EXECUTIVE SUMMARY

Incubators

STARTUPS of ALEX
Incubating Innovation • Accelerating Impact

StartEgypt.com

EBDA3

Artificial Intelligence Minds

MINT Incubator

tiec

ebni
ACCELERATING YOUR VISION

Sustaincubator

Entrepreneurship Center
Arab Academy for Science, Technology and Maritime Transport

DMZ CAIRO

Misr El-Kheir foundation
Human Development is .. Our Mission

GESR
INNOVATING FOR A CAUSE

TECHSPACE
NILE UNIVERSITY

INJAZ Egypt

BUE BUSINESS INCUBATOR
TusStar Alliance

NuBiAvest

FEPS BUSINESS Incubator

ECSI
Entrepreneurship Center for Social Impact

رواد النيل
NilePreneurs

RWAQ CAIRO

InnoEgypt
IncuVate your idea

UNICA
Research And Consulting

Back to Report Content page

Incubators according to service stages

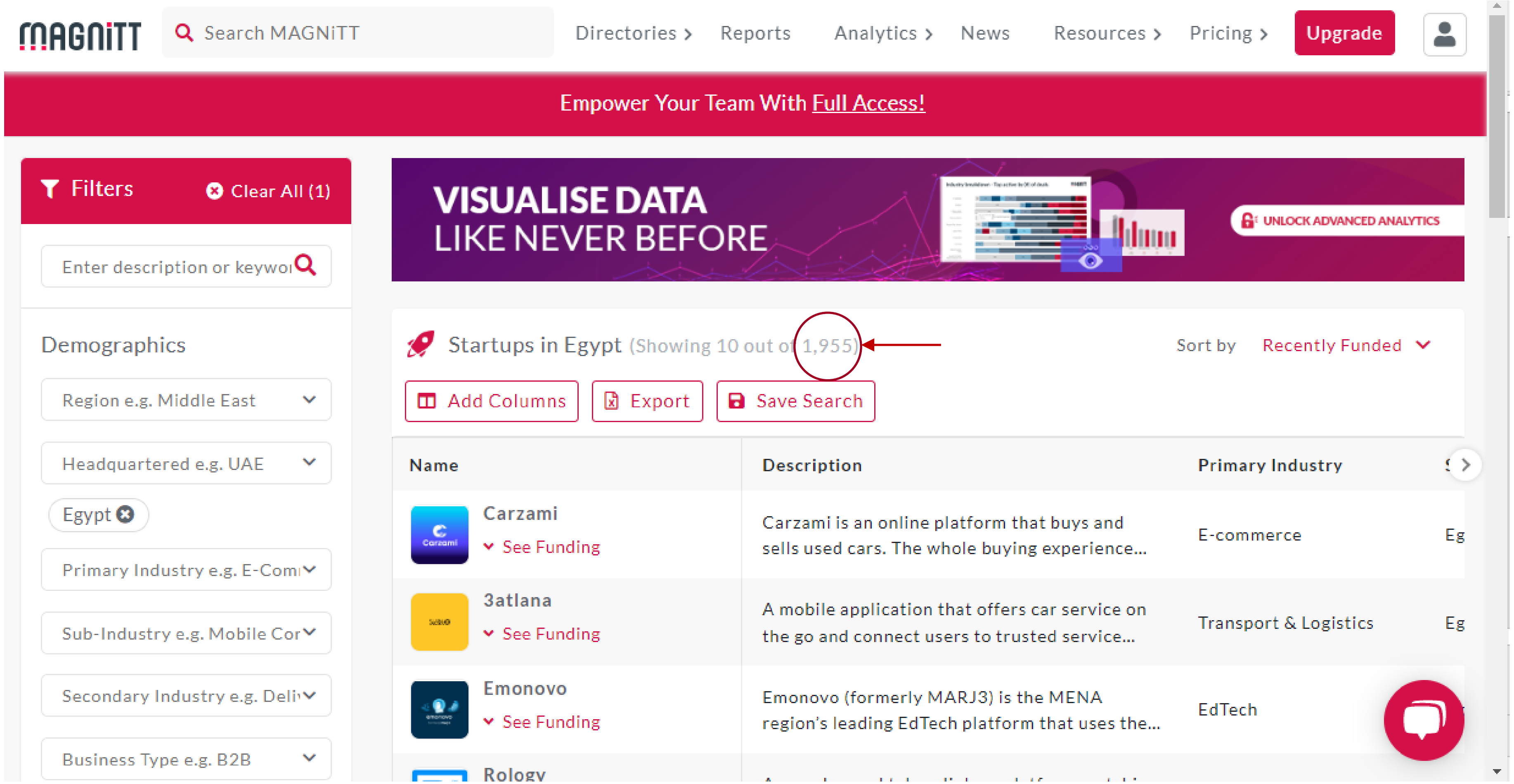
Pre-seed stage (Idea/MVP/Prototype)	Seed stage (Validated prototype/Revenue generation model/At least one year in operation)	Early stage/growth stage (no restrictions)
NilePreneurs, BUE Business Incubator TusStar Alliance, ECSI Entrepreneurship Center for Social Impact, EBDA3, Artificial Intelligence Minds, TechSpace Nile University, tiec, StartEgypt.com, Misr El-Kheir foundation, GESR Innovating for a Cause, Entrepreneurship Center Arab Academy for Science, Technology and Maritime Transport	BUE Business Incubator TusStar Alliance, RWAQ Cairo, FEPS Business Incubator, InnoEgypt, INJAZ Egypt, NilePreneurs, Sustaincubator, Entrepreneurship Center Arab Academy for Science, Technology and Maritime Transport, TechSpace Nile University, ECSI Entrepreneurship Center for Social Impact, StartEgypt.com, Startups of Alex, tiec, ebni Accelerating Your Vision	NuBiAvest, MINT Incubator, DMZ Cairo

ECOSYSTEM ANALYSIS

• Identifying Market Size of Entrepreneurship

According to startups list by **MAGNITT** in Egypt:

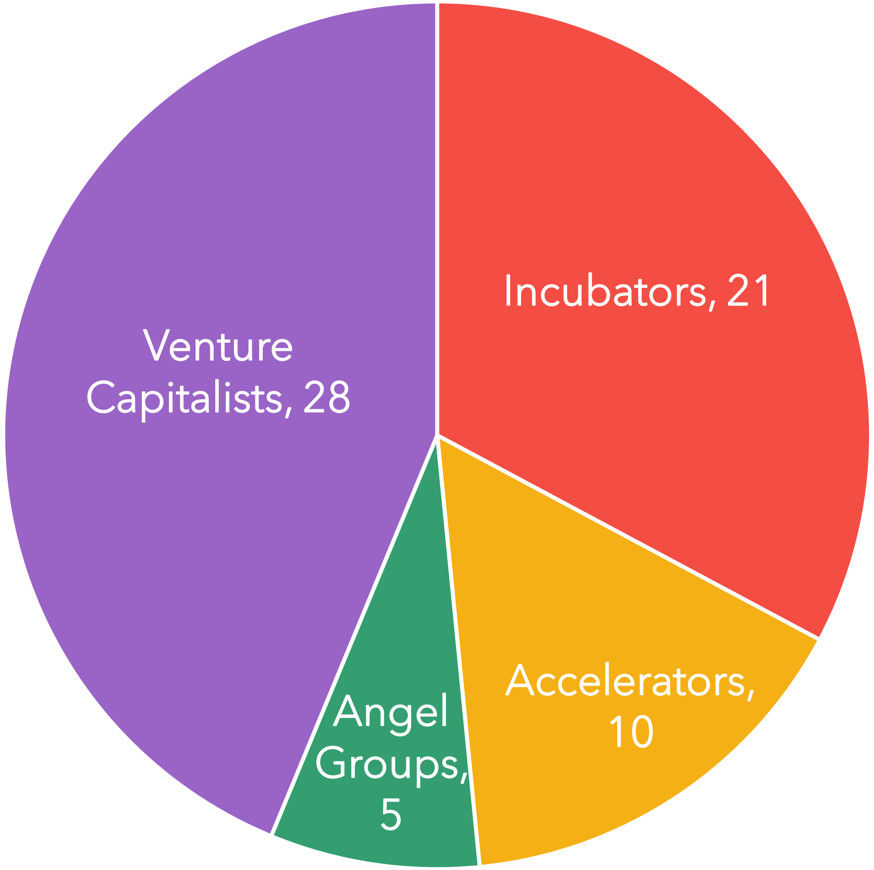
We estimate that there are **1955** startups in Egypt.



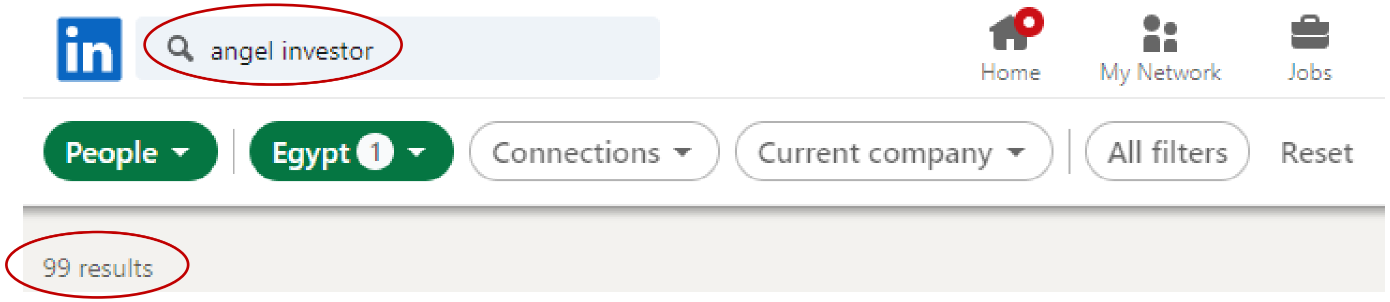
https://magnitt.com/en-eg/startups/

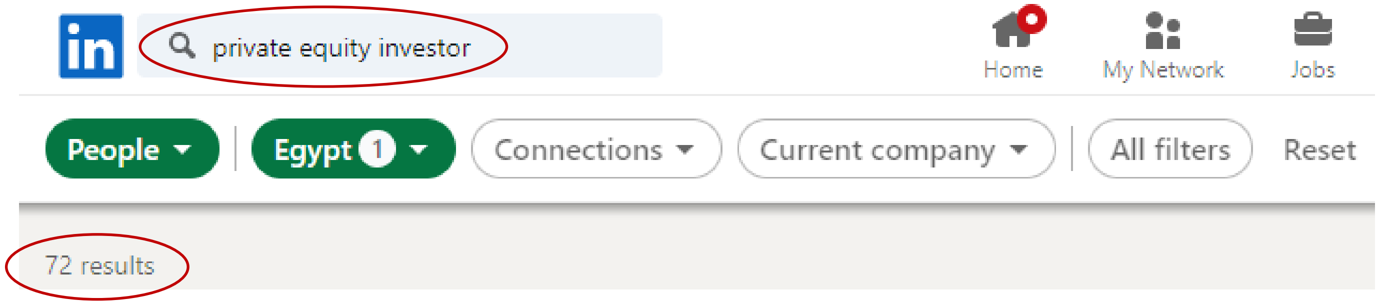
- **What's the market size of each?**
  - **Angel investors vs. Incubators, Accelerators, Venture Capital, Investors**

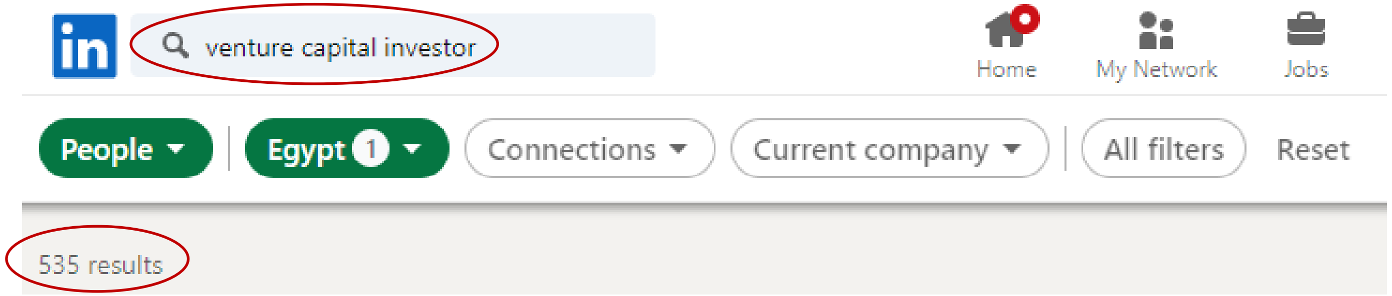
By looking at local and worldwide supporting entities profiles who are supporting the Egyptian eco-system (in the coming pages), we will realize this figure below:



The number of investors and angel investors were not found, but we will estimate the numbers based on LinkedIn search filtering.







WHO’RE THE SUPPORTING ENTITIES?

➢ Startups of Alex

STARTUPS OF ALEX is the 1st Alexandrian incubator launched by icealex and funded by the Academy for Scientific Research and Technology under the program of "Intilac National Incubators". STARTUPS OF ALEX aims at connecting the different components of the Alexandrian startup ecosystem, meaning linking the startups themselves with mentors, investors, partners and supporting organizations such as co-working spaces and innovation & technology hubs. We believe that Alexandrian entrepreneurs have great ideas and the capability to create their own businesses. Some of them know their way and others face some obstacles, so we gather to share knowledge and help each other to increase economic development through empowering Alexandrian entrepreneurs.

➢Who're the market players?

Startups of Alex

- **Establishment Date:** Startups of Alex was launched in 2015.

- **Is it local or international brand?**

Startups of Alex was launched by icealex in Alexandria.

- **Regions served locally and internationally?**

The mission of Startups of Alex is to boost startup growth through enhancing startup sustainability and strengthening the startup ecosystem in Alexandria and Delta governorates.

➢ Who are their Customers?

Startups that meet this **criteria**:

- ✓ Age: 18-35
- ✓ The startup must have a **team** from **2 to 5**.
- ✓ Relevant professional **experience**.
- ✓ **At least one team member dedicated for 12 hours per week** to commit to working on the startup, attending weekly updates meetings, training & mentorship sessions.
- ✓ You must be a **resident of Alexandria** or **one of the Delta governorates.**

Number of Members and Number of funded startups

- ✓Number of funded startups by **Startups of Alex** were not found.
- ✓The number of members in **Startups of Alex** was not found.

Members Profile

Members' profile were not found.

- **In Which fields do they support startups? Agri, tech, health…etc.**

Startups that have social/environmental impact.

- **In which state they support startups? Pre-seeds, Seed's stage, scaling up stage…etc.**

✓ The startup must have revenue-generating model with a clear potential for growth nationally and/or regionally.

✓ Validated prototype must be submitted.

✓ The startup should be operating for at least one year.

- **Amount of fund they have supported**

Amount of fund supported by Startups of Alex were not found.

- **Fund range they support**

Startups of Alex support startups with funds up to 50,000 EGP with 0% equity.

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Back to Incubators Page

• Customers (Both Members and Startups)' Reviews / Published Case Studies

Maha Ibrahim recommends **Startups of Alex**.
23 Feb 2018

Startups of Alex it's not just a place to meet talented people with innovative ideas but it also to develop your way in thinking about your startup in a different ways

Thanks for every thing

Like Comment Share

Islam Anwer El-Mahdy recommends **Startups of Alex**.
5 Aug 2017

دايما كرائد أعمال كانت بتشغلني مفاهيم زي Buisness model..
أول مرة ألاقي المفاهيم دي واضحة جدا متيسرة للفهم والتطبيق على إيدين وألسنة القائمين على icealex وال speakers اللي بيختاروهم بعناية..
أنا رفضت المشاركة في حاضنات قبل كده لأن طريقتهم كانت شبه المصالح الحكومية وده شيء يقتل أي رائد أعمال.. لكن في الحاضنة الجميلة دي تحس انك في مجالك الحيوي..
الحاضنة هيا زي مشتل بيعتني بالنباتات الصغيرة.. و ال startups of Alex مشتل خصب وريّان والقائمين على رعايته إيديهم خضرا 😊

Like Comment Share

Sherif Ezzat recommends **Startups of Alex**.
16 Feb 2018

Very friendly ,giving lots of support ,negotiating different ways of thinking.
I like this teamwork spirit

5 stars

Like Comment Share

Muhammad Ashraf recommends **Startups of Alex**.
23 Feb 2018

An unforgettable beginning , I enjoyed it, I learned alot from it and I met and inspired from a lot of people

5 stars

Like Comment Share

- **Do they have partners? If yes, who're they?**

For their last incubation program, they were in partnership with entities in the figure.

http://startupsofalex.com/

https://www.facebook.com/StartupsofAlex
https://twitter.com/StartupsofAlex
https://www.instagram.com/startupsofalex/?hl=en

QUAL FINDINGS

Brief profiling for their risk appetite

"هو انا risk taker الصراحة"
Incubator

"انا مبحبش الrisk اوي"
Angel_investor_1

- Their risk appetite as decision-makers various between each of them and they all control it by diversifying and following portfolio management
- By giving them a chance to invest 1M$ in anything their decision was based on their portfolio management, and they build it based on their understanding of investment and their previous experience
- When it comes to startups, they minimize the risk by following some points:

Following the process and making an assessment tool for the startup (in the incubator)	Making sure they have a strong team with a good experience and testing them for commitment and qualities	There is potential in the market for their product/service	Investigation the portfolio before joining the investment	Looking at the entrepreneur itself and make sure their mindset is flexible
Checking the industry for this startup	Checking the startup performance and traction	Doesn't join investment alone or without having a trusted investor in the round	Joining high ticket size investment (in the angel group)	Investing more time in the due diligence process

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Back to Content Page

DEEP DIVE INTO THE INVESTMENT/SUPPORT SEARCH PROCESS

Processes for Incubator

60 to 80 startups fill the application from 3 programs covering 3 cycles per year

Selecting around 20 startups from all programs after pitching and the number depends on the program and donors

application
2 weeks

Filling the application form from Facebook or the website

Boot camp

Giving registered startups an intensive program as generic info about everything:
- Design Thinking
- Ideation
- Finance
- Sales & Marketing
- Business Model Canvas
- Pitching skills

Video screening

5 minutes video screening includes:
- Introduction about the team
- The idea
- Problem & Solution, and so on

The object of this point is to make sure the startups meet the requirements like:
- Age limits
- Members of the group
- Estimated cost

Pitch day
1 week

- The incubator selects judges from the ecosystem and makes sure they are knowledgeable about all facets of startups, such as entrepreneurship and business models, finance and projection, and so on.
- The chosen startups pitch in front of the judges, who rate them on a scale of 1 to 5, using the criteria and tools provided by the incubator.
- Judges look mainly at the problem and solution, team experience in their industry, the target customer, marketing strategy, expansion potential in other countries and the plan.
- The judges and the incubator team then discuss which 5 (according to the program) startups to select from the top-scoring startups.

Paperwork
2 to 4 weeks

Selected startups get instructions on internal processes such as:
- They are not getting the money as money, but they will be aligned with the incubator in the processes while buying
- How the exchange methods work
- Some highlights about contracts and edit terms if necessary until they are signed

Mentorship program
6 months

- Preparing assessment tools according to the incubated startups and modifying the mentorship program
- Starting the mentorship program and it's including training and coaching
- Receiving reports from the startups during the program as a follow-up for their progress and see what else they need
- The team should attend 3 days at least per week

Demo day
1 month preparation

Following up

Following up on startups' progress and checking if they need any support in their upcoming plans like joining accelerators or connections to VC's

RECOMMENDATIONS

Recommendations for pre-seed stage startups (idea/MVP/prototype)

How to join an incubator/accelerator at this stage?

- Make sure you meet the criteria of the incubator/accelerator.
- Every incubator/accelerator focuses on some industries. If your startup doesn't match with their area of focus, they will not select you because they don't have enough network of mentors and partners to help you.
- Selection is usually based on scores from judges. To increase your scores, you have to consider the following:

1) **Increase your pitching skills**. Joining one of the bootcamps could help you through it. Online and offline sessions provided by entities like Fekretak Sherketak could be helpful.
2) **Everything you say in your pitch will be translated into scores**, so your numbers about the problem and solution, as well as your competitors, must be specific and from reliable sources, not just general numbers.
3) **The founding team has to be complementary with good experience**. For example, if your startup needs an application, you need to have a CTO for it, not just a team of developers.

4) **Your personality is taken into consideration as well.** In terms of how flexible and coachable you are, how formal you are when you deliver documents about your startup, all of this reflects on your work and your reputation as an entrepreneur.

There are times when you'll see the judges putting pressure on you or being aggressive while asking you questions after your pitch; they are doing it as a technique to evaluate your reaction and understand your limitations.

4) **If you have an MVP or prototype**, your **product/service** is preferred to be made of **Egyptian components**, and you have to **own the technology** you are working on or at least a percentage of it. Those things affect your score as well.

5) **Validate your idea/prototype with a real consumer, not just friends and family**. The bootcamps and sessions could guide you through it.

UNICA Research already has **two services** designed for startups to **help them reach validation** and **identify competitors**.

- **Direct market research** (let the company handle it for you).
- **One-to-one consultation** (If you want to do your market research by yourself but you need support and consultation through it).

https://www.linkedin.com/company/unica-research/