team Player:5 Respectful: 5	He had a good idea about the entrepreneurial skills, also he had the basics of how to implement his project (he made a prototype)

Comments:

- He needs an external support (Manufacturing support)

Idea Evaluation: 90%

Needs list

Equipment:

1. Galvanized iron (different lengths).
2. Machine of iron welding and cutting.
3. Iron sheet.
4. Wide chains.
5. Gears (different sizes).
6. Small tires.
7. Nails with nuts.
8. Small DC engine
9. Device to measure temperature and humidity.
10. Printer machine 3D.
11. Worker specialized in iron cutting and welding.
12. Iron wire
13. Transparent plastic tarpaulin.
14. Transparent acrylic

Material:

1. White glue
2. Foam granules
3. Ammonium oxide (powder)
4. Epoxies for floors

Startup: Pasteurization Systems

Members: Wael Abo ElMagd, Nabil Shaban

Project Idea: device to pasteurize the milk in a non-thermal way, this will happen by using a low voltage electric current. What gave the project an edge among the competitors is that thermal way of pasteurization requires a lot of water. However this device do not require any liquids to pasteurize the milk.

Track: made a prototype and used it to prove the theoretical findings but in reality.

Competitive advantage: an innovative device that is providing a better milk in terms of quality and also is saving the wasted water in the thermal pasteurization process.

Social Impact: working to improve the quality of the dairy products to serve the community by better products.

<u>Behavior</u>	<u>Pre-Assessment Evaluation</u>
<p>Attitude: 5</p> <p>Participation: 5 (2days)</p> <p>Attendance: 2.5</p> <p>Team Player: 5*</p> <p>Respectful: 5*</p>	<p>Had a good idea about the entrepreneurial skills, also he had the basics of how to implement his project (They made a prototype)</p>

Comments :

- They have got a 5 out of five in the participation. However, they attended two days only.

Idea Evaluation:60%

Needs list

Print a 3D model for the non-thermal pasteurization device (note that the 3D drawing is provided on the AutoCAD program).

Startup: Yalla5.com Member(s): Wael Mahmoud

Project Idea: providing a recruitment platform for the special needs segment.
Already have a basic platform at the moment (Prototype).

Track: giving decent and fair job opportunities for special needs segment

competitive Advantage: The only entity in this field.so, we are ahead of everyone.

Social Impact: working to improve their lifestyle(special needs segment) by providing for this segment a decent job opportunity in order to make them feel the independency in life.

<u>Behavior</u>	<u>Pre-Assessment Evaluation</u>
Attitude: 5 Participation: 5 Attendance: 3 Team Player: 5 Respectful: 5	Had a good idea about the entrepreneurial skills, also he had the basics of how to implement his project (He made a prototype)

Comments:

- He Skipped one day

Idea Evaluation:60%

Needs list

1. Help in reaching to the HR of SEKEM company.
2. Contact other companies if possible.

Startup: Al Hany

Member(s): Khaled Mohamed, Hamed Hany

Project Idea: is to spread the awareness of this unique fruit. We do have a valid information stating that the dragon fruit is decreasing the risk of getting diagnosed by the diabetes.

Track: Organic food

Competitive Advantage: is that we do have competitive prices comparing to the current prices in the market.

Social Impact: is that our plant is considered as an ingredient in the cosmetics industry.

<u>Behavior</u>	<u>Pre-Assessment Evaluation</u>
Attitude: 5 Participation: 5 Attendance: 5 Team Player:5 Respectful: 5	He had Zero background information about the entrepreneurial skills, and how to implement his idea.

Comments :

- They Had no idea about what they want to do in their lives.
- However they have got a project idea in the 3rd day.

Idea Evaluation: 60%

Startup: EgyCton **Member(s): Ahmed Gamal Yassin**

Project Idea: clothing brand (For children and women), using an organic cotton..

Track: Circular Economy

Competitive Advantage: we are following the sustainable development approach. So, we may depend on this in our commercial campaigns.

Social Impact: is that we are following the organic path. Which means that we are not including any polyester in our products. So, basically we are trying to make profits without doing any damage to the environment

<u>Behavior</u>	<u>Pre-Assessment Evaluation</u>
Attitude: 4 Participation: 3 Attendance:5 Team Player: 3 Respectful: 3	He had no background information about the entrepreneurial skills, and how to implement his idea.

Comments :

- **He have a partner but he (His partner) never attended more than one hour in the morning**

Idea Evaluation: 40%

Needs list

1. Two kilo of plain cotton cloth (white / navy)
2. Two Kilo printed cotton cloth
3. Two Kilo plain linen fabric (beige / navy)
4. Two Kilo printed linen fabric
5. Sewing scissors
6. Workspace

Startup: Shefae.com **Member(s): Mohamed Fathy Tolba**

Project Idea: online platform that connects Medical Services with their customers. In another word, it is not only about connecting but also it provides the Medical Service providers with the medical history of their clients. So, and this will make the diagnosing process easier for the doctors because they will have a full accurate background.

Track: Already working with some companies and factories through the online Platform. And currently working on launching the mobile application.

Competitive Advantage: is that we do have more than only one as they are:

- The Ability of predicting the possible diseases based on the patient medical history.
- Providing a medical insurance with a lower rate.
- Promoting the service provider (the doctors who are working with us) through the digital recipe technology.

Social Impact: to provide the first Digital medical records for the Egyptian population the thing that will eventually lead to a significant decrease in the time frame of detecting a new disease.

<u>Behavior</u>	<u>Pre-Assessment Evaluation</u>
Attitude: 5 Participation: 5 Attendance: 4 Team Player: 5 Respectful: 3	Had a good idea about the entrepreneurial skills, also he had the basics of how to implement his project (He made a prototype)

Comments:

- **He usually talks in the phone during the session.**

Idea Evaluation: 60%

Needs list

1. App cost of application development by android and IOS = 100,000

(The website design has been completed and it remains to be converted into app).

2. Launching marketing costs = 50,000
3. Three month salaries after launching = 60,000
4. Digital call center = 30.000

Startup: Cultivation

Member(s): Attia Adel

Project Idea: Agro Micro-Finance Project offering the latest technology to the farmers in addition to lending them a micro loan.

Track: in the negotiations phase with the customers (farmers) to finalize the best possible terms for the loans in order to provide the easier installment plans in the market.

Competitive Advantage: a flat organization in which the customers can finish their paperwork all in one place.

Social Impact: a sustainable growth when it comes to the income of the farmers segment. As we are providing them with the optimal tools to support their projects.

<u>Behavior</u>	<u>Pre-Assessment Evaluation</u>
Attitude: 0 Participation: 3 Attendance: 5 Team Player: 0 Respectful: 0	Had a good idea about the entrepreneurial skills, also he had the basics of how to implement his project (He made a prototype)

Comments :

- **He usually talks in the phone during the session.**
- **He is always Surfing during the session (Facebook, Zoom, Instagram)**
- **He has a temper problem**

Idea Evaluation: 20%

Needs list

1. Inspection of irrigation systems in the university or on the farm.
2. Interview with one of SEKEMs official requests.