



# AGENDA



## Sunday, December 3<sup>rd</sup>, 2017

16:00 – 16:30	<p><b>INFLUENCER / SUCCESS STORY</b></p> <p>If you run your own business or you think you want to, this talk will inspire you.</p> <p>Each speaker tells his story, on how they turned their idea into a real business. Get ready to hear from real entrepreneurs, who are busting the myths of entrepreneurship and starting and running companies that fill their lives with meaning, purpose and passion.</p> <p><b>Speakers:</b></p> <p><b>Eng. Yaseen Abdel Ghaffar</b> – Co-founder and MD Of Solariz Egypt</p> <p><b>Mr. Karim Akram</b> – Co-Founder of iCommunity</p>
16:40 – 17:10	<p><b>MICROSOFT: LANGUAGE UNDERSTANDING INTELLIGENT SERVICE</b></p> <p><b>Ms. Carol Hanna</b> – Program Manager</p>
17:30 – 18:20	<p><b>PITCH BATTLE: ELEVATOR PITCH</b></p>
18:30 – 19:00	<p><b>MICROSOFT BIZPARK AND CLOUD SOCIETY</b></p> <p><b>Mr. Mohamed Ghoneim</b> – Technical Program Manager – Microsoft 4 Africa</p>

## Monday, December 4<sup>th</sup>, 2017

11:00 – 11:30	<p><b>INFLUENCER &amp; MENTOR</b></p> <p><b>H.E. Dr. Tarek Shawky</b> - Minister of Education</p>
11:45 – 12:15	<p><b>PRESENTATION: FEKRETAK SHERKETAK</b></p> <p><b>Dr. Shehab Marzban</b> – Chairman of Egypt Ventures and Senior Advisor for Economic Affairs to the Minister of Investment and International Cooperation</p>
12:30 – 13:30	<p><b>DESIGN THINKING - By LOGIC Training &amp; HR Development</b></p> <p>Design thinking is a human centered approach to innovation that draws from the designers toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.</p> <p><b>Mr. Tarek Fahmy</b> - Senior Consultant &amp; Business Developer in the Middle East &amp; Africa - Engage / Innovate</p>
13:45 – 14:30	<p><b>CHALLENGES THAT FACE WOMEN ENTREPRENEURS</b></p> <p>Women have taken many strides, when it comes to entrepreneurship but there are still few barriers keeping them out of the business world. The purpose of this talk is to shed the light on key challenges Egyptian Women entrepreneurs face, and providing guidance on how to overcome them.</p> <p><b>Moderator: Ms. May Abdel Asim</b>, MD – What Women Want Magazine</p> <p><b>Panelists:</b></p> <p><b>Ms. Dalia Ibrahim - CEO</b> – Nahdet Misr Publishing House</p> <p><b>Dr. Hadia Hamdy</b> - Associate Professor of Entrepreneurship and Innovation Management – GUC</p> <p><b>Ms. Riham Abu Elinin</b> - Founder &amp; Commercial Director - Bzns-Cloud</p> <p><b>Dr. Menattallah Elserafy</b> – Postdoctoral fellow at Center for Genomics - Zewail City of Science and Technology</p>

## Monday, December 4<sup>th</sup>, 2017

14:45 – 15:15	<p><b>MICROSOFT: RECOGNITION AND SKYPE TRANSLATOR</b>  <b>Dr. Mohamed Afify</b> - Principal Applied Researcher  <b>Dr. Ahmed Tawfik</b> - Principal Applied Researcher  <b>Mr. Mahmoud Ezzat</b> - Research Software Development Engineer</p>
15:15 – 15:25	<p><b>ENTERTAINMENT</b></p>
15:30 – 16:30	<p><b>DEVELOPMENT OF THE INNOVATION ECOSYSTEM</b>            Several factors are affecting the Egyptian innovation ecosystem. At this panel our speakers will discuss the conditions in which Businesses thrive and the kinds of policies young Entrepreneurship needs in order to flourish in an increasingly digital marketplace.  <b>Moderator: Prof. Dr. Ayman Ismail</b> - Director of AUC Venture Lab.  <b>Panelists:</b>  <b>Eng. Hossam Megahed</b> – Founder &amp; CEO of IPMagiX  <b>Ms. Soha Soliman</b> – SMEs Expert  <b>Ms. Marianne Azer</b> – Member of the Egyptian Parliament  <b>Dr. Shehab Marzban</b> - Chairman of Egypt Ventures and Senior Advisor for Economic Affairs to the Minister of Investment and International Cooperation  <b>Dr. Khaled Ismail</b> – CEO - Klangel  <b>Mr. Omar Ramadan</b> - Founder of Filkhedma</p>
16:45 – 17:00	<p><b>CAREEM PRESENTATION</b>            Growing from an idea to the region's only unicorn, Careem seeks to simplify the lives of people by becoming the biggest employer and mover of people and things in the region. Get to know the Careem story at Cairo ICT 2017.  <b>Mr. Ramy Kato</b> – Managing Director, Careem.</p>

## Monday, December 4<sup>th</sup>, 2017

17:15 – 18:00	<p><b>BE CREATIVE IN MARKETING YOUR APP</b>            Marketing is just as important as the development of your product. It begins the day you put your mobile app idea into production. But not everyone knows how to have successful marketing campaign. From the time before you launch your app to after it goes on the market, our experts will highlight the most important marketing strategies of applications.  <b>Moderator: Ms. Sarah Ibrahim</b> - Director of Marketing &amp; Corporate Relations, Attijariwafa Bank  <b>Panelists:</b>  <b>Dr. Hakim Meshreki</b> – Assistant Professor of Marketing – AUC  <b>Mr. Emad ElAzhary</b> – Strategy &amp; Business Development Director, Vodafone  <b>Mr. Hatem Zaazou</b> – Founder &amp; Managing Director of Foresight Consulting  <b>Ms. Nermeen Zaki</b> - Marketing Manager, Cisco  <b>Ms. Engy El Sabban</b> – CEO, VICTORY LINK</p>
18:05– 19:20	<p><b>PITCH BATTLE: ROUND 1</b></p>

## Tuesday, December 5<sup>th</sup>, 2017

11:00 – 11:45	<p><b>WHO NEEDS A CAR ANYMORE?</b></p> <p>In busy cities, with the increase of Fuel prices, high Traffic and lack of parking spots, who needs a care anymore? Three of Egypt's top vehicle rent, carpooling and public transportation companies will tell us more about their vision for the future of a Carless Community.</p> <p><b>Moderator:</b> Eng. Hossam Saleh - Egyptian Media COO (TMT Expert)</p> <p><b>Panelists:</b>  <b>Mr. Belal El Megharbel</b> – General Manager, Careem  <b>Mr. Abdel Latif Waked</b> – General Manager, Uber Egypt  <b>Mr. Mohamed Wahid</b> - Founder of Mashaweer</p>
11:50 – 12:05	<p><b>UBER PRESENTATION</b></p> <p><b>Mr. Abdel Latif Waked</b> – General Manager, Uber Egypt</p>
12:15 – 13:15	<p><b>FIVE YEARS FROM NOW: THE FUTURE OF FINTECH</b></p> <p>If fintech 2.0 is now a reality with the traditional fintech disruptors partnering with big financial services players, what does the future hold for the next generation of fintech innovators?</p> <p><b>Moderator:</b> Mr. Amr Abou El Azm - Chairman Tamweely Micro Finance Company</p> <p><b>Panelists:</b>  <b>Mr. Tarek Aboualam</b> – Co-Founder and Managing Partner, Glint Consulting  <b>Ms. Omneiya El Noseiry</b> – Head Of Strategic Transformation, Attijariwafa Bank  <b>Mr. Alaa El Qushairy</b> – Head of Digital Banking, Emirates NBD</p>

## Tuesday, December 5<sup>th</sup>, 2017

13:30 – 14:30	<p><b>HOW TO PITCH IN 2018</b></p> <p>Coming up with good ideas is hard enough, but convincing others to do something with them is even harder. In many fields the task of bringing an idea to someone with the power to do something with it is called a pitch. At this session industry specialist, established Startups and Mentors will share some useful ideas to pitch that will help Startups in their coming journey.</p> <p><b>Speakers:</b>  <b>Mr. Willie Elamien</b> – Managing Director, Flat6labs  <b>Eng. Mohamed El Dallal</b> – Co-founder and CEO, Innovideas LLC  <b>Mr. Ahmed El Besary</b> – Retail &amp; Eco, Building Marketing Manager, Schneider</p>
14:45 – 15:15	<p><b>MICROSOFT: BING CUSTOM SEARCH</b></p> <p><b>Mr. Mohamed El Miligui</b> – Senior Program Manager</p>
15:30 – 16:30	<p><b>HOW CAN YOU TURN YOUR PASSION INTO PROFIT</b></p> <p><b>Mr. Mohamed Tohami</b>– Motivation &amp; Startup Expert – Founder &amp; CEO of the Passion Point</p>
16:45 – 18:00	<p><b>PITCH BATTLE: ROUND 2</b></p>

# INNOVATION ARENA AGENDA

## Wednesday, December 6<sup>th</sup>, 2017

11:00 – 12:00	<b>RECRUITMENT &amp; HR OF STARTUPS</b> <b>Ms. Rania Abdalla</b> – Founder & Managing Director – Aspire HR Consultants
12:15 – 12:30	<b>INFLUENCER / PUBLIC FIGURE</b> <b>Mr. Sherif Mounir</b> – Actor
12:35 – 13:35	<b>BOOTSTRAPPING VERSUS VC MONEY</b> Venture Capital, Angel Investors & Private Equity were just about the only option for early stage companies to go, when they needed cash, before bootstrapping came along. There is no doubt that the right venture capital firm can be a valuable partner. For a lot of startups, though, the “venture capital way” of doing things clashes with their company culture. Let us know more about it from the experts. <b>Moderator: Eng. Sherif Barakat</b> - Vice President and Chief Commercial Officer - Samsung Electronics <b>Panelists:</b> <b>Mr. Fadi Antaki</b> – CEO – A15 <b>Mr. Ahmed Ibrahim</b> – Senior Investment Manager - GroFin <b>Mr. Hisham Haddara</b> – Founder of Si-Ware Systems (SWS)
13:45 – 14:10	<b>HOW TO LIVE POST FUNDING</b> Well done you have your funding, what to do next? Its your starting point now, to move from having a great idea to having a real company. From where to start? <b>Mr. Tarek Assaad</b> – Managing Partner - Algebra Ventures
14:15 – 14:45	<b>MICROSOFT: QNA MAKER</b> <b>Aya Kamal</b> – Research Software Development Engineer
15:00 – 16:00	<b>PITCH FINAL: WINNERS ANNOUNCEMENT &amp; AWARDS DISTRIBUTION</b>
16:00 – 18:00	<b>ENTERTAINMENT</b>