

**Startupbootcamp**  
FinTech Cairo



**PRIDE**  
CAPITAL

# Selection Day 2019



# Welcome to the Startupbootcamp FinTech Cairo Selection Day 2019



# Agenda

## Sunday January 13th

09:00 - 09:30	Welcome and Coffee Break
09:30 - 10:30	Elevator Pitches
10:45 - 12:15	Break
12:15 - 13:15	Mentor Sessions
12:15 - 13:15	Lunch Break
13:15 - 14:45	Mentor Sessions
14:45 - 15:00	Break
15:00 - 16:30	Mentor Sessions
16:30 - 17:30	Jury Deliberation
17:30 - 18:00	Announcement Consolidation



# Welcome to 2019 Selection Day

Startupbootcamp is a global family of industry-focused accelerators. We support early-stage tech founders to rapidly scale their companies by providing direct access to an international network of the most relevant mentors, partners, and investors in their industry. Each of our programs has an industry focus which allows us to provide an unmatched level of support for the startups selected in our programs.

In partnership with Pride Capital, Startupbootcamp has landed in Egypt to bring FinTech Cairo, which is the first of its kind FinTech accelerator in the MENA region.

The program is supported by a remarkable group of leading partners: Pharos Holding, Alex Bank, GIZ, EBE, Visa, and Ayady. The vision of Startupbootcamp FinTech Cairo is to play a leading role in developing the ecosystem and scale the next generation of FinTech startups in Egypt. Together with Pride Capital, we aim to support innovative early-stage FinTech startups in Egypt, with a targeted focus on Financial Inclusion.

We are inviting you today to join us for the Selection Day to choose our first cohort.

I would like to thank you for dedicating your valuable time to meet and mentor the finalists invited to our Selection Day. We look forward to working together with you and exchange insights on the startups through this wonderfully collaborative opportunity.

**Ahmed Elsherif**  
Managing Director  
Startupbootcamp FinTech Cairo



# 25+ programs in Key Global Hubs



## Startupbootcamp Portfolio Performance

**727**

Startups  
Accelerated

**70%**

Active

**64%**

Follow-On Funding

**2960**

Jobs created

**€501m**

Total Funding

**€1.168m**

Average Funding

# Program Partners



**ALEXBANK**



فَارُوس  
**PHAROS**



german  
cooperation  
DEUTSCHE ZUSAMMENARBEIT

Implemented by:

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



**EBE**

البنك المصري لتنمية الصادرات  
Export Development Bank of Egypt

**VISA**



# Selection Days

## Judging Criteria

**The product:** Is the startup solving a real and significant problem? How unique is the product?

**The team:** How serious and passionate is the team? Are all relevant skills represented? Is the team coachable?

**Scalability:** Traction so far? Is the business model scalable?

**The numbers:** How scalable is the business? Does the team know and understand its most important KPIs?

**Commitment:** Is the team ready to dedicate the right amount of time and effort to the program? Does the team believe in the non-cash value of the program?



# Top 20 Startups



# Money Zebra



Financial services auction platform for emerging markets

## Contact details

Kosta Du  
du@ropemaker.io  
<https://zebra.money/>

## Team & Advisors

Five co-founders and 10 team members

## Stage & Financials

Prototype

## Revenue Model

Marketplace (Transaction fee between buyers and sellers)

## Summary

Money Zebra is a financial services auction platform with a credit history ledger and basic scoring engine crafted for emerging markets.

Money Zebra Auction enables customers from emerging markets to access a wide range of fairly priced financial products from financial institutions around the globe, secured by immutable credit history via a distributed ledger and biometric IDs.

MZ is on a mission to unlock access to fairly priced financial services to the emerging markets, legitimize “hidden” people and provide them with equal opportunities, and poverty eradication

## Product

Money Zebra is a B2B2C blockchain-backed financial services auction platform with a credit history ledger and basic scoring engine (for non-IDs) crafted for emerging markets. The auction enables customer markets to access a wide range of fairly priced financial products from financial institutions around the globe, secured by immutable credit history via distributed ledger and biometric IDs.

## Market

Our entry points in Ghana and Nigeria unlock a serviceable available market of £32 billion and 126.6 million unbanked clients.



# Fawaterk



Providing small online merchants with an invoicing system that collects money from customers online

## Contact details

Waleed ElRoby  
waleedelroby483@gmail.com  
www.fawaterk.com

## Team & Advisors

Two business developers

## Stage & Financials

Beta-stage

## Revenue Model

SaaS (Users pay for software, often freemium)

## Summary

Fawaterk provides small vendors with a merchant account through which they can create e-invoices. Vendors can thereby collect their money from their customers inside or outside Egypt, create e-invoices and send them to customers via email or SMS .

## Product

Fawaterk provides small online merchants with an invoicing system to collect money from their customers online.

## Market

Egypt's population consists of 95 million people.

Only 14% of adults have a bank account.

Debit cards are mostly used for payroll, and cash is king.

High rate of mobile phone ownership.

The Central Bank of Egypt issued new regulations for cashless payments

using smartphones, which enables

customers to transfer money and pay

bills.



# 7ewala



**7EWALA**

Cash is no longer king

A peer-to-peer FinTech solution aiming to aggregate digital wallets

## Contact details

Ibrahim Shoukri  
ibrahim.shoukri@gmail.com

## Team & Advisors

One developer and one business developer

## Stage & Financials

Idea-stage

## Revenue Model

Transaction fee on each transfer

## Summary

7ewala is a unique peer-to-peer digital payments solution aiming to aggregate some of the major digital wallets in Egypt through enabling cross-net transactions.

## Product

A mobile and web app allowing people to transfer small, yet critical amounts of money without the need of queueing in post offices or waiting in banks. The product solves the digital wallets' providers issue of small amount of transactions and encourages users to embrace the culture of digital payments. Free tools include a digital KYC.

## Market

7ewala is mainly dedicated to those in need of a quick, easy, and reliable money transfer service at their finger tips from all segments, with a focus on B and C segments.





# egr2atk

A platform that helps Egyptians get their governmental documents done

## Contact details

Ayman Mostafa  
aymanmostafa88@gmail.com  
<https://egr2atk.com/>

## Team & Advisors

One developer

## Stage & Financials

Paying users

## Revenue Model

Marketplace (Transaction fee between buyers/sellers)

## Summary

egr2atk serves citizens who are in need of issuing and finalizing governmental documents. It aims at decreasing the pressure on governmental authorities, which will allow them to provide their services more efficiently.

## Product

egr2atk is a B2C and B2B2C platform that connects licensed offices providing governmental document services with people who are in need of these documents.

## Market

Egypt's Civil Registry alone issues more than 2.5 million documents monthly.



# Netsahem



Digital marketplace for charities

## Contact details

Mohamed Yehia  
mofahmy@msn.com

## Team & Advisors

Four business developers and two developers

## Stage & Financials

Prototype

## Revenue Model

SaaS (Users pay for software, often freemium)

## Summary

With a mission to bring Egypt's charities to the digital age, Netsahem is a fundraising platform dedicated exclusively to charitable giving. Netsahem will enable NGOs to raise money for their charities and causes.

## Product

Netsahem is a fundraising platform to digitize charitable giving through innovative payment methods.

## Market

45,000 NGOs in Egypt with EGP 1 billion donations per year.



# Investment Developers



New online business and investment development solutions

## Contact details

Ahmed Farouk  
ahmed@investment-developers.com  
www.idpointandfigure.com

## Team & Advisors

Four business developers and one developer

## Stage & Financials

Paying users

## Revenue Model

Direct sales (Consumer pays for goods/services)

## Summary

Investment Developers provides users with new online business and investment development solutions, the first of which is an automated portfolio manager that guides investment decisions.

## Product

An automated portfolio manager that guides investment decisions on buying or selling stocks and other money instruments. Investment Developers acquired the point-and-figure charting software (Bull's Eye Broker) and further developed it to create an algorithm that turned it into an automated portfolio manager. More products in the pipeline.

## Market

Egypt: 150 corporate opportunities, 1.2 million potential investors.

UAE: 90 corporate opportunities, 1.9 million potential investors.

KSA: 30 corporate opportunities, 3.4 million potential investors.

Global: 50 trusted global brokers worldwide, 80 million people trade FX, commodities and cryptocurrencies.



# Fakka



**Micro-payments solutions company**

## **Contact details**

Mohamed Sammy  
mohamed\_Sammy2012@yahoo.com

## **Team & Advisors**

One business developer and two developers

## **Stage & Financials**

Customer growth – revenue-generating

## **Revenue Model**

Marketplace (Transaction fee between buyers and sellers)

## **Summary**

Our company provides a micro-payments card for unbanked users and any one not eligible to create a bank account. Our main USP is that you can transfer money from a card to another instantly.

## **Product**

A prepaid micro payments card.

## **Market**

The Egyptian market generates transactions exceeding EGP30 billion daily.





# NEQABTY

Digital transformation platform for syndicates and mobile app for members

## Contact details

Muhammad Gamal  
mgamalm@outlook.com

## Team & Advisors

Eight developers

## Stage & Financials

Beta-stage

## Revenue Model

Direct Sales (Consumer pays for goods/services)

## Summary

Neqabty enforces the idea of connecting members with their syndicates in a flawless experience.

## Product

Neqabty is a fully automated platform with a CRM backend that manages the relation between the members and their syndicates in terms of profiling, approvals and processing of member requests. The mobile app acts as the frontline for syndicates with their members, including a digital identity QR code.

## Market

7.5 million members of vocational syndicates in Egypt.

3.5 million members of labor syndicates in Egypt.



# El Zatona



POS cloud solution for merchants

## Contact details

Aboubakr Mohamed  
Aboubakr@elzatona.com  
<https://elzatona.com/>

## Team & Advisors

Two developers and one business developer

## Stage & Financials

Customer growth – non-revenue

## Revenue Model

SaaS (Users pay for software, often freemium)

## Summary

El Zatona provides a solution for merchants to better manage their sales, inventory, and customers across several stores and channels.

## Product

A cloud-based web or mobile system that provides the flexibility for real-time viewing of inventory counts, cash flow, and productivity reports, replacing the traditional pen and paper. El Zatona's product streamlines the entire process for retailers, allowing them to concentrate on their core competencies. This reduces the capital expenditures of merchants and increase revenues.

## Market

The global Cloud POS market size is expected to grow from \$1.34 billion in 2018 to \$3.73 billion by 2023. In Egypt, there are more than 1.5 million registered merchants in Greater Cairo.



# Ocra



A micro-payment mobile wallet for microbus drivers and public transport users

## Contact details

Bassem Yassin  
basem.yassin@medmisr.com  
www.medmisr.com/

## Team & Advisors

One business developer

## Stage & Financials

Prototype

## Revenue Model

Licensing (Third party pays to provide product to customer)

## Summary

Ocra is a micro-payment mobile wallet aimed at digitizing little cash in Egypt by 2030. We help riders and drivers of the public transportation system and industries dependent on little cash, exchange the service fees cashlessly through their smartphones.

## Product

Ocra is building a mobile app that uses four technologies, namely one-click registration, zero-click payer, offline payment, and ultra-secure payments through blockchain technology.

## Market

50 million micro-payments are made in Cairo every day. 30 million of those could be digitized. A quarter of those happen in the public transportation system.



# E Bank



Revolutionary online-only bank powered by blockchain technology

## Contact details

Mina El Abd  
minaelabd@yahoo.com

## Team & Advisors

A founder, a developer and a business developer

## Stage & Financials

Prototype

## Revenue Model

Marketplace (Fees between buyers and sellers)

## Summary

E Bank provides both individuals and businesses with the ability to open a bank account in less than 5 minutes, enabling P2P transfer, savings accounts, secured credit cards and facilitation of microloans. E Bank uses blockchain technology to be fully regulated and to provide customers with the best banking experience at a very low cost.

## Product

E Bank is building an online-only bank, where you can open a bank account in less than 5 minutes, make a deposit or transfer money to your friends all over the globe. Anyone can get a COD or a secured credit card. Business owners can start accepting payments from clients and can get insurance in no time.

## Market

67% of Egyptian adults are unbanked.  
90% of Egyptian adults receive their wages in cash.  
23 million Egyptians have a smartphone.



# Comperha

The logo for Comperha, featuring the word "compareha" in a white, lowercase, sans-serif font. A small orange checkmark is positioned above the letter 'e'.

Online marketplace for financial products

## Contact details

Sayed Elwaraky  
selwaraky@gmail.com

## Team & Advisors

Two business developers and one developer

## Stage & Financials

Prototype

## Revenue Model

Click through commissions, successful leads commissions, ads on the platform, sponsored results, push-notification promotions.

## Summary

Comperha is a user-friendly online marketplace that consolidates banking, financing, and insurance products. We aim to simplify the process of shopping for financial products. Our goal is to become a hub where our consumers can interact with banks and insurance companies hassle-free.

## Product

Building an online platform that provides users with all the information they need to make an informed decision about the financial products that best fit their needs.

## Market

40 million Egyptians are unbanked. 38 banks and over 700 MFIs in Egypt.





# SEVENTail

Digitizing local retail

## Contact details

Ameen El-Morabaa

[Ameen@seventail.com](mailto:Ameen@seventail.com)

## Team & Advisors

Two developers and three  
business developers

## Stage & Financials

Closed alpha

## Revenue Model

Direct Sales (Consumer pays  
for goods/services)

## Summary

SEVENTail enables partner retailers to move their own stocks by bringing the thus-far offline longtail retail online.

## Product

An app that offers instant delivery (30 minutes or less) from nearby local retailers.

## Market

Market size is EGP250 billion, with a year-on-year growth of 11%. Longtail comprises 70% of the total channels responsible for retail distribution in Egypt.



# Sahl



Quick & efficient on- and offline rent collection, providing tenant insurance by third party

## Contact details

Ibrahim Mohamed  
admin@mrkindy.com

## Team & Advisors

Two business developers

## Stage & Financials

Idea  
Self-financing

## Revenue Model

Marketplace (transaction fee between buyers and sellers)

## Summary

Sahl is a mobile app and web platform that enables quick and efficient on- and offline rent collection and provides tenant insurance by a third party.

It makes it easier for landlords to collect money from tenants, providing insurance services, and easier for tenants to pay landlords.

## Product

Mobile app and web platform that collects rent for landlords, providing tenant insurance.

## Market

17 million+ units



# COINZ



A new experience for P2P payments

## Contact details

Sherif El Manzlawy  
sherifmanzalawi@gmail.com

## Team & Advisors

Two business developers and three developers

## Stage & Financials

Prototype

## Revenue Model

Audience (Free to consumers, ad/lead monetization)

## Summary

Coinz is changing the concept of peer-to-peer payments in Egypt, turning a transaction into an engaging experience through a social platform. Users get to enjoy many distinctive features, facilitating the mechanism of money collection from groups or splitting checks among friends, for instance, along with occasion-specific services.

## Product

Mobile application for peer-to-peer payments, overcoming the poor UX of current solutions and the lack of little cash in everyday situations.

## Market

Around 22 million people of which 85% are internet users (Cairo and Alexandria)



# Health Zone



Providing healthcare services at discounted rates

## Contact details

Mohamed Abd El Aziz  
mzmapgp44@gmail.com

## Team & Advisors

Two business developers

## Stage & Financials

Idea Stage

## Revenue Model

Free version: Transaction fee between customers and providers.

Paid version: Annual and semi-annual subscription for the full discounted rates.

## Summary

Health Zone provides healthcare services for 50% of the procedures' original prices. Our target is to help the uninsured population get access to medical care at affordable prices.

## Product

Mobile app and website-based solution that offers the user medical care services at discounted prices, for which they can pay using different payment methods.

## Market

Over 90 million Egyptians are uninsured.



# Deben



Deben

Making cryptocurrency more accessible to underdeveloped countries and unbanked populations

## Contact details

Karim Imam

ktimam@gmail.com

<https://deben.network/>

## Team & Advisors

5 team members between development and business development

## Stage & Financials

Prototype

## Revenue Model

Direct Sales (Consumer pays for goods/services)

## Summary

Deben aims to build a network and provide a set of tools to enable users without any crypto-knowledge to utilize, making the technology appealing to users in third world countries with a poor education level.

## Products

**The Crypto Mobile POS** enables sellers with a poor education level to easily accept crypto-payment and settle in local currency.

**Remittance** enables workers without any crypto-knowledge to send money across borders with less hassle.

**Credit Score** builds a credit score for the unbanked population based on their purchase and transactions history.

## Market

Global tourism revenues stand at \$1.2 trillion annually.

Third-world remittances to low- and middle-income countries reached \$466 billion in 2017, an increase of 8.5 percent compared to 2016.

Only 7% of populations in developing countries have credit cards while under 8% receive any form of formal loans.



# MED MISR



Digital healthcare  
benefits management  
company

## Contact details

Bassem Yassin  
basem.yassin@medmISR.com  
www.medmISR.com/

## Team & Advisors

Two business developers

## Stage & Financials

Prototype

## Revenue Model

Licensing (Third party pays to  
provide product to customer)

## Summary

MedMISR aims to reshape the medical insurance industry through eliminating the traditional claim form, offering a cost optimization solution with a complete new user experience, connecting all stakeholders online and providing protection against fraud.

## Product

MedMISR is a digital healthcare benefits platform (web and mobile apps) that is centered on eliminating the paper claim form, offering medical claim management services for insurance, in addition to a healthcare management subscription model for individuals.

## Market

50% of Egyptians pay at the point of service in health facilities.

The average family spends 9.2% of its annual income on healthcare (equivalent to EGP 2,416) while current government insurance expenditures average at EGP 112 per citizen. This will increase gradually to EGP 1,300 by 2032 after the new law.

About 58% of Egyptians are covered by health insurance (public & private).





# ElGameya

A peer-to-financial technology mobile app based on the sharing economy concept

## Contact details

Ahmed Mahmoud  
ahmed.m.abdeen@gmail.com  
<http://elgameya.net/>

## Team & Advisors

Seven business developers and two developers

## Stage & Financials

Closed Alpha

## Revenue Model

Marketplace (Transaction fee between buyers and sellers)

## Summary

ElGameya is a mobile application, based on the Online ROSCA Model (Rotating and Savings Credit Association) that enables the offline users of the ROSCA model to organize their cycles and transfer their money securely without consuming time and effort.

## Product

The main pain ElGameya is solving is the inaccessibility of funds through banks by the majority of the population. The mobile app enhances the alternative method to access funds by propelling it into the digital world.

## Market

7 million offline "Gameya" participants.  
2.4 million "Gameya" participants with smartphones.  
400,000 "Gameya" participants with smartphones and smart wallets.





# XPAY

FinTech platform enabling cashless transformation of communities

## Contact details

Mohamed Abdel-Mottaleb  
ma@xpaytech.co  
<https://egr2atk.com/>

## Team & Advisors

Two developers and one business developer

## Stage & Financials

Beta-stage

## Revenue Model

Transaction fees plus premium subscription features

## Summary

XPAY is a platform that empowers communities to swiftly and seamlessly make the transition to cashless. Built on advanced technologies, including AI and big data, Xpay provides real-time management, interaction, and collection for community activities.

Xpay solution is guaranteed to improve satisfaction by increasing booking and payment efficiency of activities to take no longer than one minute.

## Product

The app allows payment of dues to the community, as it is charged via credit cards, cash collection and mobile wallets. The platform enables full control for the management plus extensive reporting. The app enables the handling of different community payments from a single platform.

## Market

Egypt has \$5.1 billion in total payments. The addressable market is \$51 million. MENA has \$17.5 billion in total payments, putting the addressable market at \$171 million.



 **sbcFinTechCairo/**

#sbcSelectionDays

<https://www.startupbootcamp.org/accelerator/fintech-cairo/>

