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## Report on the selection of Startups for ER2FOOD Innovation Support Program

**Date:** 23/02/2023

**WP 3:** Support to the start-up (Incubation and business modelling support)

### A) Application process

The call for applications to the startup support program, or ER2FOOD Innovation Support Program, was launched by NSCE on August 31<sup>st</sup> till October 16, 2022, receiving a total of 22 applications from across several governorates including Fayoum, Aswan, Sohag, Giza, Qalyoubia, Benisuef and Dakhalia. Publicity about the call was made on social media (paid Facebook ads), online media (enterprise.press), email (project's mailing list) and face-to-face during the project's events.

The application contained the personal information like, Name, Address, Governorate, Position in project, Phone, Email address, Contact persons. Then it covered the Company Information like Startup Name, Company/Project Overview, legal registration, estimates of revenues, team members, gender, interests in energy efficiency, previous energy audits, stage of startup etc.

A total of 10 startups were short-listed and passed the pre-selection phase, based on the following 3 main eligibility criteria: (i) Company registered in Egypt; (ii) less than 2 years of operations; (iii) provide solutions/ be in the bakery sector, with few exceptions of startups that are not yet registered nor have started operations but have shown to have potential as shown in the figure below:

n*	Company name (English)	Company name (Arabic)	Governorate	Sector	Compliance with the selection criteria
1	Apis	N/A	Aswan	Bakery	Fully
2	Plante	N/A	Beni Suef	Green-tech	Fully
3	Fatihah Khair	فاتحه خير لتجاره الجملة والتجزئه والتعبئه المواد الغذائية	Cairo	Packaging	Fully
4	ETMW	N/A	Asyut	Other	Partially (not currently serving the bakery sector)
5	OfoQ	N/A	Cairo	Bakery	Partially (registration is missing)
6	Divan	N/A	Cairo	Green-tech	Partially (registration missing)
7	Al Fayrouz Bakery & Confectionery	مخبز وحلواني الفيروز	Qena	Bakery	Partially (3 years of operation, registration missing)
8	N/A	انتاج الخبز من البطاطس ودقيق المكرونه والذره	Giza	Bakery	Partially (not operating, not registered)
9	Organic Bakery product	N/A	Fayoum	Bakery	Partially (not operating, not registered)
10	Losha	N/A	Fayoum	Bakery	Partially (not operating, not registered)



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In preparation of the internal pitching session, startups were also asked to share their business plans and a presentation template was shared with startups as well as the evaluation criteria.

## B) Selection Criteria and Pitching

10 pre-selected startups showcased their business during a one virtual participated in the internal pitching event held on the 21<sup>st</sup> of November 2022; covering the following points in 5-7 minutes, followed by questions from the panelists:

- Date of Operating
- Objective of Project
- The Client & the Problem that the Project Addresses/ Solves
- Solution (project description – product - service)
- Business Model/ Current and Expected Revenues
- Targeted Market & Customers, Market Size & Competitors
- Team & Qualifications
- Status/ Technical & Financial Needs and Usage of Funding
- Energy & Resource Efficiency Measures (Current & Planned)

The expert panel consisted of the following team:

- Dr. Kamal Ghallab: Dean of post-Graduate Studies of Institute for Research & Strategic Studies & Manager of Entrepreneurship Club- Fayoum University
- Abdelrahman Fahmy: Chairman, youthinkgreen – Egypt and Entrepreneurship Expert
- Mirna El Banawy: Officer at the Economic Development Unit, Experience in managing startups incubators

The startups were evaluated based on the following criteria, each criteria out of 5 ( 0 - 1 Very Low - 2 Low – 3 Average- 4 High-5 Very High) (see score cards in annexes):

- Business and scalability
  - Does the proposition address a real challenge?
  - Is there a clearly identified customer segment?
  - Is there an opportunity to expand in other markets?
- Readiness to enter the market
  - Is the startup already operating?
  - Is there a prototype / minimum viable product?
- Innovation or Technology Potential      Energy
  - Is there strong new technology?
  - Is there a strong new business model?
  - Or an idea with existing technology/business model but in a new market?
- Resource efficiency potential
  - Does the startup present a strategy to reduce its energy / resource consumption?
  - Is there a circular economy model?



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- Is there a potential for better energy and resource efficiency among the bakery sector?
- Strength of the Management Team
  - Is there entrepreneurial spirit in the team?
  - How complete is the team for the task at hand?
  - Does the team have prior start-up experience?
- Quality of Pitch
  - Quality of the presentation
  - Speaking skills
  - Self-confident
  - Time -management

### C) Strengths, Weaknesses and Mitigation

Overall, the startups were well prepared for the internal pitching, they covered all the required points that help experts in good arbitration such as : the existing problem, how their product is solving the problem, a quick description of the product with photos, Model (Pricing, current and expected revenues) and technologies used, if any, accomplished steps and future plans , competitors and how they are different from them i.e. competitive advantage, marketing and customer reach etc.

However, the average level of the startups was considered insufficient by the jury. Accordingly, NSCE team decided to extend the out-reach to more startups through head hunting.

### D) Extended application process:

NSCE extended the outreach to more startups in December 2022 and February 2023 through head hunting in hope of reaching more promising startups in terms of innovation, legal status and or operations/ startup phase.

Two new selection rounds were organized.

#### Round 2:

Three additional startups were preselected:

n*	Company name (English)	Company name (Arabic)	Governorate	Sector	Compliance with the selection criteria
1	El Nasr	مخبز الناصر	Aswan	Bakery	Fully
2	La Prances		Fayoum	Bakery	Partially (not operating, not registered)
3	El Nour		Fayoum	Bakery	Partially (not operating, not registered)

They attended a new pitching session on December 29<sup>th</sup>. The same jury members were present, and they used the same assessment method and criteria as during the first session on November 21<sup>st</sup>.

The results of the 3 assessments were combined and the best 10 startups selected (see annex 5).



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### Round 3:

Three additional startups were preselected:

n*	Company name (English)	Company name (Arabic)	Governorate	Sector	Compliance with the selection criteria
1	Malaket El Halaweyat	ملكة الحلويات	Fayoum	Bakery	Partially (operating, not registered)
2	Young Pharos		Fayoum	Bakery	Partially (not operating, not registered)
3	Zeinhom for Producing Paper Bags	زينهم لصناعة الاكياس الورقية	Fayoum	Serving Bakery Sector	Partially (not operating, not registered)

They attended a new pitching session on February 8<sup>th</sup>. The same jury members were present, and they used the same assessment method and criteria as during the first session on November 21<sup>st</sup>.

#### E) Final selection:

The results of the 3 assessments were combined and the best 10 startups selected (see annex 5).

Annex 1 shows the final list of selected startups.

#### Enclosed in annexes:

- the overview of the selected startups (Annex1)
- the score cards of each jury member (Annexes 2,3,4)
- and average ranking of all presenting startups (Annex5)



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## F) ER2FOOD Selection Committee approval

On the 28<sup>th</sup> of February 2023, the ER2FOOD Selection Committee to approve and formalize the above-reported selection process and the results as reported in the following Annexes 1 to 5

Cairo, 28<sup>th</sup> February 2023

The Selection Committee Members

On behalf of TCA

dr. Marco Gerevini

On behalf of NSCE

dr. Zohra Merabet

On behalf of RINA

dr.ssa Arianna Amati



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### Annex 1:

#### Overview of the selected startups:

Founder Name	Startup Name	Average	Ranking	Registration Status	Product Overview	Governorate	Comments
Gamal Abdelnaser Farag	"مخبز الناصر" / Makhbaz El Naser	20	1	Registered	production of non-subsidized bread, Registered and operating, working with restaurants etc. has commercial registration + primary license (Bakery)	Fayoum	Operating since 2021 with plan for energy efficiency
Mohamed Hassan	Plante/ Planta	19	2	Registered	serving bakery sector, biogas for bakeries, uses bakeries wastes as well (Greentech)	Beni Suef	operating
Fatma Mahmoud	APIS	18.67	3	Registered	Production of a natural preservative extracted from the dissolved substance to preserve baked goods for a period of one year, such as biscuits, cakes and their derivatives, and another for preserving juices and drinks for a period of 6 months (Bakery)	Aswan	Operating since 2021, no clear plan yet for resource/ energy efficiency.
Mohamed Nouredin Abbas	Organic Bakery/ Dr. Bakery	18.33	4	Not registered	producing bakeries with high nutritional value ( with low trans fat, whole wheat flour etc.)	Fayoum	Still not operating, ideas for energy efficiency but no clear plan yet.
Mohamed Hegazy	Ma5booz/ Ofoq	18	5	Not registered	production of bakeries while reducing consumption of wheat (reducing % of carbs,( increasing % of protein, increasing %, reducing consumption of water) (Bakery)	Cairo	Has prototype but still not operating and hence no revenues yet but has plan for energy and resource efficiency.
Mohamed Sayed Abdallah Aly	El Nour	18	5	Not registered	desserts / bakery	Fayoum	Has prototype, not operating yet, no clear plan for energy efficiency yet
Inas Hesham	Divan/ Pure	17.67	7	Not registered	environment friendly biogas and biofertilizers (Greentech)	Cairo	Operating since 2021 with plan for energy efficiency
Shaima Amir	La Prances	17.33	8	Not registered	Making healthy desserts, diabetic / diet friendly (Bakery)	Fayoum	Research phase, not operating
Mohamed Salah	"Young Pharos"	16.67	9	Not registered	Planning to produce biscuits/ baked goods from barely and oats in response to problems with wheat importing in Egypt.	Fayoum	Not operating yet.
Eman Ewis	"Malaket El Halaweyat"	16	10	Not registered	Making diet and non-diet desserts (Bakery) using honey, fruits and stevia. Distributes her goods to supermarkets and shops and reaches more customers through a whatsapp group.	Fayoum	Been operating for a year now but relying on home equipment for production.



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## Annex 2

### Score card Dr Kamal Ghallab

Score Card ER2FOOD Innovation Support Program - Final selection									
Dr Kamal Ghallab									
Candidates		Business and scalability	Readiness to enter the market	Innovation or Technology Potential	Energy and resource efficiency potential	Strength of the Management Team	Quality of Pitch	Total	Rank
1	APIS	Average	Average	Average	Average	Average	High	19	2
2	Dr. Bakery : Mohamed Nour Fayoum	Low	Low	Average	Average	Average	Average	16	8
3	MaخBoz: Mohamed H. Hegazy	Low	Average	Average	Average	Average	High	18	5
4	Mohamed Hassan: Plante	Average	Average	Average	Average	Average	High	19	2
5	Enas	Average	Average	Average	Average	Average	High	19	2
6	Ayman Shehata	Low	Low	Low	Low	Average	Low	13	13
7	Mohamed Antar	Low	Average	Low	Average	Average	Average	16	8
8	Ahmed Abdelfattah: Al Fayrouz	Low	Average	Low	Low	Average	Low	14	12
9	Gamal Abdelnaser Farag, "مخبز الناصر"	High	High	Average	Average	High	High	22	1
10	La Prances, Shaima Amir	Average	Average	Low	Low	High	High	18	5
11	Mohamed Sayed Abdallah Aly " El Nour",	Average	Average	Low	Average	High	Low	17	7
12	Eman Ewis, Malake "Malaket El Halaweyat"	Average	Average	Average	Very Low	Average	Average	16	8
13	Ahmed Zeinhom " Paper bags"	Low	Low	Low	Very Low	Average	Very Low	11	14
14	Mohamed Salah " Young Pharos"	Average	Low	Average	Low	Low	High	16	8







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#### Annex 4

#### Score card Mirna El Banawy

Score Card ER2FOOD Innovation Support Program - Final selection									
Mirna El Banawy									
Candidates		Business and scalability	Readiness to enter the market	Innovation or Technology Potential	Energy and resource efficiency potential	Strength of the Management Team	Quality of Pitch	Total	Rank
1	APIS	Average	Average	Average	Average	Average	High	19	2
2	Dr. Bakery : Mohamed Nour Fayoum	Low	Low	Average	Average	Average	Average	16	8
3	MaخBoz: Mohamed H. Hegazy	Low	Average	Average	Average	Average	High	18	5
4	Mohamed Hassan: Plante	Average	Average	Average	Average	Average	High	19	2
5	Enas	Average	Average	Average	Average	Average	High	19	2
6	Ayman Shehata	Low	Low	Low	Low	Average	Low	13	13
7	Mohamed Antar	Low	Average	Low	Average	Average	Average	16	8
8	Ahmed Abdelfattah: Al Fayrouz	Low	Average	Low	Low	Average	Low	14	12
9	Gamal Abdelnaser Farag, "مخبز الناصر"	High	High	Average	Average	High	High	22	1
10	La Prances, Shaima Amir	Average	Average	Low	Low	High	High	18	5
11	Mohamed Sayed Abdallah Aly "El Nour",	Average	Average	Low	Average	High	Low	17	7
12	Eman Ewis, Malake "Malaket El Halaweyat"	Average	Average	Average	Very Low	Average	Average	16	8
13	Ahmed Zeinhom "Paper bags"	Low	Low	Low	Very Low	Average	Very Low	11	14
14	Mohamed Salah " Young Pharos"	Average	Low	Average	Low	Low	High	16	8



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## Annex 5

### Average ranking of all presenting startups

Startup name	Mirna		Abdelrahman		Dr Kamal		FINAL		
	Total	Rank	Total	Rank	Total	Rank	Total	Average score	Rank
"مخبز الناصر"/ Makhbaz El Naser	21	1	20	1	21	1	62	20.6666667	1
Plante/ Planta	19	2	19	2	19	6	57	19	2
APIS	19	2	19	2	18	7	56	18.6666667	3
Organic Bakery/ Dr. Bakery	16	8	18	5	21	1	55	18.3333333	4
Ma5booz/ Ofoq	18	5	19	2	17	8	54	18	5
La Prances	18	5	16	7	20	4	54	18	5
El Nour	17	7	16	7	21	1	54	18	5
Divan/ Pure	19	2	14	10	20	4	53	17.6666667	8
Mohamed Salah " Young Pharos"	16	8	18	5	16	10	50	16.6666667	9
Eman Ewis, Malake "Malaket El Halaweyat"	16	8	16	7	16	10	48	16	10
Mohamed Antar	16	8	12	11	17	8	45	15	11
Ahmed Abdelfattah: Al Fayrouz	14	12	10	13	15	12	39	13	12
Ayman Shehata	13	13	10	13	14	13	37	12.3333333	13
Ahmed Zeinhom " Paper bags"	11	14	11	12	11	14	33	11	14

Green: Accepted

Red: Rejected