

## **Innovation Arena Hall 1**

### **Dec 1<sup>st</sup>:**

16:30-17:15 **Work shop:**  
**How to prepare yourself for the pitching and have a good presentation”**  
*A Complete Guide to Plan, Prepare, and Tailor your Pitch to Find New Investors for your Project and Turn your Idea into a Reality*

**Trainer: Tarek Seif El Nasr, Business Consultant – Falak  
Karima El Hakim, Head of Business Development & Investor  
Relations - Falak**

### **Dec 2<sup>nd</sup>:**

11:00-11:20 **Success Story: MOHAMED MONIR – CEO, PAYNAS**  
Paynas is a cloud platform that provides hassle free banking, HR management, medical insurance and other employee benefits in one place, and in a single workflow.

11:30-12:00 **Workshop:**  
**Digital Innovation on Cloud**

*Have you ever thought to yourself what is Cloud? And what is Cloud Computing? Do you know what kinds of computational powers and how may services are provided by cloud service providers every day? Today, Digital transformation reshapes every industry and every company.*

**Trainer: Samer Fouad, Cloud Developer Advocate – IBM**

12:10- 12:30 **Presentation:**  
**Dubai Silicon: Why you should join the largest tech Hub in MENA**  
**By: Hans Henrik Christensen - Vice President – DTEC**

12:45 - 13:15 **Workshop:**  
**Leading a Successful Entrepreneurial team**

By: Shahira Rifaat- Executive & Leadership Coach

13:30- 14:15 **Panel: Success Factors of the Innovation Ecosystem**

*What are the success factors that drive a successful Innovation Ecosystem? What are the policy strategies that drive innovations at national levels?  
What are the different factors for the successful implementation of innovation ecosystems which can be assigned to the areas of resources, governance, strategy*

*and leadership, organizational culture, human resources management, people, partners, technology and clustering?*

**Moderator:** Ahmed El Alfi, Chairman and co-founder - Sawari Ventures

**Panelists:** Mohamed Rahmy, Managing Director - Endeavor Egypt  
Ahmed El Bakry, Investment Advisor - Central Bank of Egypt  
Dr. Hossam Ossman, ICT Minister Advisor for Technology  
Innovation and Training – ITIDA  
Adly Wagih, CEO - Gemini Enterprises Africa  
Ameer Sherif, CEO - WUZZUF

14:30-15:00 **Workshop:**  
**FinTech Egypt – Sandbox**

*The purpose of the Regulatory Sandbox is to pave the way for faster and easier access to new financial solutions and embed compliance within the FinTech ecosystem at an early stage, session will display Sandbox principles, eligibility criteria and applicant journey*

**Trainer:** Ahmed Monir, Head of Regulatory Sandbox - FinTech and Innovation - Central Bank of Egypt

15:15-16:00 **Panel:**  
**The right Marketing formula for startups**

Struggling to devise a marketing strategy as a one-person startup? We've compiled the best advice to help you stop making excuses and create that perfect marketing plan for your startup today. Handy guide and quick reference to do just the best marketing formula.

**Moderator:** Karim Tarek, Head of Marketing & Growth - A15

**Panelists:** Mahi Al Jassar, Entrepreneurship & Innovation Consultant - Central Bank of Egypt  
Nermin Shehab, Head of Marketing & Strategic Sustainability - National Bank of Egypt  
Omnia Elhnosairy, Director, Brand and Reputation Committee - Misr life Insurance  
Nermine Zaki, Marketing Manager – Cisco

16:00-16:30 **Workshop:**  
**Spurring Innovation Through Online Competitions**

Trainer: Sabrine Assem, Co-Founder & CEO of Untap

16:30 – 18:00: **Pitch**

## **Dec 3<sup>rd</sup>:**

11:00- 12:00 **Success story & Workshop:**  
**The Latest Trends in Fintech+ Going Remote and Cashless**

*“Financial services and fintech startups are innovating across broad categories — in core banking, new financial services (both ones that banks traditional provided, but also ones they don’t), insurance, and investing. So what’s driving this change? And how do these startups successfully attack and compete with the big incumbent entities?”*

**Speakers:** Mohamed Sharaf el Deen -Startup Manager  
Ahmed Abuiliazeed - Software Product Manager at Nilepreneurs

12:20 - 12:50 **Workshop:** AI and its importance

**Trainer:** Ash Rofail, Founder and General Partner, Vive Capital

13:00 -13:30 **Workshop:** STRENGTH SPACE

**Trainer:** Waleed Farid

13:30-14:15 **Panel:** Attention Startups: Big Corporations Want to Work With You

*How young businesses can develop relationships with companies, with the growing interest of companies to invest in entrepreneurship ecosystems, what kind of investment are they looking for, which start-up matrix. And what is the optimum financial structure.*

*How Corporations Can Better Work With Startups?*

**Moderator:** Hussin El Rifai, Co-Founder - Inertia

**Speaker:** Sherif El Sanadily, Field & Digital Marketing Leader – Microsoft  
Hossan El Sakkary, VP smart infrastructure – Fiber Misr  
Ossam El Naggar, Head of Global Transaction Banking – Banque du Caire

14:20-14:50 **Workshop:** Design Thinking

**Trainer:** Tarek Fahmy- Strategic Designer

15:00-15:40 **Panel: How Fintech activity is growing and what's its Benefit**

*Fintech is seeing pick-up in activity, as a driver for greater financial inclusion. Egypt is seeking to provide an enabling environment, including open and affordable access to core digital services and infrastructures. Significant gains are expected from fintech advances in payments, clearing, and settlement. It is notable that Fintech firms are now increasing receiving more portions from the financial service industry's venture and startup funding.*

**Moderator:** Tarek Assad, Managing Partner - Algebra Venture

**Speakers:** Dr. Rasha Negm, Assistant Sub Governor – Central Bank of Egypt  
Omar Saleh, Founder – AlKazna  
Gehan Fathi, Investment Advisor  
Ahmed Hammouda, Founder – Thumbnail  
Emily Renny, Managing Director - Accept Payment Solutions

15:50-16:25 **Workshop: Legal workshop**

*Giving the Legal Information needed about your Startup or Small Business. Most successful startups begin with a great idea, one that can disrupt the markets and change the world. It's not simple to find what startups need to know to satisfy their legal obligations. What are the Top legal tips for startups to follow. what is the appropriate business structure for startups, does your company need a founders agreement, how to protect your intellectual property rights and how startups can protect themselves from employment-related lawsuits*

**Trainer:** Mohamed Raslan, Partner, Levvari

16:30-17:30 **Pitch**

**Dec 4<sup>th</sup>:**

11:00-11:30 **Success Story : Going Global from Zero to Hero**

**Talk :** AHMED HOSSAM- president of Gamification Egypt and the Founder of Gampact

12:00-12:45 **Presentation: Technology includes all**

**Presented by:** Aaloak Jaswal, Egypt Lab Director, United Nations Technology Innovation Lab

13:00-14:00 **Workshop: Modern UX Innovation through Gamification & Habit creation techniques**

*Modern user experience uses behavioral psychology and Game design techniques in order to engage users and improve user retention*

**Trainer:** Ahmed Hossam – president of Gamification Egypt and the Founder of Gampact

14:15-15:15 **Panel: The power of women in transforming Economic Growth**

*Fostering women participation in local development via intensifying the socio-economic impacts of female start-ups and micro businesses & increasing the sustainable livelihoods of women entrepreneurs specially the poor ones through women work.*

**Moderator:** Lamis Negm, Central Bank of Egypt

**Speaker:** Manar Korayem, IFC

Ghada Hammouda, Qalaa Holding

Ingy El Saban, VictoryLink

Laila Hosny, Alex Bank

16:00-17:45 **Pitch & Prizes**