ESCWA Digital Arabic Content Competition - 2008

Winning project of

Maen Zaghloul - Jordan:

Building a comprehensive web site for serving the Arab Entrepreneurs

www.arabentrepreneur.com

2009/12/14

Thank You ESCWA

Thank You JIC - Philadelphia
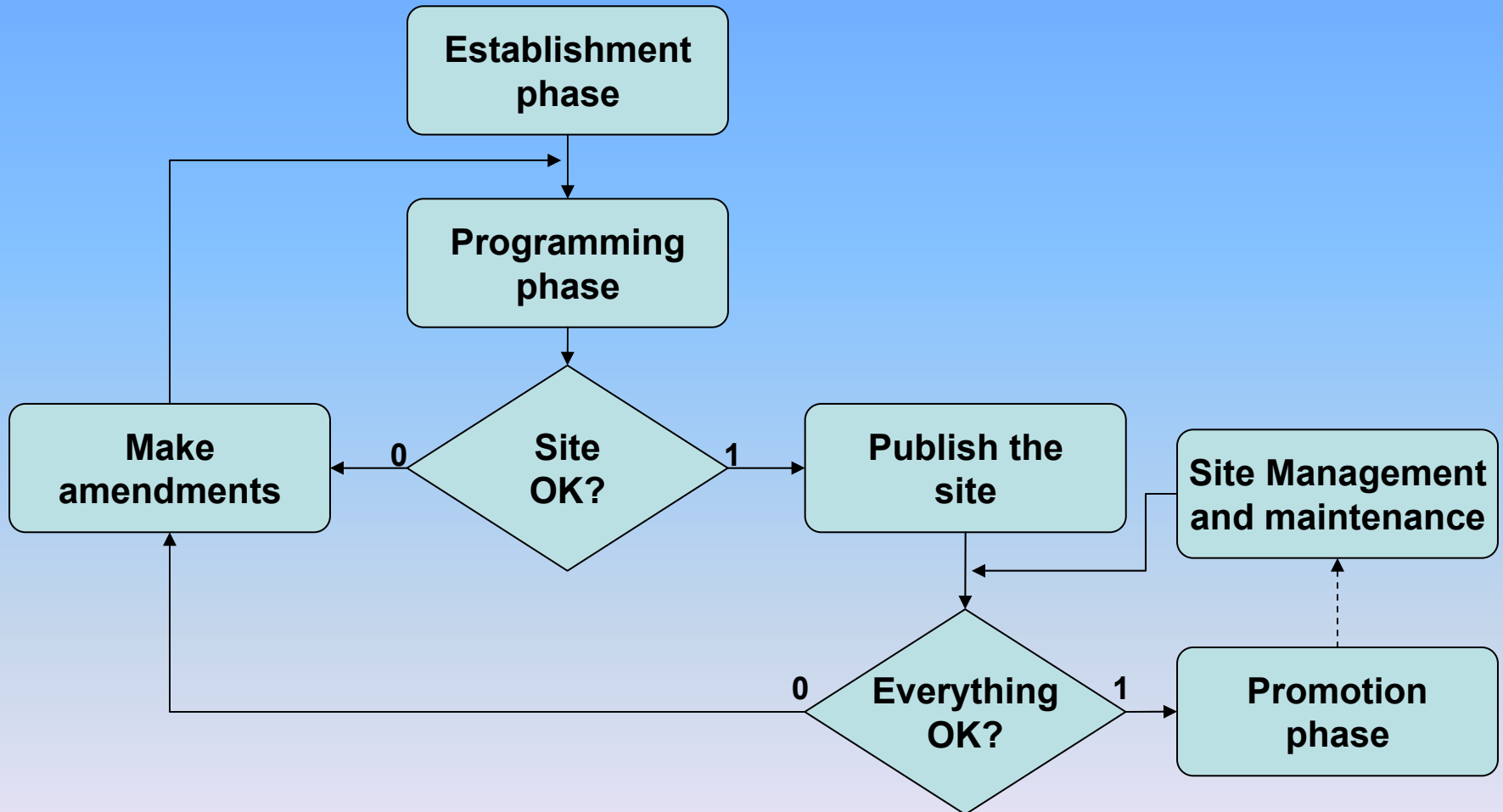

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Background

- Noticeable increase in the economic investment in the Arab world
- The great attention at the highest levels to entrepreneurship in all Arab countries
- Lack of similar sites in Arabic language

At that time!

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The Vision

- To build a comprehensive site in Arabic for serving the needs of the Arapreneurs©:
  - Information, ideas, analysis
  - Programs, guides and tutorials
  - Investment opportunities, market situation
  - **Networking and interaction, chat, forum**
  - Etc.

Targeting the Arab Entrepreneurs

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Action Plan

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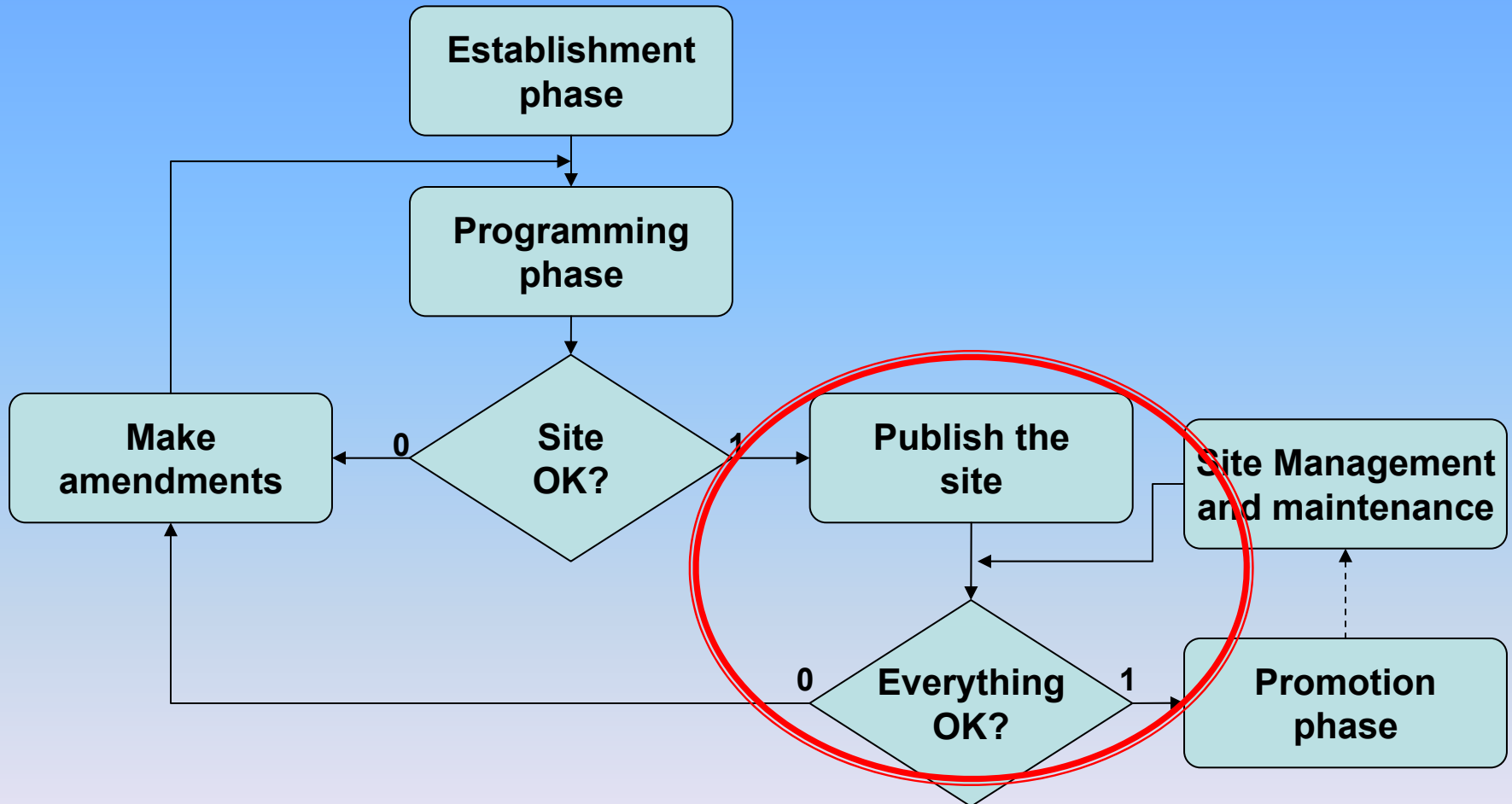
The Work Progress

- Won the competition and started incubation during Nov./08
- Searching, studying and screening alternatives for building the site
- Working with the programmer bit-by-bit
- Testing, modifying, enhancing…
- Arranging for the appropriate content
- …

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Current Status

The Work Progress contd

- Registering the company
Pioneers Middle East for e-Services LLC

- Business and marketing plan

- The site Logo

- Brochures & business cards

- Specialized business & marketing training

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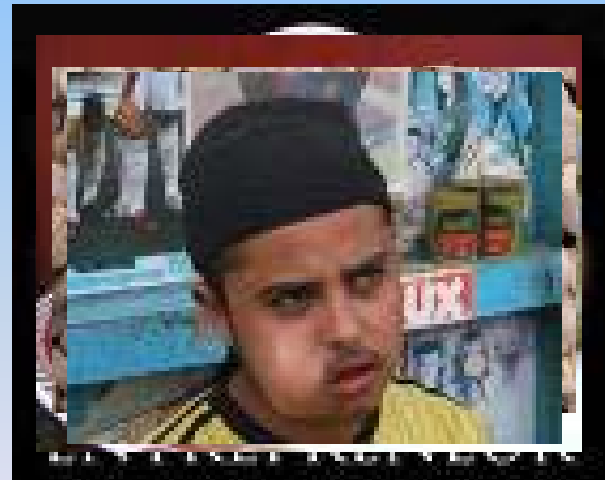
Weaknesses, Constraints and Drawbacks

- Lack of enough resources
- One-man-show
- Worldwide crisis
- Time flies

Benefits & Achievements

- Involved in the entrepreneurial spirit
- Became more realistic
- Received more ideas

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What's Next

- Finalize the hosting issue
- Perform final tests
- Adding and updating content
- **Promotion**
- Getting feedback
- Enhancing the site
- Adding more features (*English*)

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Thank You!

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