

doroob

Development Incubation for Socially-Driven Youth in Egypt

TARGET GROUP
AND SELECTION
CRITERIA



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Development incubation for socially-driven youth in Egypt

1. Program Description

An integrated support program for empowering future entrepreneurs to develop practical life skills and create social impact. From ideation to incubation, the program aims to identify students and recent graduates with innovative ideas that tackle challenges in four economically and socially crucial sectors and support them in building their impact-driven businesses.

Each edition of the program will focus on one of the following sectors: Creative industries, agri-business, tourism, and healthcare. For each edition, 24 - 40 teams will be selected to pitch their ideas in an on-ground idea competition, through which 8 teams will be selected to join a three-month pre-incubator to validate their solutions and create the proof of concept (PoC). Up to four teams will then be selected through a pitch competition to advance to a six-month incubator, the final stage of the program.

The program provides tailored training, dedicated mentoring, network development opportunities, access to workspaces, access to external expertise and technical resources, and direct financial support of 600 Euros/month for each member of the incubator teams so that they are able to dedicate their time, energy and resources to turning their ideas into viable solutions.

The first edition of the program will focus on creative industries.

2. Target group

The first edition of dorooob program targets teams of university students and recent graduates who have innovative, socially-driven ideas that can advance 4 subsectors in Egypt's creative industries:

Furniture designing, Interior designing, Handicrafts, and Performing Arts.

In this application round, teams and individuals are encouraged to fill in the application form:

- If you are applying as a team, only the team lead can fill in the form
- If you are applying individually, please fill in the same form and consider building your team if you make it to the second phase of the program

To take a look at the application form, check this link:

**CLICK
HERE**

3. You can apply today for dorooob program if you are:

- A university student or a recent graduate who is over 18 years old
- Egyptian, or have a valid Egyptian residency
- Your innovative idea has the potential for scalability and can benefit from early-stage startup support
- Your innovative idea tackles one of the following challenges directly or indirectly:

Challenge A: Furniture designing

Background information:

Egypt's furniture designing sector has faced several challenges in recent years. The industry has struggled to keep up with global trends and standards due to a lack of educational programs that adequately prepare designers to create high-end products. As a result, the sector has experienced a decline in competitiveness, with many consumers opting to import furniture from other countries. In addition, the furniture production process in Egypt generates significant waste. According to the Central Agency for Public Mobilization and Statistics, Egypt generated over 22 million tons of solid waste in 2019, with the construction and demolition sector accounting for nearly 50% of this waste. This waste often ends up in landfills, contributing to environmental degradation and posing health hazards to nearby communities.

Problem statement:

Explore innovative approaches to furniture manufacturing and design that recycle byproducts of furniture production and second-hand furniture.

Suggested areas of innovation:

- Design and manufacture furniture products using waste generated from the furniture production process, such as utilizing scrap wood or sawdust to create new materials
- Develop innovative processes for repurposing or refurbishing second-hand furniture to create unique and sustainable products.
- Explore the potential for utilizing other waste materials, such as plastics or textiles, to create new materials for furniture production.
- Use advanced technologies such as 3D printing or automation to streamline production processes and reduce waste.

The ultimate goal is to reduce waste generated in the furniture production process while creating unique and sustainable products that can compete in the global market.



Challenge B: Interior designing

Background information:

The interior design sector in Egypt faces challenges in accessing innovative and sustainable raw materials, as well as high costs for sampling and prototyping. To address these issues, the challenge is to develop locally manufactured and eco-friendly raw materials, as well as cost-effective solutions for sampling and prototyping. This would require promoting collaboration between interior designers, raw material manufacturers, and artisans and developing sustainable supply chains and logistics. By doing so, the interior design sector in Egypt can become more competitive and sustainable and contribute to the country's economic growth while reducing its impact on the environment.

Problem statement:

Develop innovative and sustainable raw materials locally that can meet the needs of the interior design sector in Egypt.

Suggested areas of innovation:

- Develop locally manufactured raw materials that are sustainable, eco-friendly, and innovative, such as using recycled materials or natural fibers to create unique textures and patterns.
- Implement cost-effective solutions for sampling and prototyping, such as creating digital models and using 3D printing technology to reduce the need for physical samples.
- Develop sustainable supply chains and logistics to ensure that raw materials can be sourced and delivered efficiently and sustainably.

Challenge C: Handicrafts

Background information:

The handicraft sector faces several challenges, including a lack of access to markets and clients for small players due to the high cost of exhibitions and limited marketing activities. In addition, there is a lack of traders to connect artisans with hotels, bazaars, and corporate gifts, resulting in a limited market reach and unfair payment for artisans. Finally, the raw materials and machines used in the production of handicrafts are mostly imported and expensive to acquire, further limiting the growth and potential of the industry.

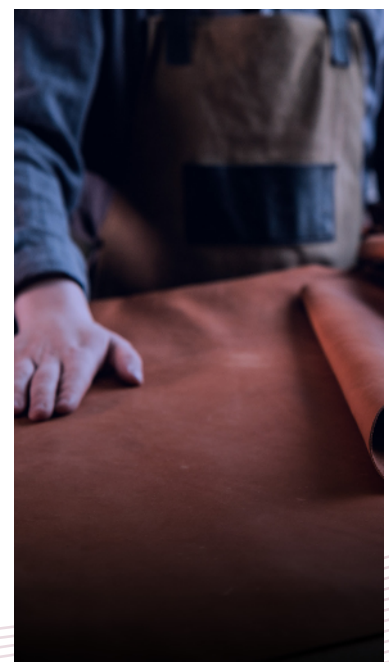
Problem statement:

Develop innovative solutions that address the limited market access, marketing activities, shortage of traders, and high cost of raw materials and machinery in the handicraft industry. These solutions aim to promote growth, sustainability, and competitiveness in the sector.



Suggested areas of innovation:

- Establish a well-known and respected brand that produces high-quality handicrafts with a focus on innovation and design. The brand would also have strong marketing abilities to promote and sell the products to a wider audience.
- Develop a solution that connects traders and middlemen with artisans and with potential customers, with an emphasis on ensuring fair payment and supporting the growth of the handicraft sector.
- Invest in the local production of raw materials and machinery, promoting the use of sustainable and eco-friendly materials where possible. This would reduce the cost and dependence on imports while supporting local businesses and the economy.



Challenge D: Performing arts:

Background information:

Egypt has a rich cultural heritage and a thriving performing arts scene, with a diverse range of genres and styles, including theater, dance, and music. However, the sector faces several challenges, including a lack of business knowledge among artists, limited access to spaces for rehearsals and shows, legal and security issues, difficulty reaching target audiences, limited availability of suppliers for costumes, and limited utilization of art to spread awareness.

Problem statement:

Create innovative solutions that encourage performing artists to use their art to spread awareness about social, economic, and environmental issues.

Suggested areas of innovation:

- Develop new business models that enable performing artists to monetize their work and reach new audiences, such as subscription-based services, online marketplaces, or merchandise sales. These models should be designed to be sustainable and profitable for artists while also offering audiences high-quality and engaging content.

Suggested areas of innovation:

- Build partnerships with private sector companies, such as banks, tech firms, or tourism agencies, to create new revenue streams for artists and provide them with opportunities for collaboration and growth. These partnerships can take the form of sponsorships, co-branding, or joint marketing campaigns. They should be designed to be mutually beneficial for both the artists and the private sector partners.
- Develop innovative marketing and distribution strategies to help artists reach new audiences and build their brands. This includes leveraging digital platforms, social media, and other online tools to promote artists' work and connect them with fans and supporters. It also includes exploring new distribution channels, such as streaming services or satellite TV, to reach broader and more diverse audiences.



Eligibility criteria

Please note that filling in the application form is the only way to get the opportunity for your idea to be evaluated for joining the program's first phase, which is the Idea Competition.

In the idea competition, you will be able to present your idea to a jury of experts for the chance to proceed to the next program phase, which is three months of pre-incubation.

The following criteria must be fulfilled for the application to be considered:

A. Participant

- Participant is a senior student or a fresh graduate (2-3 years of work experience)
- Participant is over 18 years of age
- Participant shows potential dedication for the upcoming 9 months
- Participant is able to showcase his/her/their idea
- Participant's application is well-crafted, and all the required documents are submitted
- Participant should be an Egyptian/has valid Egyptian residency

Participants from underserved groups such as women, people with disabilities, refugees, or people in remote (in reference to the capital city, Cairo) or rural locations in Egypt are encouraged to apply.

B. Target Region

The program is designed for young entrepreneurs from all over Egypt.

- Idea competitions will take place in a physical format and will be held in Cairo.
- The physical support services, such as workstations and makerspaces, will be available in Cairo only.
- Training sessions and networking events happening throughout the program will take place online and in a hybrid format.

C. Idea

- Idea meets the posted challenge directly or indirectly
- Idea is innovative/ has an innovative approach that tackles tech, social, and/or ecological to create an impact
- Idea has the potential for growing and scaling up (scalability)
- Idea should be premature for an early-stage startup (the solution should not be implemented by an already existing startup)

EVALUATION MATRIX:

- The Idea fits one of the announced challenges
- The idea has an innovative approach (tech, social, and/or ecological) to create economic, social, and/or environmental impact.

Criterion value: 25%

EVALUATION MATRIX:

- The idea has a high potential to grow and scale up
Criterion value: 10%
- The participant possesses the right skills and knowledge to take the idea further.
Criterion value: 25%
- The idea has an innovative approach (tech, social, and/or ecological) to create economic, social, and/or environmental impact.
Criterion value: 25%
- The application is well-crafted, conveys an attitude of commitment, and documents are complete
Criterion value: 15%
- In the selection of participants, additional consideration will be given to encourage diversity and inclusion.
Criterion value: +10%
 - The participant belongs to a minority group, including women, people with disabilities, or people in underserved communities.
 - This criterion is optional. By fulfilling this criterion, the application receives a bonus consideration to facilitate marginalized groups' representation.

If you have questions regarding your applications, please reach out to us via email at shc@enpact.org. Please note that this is the only official channel of communication to receive timely application support.