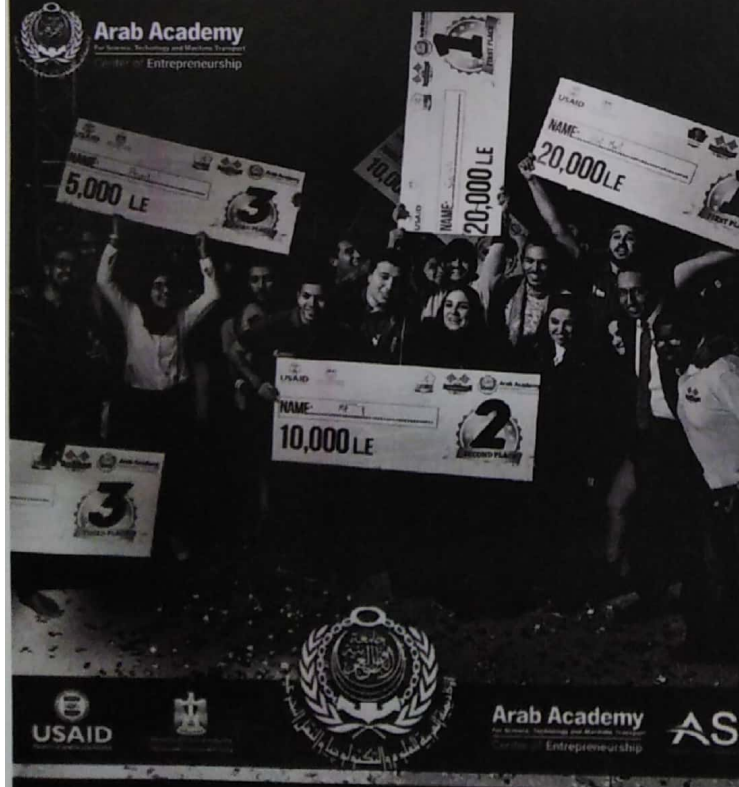




UNLEASHING THE
ENTREPRENEURIAL MINDSET



The Entrepreneurship Rally Competition

- We are launching our Entrepreneurship Competition for the Third year in a row that is designed for university students.
- This competition helps students to develop their own startup ideas and turn them into a real-life business.
- This year, our competition is held on a larger scale in partnership with the National Bank of Egypt

Last Year's Achievements

14 Awareness Sessions
9K Students Reach
6 Ideation Trainings
350 Total Ideas
75 Qualified ideas
400K Total Awards

Our Target For Rally 2019

- Expand the competition's outreach around Egypt.
- Include 10 partnered universities in Egypt.
- Efficient pre-incubation through intensive trainings.
- A grand FINALE event attended by global mentors.



Competition Tracks



Universities' Tracks



Arab Academy
For Science, Technology and Maritime Transport
Center of Entrepreneurship



A track that focuses on social development to get closer to the SDGs

Affordable & Clean Energy
Clean Water & Sanitation
Climate action (Reducing GHG emissions)
Life Below Water
Recycling and Waste Management
Responsible Consumption & Production



Arab Academy
For Science, Technology and Maritime Transport
Center of Entrepreneurship



A track for startups specialized in modern technology and control to improve the quality of life, and provide a safer working environment.

Agriculture (Agg-Tech)
High-Tech
Industry Innovation
Robotics / ROVs
Smart Devices
Wearable technologies





Arab Academy
For Science, Technology and Maritime Transport
Center of Entrepreneurship



A track focusing on software developers, programmers, Internet of Things, and Information Technology.

Mobile Applications

Cloud Computing

Internet services

Artificial Intelligence

Virtual Reality / Augmented Reality



Arab Academy
For Science, Technology and Maritime Transport
Center of Entrepreneurship



Unleash your creative side and invent a startup that shows your competitive edge in the market.

New techniques

Creativity

Renovation

More economical





Startups' Tracks (Open for anyone)



A track calling for startups offering modern platforms and E-Commerce in the export field, hence improving the market.

Reducing transportation costs.

Tackle payment difficulties.

An initial prototype / application is required.

TOURISM TRACK

Startups offering solutions in the Tourism industry to tackle the following challenges:

Adapting new technologies in the tourism industry.
The lack of adequate and truthful marketing.
The need to develop touristic locations.

EXPECTED FIGURES FOR 2019




 **10**
Partnered universities

 **6**
AAST Locations


**Special Competition
For AAST Students**

 **18**
Winning Teams

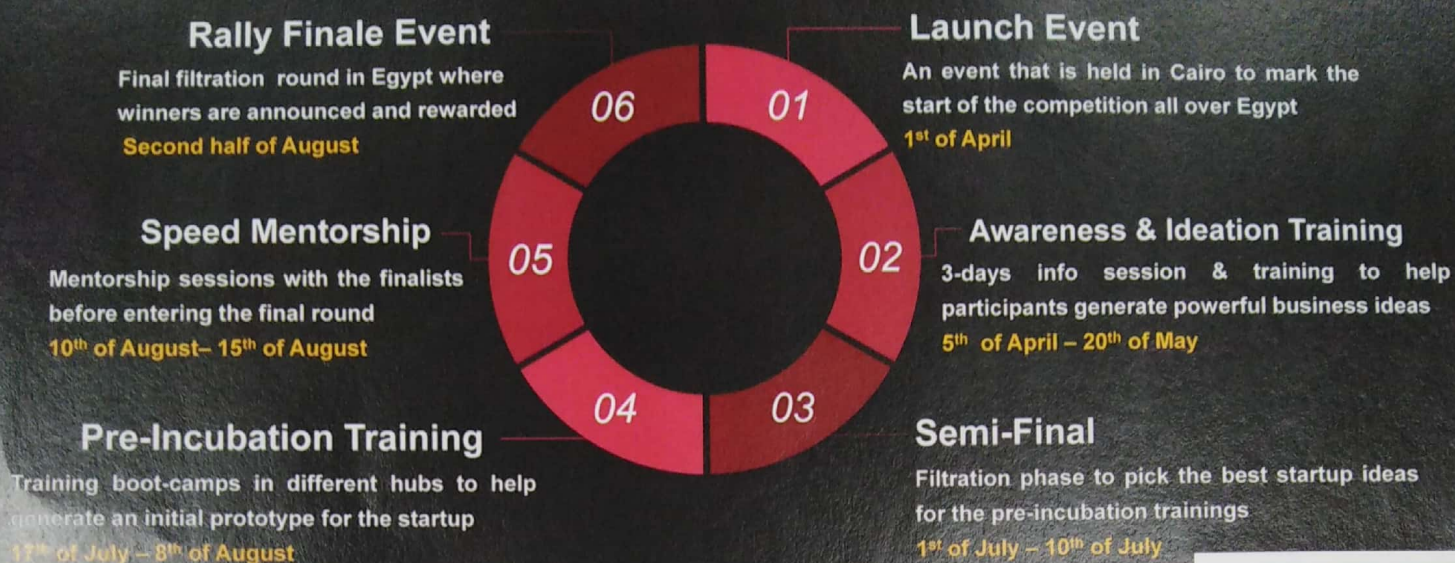
 **15**
Awareness sessions

 **15**
Ideation Trainings

 **200**
Supported Teams
(Pre-Incubation Program)

 **2 MILLION**
Prototype & Startup
Development Awards

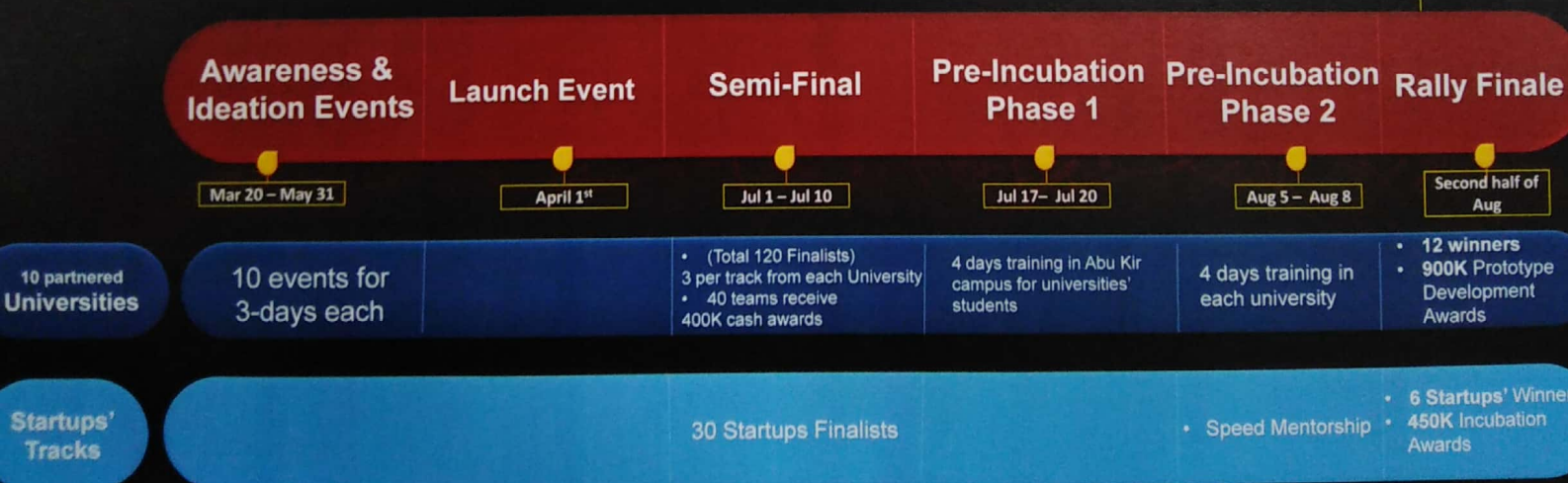
Program Phases



Program Timeline

Winners:

- 12 university projects
- 6 Startups
- 1.35MN cash awards



Semi-Final Rounds

- Each university will host its own semi-final round
- The university must select the best 3 teams from each of the 4 tracks
- Only 1 team per track from each university will receive a **10,000EGP Cash Award**
- Total number of selected teams from 10 universities: **120 Teams**
- Total number of selected startups: **30 Startups**
- Total cash awards for 10 partnered universities: **400,000EGP**

Pre-Incubation Trainings

1st Part (17/07 to 20/07)

- Location: AAST Abu Kir
- Duration: 4 days
- Attended by 2 members from all accepted teams in the semi-final
- Accommodation and transportation are provided for the teams.

2nd Part (05/08 to 08/08)

- Location: Training in each university
- Duration: 4 days
- Attended by: each university's accepted teams in the semi-final
- 3 trainings are held for AAST students

Competition **Winners**

- Total winning teams in the final round: **12 Teams**
- 1st place winners: 4 tracks x 1 winner x 100,000EGP = **400,000EGP**
- 2nd place winners: 4 tracks x 1 winner x 75,000EGP = **300,000EGP**
- 3rd place winners: 4 tracks x 1 winner x 50,000EGP = **200,000EGP**
- Total winning startups: **6 Startups**
- Startup Development Awards: 6 winners x 75,000EGP = **450,000EGP**

University's **Contribution**

- Assigning a focal point responsible for the supervision of the competition in the campus.
- Allowing the focal point from the campus to inform students about the competition.
- Giving access for the competition's branding materials inside the campus.
- Encouraging students to apply in the competition.
- Setting the suitable dates for the awareness session and the ideation training.
- Nominating a judging panel for the selection phase.
- Hosting the second part of the training boot-camp for their own students.

University's Outcome

- Students will attend an ideation training to help them generate business ideas.
- The top 4 teams from the university will win **40,000EGP cash** awards.
- Finalists will attend a huge training boot-camp for **8 days**.
- Finalists will compete over a total of **1,350,000EGP seed fund** awards.
- A huge exposure for students during the whole program.



Thank You