

Mashreq Tourism Incubator

Start May 2019 - End July 2021

First Cohort



With Egypt being the regional heart of tourism, AAST Entrepreneurship Center launched the first of its kind in the Arab region, Mashreq Tourism Incubator. Mashreq

comes as a result of the continuous cooperation between Rowad 2030 project under the Ministry of Planning and AAST Entrepreneurship Center, with the support and sponsorship of the Egyptian Ministry of Tourism and Arab Tourism Organization.

Through Mashreq we offer comprehensive support to both established companies and innovative startup ideas in the tourism sector. This is through pre- incubation and incubation programs to rehabilitate and accelerate the growth of these entrepreneurial businesses along the various levels of startup maturity.

In Numbers :

Graduated Startups : 60

Training Sessions : 50

Investments : Received 300 k Dollars

Partners :



Link : <https://aast.edu/en/centers/Entrepreneurship/mashreq.php>

Link: https://aast.edu/en/centers/Entrepreneurship/news.php?unit_id=482&language=1&page=1&event=30&get_event_type=1#

حاضنة مشرق للسياحة

مشرق هو أول حاضنة في المنطقة العربية متخصص في دعم الشركات الرائدة والأفكار المبتكرة الناشئة في قطاع السياحة، يأتي البرنامج كنتيجة للتعاون المستمر بين مشروع رواد 2030 التابع لوزارة التخطيط ومركز ريادة الأعمال في الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري بدعم ورعاية وزارة السياحة المصرية والمنظمة العربية للسياحة.

يهدف البرنامج إلى تقديم الدعم الشامل للشركات القائمة والأفكار التجارية المبتكرة في قطاع السياحة ؛ سيكون هذا من خلال إنشاء برامج ما قبل وخلال الاحتضان لإعادة تأهيل وتسريع نمو هذه المشاريع التجارية على طول مراحل التنمية المختلفة. سيقدم البرنامج الدعم لرواد الأعمال الشباب والمبتكرين في إنشاء وتنمية شركاتهم في مجالات الدعم السياحي في سوق العمل.

يشمل التعاون بين برنامج الرواد 2030 ومركز ريادة الأعمال في الأكاديمية العربية إنشاء حاضنات أعمال ، وتوفير خدمات التوجيه والخدمات الاستشارية لنمو واستدامة أفكار ريادة الأعمال بالإضافة إلى توفير التمويل الأساسي لإنشاء الشركات الناشئة.

بدعم من ورعاية وزارة السياحة المصرية ، يتم تحديد الاتجاهات الفعلية لاحتياجات سوق العمل وفقاً لطبيعة كل محافظة ، حيث ترتبط المشروعات المبتكرة بالموقع الرسمي للهيئة المصرية للترويج السياحي.

مشرق يقدم لرواد الأعمال المشاركين:

- دعم فني وإداري من خلال خبراء متخصصين في قطاع السياحة
- دعم و استشارات لبناء النموذج الأولي للمنتج أو الخدمة
- مساحة عمل مجهزة
- فرص للحصول علي منح واستثمارات
- فرص للتواصل مع الجهات الداعمة المختلفة بما في ذلك الموردين والعملاء
- دعم مالي لبناء النموذج الأولي للمنتج أو الخدمة

حاضنة مشرق للسياحة بالارقام:

19 شركة ناشئة مسجلة في القاهرة وأسوان

56 جلسة تدريبية

300 ألف دولار حجم الاستثمارات



MashreQ Tourism Incubator



First Cohort Pre-Final Report

Feb-June 2021

This report is prepared and presented for The Ministry of Planning and
Economic Development – Rowad 2030 Project

By: MashreQ Incubator Team

Pillar I: Working on Focus Areas with Consultants and Service Providers

1. Consultants and Service Providers

Startup	MVP / Focus Areas Outcome	Consultant/ Service Provider Name	Delivery Date
Eco Nubia	<ul style="list-style-type: none"> New Reservation Platform for Eco-Nubia Internationalization Strategy New Branding Marketing plan for 2021 	1. Hany Maurice 2. SITA	30 June 2021
TripDizer	<ul style="list-style-type: none"> Installing a call center for granting a better customer care for both inbound and out bound travelers and for a promotion animation video that we will be using on social media to encourage travelers to use our website. Survival During Covid-19 Time and cost reduction plan Developing new Local Tourism Programs Building new partnerships with Tourism companies 	1. SWATX 2. Kabila	30 June 2021
Trip Guide	<ul style="list-style-type: none"> Renovating Trip Guide Platform for the activities and adding suppliers Creating a Blog for Activities Legal Registration of TripGuide Hub Company Marketing and Sales plan for 2021 Scaling Strategy 	1. Hany Maurice 2. School of Marketing	30 June 2021

Orient Museum	<ul style="list-style-type: none"> • Adding full voice over to the developed “Mohamed Ali” VR hall • Development of the Ancient Egypt Hall with Voice Over • Launching the brand and get market feedback on the two halls 	1. Voice Over Expert	30 June 2021
What’s Behind!	<ul style="list-style-type: none"> • Developing 5 audio episodes for dark tourism destinations in Egypt • Developing 5 Video episodes for dark tourism destinations in Egypt • Launching a New brand and getting market feedback 	1. Karim El-Husseiny (Actor) 2. Media Production Company 3. Studio 7ayah (Marketing)	30 June 2021
SemSemya	<ul style="list-style-type: none"> • Design, development, and implementation of educational tour programs in Ismailia, Portsaid, Mahalla, etc. • Building educational content (visual) for the important destinations in these sites • Launching a social Media channel for the Business 	1. Swaid.nl	30 June 2021
Go-V-Studios	<ul style="list-style-type: none"> • Developing new content sharing platform specialized in Tourism content • Production of 360 Content for 15 Tourism destinations in Egypt 	1. Dawayer Company	30 June 2021
Hub Adventure	<ul style="list-style-type: none"> • Developing new platform for Travel and accommodation offers and packages in Egypt/Gulf/and Asian Destinations • Building a new brand identity and marketing plan for Hub adventure 	1. Software House Company	30 June 2021

Holiday Package	<ul style="list-style-type: none"> Establishing New Call Center and Phone instant Customer Service center at Holiday Package Hiring Sales Staff Renovating the Logo and Branding Content Marketing 	1. MAD (Marketing, Advertising and Digital Solutions) Company	30 June 2021
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2. Aswan Startups:

A needs assessment visit has been conducted in February 2021 by the incubator management team as well as MAD Consulting company for Marketing, Advertising and Digital solutions, where one to one meeting has been conducted with each startup for 1-2 hours to identify the key needed marketing tools for growth. This can be concluded as follow:

Startup	Marketing Consultation	Facebook Designs and Ads Consultation	New Name and Brand Key	Logo	Brochure
Aswania	Yes	Yes			
Travmaker	Yes		Yes	Yes	
Nubian Kato	Yes	Yes			
Esh3a3	Yes	Yes	Yes	Yes	
Torya Art	Yes	Yes			
Tourisma	Yes		Yes	Yes	
Your Assistant	Yes		Yes		Yes
Egyptour	Yes	Yes	Yes	Yes	Yes
African Nile Tourism	Yes		Yes		

Also a training workshop has been delivered by MAD Team to all Aswan startups on Marketing and Branding tools.

Topic	Date	Consultant	Deliverables
Marketing and Branding for Startups	Feb-May 2021	Mahmoud Fouda and MAD Team	<ul style="list-style-type: none"> - Go To Market Strategy for Aswan Companies - New or Renovated Branding and Brand identity - Brochures, Flyers, etc. - Social Media Designs and Ads. - New more attractive names for some startups - Training on Pitching Practices - New Product Description and Content Development - Business Model Optimization in some cases - Videos for each company (To be conducted)

Sample of Aswan Deliverables:



لو بتدور على مكان رايق تحتفل بية مع البتحبهم في
أي مناسبة فاحنا موجودين!
توريا هنقدملك كل الاثت محتاجة عشان احنا عندنا
كل حاجة!
مازيكا، اكل و النيل!
مستنيانكم في توريا.
#توريا - تجربة

خليكى دايما مميزة



نفسك تلبسى جاجة مميزة محدش بيلبس زيها؟
يبقى هتلاقى الانت عايزة عندنا! منتجاتنا متنوعة
و جابلكو من بيتها الاصلى!
تقدرو تطلبوا منتجات اسوانيا اونلاين!

مرسومة مخصوص ليكى



احنا في اسوانيا دايما عايزين نقدملكم المميز.. عشان كدة
مش هتلاقى تصميماتنا في اى مكان تانى!
لانها مرسومة بالايدي..صعب تكون تقليد!
تقدرو تطلبوا منتجات اسوانيا اونلاين!

Nubian Kato SWOT ANALYSIS

Strengths

- Committed Founder.
- Applied Arts Background .
- Experienced (Done previous 35 workshops)
- Provide variety of activities (Music , Graffiti , Art therapy , Handmade)

Weaknesses

- Single girl in the Market.
- No Program for the workshops.
- Pricing.

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Opportunities

- Increase digital ads to promote for her workshops.
- Collaborate with schools , universities.
- Average 1 Million visitors per year in Aswan.

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Threats

- Lack of tourism Due to COVID-19.
- Short season due to hot climate in Summer.



PAIN
RELIEF

If you're looking for something completely different from your next spa break, it couldn't get much more unique than sand burial sessions in Aswan by Aswan Cure.

Hot sand therapy in the sand burial treatment combines the beneficial effect of the heat from the sand with its naturally occurring mineral

Book your sand burial sessions now!

Annex 1: Startup Profiles:

A) Main Program Startups:

Start up Name	Location	Description	Link to Platform and/or Social Media Page
What's Behind	Cairo	Platform and audio/video content for promoting Egypt dark heritage in historical sites. The platform is targeting foreign & local community to explore new sides of the history setting dark tourism on the Egyptian tourist map to achieve excellence for the Egyptian tourist product and increase its future tourist demand.	https://www.facebook.com/otherside8
Holiday package	Cairo	Platform for reservation of comprehensive trips to and from Egypt that includes all services (airline reservation - hotel reservation - transportation - insurance), also includes travel advisors and tour guides. The solution enables Installment payments for Egyptian travelers inside and outside Egypt.	http://www.holiday-package.net/ https://www.facebook.com/HolidayPackageLLC
Hub adventure	Alexandria	Egyptian Travel platform with integrated travel services (Flights, Hotels, Packages, Transfers, Trips, Tours,). Introduce services to clients with different categories. The platform is targeting Egyptian Market , Gulf Market, and Middle East.	https://www.facebook.com/HubAdventure
Eco Nubia	Cairo	An Ecolodge built in Heisa Island in Aswan City that includes an Eco-Hotel and a Restaurant. The place provides guests with an enjoying and unique experience with both Nature & History, in an Authentic and Genuine environment. Eco-Nubia is targeting Foreign and Egyptian Travelers who prefers Eco-Tourism.	http://www.eco.com.eg/ https://www.facebook.com/econubia

Trip guide	Cairo	A platform for activities reservation for tourists, it offers travelers the possibility to reserve different types of touristic activities e.g. Diving, Snorkeling, Safari Trips, etc. also comparing different offers and prices and selecting the best option.	https://www.facebook.com/tripguidehub
Tripdizer	Cairo	Platform that offers a quality customized travel experience, tailor made for the specific interests of each customer using the Artificial intelligence technology, it is also customized according to the customer's budget and according to their preferences and needs.	https://tripdizer.com https://www.facebook.com/tripdizerofficial
Go-V Studio	Cairo	Content sharing and media production platform for touristic content shared by the platform or by users. The platform is focusing on 360 content.	h t t p : / / www.govstudios.com/ https://www.facebook.com/govstudio
Semsemya	Ismailia	A company that is providing a varying of educational trips to high school students and later to university students. The main service will be customized thematic study tours tackling topics such as environment, history, anthropology, fashion and etc. these tours will vary in time from one day trip to multiple weeks camps. The main clients will be international schools in Egypt as Business to Business as well as students directly through their parents as business customers.	
Orient Museum	Alexandria	A virtual museum Platform that enables people from around the world to visit places in Egypt virtually using the VR/AR Technology	http://orientmuseum.org/ https://www.facebook.com/orientmuseum.org

B) Aswan Program Startups:

Startup Name	Location	Description	Link to Platform and/or Social Media Page
Creativity	Aswan	Developing and implementing programmes for Creative Nubian events, e.g. weddings, anniversaries, etc.	
Esh3a3	Aswan	Platform for reservation of all activities in Aswan, e.g. Nubian Houses, Nile Cruises, Concerts, visits.	
TourismA	Aswan	Platform for responsible tourism, its mission is "Hospitality with responsibility, that includes reservation of green houses and other activities that is aligned with sustainable development practices.	
Your Assistant	Aswan	Platform for booking accommodation in Nubian Houses and local transportation in Aswan	
STS	Aswan	B2B Matchmaking Platform between Tour guides, Tourism agencies, transportation companies, etc.	
Nubiankato	Aswan	Art Workshops to produce handmade products	
Torya Art	Aswan	Art space, cafe and a small hotel in Aswan for hosting events, concerts, etc.	https://www.facebook.com/Torya.Art.And.Music.Space
Egyptour	Aswan	A medical tourism platform for tourists who aim to experience different treatment using Aswan local resources	
Africa Nile Tourism	Aswan	A tourism company specialized in organizing trips in Africa inside and outside Egypt.	
Aswani a	Aswan	Handcrafts and handmade products (Bags, accessories, etc.) from Aswan Palm tree recycled products	

Annex 2: Selected Photos





