



# ANNUAL REPORT

# 2024



# Acknowledgements

Enroot Development extends its deepest gratitude to our local and international collaborators, policymakers, academic institutions, and civil society organizations, for making 2024 a year of impact.

We sincerely thank our strategic partners, including the the Embassy of the Netherlands in Egypt, the Drosos Foundation, the Spanish Cooperation in Egypt, the German Cooperation in Egypt (GIZ), the International Labor Organization, Impact Europe, and UN Women, for their trust and support.

We also recognize the Enroot team, whose passion and hard work fuel our mission for inclusive and sustainable socio-economic development.

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# List of Abbreviations

<b>BDS</b>	Business Development Services	<b>MoE</b>	Ministry of Environment
<b>BMC</b>	Business Model Canvas	<b>MoTA</b>	Ministry of Tourism and Antiquities
<b>CSOs</b>	Civil Society Organizations	<b>MAPs</b>	Medicinal and Aromatic Plants
<b>DVC</b>	Digitizing the Vegetable Value Chain	<b>MALR</b>	Ministry of Agriculture and Land Reclamation
<b>EGP</b>	Egyptian Pound	<b>MoE</b>	Ministry of Environment
<b>EU</b>	European Union	<b>MoTA</b>	Ministry of Tourism and Antiquities
<b>GAFI</b>	General Authority for Investment and Free Zones	<b>MSMEs</b>	Micro, Small, and Medium Enterprises
<b>GIZ</b>	German Development Cooperation	<b>NGOs</b>	Non-Governmental Organizations
<b>HR</b>	Human Resources	<b>RAS</b>	Recirculating Aquaculture System
<b>ICARDA</b>	International Center for Agricultural Research in the Dry Areas	<b>SESO</b>	Social Economy Support Organizations
<b>ILO</b>	International Labour Organization	<b>SMEs</b>	Small and Medium Enterprises
<b>IP</b>	Intellectual Property	<b>SWOT</b>	Strengths, Weaknesses, Opportunities, and Threats (Analysis)
<b>JSC</b>	Job Search Club	<b>TOT</b>	Training of Trainers
<b>MAPs</b>	Medicinal and Aromatic Plants	<b>TMT</b>	Tailor Made Training
<b>MALR</b>	Ministry of Agriculture and Land Reclamation		



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# MESSAGE FROM THE CEO

This year, we proudly celebrate Enroot's 7th anniversary, marking our journey of driving socio-economic development across Egypt, Africa, and the MENA region. We continued to maximize the empowerment of youth and women by connecting the dots of the ecosystem.

2024 has been a year of successful collaboration across sectors and regions. Our efforts highlight the private sector's role in driving change, from creating jobs and boosting exports to facilitating access to essential resources. The year's efforts also showcase the importance of aligning education with economic needs so that today's young entrepreneurs become tomorrow's leaders; resilient in the face of challenges and equipped to drive sustainable growth for their communities.

Our grassroots approach has shown us the passion and strength of local communities. Working closely alongside them, we aim to foster inclusion and resilience among youth, women, migrants, and all marginalized groups.

For 2025, our core focus is accelerating sustainable development through strategic impact investments, fostering SMEs growth, and promoting climate-smart agricultural best practices to strengthen food security. While acknowledging global instability, we are determined to forge pathways that enable inclusive economic growth.



## ABOUT ENROOT

Enroot is a social business established to develop transformative models that empower communities with untapped potential, particularly youth and women, across the Middle East and Africa. It was established in 2018 with a mission to address the root causes of development challenges and to capitalize on youth innovation. We design and execute projects as well as conduct research aimed at promoting inclusive, participatory, and sustainable socio-economic development.

Our approach is holistic, backed by research, and implemented in collaboration with local communities. We measure, assess, and derive lessons learned from the change driven by our interventions, fostering synergies between policymakers, the private sector, academic, and development institutions to maximize impact.





# SCOPE OF WORK



# IMPACT THEMES



**Economic Development**



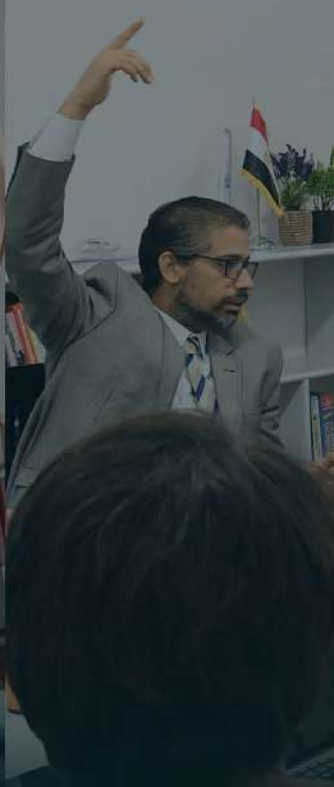
**Gender Equality**



**Climate resilience**



**Youth Empowerment**

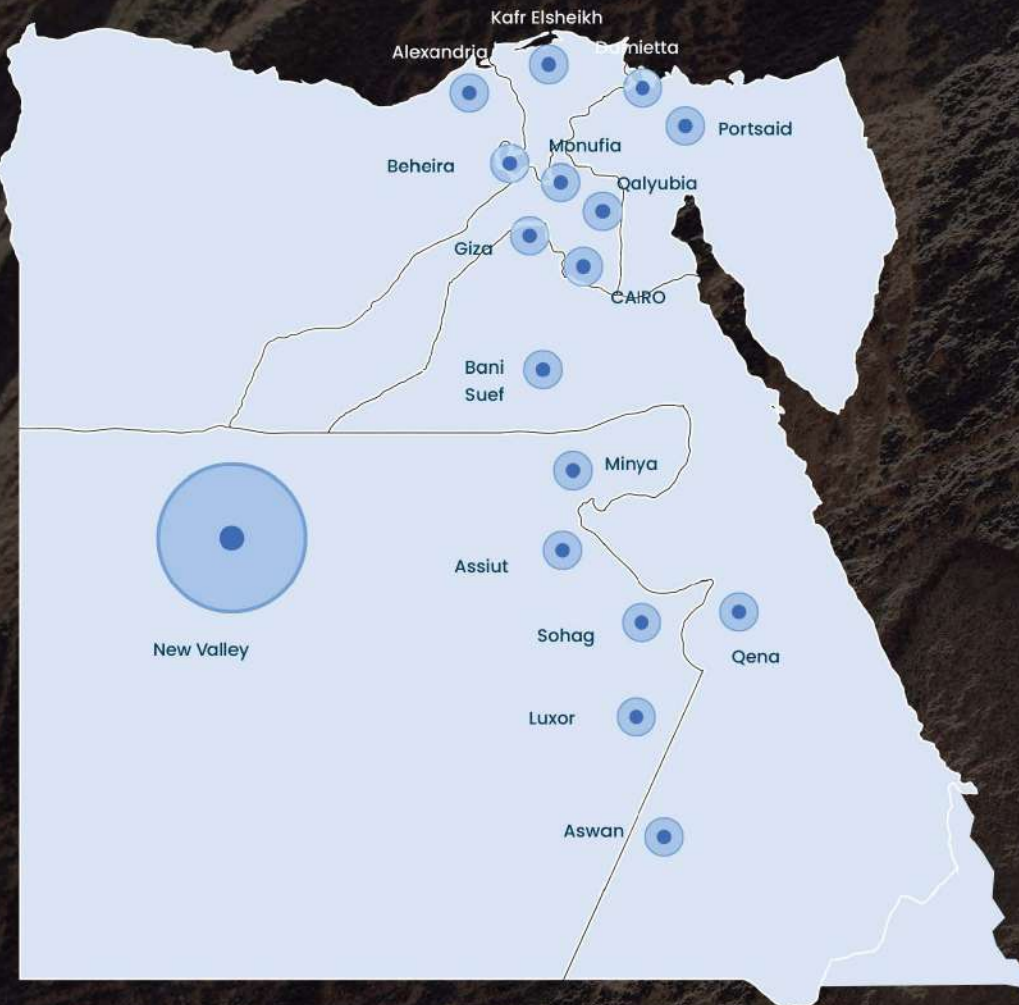


**Strong institutions**



# EMPOWERING EGYPT

Alexandria  
Assiut  
Aswan  
Beheira  
Bani Suef  
Cairo  
Damietta  
Giza  
Kafr El Sheikh  
Port Said  
Qalioubiya  
Qena  
Sohag  
Luxor  
Minya



# EMPOWERING THE GLOBAL SOUTH

## AFRICA

Egypt  
Libya  
Morocco  
Tunisia  
Algeria  
Liberia  
Sudan  
Tanzania

## ASIA

Saudi Arabia  
Jordan  
Iraq kurdistan  
Lebanon





# 2024 in Numbers

**21+** Startups who received financial support

**9+** Startups Accelerated

**1400+** Women Empowered

**11+** Roundtables for Policy Dialogue

**400K+** Amount of Financial Support Granted

**55+** Startups Incubated

**1550+** Local Partners Empowered

**14+** Research Studies Completed



# OUR PROJECTS AT A GLANCE

## MASAAR ENTREPRENEURSHIP PROGRAMME

2018 - 2024  Designed by Enroot

MASAAR aims to foster an entrepreneurial mindset among youth and women in Upper Egypt, develop interlinked productive clusters, and create a supportive environment for youth innovation.



Incubation Program



Capacity Building



Market Linkages and Study Tours



Digital Solutions



Policy Advocacy

drosos (...)

 Aswan, Assiut, Qena

**THEMES:** Policy Advocacy | Market System & Cluster Development

SME & Startup Development



## SEEDS FOR THE FUTURE: FOSTERING THE SOCIOECONOMIC EMPOWERMENT OF WOMEN THROUGH DIGITAL AND GREEN SOLUTIONS

2024 – 2026  Designed by Enroot

The project aims to empower women in Luxor by equipping them with the skills needed to excel in freelance and remote work within the digital sector, fostering their digital inclusion and financial independence.

**Raise Awareness**  
1,500 women



**Provide Resources**  
40 top performers

**Build Capacities**  
350 women



**Facilitate Access**  
Dedicated Co-working Spaces



 **Luxor**

**THEME:** Employment Promotion

## PRIVATE SECTOR PROMOTION FOR THE AGRICULTURE SECTOR IN UPPER EGYPT (CLIME UP)

2024 – 2028  Designed by Enroot

The project aims to promote climate-smart agriculture and export-readiness in Upper Egypt by enhancing private sector engagement and strengthening market systems. It works to drive transformation among smallholder farmers, Small and Medium Enterprises (SMEs) in the agriculture sector, and Civil Society Organizations (CSOs).

Climate-Risk  
Assessment Study



Climate Smart  
Agriculture Units

Value Chain  
Analysis



Acceleration  
Program

**NL** هولندا

 **Luxor, Aswan, Sohag, Assiut, Qena**

**THEME:** Market System & Cluster Development



ENROOT IMPACT CATALYST – IMPACT TOGETHER!

2023 – 2027

The project aims to build a strong impact investment ecosystem in Upper Egypt and leverage its potential to drive sustainable economic development.



Luxor, Aswan, Sohag, Assiut, Qena

THEME: Impact Investment



Promotion of Sustainable Economic and Social Alternatives Based on Tourism in Upper Egypt, with Special Attention to Women and Young People

2023 – 2027

The project aims to enhance the integration of rural areas in Luxor and Aswan into the international tourism sector by raising awareness of their potential, fostering sustainable tourism enterprises, and strengthening value chains that capitalize on tourism opportunities.



Aswan, Luxor

THEME: Market System Development Startup & SME Development





## Women's Economic Empowerment in Egypt – Support Access of Women Entrepreneurs to Capacity Building and Tailored Business Development Services

November 2022 – July 2024

The project aims to empower women entrepreneurs and facilitate their participation in the private sector by providing needs-based capacity-building trainings and business development services and facilitating access to financing opportunities. It's implemented in the framework of UN Women's 'Women's Economic Empowerment Programme' which is implemented in partnership with the Ministry of International Cooperation, the Ministry of Labor, the National Council for Women with funding from the Korea International Cooperation Agency (KOICA).



Entrepreneurship  
Trainings



Legal, Financial, and  
Marketing Support Services



Access to Finance  
Sessions



Networking Events



Beni Sweif, Minya,  
Cairo, Alexandria

**THEME:** Startup & SME Development



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## Job Search Club – ILO Prospects

2022 – 2024

The project aims to empower and assist job seekers from the refugee and host community, to find sustainable decent work opportunities. It involves daily club meetings for a period of 10 days where an ILO-trained facilitator offers support and guidance.

These clubs are implemented in partnership with Alexandria University as part of the ILO Prospects project which is funded by the Embassy of the Netherlands.



Career guidance



Counselling



Job Search Tools



Kingdom of the Netherlands



Cairo, Alexandria

**THEME:** Employment Promotion



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## Reclaim Sustainability! – Baseline assessment for cotton/textile and horticulture value chains in Egypt

2022 – 2024

The programme aims to contribute to inclusive sustainable value chains and trade by ensuring farmers, workers, and women are fairly represented and heard in decision-making. The assignment will contribute to fulfilling this goal by conducting baseline studies and establishing a multistakeholder platform to advocate for inclusive policies.



Value Chain Analysis



Policy Briefs



Gender and Social Inclusion Analysis



Policy Dialogue Events

**Solidaridad**



**THEME:** Market System & Cluster Development

## Baseline Studies for the GLZ's Digitizing the Vegetable Value Chain for Job Creation in Upper Egypt (DVC) Project

January – July 2024

The project aims to upscale the digitalization of agricultural value chains in Upper Egypt by expanding the digitalization of the contract-farming model, empowering farmers through technical support, and facilitating their access to technical solutions. Enroot will support the project by conducting baseline studies to measure the status of project indicators.



Value Chain Analysis



Needs Assessment



Labor Market Assessment



**THEME:** Market System & Cluster Development



## InnoPA – Developing Operational Guideline for the Ta’heel Platform

Nov 24 – Feb 2025

The aim of the study is to develop a guideline for the platform’s operation and ensure seamless coordination between the involved ministries (Social Solidarity, Communication and Information Technology, and Labor). The project is part of the GIZ’ Supporting eGovernment and Innovation in the Public Administration (InnoPA) project.



Guide Procedures  
and Processes



Identify key  
stakeholders



Develop job  
descriptions

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**THEME:** Employment Promotion





# 2024 in Action



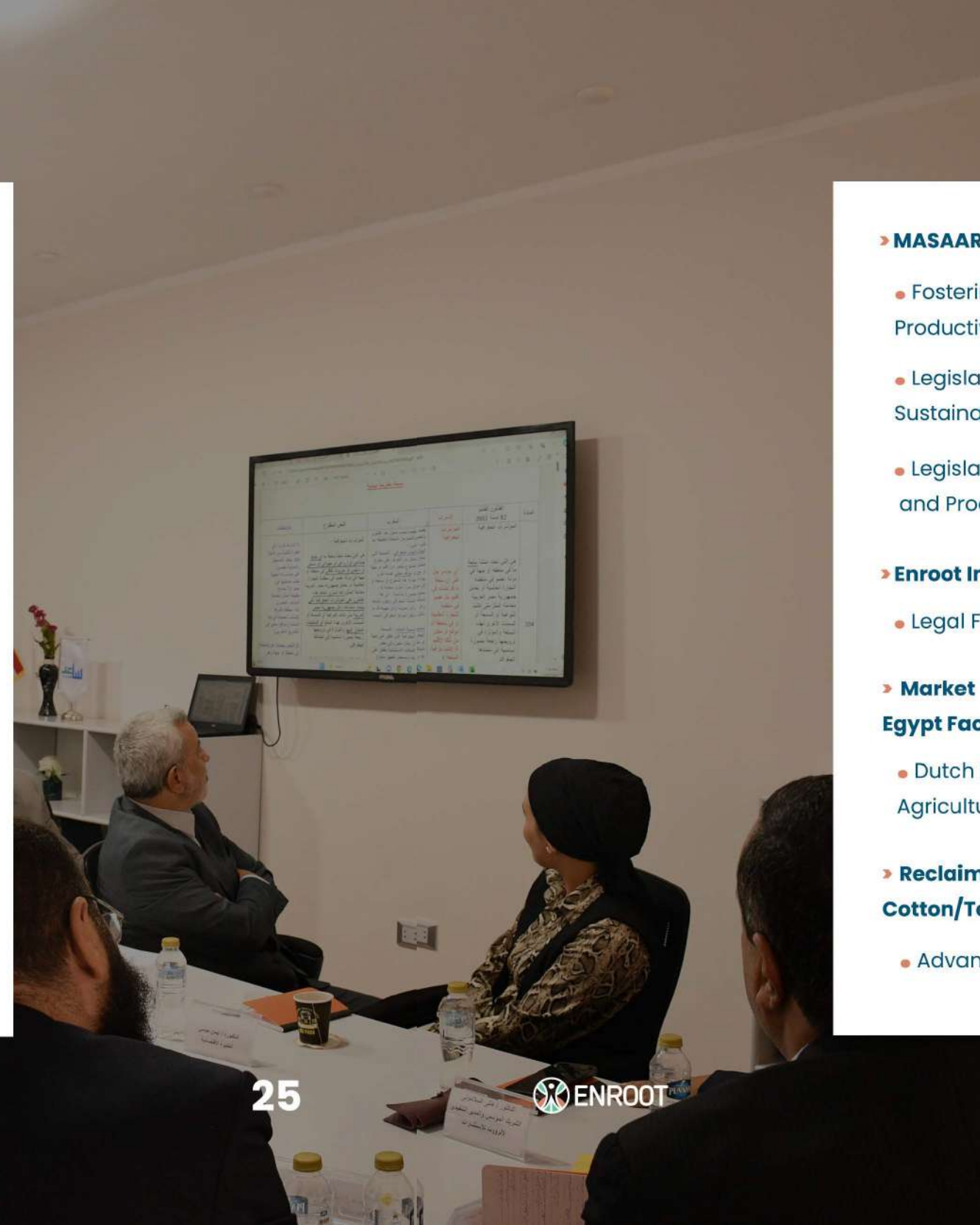


# POLICY ADVOCACY:

## BRIDGING GAPS BETWEEN POLICY AND SOCIETY

Stemming from the belief that positive change is driven by inclusive, people-centered policies, Enroot recognizes that empowering entrepreneurs, SMEs, and local communities requires more than just capacity building and financial support; it necessitates the creation of a supportive and dynamic policy environment.

In 2024, we continued to bridge the gap between grassroots challenges and national policymaking. Through research-driven policy recommendations, multi-stakeholder dialogues, and strategic partnerships, we focused on enhancing MSME competitiveness, strengthening market access, integrating social entrepreneurship into Egypt's legal framework, and promoting sustainable value chains.



### › MASAAR: Stimulating Youth-led Economies

- Fostering the Export Potential of Aswan's Productive Clusters
- Legislative Proposal: Geographical Indicators for Sustainable Development
- Legislative Proposal: Empowering MSMEs and Productive Clusters

### › Enroot Impact Catalyst – Impact Together!

- Legal Framework for Social Entrepreneurship

### › Market Scan of Import Barriers and Processes to Egypt Faced by Dutch Companies

- Dutch Egyptian Collaboration in Organic Agriculture Inputs

### › Reclaim Sustainability! – Baseline Assessment for Cotton/Textile and Horticulture Value Chains in Egypt

- Advancing Sustainable Value Chains in Egypt





## STIMULATING YOUTH LED ECONOMIES

drosos (...)

### > FOSTERING THE EXPORT POTENTIAL OF ASWAN'S PRODUCTIVE CLUSTERS

A panel discussion addressing key challenges facing Aswan's Micro, Small, and Medium Enterprises (MSMEs), emphasizing the need for stronger legal frameworks, improved logistics, and better infrastructure to enhance market access and job creation.

<https://enroot.org/news/enroot-development-hosts-panel-discussion-to-boost-exports-and-economic-growth-in-aswan/>



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SIMULATING YOUTH  
LED ECONOMIES

drosos (...)

### > LEGISLATIVE PROPOSAL: GEOGRAPHICAL INDICATORS FOR EXPORT COMPETITIVENESS

A policy paper recommending updates to Egypt's **intellectual property laws** to protect and promote local products in global markets. Key proposals include revising **Law No. 82 of 2002**, leveraging IP tools for heritage preservation, and streamlining industrial property registration.

<https://enroot.org/wp-content/uploads/2024/10/Policy-Paper.pdf>



In collaboration with  
the Saaed Foundation



### > LEGISLATIVE PROPOSAL: EMPOWERING MSMEs AND PRODUCTIVE CLUSTERS

A policy paper identifying **regulatory barriers** limiting MSME growth. Recommendations include **amending SME Law No. 152 of 2020** to support entrepreneurship, simplify registration processes, and enhancing export capacity through training and marketing strategies.

<https://enroot.org/wp-content/uploads/2024/10/Policy-Paper.pdf>



In collaboration with  
the Kayan Foundation



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## > LEGAL FRAMEWORK FOR SOCIAL ENTREPRENEURSHIP

A policy workshop defining social entrepreneurship in Egypt and recommending its integration into Law No. 152 of 2020, the establishment of a specialized regulatory body, and a targeted awareness campaign for policymakers, incubators, and accelerators.



Impact Together!



## MARKET SCAN OF IMPORT BARRIERS AND PROCESSES TO EGYPT FACED BY DUTCH COMPANIES



## > DUTCH - EGYPTIAN COLLABORATION IN ORGANIC AGRICULTURE INPUTS

A market analysis and guideline study for Dutch companies entering Egypt's biofertilizers and biopesticides market. It included the Dutch Embassy, the Ministry of Agriculture and Land Reclamation, the Ministry of Tourism and Antiquities, the Ministry of Environment, and the General Authority for Investment and Free Zones identified regulatory challenges, public-private collaboration opportunities, and policy alignment needs.





## RECLAIM SUSTAINABILITY! – BASELINE ASSESSMENT FOR COTTON/TEXTILE AND HORTICULTURE VALUE CHAINS IN EGYPT

### ➤ ADVANCING SUSTAINABLE VALUE CHAINS IN EGYPT

Policy Briefs addressing barriers and identifying solutions to develop Egypt's cotton, textile, and horticulture value chains. Activities included roundtable discussions that brought together government, private sector, and development actors for the promotion of sustainability, climate adaptation, and women's empowerment.



## Solidaridad



**The role of civil society is crucial in bridging the gap between policymakers and the actual needs of society. Enroot does this very well."**

### SOHA SAEED

DEPUTY CHAIR OF THE CULTURE, TOURISM, MEDIA AND ANTIQUITIES COMMITTEE IN THE EGYPTIAN SENATE AND HEAD OF KAYAN FOUNDATION



## Impact Spotlight: Policy Efforts Gain Momentum in Parliament

Following a series of workshops and policy papers proposing amendments to Law No. 152 of 2020 (supporting entrepreneurship) and Law No. 82 of 2002 (intellectual property laws), policymakers have taken these recommendations forward. The key issues raised in our discussions are now on the Agenda in the Egyptian Parliament, marking a critical step toward strengthening the entrepreneurship and exporting ecosystem.









# MARKET SYSTEM AND CLUSTER DEVELOPMENT:

## COLLABORATING FOR INCLUSIVE ECONOMIES

Market system and cluster development are central to our approach to driving sustainable socioeconomic impact. We recognize that entrepreneurs, SMEs, and community organizations do not operate in isolation—their success depends on collaboration with market actors, policymakers, and the private sector.

In 2024, we strengthened market linkages to expand export opportunities, facilitated multi-stakeholder solutions to integrate rural tourism into mainstream markets, and enhanced the capacity of support systems to better serve entrepreneurs and MSMEs. Through targeted interventions for value chain actors, we addressed key barriers in agriculture, fisheries, tourism, and handicrafts, ensuring that local producers and businesses can compete more effectively in national and global markets. By bringing stakeholders together and equipping businesses with the tools and networks they need to thrive, we ensure that our impact is both scalable and sustainable.

## > MASAAR: Stimulating Youth-led Economies

- Hypermarkets Matchmaking with Fish Producers in Aswan
- MAPs and Fishery Cluster Members Visit Gulfod Exhibition
- Strengthening Cluster Leadership and Market Systems
- Empowering CSOs Through Digital Transformation
- Empowering Women Handicraft Artisans in Aswan
- Advancing Digital Marketing and Branding Skills

## > Helmak – Promotion of Sustainable Economic Alternatives Based on Tourism, with Special Attention to Women and Young People

- Tourism Service Providers workshop
- Women in Tourism Capacity Building
- Technical Assistance to Ecological and Cultural Tourism Entities
- Enhancing Rural Integration in the Tourism Market System

## > Private Sector Promotion for the Agriculture Sector in Upper Egypt Project

- Validation Workshop: Selecting Value Chains for Climate-Smart Agriculture Interventions

## > GIZ's Digitizing the Vegetable Value Chain for Job Creation in Upper Egypt Project

- Mapping Opportunities in Esna's Agricultural Value Chains



drosos (...)

### ► HYPERMARKETS MATCHMAKING WITH FISH PRODUCERS IN ASWAN

Representatives from 10 leading Cairo super-market chains—including Lulu Hypermarket, Seoudi, Carrefour, Spinneys, Fathalla Market, Geant, Zahran Store, and Panda Egypt—met with Aswan's top Fish and MAPs traders and toured their facilities. Matchmaking discussions centered around how traders can better streamline quality control, legal registration, and transportation barriers which opened the door for partnerships and enhanced the traders' market access.



**People in Cairo and Alexandria  
need to know about the great  
production of Fish in Aswan.**

**Dr. Mohammed Emad**  
Vice President of Quality Control at Fathalla Market

drosos (...)

### ► MAPS AND FISHERY CLUSTER MEMBERS VISIT GULFOOD EXHIBITION

Seven Aswan fish traders headed to the Gulfood International Exhibition in Dubai, which is recognized as one of the top Food and Beverage exhibitions in the world. It offered a unique platform for Aswan's traders to forge new business connections and gain firsthand experience in a dynamic international setting. The exhibition proved transformative with fish traders connecting with companies from Denmark and the Netherlands and committing to improving their processing standards.



**Seeing international packaging and presentation methods firsthand showed us how highly valued fish production is globally. We also realized the strong demand for Egyptian products in international markets**

**Nasser Abd Al Aaty**  
CEO of Nour Al Aaty



drosos (...)

### ► STRENGTHENING CLUSTER LEADERSHIP AND MARKET SYSTEMS

Institutional management, strategic planning, and leadership training for CSOs working to support the Fishery, Handicrafts, and MAPs clusters. The sessions enabled CSOs to refine their mission statements, develop monitoring and evaluation systems, and improve financial planning and pitching skills so they can better embrace their role in supporting producers.



### ► EMPOWERING CSOS THROUGH DIGITAL TRANSFORMATION

Digital transformation workshops offering tailored, hands-on guidance in navigating platforms like Google Meet, Zoom, and Google Drive with confidence to address their specific operational needs of Upper Egyptian CSOs. After the training, each CSO improved their ability to communicate, organize, and grow their impact.


**20**  
CSO MEMBERS  
CAPACITATED

drosos (...)

### ► EMPOWERING WOMEN HANDICRAFT ARTISANS IN ASWAN

Technical Handicrafts training for artisan women from the Specific Federation of Nubian Associations which included design principles—such as color coordination and pattern development—and hands-on techniques like weaving wicker baskets and handbags. Select products were chosen for the **Dyarna exhibition** in March 2024 and a local handicrafts' exhibition hosted by the **Homeland Defenders Party**.



### ► ADVANCING DIGITAL MARKETING AND BRANDING SKILLS

Marketing and branding sessions addressing pricing strategies and social media use—issues the producers themselves identified as critical to improving their businesses. The focus on hands-on application ensured that what participants learned could be immediately put into practice, enabling them to elevate their branding and sales efforts.


**36**  
WOMEN ARTISANS  
CAPACITATED



### ► TOURISM SERVICE PROVIDERS WORKSHOP

Workshops focused on innovative production techniques, customer service excellence, food hygiene, product design, and hospitality. The aim is to elevate the quality of local tourism services and enhance the overall competitiveness of Luxor and Aswan's tourism clusters.



**147**  
TOURISM WORKERS  
CAPACITATED

### ► WOMEN IN TOURISM CAPACITY BUILDING

Sessions aiming to foster the integration of women in the tourism sector by raising awareness about its opportunities and equipping them with the skills to succeed in it.



**250**  
WOMEN EMPOWERED



### ► TECHNICAL ASSISTANCE TO ECOLOGICAL AND CULTURAL TOURISM ENTITIES

Technical support sessions for ecological and cultural tourism entities in Luxor and Aswan, helping them improve their services, operations, and connections with other tourism activities.



**2**  
ECOLOGICAL AND CULTURAL  
ENTITIES STRENGTHENED

### ► ENHANCING RURAL INTEGRATION IN THE TOURISM MARKET SYSTEM

Roundtable discussions designed to propose solutions for integrating the rural areas of Luxor and Aswan into the tourism sector, creating jobs and sustainable livelihoods for local communities. By engaging representatives from government authorities and local organizations, the



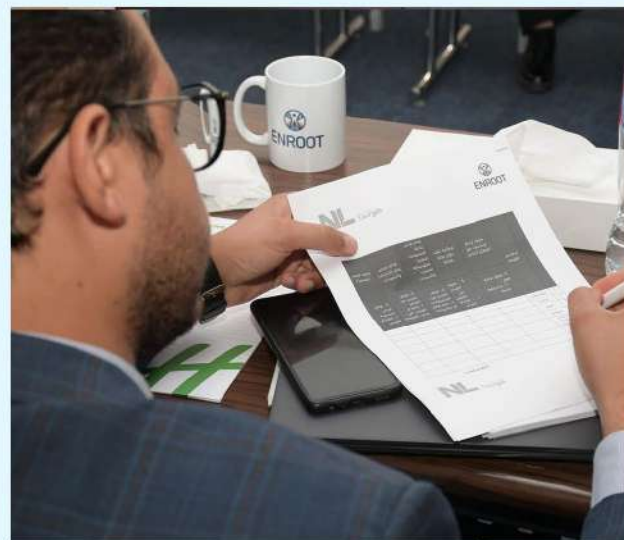


## PRIVATE SECTOR PROMOTION FOR THE AGRICULTURE SECTOR IN UPPER EGYPT PROJECT



### ► VALIDATION WORKSHOP: SELECTING VALUE CHAINS FOR CLIMATE-SMART AGRICULTURE INTERVENTIONS

The validation workshop brought together over 25 experts in agriculture, climate change, and market systems development. They worked to select seven priority value chains meant to serve as the target for the project's climate-smart agriculture interventions. The project aims to enhance climate resilience, promote water-efficient practices, and support the growth of market systems that benefit SMEs, CSOs, and local farmers in Upper Egypt.



## GIZ'S DIGITIZING THE VEGETABLE VALUE CHAIN FOR JOB CREATION IN UPPER EGYPT PROJECT



### ► MAPPING OPPORTUNITIES IN ESNA'S AGRICULTURAL VALUE CHAINS



Baseline assessment and value chain analysis of Esna's leading agricultural value chains, combining qualitative and quantitative research methods. It examined labor markets, farmer organizations, and packaging practices, providing critical insights to guide interventions that strengthen the local agribusiness ecosystem, support inclusive economic growth, and empower both farmers and workers in the region.







MARKET SYSTEM AND CLUSTER DEVELOPMENT: COLLABORATING FOR INCLUSIVE ECONOMIES

## Impact Spotlight: Aswan's Fish Traders Land First International Deals

During the matchmaking event connecting Aswan's fish producers with major hypermarkets, some of Aswan's fish traders secured their first deals with international retailers, including a hypermarket with operations in Bahrain and Oman.









# IMPACT INVESTMENT:

## UNLOCKING FINANCE FOR SUSTAINABLE GROWTH

Access to finance remains a major challenge for startups and SMEs in Upper Egypt, limiting their ability to scale, innovate, and create jobs. Impact investment serves as a key catalyst for advancing market-driven sustainable economic development. Especially when looking at Upper Egypt's ecosystem, where social impact and profit-making often intersect.

The Enroot Impact Catalyst project aims to build a strong ecosystem for impact investment in Upper Egypt by connecting investors with high-potential entrepreneurs, building Startups' investment-readiness, and fostering an enabling environment for impact investment by capacitating Social Economy Support Organizations (SESOs) and shaping policies that support social entrepreneurship.



### › Enroot Impact Catalyst: Your Go to Platform for Impact Investment in Egypt

- Connecting Investors with Upper Egypt's Entrepreneurs
- Innovating for a Strong Impact Investment Ecosystem
- Pitching Solutions for a Strong Social Economy
- Investor x Entrepreneur Speed Mentorship
- Impact Week Panel Discussion: Working with Social Entrepreneurs in Challenging Circumstances
- AfriLabs: 'Impact Investment Readiness - What it takes to Hook an Impact investor

### › PRE-ACCELERATION EFFORTS

- Pre-Acceleration Bootcamp
- Mentorship Phase
- Selection







## > CONNECTING INVESTORS WITH UPPER EGYPT'S ENTREPRENEURS

A study tour where Cairo-based investors met with Upper Egyptian entrepreneurs and explored their diverse products, including handicrafts, jams, mushrooms, bio coal, and fertilizers. Investors got to see the entrepreneurial potential of Upper Egypt and gained insight into the operational and growth challenges these businesses face.

<https://www.youtube.com/watch?v=HbZ8MEwKMO8>

**watch Now**



**This visit truly highlighted how Upper Egypt has opportunities, talent, and entrepreneurs ready for investment.**

**Tarek Roushdy**  
CEO AND FOUNDER OF UI INVESTMENT



## > INNOVATING FOR A STRONG IMPACT INVESTMENT ECOSYSTEM

The study tour was followed by a design thinking workshop that brought together investors, social entrepreneurs, and social economy support organizations (SESOs) to define a strategic direction for the project's interventions. Participants worked in persona-based groups, identifying actionable solutions for supporting social entrepreneurs, and facilitating impact investment in Upper Egypt.



**It was my first time thinking from the perspective of an investor, the business owner, the end client, the incubator**

**Samuel Fawzy**  
FUTURE MUSHROOM STARTUP FOUNDER





## > PITCHING SOLUTIONS FOR A STRONG SOCIAL ECONOMY

A series of presentations held in Aswan, where SESOs who had applied to receive grants for expanding their efforts in supporting social entrepreneurship in Upper Egypt showcased their initiatives to a selection panel comprising representatives from Enroot, Impact Europe, and external experts.



## > INVESTOR X ENTREPRENEUR SPEED MENTORSHIP

A dynamic session where three investors and industry experts provided social entrepreneurs with guidance on growth planning, organizational structure, market valuation and investor engagement strategies.







### › IMPACT WEEK PANEL DISCUSSION: WORKING WITH SOCIAL ENTREPRENEURS IN CHALLENGING CIRCUMSTANCES

Investors and ecosystem partners shared lessons learned and best practices from Upper Egypt, Southern Italy, Lebanon, Palestine, and countries across Africa. Panelists shared insights on adapting to adversity, supporting social enterprises, and leveraging collaboration to drive impact.

### › AFRILABS: IMPACT INVESTMENT READINESS – WHAT IT TAKES TO HOOK AN IMPACT INVESTOR

At the 2024 AfriLabs Annual Gathering, Enroot contributed to this panel discussion with a recorded video that highlighted impact investing's potential, as well the challenges and opportunities it faces in driving forth Africa's economic development.

## PRE-ACCELERATION EFFORTS



### › PRE-ACCELERATION BOOTCAMP

A three-day workshop introducing Upper Egypt's social entrepreneurs to the acceleration program's objectives and refreshing their knowledge of social impact business fundamentals in preparation for its launch.

### › MENTORSHIP PHASE

Shortlisted social enterprises participated in intensive one-on-one mentorship sessions with experts to craft personalized growth and financial plans tailored to their unique needs and objectives.

### › SELECTION

A selection committee composed of Enroot's experts, Impact Europe representatives, and prominent impact investors selected 9 social enterprises out of the 15 that were shortlisted. Social enterprises were assessed on the basis of four core criteria: Social Entrepreneur's Profile, Business Acumen, Business Viability and Innovation, and Social Impact.

44 

SOCIAL ENTREPRENEURS EMPOWERED

43 

SOCIAL ENTREPRENEURS CAPACITATED

9 

SOCIAL ENTERPRISES SELECTED FOR ACCELERATION





## IMPACT INVESTMENT

### Impact Spotlight: Laying the Foundation for Upper Egypt's First Investor Committee for Social Entrepreneurs

One key outcome of the design thinking workshop—bringing together social entrepreneurs, investors, and SESOs—was the decision to establish an Investor Committee to drive investment in Upper Egypt's impact entrepreneurship ecosystem.

In November 2024, Enroot took the first steps toward forming this committee, which will be led by Tarek Roushdy, Founder and Managing Partner of UI Investment, who has been actively involved in the project since its launch in 2023.









## STARTUP & SME CAPACITATION AND GROWTH:

### ROOTING IN THE ENTREPRENEURIAL MINDSET

In Upper Egypt, aspiring entrepreneurs often struggle to turn ideas into viable businesses due to limited access to financing, mentorship, and markets. We bridge these gaps through tailored incubation, acceleration, and investment-readiness programs that equip them with practical skills in business modeling, financial planning, and sustainable growth strategies.

Our MASAAR incubators and business development centers—located on university campuses in Aswan, Luxor, Sohag, Assiut, and South Valley—serve as hubs for entrepreneurial growth, fostering innovation and strengthening links between academia and the private sector. This year, we deepened private sector and expert engagement in program design, ensuring entrepreneurs are equipped to innovate, adapt, and scale sustainably.

### › MASAAR – Stimulating Youth-Led Economies

- AI Virtual Mentor and MASAAR Bazaar E-Commerce Platform
- Business Ideation for the Fishery Cluster
- Start your Dream Pitching Competition: Innovative Solutions for Aswan's Fish Cluster
- Training of Trainers: Building the Capacities of University Staff to Be Entrepreneurship Mentors
- Tailor Made Training: Cultivating Skills for Circular Entrepreneurship

### › MASAAR and Helmak Incubation Programmes:

- Awareness-Raising
- Bootcamps
- Incubation Cycle

### › Women's Economic Empowerment Project

- Entrepreneurship Training
- Business Development Support for Women Entrepreneurs
- Networking Events



## ➤ AI VIRTUAL MENTOR AND MASAAR BAZAAR E-COMMERCE PLATFORM

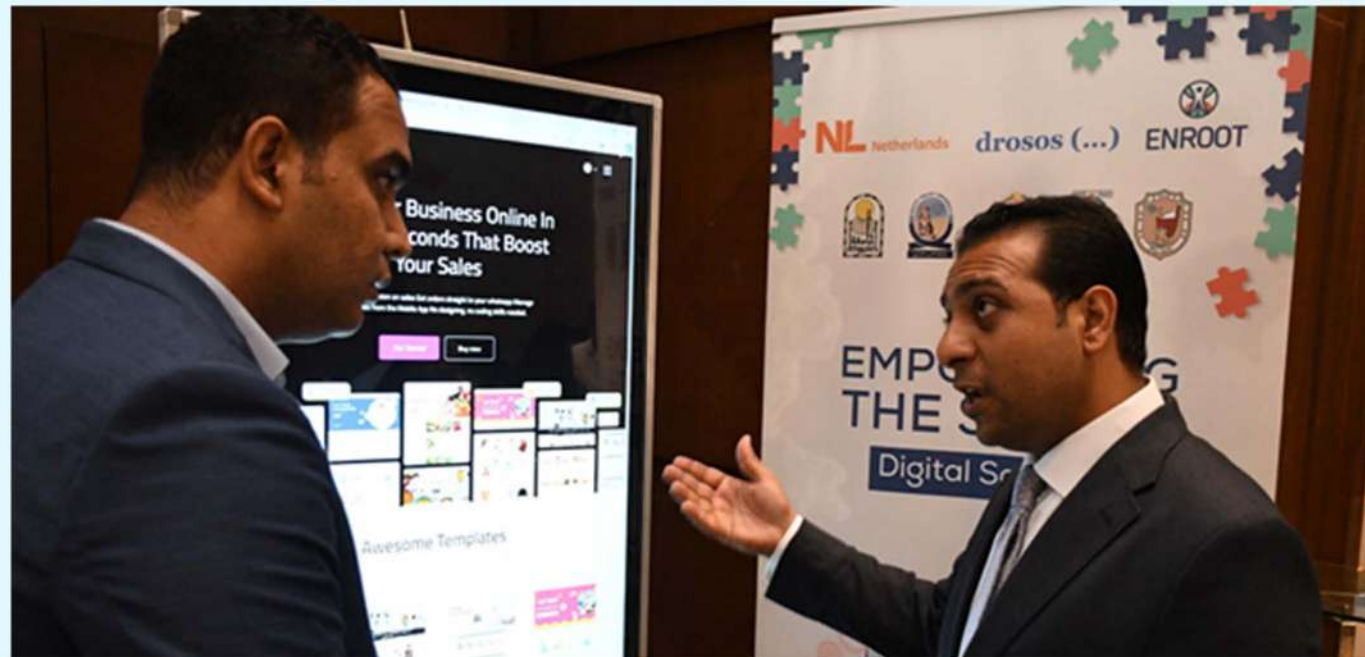
An AI-powered online mentor that guides entrepreneurs in idea generation, business planning, and pitching complemented by an E-Commerce platform that enables startups to easily launch online storefronts and sell their products.

<https://fb.watch/yClcUzm6cZ/?mibextid=z4kJoQ>

Watch here:

<https://ai.enroot.org/>

### AI Virtual Mentor



## ➤ BUSINESS IDEATION FOR THE FISHERY CLUSTER

An eight-day intensive program that covered entrepreneurial and ideation fundamentals, highlighting the specific challenges and untapped potential within the Fishery sector. The curriculum included entrepreneurship tools such as the SWOT analysis, market research tools, and the Business Model Canvas (BMC).



FISHERY ENTREPRENEURS  
CAPACITATED

## ➤ START YOUR DREAM PITCHING COMPETITION: INNOVATIVE SOLUTIONS FOR ASWAN'S FISH CLUSTER

Nineteen aspiring entrepreneurs pitched innovative fishery solutions to industry experts and investors. Winning ideas included fish skin leather, solar-powered fish tanks, an eco-friendly smart boat, and RAS-based fish farms. The top five startups received a total of 25,000 EGP in grants.



STARTUPS GRANTED  
FINANCIAL SUPPORT



**We learned how to develop a business model, identify our costs, manage our revenues and how to allocate incoming money.**

**Salwa Sayed and Nermeen Mostafa**  
CO-FOUNDER OF KARINA AGEN #1ST PLACE WINNER



## ► TRAINING OF TRAINERS: BUILDING THE CAPACITIES OF UNIVERSITY STAFF TO BE ENTREPRENEURSHIP MENTORS

Foundational training designed to foster an entrepreneurial mindset that complements university staff's academic expertise and empowers them to become entrepreneurship trainers who are well-versed in both theoretical knowledge and practical applications.



ENTREPRENEURSHIP  
MENTORS GRADUATED

## ► TAILOR MADE TRAINING: CULTIVATING SKILLS FOR CIRCULAR ENTREPRENEURSHIP

A 10-day workshop that covered advanced entrepreneurship and circular innovation in Climate-Smart Agriculture and Handicrafts.



## ► AWARENESS-RAISING

Aspiring youth and women entrepreneurs learn to apply key business tools like SWOT analysis and the Business Model Canvas (BMC) to refine and validate their ideas.

## ► BOOTCAMPS

5-day intensive training where Participants move beyond the basics, enhancing their **value proposition, financial planning, and marketing strategies**. At the end, they submit comprehensive business plans, qualifying for the incubation cycle.

## ► INCUBATION CYCLE

A structured 6-month journey where ideas become fully operational businesses. Entrepreneurs receive expert training, legal guidance, one-on-one mentorship, funding, and networking opportunities. Enroot also designed professional logos to strengthen brand identity and market positioning.

186   
YOUTH AND WOMEN  
EMPOWERED

55   
STARTUPS GRADUATED





### ► ENTREPRENEURSHIP TRAINING

Women entrepreneurs received comprehensive training to grow their businesses, covering business modeling, financial planning, market research, leadership, management, pitching, and accessing finance.

950+

WOMEN ENTREPRENEURS  
CAPACITATED

### ► BUSINESS DEVELOPMENT SUPPORT FOR WOMEN ENTREPRENEURS

Graduates of the entrepreneurship training received tailored one-on-one support in digital marketing, financial management, and legal guidance, addressing specific challenges and accelerating their business growth.

### ► NETWORKING EVENTS

Women entrepreneurs engaged with industry experts, sector stakeholders, and potential partners, gaining valuable insights, mentorship, and new business opportunities.



## Impact Spotlight: From Entrepreneur to Mentor

MASAAR held a technical handicraft training for women from the Specific Federation of Nubian Associations. It was led by Faten Salah, an incubation cycle graduate who successfully turned her business idea into a flourishing handicrafts enterprise, "Aliaf."

Leveraging the skills and experience gained from Enroot's support, Faten rejoined MASAAR not only as a successful entrepreneur but as a mentor, helping other women enhance their craft and develop their own paths toward economic empowerment.

2022



2024







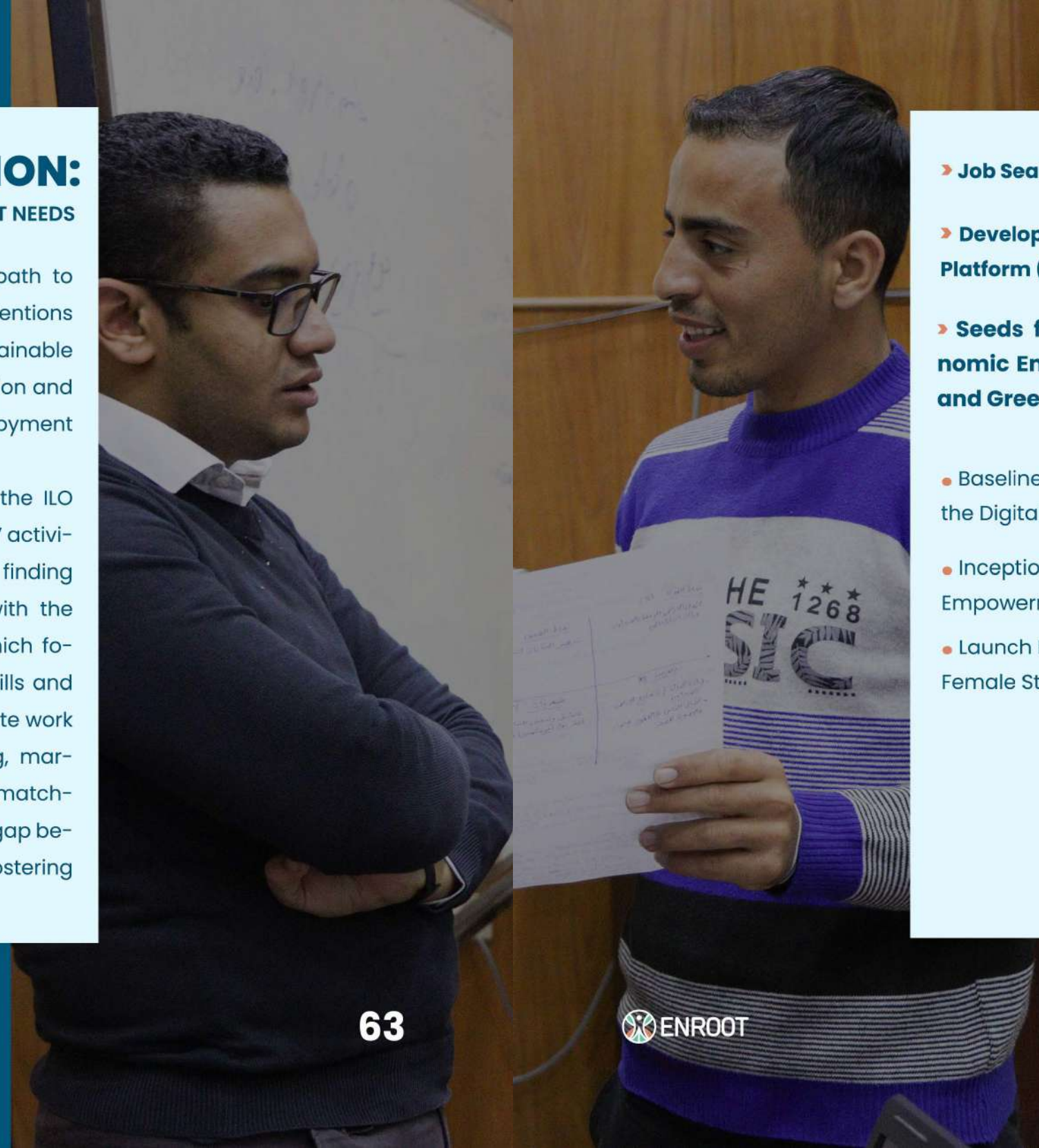


## EMPLOYMENT PROMOTION:

### BRIDGING THE GAP BETWEEN SKILLS AND MARKET NEEDS

Recognizing that there is no one-size-fits-all path to economic empowerment, we diversify our interventions to promote socio-economic inclusion and sustainable livelihoods. While entrepreneurship fuels innovation and job creation, many individuals seek stable employment opportunities.

This year, we completed our partnership with the ILO Prospects in implementing the "Job Search Club," activities supporting Egyptian and migrant youth in finding decent work. We also launched our project with the Spanish Cooperation, "Seeds for the Future," which focuses on equipping women in Luxor with the skills and resources needed to access freelance and remote work in the digital sector. Through targeted training, market-driven capacity-building, and employment match-making, our interventions continue to bridge the gap between job seekers and economic opportunities, fostering resilience and financial independence.



› **Job Search Club: Empowering Young Job Seekers**

› **Developing an Operational Guideline for Ta'heel Platform (InnoPA)**

› **Seeds for the Future: Fostering the Socioeconomic Empowerment of Women through Digital and Green Solutions**

- Baseline Studies: Advancing Women's Inclusion in the Digital Sector in Luxor
- Inception Workshop: Fostering Synergies for Women Empowerment
- Launch Event: Open Discussion with Luxor University Female Students





### » JOB SEARCH CLUB: EMPOWERING YOUNG JOB SEEKERS

Supportive mentorship groups where youth job seekers from Egyptian and Migrant communities learn how to effectively search for jobs, prepare a CV, and successfully navigate job interviews.

**100**  
JOB SEEKERS  
CAPACITATED



**I learned how to interact with HR, present my skills effectively, and handle interviews without stress. It really made a difference in my job search.**

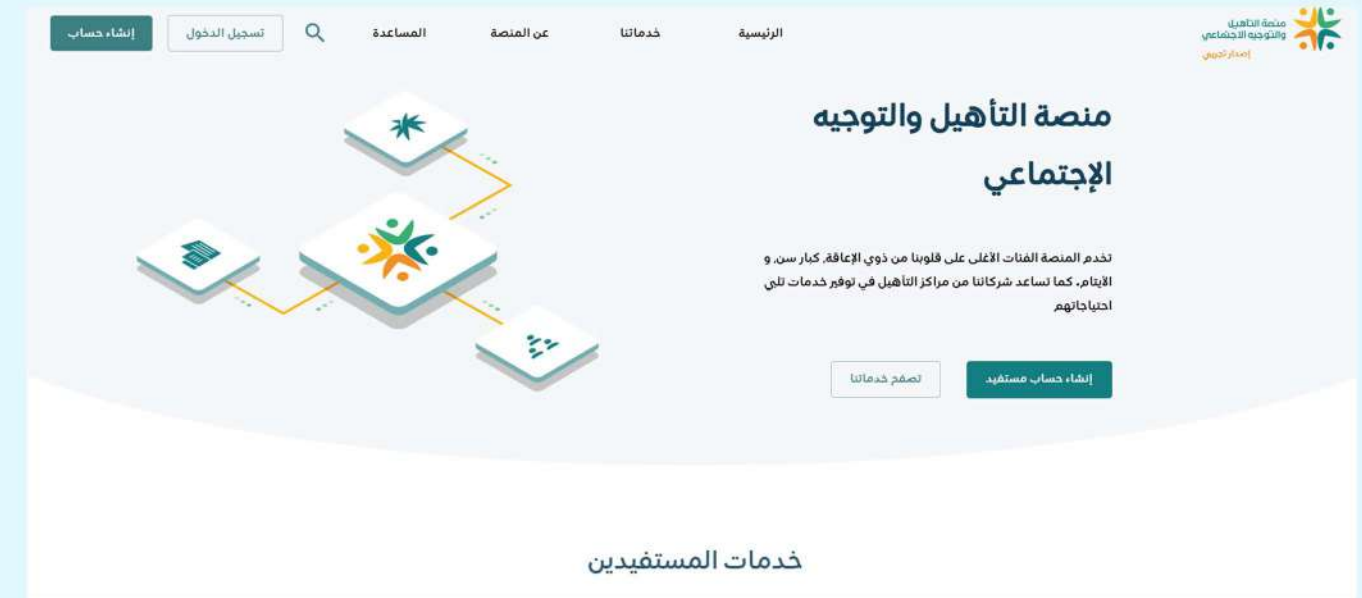
**Abd El Rahman Gaber**  
IT GRADUATE



### » DEVELOPING AN OPERATIONAL GUIDELINE FOR TA'HEEL PLATFORM (INNOPA)



Ensuring a clear procedural framework, improved internal efficiencies, and stronger coordination between the Ministry of Social Solidarity, the Ministry of Communication and Information Technology, and the Ministry of Labor to enhance disability inclusion and employment services in Egypt through the Ta'heel Platform.





## SEEDS FOR THE FUTURE: FOSTERING THE SOCIOECONOMIC EMPOWERMENT OF WOMEN THROUGH DIGITAL AND GREEN SOLUTIONS



### ➤ **BASELINE STUDIES: ADVANCING WOMEN'S INCLUSION IN THE DIGITAL SECTOR IN LUXOR**

The first study identified opportunities for women within the digital and technological fields, while the second mapped and analyzed existing incubators, Business Development Services (BDS) centers, and workspaces in Luxor. Both enabled the design of needs-based interventions for the project; aimed at equipping women with the skills, resources, and networks needed to access decent work in the digital sector.



**The project started off on the right track by providing data because when we analyze and understand the problem, we will understand how to solve it.**

**Afaf Abd El Baset**  
NATIONAL COUNCIL FOR WOMEN MEMBER IN LUXOR

## SEEDS FOR THE FUTURE: FOSTERING THE SOCIOECONOMIC EMPOWERMENT OF WOMEN THROUGH DIGITAL AND GREEN SOLUTIONS



### ➤ **INCEPTION WORKSHOP: FOSTERING SYNERGIES FOR WOMEN EMPOWERMENT**

The workshop explored synergies and potential areas of collaboration between the four project partners, (the Spanish Cooperation, the National Council for Women, and Om Habibeh) highlighting the importance of implementing holistic interventions for maximum impact when it comes to women empowerment.



SEEDS FOR THE FUTURE: FOSTERING THE SOCIOECONOMIC  
EMPOWERMENT OF WOMEN THROUGH DIGITAL AND GREEN SOLUTIONS



➤ **LAUNCH EVENT: OPEN DISCUSSION WITH LUXOR  
UNIVERSITY FEMALE STUDENTS**

The project’s launch event featured a presentation on the research findings followed by an open discussion with Luxor university students, and key stakeholders working to empower women (Egyptian Senate, Civil Society, and workspace representatives). They discussed the challenges women have faced in entering the digital employment sector and how the project will address them.



**The study conducted by Enroot is truly excellent.  
The recommendations we came up with today  
will be very beneficial not just for Enroot but for  
all the institutions that were present today.**

**AYA MAHMOUD**  
GENDER EQUALITY ADVISOR, OM HABIBEH FOUNDATION



**Impact Spotlight: Refugees and Egyptian Youth  
Gain Employment Through Job Search Club**

After graduating from the Job Search Clubs, 135 youth (including 31 refugees) were able to secure jobs.









## EMPOWERING THE SOUTH: LESSONS LEARNED AND THE WAY FORWARD

On September 12th, we held the 2nd Edition of our Empowering the South event where we gather key stakeholders from the development ecosystem to celebrate successes, discuss challenges, and chart a path for future economic empowerment in Upper Egypt. This year we celebrated MASAAR's 4 years of success and launched the Private Sector Promotion for the Agriculture Sector project.



› Panel discussions featuring members of the Egyptian Senate, deputy governors, academic leaders, and development experts addressed strategies for private sector engagement, scientific innovation, and inclusive policymaking. Key recommendations included strengthening entrepreneurial programs, integrating scientific research into university curricula, and enhancing policies to support local entrepreneurs and boost exports.



## MASAAR BAZAAR

A startup showcase where MASAAR's graduated startups presented their innovative products.

<https://enroot.org/news/em-powering-the-south-les->

Read about  
our startups



**The main driving force behind development, is the people of Upper Egypt.**



**Major General Sherif Saleh**  
HEAD OF THE UPPER EGYPT DEVELOPMENT AUTHORITY



# ENROOT IN THE NEWS



<https://www.youtube.com/watch?v=EcyErnxnAqY>

Empowering the South Event  
Sada El Balad



Empowering the South Event  
The Egyptian Cabinet of Ministers



<https://www.almasryaly-oum.com/news/details/3097438>  
Matchmaking Event  
Al Masry Al Youm



<https://www.elwatan-news.com/news/details/7505718>

Collaboration between Enroot X  
Luxor Governor  
Al Watan



<https://m.gomhuriaonline.com/Gomhuria/1564193.html>

Seeds For the Future Launch Event  
Al Gomhuria



<https://www.elbalad.news/6117757>  
Start your Dream Competition  
Sada El Balad

# PARTNERS IN SUCCESS

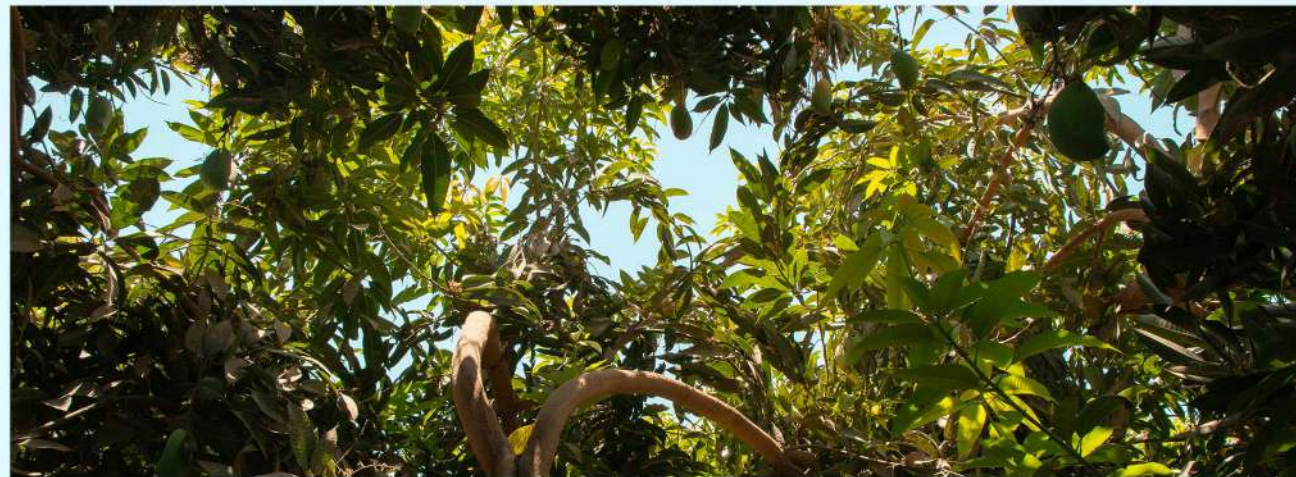




# COMING UP IN 2025:

## ➤ GREEN HACKATHON: INNOVATING FOR A GREENER TOMORROW

Empowering entrepreneurs to develop innovative solutions to waste management challenges in the Delta governorates. This initiative is part of the National Solid Waste Management Programme (NSWMP) – EU Green, commissioned by BMZ (German Federal Ministry of Economic Cooperation and Development) and co-funded by the European Union.



## ➤ YOUTH FOR THE FUTURE: STAKEHOLDERS' ENGAGEMENT TO PROMOTE ACCESS TO DECENT WORK FOR REFUGEES, MIGRANTS AND EGYPTIAN YOUTHS

Engaging different stakeholders in discussions around refugees, migrants, and Egyptians' employability to empower inclusion and ensure decent work conditions. Roundtables and awareness-raising events will take place in Cairo, Damietta and Alexandria. These activities are implemented within the framework of the Youth for Future project which is implemented by International Labour Organization in partnership with UNICEF.



International  
Labour  
Organization



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC

## ➤ IMPACT ASSESSMENT AND EVALUATION OF THE TCTI PROJECT'S IMPLEMENTATION

Assessing the effectiveness of Egypt's Technical and Vocational Education and Training (TVET) system by evaluating the quality of the schools and the engagement of the private sector using various data collection and research tools. The Technical Support for the Comprehensive Technical Education Initiative (TCTI) project is funded by the German Ministry of Economic Cooperation and the Swiss Development Agency, and implemented by the GIZ and Egyptian Ministry of Education and Technical Education (MoETE).



Deutsche Gesellschaft  
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