

# doroob

by **enpact**

supported by **drosos (...)**

Development incubator program  
for socially-driven youth in Egypt

**Tourism Track**

## Challenges and criteria



# Program Description

doroob is an integrated support program for empowering future entrepreneurs to develop practical life skills and create social impact. It 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 track of the program will focus on one of the following sectors: Creative industries, agri-business, tourism, and healthcare. For this track, 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.

This track of the program will focus on the Tourism industry.

The program has been developed by the non-profit organization enpact and is implemented with the support of the DROSOS FOUNDATION.

# Target group

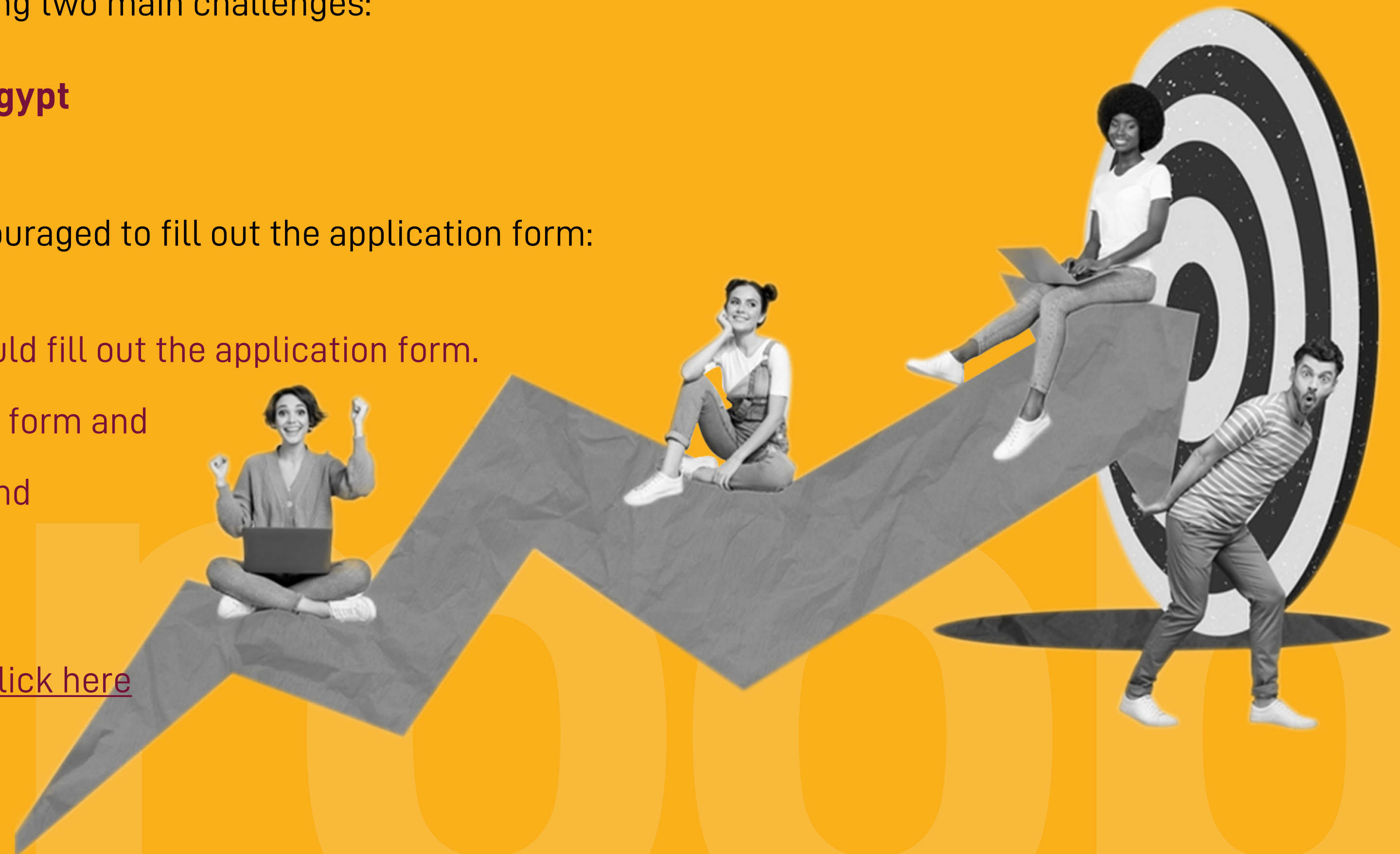
This track of the program targets teams of university students and recent graduates who have innovative, socially driven ideas that can advance Egypt's tourism sector by tackling two main challenges:

- 1- Marketing & Content Creation for tourism in Egypt**
- 2- Sustainable Tourism and Specialized Tours**

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

- If you are applying as a team, only the team lead should fill out the application 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](#)



# Challenges

## Challenge A:

### Marketing & Content Creation

#### Background information:

The tourism sector in Egypt needs to improve its availability of marketing strategies and content creation to promote its attractions and destinations. Despite owning a wealth of historical, cultural, and natural wonders, Egypt needs a push to effectively showcase its tourism offerings to both domestic and international tourists and travel agencies. These limited marketing and content creation options resulted in obstacles to maximizing the sector's potential for economic growth and sustainable development.

#### Problem statement:

Develop innovative ways to create marketing activities and content to promote tourism in Egypt and increase its visibility globally.



## Suggested areas of innovation:

**Digital Marketing Solutions:** Develop advanced digital marketing techniques such as SEO, social media marketing, content marketing, and influencer partnerships to enhance online visibility and engagement with travelers within different countries.

**Influencer Marketing Campaigns:** Launch campaigns featuring travel influencers and content creators who showcase Egypt's unique attractions and experiences to their global audience. Collaborate with influencers to create attractive content, including videos, photos, and blog posts that inspire travelers and increase interest in visiting Egypt.

**Virtual Reality (VR) and Augmented Reality (AR):** Develop immersive VR and AR experiences that allow potential tourists to virtually explore Egypt's attractions anywhere in the world. Offer virtual tours of historical sites, cultural landmarks, and natural wonders, providing an interactive and engaging preview of what Egypt is rich with to encourage them to visit it.

**User-Generated Content Platforms:** Create a user-generated content platform where travelers can share their experiences, photos, and travel tips related to Egypt. Encourage user participation through games, challenges, and rewards, creating a community of passionate travelers promoting Egypt's tourism through authentic stories and recommendations.

## Suggested areas of innovation:

**Interactive Storytelling Campaigns:** Design interactive campaigns using different content, such as videos, podcasts, and interactive websites, to showcase Egypt's rich history, culture, and natural beauty. Invite users to engage with immersive narratives and interactive elements that capture their imagination and curiosity.

**Destinations Branding:** Develop a branding strategy for diverse destinations highlighting Egypt's unique points, like its rich history, diverse landscapes, and authentic cultural experiences, to differentiate it from competing destinations and attract broad segments of travelers.

**Live Streaming Events:** Organize live events and virtual tours hosted by local guides and experts who offer insights into Egypt's heritage, traditions, and hidden gems. Broadcast live tours of archaeological sites, cultural festivals, and unique destinations, allowing viewers to participate in real-time and interact with hosts.

## Challenge B:

# Sustainable Tourism and Specialized Tours

## Background information:

Sustainable tourism in Egypt has pressing challenges, including the predominance of local ownership of eco-spaces needing more flexibility and regulations. In addition, the complexity of building in environmentally sensitive areas requires extensive studies to understand the different natures. Also, it's necessary to revive eco-builder expertise and educate more to follow. Empowering and enhancing skills among human resources for eco-lodges need special care. There is a critical need to enhance the experience and rebuild trust among travelers in ecolodges and eco-traveling.

## Problem statement:

Explore innovative ways to revamp sustainable and eco-tourism in Egypt, enhance eco-builder capacity, and empower locals to offer more authentic experiences and eco-friendly tours.



### Suggested areas of innovation:

**Green Tours:** Create tours focusing exclusively on eco-friendly and sustainable tourism in Egypt. Offer immersive experiences highlighting the country's natural beauty, cultural heritage, and conservation efforts—partner with local communities to provide authentic, unique experiences while minimizing environmental impact.

**Cultural Immersion Experiences:** Create innovative cultural immersion experiences that allow tourists to engage with local communities, participate in traditional activities, and learn about locals' knowledge and customs. Offer hands-on workshops, cooking classes, and art demonstrations led by local artisans and experts.

**Eco-Tourism Training Academy:** Introduce innovative programs or workshops to enhance eco-builders' capacity in sustainable construction techniques, green building materials, nature conservation, and others.

**Technology Integration:** Explore technologies such as 3D modeling, VR, and AR to facilitate the planning, designing, and visualizing eco-friendly tourism projects, allowing stakeholders to assess environmental impacts and easily make decisions.



### Suggested areas of innovation:

**Traveler Experience Enhancement:** Innovate in developing immersive and interactive visitor experiences highlighting Egypt's natural beauty, biodiversity, and cultural heritage, offering tourists meaningful opportunities for exploration, learning, and engagement while minimizing environmental impacts.

**Eco-Lodge Development Company:** Develop eco-friendly accommodation options, such as eco-lodges and camping sites, in natural areas of Egypt. Utilize innovative green building techniques and renewable energy solutions to minimize carbon footprint while providing guests with unique and sustainable lodging experiences.

**Green Events and Festivals:** Organize eco-friendly events and festivals in Egypt that celebrate sustainability, conservation, and local culture. Incorporate green practices such as zero-waste initiatives, renewable energy usage, and carbon offsetting into event planning and management, inspiring attendees to adopt more sustainable lifestyles.

# Criteria

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

## A. Participant

- Participant is a senior student or a fresh graduate (3 years of work experience).
- Participant/team has relevant experience (professional/educational) related to the proposed idea.
- Participant has a minimum understanding of sector needs and dynamics.
- The Participant is over 18 years of age.
- The Participant shows potential dedication for the upcoming 9 months.
- Participant is able to present the business 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) 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 availed in Cairo only.
- Training sessions and networking events throughout the program will occur physically, online, and in a hybrid format according to the design.



## C. Idea

- The idea meets the posted challenges directly or indirectly.
- The idea should have a clear impact on the tourism industry.
- The idea is innovative/ has an innovative approach that tackles tech, social, and/or ecological to create an impact.
- The idea should be unique and have a competitive edge.
- The idea has the potential for growing and scaling up (scalability).
- The idea/startup should be an early-stage startup (the solution should not be implemented by an already existing startup).



## D. EVALUATION MATRIX

- The Idea fits the announced challenges (Yes/No).
- The idea has an innovative approach (tech, social, and/or ecological) to create economic, social, and/or environmental impact. (%25).
- The idea has high potential to grow & scale up. (%10)
- The participant appears motivated to participate actively in the program.
- The participant would benefit from the project's components (%25)
- The participant possesses the right skills and knowledge to take the idea further (%25).
- The application is well-crafted, conveys an attitude of commitment, and documents are complete (%15).
- In the selection of participants, additional consideration will be given to encourage diversity and inclusion (+%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.



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

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