



**MARKET RESEARCH
SERVICES**

CONTENT

About Us

Our Experience

Client Examples

Our Services

Sample of Our Clients' Feedback

About the Founder

Get in Contact

ABOUT US



Who are we?



Our Vision

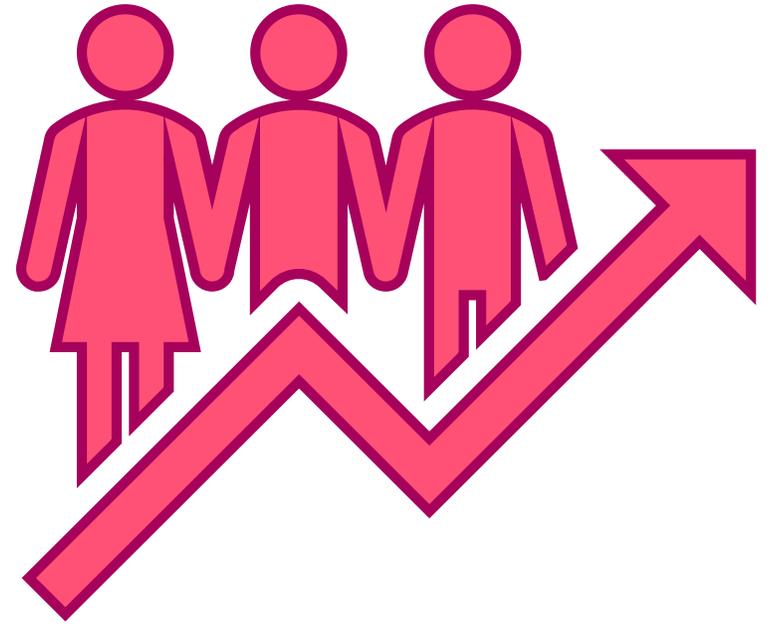


Our Mission

WHO ARE WE?

We are **the first market research agency** that **serves startups and SMEs**. The passion that drew us to this step was the market gap existing in this segment while earning research industry expertise , either due to their lack of affordability or due to their very special nature. In addition, this segment has lack of awareness of how market research can enlighten their path.

All of this has urged Unica to partner with key field agencies, key incubators, accelerators, VCs, marketing agencies, management consultancies, financial advisories, training academies & entrepreneurship events , locally, regionally and globally, offering the best combination of research practices in the industry, trainings and consultations that can enlighten startups' & SMEs' path





VISION

We aim to be the
**main market
research
consultancy** that
serves **startups
& SMEs globally**

MISSION

1

Enlightening Entrepreneurs',
Startups' & SMEs' path
globally

2

Partnering with incubators,
accelerators, venture studios
as well as management
consultancies, financial
advisories, marketing
agencies, training entities and
key events that serve startups
& SMEs globally

EXPERIENCE

1. Key Achievements

- Market Research Partner for Egypt's & GCC's Key Incubators, Accelerators, VCs, Marketing Agencies, Management Consultancies, Financial Advisories, Training Academies & Entrepreneurship Events supporting startups & SMEs.
- Market Research Provider & Consultant for EBRD' SMEs.
- Judging in Key Entrepreneurship Cycle Competitions & Pitching Events
- Community Sponsor for Qualiphi summit
- Starring in the Saudi podcast "Ryadiyah Business", in the Egyptian podcasts; "Purple", & "كلام ابتكاري", in the MENA podcast "Startup Scene" & in the global podcast "Web3TV".

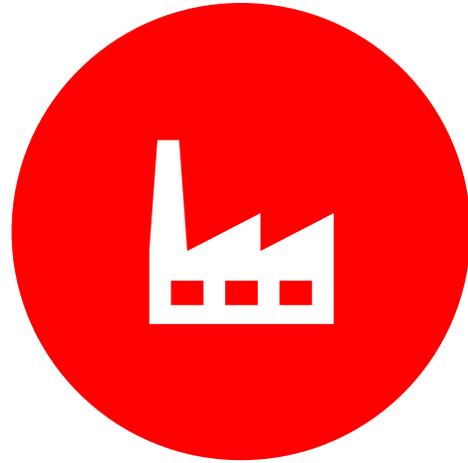
2. Coverage

- Across the Middle East, the US, the EU & Asia-Pacific

3. Reports, Articles and Papers

- "Expected Impact of Covid19 on Consumer Behavior & Businesses" Published by Idea space & BUE Business Incubator ([Covid-19 Article \(unicaresearch.com\)](https://unicaresearch.com))
- <http://unicaresearch.com/my-blog/f/report-startups-ecosystem-insights-in-egypt>
- [Bridging the gap between startups/SMEs and supporting entities \(unicaresearch.com\)](https://unicaresearch.com)
- [طرق يمكن لأبحاث السوق دعم حاضنات ومسرعات الأعمال في الخليج \(unicaresearch.com\)](https://unicaresearch.com)

CLIENT EXAMPLES



INDUSTRIES



CLIENT SAMPLES

INDUSTRIES



CLIENTS & PARTNERS SAMPLE



CATEGORIES OF SERVICES OFFERED



Direct Market Research Service
Provision



Sessions & Workshops

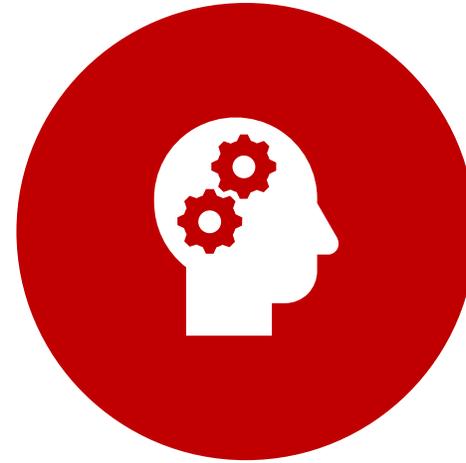


1:1 Consultancy

DIRECT MARKET RESEARCH SERVICE



CATEGORIES OFFERED



EXPERIENCE

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

MARKET ASSESSMENT

- **Context/ PESTEL Analysis**
 - Effect of Political, Economic, Environmental, Technological, Social Demographic & Legal Fluctuations on the market.
- **Market Analysis**
 - Market Size Determination
 - Is the Industry growing or declining?
- **Competitive Analysis**
 - Market Players
 - Market Shares
 - Competitors' Offerings & Pricing
- **Consumer/Customer Analysis/Needs Assessment**
 - Awareness, Perception & Usage of Market Players
 - What are the most important factors for the target market when selecting a product/service?
 - Unmet Needs & Expectations
 - Satisfaction Areas from the current supply vs. those unmet needs and expectations
- **Value Chain Analysis:**
 - Identify the different types of trade channels; which one is the main one
 - Identify the drivers of traders for buying
- **Company Analysis (SWOT Analysis)**

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

Brand Health Study

- Tracking of:
 - **Brand Equity score**
 - **Marketing programs quality/Post Campaign Evaluation**
 - **Share of markets**
- Comprehensive analysis of **brand value, positioning, market drivers, gaps & opportunity**

Marketing Communication Strategy

- Identifying the **optimum messages** to **communicate** with by:
 - Evaluating the **perception/ view** of the target market
 - **Pre-Campaign Evaluation Assessment**
- Identifying the **key communication channels** for reaching the target market

Concept Validation Test

- Evaluation of the **target market acceptance** regarding various **expected services/products (While they're still in the concept phase, i.e., not a product yet) before being offered**
- Providing the **optimum pricing scenario** for the services/products expected to be offered.

Customer Satisfaction

- **Evaluate** customers **touch points**, through professional evaluation system for:
 - Offered **Product/Service Quality**
 - **Customer Service & Logistics**
- Utilize the data gathered to **identify gaps** to provide the optimum customer experience

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

Taste Test

- Evaluation of the **target market acceptance** regarding **products' new taste** before being launched
- Providing the **optimum pricing scenario** for the products' new taste expected to be offered.

Package Test

- Evaluation of the **target market acceptance** regarding **products' package** before being launched
 - Evaluating the **perception/view** of the target market
 - Identifying its impact on **brand value & positioning**

Product Test

- Evaluation of the **target market acceptance** regarding various **services/products** before being offered
- Providing the **optimum pricing scenario** for the services/products expected to be offered.

Mystery Shopping

- **Evaluate** customers **touch points**, through professional evaluation system **compared to the supposed system** for:
 - Offered Product/Service Quality
 - Customer Service & Logistics
 - Utilize the data gathered to **identify gaps** to provide the optimum customer experience/system

Categories of Direct Market Research Service offered

Service	Objective
Horizon Scanning	<ul style="list-style-type: none">• involve a wide group of people in futures thinking• gather a data bank of ideas about trends and events shaping the future

Categories of Direct Market Research Service offered

Service	Objective
Driver Mapping	<ul style="list-style-type: none">• identify drivers shaping the future• Identify which drivers are most important for the future of the business/market• distinguish between certain and uncertain outcomes resulting from the action of drivers
Axes of Uncertainty	<ul style="list-style-type: none">• characterize the nature of the critical uncertainties facing the business position in the future• agree which critical uncertainties are most important• create a meaningful and focused scenario matrix

Categories of Direct Market Research Service offered

Service	Objective
Scenarios	<ul style="list-style-type: none">• explore different ways that the business strategy/vision might develop in the future• consider how key actors – government, businesses, citizens, competitors – might behave under different conditions• identify the key requirements of the business strategy/vision under different external conditions
Visioning	<ul style="list-style-type: none">• focus groups on what a successful outcome looks like• agree what the current reality is and what needs to be done to deliver success• set out and prioritize the steps required to achieve the vision
SWOT Analysis	<ul style="list-style-type: none">• identify what needs to be done to capture and build on opportunities• identify what needs to be done to mitigate threats• identify internal priorities and challenges

Categories of Direct Market Research Service offered

Service	Objective
Business Strategy/Vision Stress-testing	<ul style="list-style-type: none">• explore how different scenarios might affect strategic objectives• identify which objectives are robust across the full range of scenarios and which will need to be modified if conditions change in the future
Back casting	<ul style="list-style-type: none">• identify what needs to change between the present and the preferred future• build a timeline that sets out the key changes• determine and address the key internal and external factors that might affect the timing or scale of change
Road mapping	<ul style="list-style-type: none">• build a holistic picture of the different elements in a project and how they combine over time• deepen understanding of the connections and relationships between different elements

MARKET RESEARCH EXAMPLES

Economic & Financial
Evaluation for Resort
Investment at Half Moon
Bay in KSA

Market Study on
Contactless Dining Apps
in the US, GCC, EU &
Egypt

Market Study on E-
commerce Business in the
UAE

Brand Health Study for a
Thermos Brand in KSA

Competitive Analysis for
Application/Marketplace
for Photographers in the
Arab Region

Satisfaction Study for
Saudi Gov Employees
on the Vacation Holiday

Market Study on IOT
Consumer Electronics in
MENA Region (Ear
Buds- Smart Scale-
Smart Homes- Smart
Watch)

MARKET RESEARCH EXAMPLES

Market Study & Concept
Test on Tilapia Fishery
Contract Farming
(Growers & B2B
Customers) in Egypt

Behavioral Determinants
of Stakeholders' Attitude
on the Willingness to Pay
Value of the Cultural
Heritage for
Architectural Buildings.

Market Study on Health
& Safety, Quality & Food
Safety Services
(Consultation, Training,
Outsourcing, Field
Inspections) in Egypt

Marketing
Communication
Research for Furniture
Category in Egypt

Market Study for Real
Estate Resort in Sedi
Heneish in Egypt

Market Study for Hotel
Development Services
Market in Egypt

Market Study & Product
Test for an I-note
Product in Egypt

Market Study on Healthy
& Organic Supermarkets
in Egypt

Cullet & Glass recycling
Market Study in Egypt

Market Study & Concept Test for
Biochar in Egypt

Pre & Post Campaign Assessment &
Brand Health Research for a Player
in Technology & Infrastructure, Retail
& Distribution, Business Process
Outsourcing, Fintech,
Manufacturing, Hospitality, Logistics
(Shareholders, B2B, B2C)

U&A, Product Test & Marketing
Communication Strategy for a
Fintech Payment product in Egypt
on Micro & Small Businesses

MARKET RESEARCH EXAMPLES

Market Study on Professional Development Services Market in Egypt (B2B & B2C)

Market Study on Training Platforms Market in Egypt (B2B)

Brand Health Study for a Hospital in Egypt

Brand Health Study for a Food Mobile Application in Egypt

U&A, Product Test & Marketing Communication Strategy for a Fintech Wallet in Egypt on Students

U&A, Product Test & Marketing Communication Strategy for a Fintech Wallet in Egypt on End-Consumers

U&A, Product Test & Marketing Communication Strategy for a Fintech Wallet in Egypt on freelancers & Social Media Sellers

U&A, Product Test & Marketing Communication Strategy for a Fintech Wallet in Egypt on Micro & Small Businesses

U&A for a Fintech Wallet in Egypt on Corporates

Climate Smart Technologies Mapping Market Study in Egypt

Product Test Research for a Real Estate App in Egypt

Brand Health Research for Curly & Wavy Hair Product in Egypt

SESSIONS & WORKSHOPS

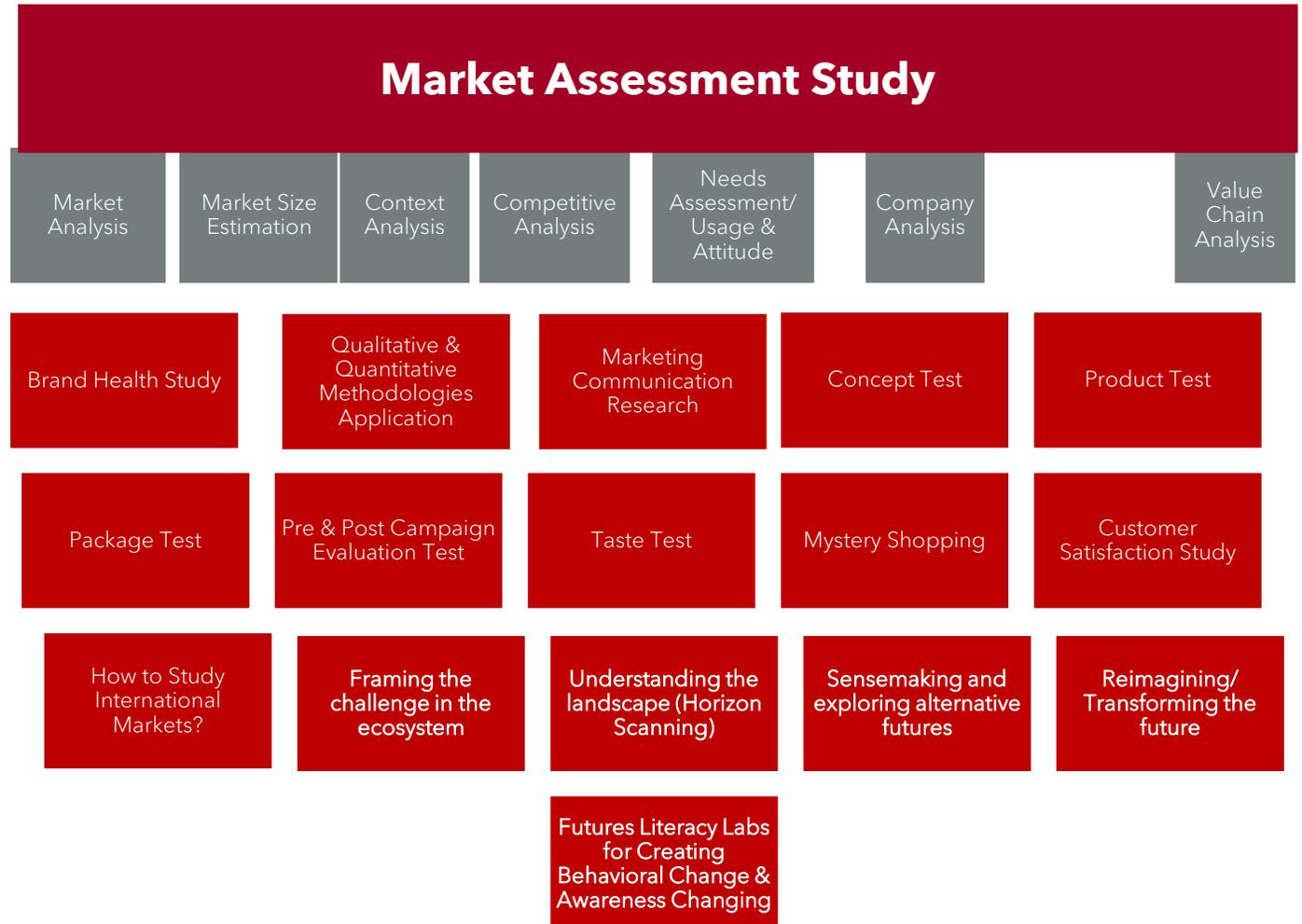
- Categories offered
- Experience



CATEGORIES OF SESSIONS & WORKSHOPS OFFERED

Session/Workshop Content:

- What's meant by the study?
- When do businesses need it?
- How can it benefit businesses?
- How to conduct this study?
- Case Studies



SESSIONS & WORKSHOPS EXPERIENCE

EXAMPLES



<p>"How can Market Research Support Startups? Snapshot on: Market Assessment & Concept Test Studies Brand Health Study Needs Assessment Study Product Test Research</p>	<p>Riseup Summit Event Startup Land Summit Techne Summit Egypt Entrepreneurship Summit Startup Grind Climathon Hackathon</p>
<p>Market Research Career Advising Session</p>	<p>Qualiphi Summit</p>
<p>"Market Size Estimation Tools"</p>	<p>Rally Competition- Arab Academy Entrepreneurship Center</p>
<p>"How can Market Research support Startups?" "Introduction to Market Research- Market Assessment Study- Brand Health Study- Marketing Communication Research- Concept Test- Package Test- Product Test- Needs Assessment- Market Size Estimation- Qualitative Module- Quantitative Module"</p>	<ul style="list-style-type: none"> • Itqan Academy • BUE Business Incubator • Ideaspac • EBNI Incubator • Etisal NGO • Gen Egypt • The Collective Hub • Masar Masr Online Platform • Om Habiba Foundation
	<ul style="list-style-type: none"> • Zedny • Etisal Assiut • Ventitude

SESSIONS & WORKSHOPS EXPERIENCE EXAMPLES

"How can Market Research support Startups?"

"Introduction to Market Research- Market Assessment Study- Brand Health Study- Marketing Communication Research- Concept Test- Package Test- Product Test- Needs Assessment- Market Size Estimation- Qualitative Module- Quantitative Module"

"How to study the International Market?"

- Eyouth
- Nubiavest
- YouthWaveMENA
- Success Hunters
- Mint EG Bank
- Hult Prize Foundation
- Xproject
- Galaxy & Tamkeen Academies
- Fekretak Sherketak
- Talk Startup Community
- TIEC
- Oasis
- Helwan Uni Biocluster Incubator
- Enltaq
- Ecosys+ & Nile University
- Nilepreneurs
- Xproject
- Enactus
- Faculty of Masscom of Cairo Uni
- Misk Entrepreneurship
- Arweqah
- Train

1:1 CONSULTANCY

**1 : 1
CONSULTANCY
EXPERIENCE
EXAMPLES**



<p>“To-Go-Market Strategy” “Brand Health Study” “Marketing Communication Strategy” “Concept Test”</p>	<p>Riseup Summit Event Startup Land Summit Hackathon SDGs 2030 Hult Prize Atta Digital Hackathon Hack The Climate Hackathon Techne Summit Helwan Biocluster Incubator</p>
<p>Needs Assessment Concept Test Market Size Estimation Brand Health Marketing Communication Strategy Market Assessment Product Test</p>	<ul style="list-style-type: none">● BUE Business Incubator● EBNI Incubator● Etisal NGO● Gen Egypt● StartEgypt● Etisal Assiut● Mint EG Bank● Divine Touch Production● Oasis● Ecosys+ & Nile University● X-Project● Enactus● Entlaq● Madoum● Arweqah
<p>Career Mentorship</p>	<p>Build Your Future Summit</p>



Sample of Our Clients' Feedback

Feedback on our Training with Misk Entrepreneurship



Amna Alhamawi • 1st

MSc Tourism, Hospitality, and Event Management

1w • 🌐

Today, I attended an interesting informative virtual session about Market Research for Startups hosted by Misk Foundation.

The founder of Unica Research Engy Abdelwahab speaks about the important role of market research and how it can attain innovation across a wide range of ventures.

#innovation #misk #marketing





Budoor Abdullah • 1st

Sale Specialist | Graphic Designer | Content Writer

1w • Edited •

Feedback on
our Training
with Misk
Entrepreneurship

Have you ever contemplated the reasons behind the success of leading corporations in the market? It boils down to a combination of continuous innovation and development, coupled with a keen understanding of competitors' strategies, strengths, and weaknesses. In today's fiercely competitive landscape, companies vie for supremacy through the introduction of novel innovations, while the failure to adapt often leads to obscurity.

Consider Nokia and BlackBerry, once trailblazers in the market. Despite their initial revolutionary impact, their failure to anticipate the evolving landscape of development and innovation ultimately led to their withdrawal. A lack of market awareness often emerges as a primary factor in such setbacks.

Driving market evolution and comprehension lies in the realm of marketing research. It serves as the cornerstone for understanding market dynamics, customer needs, and requirements. Furthermore, it plays a pivotal role in the success of desired advertising campaigns.

The webinar provided invaluable insights into market research and innovation. Thank you [Engy Abdelwahab](#) for such an enriching experience.



Misk Entrepreneurship

34,607 followers

1w • Edited •

انضم لورشة العمل الافتراضية للتعرف على أهمية تحليل ودراسة السوق وكيف يمكنها أن تولد الابتكار من خلال مجموعة من الأدوات والاستراتيجيات التي... see more

[See translation](#)

Innovation Begins with Insight - Webinar • 2 pages



المفاتيح الرئيسية للابتكار

أهمية تحليل ودراسة السوق لشركات الناشئة
لاكتشاف اتجاهات السوق وفهم احتياجات
العملاء وتحديد فرص الابتكار.

سجل الآن

مقدم الورشة:

أجي عبدالوهاب "مؤسس ورئيسة شركة ناشئة متخصصة"

30 يناير | 9-8 مساءً | مجانية | حضور افتراضي





Ibrahim Zalat  • 10:53 AM

Right, and the founders and the team has a great positive feedback about the training, Thanks a lot Engy for all your valuable efforts



**Feedback on Our
Workshop for
Arweqah Incubator**

WHAT OUR CLIENTS SAY...

“

First of all I really do appreciate your effort and time in being supportive and reachable (that is something that makes your business stand out and have a special trait than others). Your knowledge was amazing concerning all the questions I asked, your business was able to answer them all, the date I received and how it was presented was very impressive and organized. Punctuality in your time shows how professional and determined your business is.

So thank you so much for your time and patience with me, it was a pleasure working with you and we will definitely do business again together”



MOHAMED AHMED

*“Promising Entrepreneur
in the Photography Market”*

UNICA

 Hello Ms Abdelwahab. I was just in the StartUp Grind event with you and Soha El Baklawy. I wanted to reach out and thank you for the session. I am new to a small business and we are in the process of expanding. We also work a lot with SMEs, so this was a very useful insight into their mindset :)

  · 7:37 PM
I am an investor from start up Land virtual summit 2020
Really great session, thanks for your effort.

SEPTEMBER 10, 2020

hi engy 14:38

I have just received some analytics from eventtus regarding riseup from home

14:38

your session is among the top 10 :)

14:38



Type a message



Aya Ahmed Sola...

Mahmoud Moh...

Mahmoud Samy...

Samah Abdullah...



Recording...



00:23:48



Engy Abdelwahab

**Feedback on
our Training
with Eyouth &
EBI**

Chat

From Areeg Samy to Everyone:

It depends

Customer service

From Noha El-Maamoun-Crafty to Everyone:

Thanks a lot it was very informative and useful ❤️

From mohamed ashraf taoufik- Pharmital to Everyone:

thank you very much for this amazing session hope to have like this session again

From Riham Hassan to Everyone:

انتو بتحسبو لهم الضرايب يعني ؟ ولا بتعملو ايه ؟

From amir Hamed to Everyone:

more thanks

From Abeer Abdelkhalik (HADES) to Everyone:

Thank you Engy 🌸

From Samah Abdullah (WMS) to Everyone:

thank youu soo much ya engy

From ahmed khaleid - [maashro] to Everyone:

thank you

To: Everyone



Type message here...



HULT PRIZE

This Certificate Recognizes the Contribution of

Engy Abd el wahab.

as a Mentor at

Hult Prize at Cairo University.

25-3-2022

Lori van Dam
Chief Executive Officer
Hult Prize Foundation

Hamdi Ben Elmi
Senior Director of Programs
Hult Prize Foundation



**Feedback of our Client,
Alya Othman, Founder
of Curlit, and Winner at
Shark Tank**

Certificate | ECOSYS+ | Booster Program

External

Inbox x



Ali Tarek Abo Elyazid <alitarek@nu.edu.eg>

to me, Duaa, Dalia ▾

Wed, Jun 14, 12:24 PM



Dear Engy,

Hope my email finds you well,

We wanted to express our sincere appreciation for your exceptional delivery & expertise sharing on "**Idea Validation**" & "**Learn How to Do a Market Research?**" in the ECOSYS+ | Booster Program. Your dedication & passion were evident, and the feedback from participants has been positive.

Attached to this email, you will find an electronic certificate of recognition for your valuable contribution. The hardcopy certificate is available at Nile University, anytime you are available at the university feel free to pick up your certificate from the team

Thank you once again for your exceptional work. We look forward to collaborating with you on future projects. Should any opportunities arise, we will keep you informed.

If you have any inquiries, Don't hesitate to contact us.

Best Regards,



**From our
Recognition at
#Success_Hunter**



**From our
Recognition at
#X_Project**

Thank you so much Engy 9:56 PM



We were so happy to have you 9:56 PM

My pleasure 😊 9:56 PM ✓✓

People were engaged and i can tell that the session was really helpful to them 9:56 PM



Happy to know that 😊 9:57 PM ✓✓

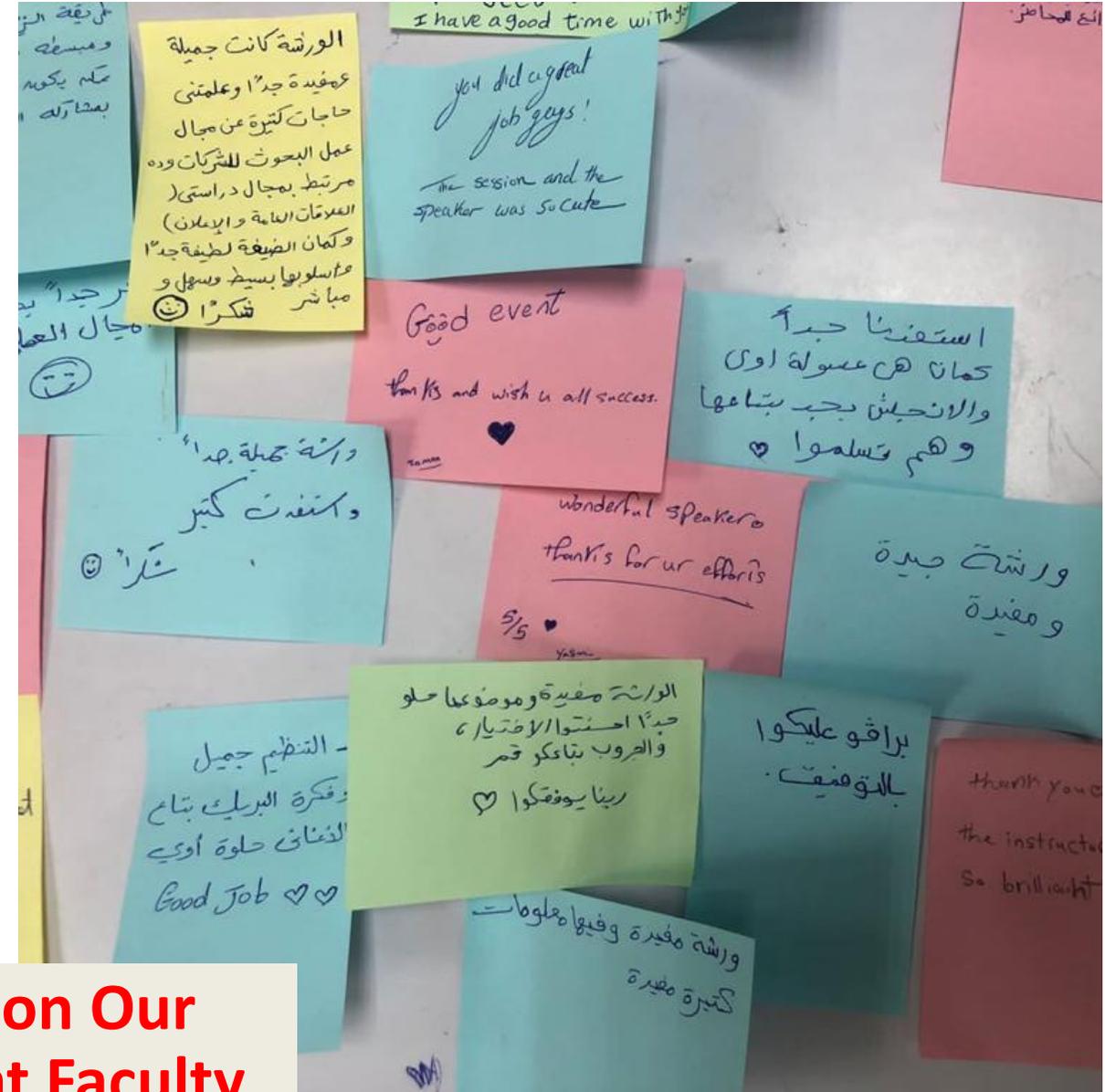
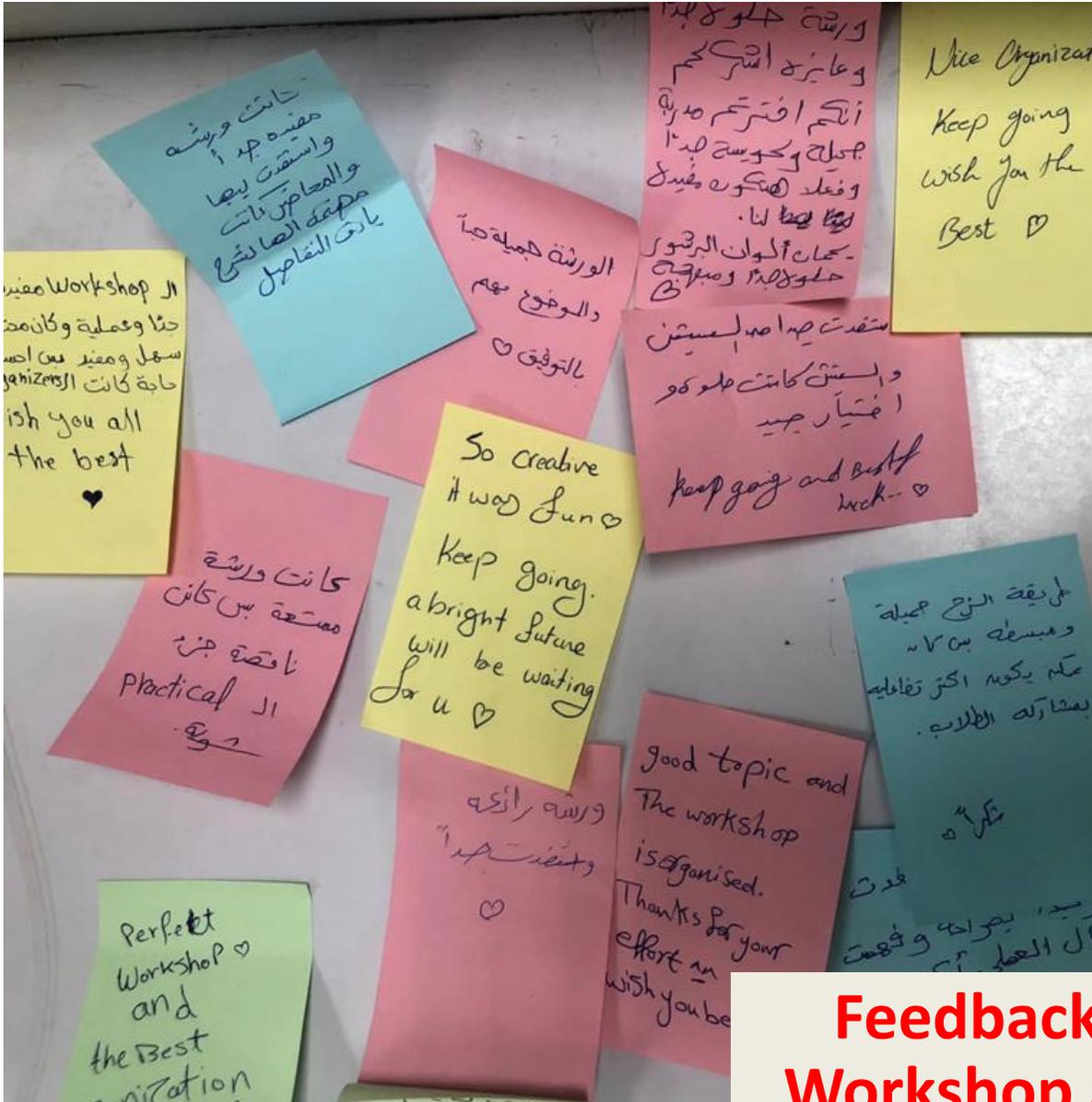


**A Lovely Feedback on our session for
#fekretaksherketak**

الورشة كانت جميلة
عميقة جدًا وعلمتني
حاجات كثيرة عن مجال
عمل البحوث للشركات وده
مرتبط بمجال دراستي)
العلاقات العامة والإعلان)
وكم إن الضيفه لطيفه جدًا
عأسلوبها بسيط وسهل و
مباشر
شكرًا 😊

Feedback on Our Workshop at Faculty of Masscom, Cairo Uni

المحاضرة منظمه
ومفيدة وبعلمتني
كثيره جدا عن المجال
وأنا سعيدة ونشيطه
لأنتموا ضيفه من
المحاضرين وسهل
التعامل
شكرًا لمشروع
التحريج على التنظيم
وإننا معًا لورا



Feedback on Our Workshop at Faculty of Masscom, Cairo Uni

I hope you're doing great! I just wanted to share some exciting news—I won an entrepreneurship hackathon recently!

While working on it, I kept remembering your Market Assessment session at Techne Summit. It was really valuable and helped me a lot

6:54 pm



so I just wanted to say thank you! ❤️

Edited 6:54 pm



Hi Engy,

I hope you're doing well.

I'm really sorry for the delay — it's been a hectic week on my end. I just wanted to sincerely thank you for the session. The participants really enjoyed it, and we received a lot of positive feedback. Truly, thank you! 😊

**Feedback on Our
Workshop for Oasis
Accelerator**

ABOUT THE FOUNDER

ABOUT THE FOUNDER

- Key Experiences
- Clients
- Projects Sample



Key Achievements

• 10 Years of Experience Across the US, the EU, the Arab Region & Africa

• Had the honor of co-working on updating Egypt's 2030 Sustainable Development Strategy.

• Developed Exports strategy that aims at making Egypt a top exporter in Tomato Concentrate Industry

Co-working on designing a Portfolio Approach for Sustainable Tourism Strategy in Egypt

• Co-working on UNDP Egypt CPD sensemaking.

• Weekly Signals Mapping for UNDP Egypt CO

• Leading on Developing Futures Big Data Platform for UNDP Egypt (Egypt's Horizon Scanner)

• Delivering "AI for the Future of Work" Training for UNDP Cameroon Staff

• Delivering "Futures-Informed CPD Update using Horizon Scanning & Portfolio Approach" training for UNDP Cameroon Staff & Partners

• Double MA in Law and Economics from Hamburg and Cairo Universities and BS in Economics and Statistics from Cairo University - English Section

Blogs, Articles & Papers

- SDGS Good Implementation Practices: MSMEDA Microfinance Projects & Rowad 2030
- The Effect of Banks Competition on SMEs in Egypt: Empirical Evidence
- The Effect of Competition on Economic Growth in Egypt
- How 'Climate-Smart' Crops Could Prove a Lifeline for Vulnerable Smallholders on The Nile Delta
- Scoping out the needs of Egypt's smallholders and the future wanted to be seen by 2050
- Battling Climate Change with Climate Smart Crops in Egypt
- From Mass to "NEAT": Reshaping Agrotourism in Egypt for Sustainable Development
- Bridging the Gender Gap in Egypt's Green Energy Sector: A Path to Sustainable Development
- UNDP Accelerator Labs and Egyptian Food Bank Partner to Empower Women in Agriculture
- Delta Small Farmers: From Present Challenges to a Resilient Future
- Empowering Egyptian Women in the Green Energy Sector: A Vision for 2050
- Empowering Young Women to Lead the Green Transition in Egypt
- Green Minds: Empowering the Next Generation of Women
- Unlocking Agricultural Financial Resources with Big Data: A Game-Changer for Small Farmers and Women in Agriculture
- Reimagining Africa's Agri-Food Future: Urban Farming, Coastal Tourism, and the Power of Cinema
- Pioneering Agrotourism in Upper Egypt: How the UNDP Egypt Accelerator Lab is Driving Sustainable Rural Transformation
- Mapping Global Signals for Fintech in Agriculture, Energy, and Sustainable Tourism
 - Learning Through Innovation: How UNDP Cameroon's Accelerator Lab Co-Created a Startup Support Roadmap
 - Future-Proofing Development in Cameroon: How UNDP's Accelerator Lab Built Capacity for Foresight and Portfolio Innovation
- From Insight to Impact: UNDP Accelerator Lab's Innovation Portfolio and Resource Management Strategy in Cameroon
- Accelerating Innovation: UNDP Cameroon Staff Explore the Power of AI

Speeches, Events, Presentations & Awards

- My strategic foresight work **"Seeding the Future: Transforming Agriculture in Egypt's Nile Delta"** has been shortlisted as a finalist for the first edition of the Dubai Foresight Awards under the category "Foresight for the Planet".
 - Featuring for my Foresight work on "Egypt Horizon Scanner" big data futures platform on **UNDP Futures Portal**, as an impactful and successful case study, **"From Early Warning to Early Action in Egypt"**.
 - Leading **UN 2.0 | United Nations** side event **"Seeding the Future: Transforming Agriculture in Egypt's Nile Delta"**.
 - Presenting Egypt's Acclab **"Agrifood System" Portfolio** work in Riyadh COP16, with a focus on **"Urban Farming, Role of Cinema in creating capacity building, and Cross-African Coastal Tourism with a focus on fishery tourism & agrotourism"**
 - Presenting **"Egypt's Horizon Scanner"** at APFN Future Summit 24
 - Presenting **"Egypt's Horizon Scanner"**, with a case study on Health Sector, at Dubai Future Forum 24
 - Presenting **"Future of Egyptian Women in Green Sectors"** at Dubai Future Forum 23
 - Partaking in 'Challenges & Way Forward to Promote Local & Foreign Investment in Egypt' Committee in the National Dialogue Forum of Egypt
 - The Egyptian Case Study of Constitution- Making; with Best Egyptian Presenter Award from a Tunisian Seminar in Sousse
 - The Institutional Framework of Refugees in Egypt; with Letter of Appreciation from Hamburg University
 - Letter of Appreciation from UNESCO & UNDP Indonesia's Accelerator Lab for being Future Thinking Facilitator at "Future of Disasters Knowledge for Youth in 2045" Futures Literacy Lab.
 - Featuring for my Foresight work on "Agrifood system Transformation" on **UNDP Futures Portal**, **Houston University** & through a **UN 2.0 | United Nations** side event, as an impactful and successful case study **"Seeding The Future: Transforming Agriculture In Egypt's Nile Delta"**
- COP27 Side Events:
- "Climate Smart Crops: A Lifeline to the Future"
 - "Transformative Financing"
- COP28 Side Events:
- "Role of Fintech In Empowering Private Sector of Agriculture, Energy & Sustainable Tourism" Panel Discussion
 - "The Opportunity of Agrotourism: Reimagining Egypt in 2050" Panel Discussion
 - "Reimagining Future of Women in Green Sectors" Panel Discussion & Workshop
 - "How can VR Experience & Futures Literacy change Youth's awareness & behavior on resources?" Workshop
- Riyadh COP16 Side Event:
- "Reimagining the Future of Agrifood in Africa; Snapshot on Urban Farming, Cross-African Agrotourism & Fishery Tourism, Role of Cinema in Creating Community Awareness" Panel Discussion
- Dubai Future Forum:
- "Reimagining Future of Egyptian Women in Green Sectors" Keynote Speech
 - "Co-harnessing the future: How can we harness Gen AI for Foresight?"

CLIENTS & PARTNERS SAMPLE



PROJECTS SAMPLE

- Unpacking determinants of access to finance in both rural and urban settings, to guide customized solutions
- How to Promote Women's Role in the Egyptian Green Economy?
- How to Enhance Socio-Economic Resilience of Farmers within the context of Climate Change in Low Nile Delta Regions?
- Smart Branding for a bank in KSA
- Market Study for Training Centers in Aswan
- Needs Assessment for Real estate in Qena
- Pre-Campaign Evaluation Assessment of "Violence Against Children"

PROJECTS SAMPLE

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- Market Study for HR Service Providers for Blue/Grey collar in Egypt
 - Market Study for Syrup industry in Egypt
 - Market Research Study on Schools & Universities in Egypt
 - Innovation Test Study for Potato Chips in Jordan, KSA & Egypt
 - Mystery Shopping Market Research Study for Cheese Industry in Cairo, Alex, Elminya & Tanta
 - Economic Feasibility Study for 8 Intersections Project in Dar Es Salam, Tanzania, using HDM4 software

PROJECTS SAMPLE

Behavioral Determinants of Declaration of Emergency Constitutions in the MENA Region by Policy Makers

Investigative Market Study for the Fertilizers Industry in Egypt

Market Study for Universities' Incubators.

Statistical Analysis for Foreign Trade Data Discrepancies in Egypt, using STATA

Deep dive into rethinking sustainable tourism in Africa

Deep dive into rethinking Urban Resilience & Sustainable Health in Egypt

PROJECTS SAMPLE

- Future of Disasters Knowledge for Youth in Asia in 2045
- Inclusive and Peaceful Electoral Processes and Anti-Hatred Speech” Futures Literacy Lab for Cameroonian Youth in 2063
- Needs Assessment for UNDP Cameroon OSSP Initiative’s Preselected Startups
- Exploring the Opportunity of Role of Cinema in creating capacity building using a series of collective intelligence workshops
- Socio-Economic Resilience of Sudanese Community in Egypt
- Deep dive into rethinking Climate Innovation, Digitalization, & Africa tech entrepreneurship in Cameroon

Reflections: I learned more from my journey about technology
I loved the inventors game
I learnt that I need to start using water smartly

Farida Hany



“Imaginers” Futures Literacy Lab for Empowering Youth (age 11-16) Behavior towards Dealing with Natural Resources

The program helped me put clear plans to pursue my career plan. I learned about the emerging technologies to fight climate change, and new professions related to economics, which gave me insight into the skills I need to develop.

Mayar Mohamed Gaber

Participant

Future Fit Accelerator Program



“This wasn’t just a workshop. It was a mindset shift. I now ask: what future am I building with my actions today?” – Participant reflection

“I felt seen. I felt heard. I felt like my dreams for Cameroon mattered.” – Participant feedback

“I used to think the future was written by others. Now I know I am part of the pen.” – Participant reflection

“Before, I took hate speech for granted. Now I know every word counts. I choose to act.” – Participant insight

“We learned that peace can mean silence in a dark future—but in a desirable one, peace means everyone is heard.” – Group reflection



“Inclusive and Peaceful Electoral Processes and Anti-Hatred Speech” Futures Literacy Lab for Cameroonian Youth.

**GET IN
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THANKYOU

THANKS FOR YOUR TIME WE LOOK FORWARD TO HEARING
FROM YOU

