

ETENA.

**Empowering
Tourism
Ecosystems**

North Africa

An initiative by TUI Care Foundation and enpact

Empowering entrepreneurs to shape solutions that boost **tourism** and **rural livelihoods** in **Egypt**

Idea **Marathon**

Ideation **Challenges** & **Eligibility Criteria**

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ETENA Idea Marathon: Empowering aspiring entrepreneurs to develop innovative solutions for travel and tourism in Egypt

1. Programme Description

Launched by TUI Care Foundation and enpact, the ETENA programme focuses on supporting 100 aspiring entrepreneurs and 10 startup founders in tourism and tourism supply chains across Egypt, Tunisia, and Morocco, providing them with tailored business development support and financial backing opportunities.

The purpose is to help them develop innovative solutions that can promote local experiences, drive job creation, and by extension, create inclusive social impact.

The programme comprises four phases of key activities: **Idea Marathon, 2-month Pre-incubator, 6-month Incubator**, and a regional **3-month Accelerator**.

In its Ideation phase, ETENA aims to empower **25 teams of future entrepreneurs who have digital ideas in tourism in Egypt** with tailored business development support. The purpose is to help them develop concepts for innovative solutions that can promote local experiences, drive job creation, and by extension, create inclusive social impact.

Stage 1: Idea Marathon

Through a nationwide open call for applications, **25 teams will be selected to join the ETENA Idea Marathon** and receive training and resources to facilitate rapid ideation.

Stage 2: Pre-incubation

Through the ETENA Idea Marathon, **12 teams** will be selected to receive **two months** of training, access to workstations and comprehensive support to conceptualise and prototype their ideas.

By the conclusion of Stage 2, ETENA's **6-month incubator** will launch with **4 teams**, each receiving access to tailored training, dedicated mentoring, and direct financial support of 500 Euros per month, along with permanent access to workstations at the enpact hub in Zamalek.

Teams that demonstrate progress with prototypes that effectively address the announced challenges will go through a selection process to join the incubator.

2. Project Focus: Community Centric & Inclusive Tourism Innovations

This challenge invites innovative ideas from concept-stage startups to strengthen and uplift local communities through Egypt's tourism industry. By prioritising community empowerment and inclusivity, participants are invited to create solutions that build meaningful connections between visitors and local hosts, channelling tourism income straight back to Egyptian residents while safeguarding cultural traditions and making experiences accessible to all.

Suggested Areas For Innovation:

To inspire startups, here are some targeted areas where creative concepts could make a significant impact on supporting and empowering local communities:

- **Community-Driven Experiences:** Develop platforms or apps that enable locals to design and lead personalised tours, workshops, or homestays, ensuring fair revenue distribution and authentic cultural exchanges.
- **Sustainable Revenue Models:** Innovate tools like cooperative marketplaces that guarantee transparent profit-sharing, helping local providers retain a larger portion of tourism earnings.
- **Inclusivity and Accessibility Enhancements:** Create adaptive technologies, like multilingual audio guides or mobility aids integrated into tourism apps, to make experiences welcoming for people with disabilities, women-led enterprises, or underrepresented groups.

- **Eco-Tourism and Skill-Building Initiatives:** Propose programs combining tourism with environmental conservation, such as community-managed eco-lodges or online training hubs that equip locals with skills in hospitality, digital marketing, or sustainable practices.
- **Data-Driven Community Insights:** Leverage analytics tools to help locals track tourism trends, optimise offerings, and advocate for policy changes that prioritize community needs over mass tourism.

3. Eligibility Criteria

ETENA's first phase - the Idea Marathon - targets teams of aspiring entrepreneurs who have innovative ideas for digital products or services that address the aforementioned focus challenge, directly or indirectly, and have the potential to contribute to the digital transformation of tourism in Egypt.

To qualify for the ETENA marathon, your team should:

- Consist of at least two members
- be gender-balanced or woman-led
- demonstrate a strong technical foundation and ability to develop your proposed solution
- have a collaborative attitude and commitment to open knowledge sharing
- have an entrepreneurial mindset and the drive to build a business, and
- be available to commit to conceptualising and developing your proposed solution.

Your proposed solution should:

- reflect a creative approach and clear potential for long-term impact
- be feasible, sustainable and scalable
- Directly or indirectly meet the programme's focus challenges, and
- demonstrate a clear understanding of and commitment to addressing the challenges facing the tourism sector in Egypt.

All team members must be legal residents in Egypt and are entitled to gainful employment in the country.

Team leaders are encouraged to fill in the application form.

4. Evaluation Matrix

- The solution has an innovative approach or disruptive characteristics that do not exist in the market: (20%)
- The solution has the potential to generate social and economic impact, such as improving persons with disabilities' lives and/or enhancing their engagement: (20%)
- The solution has high potential to be scaled up and/or marketed commercially: (20%)
- The participants appear motivated to participate in the program actively and possess the right skills and knowledge to take the idea further: (15%)
- The participant would benefit from the project's components: (15%)

- The application is well-crafted, answers are elaborated and convey an attitude of commitment, and all the required documents are submitted: (10%)
- Bonus: Additional consideration will be given to teams that are led by women, include persons with disabilities, represent underserved communities, or focus on rural tourism.
 - This criterion is optional. By fulfilling any of the listed conditions, the applying team receives bonus consideration (+10%) to support the representation of marginalized groups and the promotion of inclusive and sustainable development.

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

Apply here

After submitting your application, please keep an eye on your email. We will be reaching out to notify you if your application is accepted or share feedback in case we are unable to accommodate you in the program. Please make sure to also regularly check spam.

The ETENA programme was developed and is being implemented by enpact Stiftung. It is powered and supported by TUI Care Foundation, within the framework of TUI Care Foundation's Empowering Communities Initiative.

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