

THE EGYPTIAN ENTREPRENEURSHIP SECTOR DIAGNOSTICS REPORT 2025 POCKET BOOK

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Acronyms

AgriTech	Agricultural Technology
AI	Artificial Intelligence
BDC	Banque du Caire
Bn	Billion
B2B	Business to Business
B2B2C	Business to Consumer
B2G	Business to Government
Bps	Basis Points
CAPMAS	Central Agency for Public Mobilization & Statistics
CBE	Central Bank of Egypt
EBRD	European Bank for Reconstruction & Development
EdTech	Educational Technology
FDI	Foreign Direct Investment
FinTech	Financial Technology
FRA	Financial Regulatory Authority
FY	Fiscal Year
GAFI	General Authority for Investments & Free Zone
GIZ	German Agency for International Cooperation
GDP	Gross Domestic Product
ICT	Information Communications Technology
IFC	International Finance Corporation
ILO	International Labor Organization
ITIDA	Information Technology Industry Development Agency
MAECI	Italian Ministry of Foreign Affairs & International Cooperation
MCIT	Ministry of Communications & Information Technology
MENA	Middle East & North Africa
Mn	Million
MoF	Ministry of Finance
MoPED	Ministry of Planning & Economic Development

Acronyms

MoU	Memorandum of Understanding
MSMEDA	Small and Medium Enterprises Development Agency
MSMEs	Micro, Small, and Medium Enterprises
NBE	National Bank of Egypt
NCW	National Council for Women
SMEs	Small and Medium Enterprises
TIEC	Technology Innovation & Entrepreneurship Center
UNWOMEN	United Nations Entity for Gender Equality & the Empowerment of Women
USAID	United States Agency for International Development
VC	Venture Capital
YoY	Year over Year
SDR	The Egyptian Entrepreneurship Sector Diagnostic Report

About Entlaq



Entlaq is a dynamic Cairo-based think tank dedicated to reshaping Egypt's entrepreneurial landscape through advisory and capacity-building programs. Our mission is to provide a unique perspective and innovative solutions to the challenges faced by governmental, investor, and entrepreneurial stakeholders across the ecosystem.

At Entlaq, we leverage our extensive network of governmental and ecosystem partners to deliver research-driven insights, strategic guidance, and policy recommendations that create a supportive environment for startups and promote sustainable economic growth. Our advisory arm is committed to fostering a data-driven ecosystem, ensuring that all stakeholders have access to critical information for informed decision-making.

Our capacity-building initiatives are crucial in nurturing early-stage businesses, enhancing entrepreneurial skills, and accelerating startup growth, thereby strengthening the overall ecosystem. Through these efforts, Entlaq plays a pivotal role in advancing Egypt's position as a regional innovation hub.

Our Mission

Curate talent, sustainable practices, and data driven solutions to cement entrepreneurial growth.

Our Vision

Catalyzing Egypt's positioning as the region's innovation hub through fostering an innovative, inclusive, and impactful ecosystem

About Entlaq

Advisory



Policy and Legislative
Advisory



Market Access and
Expansion



Research-based
Products



Strategy Advisory

Programs



Investment
Readiness Programs



Accelerators &
Incubators



Corporate Innovation
Programs



Capacity Building &
Upskilling Programs



Managing Director Entlaq

As we gather in El Gouna to launch the third edition of the Egyptian Entrepreneurship Sector Diagnostics Report, I am filled with both pride and anticipation. This moment represents not just the culmination of months of rigorous research and analysis, but a critical milestone in Egypt's journey toward becoming the region's definitive innovation hub.

When we embarked on this year's research journey, we knew we were documenting more than statistics and trends. We were capturing the pulse of a nation in transformation—a country where young entrepreneurs are redefining what's possible, where traditional industries are embracing innovation, and where policymakers are increasingly recognizing entrepreneurship as a cornerstone of sustainable economic growth.

The 2025 edition of our Sector Diagnostics Report represents a significant evolution in both scope and analytical depth. Through 400+ stakeholder surveys, 15 key informant interviews, and comprehensive analysis across all Egyptian governorates, we have assembled the most complete picture yet of our entrepreneurship ecosystem. This report is not merely an academic exercise; it is a strategic tool designed to inform investment decisions, guide policy reforms, and inspire the next generation of Egyptian innovators.

What emerges from our research is a story of remarkable resilience and untapped potential. Despite macroeconomic headwinds and global uncertainty, Egypt's startup ecosystem continues to attract significant investment, with deals like MNT-Halan's USD 157.5 million funding round demonstrating sustained investor confidence in our market.

“At Entlaq, we believe that data without action is merely information. That's why this report launch coincides with our continued commitment to translating insights into impact.”

Yet our analysis also reveals critical gaps that demand urgent attention—from the gender funding disparity that sees women-led startups receiving less than 6% of total venture capital, to the geographic concentration that leaves promising entrepreneurs outside Cairo struggling for access to resources and networks.

Perhaps most importantly, this report illuminates a path forward. Our detailed policy recommendations—from establishing a national pre-seed fund to creating regulatory sandboxes for innovation—are not wishful thinking but actionable blueprints grounded in international best practices and local realities. We have benchmarked Egypt against Morocco, Tunisia, Kenya, and India, learning from their successes while charting our own unique course toward ecosystem maturity.

At Entlaq, we believe that data without action is merely information. That's why this report launch coincides with our continued commitment to translating insights into impact. Through our advisory services, capacity building programs, and policy advocacy, we are working alongside government partners, international investors, and local entrepreneurs to build the inclusive, competitive ecosystem that Egypt deserves.

This comprehensive research would not have been possible without the invaluable support and collaboration of our government partners, development organizations, sponsors, and the countless entrepreneurs, investors, and ecosystem enablers who shared their insights with us. We are deeply grateful to all who contributed to this effort and to those hosting us in El Gouna for creating the perfect environment for meaningful dialogue and collaboration.

The timing of this report could not be more crucial. As global supply chains regionalize and investors seek markets that demonstrate both opportunity and stability, Egypt has a unique window to position itself as the innovation gateway between Africa, the Middle East, and Europe. Our large domestic market, strategic location, and growing tech talent pool provide the foundation. Our challenge—and our opportunity—is to build the enabling environment that allows this potential to flourish.

To our government partners, I say: the evidence is clear, and the roadmap is before us. The policy recommendations in this report offer concrete steps toward creating the regulatory clarity and institutional support that entrepreneurs need to thrive. To our investor community, both local and international: Egypt's startup ecosystem offers compelling opportunities for those willing to look beyond short-term volatility to long-term transformation. To our fellow entrepreneurs and ecosystem builders: your stories, challenges, and aspirations are woven throughout this report. You are not just building companies; you are building the future of our nation.

As we look toward 2030 and beyond, I am convinced that Egypt's entrepreneurship ecosystem will be remembered as a defining force in our economic transformation. The startups emerging today will become the job creators, innovators, and global champions of tomorrow. The policies we implement now will determine whether Egypt becomes a regional innovation leader or remains on the periphery of the global knowledge economy.

This report is our contribution to that future—a future where Egyptian entrepreneurs compete on the global stage, where innovation drives inclusive growth across all governorates, and where the next generation inherits an economy built on creativity, technology, and sustainable development.

The journey ahead is challenging, but the destination is clear. Together, we are not just building startups; we are building the Egypt of tomorrow.

A Message to the Entlaq Team

To my colleagues and partners at Entlaq who have made this report possible: this summit represents the culmination of our collective efforts and the beginning of our next chapter. Each conversation you have, every connection you facilitate, and all the insights you share over these two days in El Gouna will contribute to Egypt's entrepreneurial transformation.

As you engage with ministers, investors, entrepreneurs, and ecosystem builders, remember that you carry with you not just data and analysis, but the hopes and aspirations of thousands of Egyptian entrepreneurs who look to us for guidance and support. You are the bridge between research and reality, between policy and practice, between vision and implementation.

This is our moment to demonstrate why Entlaq has become Egypt's trusted voice on entrepreneurship. Use this report as your foundation, but let your passion for Egypt's potential be your guide. Listen as much as you speak, learn as much as you teach, and build relationships that will endure long after this summit concludes.

The future of Egyptian entrepreneurship is being written in these conversations. Make them count.

With gratitude and confidence in our shared mission,



H.E. Dr. Rania A. Al-Mashat



وزارة التخطيط والتنمية الاقتصادية
والتعاون الدولي
Ministry of Planning, Economic
Development & International
Cooperation

Minister of Planning, Economic Development and International Cooperation

Today, startups have become pillars of economic development, introducing innovative solutions, creating jobs, and fueling growth powered by technology and knowledge. These contributions do not happen in isolation. They are the very building blocks that strengthen Egypt's position as a regional hub for entrepreneurship by attracting talent, mobilizing investment, fostering innovation, and propelling us toward accelerated growth that meets societal needs while keeping pace with the rapidly evolving global economy.

The new edition of the "Sector Diagnostics Report" captures a pivotal moment for the startup ecosystem in Egypt.

Egypt stands today as one of the fastest-growing economies in the region, guided by a forward-looking development narrative targeting 7% annual growth by 2030. This transformation is supported by structural reforms, policy updates, and a clear commitment to enhancing investment attractiveness. In recent years, Egypt has modernized its infrastructure, expanded its energy networks, strengthened its manufacturing base, and accelerated its digital transformation; creating a more competitive and connected economic environment. Crucially, this plan also seeks to substantially expand the role of the private sector under a framework that prioritizes sustainability, export orientation, and job creation; all detailed in "Egypt's Narrative for Economic Development: Reforms for Growth, Jobs & Resilience" recently launched, presenting the country's economic model.

"The new edition of the Sector Diagnostics Report captures a pivotal moment for the startup ecosystem in Egypt."

Within this macroeconomic transformation, the entrepreneurship ecosystem is recognized as a key pillar of the development framework. Egypt has consistently ranked among the top three in MENA and Africa in attracting investment deals for startups, reflecting growing investor confidence and alignment with national priorities. With 740,000 annual graduates, 97% mobile penetration, and 76.3% financial inclusion, Egypt combines structural reforms with a deep talent pool and digital readiness to drive innovation and enterprise growth. These dynamics are further reinforced by the establishment of the Ministerial Group for Entrepreneurship, which I am proud to chair, ensuring that ecosystem development is fully embedded in the broader economic strategy.

The Ministerial Group for Entrepreneurship is bringing together ministries, public entities, and ecosystem actors to develop an ecosystem where startups can thrive; driving sustainable, knowledge-based growth and generating decent jobs.

In light of this ambition, the Ministerial Group is currently finalizing "Egypt's Startup Charter", providing a clear policy roadmap that enhances investor confidence by detailing specific incentives, legal frameworks, and streamlined processes for startups operating in Egypt and their investors.

The Startup Charter was elaborated through a participatory approach, drawing on extensive consultations with stakeholders, including government entities, startups, entrepreneurs, investors, academics, and the wider ecosystem. The policy recommendations were further strengthened by a comprehensive review of more than 500 recommendations from dozens of national and international reports, including previous editions of the SDR, ensuring alignment with best practices and global benchmarks. This process resulted in a package of over 70 policies and measures, developed in collaboration with 19 government entities, to be announced under the framework of Egypt's Startup Charter.

The Group has also established a unified definition for startups, ensuring targeted support and streamlined access to finance and markets. In addition, work is underway to launch a Government Services and Legal Navigator, alongside a unified funding initiative designed to support over 5,000 startups and create 500,000 direct and indirect jobs. Complemented by tailored programs for scaleups, and international soft-landing, these efforts position Egypt as a competitive hub for entrepreneurship and investment.

Our focus on empowering innovative entrepreneurs is timely, as the need for sustainable, innovative solutions has never been greater.

In this spirit, we also take pride in seeing initiatives such as the Sector Diagnostics Report emerge, not only as a framework that encourages a better understanding of the ecosystem, but as a process driven by youth voices. This reflects a deeper commitment to creating spaces where youth are not only participants but also the curators of insights, shaping the narrative around Egypt's startup ecosystem.

This report provides an overview of the dynamic startup landscape, aiming to inform and motivate stakeholders engaged in Egypt's growing startup ecosystem. The SDR stands as a testament to this ambition, representing an ecosystem that appreciates and contributes to the access to knowledge, embraces a multitude of perspectives, and increasingly draws on the intellect of those who will ultimately carry it forward.

By combining the strength of our human capital with our startup ecosystem potential and the government willingness, we are creating a dynamic ecosystem where innovative and disruptive technologies can thrive.

“Egypt's Startup Charter policy recommendations were further strengthened by a comprehensive review of more than 500 recommendations from dozens of national and international reports, including previous editions of the SDR, ensuring alignment with best practices and global benchmarks.”



H.E. Mr. Ahmed Kouchouk



Minister of Finance

The modern Egyptian economy views its entrepreneurial ecosystem as a fundamental base for economic development and prosperity.

While the government actively supports private sector and endorses its vital role in leading economic activities, it is crucial to empower and be empowered by youth to ensure innovation and sustainability.

In line with our strategy, especially in data and technology, Entelaq Holding has come into play through its research-based advisory services that bridge the gap between government officials, investors, and startup founders by providing the necessary platforms to offer incubator and accelerator programs that can transform value adding creative business concepts into successful and scalable companies.

These type of services support the government's vision of building a resilient, sustainable, and globally competitive entrepreneurial environment and serving as an engine for future growth - one that not only empowers Egyptian start-ups but also positions Egypt as a regional leader and global hub for entrepreneurship and innovation."



H.E. Eng. Hassan El Khatib



Minister of Investment and Foreign Trade

Entrepreneurship today represents a driving force for the Egyptian economy and a central pillar of Egypt's Vision 2030. It is the space where youth creativity meets development ambitions, where ideas transform into companies, and companies into success stories that open new markets and build a more competitive and sustainable economy.

Egypt has long been at the forefront of entrepreneurship in the region, benefiting from its large market size, distinguished human capital, and unique strategic location. For years, Egypt has been the beating heart of the startup movement in the Middle East and Africa, hosting the first incubators and pioneering entrepreneurial projects. Today, with the global and regional competitive landscape changing, regaining this leadership requires doubling our efforts to invest in our human capital and unleash new waves of innovation and opportunity.

From this perspective, the Egyptian government has made supporting entrepreneurship and startups, along with enhancing technological innovation, a key pillar in the Ministry of Investment and Foreign Trade's work plan. The objective is to stimulate economic growth, attract new investment, and achieve sustainable development. Startups are the heartbeat of the economy- creating jobs, increasing employment rates, boosting exports, and contributing tangible added value to the national economy.

“Entlaq has contributed to sharpening entrepreneurs’ skills and empowering them to face market challenges with high efficiency.”

The government has taken important steps to establish a supportive legal framework for this sector. This includes Investment Law No. 72 of 2017, which improved the business climate for startups, and Law No. 152 of 2020 on the Development of Micro, Small, and Medium Enterprises, which provided a legislative framework to empower these businesses and ensure their sustainability. In addition, Prime Ministerial Decree No. 2136 of 2023 established a permanent unit to support entrepreneurs and startups within the Cabinet.

Alongside these legislative reforms, the Ministry launched comprehensive mechanisms to support innovation and entrepreneurship. Technology and innovation centers were established within Egyptian universities, legal and administrative facilities for company incorporation were provided, and free-zone spaces of 9,000 square meters were allocated for export-oriented startups- completely exempted from taxes and customs- particularly those engaged in digital exports in artificial intelligence, software, and technical services. These measures reflect Egypt's determination to become a regional hub for innovation and venture capital.

We are fully aware of the challenges facing entrepreneurs, from access to finance to navigating regulatory requirements. For this reason, the Ministry established specialized support units that directly engage with entrepreneurs to understand their needs and provide tailored, practical solutions that facilitate the growth and expansion of their businesses, helping them overcome obstacles and achieve sustainability.

In line with this approach, we are also working to shape a more enabling and attractive business environment for investment and entrepreneurship by strengthening economic stability and competitiveness. Our efforts include reducing financial burdens on investors, simplifying procedures for establishing and managing companies, and implementing ambitious plans for Egypt's digital transformation to deliver faster and more transparent services. Special attention is also being given to trade, including e-commerce, which is a rapidly growing field relevant to a wide segment of entrepreneurs at this stage. These efforts directly contribute to building a dynamic business environment that enhances growth and innovation opportunities.

In this context, Egypt is preparing to officially join the World Bank's Business Ready report- an advanced international tool for evaluating business environments and driving reforms. The country has already reformed its legislative frameworks, developed unified digital platforms for company incorporation and licensing, enhanced transparency, and raised the efficiency of government procedures. These reforms pave the way for a new generation of Egyptian entrepreneurs. Our clear goal is for Egypt to be among the top 50 countries in the next edition of the report, which will attract global investors to Egypt as a favorable environment for entrepreneurship and investment, strengthening its position as a regional hub for innovation and trade.

I would also like to highlight the important role of Entlaq as a strategic partner in supporting Egypt's entrepreneurial ecosystem. Through its training, capacity-building programs, and advisory services, the company has contributed to sharpening entrepreneurs' skills and empowering them to face market challenges with high efficiency. This report it publishes truly reflects the reality of the sector and provides a valuable tool for policymakers, investors, and entrepreneurs alike.

In conclusion, I reaffirm that entrepreneurship represents the new spirit of our national economy, the heartbeat that supplies it with vitality and renewal. Supporting entrepreneurs and empowering our youth is an investment in Egypt's future, and it is the pathway to building a more competitive economy capable of meeting challenges. With every innovative idea that turns into a successful project, we take a step closer to achieving our ambitions for sustainable development and making Egypt a regional hub for innovation and entrepreneurship- a source of pride for all its people.

"This report it is truly reflects the reality of the sector and provides a valuable tool for policymakers, investors, and entrepreneurs alike."



H.E. Dr. Mohamed Farid Saleh



Chairman Financial Regulatory Authority

The Financial Regulatory Authority (FRA) has made significant progress in developing non-bank financial activities, including the digitization of non-bank financial services. These milestones were achieved through a series of laws and regulations aimed to provide financing, investment, and insurance solutions for businesses and entities in productive sectors, thereby supporting the national economy.

A package of executive decisions was issued to enforce Law No. 5 of 2022, which established the regulatory and legislative framework for the use of technology in non-bank financial activities and services. This was followed by Decision No. 69, regarding the digitization and linking of insurance companies' databases with the FRA's database, and Decision No. 58, which regulates the rules for establishment and licensing. The FRA also issued Decision No. 139 of 2023 regarding the technological infrastructure, information systems, and security measures necessary for using financial technology in non-bank financial activities.

This was followed by Decision No. 140 of 2023, regarding digital identity, digital contracts, and digital records. This decision, considered the first of its kind from a financial sector regulator, outlines the requirements for electronic identification of clients. Additionally, Decision No. 141 of 2023 was issued regarding the outsourcing registry for financial technology in non-bank financial activities. These are the companies authorized to provide electronic client identification and contract record services to financial firms in the field.

“The report’s success story is a beacon of inspiration for us all, reinforcing the notion that our future is promising with collective efforts.”

Furthermore, Decision No. 57 was issued to regulate the work of Robo-advisors, followed by Decision No. 268, which allows the establishment of startups with a capital of EGP 15 million to conduct non-bank financing activities using technology. The FRA has also entered into strategic partnerships to strengthen its technological infrastructure, including developing a digital professionals platform and creating a central registry for digital contracts and electronic signatures.

These efforts have culminated in 70 companies in the non-bank financial sector starting to offer their services digitally. Of these, 24 companies have already begun providing digital services, while 46 are currently completing the stipulated requirements. There are also 7 companies offering outsourcing services; 4 are registered with the FRA across all financial technology fields, and 3 others are in the process of fulfilling the registration requirements. This has led to the execution of approximately 120,000 digital verification transactions, with 60% in the capital market and the rest in non-bank financing activities. So far, 80,000 digital contracts have been issued.

The FRA is also heavily focused on supporting business growth. It has issued standards for valuing intangible assets and rules for Special Purpose Acquisition Companies (SPACs). This has led to the establishment of the first venture capital SPAC, in accordance with Decision No. 2323 of 2024, and the company has been listed on the Egyptian Exchange.

Additionally, the FRA has issued valuation standards for startups. In a step to support digital technology-based startups that provide non-bank financial services, the FRA's Board of Directors issued Decision No. 163 of 2024 to establish and operate a regulatory sandbox for technological applications. This sandbox allows practitioners of non-bank financial activities and entities in the financial technology outsourcing registry to test innovative financial technology applications, including business models.

The regulatory sandbox, officially launched less than 45 days ago, aims to support and facilitate the entry of startups with smart digital solutions into the market. It also seeks to enhance regulatory understanding of financial technology and improve regulatory practices to support sustainable financial growth and boost innovation in the non-bank financial sector. The FRA is working to keep up with unprecedented technological developments by ensuring an interactive environment for companies, research centers, universities, business incubators, accelerators, investors, and global technology firms. The sandbox will help startups gain investor confidence and attract capital.

In recognition of the key role of entrepreneurship and startups, the FRA hosted the final day of the World Computer Hacker League national hackathon competition. The FRA and the regulatory sandbox organized the event in collaboration with Mercatura Forum, ICP Hub Egypt, and DFINITY. The top 16 projects were announced to move on to the continental stage for a chance to participate in the global finals.

The FRA also announced the official launch of the regulatory sandbox's website, <https://frasandbox.com/>.

The website provides information about its activities and services and updates users on its latest developments, reinforcing the FRA's efforts to support digitally based startups that provide non-bank financial services.

Entlaq is more than just a company supporting startups; it is a testament to the potential of our youth when they are provided with the right tools and support. The report's success story is a beacon of inspiration for us all, reinforcing the notion that our future is promising with collective efforts.

“Entlaq is a testament to the potential of our youth when they are provided with the right tools and support. .”



H.E. Mr. Bassel Rahmy



جهاز تنمية
المشروعات
MSMEDA
Micro, Small & Medium Enterprises Development Agency

Chief Executive Officer MSMEDA

The Egyptian Entrepreneurship Sector Diagnostics Report serves as a vital compass, guiding collective efforts to build a more dynamic and inclusive economy. It is a critical instrument that not only highlights the remarkable progress achieved, but also illuminates the strategic pathways and immense opportunities that lie ahead.

Upon the directives of H.E Prime Minister of Egypt and Chairman of Micro, Small and Medium Enterprises Development Agency (MSMEDA) Dr. Mostafa Madbouli, MSMEDA's role is to act as a primary catalyst for this entrepreneurial ecosystem. We are dedicated to actively shaping an enabling environment where innovation can flourish and ventures can scale. This commitment is underpinned by a clear and focused strategy that translates the national economic vision into tangible action. By embracing a multi-faceted approach, we are building a foundation of strategic pillars that drive our efforts to empower every stage of the entrepreneurial journey.

We are expanding financial inclusion and access to capital as capital is the lifeblood of any business. This past year, MSMEDA has made unprecedented commitments to expand financial access, especially in underserved regions.

Proud to announce a significant capital injection into the MSME sector, marking a marked increase over the previous period. This substantial funding has been instrumental in supporting millions of projects and creating millions of job opportunities over the past decade.

“The Egyptian Entrepreneurship Sector Diagnostics Report is a critical instrument that not only highlights the remarkable progress achieved, but also illuminates the strategic pathways and immense opportunities that lie ahead.”

A core part of this strategy is the focus on technological, innovative and industrial enterprises, particularly in Upper Egypt and border governorates. A substantial portion of funding has been allocated with plans to double investment in these regions to foster greater economic inclusivity. Partnerships with banks, financial institutions and microfinance NGOs have been crucial in this effort, allowing for the disbursement of hundreds of millions of pounds to microenterprises and small businesses.

Fostering a dynamic startup and VC ecosystem, while continuing to empower traditional MSMEs, MSMEDA recognizes that the future of innovation lies with the vibrant startup community.

We are actively bridging the gap between innovative ideas and the funding they need to scale. This year, MSMEDA has taken a more direct role in the venture capital landscape, contributing to prominent funds in Egypt and Africa with significant and substantial investments.

These investments underscore a commitment to nurturing entrepreneurship and innovation. By partnering with the private sector, MSMEDA is not just providing funding; it is building a robust ecosystem where startups can thrive, attract further investment, and contribute to Egypt's long-term economic growth and technological advancement.

As capital alone is not enough, a thriving ecosystem is built on knowledge, skills, and a strong network. MSMEDA is strategically focused on developing a robust support infrastructure through targeted capacity-building initiatives. By orchestrating a wide array of awareness seminars and providing specialized training, we are equipping thousands of individuals with the tools needed to launch and scale their businesses.

Our strategic partnerships are paramount to creating a cohesive and supportive ecosystem. MSMEDA is actively engaged in co-creating impactful initiatives, collaborating with both private and public sector entities to align policies, pool resources, and leverage a collective network. This approach ensures that entrepreneurs not only receive a wide range of services, but also benefit from a unified and proactive support system designed for long-term growth and market expansion.

MSMEDA will continue to expand funding, deepen partnerships, and innovate services to meet the evolving needs of the sector. The findings of the Sector Diagnostics Report will be invaluable in refining strategies and aligning efforts with the national vision for a sustainable and prosperous Egypt.

Looking ahead, MSMEDA remains committed to its role as a facilitator of growth, market enabler and a partner to every aspiring entrepreneur.

“The findings of the Sector Diagnostics Report will be invaluable in refining strategies and aligning efforts with the national vision for a sustainable and prosperous Egypt.”



H.E. Eng. Mohamed Hassan Shamroukh



CEO NTRA

It is my pleasure to congratulate ENTFAQ on the issuance of the latest edition of the Egyptian Entrepreneurship Sector Diagnostics Report (SDR), at the most critical moment. This report highlights the accelerating developments that is occurring in the digital ecosystem and reflects the growing role of startups in supporting the national economy. Indeed, the entrepreneurial ecosystem is currently a driving force in shaping a knowledge- and innovation-based economy and a prime catalyst for development and investment.

The recent few years have witnessed Egypt's remarkable milestones that confirm its commitment to build an advanced and secure digital ecosystem—one that constitutes the core enabler of the digital economy and the cornerstone upon which innovations are created. Over the past year, the telecommunication sector has witnessed pivotal achievements that directly enhanced Egypt's position in the regional and global markets, while strengthening economic performance through increased foreign direct investment in the ICT sector. This reflects the improved confidence of investors in the Egyptian market and the sector's position as one of the main engines of economic growth.

The National Telecommunications Regulatory Authority (NTRA) firmly believes that entrepreneurs and startups are essential partners in the growth of a solid and resilient digital economy. Accordingly, we are keen on providing them with an enabling regulatory environment, in cooperation with all stakeholders, with the aim of stimulating innovation and promoting digital and financial inclusion.

“This report highlights the accelerating developments that is occurring in the digital ecosystem and reflects the growing role of startups in supporting the national economy.”

In the past year, NTRA has focused on developing a digital environment beneficial to investors and entrepreneurs by introducing new and advanced technologies in the Egyptian market. The most notable among them was the provision of 5G mobile services and granting licenses to the four existing mobile operators in the market at a value of USD 675 million. The introduction of 5G paves the way for smart city applications, Internet of Things (IoT) solutions, and also enhances the efficiency of industrial and commercial processes. Additionally, a new roadmap was recently approved to provide new frequency bands to mobile operators within the next five years (2026–2030). This will match the amount of spectrum allocations granted since the introduction of mobile service in 1997 up to the present, with total investments exceeding USD 3 billion. This initiative will significantly improve the quality of mobile services and accelerate the rollout of 5G services in the Arab Republic of Egypt.

Other major advancements included the introduction of Wi-Fi Calling, which has greatly enhanced call quality and ensured call continuity in low-coverage areas, as well as the launch of Wi-Fi 6 services, a qualitative leap forward in wireless connectivity through higher speeds and more efficient data traffic management.

Moreover, e-SIM technology was introduced, which positively impacting user experience by simplifying subscription procedures and electronic SIM activation via mobile applications. Steps have also been taken towards adoption of the IPv6 protocol, which offers limitless capacity for internet addresses with improved network efficiency and security. In addition, Plans are already underway for implementation of the Digital Identity project (e-KYC), which is a platform for synchronizing with the new world's newest technologies and avoiding cybercrimes and frauds in all daily electronic transactions. The project will provide citizens an easy and convenient access to all digital services remotely and in a secure manner.

In alignment with Egypt's Vision 2030, where digital transformation represents a cornerstone, the National Telecommunications Regulatory Authority (NTRA) has played a central role in expanding access to essential telecommunications services (voice and data) through the presidential initiative "Decent Life." As part of the first phase of the initiative, NTRA invested EGP 1.45 billion (approximately USD 100 million) to enhance and build 1,478 mobile stations. The second phase is currently in progress, targeting enhanced coverage and the establishment of additional mobile stations across 1,598 villages. These efforts aim to ensure equitable and inclusive access to the ICT's services, particularly for those in remote and underserved areas. Through these initiatives NTRA is empowering digital transformation through advanced government and financial services, fostering genuine digital inclusion, supporting entrepreneurship, encouraging innovation, and accelerating Egypt's transition towards a digital economy.

On the regulatory front, NTRA issued new licenses for local and international companies in various domains, including Call Centers, Data Centers, Cloud Services, and IoT services.

It also set advanced regulatory frameworks for data regulation and consumer rights, resulting in NTRA being awarded the Advanced Fifth Level in the ITU Regulatory Performance Index—the highest global level awarded by the International Telecommunication Union (ITU), a United Nations agency.

With the growing threats in cyberspace, NTRA has adopted a regulatory framework for providing cybersecurity services in accordance with international standards. It has also introduced licenses for cybersecurity service providers, opening the door for the first time for private-sector companies to contribute to safeguarding cybersecurity, while giving ambitious young professionals the chance to establish their own businesses in this field. The aim is to build an integrated system to protect national infrastructure and to strengthen the readiness of both public and private institutions to confront cyber threats. This, in turn, boosts trust in the digital environment and ensures the continuity of essential services and operations. These efforts have resulted in Egypt being ranked in the top global tier of the latest Global Cybersecurity Index issued by the International Telecommunication Union.

In pursuit of integration and collaboration among regulatory bodies and state entities, NTRA cooperated with the Egyptian Customs Authority in launching the Mobile Device Governance System, which had eliminated illegal imports of mobile phones to Egypt. This initiative also boosted domestic manufacturing of mobile devices by doubling the production capacity of local manufacturers, while attracting new investments through the establishment of four new factories in Egypt.

"The entrepreneurial ecosystem is currently a driving force in shaping a knowledge- and innovation-based economy and a prime catalyst for development and investment."

Furthermore, NTRA attaches special importance to building human capacities and supporting creativity and innovation through several key initiatives. These include sponsoring research and development activities, providing technical and financial support for conferences, research events, and training programs for students and young graduates, as well as supporting startups. The Authority also hosts the Egyptian African Training Center, which welcomes delegations from peer African regulatory bodies to enhance their capabilities in various regulatory domains such as spectrum management and monitoring, smart city planning and management, cybersecurity, and emerging services and technologies.

All of these achievements in developing digital infrastructure and providing modern services and applications during the short span of 2024–2025 are not merely digital milestones; they constitute the very foundation and rich environment for startups and entrepreneurs to inspire innovation, reinforce investor confidence, enhance Egypt's digital competitiveness, and support its position as a regional and global hub for the digital economy.

Our vision for the future is guided by our commitment to achieving Egypt's Vision 2030 for digital transformation, through the continued improvement of service quality, support for infrastructure investments, and the development of policies that balance the promotion of investment and innovation with the protection of user rights.

In conclusion, I invite all stakeholders; policymakers, investors, companies, funding institutions, and NGOs to continue joint efforts in empowering entrepreneurship and Egypt's digital ecosystem as fundamental drivers of inclusive and sustainable growth. Together, we can shape a future built on technology, entrepreneurship, and innovation—a future that fulfills our aspirations and meets the expectations of coming generations.



H.E. Eng. Ahmed El-Zaher



Chief Executive Officer ITIDA

Over the past five years, Egypt has experienced a remarkable shift in how technology innovation and entrepreneurship are perceived and practiced. What was once a limited and informal space has matured into one of the most promising and dynamic ecosystems in the Middle East and Africa. This evolution has been driven by vision, persistence, and the collective will to position Egypt as a hub for knowledge, talent, and innovation-led growth.

At ITIDA, we are proud to stand at the heart of this transformation. Since our establishment, we have worked closely with ecosystem players and international partners to ensure that entrepreneurship is not treated as a side activity, but recognized as a central driver of Egypt's digital economy. Our belief is simple: startups are engines of competitiveness, job creation, and sustainable growth. By empowering entrepreneurs, we are empowering the future of Egypt.

For over two decades, MCIT has been spearheading endeavors to spread entrepreneurship culture among youth not only in Cairo but across governorates – whether in ITIDA's Technology Innovation and Entrepreneurship Center (TIEC), or through MCIT's nationwide Creative Innovation Hubs, or through diverse collaborations with the private sector, leading venture capital firms, academia and different ecosystem partners. These efforts have yielded tangible results: today, 70% of Egyptians express a desire to start a business, and half view entrepreneurship as a viable career path. This aspiration is an invaluable asset for our country, reflecting the energy, optimism, and ambition of our young people.

“At ITIDA, we view this report not only as an assessment of where we stand today but also as a roadmap that can inform the bold steps required for tomorrow.”

The philosophy behind ITIDA's work in this space has always been holistic. We recognize that entrepreneurs require far more than financing alone. They need supportive environments where ideas can be tested, skills can be refined, and connections to markets and capital are readily available. They also need clear, consistent regulations that reduce friction and provide certainty as they scale. Our mission is to support building such conditions by integrating talent development, ecosystem partnerships, and policy advocacy into a coherent framework.

A defining strength of Egypt's entrepreneurial ecosystem is its extraordinary youth talent pool. Every year, hundreds of thousands of highly qualified graduates join the market, many with advanced digital and engineering skills. Harnessing this demographic dividend has been central to our mission — by channeling talent into innovation hubs, expanding digital capabilities, and positioning entrepreneurship as a viable and rewarding career path.

Equally important is collaboration with the global startup community. Egypt has not built this ecosystem in isolation. We have welcomed the largest and most influential international companies in the startup world — accelerators, venture capital firms, and industry leaders with global reach — to work alongside our local innovators. These collaborations do more than provide funding; they transfer know-how, expand networks, and open pathways for Egyptian startups to scale internationally. By forging these partnerships, we ensure that Egypt remains integrated into the global flow of innovation and capital.

The progress achieved so far is visible across multiple dimensions. Entrepreneurial awareness is at an all-time high, innovation hubs have multiplied, and investment interest in Egyptian startups continues to grow despite global economic headwinds. We are seeing success stories emerge across sectors such as deep tech, fintech, healthtech, agritech, and clean technology — stories that inspire the next generation and demonstrate Egypt's capacity to produce solutions with regional and global impact.

Still, we recognize that the journey is far from complete. Early-stage financing, regulatory clarity, and equitable access across governorates remain areas requiring further attention. ITIDA and MCIT are determined to address these challenges head-on, guided by the belief that every barrier we remove creates opportunities for thousands of entrepreneurs. Our focus in the coming years will be on expanding inclusion, ensuring that innovation thrives not only in Cairo and Alexandria but across all governorates.

Looking ahead, our ambition is clear: to position Egypt not only as a regional hub but also as a global leader in entrepreneurship and innovation. This means embracing the future of technology — artificial intelligence, deep-tech, and advanced digital services — as fields where Egyptian startups can compete on a global scale. It also means continuing to build bridges between academia, government, investors, and the private sector so that our ecosystem remains both resilient and forward-looking.

Egypt's entrepreneurial story is still being written, but the foundations are strong, the vision is clear, and the talent is abundant. As ITIDA, we are committed to ensuring that this story unfolds with ambition, purpose, and tangible results. By working together with all stakeholders, I am confident that Egypt will not only sustain its current momentum but also achieve its rightful place as a beacon of innovation, entrepreneurship, and opportunity in our region and beyond.

In this context, I welcome the release of Egypt's Sector Diagnostics Report, produced by Entlaq, as a valuable contribution to our shared mission. The report provides evidence-based insights that will help sharpen our strategies, highlight the opportunities ahead, and guide collective action to strengthen the startup ecosystem. At ITIDA, we view this report not only as an assessment of where we stand today but also as a roadmap that can inform the bold steps required for tomorrow.

“The report provides evidence-based insights that will help sharpen our strategies, highlight the opportunities ahead.”



Introduction

01

This section explains why the SDR was developed and how it is used. It situates the report as a tool for mapping Egypt's entrepreneurship ecosystem while linking economic context, regulation, and founder perspectives. It also outlines the transition from the 2024 mapping effort to the 2025 focus on structural reform and policy relevance.

01 Introduction

Introductory Remarks

Welcome to the Pocket Guide and Walkthrough of Egypt's Sector Diagnostic Report (2025 Edition). The SDR Pocket Guide & Walkthrough (SDR PocketGuide in short) offers a concise, accessible overview of the 2025 Sector Diagnostic Report (SDR), Egypt's most comprehensive national effort to map, assess, and strengthen the entrepreneurship ecosystem as a driver of sustainable, inclusive economic transformation.

Designed for policymakers, ecosystem stakeholders, and reform advocates, this guide distills the SDR's key messages, policy findings, and structural diagnostics into digestible insights, illustrative visuals, and actionable recommendations. It serves as both an orientation tool and an advocacy instrument to support those working to shape a more enabling environment for startups, MSMEs, and innovation-driven enterprises across Egypt.

From regulatory clarity and capital access to gender inclusion and governorate-level readiness, the SDR analyzes the institutional levers needed to build a resilient, job-creating entrepreneurial economy. This Pocket Guide captures that vision, translating complex analysis into clear priorities to guide public-private collaboration.

We encourage our readers to explore the full SDR publication, available on Entlaq's website, for deeper insights, comparative data, and reform blueprints. Together, let us transform Egypt's entrepreneurial landscape into one that is decentralized, competitive, inclusive, and ready for the opportunities of tomorrow.

What is expected from the pocketguide:

The SDR Pocket Guide is not intended to serve as a substitute for the full Sector Diagnostic Report. Rather, it offers a curated synthesis of core insights, spotlighting the most policy-relevant data, ecosystem trends, and structural dynamics identified throughout the SDR.

It distills the report's multidimensional analysis into an accessible format, designed for quick reference by policymakers, investors, ecosystem enablers, and development partners, without compromising on analytical precision. The guide highlights overarching themes that recur across sectors, including legal fragmentation, capital bottlenecks, regional disparities, and the untapped potential of Egypt's youth and startup economy. By surfacing these cross-cutting findings, the Pocket Guide aims to equip stakeholders with an actionable overview of both the opportunities and structural challenges shaping Egypt's entrepreneurship landscape.

1.1 Strategic Idea of the SDR:

What Is the SDR?

The Sector Diagnostics Report (SDR) is Entlaq's flagship research instrument, built to deliver a comprehensive, evidence-based account of Egypt's entrepreneurial economy.

It provides a multidimensional analysis of startups across sectors and geographies, connecting economic indicators with the legal, policy, and institutional frameworks that shape outcomes. Entrepreneurship in Egypt is not just a driver of GDP but a lever for economic resilience, inclusion, and innovation. Yet its potential is constrained by fragmented regulation, uneven capital access, and systemic disparities. The SDR addresses these barriers through a unified, data-driven framework that identifies bottlenecks, highlights reform pathways, and anchors analysis in real businesses and policy realities.

It integrates macroeconomic trends, regional disparities, and founder experiences into a coherent tool that informs policymaking, investment, and ecosystem support. Expanding beyond Cairo, it brings in perspectives from Upper Egypt, the Delta, coastal governorates, and the SCZone, while also interrogating the exclusion of women and exposing legal and bureaucratic constraints. Designed as a living instrument, the SDR is not a static report but a strategic blueprint for ongoing policy, funding, research, and ecosystem-building efforts.

Why Does the SDR Matter Now?

This is a decisive moment for Egypt's startup ecosystem. Global capital has grown more risk-averse, supply chains are regionalizing, and investors increasingly favor markets that demonstrate resilience and reform readiness. Egypt must position itself as a high-growth, innovation-driven economy, and the SDR provides the strategic evidence base to do so. Unlike generic ecosystem snapshots, it functions as a precision tool that links structural challenges with actionable solutions, bridging national strategies like Egypt Vision 2030 with the lived realities of entrepreneurs, especially those in underserved regions or sectors.

By presenting a unified account of barriers and opportunities, the SDR catalyzes alignment among ministries, regulators, investors, accelerators, and donors who often operate in silos. It elevates underrepresented voices, grounds analysis in case studies that reflect systemic challenges, and promotes coherence in ecosystem reform. As both a mirror and a roadmap, the SDR shows where Egypt's entrepreneurial ecosystem stands today and charts where it must go to unlock inclusive growth, attract investment, and advance sustainable economic transformation.

Evolution from Previous Editions

The 2025 edition of the Sector Diagnostics Report (SDR) represents a significant shift in analytical ambition, methodological rigor, and strategic relevance. While the 2024 report provided an important first step by mapping Egypt's entrepreneurial sectors and outlining key trends, this year's report delivers a more mature and integrated diagnostic. The SDR has evolved from a static overview into a decision-support framework, built to inform legal reform, investment strategies, and inclusive development priorities during a period of macroeconomic uncertainty and policy transition.

The 2024 edition functioned as a foundational ecosystem map, offering readers an accessible and largely descriptive account of sectoral developments, actor roles, and emerging opportunities. It emphasized orientation and scope definition, vital first steps. However, its comparative utility was limited by the absence of standard analytical tools, lack of disaggregated data, and minimal treatment of regulatory structures.

In contrast, the 2025 SDR explicitly applies structured frameworks across every major section. These include:

- SWOT Analyses for each sector identifying internal strengths and external risks.
- Policy Gap Assessments linking system-level failures to reform opportunities.
- Legal Benchmarking against Morocco, Kenya, Tunisia, and India (Section III.8), highlighting international best practices.
- Legal Text Analysis of 8 core laws impacting startups, including Law 152/2020 and Law 82/2020

These tools transform the SDR from an observation instrument into a strategic one, allowing decision-makers to compare performance across sectors, regions, and legal frameworks.

The 2024 edition incorporated limited founder insights, largely in the form of brief quotes or case references. The 2025 report fundamentally repositions primary data as a central component of its analytical architecture.

This includes:

- 15 Key Informant Interviews (KIIs) with investors, ecosystem enablers, and regulators (Feb–Apr 2025).
- Nationally Distributed SDR Survey (+400 responses) disseminated to all ecosystem stakeholders across the Delta, Upper Egypt, the North Coast, Greater Cairo, and the SCZone.
- Detailed business case studies (Section IV), each aligned to a specific sectoral and legal theme (e.g., IPR challenges in HealthTech, licensing ambiguity in FinTech).

These qualitative findings are triangulated with quantitative data to trace causal patterns, identify structural inequities, and link lived experience to policy design. Recommendations in the 2024 edition were broad and aspirational, lacking direct links to data or feasibility assessments. In 2025, each strategic recommendation is:

- Tied to specific legal or institutional barriers.
- Aligned with Egypt’s Vision 2030 and SDG targets.
- Supported by primary evidence and modeled policy impact scenarios.

Crucially, the recommendations presented in the 2025 report reflect this analytical maturity. Rather than broad or aspirational guidance, this edition offers tailored, legally informed, and investment relevant strategies. Each recommendation is grounded in data and aligned with regulatory realities, ensuring that they are not only visionary but also actionable. This positions the report as a tool for policy reform, investor targeting, and ecosystem strengthening. It aims to inform governments, development partners, and private sector actors alike.

In sum, the evolution from the 2024 to the 2025 SDR is foundational. The report has shifted from sectoral observation to sectoral strategy, supported by strong legal diagnostics and forward-looking policy design. It reflects Entlaq’s commitment to research-driven reform and Egypt’s readiness to transition from pilot programs to system-level transformation.

Table 1: Evolution of the SDR – Key Shifts from 2024 to 2025

2024 Edition		2025 Edition
Sector summaries	Analytical Tools	SWOT, Gap, Benchmarking
Mention of key laws	Legal Coverage	Full legal diagnostic (8 statutes)
Minimal quotes	Primary Data	15 KIIs, 400+ survey responses, 5 case studies
Broad and generic	Recommendations	Data-backed, legally actionable
Cairo-centric	Regional Scope	Four-region disaggregation
Informational	Target Use	Strategic decision-making

1.2 Intended Use and Value for Stakeholders

The SDR has been developed as a strategic public resource for stakeholders working across Egypt's entrepreneurial, policy, investment, and development ecosystems. It supports a wide spectrum of users, including government officials, international development partners, private investors, financial institutions, ecosystem enablers, research bodies, and corporate actors. It does so by providing them with credible and operationally relevant information. The following outlines the primary audiences of the report and the core use cases that guide its application.

Table 2: Key Audiences and Their Use Cases Within the Core SDR

Stakeholder Group	Core SDR Sections	Typical Use Cases
Policymakers	Sections III, V, VI	Legal reform design; regional development plans
Development Partners	Sections II, III, V.	Sector targeting; SDG alignment; funding strategies
Investors	Sections II, IV, V.	Market entry assessment; pipeline development
SSOs & Accelerators	Sections II, V.	Program targeting; underserved geographies
Researchers	Annex A, Sections III, IV	Policy research; regulatory analysis
Corporates	Sections II, VI.	Startup partnerships; CSR alignment; recruitment trends



1. Government Entities and Policymakers:

The SDR provides ministries, regulatory, and legislation with a holistic ecosystem diagnostics. This further complements entrepreneurship strategies and regulatory reforms. the SDR's cross-sector insights help identify bottlenecks and aid in implementing targeted, inclusive economic policies.



2. Development Organizations and International Partners:

For DFIs, UN agencies, and donors, the SDR provides localized, high-resolution data to align funding, technical assistance, and SDG-aligned programming with Egypt's private sector priorities. It supports M&E systems and sector-specific impact design.



3. Investors and Financial Institutions:

VCs, angel investors, and financial institutions gain sectoral intelligence, regional risk assessments, and benchmark case studies to inform capital deployment, pipeline building, and fund design. The SDR supports smarter, de-risked investment strategies



4. Entrepreneurship Enablers and Support Organizations:

Accelerators, incubators, and innovation hubs use the SDR to identify service gaps, improve program targeting, and shape inclusive support models. The report strengthens advocacy and operational alignment with ecosystem realities.



5. Academic Institutions and Research Bodies:

Universities and think tanks can leverage the SDR's data, legal frameworks, and case studies for teaching, research, and comparative policy studies. It serves as a foundation for applied learning and academic contribution to ecosystem development.



6. Private Sector Corporates and Business Associations:

Corporates and business chambers use the SDR to identify startup collaboration opportunities, inform CSR and ESG priorities, and track innovation trends. It enables strategic engagement with the entrepreneurial economy.

1.3 Pillars of the SDR Vision

The 2025 Sector Diagnostics Report is guided by five foundational pillars that shape its design, methodology, and impact. Each pillar reflects a deliberate shift from surface-level reporting toward deep, actionable, and equity-centered diagnostics. These pillars anchor the SDR as both a mirror of ecosystem realities and a catalyst for structural change



1. Analytical Depth

This report moves beyond sector snapshots and high-level summaries. It draws on multi-year statistical trends, regional disaggregation, and intersectional analysis. Embedded within each chapter are rigorous tools—SWOT, gap analysis, benchmarking—that expose systemic failures and identify scalable solutions. From capital flow patterns to legal implementation gaps, the SDR surfaces complexity rather than smoothing it over.



2. National and Regional Inclusion

Entrepreneurship is not confined to Cairo—and neither is this report. The SDR foregrounds geographic disparities, highlighting the structural exclusion of Delta, Upper Egypt, SCZone, and coastal governorates from capital, infrastructure, and policy visibility. It diagnoses where ecosystem concentration undermines national equity, and elevates the experiences of startups often left out of mainstream analysis.



3. Legal and Institutional Diagnostics

Rather than treating law as a backdrop, the SDR places legal and institutional frameworks at the center of ecosystem design. It conducts a layered analysis of how laws—from IP to taxation to labor—intersect in form, implementation, and impact. Legal contradictions, enforcement disparities, and institutional turf wars are treated not as footnotes, but as core structural barriers to startup growth.



4. Evidence-Based Case Narratives

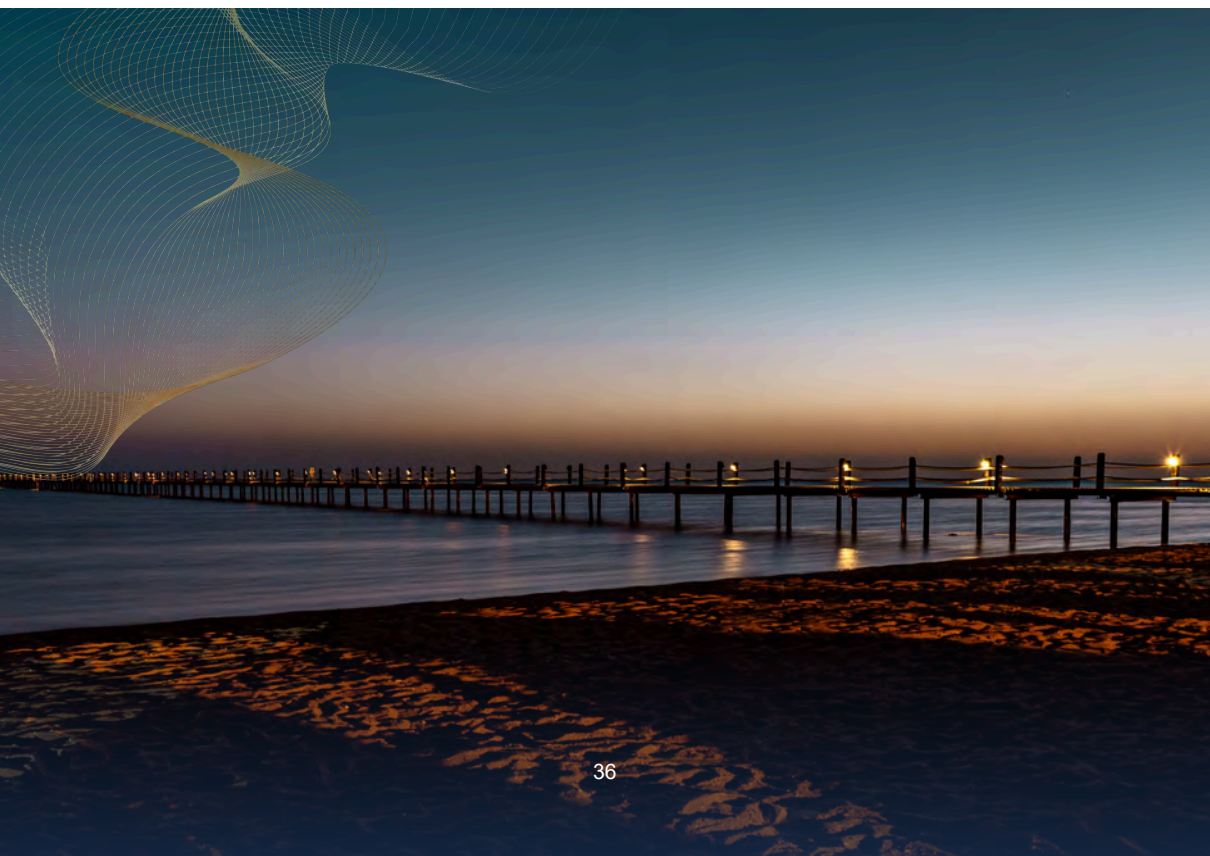
Startups in this report are not case studies for celebration—they are evidence. Each curated business profile is selected to reveal a deeper insight: regulatory gridlock, gendered capital flows, regional infrastructure deficits, or legal ambiguity. These stories humanize the data and ground the SDR's recommendations in the lived realities of Egypt's founders.



5. Gender and Equity Lens

Gender is not treated as a thematic annex—it is integrated throughout the SDR's framing, methodology, and data disaggregation. The report identifies where women founders are systematically excluded—from early-stage funding, legal protections, support services, and visibility. By applying an equity lens across every chapter, the SDR pushes for a rebalancing of opportunity within Egypt's entrepreneurship ecosystem.

Together, these five pillars distinguish this report as a flagship research product, designed not just to describe the ecosystem, but to transform it. Furthermore, they act as an evolutionary guideline to ensure analytical progression of the SDR from previous versions.



1.4 Structure of the SDR Pocket-Guide

The Pocket-guide is organized into five interconnected sections, each designed to build cumulative insight and guide the reader from structural context to strategic direction. While concise by design, the pocket-guide preserves the analytical depth and evidentiality rigour of the full report, offering brief insights serving as both a gateway and a stand-alone policy tool for reform, investment, and coordination.

Section 2: Macroeconomic Snapshot and Where Egypt's Entrepreneurial Ecosystem Stands in the Global Context:

This opening section sets the stage by embedding Egypt's entrepreneurship challenges within a volatile macroeconomic backdrop, highlighting FX performance, unemployment rates, and fiscal policy effectiveness. It then maps Egypt's ecosystem globally, benchmarking it against regional and emerging market peers.

Section 3: Brief Ecosystem Analysis & Sector Deep Dives:

A condensed scan of the ecosystem's composition, sectoral activity, and funding patterns. This section synthesizes vertical-specific diagnostics (Fintech, Agritech, Healthtech, etc.) while highlighting regional disparities and gender imbalances in capital flows. Furthermore, the sectoral deep dives provide a synopsis of each sector's performance, along with its relevant scorecard showcasing sectoral performance within the entrepreneurial ecosystem.

Section 4: Legal and Regulatory Overview:

A focused diagnostic of the legal ecosystem— including Law 152/2020, IP rights, taxation, labor, and compliance. It examines contradictions across laws, enforcement challenges, and institutional overlaps that impact startup formation and scale.

Section 5: Strategic Ecosystem Analysis (SWOT & Gap Analysis Results):

This section provides a surgical-level examination of Egypt's entrepreneurial ecosystem, delving beyond surface-level trends to uncover the structural, legal, institutional, and socio-economic dynamics shaping startup activity across the country. Rather than offering broad diagnostics, it dissects the ecosystem's foundational strengths, binding constraints, latent opportunities, and external threats—drawing from a multi-dimensional SWOT framework and a targeted gap analysis. By organizing insights across these categories, Section 5 equips stakeholders with a strategic lens to understand not only where Egypt stands today, but what it must address to build an inclusive, resilient, and globally competitive startup economy.

Section 6: Outlook to 2030, Strategic Levers & Policy Recommendations:

A forward-facing synthesis that blends scenario-based modeling with time-phased recommendations. This section highlights regulatory coherence, inclusive finance, ecosystem equity, and green/digital transitions as levers for national transformation.

While this pocketguide offers a concise and accessible overview, each section corresponds to a core component of the full Sector Diagnostics Report (SDR), ensuring thematic continuity and analytical alignment. Just as importantly, each section was intentionally curated to serve a specific strategic purpose—highlighted in the “Why This Matters?”

Table 3: SDR Reference Guide

SDR PocketGuide Section	Referenced SDR Part(s)	Core Themes Covered	Why This Matters
Section 2: Macroeconomic Snapshot and Where Egypt's Entrepreneurial Ecosystem Stands in the Global Context	Section I: Executive Framing and Strategic Context	Inflation, FX, unemployment, capital flows, MENA/emerging market benchmarking, and existing gender and regional disparities	Offers a high-level view of Egypt's economic stressors and how they shape the startup environment; situates Egypt within regional and global competitiveness debates.
Section 3: Sectoral Deep Dive	Section II: Sector-Specific Ecosystem Diagnostics	Startup stages, sectoral funding, regional gaps, gender disparity	Reveals the composition, concentration, and sectoral strengths and weaknesses of the startup landscape—essential for targeted support and funding flows.
Section 4: Legal and Regulatory Overview	Section III: Legal and Regulatory Ecosystem	Law 152/2020, IPR, tax/labor law gaps, implementation challenges	Surfaces the institutional and statutory barriers that inhibit scale, formalization, and innovation—key for unlocking ecosystem potential.
Section 5: Strategic Ecosystem Analysis	Section V: Strategic Ecosystem Analysis	SWOT, gap analysis, forward strategy, actionable reform pathways	Highlights structural bottlenecks through lived experiences of founders, translating complex policy gaps into tangible insights on startup needs.
Section 6: Strategic Outlook to 2030 & Policy Recommendations	Part VI: Strategic Outlook and Recommendations	SWOT, gap analysis, impact modeling, forward strategy, actionable reform pathways	Distills actionable insights and growth trajectories; translates evidence into a forward-looking reform agenda for ecosystem transformation.

1.5 Methodology Walk Through

The SDR is built on a rigorous mixed-methods framework that blends secondary data review with primary ecosystem engagement. But what sets this report apart is not only its source diversity, it is the intentional integration of structured analytical tools within each thematic section. These tools are not isolated chapters or academic accessories; they are embedded into the SDR's architecture and applied directly to legal frameworks, funding flows, and lived entrepreneurial experience.

Each tool is used not for ornamentation, but for explanation, and each is chosen to solve a specific ecosystem problem.

SWOT Analysis:

What It Does:

Assesses strengths, weaknesses, opportunities, and threats at the ecosystem and sector level.

Used For:

- Identifying Egypt's tech and talent assets
- Flagging risks like capital flight or legal gaps
- Highlighting Sc-zone and green transition opportunities

The SDR applies SWOT (Strengths, Weaknesses, Opportunities, Threats) both at the national ecosystem level and across key sectors. It assesses:

- **Strengths** like Egypt's growing tech talent pipeline, demographic dividend, and startup culture;
- **Weaknesses** including regulatory fragmentation, financing gaps, and informal structures;
- **Opportunities** tied to green transition, digitalization, and regional export corridors (e.g., Sc-zone);
- **Threats** such as FX fluctuations, capital mobility, policy shifts, and global talent movement.

Why This Matters:

The SWOT framework brings clarity to complexity. Rather than offering vague overviews, it surfaces the systemic trade-offs and pressure points policymakers must manage. It also equips investors and DFIs with a strategic snapshot of the ecosystem's viability and volatility.

Gap Analysis

What It Does:

Reveals systemic voids in financing, inclusion, infrastructure, and law.

Used For:

- Mapping early-stage capital gaps
- Exposing gender and regional inequities
- Diagnosing legal implementation failures

The report identifies ecosystem voids, not just challenges and analyzes their ripple effects on employment, inclusion, and capital formation. Examples include:

- The absence of pre-seed and early-stage financing infrastructure;
- Limited access to legal protections for startups operating outside Cairo;
- Gendered and geographic disparities in program reach;
- Regulatory blind spots in tax, IP, and labor frameworks.

Why This Matters:

Gap analysis reveals what is missing, not just what exists. It prevents false optimism and redirects focus to the structural absences that suppress growth. For policymakers, it offers a diagnostic framework to prioritize reform. For donors and ecosystem builders, it signals where resources are most urgently needed.

Benchmarking:

What It Does:

Compares Egypt's ecosystem with India, Kenya, Morocco, and Indonesia.

Used For:

- Funding volume and sector comparisons
- Legal and registration system evaluation
- Infrastructure and public procurement analysis

To situate Egypt's startup ecosystem globally, the SDR benchmarks key indicators against four emerging economy comparators: **India, Kenya, Morocco, and Indonesia**. Dimensions compared include:

- Startup funding volumes and sector concentration;
- Ease of business registration and formalization;
- Strength and scope of entrepreneurship-enabling legislation;
- Support infrastructure and access to public procurement.

Why This Matters:

Benchmarking ensures Egypt's ecosystem is not evaluated in isolation. It enables stakeholders to understand where Egypt leads, lags, or misaligns relative to peers. This is critical for designing globally competitive reforms and attracting international capital and partnerships.

Economic Impact Modeling (Exclusively in the SDR 2025 Edition)

What It Does:

Simulates GDP, employment, and fiscal outcomes under different startup investment and reform scenarios.

Used For:

- Estimating ROI of ecosystem reform
- Quantifying the cost of policy inaction
- Aligning entrepreneurship with national development goals

The SDR integrates scenario-based models to estimate the macroeconomic impact of ecosystem reform. These models simulate the GDP, job creation, and fiscal revenue effects of:

- Increased startup investment (e.g., 5x in female-led or green startups);
- Legal and institutional coherence (e.g., unified registration and compliance processes);
- Missed opportunities due to reform delays.

Why This Matters:

Economic modeling moves the debate from ideology to numbers. It quantifies what's at stake and enables ministries, DFIs, and investors to see the ROI of reform. It also provides a practical tool for aligning ecosystem support with national development priorities.

Primary Data Gathering and Analysis

What It Does:

Integrates interviews, roundtables, surveys, and founder case studies into every section

Used For:

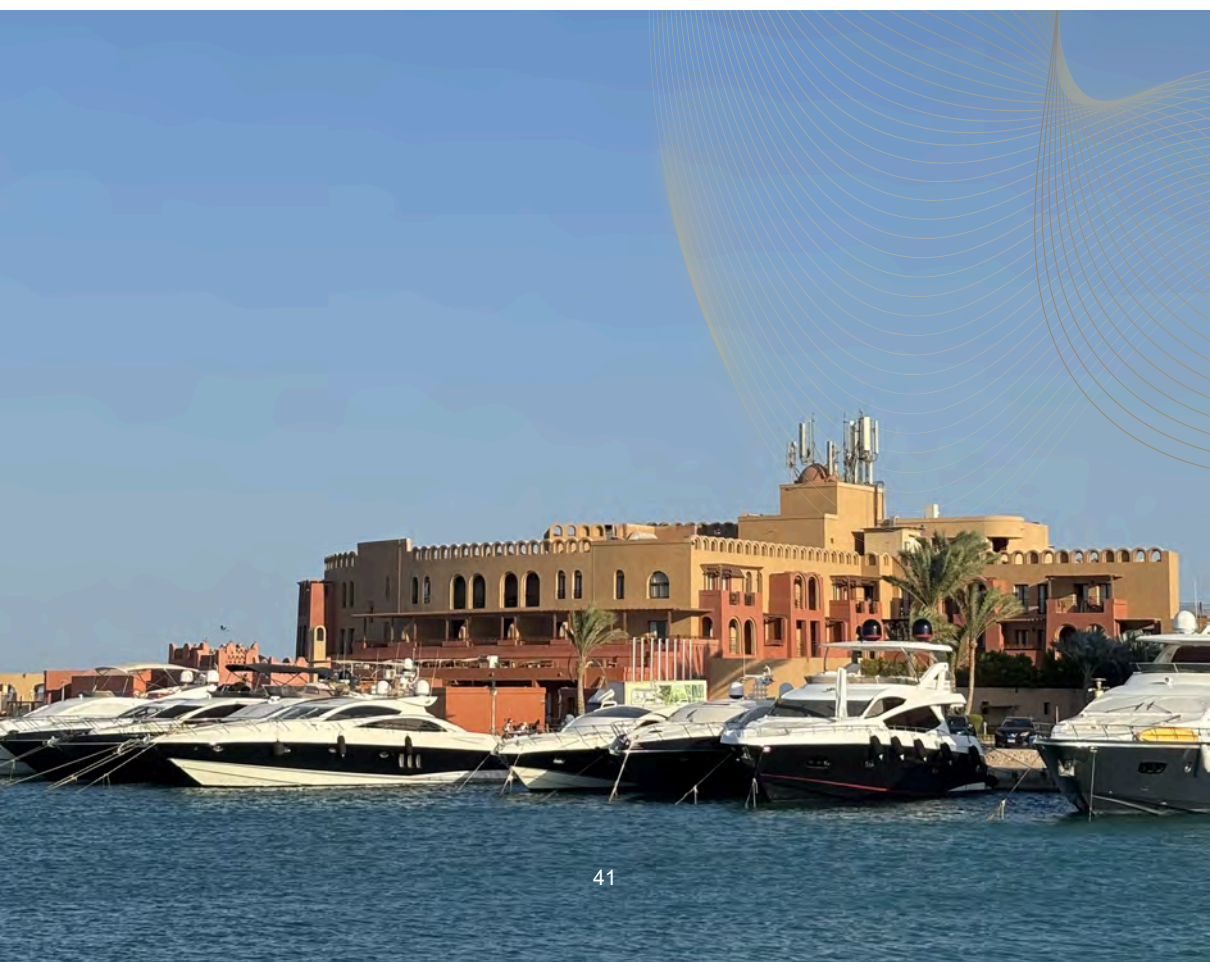
- Capturing real friction points
- Understanding law-in-practice
- Ground-truthing data and assumptions

The SDR draws on direct ecosystem engagement, ensuring that the report's findings are not abstracted from founder reality. Fieldwork includes:

- **15 Key Informant Interviews (KIIs)** with founders, regulators, investors, and enablers;
- **Founder Roundtables** to explore friction points in real-time;
- **Policy Dialogues** with ministries and ecosystem stakeholders;
- **Case Study Interviews** drawn from diverse sectors and regions.

Why This Matters:

Policy without proximity risks irrelevance. By grounding analysis in the lived experience of entrepreneurs and stakeholders, the SDR avoids top-down assumptions and captures the nuances of legal enforcement, financial access, and operational realities across the country.





Macroeconomic Snapshot and Where Egypt's Entrepreneurial Ecosystem Stands in the Global Context

02

This section reviews the broader economic setting in which startups operate. It covers key pressures such as inflation, exchange rate volatility, and fiscal consolidation, and considers how these affect firm growth and investment appetite. It also places Egypt in a comparative global and regional context to show relative position and exposure.

02 Macroeconomic Snapshot

2.1 Navigating Egypt's Current Macroeconomic Landscape

Egypt's macroeconomic landscape continues to be shaped by pronounced volatility, characterized by elevated inflation rates, foreign exchange (FX) instability, rising public debt, and persistently high youth unemployment. These structural pressures have direct and compounding effects on the performance of the entrepreneurial ecosystem, particularly in relation to startup formation, access to capital, and scalability.

This section provides a macro-informed framing of Egypt's entrepreneurial landscape, highlighting the broader economic forces that condition the viability and growth trajectory of startups and micro, small, and medium-sized enterprises (MSMEs).

At the same time, policy flexibility has been constrained by the combined effects of geopolitical tensions and the requirements of fiscal and monetary discipline, particularly within the framework of Egypt's ongoing program with the International Monetary Fund (IMF). Nonetheless, the first half of 2025 (H1 2025) has shown tentative signs of stabilization. During this period, Egypt recorded approximately USD 228 million in venture capital inflows across closed startup deals, indicating a measured but notable recovery in investor confidence (MoPEDIC 2025).

Nonetheless, systemic vulnerabilities remain. The elevated public debt-to-budget ratio, mounting pressure to cut public sector dominance, and ongoing disruptions in global trade dynamics expose Egypt's economy, and its entrepreneurial ecosystem, to external shocks. These interlinked dynamics underscore the urgency of ecosystem strategies that are innovation-driven and resilient to macro-level fluctuations.

Table 4: Egypt’s key indicators as its stands (June 2025)

**16.8% (May),
~16.2% (Jun est.)**
Headline Inflation Rate
Apr–Jun 2025

~17% increase
FDI Growth YoY
YoY Q1

\$2.7 billion
FDI Inflows
Q1 FY 2024/25

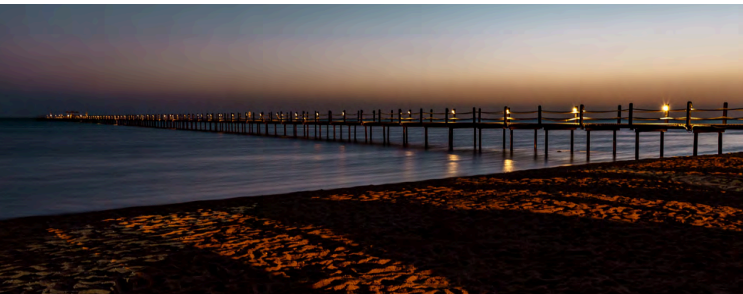


Fully liberalized
Currency Regime
Since Mar 2024

13.1%
Core Inflation Rate
May 2025



Virtually eliminated
Parallel Market Premium
Mid-2025



25.00%
Overnight Lending Rate
May 2025

24.00%
Overnight Deposit Rate
May 2025



Sources: Central Bank of Egypt (CBE) (2024), Reuters (2025).

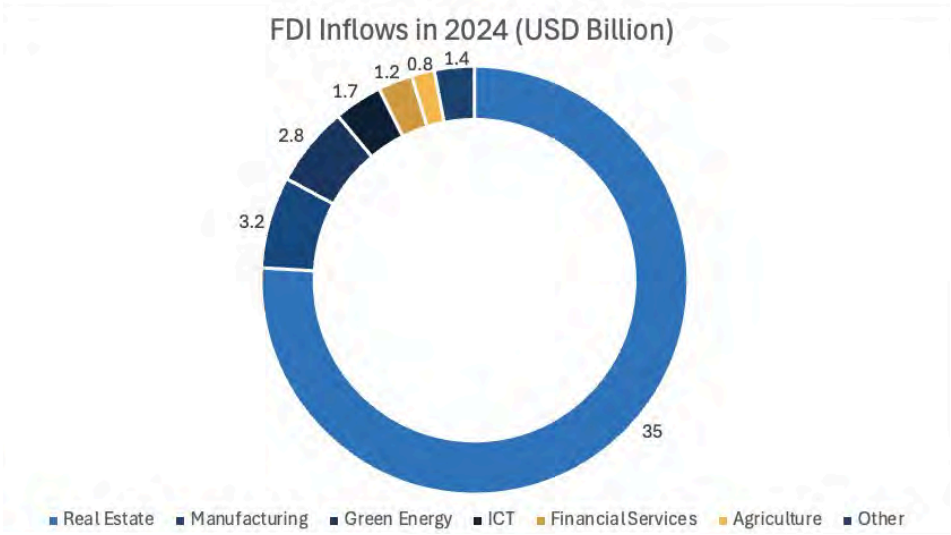
Capital Flows and Investment Trends

Egypt’s investment landscape in FY2024/25 reflects both resilience and volatility. The country attracted \$6.5B in net FDI in Q1, building on record 2024 inflows of \$46.6B, three-quarters of which stemmed from the \$35B Ras El-Hekma deal. In line with recent reform calls, Private sector investment reached 63% of total investments, a signal of renewed confidence in response to macroeconomic reform, FX liberalization, and structural adjustments. Real estate dominated 2024 inflows, but green energy, manufacturing, and ICT sectors also attracted rising investor interest aligned with national sustainability priorities.

Egypt’s GDP expanded by 3.5% in Q3 2024, with full-year growth for FY2024/25 projected to reach 4%, reflecting moderate resilience amid a complex reform landscape (IMF; World Bank, 2024). However, forward-looking estimates for FY2025/26 have been revised downward to 4.1% from an earlier forecast of 4.3%, underscoring persistent bottlenecks in structural reform execution, particularly in the government’s slow progress on divestment and state footprint reduction. While headline indicators show modest gains, tradable sectors continue to underperform, limiting the economy’s ability to leverage external competitiveness and export-led recovery. Meanwhile, fiscal stress has intensified: the budget deficit is now expected to widen to 7.2% of GDP, while gross public debt stood at 89.6% as of June 2024—raising concerns about long-term fiscal space and continued role of the public sector in the economy (World Bank 2025; MoF, 2024).

Figure 1: Sectoral Composition of FDI Inflows, 2024.

Real estate dominated FDI inflows in 2024, accounting for over 75% of total volume, largely due to the Ras El-Hekma megaproject. However, green energy, manufacturing, and ICT also attracted meaningful levels of investment, reflecting investor interest in productive sectors aligned with Egypt’s reform and sustainability priorities.



Source: Ministry of Planning, Economic Development, and International Cooperation (2025), Enterprise (2025)

Figure 2: Net International Reserves (USD Bn) (April 2024-April 2025).

Egypt's Net International Reserves rose from \$41.1 billion in April 2024 to \$48.1 billion by April 2025, supported by a 45% increase in gold reserves and rising FX inflows. This upward trend signals a gradual rebuilding of external buffers.



Source: CBE 2025

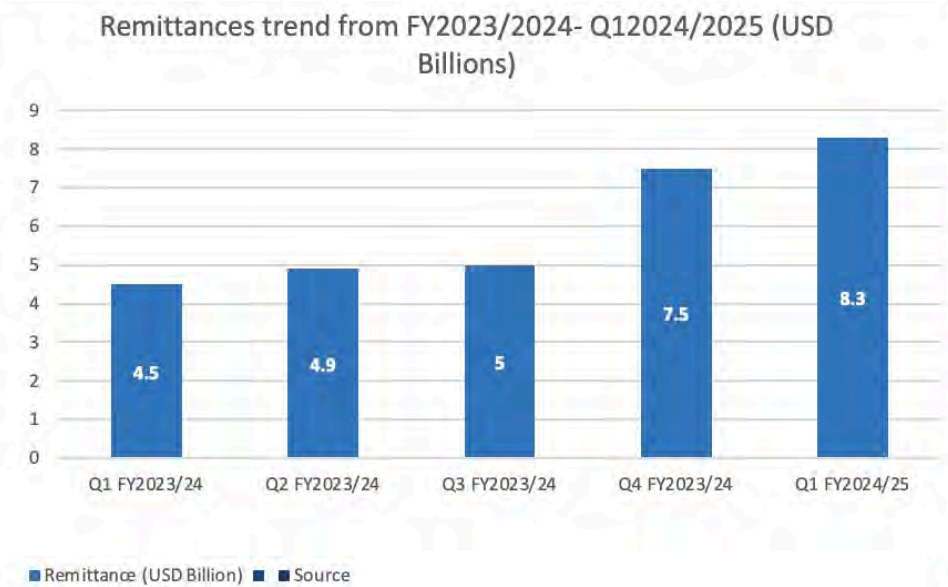
A substantial share of Egypt's recent external inflows has been allocated to bolstering net international reserves, positioning them as a strategic buffer against external shocks. According to the IMF's Assessment of Reserve Adequacy (ARA) metric, Egypt has now attained a reserve position that meets prudential adequacy thresholds. Since January 2024, net international reserves have increased by approximately USD 13 billion, reflecting both improved foreign currency inflows and active reserve management by the Central Bank of Egypt (CBE).

Despite these gains, portfolio investment flows reversed, with \$3.7B in net outflows in H1 FY2024/25 amid global repricing and domestic uncertainty. Egypt's foreign trade deficit widened 47.4% and Suez Canal revenues dropped 62.3%, intensifying balance of payments pressures.

Nevertheless, remittances surged 82.7% year-on-year to approximately \$26.4 billion during July–March 2025, one of the highest three-quarter inflows on record (Arab Finance, 2025). This dramatic recovery reflects the elimination of parallel FX market distortions after Egypt's currency floated in early 2024, redirecting remittances into formal banking channels and bolstering foreign reserves and the current account. Tourism rebound increased revenues substantially: Egypt welcomed 3.9 million tourists during Q1 2025, a 25% increase year-on-year, contributing to record first-quarter revenues (Enterprise, 2025; CBE, 2025). Additionally, total tourism receipts for 2024 are estimated at \$15.3 billion, underscoring sustained recovery (AGBI, 2025).

Figure 3: Remittance Trend From FY 2023/2024-Q12024/2025.

Inflows grew steadily, reaching a quarterly high of \$8.3 billion in Q1 FY2024/25, up from \$4.5 billion in Q1 FY2023/24. This doubling reflects increased formal channel usage following the March 2024 exchange rate float.



Source: CBE 2025

Remittances are projected to maintain their upward trajectory throughout 2025, with forecasted inflows of USD 32 billion by the end of the fiscal year (Enterprise, 2025). This represents a substantial recovery from the USD 22.1 billion recorded in FY2022/23, and brings the country closer to the peak level of USD 31 billion seen in FY2020/21.

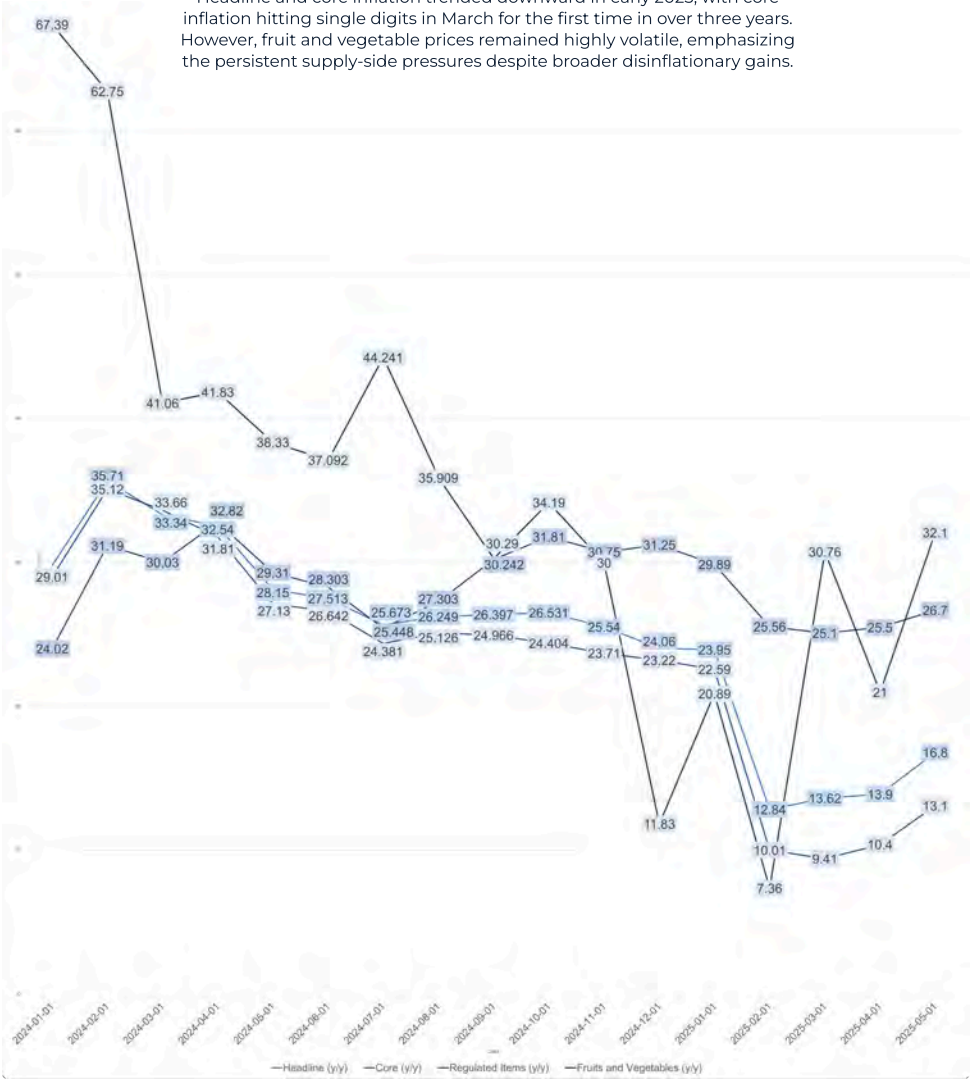
Inflation, FX Volatility, and Monetary Tightening:

Inflationary pressures remain a key challenge, influencing various aspects of the Egyptian market and shaping the confidence levels of both domestic and foreign investors. In April 2023, Egypt's inflation rate stood at 31.5% (urban headline) (SDR, 2024) with the overnight deposit rate at 18.25% and the lending rate at 19.25%, marking the early stages of the Central Bank of Egypt's (CBE) monetary tightening campaign. Contextually, during this period (April 2023), the International Monetary Fund (IMF) had yet to issue its first staff review of Egypt's \$3 billion Extended Fund Facility, initially agreed upon in December 2022. This delay was due to a prolonged IMF review and negotiations with the Egyptian government regarding commitment to reform obligations. The delay stalled inflows and clouded the policy outlook, exacerbating exchange rate rigidity and inflation pass-through risks. In contrast, the CBE's decision to embrace official exchange rate liberalization in March 2024, replacing the previously managed float system, reflected an increased political will and fiscal discipline, signaling a renewed commitment to structural reform.

This is positively reflected in H1 2025, with annual headline inflation declining sharply to 12.8% in February 2025 (World Bank, 2025). Average headline inflation fell to 16.0% over the January–April 2025 period, down from 32.85% over the same period the previous year, while core inflation averaged 13.1%, a significant decline from 32.4% (LYNX, 2025). However, the CBE’s Monetary Policy Committee (MPC) maintained the overnight deposit rate at 27.25% and the lending rate at 28.25% by the end of 2024 (CBE, 2024). This shift remains the most suitable monetary decision considering the sensitive balance between mitigating inflationary pressures and maintaining a flexible and stable exchange rate, reflecting a precautionary stance by the CBE, prioritizing FX stabilization and anchoring inflation expectations despite headline disinflation.

Figure 4: Inflation Rate Progression (Dec 2024-May 2025).

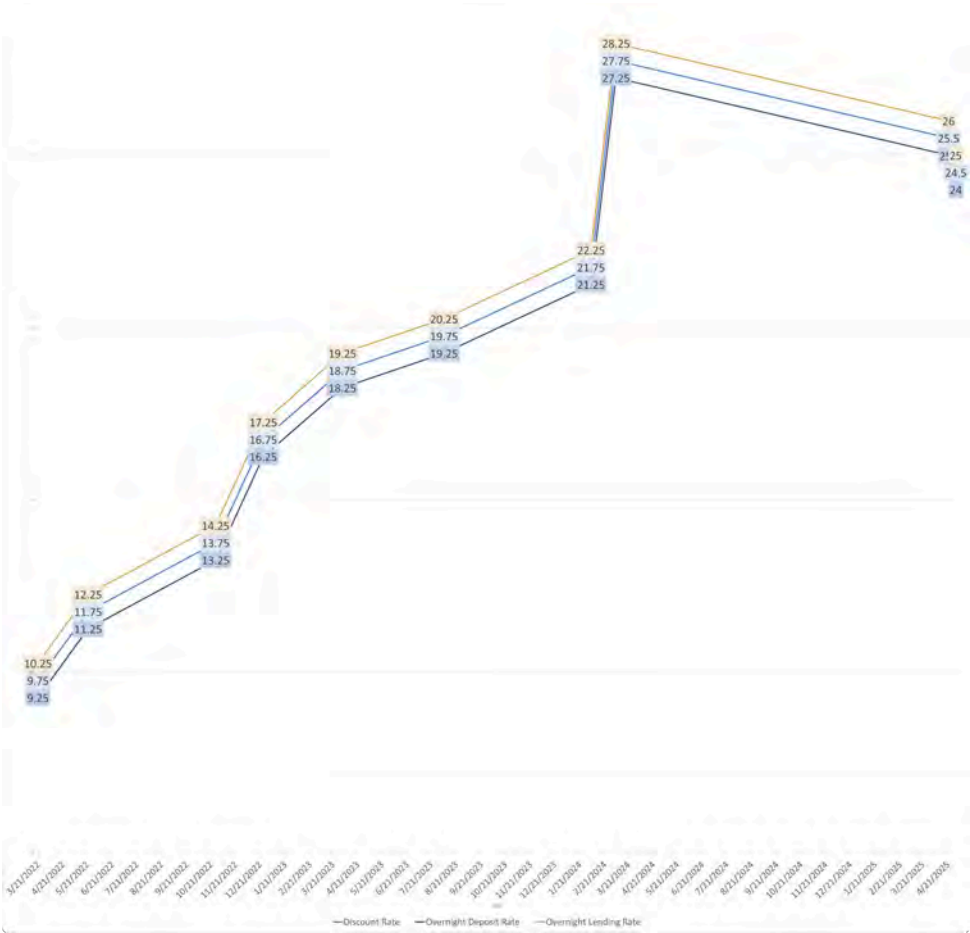
Headline and core inflation trended downward in early 2025, with core inflation hitting single digits in March for the first time in over three years. However, fruit and vegetable prices remained highly volatile, emphasizing the persistent supply-side pressures despite broader disinflationary gains.



Source: CBE 2025

Figure 5:Interest Rate Progression (2022-2025).

Interest rates peaked in early 2024 with the overnight deposit rate reaching 27.25%, before easing in Q2 2025 following sustained inflation deceleration. This policy shift marks a tentative pivot from monetary tightening toward cautious normalization.

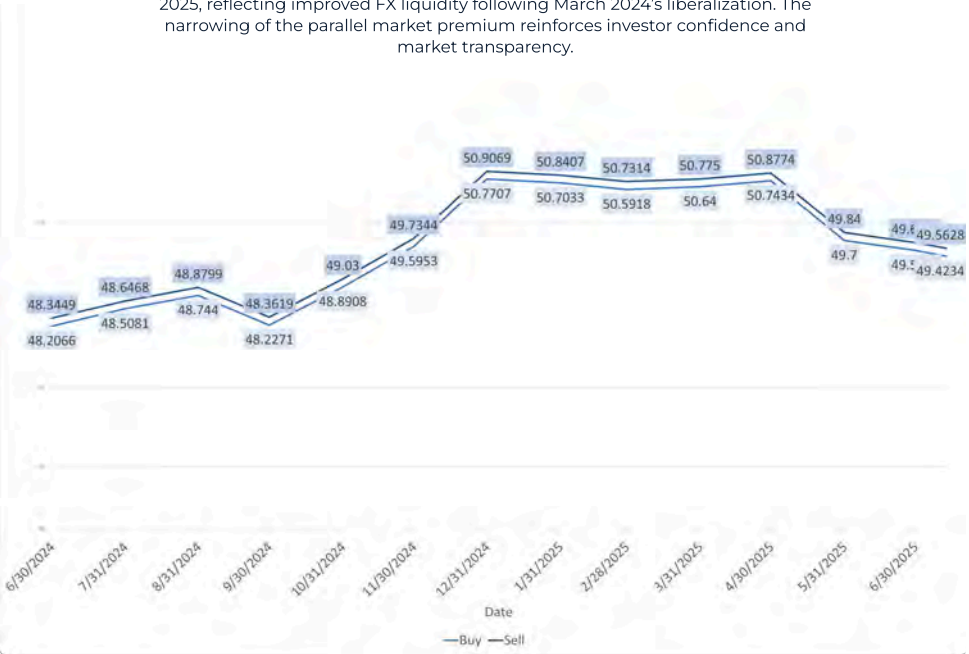


Source: CBE 2025

The CBE responded with a series of interest rate hikes, raising deposit and lending rates to 27.25% and 28.25% by late 2024, before initiating cuts in April and May 2025 (by 225 and 100 bps respectively). As of July 2025, rates stood at 24% (deposit) and 25% (lending). While disinflation allowed some easing, core inflation pressures, especially in non-food categories like housing (18.4%), transport (33.7%), and healthcare (34.5%), remain elevated, partly due to fuel price hikes and Ramadan-induced demand surges.

Figure 6: Exchange Rate (H2 2024-H1 2025).

The exchange rate stabilized around 50.5 EGP/USD between January and April 2025, reflecting improved FX liquidity following March 2024's liberalization. The narrowing of the parallel market premium reinforces investor confidence and market transparency.



Source: CBE 2025

Following a March 2024 exchange rate liberalization, the EGP stabilized in the 49.3–49.7 EGP/USD range, narrowing the parallel market premium from 20% to under 3%. This restored FX predictability for import-reliant startups. However, borrowing costs remain significantly high, limiting credit access for early-stage ventures and raising reliance on informal or equity-based financing.

Looking ahead, inflationary risks persist due to energy subsidy reform obligations under the \$8B IMF agreement. While electricity price hikes are politically sensitive, delays could undermine IMF credibility. Compounding this are declines in gas production (down 20% YoY in Jan 2025), challenging energy sector stability.

Implications for Startups

Capital Access:

High interest rates crowd out early-stage borrowing, deepening dependence on VC or informal capital.

Pricing Volatility

Inflation and FX shifts complicate pricing models, especially for import-intensive and B2C ventures.

Policy Tradeoffs:

Entrepreneurs benefit from FX stability but remain vulnerable to cost shocks and subsidy reforms.

A portrait of Amr El Abd, a middle-aged man with dark hair, wearing a dark blue suit jacket over a white shirt. He is smiling slightly and looking directly at the camera. The background is a patterned wall with orange and blue tones.

Amr El Abd

**Advisor to the Prime Minister of Egypt,
Managing Director of Endeavor
& Board of Directors Member at MSMEDA**

“We tackle these issues by introducing entrepreneurs to global investors and providing them with mentorship from seasoned leaders who have scaled businesses and navigated pitfalls.”

Endeavor’s mission revolves around identifying and supporting high-impact entrepreneurs who can drive economic growth and innovation. With a presence in over 45 countries, Endeavor serves as a global network, empowering businesses to scale and achieve exponential impact. Amr El Abd, Regional Managing Director, shares insights into the organization’s strategy, challenges, and vision for the Middle East and Africa.

Background and Approach

Endeavor focuses on supporting entrepreneurs who demonstrate the potential to create large-scale economic and social change. Their rigorous selection process identifies businesses at an inflection point for rapid growth, typically at the Series A stage.

Amr explains, “We assess three core criteria: the entrepreneur’s capacity to lead, the scalability of the business, and whether the business is at a stage of rapid growth.”

These criteria ensure that selected businesses have the potential to scale rapidly, often with revenues of \$5–10 million and the capability to grow tenfold. “Our goal is to work with businesses that can reach \$100 million in revenue within three to five years,” Amr emphasizes.

Endeavor’s comprehensive process includes validation by global and local mentors, selection panels, and rigorous scoring systems, ensuring that only the most promising entrepreneurs are onboarded.

Addressing Ecosystem Challenges

Entrepreneurs in the Middle East and Africa face significant challenges, including limited access to funding, expertise, and networks for international expansion. Amr highlights, “We tackle these issues by introducing entrepreneurs to global investors and providing them with mentorship from seasoned leaders who have scaled businesses and navigated pitfalls.”

Endeavor also offers unique opportunities for learning, including exclusive programs at prestigious institutions like Harvard and MIT, designed specifically for Endeavor entrepreneurs. “These resources are invaluable in equipping entrepreneurs to scale effectively,” he adds.

Achievements and Future Directions

Endeavor’s impact in Egypt is profound. In 2023, 89% of all venture capital (VC) funding in the country went to Endeavor-backed companies. Amr explains, “Most businesses that have successfully raised Series A funding or expanded internationally have done so with our support.”

A key element of Endeavor’s success is the “multiplier effect,” where successful entrepreneurs inspire and mentor others, creating ripple effects across the ecosystem. Companies like Kareem and Swvl exemplify this impact, having spawned numerous spin-offs and mentored hundreds of startups in the region.

Endeavor collaborates closely with governments, corporates, and ecosystem enablers to strengthen entrepreneurial landscapes. Amr notes, “Our role is central to building ecosystems, not just great companies.” In Saudi Arabia, for example, Endeavor runs the Unicorn Program to identify and support high-potential startups.

Looking ahead, Endeavor aims to expand into untapped markets like Iraq, Algeria, and Oman while continuing to support scale-ups in existing markets. “Scaling businesses in our current markets has a ripple effect across the entire region,” Amr explains.

Advice for Entrepreneurs

For aspiring entrepreneurs, Amr’s advice is straightforward: “Start. Don’t be discouraged by failure—it’s a stepping stone to success.” He emphasizes the importance of passion, resilience, and adaptability, adding, “If you truly love what you do, challenges become part of the journey, not roadblocks.”

Amr believes that entrepreneurship is about more than individual success. “It’s about creating jobs, driving competitiveness, and building a country’s global reputation,” he concludes.

Endeavor’s Promise

Endeavor’s work underscores the transformative power of entrepreneurship in driving economic growth and innovation. By fostering high-impact entrepreneurs and building supportive ecosystems, Endeavor continues to pave the way for sustainable development in the Middle East and Africa.

A portrait of Hadeer Shalaby, a woman with long dark hair, smiling. She is wearing a dark top and a necklace. The background is a solid light grey. An orange vertical bar is on the left side of the image.

Hadeer Shalaby

Vice President & Managing Director Talabat

Role in Ecosystem Development

As Egypt advances toward a platform-driven digital economy, talabat has become a central enabler of this transformation. Originally recognized for pioneering food delivery, the company has evolved into a comprehensive digital platform that supports a wide spectrum of consumer needs. By investing in robust last-mile infrastructure and seamless transaction systems, talabat has accelerated the adoption of e-commerce across the country.

Beyond expanding its own services to include groceries, beauty products, and household essentials, talabat has also strengthened the broader ecosystem. By providing SMEs with demand forecasting, inventory insights, and product performance data, the platform empowers local businesses to operate more efficiently and competitively.

In doing so, talabat's impact extends beyond logistics; it is actively shaping the digital commerce landscape, fostering trust in online platforms, and supporting Egypt's transition toward sustainable, innovation-led growth.

Enabling SMEs and Startups

SMEs and startups are the backbone of Egypt's economy, yet they face persistent challenges including fragmented supply chains, high costs, and limited digital capabilities. Talabat addresses these obstacles by offering ready-made digital storefronts, simplified onboarding, and training programs that lower barriers to entry for small businesses. Partnerships with fintech providers have further improved access to financial services, enabling entrepreneurs to scale with greater resilience.

“Talabat’s impact extends beyond logistics; it is actively shaping the digital commerce landscape”

One standout initiative is “Cart to App,” designed to support food cart owners in their transition to registered restaurant operators. Targeted at young entrepreneurs aged 18–35 in Cairo, Alexandria, the Delta, and the Suez Canal, the program provides infrastructure, technical support, and access to talabat’s digital marketplace. By integrating informal vendors into the formal economy, the initiative strengthens financial inclusion, nurtures youth entrepreneurship, and stimulates local cultural and economic activity.

Workforce and Skills Development

Talabat has also positioned itself as a key contributor to Egypt’s human capital development. The company offers a spectrum of opportunities, from entry-level positions to advanced roles in data science, operations, and product design. This exposure equips young professionals with both technical and soft skills that are increasingly critical in a digital-first economy. In parallel, the platform creates thousands of indirect income-generating opportunities that provide flexibility for Egypt’s youth. This dual impact, formal career pathways and flexible earning options, supports the development of a dynamic labor market while contributing to the country’s long-term competitiveness.

Infrastructure and Policy Gaps

Through its daily operations, talabat has developed a close view of the systemic factors shaping Egypt’s digital economy. Persistent challenges include congested urban environments, evolving consumer payment behaviors, and gaps in regulatory clarity. These conditions affect the scalability and efficiency of digital platforms, particularly in fast-growing markets.

To address these issues, three areas require prioritization: expanding digital payment adoption, developing supportive and coherent policy frameworks for online commerce, and strengthening urban infrastructure to accommodate platform-based services.

Achieving this will require stronger collaboration between public and private stakeholders. Closing these gaps would unlock efficiencies across the ecosystem, enabling SMEs to thrive and positioning Egypt as a more competitive digital economy.

Regional and Global Integration

As part of Delivery Hero’s global network, talabat benefits from exposure to international best practices while adapting them to Egypt’s unique market conditions. Egypt’s ecosystem stands out for its young demographics, entrepreneurial drive, and ongoing reliance on cash transactions—factors that both present challenges and shape innovation. Lessons from Egypt that are relevant globally include strategies for scaling in structurally complex environments and the need for pricing models that address highly price-sensitive markets.

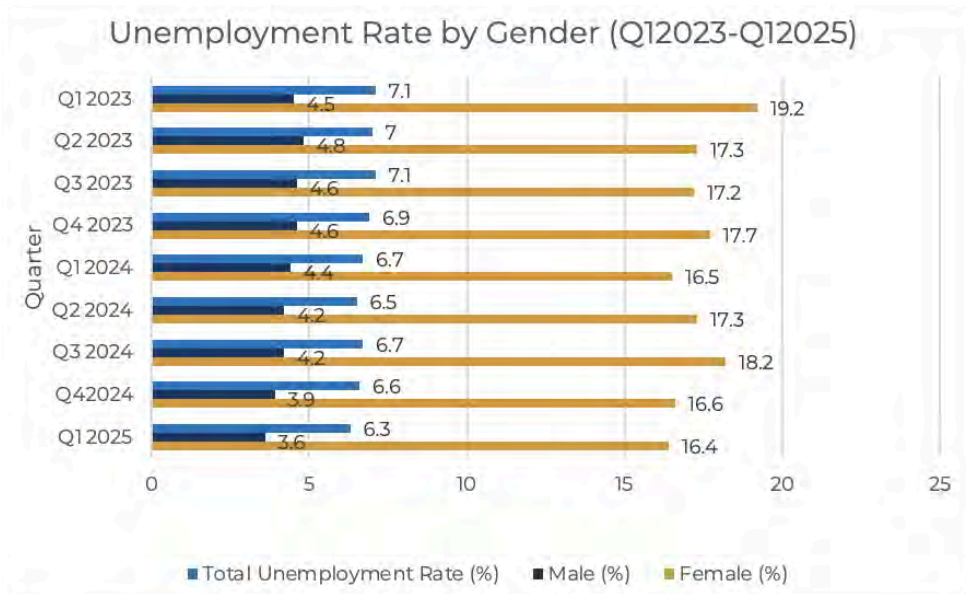
At the same time, Egypt can adopt practices from other regions: from the GCC, expanding digital payment systems and integrating digital identities; from Asia, leveraging models such as cloud kitchens and dark stores to increase efficiency in dense urban areas. By facilitating this two-way exchange, exporting resilience-based insights and importing proven innovations, talabat strengthens its role as a bridge between Egypt and global digital ecosystems.

While stabilization progress is evident, full entrepreneurial recovery will require more than macro improvements, it demands targeted financial relief and de-risking instruments for startups navigating volatile cost structures and capital scarcity.

Labor Market Dynamics and Impact on Gender, Youth, and Regional Inequities:

Youth unemployment remains an obstacle to inclusive economic growth in Egypt. The broader unemployment rate stood at 6.6% in 2024, marking a gradual decrease compared to the previous year. This downward trend continued into Q1 2025, with unemployment falling further to 6.3%, down from 6.4% in Q4 2024 and 6.7% year-on-year, representing one of the lowest rates since official labor force statistics began in 1993 (CAPMAS, 2025). However, gender disparities remain stark despite these incremental improvements. Male unemployment declined to 3.6%, from 3.9% in Q4 2024 and 4.4% a year earlier, while female unemployment edged down slightly to 16.4%, from 16.6% in Q4 2024 and 16.5% in Q1 2024.

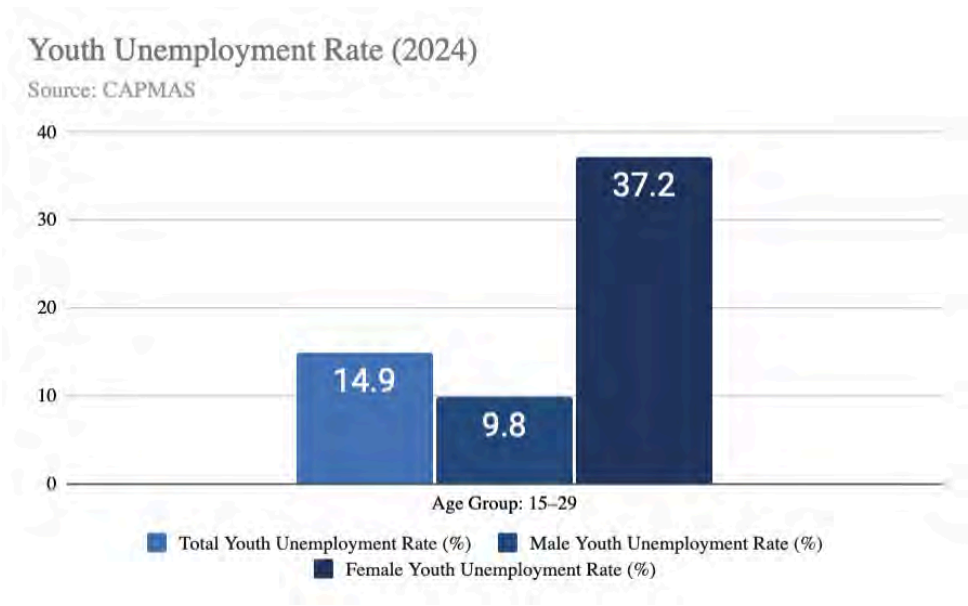
Figure 7: Unemployment Rate by Gender (Q12023-Q12025):
Egypt's Unemployment Rate by Gender, Q1 2024–Q1 2025. National unemployment reached a record low of 6.3% in Q1 2025, but female unemployment remains nearly five times higher than male unemployment.



Source: CAPMAS, 2025

Significantly, female youth unemployment rose to 37.1%, compared to 9.8% for young men, placing Egypt among the countries with the highest gender gaps in youth employment globally. This signals not only labor market exclusion but also a gendered economic crisis. By comparison, female youth unemployment rates in Morocco and Jordan stand at 29.4% and 33.7%, respectively. Without targeted interventions, this demographic pressure risks becoming a long-term drag on GDP growth. ILO estimates suggest that a 1% rise in youth unemployment corresponds to a 0.3% decline in GDP growth.

Figure 8: Youth Unemployment by Gender (Ages 15–29), Q1 2025.
A severe gender gap persists: young women face a 37.2% unemployment rate compared to 9.8% for young men.



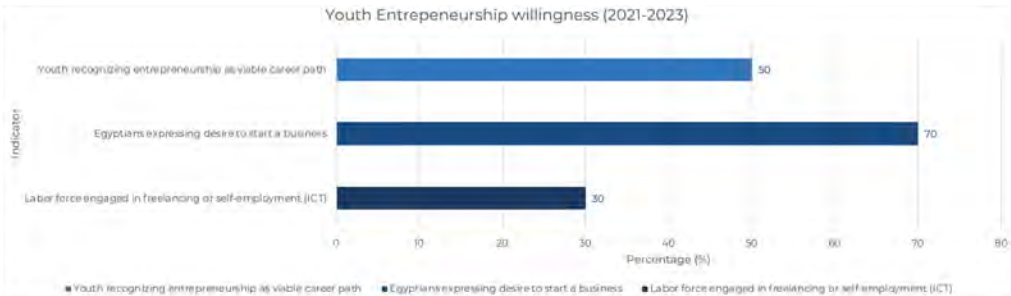
Source: CAMPAS, 2025

As of Q1 2025, young women (ages 15–29) face an unemployment rate of 37.2%, nearly four times higher than their male counterparts, whose rate stands at 9.8%. The aggregate youth unemployment rate is 14.9%, but this average conceals deep structural inequities. The data reflects limited inclusion of young women from formal employment pathways, particularly outside urban centers, and underscores the urgency of gender-responsive labor and entrepreneurship policies. Without targeted interventions, this disparity threatens to undermine Egypt's demographic dividend and constrain inclusive economic recovery.

Furthermore, topline unemployment rates obscure deeper structural vulnerabilities. Egypt's labor force participation rate remains relatively stagnant at 45.8% in Q1 2025 (Business Today), still below the MENA average of 49% and significantly lower than global emerging market benchmarks (World Bank, 2025). Regional disparities are also evident: Upper Egypt governorates such as Sohag and Qena record youth unemployment rates nearly double the national average, reflecting entrenched spatial inequities.

The entrepreneurial implications are two-fold: (1) constrained local demand in underemployed regions, and (2) a surplus of untapped, educated youth who could drive startups if enabling mechanisms existed. Informality is also on the rise. Self-employment reached 22% in Q1 2025 (up from 20.6% in Q4), while salaried employment declined to 69.7%. Startups increasingly attract youth seeking non-traditional employment pathways.

Figure 9: Youth Entrepreneurship Willingness 2023-2025:
Over 70% of Egyptians express startup ambitions; 30% are engaged in freelance or digital self-employment, especially in urban centers.



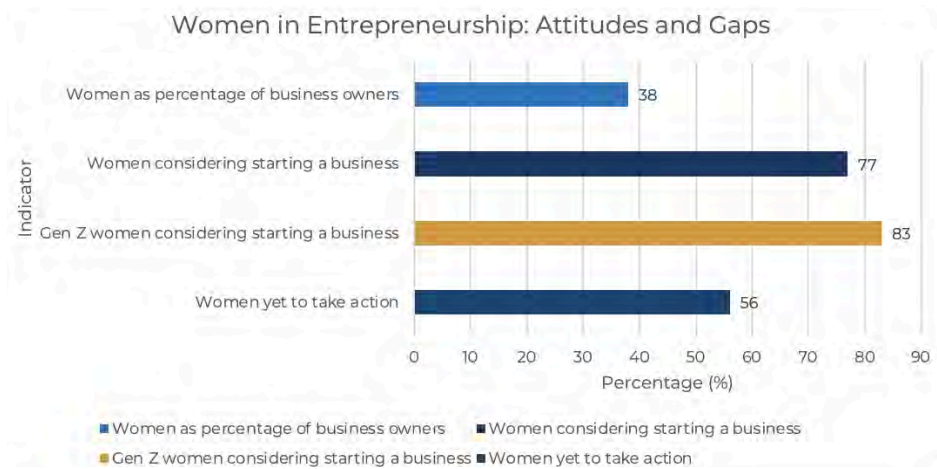
Source: ITIDA (2023) & IOM (2021)

As of 2023–2025, 70% of Egyptians express a desire to start a business, and half view entrepreneurship as a viable career path. However, only 30% of the labor force is currently engaged in freelance or ICT-based self-employment, revealing a substantial gap between intent and execution. This disconnect signals systemic barriers, including limited early-stage financing, legal ambiguity for gig workers, and fragmented upskilling pathways. Unlocking Egypt's entrepreneurial potential will require not only financial and institutional support but also structural reforms that convert aspiration into scalable ventures.

Egypt faces a demographic pivot point: nearly half the population is under 24, yet the economy adds fewer than 800,000 formal jobs annually, while over 1 million youth enter the labor force (MoPEDIC, 2023). This 200,000+ job creation gap can only be closed by expanding digital employment and startup ecosystems. Global benchmarks from India and Kenya show that digital ecosystems can absorb 10–15% of labor entrants within five years.

Youth unemployment is not merely a social challenge, it is a litmus test for Egypt's economic exclusivity and its potential in becoming a regional leader in innovation. Without targeted reform to connect young people to entrepreneurial and digital economy pathways, the labor mismatch will persist, and the promise of startups as vehicles for inclusive growth will remain under-realized.

Figure 10: Women in Entrepreneurship Attitudes and Gaps (2025):
Intent remains high, especially among Gen Z (83%), but 56% of women face structural and financial barriers to business formation.



Source: Mastercard (2025)

In particular, the gender disparity is heavily pronounced, especially among youth, revealing a deep-rooted labor exclusion that cannot be overcome without targeted policy. While some tech sectors such as e-commerce and digital marketing have proven more inclusive to young women, the overall ecosystem still lacks the systemic inclusion frameworks required to shift these outcomes at scale. According to Mastercard's latest report, women constitute approximately 38% of business owners in Egypt. Furthermore, 77% of women in Egypt have considered starting or running their own business, rising to 83% among Gen Z women. However, 56% have yet to take action, reflecting inequitable access to financial tools and entrepreneurial guidance (Mastercard, 2025).

A portrait of Nesma Amin, a woman with curly brown hair, smiling. She is wearing a dark turtleneck. The background is a light, neutral color. On the left side of the image, there is a vertical orange bar.

Nesma Amin

Co-Founder & CEO

Aziza

Brief Introduction about the Company

Aziza, founded by Nesma Amin, is a women's health venture dedicated to social inclusion and empowerment. The company focuses on breaking down barriers in access to menstrual and reproductive health tools, especially for underserved women and girls across Egypt. Aziza's work combines technology with cultural sensitivity, offering a free, trusted digital companion while also engaging directly on the ground through workshops, ambassador trainings, and NGO partnerships. By addressing systemic challenges in awareness, education, and healthcare access, Aziza fosters a supportive environment where women can better understand their bodies, make informed decisions, and thrive in their health journeys.

Societal Perceptions and Traditional Gender Roles Affecting Women Entrepreneurs:

Societal perceptions and traditional gender roles significantly impact women entrepreneurs. Women are often perceived as less competent, particularly within male-dominated sectors such as technology, frequently encountering skepticism regarding their capabilities compared to male counterparts.

When balancing family responsibilities with professional endeavors, their priorities are often questioned by society and professional networks.

Substantial changes are needed to address these challenges; Investors are encouraged to recognize and mitigate unconscious bias during funding decisions, thereby addressing the significant funding gap faced by women founders in venture capital. The creation of mentorship opportunities specifically tailored for women is advocated, ensuring mentors comprehend the unique challenges encountered, thereby facilitating the building of appropriate networks and access to funding. However, the most significant transformation is anticipated from policies promoting shared caregiving responsibilities, including flexible work schedules and paternity leave for male partners.

“Programs like Plug and Play in Aswan highlight a positive step towards wider geographical inclusion, especially in areas such as Agritech.”

Differentiation and Key Initiatives

The entrepreneurial ecosystem in Egypt demonstrates increasing inclusivity through initiatives that promote women in technology and programs offering capacity building and training for young entrepreneurs. While not personally leading such initiatives, Amin aligns with and champions efforts to cultivate and access entrepreneurs, particularly those who have piloted solutions within their communities. In her words, Amin explained that “programs like Plug and Play in Aswan highlight a positive step towards wider geographical inclusion, especially in areas such as Agritech,” which underscores the need for more such initiatives with funding access across all of Egypt, beyond major hubs like Cairo.

Main Ecosystem Challenges

1. **Inclusivity for Underrepresented Groups in Egypt's Entrepreneurial Ecosystem:** Despite growing inclusivity, entrepreneurs from rural or underserved areas may still face limited access to in-person networking events or innovation hubs. This indicates a geographical disparity in resource accessibility.
2. **Specific Barriers in Accessing Resources:** Underrepresented groups encounter distinct barriers regarding visibility and access to funds. Many investors prioritize established networks, where underrepresented groups possess reduced visibility. Furthermore, underrepresented founders may lack access to training or education concerning securing funding, navigating financial institutions, or preparing compelling pitches. Industry events and networking opportunities may not be designed to adequately include or accommodate underrepresented founders—a challenge particularly pronounced for entrepreneurs from rural areas.

Achievements and Future Directions

There are positive shifts within the Egyptian entrepreneurial ecosystem towards greater inclusivity, particularly through initiatives supporting women in tech and youth entrepreneurship. As afore-mentioned, the expansion of programs like Plug and Play to regions like Aswan is acknowledged as a significant achievement towards cultivating and accessing entrepreneurial talent from diverse geographical backgrounds. Future directions involve the continued advocacy for expanded funding access and tailored support mechanisms across all of Egypt, ensuring equitable opportunities for underrepresented groups.

Advice for Future Entrepreneurs

For the entrepreneurial landscape, there is a clear need for investors to actively address and mitigate unconscious biases in funding decisions. The establishment of mentorship opportunities specifically designed for women, led by mentors who understand gender-specific challenges, is crucial for network building and funding access. Advocating for policy changes that promote shared caregiving, such as flexible work schedules and paternity leave, is identified as a fundamental step. The expansion of capacity building, training programs, and funding access beyond major urban centers to rural and underserved areas is essential for fostering broader inclusivity. Overall, the ecosystem is advised to focus on increasing visibility for underrepresented groups and providing tailored education on financial navigation and pitching.

Aziza's promise

Aziza's promise centers on fostering a more equitable and inclusive health landscape for women and girls in Egypt. This commitment means challenging societal perceptions, breaking menstrual health stigma, and ensuring that accurate information and tools are accessible to everyone, regardless of background. It also involves building pathways for underserved women to be part of the digital health ecosystem, while creating trust through culturally sensitive design and on-the-ground engagement. Through these efforts, Aziza works to dismantle systemic barriers to health education, support, and care, empowering women to take control of their wellbeing and realize their full potential.

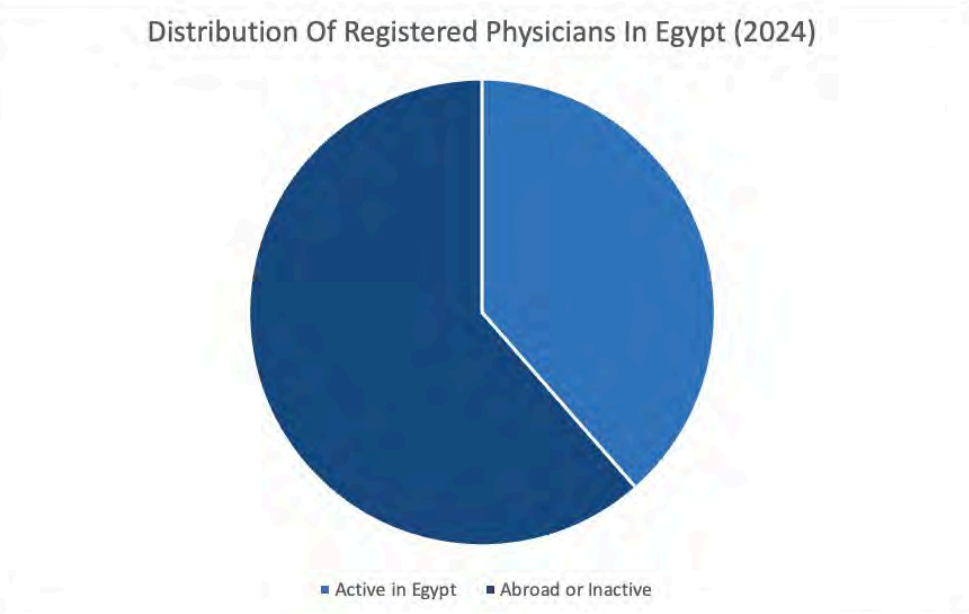
In rural areas, gender disparities are exacerbated even further. While women make up a large share of the agricultural labor force, they own only 5% of agricultural land, compared to 95% owned by men, due to legal, financial, and social constraints (Khodary, 2022). This structural exclusion limits women's ability to use land as collateral, effectively barring them from commercial credit markets. Female-led agri-enterprises often rely on informal lending or donor grants.

Labor Market gaps stifles progress and leaves critical roles unfilled:

Sectoral employment misalignments reinforce inefficiency. Agriculture employs 18.8% of the labor force but generates just 15% of GDP, yielding a productivity ratio of 0.80. By contrast, high-productivity sectors like ICT and manufacturing employ only 13.2% and 2.8% of workers respectively. Scaling employment across high potential sectors demands more than organic growth, it requires deliberate, targeted investments in sector specific skills development, incubation infrastructure, and adaptive job-matching platforms. To harness this potential, Egypt must implement precision policy interventions that simultaneously promote economic diversification and enhance allocative efficiency across labor markets. Without such measures, both employment absorption and productivity gains will remain suboptimal, particularly in fast-evolving industries such as ICT.

Figure 11: Distribution of Registered physicians in Egypt.

Only 82,000 of 212,835 registered physicians are active in Egypt's public system. A 61.5% outmigration rate underscores a worsening healthcare talent crisis.



Source: Egyptian Medical Syndicate (2025) & Chun and Ismail (2025).

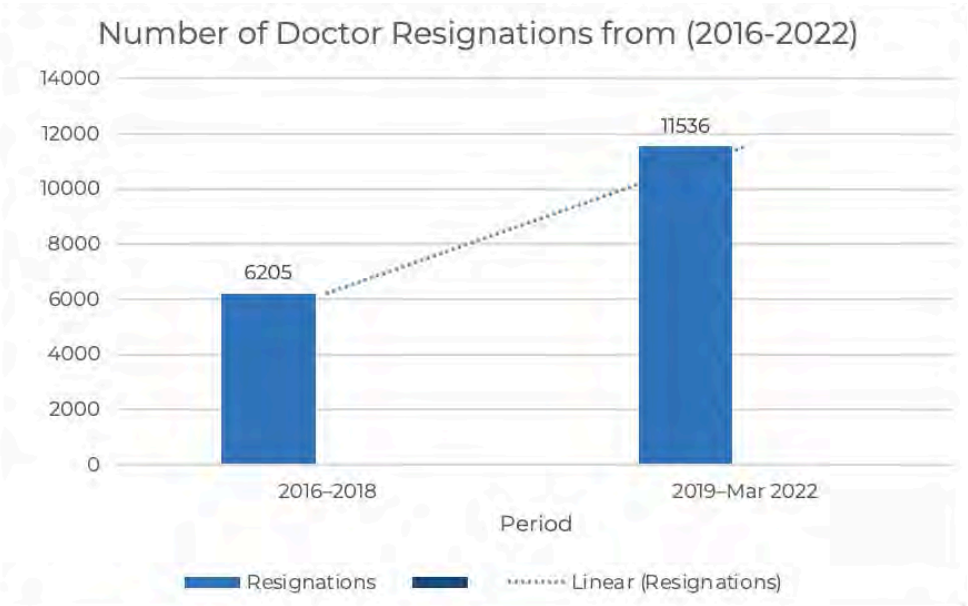
One of the most alarming outcomes of labor-market pressure is brain drain. In healthcare, only 82,000 of 212,835 registered doctors practice in Egypt, 61.5% abroad or inactive. This outflow, driven by low wages and FX volatility, creates domestic service gaps and raises fiscal replacement costs. From 2019 to March 2022, doctor resignations reached 11,536, nearly doubling the 2016 - 2018 total of 6,205.

This dynamic not only creates domestic service gaps, particularly in underserved rural areas, but also imposes higher fiscal costs for replacing or retaining essential talent.

In contrast, the ICT sector has seen positive growth, growing 5.8% (2023/24) and projected to reach 8% by 2026. ICT has been seen as a strategic sector by the government as a driver for digital transformation and facilitating Egypt as a nearshoring hub. In Q2 2024/2025, the ICT sector experienced a growth rate of 10.4%, positioning it among the fastest-growing sectors in Egypt.

Figure 12: Number of Doctor Resignations from (2016-2022).

This bar chart visually compares the number of doctor resignations from Egypt's government health sector across two periods: 2016–2018, with 6,205 resignations, and 2019–March 2022, with 11,536 resignations.



Source: Egyptian Medical Syndicate (2025) & Chun and Ismail (2025).

The graph illustrates a staggering 86% increase in doctor resignations between the two periods. This spike in departures between 2019 and March 2022 strongly correlates with the COVID-19 pandemic, which placed immense pressure on Egypt's already strained public healthcare system.

Several compounding factors likely contributed to this trend:



Increased health risks and burnout among frontline doctors during COVID-19



Inadequate compensation and limited workplace protections



Lack of support for postgraduate training



Frequent assaults on doctors and poor security in hospitals

Despite a government goal announced in 2019 to attract 60,000 doctors back to public service, the healthcare workforce continued to shrink. This growing exodus reflects significant difficulty in attracting additional medical labor force but also broader systemic barriers in providing competitive wages, working conditions, and legal protections for Egypt's formal employees professionals. (Egyptian Medical Syndicate, Middle East Monitor). This is not an isolated challenge confined to a single sector, but rather a cross-cutting issue affecting industries across the board. The ICT sector, for instance, illustrates both the urgency and the opportunity: while it faces considerable talent outflows, it also demonstrates how the right mix of innovation, flexible self-employment models, and targeted policy incentives can bolster talent retention. The sector recorded 10.4% growth in Q2 of FY2024/25 and is projected to sustain 8% growth by 2026. Positioned at the heart of Egypt's digital transformation and nearshoring strategy, ICT stands as both a strategic employer of skilled youth and a potential launchpad for scalable tech startups.

Egypt's labor market is at a crossroads. Structural gaps, particularly youth and gender exclusion, regional inequity, and sectoral inefficiency, must be addressed not only to unlock entrepreneurship but to convert demographic pressure into demographic dividend, unlocking avenues for youth, innovation pipelines is not simply an economic add-on but a potential economic lifeline.

40-50%

economic activity remains informal
(Lucidity Insights, 2024)

67%

of Workers operate outside formal systems, limiting access to credit, incentives, and public procurement.

This entrenches inequality and weakens formal entrepreneurship pathways and weakens Egypt's ambitions to become a viable investment hub. Without major interventions, this demographic burden could become a fiscal and social liability too large to contain.

Figure 13: Snapshot of Egypt's Entrepreneurial performance in 2024:

Egypt attracted \$334 million in startup funding across 84 deals in 2024, with the majority of capital sourced regionally. The participation of 26 foreign investors reflects Egypt's continued integration into cross-border venture flows. In contrast, regional venture flow into Egypt sends signals of regional market confidence in Egypt's entrepreneurship and innovation landscape, with 71% of VC financing coming from within the MENA region.



Source: Wamda, (2024).

Startups remain exposed to capital asymmetries. While VC flows declined to \$334M in 2024 from \$608M in 2023, equity investments held steady (ex-debt), and early 2025 signals recovery. \$228M in startup capital was raised in the first five months, led by deals like Nawy's \$75M round. Most VC remains late-stage and MENA-sourced (71%), reflecting a maturing but still segmented capital ecosystem. Bridging the pre-seed/seed funding gap and ensuring stable FX and remittance flows are vital for sustaining this recovery.

Why This Matters

Macroeconomic forces shape the viability, strategy, and survival of Egypt's startups. Inflation affects consumer demand and input costs; FX risk constrains pricing and planning; public debt curtails public support programs; and unemployment, particularly among youth and women, makes entrepreneurship both a necessity and an opportunity. Understanding these pressures is foundational to meaningful ecosystem reform.

2.2 Regional and Global Benchmarking

Egypt has long served as a cornerstone of Arab entrepreneurship, leveraging its large population, deep talent pool, and strategic geography. Cairo was once considered the nucleus of the MENA startup movement, home to early incubators like Flat6Labs and MINT, and pioneering fintechs such as Fawry and MNT-Halan. But the past five years have seen a dramatic regional shift. Gulf countries, along with Morocco and Tunisia, have surged ahead through bold structural reforms, sovereign VC funds, unified startup legislation, and integrated innovation hubs. Egypt's startup ecosystem is under increasing regional competition. In this context, benchmarking is no longer optional, it is a strategic imperative.

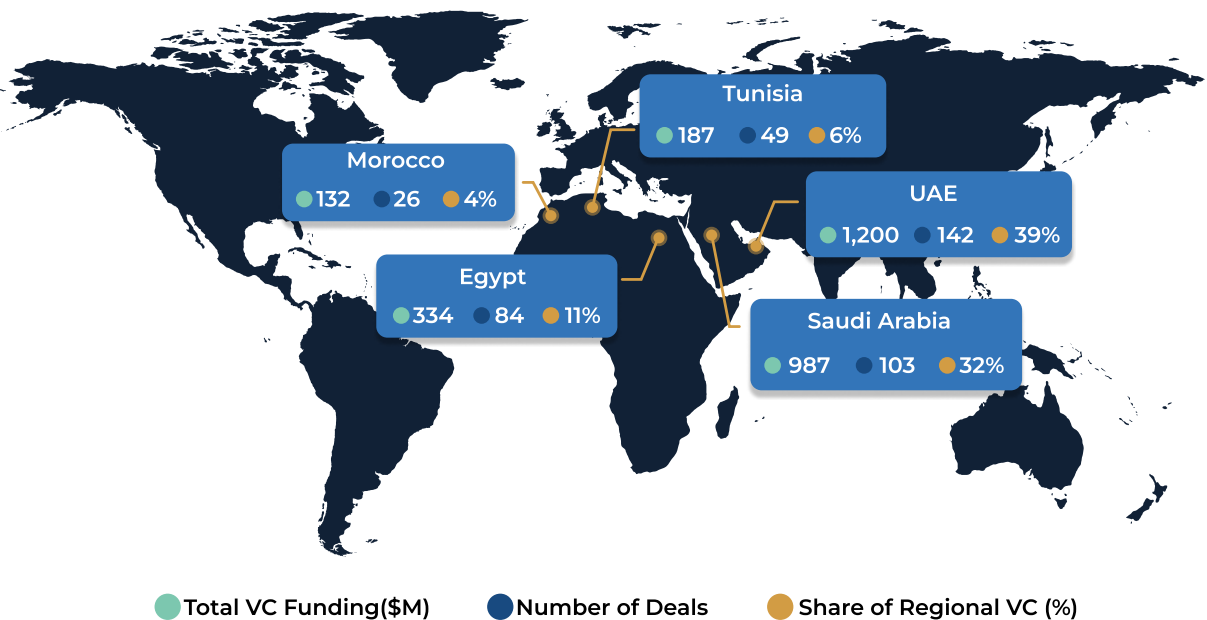
This section uses data from Wamda, MAGNiTT, OECD, AfDB, and WIPO to evaluate Egypt's position across four critical dimensions: venture capital flows, regulatory effectiveness, innovation capacity, and inclusion metrics. These benchmarks expose systemic gaps and illuminate proven pathways

For instance, Egypt's dense early stage accelerator ecosystem is hindered by a thin growth-stage capital market, aggravated by regulatory friction and elevated investor risk perception. Meanwhile, Tunisia's Startup Act and the UAE's streamlined licensing platforms exemplify how legal clarity and institutional coherence can catalyze investment and growth.

Equally vital is the geographic realignment of capital. Though Egypt remains a top recipient of startup investment in North Africa, its regional share has sharply declined, from 25% of all MENA VC in 2021 to just 11% in 2024 (MAGNITT, 2025). In contrast, GCC states are embedding entrepreneurship into long term national strategies, Saudi Arabia's Vision 2030 and the UAE's Operation 300bn being standout models. These initiatives directly link startups to industrial development, FDI, and human capital pipelines. For Egypt to remain competitive, it must similarly integrate entrepreneurship into its core macroeconomic and policy architecture.

In 2024, Egypt raised \$334 million in startup funding across 84 deals, a 45% decline from its 2021 peak (Wamda, 2025). While this contraction mirrors global VC corrections, Egypt's relative position in MENA has slipped. The UAE and Saudi Arabia collectively secured over 75% of total regional funding in 2024, with the UAE alone raising \$1.2 billion across 142 deals and Saudi Arabia attracting \$987 million over 103 deals (MAGNITT, 2025). Egypt ranked fourth regionally, behind even Tunisia in terms of deal volume per capita.

Table 5: Total VC Funding by Country (2024)



Source: MAGNITT MENA Venture Investment Report, 2025

Table 6: Total VC Funding by across the MENA Region (H1 2025)



Table 6: Total VC Funding by across the MENA Region (H1 2025)



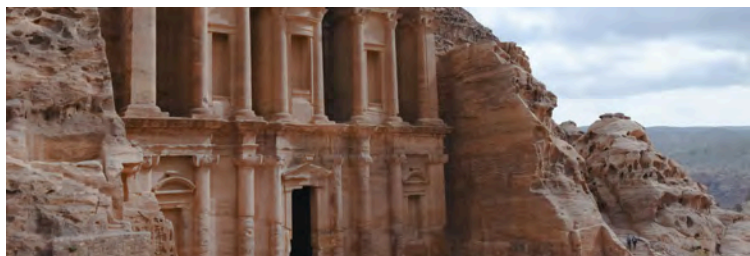
\$4,000,000
Bahrain
Total Deals: 4

\$3,055,000
Qatar
Total Deals: 7



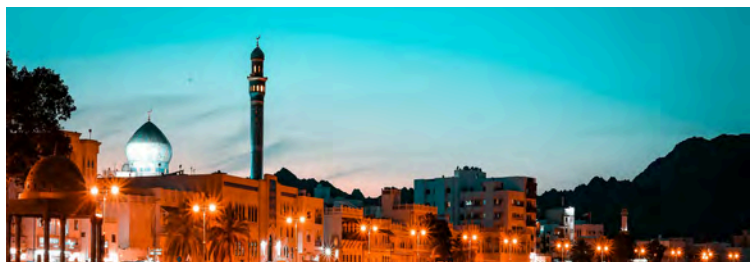
\$2,259,500
Lebanon
Total Deals: 7

\$1,209,600
Jordan
Total Deals: 7



\$1,100,000
Iraq
Total Deals: 2

\$1,100,000
Oman
Total Deals: 6





Egypt

\$177 million
37 deals in H1 2025

\$1.3 billion
80 deals in startup
invesmnet

Saudi Arabia



UAE

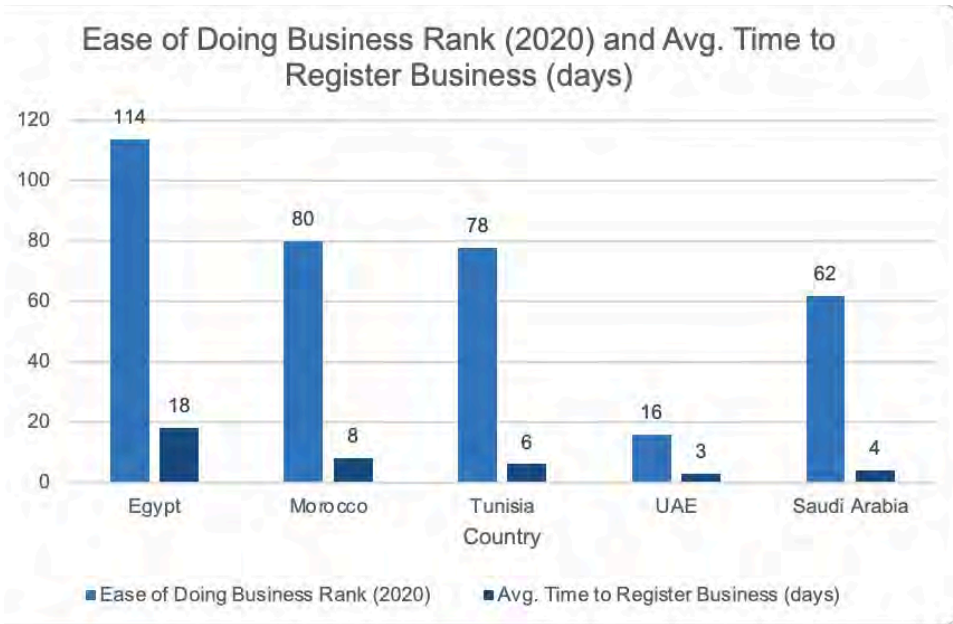
\$507.6 million
79 deals

While Egypt continues to lead North Africa in both deal count and venture capital raised, securing \$177 million across 37 deals in H1 2025, it remains significantly outpaced by GCC heavyweights Saudi Arabia and the UAE. Saudi Arabia alone mobilized over \$1.3 billion in startup investments across 80 deals during the same period, followed by the UAE with \$507.6 million over 79 deals. This sharp gap shows that Egypt lacks the same level of available capital, government support, and strong institutions as its peers. In Egypt, early-stage dynamism remains concentrated around accelerators such as Flat6Labs and AUC Venture Lab, with capital typically capped at seed and pre-Series A rounds. However, the scale-up pipeline continues to thin rapidly beyond the \$1 million threshold.

In contrast, Saudi Arabia's Jada and UAE's Mubadala have established sovereign-backed capital architectures that enable continuity from early to late stage, drawing in foreign LPs, regional family offices, and global fund managers. Egypt lacks strong institutions and funding tools to help startups grow, and combined with currency and profit transfer challenges, this has left many promising ventures underfunded. If not fixed, most startups will remain stuck at the early stage instead of scaling to compete regionally.

Egypt's regulatory environment remains a key constraint on startup growth. Despite fragmented reforms across bodies like the FRA, CBE, and ITIDA, However, the newly formed Ministerial Group for Entrepreneurship, created by a Prime Ministerial decree and chaired by the Minister of Planning, Economic Development, and International Cooperation, has emphasized the need for a unified definition of startups to enable more efficient allocation of government resources and ensure that policies and incentives reach their intended beneficiaries. Furthermore, efforts also include working on launching a Government Services and Legal Navigator to facilitate the registration and licensing of startups, as well as a unified catalytic financial initiative, aiming to unify efforts between various government and private entities. In addition, the Ministerial Group will soon publish the "Egypt's Startup Charter" which is considered as a roadmap comprising more than 70 policy actions to enhance the entrepreneurship business environment in Egypt. Saudi Arabia's Monsha'at and the UAE's free zones (DIFC, ADGM) offer streamlined, startup-focused frameworks with integrated digital registration, tax incentives, and legal clarity. Tunisia's Startup Act similarly provides a cohesive legal identity and standardized support, including IP fast-tracking and founder leave.

Figure 14: Regulatory Efficiency Across MENA Startup Ecosystems.
This figure compares Egypt with peer countries in terms of (1) World Bank Ease of Doing Business ranking (2020) and (2) average time to register a business, based on OECD and national sources.



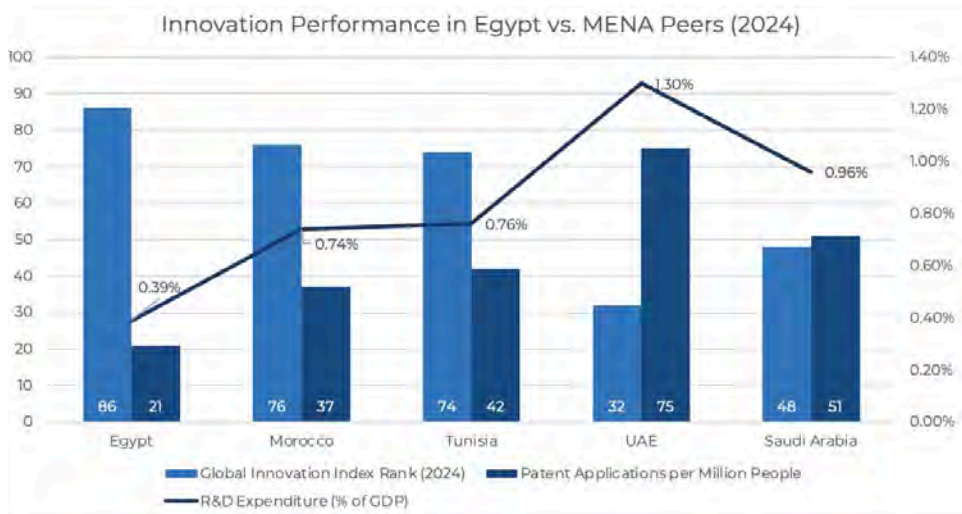
Source: World Bank (2020), OECD MENA Competitiveness Program (2024), national investment promotion agencies.

In the World Bank’s 2020 Doing Business Index, Egypt ranked 114th, well behind Morocco (80th), Tunisia (78th), and the UAE (16th). OECD data confirms Egypt’s average business registration time still exceeds 18 days, compared to under 7 in the UAE and same-day service in Morocco via digital portals. These delays translate into real opportunity costs, raising startup burn rates and deterring formalization. Without legal unification and institutional streamlining, Egypt risks falling further behind regional peers in enabling scalable entrepreneurship.

Egypt’s innovation ecosystem is marked by a critical paradox: a large, technically skilled workforce but weak commercialization and scaling mechanisms. With over 600,000 university graduates annually, including one of the Arab world’s largest STEM talent pools, Egypt has the human capital to lead regional innovation (CAPMAS, 2024). Yet, it ranked only 86th on the 2025 Global Innovation Index, trailing Morocco (76th), Tunisia (74th), and the UAE (32nd) (WIPO, 2024). The gap stems from low R&D spending (0.39% of GDP), fragmented policy, and poor tech transfer infrastructure, compared to 0.74% in Morocco, 0.76% in Tunisia, and 1.3% in the UAE (UNESCO, 2024).

Figure 15: Innovation Performance in Egypt vs. MENA Peers (2024).

This figure compares Egypt's innovation system to regional peers based on Global Innovation Index rank, R&D expenditure as a percentage of GDP, and patent applications per million people.



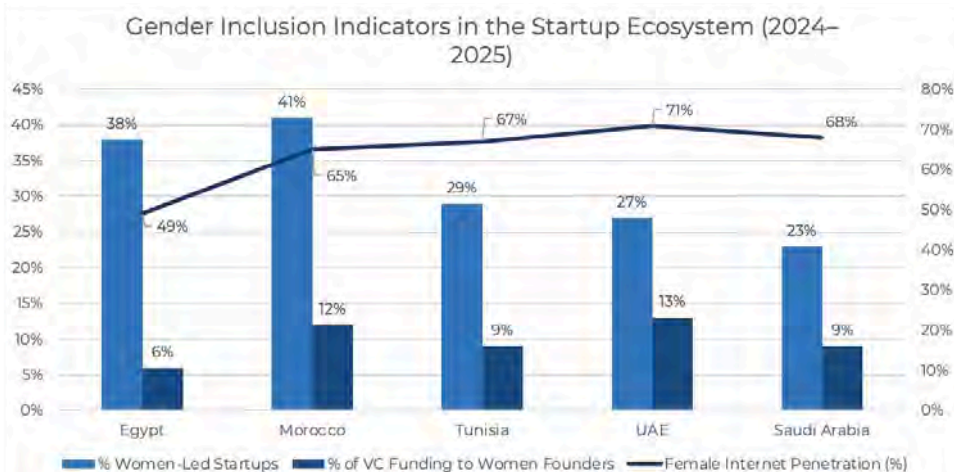
Source: WIPO (2024), UNESCO Institute for Statistics (2024), World Bank Open Data (2024)

Institutions like ASRT, ITIDA, and TIEC play supportive roles but lack cross-sectoral coordination, commercialization mandates, and stable financing. Unlike Tunisia's matching grants for university spinouts or Morocco's public-private R&D councils, Egypt's innovation bodies operate in silos. Its tech parks suffer from low private engagement and underutilization. In contrast, the UAE's Hub71 and Saudi's Garage Accelerator offer non-dilutive capital, global VC links, and are backed by sovereign funds.

Despite Egypt producing the region's highest graduate output, its IP generation and patent activity remain low, highlighting systemic failures in translating knowledge into marketable technologies. Replicating regional models, such as Tunisia's tech-transfer incentives or Morocco's co-funded R&D councils, will be essential to unlocking Egypt's innovation potential and bridging the commercialization gap.

Inclusion, particularly gender equity, remains one of Egypt's most persistent startup ecosystem gaps. Women comprise 38% of entrepreneurs but receive under 6% of venture capital funding (Mastercard, 2025; Wamda, 2024). While this ownership rate is region-leading, the financing gap is stark. By contrast, Tunisia boasts 29% women-led startup registration, and Morocco's Women in Tech programs have improved female participation across sectors (AfDB, 2024).

Figure 16: Gender Inclusion Indicators in the Startup Ecosystem (2024–2025):
The chart highlights stark gender disparities in Egypt's startup ecosystem, where only 6% of VC funding reaches women-led startups despite women accounting for 38% of founders and 49% internet penetration. In contrast, countries like the UAE and Morocco demonstrate more balanced ecosystems, with higher funding shares to women founders and comparable or greater digital access for women.



Source: Mastercard (2025), Wamda (2024), GSMA (2024), AFDB (2024)

Barriers are systemic: absence of gender-sensitive finance, STEM underrepresentation, weak regional mentorship, and lack of founder incentives. Although 83% of Gen Z women in Egypt express intent to start businesses (Mastercard, 2025), actual startup formation remains low due to legal, financial, and social obstacles.

Female digital inclusion still has plenty of untapped potential. Female internet penetration is only 49% in Egypt, compared to 65% in Morocco and 71% in the UAE (GSMA, 2024). This limits access to digital entrepreneurship, e-commerce, and remote work, which are key enablers of inclusive growth. This disconnect between ownership, access, and scalability will be illustrated in Figure 29, comparing VC shares, startup leadership, and digital inclusion across MENA.

Jessy Radwan
CEO & Founder
Carerha

“A fundamental cultural shift is paramount to promote societal values that actively encourage and support women's economic contributions.”

Challenges to Growth and Formalization

Women entrepreneurs in Egypt encounter significant hurdles, particularly upon marriage and family formation. Traditional gender roles disproportionately burden women with household responsibilities, including childcare, which severely impacts their capacity for business growth.

A survey by the Egyptian Center for Economic Studies revealed that 84% of women entrepreneurs cited family responsibilities as a major impediment to business expansion. Despite increasing female participation in the workforce and their financial contributions to families, these domestic pressures often lead to the discontinuation of entrepreneurial pursuits.

Furthermore, underrepresented groups, including women, youth, and rural entrepreneurs, face substantial challenges in accessing crucial resources. A significant education and skills gap exists, with a UN Women report indicating that 32% of Egyptian women lack formal education, hindering their entrepreneurial endeavors. Many women entrepreneurs express a need for training in business management, marketing, and finance.

Access to finance remains a critical barrier. A 2022 IFC survey indicated that 76% of women entrepreneurs in Egypt struggle to secure funding, a challenge exacerbated by a lack of financial literacy stemming from historical perceptions that finance is a male domain. Even financially astute women encounter biases within the financial sector that limit their options.

For rural entrepreneurs, access to credit is particularly problematic, with only about 20% securing necessary funding, as reported by the National Authority for the Development of Rural Areas.

The entrepreneurial landscape for women in Egypt is characterized by a significant gender gap. The Global Entrepreneurship Monitor (GEM) 2020 reported a Total Early-Stage Entrepreneurial Activity (TEA) rate of approximately 19% for women, compared to 35% for men. Additionally, a 2020 World Bank report noted that 62% of women-owned businesses are micro-enterprises, limiting their growth potential and market access.

Youth entrepreneurs, despite Egypt's large youth population (over 60% under 30), face a youth unemployment rate of approximately 30% (2021). Youth-led businesses account for only 14% of total enterprises, highlighting their underrepresentation. Rural entrepreneurs often contend with inadequate infrastructure and limited market access, as highlighted by the UNDP.

Ecosystem Support and Development

The current entrepreneurial ecosystem in Egypt presents challenges for underrepresented groups in accessing essential support mechanisms. Access to robust networks is critical for business growth, yet many underrepresented entrepreneurs face difficulties in this area. Venture capitalists (VCs) and accelerators predominantly focus on technology startups, leaving many women-owned businesses in sectors like fashion, handicrafts, and food without adequate support. These micro-businesses often do not fit the typical growth-phase profiles sought by investors, further disadvantaging them without resources to become tech-enabled.

The need for mentorship is significant, with many women entrepreneurs actively seeking guidance. However, opportunities for meaningful mentorship are limited, depriving them of crucial support for their entrepreneurial journeys.

Policy, Regulatory, and Governance Reform

To foster a more inclusive and supportive entrepreneurial environment for women and other underrepresented groups in Egypt, several crucial changes are necessary. A fundamental cultural shift is paramount to promote societal values that actively encourage and support women's economic contributions. Campaigns challenging traditional gender roles are essential to reshape perceptions regarding women in business.

Furthermore, comprehensive financial literacy programs specifically designed for women are vital. Such initiatives would equip them with the knowledge and skills necessary for effective financial management and successful pursuit of funding opportunities. Addressing the systemic biases within the financial sector that limit women's access to capital is also critical.

Targeted interventions are urgently needed to address the persistent challenges faced by women, youth, and rural entrepreneurs. This includes strategies to bridge the education and skills gap, expand access to diverse funding mechanisms beyond technology-focused ventures, and develop robust mentorship and networking programs tailored to the specific needs of underrepresented groups. Policy reforms should aim to dismantle barriers to formalization for micro-businesses and ensure equitable access to resources for all aspiring entrepreneurs.

Global data shows that inclusive ecosystems outperform on innovation and GDP growth. Egypt's high intent but low execution rate among female founders signals a systemic failure in ecosystem design, not a lack of ambition. Closing this gap requires targeted tools: female founder funds, digital infrastructure expansion, gender-responsive procurement, and regional equity in support services. Without these, one of Egypt's greatest entrepreneurial assets, its women, will remain underutilized.

Comparing Egypt's entrepreneurial performance with that of other emerging economies is critical for situating its ecosystem within the global south. While regional benchmarking offers insight into Egypt's standing within MENA, cross-continental comparisons, particularly with India, Kenya, Morocco, and Indonesia, reveal deeper lessons about policy agility, innovation ecosystems, and inclusive growth trajectories.

These countries share key characteristics with Egypt: large youth populations, ambitious digital transformation agendas, exposure to macroeconomic shocks, and active startup scenes shaped by both public and private sector interventions. Yet, their policy responses and outcomes diverge meaningfully, offering instructive parallels and cautionary contrasts for Egypt's ecosystem development.

Table 7: Comparative Overview of Startup Ecosystems in Emerging Markets: Strengths and Challenges



Source: Start Up India 2024,

India

- **Key Initiatives & Strengths:** Startup India initiative, sovereign seed funding, simplified compliance, public procurement incentives, 115+ unicorns, strong mid-tier pipeline
- **Challenges & Limitations:** Regulatory reforms still needed in some sectors

Kenya

- **Key Initiatives & Strengths:** Silicon Savannah, mobile money infrastructure (M-Pesa), regulatory sandboxes, Nairobi as a regional capital hub, fintech and agritech leadership
- **Challenges & Limitations:** Ecosystem scaling beyond fintech and agritech is a challenge

Indonesia

- **Key Initiatives & Strengths:** State-backed funds (BRI Ventures), e-commerce-led digitization, infrastructure decentralization, resilient growth despite political and fiscal constraints
- **Challenges & Limitations:** Digital ecosystem highly reliant on e-commerce, infrastructure gaps remain

Egypt

- **Key Initiatives & Strengths:** Dynamic startup ecosystem, supported by the ongoing efforts of the Ministerial Group on Entrepreneurship, with potential alignment with India, Kenya, and Indonesia for innovation-led development.
- **Challenges & Limitations:** Regulatory complexity, uneven access to capital, limited ecosystem integration beyond Cairo

Morocco

- **Key Initiatives & Strengths:** Included as a regional comparator, emerging economy positioning
- **Challenges & Limitations:** Less direct alignment with high-growth innovation models of India, Kenya, and Indonesia

Egypt’s entrepreneurial policy framework remains fragmented and reactive. While initiatives like Law 152/2020 (MSMEs Law), Vision 2030, and support via MSMEDA and ITIDA exist, they operate in silos with no unified authority or integrated monitoring system.

In contrast, peer economies have adopted centralized and proactive approaches. India’s Startup India platform offers tax holidays, public procurement prioritization, and a \$1.2B Fund of Funds, all overseen by the Department for Promotion of Industry and Internal Trade (DPIIT), ensuring policy coherence and streamlined implementation (Startup India, 2024). Kenya’s Whitebox Program consolidates startup support under one roof, while Indonesia’s 100 Smart Cities Initiative embeds startup incentives into provincial planning and national digital strategy.

**Table 8: Comparative National Startup Policy Instruments
Across Peer Economies**



Table 8: Comparative National Startup Policy Instruments
Across Peer Economies

Country	Dedicated Startup Authority	Unified Policy Platform	Public Fund of Funds	Procurement Inclusion	Tax/Legal Incentives
Egypt	Partial (Ministerial Group on Entrepreneurship according to the PM decree)	No	No	Partial	Limited
India	Yes (DPIIT)	Yes (Startup India)	Yes (\$1.2B)	Yes	Yes (3-year holiday)
Kenya	Yes (MoICT)	Yes (Whitebox Program)	Yes (Kenya Innovation Fund)	Yes	Yes (Corporate Tax Waiver)
Indonesia	Yes (MoCI)	Yes (100 Smart Cities)	Yes (BEKRAF Fund)	Yes	Yes (Tech Tax Relief)
Tunisia	Yes (Startup Tunisia)	Yes	Yes (ANPR)	Yes	Yes (Exemption Package)

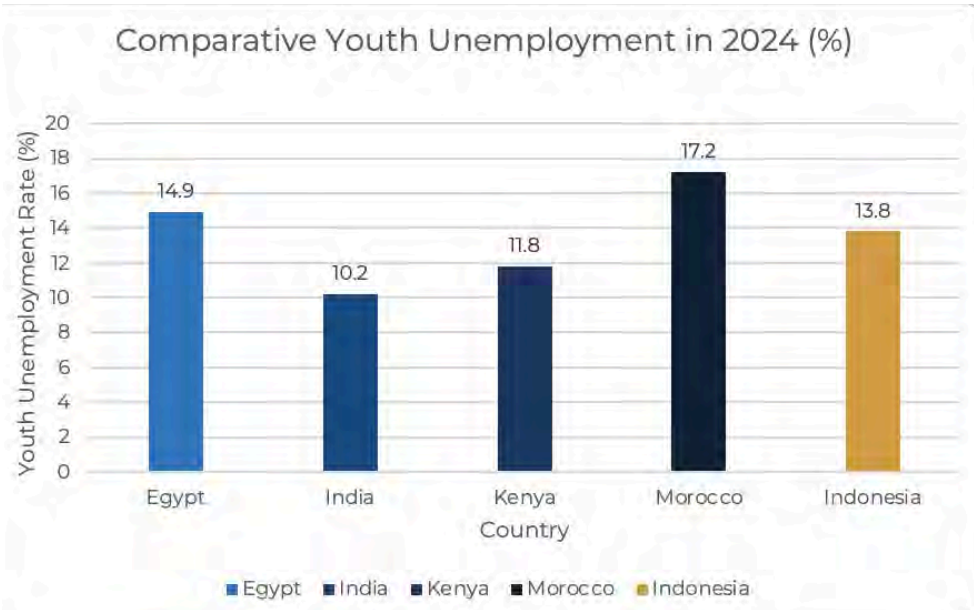
Sources: National Startup Policies (India DPIIT 2024; Kenya MoICT 2024; Indonesia MoCI 2024; Tunisia Startup Act; Egypt MoF & ITIDA, 2025)

Egypt's recently established Ministerial Group for Entrepreneurship, however, is beginning to address these challenges by advancing inter-ministerial coordination, promoting a unified definition of startups, and laying the groundwork for more coherent policies and incentives. This momentum offers a pathway for Egypt to move from a reactive posture to an institutionalized framework that treats entrepreneurship as a national development priority.

According to the International Labour Organization (ILO, 2024), Egypt's youth unemployment rate remains one of the highest in the MENA region, standing at 14.9% in 2024, and reaching 37.2% for young women. These numbers far exceed the youth unemployment rates reported by peer economies: India at 10.2%, Kenya at 11.8%, Morocco at 17.2%, and Indonesia at 13.8% (ILOSTAT, 2024). While entrepreneurship presents a clear pathway to address youth unemployment, Egypt has long lacked targeted startup policies for young founders, seed-stage incentives, and the integration of entrepreneurship education into schooling. The Ministerial Group for Entrepreneurship has begun to close these gaps with a focus on youth empowering policies, aligning incentives with early-stage needs, and working to embed entrepreneurial skills within the education system, steps that could unlock wider participation and sustain long-term impact.

Figure 17: Comparative Youth Unemployment in 2024 (%)

This bar chart compares the youth unemployment rates across five emerging economies in 2024: Egypt (14.9%), India (10.2%), Kenya (11.8%), Morocco (17.2%), and Indonesia (13.8%). The data, sourced from ILOSTAT (2024), highlights labor market challenges facing youth populations aged 15–24.



Source: ILOSTAT (2024).

Egypt reports a youth unemployment rate of 14.9%, ranking second-highest after Morocco (17.2%), indicating substantial barriers to youth labor market entry. Despite being below Morocco, Egypt’s figure remains higher than the rates seen in India (10.2%) and Kenya (11.8%), suggesting relative structural rigidity or economic mismatch in youth employment channels.

This challenge is particularly relevant in the context of Egypt’s rising youth population and a startup ecosystem that is still maturing. Without coordinated policy action to promote vocational training, entry-level job creation, and youth-focused incentives, these unemployment levels could translate into long-term labor underutilization and hinder national productivity.



Sectoral Deep Dive

03

This section looks at the structure of Egypt's startup ecosystem across stages, regions, and demographics. It details sectoral landscapes including fintech, cleantech, agritech, healthtech, edtech, tourism tech, and AI, pointing to specific areas of strength and constraint. It organizes insights so that gaps and opportunities in each sector are visible to policymakers and investors.

03 Sectoral Deep Dive

3.1 Startup Ecosystem Diagnostics

Egypt's startup ecosystem has undergone a dramatic transformation over the past decade, evolving from a donor-anchored, accelerator-driven scene into one of the most vibrant early-stage ecosystems in Africa and the Arab world. With over 4,000 active startups and a growing number of sectoral verticals, including fintech, logistics, healthtech, edtech, and green innovation, Egypt has moved beyond proof of concept. It now stands at a critical inflection point: how to transition from startup volume to scale-up velocity.

This section examines Egypt's entrepreneurial landscape through a multi-dimensional lens. It analyzes funding stages, capital concentration, sectoral pathways, and geographic inequities across the ecosystem. Using 2024–2025 as a focal period, we investigate not only what was funded, but where, by whom, and why certain verticals stall while others accelerate.

Three core ecosystem dynamics guide this analysis:

01. Capital Concentration and the “Hourglass Effect”

While Egypt maintains a steady pipeline of pre-seed and seed-stage startups, very few ventures cross the threshold to Series A and beyond. This results in a top-heavy structure, where a handful of well-known players dominate growth capital while the majority remain stuck at early-stage maturity.

02. Sectoral Imbalances

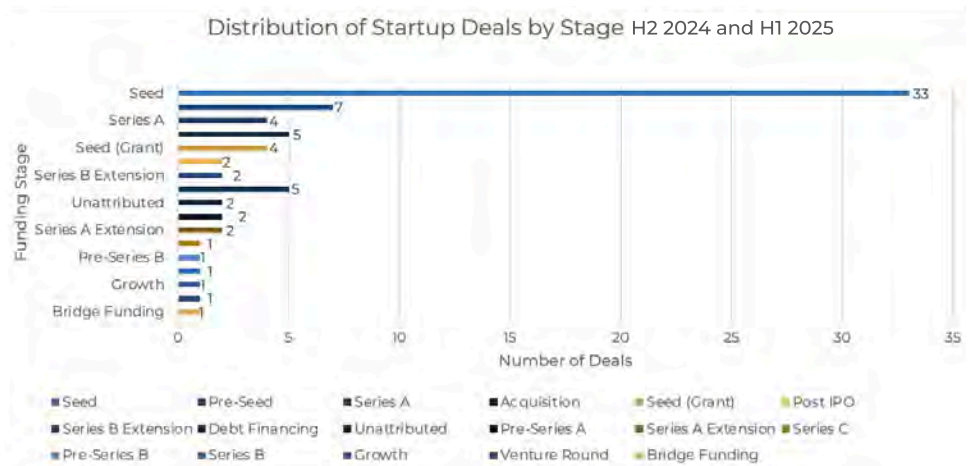
Fintech continues to dominate both deal flow and investment volume, accounting for over 70% of Egypt's total startup funding in 2024. Meanwhile, sectors with high social impact potential—such as health, education, agriculture, and green technology—remain undercapitalized, raising strategic concerns for inclusive and sustainable growth.

03. Urban Centralization

Over 85% of all funded startups during the 2024–2025 period are based in Cairo or Giza, reinforcing the long-standing spatial inequities within Egypt's innovation economy (WAMDA, 2024). Startups in Alexandria, Upper Egypt, the Delta, and the Canal Zone remain largely excluded from capital flows and support infrastructure.

Figure 18: Distribution of Startup Deals by Stage (H2 2024 and H1 2025):

This chart shows the number of disclosed startup funding deals in Egypt categorized by investment stage, from pre-seed to growth rounds. It visualizes the hourglass effect discussed in the text: a broad base of early-stage deals with a narrow path toward scale.



Source: Entlaq Sector Diagnostics Report (2024); Wamda; Enterprise (H2 2024 and H1 2025)

Table 9: List of top funded start ups in each stage:

Startup	Stage	Funding	Date	Governorate	Sector
MNT-Halan	Growth	USD 157.5M	Jul-24	Giza Governorate	FinTech
Nawy	Series A	USD 52M	May-25	Cairo Governorate	PropTech
FlapKap	Pre-Series A	USD 34M	Sep-24	Cairo Governorate	FinTech
Nawy	Conventional Debt	USD 23M	May-25	Cairo Governorate	PropTech
Paymob	Series B Extension	USD 22M	Sep-24	Cairo Governorate	FinTech
Khazna	Pre-Series B	USD 16M	Feb-25	Giza Governorate	FinTech
Thndr	Venture Round	USD 15.7M	May-25	Cairo Governorate	FinTech
Simplex	Debt Financing	USD 13M	Jan-25	Cairo Governorate	IndustrialTech
Infinilink	Seed	USD 10M	Mar-25	Cairo Governorate	DeepTech
Swvl	Post IPO	USD 4.7M	Nov-24	Cairo Governorate	MobilityTech

Settle	Pre-Seed	USD 2M	Sep-24	Cairo Governorate	FinTech
Chefaa	Seed (Grant)	USD 225.0K	Apr-25	Cairo Governorate	HealthTech

Source: CrunchBase (2024, 2025); Wamda (2024, 2025); Enterprise (2024, 2025)

Despite some signs of sectoral diversification, Egypt’s startup funding remains top-heavy. A few late-stage fintech and infrastructure ventures dominate capital flows, while emerging sectors still depend largely on early-stage or grant-based financing.

As of mid-May 2025, Egypt’s startup ecosystem has recorded 37 publicly disclosed investment rounds, reflecting a consistent trend compared to the 39 deals registered during the same period in 2024 (Wamda, 2025). While this minor decline in activity per volume is notable, the total estimated capital deployed remains robust, falling in the range of USD 228 million (Enterprise, 2025). Recording a significant increase in financing from H1 2024. Yet, this highlights that while fewer companies are securing funding, those that do are commanding significantly larger tickets, underscoring a growing concentration of capital in fewer, later-stage, or repeat-founder-led ventures.

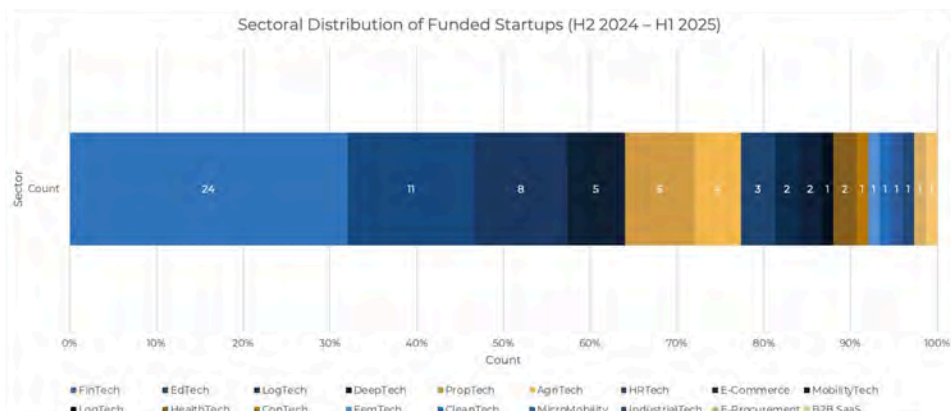


Table 10: Start Up Ecosystem Key Indicators as of H12025



Source: Wamda (2025); Enterprise (2025); Entlaq;S triangulated estimates.

Figure 19: Sectoral Distribution of Funded Startups (Late 2024 – May 2025):
The chart displays the number of startup deals by sector over the specified period. Fintech remains dominant, while emerging sectors such as semiconductors and AI see only single-deal representation.



Source: Entlaq Sector Diagnostics Report (2024); Enterprise; Wamda (2025)

Fintech leads by a wide margin, 34% of all deals (24 out of 70), reflecting its maturity and VC appeal in areas like embedded finance, payments, and consumer credit. However, this dominance may indicate market saturation, prompting more selective investment rather than exponential growth.

EdTech has emerged as the second most active sector (11 deals), a notable rise driven by public-private partnerships targeting SDG-aligned solutions in curriculum delivery, AI tutoring, and parental engagement. This momentum may unlock future scale-stage capital if paired with enabling infrastructure.

Mid-tier activity in LogTech (8 deals), DeepTech (7), and PropTech (5) points to gradual ecosystem maturation. Notably, Nawy’s \$52M Series A underscores PropTech’s growing relevance, especially in fintech convergence. Meanwhile, DeepTech shows promise—especially in semiconductors and agritech, but remains in early experimentation.

Strategic sectors like HealthTech and FemTech remain underrepresented, with just 3–4 deals combined, despite policy focus on inclusion and health innovation. CleanTech, MobilityTech, and MicroMobility each saw only one deal, highlighting the gap in Egypt’s green investment narrative.

In sum, while sectoral breadth is improving, Egypt’s venture landscape still lacks capital depth in critical areas. Future gains will depend on developing vertical-specific pathways for growth-stage support and aligning investment with long-term national priorities.

Pre-Seed Stage (July 2024 – May 2025)

Pre-seed funding rounds during this period remained concentrated under the USD 2 million threshold, with several deals targeting sector-specific use cases in fintech, femtech, education, and supply chain digitization.



Settle
USD 2M
(B2B payments and payables platform)



Hamilton
USD 1.7M
(a crypto-fintech startup)



Motherbeing
USD 200,000
(through the Madica pre-seed program)

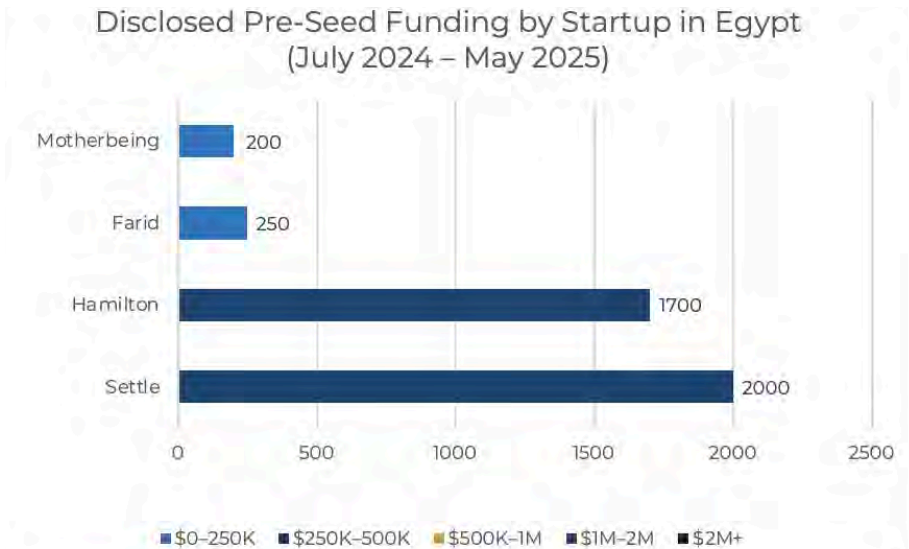


Farid Edtech
USD 250,000
(ed-fintech solutions for tuition installment payments)

Additional pre-seed activity included Fincart.io, which closed an undisclosed round in January 2025 to support logistics and working capital optimization for e-commerce SMBs, and Qardy, which raised a seven-figure investment in August 2024 to scale its digital lending marketplace (Enterprise, 2024). Collectively, these deals highlight active pre-seed interest in vertical innovation and early-stage market entry, albeit at relatively conservative ticket sizes.

Figure 20: Disclosed Pre-Seed Funding by Startup in Egypt (July 2024 – May 2025):

This horizontal bar chart illustrates disclosed pre-seed funding amounts for four Egyptian startups —Motherbeing, Farid, Hamilton, and Settle—between July 2024 and June 2025. The chart categorizes investments into two funding brackets: \$0–250K (light blue) and \$1M–2M (dark blue). Hamilton and Settle secured significantly higher funding rounds of \$1.7M and \$2M, respectively, while Motherbeing and Farid raised comparatively smaller rounds under \$250K.



Source: Enterprise 2025; Wamda 2025

The chart offers a snapshot of disclosed pre-seed funding amounts across a select group of Egyptian startups between July 2024 and May 2025. While all rounds remained below the USD 2 million threshold, there is clear variation in ticket size. A small number of startups, such as Settle and Hamilton, raised amounts near the upper bound, while others secured more modest funding in the USD 200–250K range. This variation reflects the diversity of pre-seed deal structures during the period, as well as differing investor assessments of market readiness, product maturity, and capital needs across sectors.

Most of these pre-seed transactions were backed by a mix of regional angel investors and impact-aligned programs. For example, the Madica accelerator supported femtech and health-focused ventures, while Amal Al-Ajlan’s Saudi-based syndicate backed EdFintech innovation. This composition signals growing regional interest in Egypt’s niche verticals, albeit still constrained by modest ticket sizes and the absence of public matching funds. By contrast, Kenya’s Whitebox Program and Tunisia’s Startup Tunisia provide structured public pre-seed financing, a model Egypt has yet to replicate.

Seed Stage

July 2024

May 2025

Seed-stage financing emerged as a critical inflection point in Egypt’s funding landscape—high in transaction volume but marked by uneven capital distribution. Investment tickets ranged widely from USD100K to USD10M, reflecting a selective investor environment and deepening sectoral divides. B2B SaaS, logistics, AI, and digital education led activity.



InfiniLink
USD10M



Connect Money
USD 8M



Qme
USD 3M



Lucky ONE
USD 3M



Nowlun
USD1.7M



Qara
USD 2.6M

In edtech, Educatly (USD2.5M) and El Kheta (USD400K) raised funds for content and expansion, while green innovation was supported through grants to Viridia Tech (USD100K) and Teradix (USD140K). Despite capital clustering in high-growth verticals, the breadth of sectors and deal sizes signals a resilient pipeline for Egypt’s early-stage ecosystem (Wamda, Enterprise, Crunchbase, 2024–2025).

Pre-Series A (July 2024 – May 2025)

Pre-Series A activity in Egypt remained sparse, with few startups progressing beyond seed but not yet reaching Series A.



The standout was **MoneyHash**, a regional payment orchestration fintech, which raised USD5.2M in January 2025. Led by Flourish Ventures with participation from Vision Ventures, Xelerate, Emurgo Kepple, and returning investors COTU Ventures and RZM Investment, the deal reinforced cross-border interest in streamlining digital payments (Wamda, 2025; Enterprise, 2025).

Beyond fintech, deal flow was thin—reflecting a systemic gap in de-risking tools and structured funding bridges between early and growth stages. Egypt lacks equivalents to India's SIDBI seed-to-Series A pipeline, leading to attrition among scale-ready startups.



iSUPPLY, a B2B medtech/logistics platform, raised USD1M (June 2024) in equity, followed by USD3M in Sharia-compliant debt from Bokra (May 2025), signaling emerging appetite for supply chain innovation and alternative financing. Across the tier, deal sizes ranged from USD1M–8M, concentrated in fintech and logistics, with regional investors like Algebra Ventures, Quona Capital, and 500 Global actively participating (Wamda, Enterprise, 2024–2025).

Series A and Series A Extension (July 2024 – May 2025)

Series A activity remained modest but pivotal, with a few large rounds signaling selective investor confidence.

The standout was Nawy, a proptech platform, which raised USD 52M in May 2025—Egypt's largest Series A deal led by Partech with participation from e& Capital and DPI (Wamda, Enterprise, 2025).



SyIndr
USD15.7M
(automotive retail)



Cartona
USD8.1M
(Series A extension in FMCG supply chains)



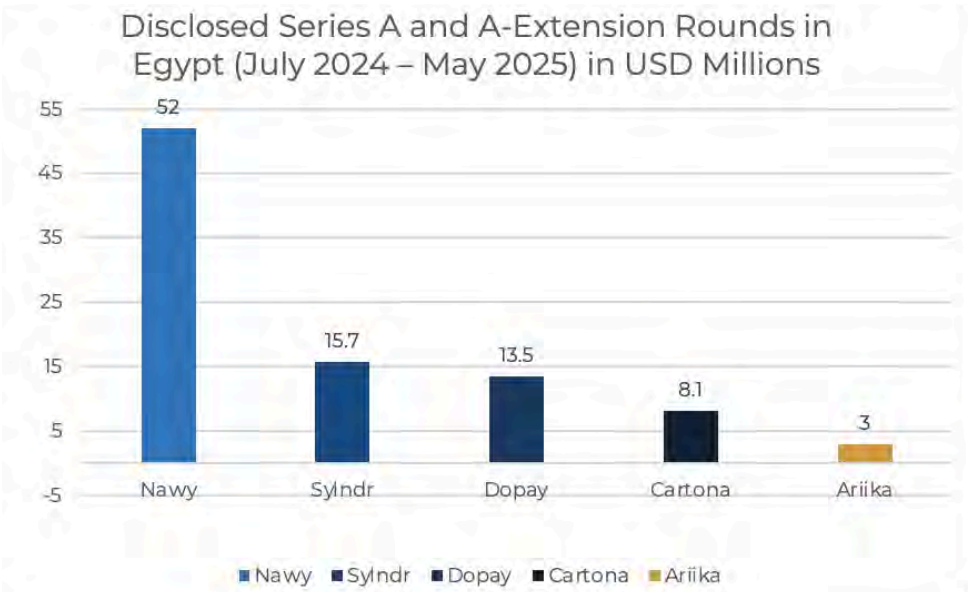
Dopay
USD13.5M



Ariika
USD3M
(Home furnishings)

All deals clustered in proptech, e-commerce, or fintech, revealing a narrow sectoral spread at this stage. Despite strong early-stage activity, no climate, health, or edtech startups secured Series A funding—highlighting a structural disconnect between capital allocation and national development priorities.

Figure 21: Disclosed Series A and A-Extension Rounds (in USD Million) in Egypt (July 2024 – May 2025): This Horizontal Bar Chart showcases the disclosed Series A and A-Extension Rounds since July 2024



Source: Wamda 2025; Enterprise 2025

This chart illustrates the scale of disclosed Series A and A-extension funding rounds in Egypt over the July 2024–May 2025 period. While observing the four deals that reached this stage, the funding gap between them is notable. Nawy’s USD 52 million raise dwarfed other transactions, accounting for the lion’s share of Series A capital during the period. The remaining rounds, SyIndr (USD 15.7M), Cartona (USD 8.1M), and Ariika (USD 3M), reflect more moderate investments typical of Series A activity in emerging markets.

This visual highlights the capital concentration that persists even at later stages: large checks are available but are funneled into a narrow set of companies operating in real estate, retail, and commerce infrastructure. The absence of Series A deals in sectors like health, climate, and education underscores a persistent misalignment between Egypt’s broader development agenda and investor allocation patterns.

Series B and Growth Stage (July 2024 – May 2025)

Growth-stage funding remained scarce, with only a handful of ventures attracting institutional-scale capital. Notable deals included MNT-Halan (USD157.5M, July 2024), Paymob (USD22M Series B extension), Khazna (USD16M pre-Series B), Thndr (USD15.7M led by Prosus Ventures), and Money Fellows (USD13M pre-Series C), pushing its total raised to over USD60M (Wamda, Enterprise, 2024–2025).

Despite these high-profile rounds, capital remains highly concentrated—nearly 70% of 2024’s total startup funding went to just five firms, all in fintech or proptech. This reveals a bifurcated landscape: while early-stage activity is vibrant, progression to growth funding is rare, with most startups trapped below Series A. Sustaining scale requires systemic intervention, new Series A+ vehicles, clear performance benchmarks, regional syndication, and targeted investor matchmaking, to bridge the funding gap and unlock Egypt’s full startup potential.

Geographic Distribution of Start Ups during H2 2024-H1 2025:

Egypt’s startup funding landscape from H2 2024 to H1 2025 remained heavily centralized, with Cairo-based startups accounting for 55 out of 75 verified deals during this period, representing more than 74% of total funded ventures. This includes prominent companies such as Motherbeing, Settle, Fincart, InfiniLink, Qme, ReNile, Efreshli, Teradix, Viridia Tech, Lucky ONE, Synapse Analytics, Nawy, Ariika, Paymob, Khazna, Dopay, Money Fellows, and Bokra (Enterprise, 2025; Wamda, 2025; Entlaq Sector Diagnostics Report, 2025).

Giza-headquartered startups represented the second-largest concentration (12 out of 74), including Qardy, Kemitt, Cartona, and MNT-Halan, the latter closing Egypt’s largest round during the period at USD 157.5 million. Meanwhile, only three startups were headquartered in Alexandria:



Farid Edtech, which raised USD 250K in a pre-seed round (Farid, 2025)



Nowlun, a logistics tech company that secured USD 1.7 million in seed funding (Nowlun, 2025)

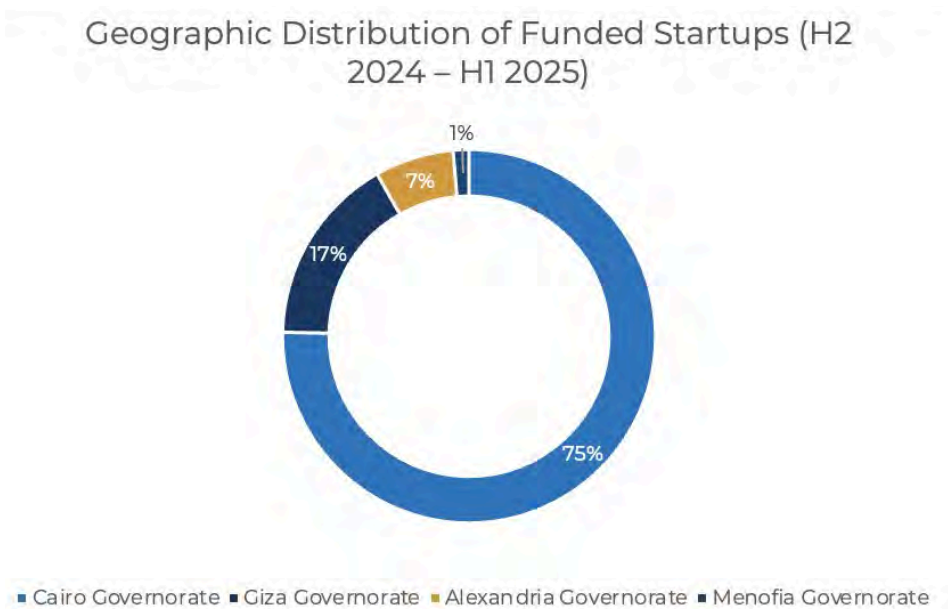


El Kheta, an edtech platform that received USD 400K in seed investment (El Kheta, 2025).

Notably, no funded startups during this period were headquartered in Upper Egypt, the Delta governorates, the Canal Zone, or Sinai, a trend that reinforces the longstanding concentration of capital in Egypt’s central urban corridor.

This pattern is consistent with prior assessments of the ecosystem, which have called for “more targeted investment strategies to support startups in less funded sectors... and remote geographic areas” (Entlaq SDR, 2024). Despite modest activity in Alexandria, Cairo and Giza collectively accounted for 67 of the funded startups or more than 90% of deal activity for the period of July 2024 to May 2025, underscoring the deeply entrenched urban bias of Egypt’s venture ecosystem.

Figure 22: Geographic Distribution of Funded Startups (H2 2024 – H1 2025): Cairo and Giza dominate startup funding activity, with minimal representation from Alexandria and none from Upper Egypt, Delta, or Sinai.



Source: Entlaq Sector Diagnostics Report (2024); Enterprise; Wamda (2025)

Efforts to expand innovation capacity across Egypt remain continuous, but the stark geographic imbalance in funding reveals how far these efforts still have to go. According to deal data from the past 12 months, over 90% of all startup funding activity was concentrated in Greater Cairo, with Cairo Governorate alone accounting for 55 of 75 total deals. Only two other governorates—Giza (13 deals) and Alexandria (5 deals)—registered any significant funding activity.

This extreme capital centralization highlights the persistent gap in regional startup inclusion. It also reinforces the need for targeted geographic policy interventions, especially in governorates where entrepreneurial potential remains latent but under-supported. The absence of recorded funding activity in Upper Egypt, the Canal Zone, and Delta governorates reflects not only a lack of investment pipelines but also insufficient ecosystem enablers—such as incubators, local accelerators, and public-private partnerships—outside the capital.

The data from the chart not only confirms the dominance of Cairo-based ventures—it signals the systemic barriers to access, finance, and visibility for startups outside the capital. Until these are addressed, national-level innovation goals will remain structurally constrained.

Dr. Reham Rezk
Director of Egypt Impact Lab
J-PAL Middle East and North Africa

“The EIL collaborates with ecosystem enablers to bridge the gap between startups and government agencies. ”

Challenges and Barriers to Entrepreneurial Growth:

Micro, Small, and Medium-sized Enterprises (MSMEs) form the backbone of Egypt's economy, yet they face significant barriers to accessing finance. According to the latest Egyptian economic census conducted by CAPMAS in 2017/18, Egypt had 3.742 million enterprises, with MSMEs comprising nearly 98% of them. Of these, 47% operated in the formal sector (1.7 million enterprises), while 53% remained in the informal sector (2 million). MSMEs contribute approximately 43% of GDP and over 75% of total employment.

To address these challenges, the Egyptian government has been actively working to build an inclusive MSME ecosystem that fosters private sector growth and generates more and better jobs in key sectors such as technology, digitalization, and the green transformation.

However, significant obstacles continue to hinder the formalization of MSMEs. According to reports by the OECD (2021) and World Bank Enterprise Survey (2020), the major challenges include:

- The high tax rates level
- Avoiding the enforcement of labor law, in addition to social insurance for employees
- Obtaining business licensing and permits
- Accessing credit
- Accessing electricity

For businesses in the Middle East and North Africa (MENA) region, accessing new markets remains a significant challenge. A range of barriers restrict firms from expanding their operations and tapping into broader opportunities.

These include institutional constraints, complex regulatory frameworks, inadequate infrastructure, and limited availability of skilled labor. The World Bank's "Doing Business" report highlights key challenges faced by MENA countries, such as starting a business, dealing with construction permits, accessing credit, enforcing contracts, and protecting minority investors. Additionally, weaknesses in trade facilitation infrastructure reduce the efficiency of cross-border trade, further limiting market access. Another critical issue is the availability and quality of human capital. Businesses seeking to expand into new markets require high-quality skilled labor, but the MENA region often struggles to meet this demand, hindering competitiveness and growth potential.

From an evidence perspective, findings from J-PAL studies on enhancing access to information and increasing awareness have evolved over time. Simple, targeted, and tailored methods have been highly effective in improving individual behavior, e.g. promoting regulatory compliance, encouraging financially sound decision-making, etc. There is a diverse range of global evidence on interventions aimed at improving compliance and influencing behavior across various sectors.

These interventions, implemented in several countries like Bangladesh, Costa Rica, Mexico, and Chile, demonstrate the effectiveness of strategies such as targeted messaging, public information campaigns, and policy reforms. The results highlight significant improvements in tax compliance, voter awareness, election outcomes, and legal settlements, showcasing the potential of well-designed interventions to address specific challenges in different contexts.

Ecosystem Development and Support Mechanisms:

In recent years, Egypt has taken steps to simplify business registration processes, especially following the pandemic crisis. These initiatives aim to ease business formalization and promote the growth of the formal private sector.

Efforts like the Micro, Small, and Medium Enterprise (MSME) Law No. 152 of 2020 are examples of these measures.

This is particularly vital as around 53% of the country's establishments are considered informal businesses, comprising 1.9 million firms, according to the 2017/2018 Egyptian Economic Census conducted by CAPMAS. They also account for 31% (3.9 million employees) of the jobs in Egypt's private sector and contribute 12.8% (EGP 239 billion) to the private sector's value added.

Furthermore, in seek of promoting evidence-based policies, the Egypt Impact Lab (EIL) was established in 2022 as a strategic initiative of the Abdul Latif Jameel Poverty Action Lab Middle East and North Africa (J-PAL MENA) at the American University in Cairo (AUC) and the Ministry of Planning, Economic Development, and International Cooperation (MPEDIC).

EIL is uniquely positioned in MPEDIC's National Institute for Governance and Sustainable Development (NIGSD) to strengthen the effectiveness and cost-effectiveness of Egypt's poverty reduction policies by conducting randomized evaluations of promising government initiatives, utilizing research outcomes to inform policy decisions and program scaling, and cultivating a culture of evidence-informed policy-making across government institutions.

EIL's key thematic areas:

Social protection and poverty reduction
Employment and micro, small, and medium enterprise development
Women's empowerment and family planning
Improving clean air and water access (led by HAPIE)

The EIL is made possible with generous support from the founding partners, the Sawiris Foundation for Social Development and Community Jameel, with additional support from UNICEF Egypt.

Policy, Governance, and Regulatory Environment:

Ecosystem enablers, such as incubators, accelerators, and industry associations, are crucial in addressing policy and governance challenges that startups face. These entities provide startups with essential resources, including mentorship, funding opportunities, and access to valuable networks, while also acting as intermediaries to communicate the needs and concerns of startups to policymakers.

Through the Egypt Impact Lab, we recognize the critical role these enablers play in fostering a supportive startup ecosystem in Egypt.

As part of our mission to strengthen evidence-informed policymaking, the EIL collaborates with ecosystem enablers to bridge the gap between startups and government agencies. By facilitating dialogue, sharing evidence-based insights, and identifying practical policy solutions, the EIL ensures that the voices of startups are reflected in policy decisions. However, more structured collaboration between ecosystem enablers and government agencies is essential.

The EIL, through its evidence-generation and policy-dialogue efforts, seeks to institutionalize these collaborations, ensuring that Egypt's entrepreneurial ecosystem is empowered to drive innovation, job creation, and economic development. By leveraging its role as a policy hub, the EIL supports ecosystem enablers in navigating policy and governance challenges, ultimately fostering a more inclusive and dynamic startup landscape in Egypt.

Gender Inclusion in Egypt’s Entrepreneurial Ecosystem:

Table 11: Summary of Gender Indicators Relating to Startup Capital in Egypt

Indicator		Value
Egypt Global Gender Gap Index Rank (2025)	→	19 out of 146
Economic Participation Rank (2025,within GGI)	→	one of weakest dimensions
Estimated GDP gain if gender labor gap is closed by 2030	→	Up to 34%
Percentage of women who have considered starting a business	→	77% (83% of Gen Z)

Sources: Mastercard (2025), World Bank (2023), Global Gender Gap Index (2025).

While women are active across both formal and informal sectors, their participation remains heavily concentrated in low-growth, low-capex industries such as handicrafts, small-scale retail, and home-based services. In these segments, startup capital needs are minimal, revenue potential is capped, and scalability is rare. Meanwhile, women remain significantly underrepresented in Egypt’s fastest-growing verticals, fintech, logistics, clean energy, and digital health, where venture funding is concentrated. Even in sectors where women are present, such as healthtech and education, they rarely receive equitable access to capital. Recent estimates suggest that women-led startups account for just 12–15% of total startups in Egypt, but receive less than 2% of all venture capital deployed annually (Entlaq Women in Entrepreneurship Report, 2025).

According to Tracxn and Wamda deal-tracking data for H1 2025, of the approximately 75 deals closed by start ups and SMEs that have accessed capital since July 2024, including all forms of funding, not limited to seed or institutional rounds, only 6.7% were women-led, while 9.3% were founded by mixed-gender teams. While a significant improvement in comparison to previous years, This highlights a significant disparity in capital access for women within Egypt’s entrepreneurial ecosystem. When viewed from the start of H1 2025, less than 1% of total venture funding in Egypt was allocated to women-led startups—underscoring a deepening gender capital gap despite near parity in internet access and rising female entrepreneurial participation. This funding drought signals not just a pipeline issue, but systemic exclusion in deal flow and investment readiness support.

Against this backdrop, Egypt reflects both the regional trend and a deeper structural challenge. Women received just 5.6% of Egypt’s total startup funding in 2024, despite representing approximately 2.6% (Men represent 7.6%) of the country’s early-stage entrepreneurial activity (as measured by Total Early-stage Entrepreneurial Activity, or TEA) (GEM, 2025; Women in Entrepreneurship Report, 2025). This disconnect illustrates a fundamental breakdown between women’s startup participation and the capital systems meant to support their growth. While women are highly active at the ideation and microenterprise level, this activity is not translating into scalable, investable ventures within Egypt’s formal startup ecosystem.

3.2 Sector Readiness Assessment Framework

Methodology and Data Integration

The diagnostics presented in this section are based on a mixed-methods approach, combining:

- Primary data from over 20 roundtables, interviews, and stakeholder surveys conducted between 2023 and 2025 across Egypt's regions;
- Secondary sources including MAGNiTT, Wamda, the World Bank, UNDP, ITIDA, CBE, MSMEDA, and Egypt's Vision 2030 indicators;
- Comparative analysis drawn from peer ecosystems in Africa (e.g., Kenya, Nigeria, South Africa), MENA (e.g., UAE, Jordan, Morocco), and emerging Asia (e.g., India, Indonesia).
- Scores in Section 5.1 are calibrated based on these sources, and where possible, triangulated with global rankings (e.g., World Bank Doing Business Index, Global Innovation Index, Global Gender Gap Report, and Startup Genome metrics). Each sectoral deep dive in Sections 5.2 through 5.8 includes real Egyptian case studies, investor landscape overviews, and a typology of startups by stage and impact.

This integrated approach ensures that sectoral insights are not anecdotal, but grounded in data, comparative logic, and stakeholder perspectives.

How the Readiness Scores Are Calculated

To move beyond descriptive assessments, this report introduces a structured Ecosystem Readiness Scorecard across eight foundational dimensions:



1. Policy and Government Support



2. Social Inclusion



3. Financial Inclusion



4. Venture Capital Financing



5. Ease of Doing Business



6. Cross-Border Capital Flows



7. Private Sector Contribution



8. Development Sector Contribution

Each dimension is scored on a 5-point scale, reflecting Egypt's current performance relative to its potential, peer economies, and strategic development goals (Vision 2030 and SDGs). These scores are informed by a triangulated dataset composed of:

- **Primary research findings** (stakeholder roundtables, interviews, surveys conducted 2023–2025)
- **Quantitative indicators** (e.g. MAGNiTT, World Bank, GII, CBE, CAPMAS)
- **Comparative benchmarks** (e.g. Kenya, Morocco, UAE, India, Indonesia)
- **Sector-specific constraints and enablers** observed in Section 4

Scoring Methodology

Each ecosystem function is assessed using 3–5 sub-indicators, which are normalized on a 0–1 scale. The average of these sub-indicator scores determines the dimension’s final readiness score on a 5-point scale:

Readiness Score = (Σ Sub-Indicator Scores / Number of Sub-Indicators) × 5

This yields a final score between 1 (critical gaps) and 5 (optimal readiness).

For example, Venture Capital Financing includes the following sub-indicators:

- VC capital deployed as % of GDP
- Number of active VC firms and syndicates
- Geographic distribution of VC investments
- Gender representation in VC disbursements
- Availability of follow-on capital (Series A+)

If Egypt scores 0.55 across these sub-indicators on average, the readiness score would be:
0.55 x 5 = 2.75 -> Rounded to 2.5/5 (Moderate Readiness)

Scorecard Legend

Score	Readiness Level	Interpretation
1.0	Severe Constraint	Systemic gaps; urgent structural reform required
2.0	Low Readiness	Early-stage efforts; fragmentation or limited reach
3.0	Moderate Readiness	Functional but uneven; progress visible but not yet transformative
4.0	High Readiness	Strong institutional performance; enabling conditions mostly in place
5.0	Full Readiness	Robust, inclusive, and competitive ecosystem architecture

Each score is accompanied by a short justification narrative, explaining both strengths and gaps. These scores are not static—they should be revisited annually through a national innovation audit supported by CAPMAS, ITIDA, and ecosystem stakeholders.

Why This Structure Matters

By separating ecosystem functions from sector-specific diagnostics, this framework addresses a major gap in Egypt’s startup discourse: the overemphasis on individual startup success rather than system-wide performance. Ecosystem resilience stems not from isolated wins but from coherent policy, inclusive design, and strategic sector alignment.

Moreover, sectors face different structural realities. For instance, FinTech benefits from central bank support, while EdTech and AgriTech face underfunding and limited regulatory frameworks, despite their strategic value. This bifurcated approach allows for a nuanced roadmap: it identifies what’s working, what’s missing, and where reform or investment can unlock transformative outcomes.

Readiness Score



3.4 / 5

Fintech & Digital
Financial Inclusion

2.7 / 5

Cleantech & Green
Entrepreneurship



2.6 / 5

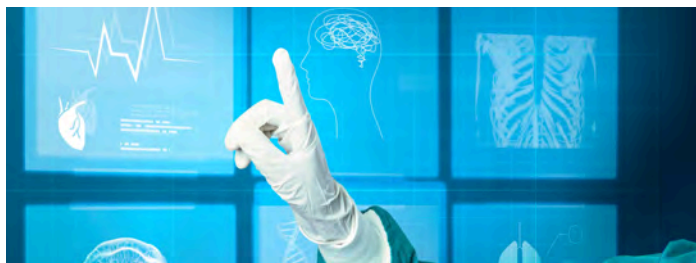
AI, DeepTech, and
Emerging Technologies

2.8 / 5

AgriTech &
Food Security

3.1 / 5

HealthTech &
MedTech



2.8 / 5

Tourism Tech &
Cultural Economy

2.6 / 5

EdTech & Skills
Development





A. Fintech & Digital Financial Inclusion

Readiness Score: 3.4 / 5

4.2

Policy & Government

3.3

Ease of Doing Business

2.6

Social Inclusion

2.7

Cross-Border Capital Flows

3.4

Financial Inclusion

3.9

Private Sector Contribution

4.1

Venture Capital Financing

3

Development Sector Contribution

Over the past five years, Egypt's Fintech sector has matured into the most capital-attractive vertical in the startup ecosystem, accounting for over 35% of total national startup funding as of 2024. This rise has been projected by a combination of favorable demographics, national digital transformation efforts, and strategic policy interventions led by the Central Bank of Egypt (CBE). Flagship Fintechs like MNT-Halan, Paymob, Fawry, and Paynas now dominate the ecosystem, backed by successive funding rounds exceeding \$400 million since 2021 (Wamda, 2024). MNT-Halan alone secured \$157.5 million in equity in a single round, followed by PayMate's \$50 million and NeoBank's \$35 million raise, underscoring Egypt's attractiveness to regional and global venture investors.

Yet, this trajectory masks enduring structural inequalities, particularly in rural outreach, gender inclusion, digital financial literacy, and the geographic distribution of Fintech services. Despite significant public sector momentum, ecosystem growth remains spatially centralized and socially uneven. Each domain was rated by four stakeholder categories, startups, investors, policymakers, and ecosystem builders, on a 1-5 scale. The resulting score of 3.4/5 reflects a sector with strong foundational momentum, particularly in regulation and funding, but persistent exclusionary dynamics in terms of capital equity, rural integration, and gender parity.

A portrait of Ahmed Yehia, CEO of FinTech and Digital Lifestyle e& Egypt. He is a middle-aged man with short dark hair, wearing glasses, a light blue button-down shirt, and a dark grey blazer. He is smiling slightly and looking towards the camera. The background is a dark, textured wall. On the far left, there is a vertical orange bar.

Ahmed Yehia

CEO of FinTech and Digital Lifestyle e& Egypt

Strategic Rationale

The launch of e& money marks a deliberate strategic shift aimed at capturing Egypt's fast-growing digital financial services market. The rebrand from e& cash to e& money reflects three core objectives.

First, the company seeks to establish clear market leadership and differentiation. By moving beyond the limitations of a conventional mobile wallet, e& money positions itself as a full digital financial ecosystem, competing not only with fintech startups but also with established banks.

Second, the initiative aligns e& Egypt with the country's accelerating Vision 2030 digital transformation goals. The company is evolving from a telecommunications service provider into a broader digital services platform that underpins Egypt's transition toward a cashless economy.

Third, financial inclusion is treated as a growth engine. By expanding services to reach Egypt's underbanked population, e& money aims to convert a basic payment tool into a comprehensive financial platform with sustainable revenue streams that extend beyond traditional telecom offerings. The rebrand signals a long-term ambition to serve as Egypt's digital financial hub rather than just another mobile wallet option.

Market Impact

e& money addresses long-standing inefficiencies in Egypt's financial services market, where high transaction costs and limited accessibility have excluded large portions of the population from digital participation.

“E&’s mission is to establish itself as Egypt’s premier digital financial partner.”

Its flat-fee pricing model is designed to remove cost barriers that disproportionately affect smaller, frequent transactions. Users pay EGP 5 for cash withdrawals (up to EGP 5,000 monthly) and EGP 1 for wallet-to-wallet transfers, replacing the percentage-based fees that discouraged everyday use.

By combining telecom infrastructure with banking-grade services, e& money eliminates the need for multiple providers to cover basic financial needs. This integration provides a single, cost-effective platform that particularly benefits cash-dependent users and frequent remittance senders. Predictable, low transaction costs enable households to plan more effectively and encourage wider digital adoption in previously underserved segments.

Timing and Context

The decision to launch e& money now reflects Egypt's unique moment of opportunity. The country is experiencing rapid growth in smartphone penetration and digital payment usage, alongside strong regulatory support for financial inclusion initiatives.

Consumer trust in fintech solutions has been steadily rising, and the regulatory framework has created a favorable environment for innovation in financial services. Against this backdrop, the rebrand to e& money allows e& Egypt to capitalize on rising demand by offering a platform that integrates digital wallet functionality with full banking services, supporting Egypt's national shift toward a cashless economy.

Service Portfolio

e& money has been developed as a comprehensive financial ecosystem. Core wallet functions include deposits and withdrawals via ATMs, Fawry outlets, and e& Egypt retail stores, as well as seamless transfers to and from any number across the country. The platform also supports local and international e-commerce, giving customers full transaction flexibility.

Beyond wallet services, e& money has secured regulatory approvals to provide payment solutions, international transfers, and insurance products. A flagship partnership with Mashreq Bank introduces e& Mashreq Neo, which offers high-yield savings accounts with interest rates of up to 20%, premium credit card products, USD accounts for international transactions, and instant EGP transfers.

Additional partnerships extend customer benefits across multiple sectors:

- **HealthTag:** free health cards with discounts of up to 70% on hospitals, labs, and imaging.
- **Contact Financial:** consumer financing and installment options.
- Waffarha: year-round savings on dining, entertainment, and gaming.

A loyalty program rewards users with double points on all transactions, and a prize draw system provides chances to win prizes ranging from motorbikes to a grand prize of EGP 1 million.

Future Outlook

Looking forward, e& money is a cornerstone of e& Egypt's strategy to accelerate the country's digital transformation. The platform will continue to expand its banking-as-a-service partnerships, introduce new credit and savings solutions, and design tailored services for youth, SMEs, and underbanked populations.

The company's mission is to establish itself as Egypt's premier digital financial partner, leveraging its telecom scale, national infrastructure, and banking innovation to drive inclusion and strengthen the digital economy.



B. Cleantech & Green Entrepreneurship

Readiness Score: 2.7 / 5

3.5

Policy & Government

2.8

Ease of Doing Business

2.2

Social Inclusion

2.1

Cross-Border Capital Flows

2.9

Financial Inclusion

3

Private Sector Contribution

3.3

Venture Capital Financing

2.6

Development Sector Contribution

Over the past decade, Cleantech has transitioned into a strategic imperative for Egypt's economic and environmental future. Positioned at the intersection of energy transition, climate resilience, and industrial innovation, the sector aligns directly with Egypt's Vision 2030, the National Climate Change Strategy 2050, and international commitments such as the Paris Agreement. Despite these policy drivers, Egypt's Cleantech sector remains in its early stages of ecosystem maturity, underscored by fragmented financing, limited startup visibility, and regulatory inconsistency.

The 2022–2024 period witnessed increased public and donor interest in Cleantech. Yet, this momentum has not fully translated into capital access. According to Entlaq's Clean Energy and WaterTech Roundtable (2025) conducted in partnership with the Ministerial Group on Entrepreneurship, fewer than 15 Cleantech startups nationwide have secured venture backing over the past five years, with most operating in small-scale solar, waste management, and energy efficiency. Institutional and regulatory actors, such as the Egyptian Electric Utility and Consumer Protection Regulatory Agency (EgyptERA), the New and Renewable Energy Authority (NREA), and the Environmental Affairs Agency (EEAA), remain fragmented in their engagement with startups, often focusing on large infrastructure projects rather than scalable entrepreneurial solutions. Across the eight pillars, Cleantech received a composite readiness score of 2.7/5, reflecting moderate policy alignment but significant gaps in capital mobilization, private-sector participation, and regional diffusion. What follows is a deep-dive diagnostic of Egypt's Cleantech ecosystem using this framework.



**C. AgriTech & Food
Security**

Readiness Score: 2.8 / 5



Egypt’s AgriTech sector sits at the intersection of multiple national imperatives: food security, water scarcity, rural development, and climate resilience. With agriculture employing nearly 18-21% of Egypt’s labor force and contributing 11.3% to GDP as of 2023 (CAPMAS, 2023), the sector’s modernization is vital to economic stability and rural livelihoods. Yet, the country’s agrifood system is strained by outdated farming practices, inefficient value chains, and escalating climate threats, most acutely felt in desert and Upper Egypt regions. Against this backdrop, AgriTech innovation is a national necessity.

Despite growing momentum, Egypt’s AgriTech ecosystem remains underdeveloped relative to its potential. While digital agriculture, precision farming, and supply chain logistics are gaining traction, most innovations are still in pilot phases or geographically concentrated. Funding is irregular, sector-specific accelerators are limited, and many startups struggle to scale due to fragmented rural infrastructure and limited access to climate-smart financing. These challenges are particularly acute among youth, women, and rural entrepreneurs, groups that form the backbone of Egypt’s informal agricultural economy yet remain largely excluded from innovation ecosystems.

In response, the Egyptian government has articulated multiple policy frameworks to support agricultural transformation, including the Sustainable Agricultural Development Strategy (SADS 2030), the National Water Resources Plan (NWRP 2037), and the Egypt Vision 2030. These frameworks recognize the need for digital transformation and private-sector engagement but have yet to deliver a coherent national innovation strategy tailored to AgriTech. As of 2024, fewer than 3% of all Egyptian startups operate in agriculture or food systems, reflecting both ecosystem gaps and a perceived investor bias against low-tech sectors (MAGNITT, 2024).

Mohamed Samy
Founder and CEO
Soil Spaces

“Soil Spaces aims to become Egypt’s benchmark for design-led, wellness-centered coworking.”

Strategic Rationale

Soil Spaces was created around a fundamental question: what do people truly need and want from their workspace? Every element of the concept — from architecture and design, to wellness integrations and community programming — was built around answering that question. The objective is not only to provide functional work environments but to design spaces that inspire, promote well-being, and support professional and personal growth.

Market Impact

Egypt’s coworking sector has historically been polarized, catering either to early-stage startups or to large corporations, with little overlap. Soil Spaces bridges this divide by offering design-led environments that can adapt and scale with companies as they grow.

Membership extends beyond access to a desk. It includes Soil Sips, an in-house specialty coffee bar, and a proprietary mobile app for bookings and community engagement. Together, these features create a seamless, lifestyle-driven experience that traditional offices and coworking providers do not offer, combining functionality with a sense of belonging.

Timing and Context

The concept of Soil Spaces began development more than three years ago, in anticipation of changing work patterns. With the post-pandemic surge in entrepreneurship, remote work, and increased attention to wellness and lifestyle, demand for flexible, design-focused spaces has accelerated.

Launching Soil at this moment responds directly to those shifts, offering professionals a platform that combines flexibility, community, and design at a time when the market is seeking more than transactional office space.

Service Portfolio

Soil Spaces positions itself as a full ecosystem rather than a workspace alone.

- **Soil Talks** hosts events and produces digital content, bringing together thought leaders and innovators to exchange ideas.
- **Soil Sips** provides specialty coffee and curated food experiences within the space, creating a natural hub for connection.

Partnerships with wellness providers, cultural initiatives, and lifestyle brands add further value, enriching members' experiences beyond work.

By curating these elements together, Soil transforms into a platform for creativity, community, and growth, redefining what coworking can offer in Egypt.

Future Outlook

Soil Spaces aims to become Egypt's benchmark for design-led, wellness-centered coworking. The company plans to scale into key cities, positioning itself as the destination of choice for professionals who value community and creativity alongside productivity.

In the longer term, Soil envisions shaping the future of work in Egypt by setting new standards for how work and life intersect — embedding wellness, design, and community-driven growth into the country's evolving flexible work landscape.

The agritech sector scored a composite readiness score of 2.8 reflects low-to-moderate ecosystem maturity, driven by moderate policy support and experimentation in digital farming, but constrained by weak investment flows, limited institutional infrastructure, and poor geographic inclusivity. We use both primary data (Entlaq AgriTech Roundtables, 2024–25) and secondary sources to assess progress, risks, and opportunities. Each of the six subsections below explores a key dimension of the AgriTech landscape.



D. HealthTech & MedTech

Readiness Score: 3.1 / 5

3.5

Policy & Government

3

Sectoral Maturity and Institutional Landscape

2.6

Social Inclusion

2.9

Cross-Border Capital Flows

3.2

Financial Inclusion

3.4

Private Sector Contribution

2.8

Venture Capital Financing

3.5

Development Sector Contribution

Over the past five years, Egypt’s HealthTech and MedTech sectors have witnessed growing momentum, catalyzed by population pressures, health system gaps, and the COVID-19 pandemic’s acceleration of digital healthcare adoption. With a population exceeding 107 million and a public health system burdened by infrastructure limitations and workforce shortages, innovation in digital diagnostics, telemedicine, health logistics, and medtech devices has become a national imperative.

However, despite the sector’s potential, HealthTech in Egypt remains undercapitalized relative to need. As of 2024, HealthTech accounted for less than 7% of total startup deal flow, with average ticket sizes falling well below the national median (Wamda, 2024). High fragmentation across the healthcare system, regulatory ambiguity around data privacy and medical licensing, and limited R&D infrastructure continue to constrain scale. These constraints are especially acute for hardware-based MedTech innovations that require capital-intensive clinical validation and product certification, which few startups can access.

Egypt’s Universal Health Insurance Law (Law No. 2/2018) and the Digital Egypt strategy offer an enabling policy framework for HealthTech adoption, including commitments to e-health infrastructure, digital records, and nationwide coverage by 2032. Yet, the institutional and financing ecosystem needed to translate this vision into a scalable HealthTech sector is still in its infancy.



E.EdTech & Skills Development

Readiness Score: 2.6 / 5

3

Policy & Government

2.8

Ease of Doing Business

2.4

Social Inclusion

2.1

Cross-Border Capital Flows

2.2

Financial Inclusion

2.5

Private Sector Contribution

2

Venture Capital Financing

2.7

Development Sector Contribution

Egypt’s EdTech and skills development sector sits at the center of its long-term human capital strategy. As of 2024, over 24 million students are enrolled in pre-university education and 3.5 million in tertiary institutions (CAPMAS, 2024), amid growing pressure to enhance employability and reskilling pathways for a predominantly young population. Yet, systemic misalignments persist: 33% of university graduates remain unemployed one year after graduation (World Bank, 2023), while employers cite severe shortages in digital literacy, technical proficiency, and problem-solving skills (ILO, 2023). EdTech offers a critical response to these dual pressures, with online learning platforms, coding bootcamps, and AI-driven tutoring systems gaining traction. Startups such as OTO Courses, Nafham, and Sprints.ai are leading innovation, alongside government initiatives like the Egyptian Knowledge Bank and Edmodo. However, progress remains uneven. The ecosystem is constrained by digital divides, low VC uptake, and weak integration between public institutions and skills providers.

In 2023, EdTech startups captured less than 2.5% of total VC funding in Egypt, with some of the smallest average ticket sizes across all sectors (Wamda, 2024). Most ventures remain concentrated in urban, premium segments, excluding public school students, rural learners, and informal workers. These gaps are reinforced by regional inequities: only 43% of public schools in Upper Egypt are digitally equipped, and fewer than 10% of technical training centers offer certified online modules (CAPMAS, 2024; MoE, 2023).

Dalia Ibrahim
CEO - Nahdet Masr / Founder
Edventures

“Many investors still view EdTech as a risky sector due to its long-term adoption cycles.”

Background and Approach

EdVentures identifies emerging opportunities in the EdTech sector by combining market analysis, collaboration with educational institutions, and engagement with key industry stakeholders. With Egypt having the largest education system in the MENA region, there are vast opportunities for innovation in learning.

The market, valued at \$2.5 billion in 2022, is expected to grow to \$5.5 billion by 2028. Egypt's strong regional presence is reflected in its 32% representation in the HolonIQ EdTech 50 rankings for 2024, positioning the country as a key player in the sector.

By analyzing global technology trends and local educational needs, EdVentures identifies market gaps, focusing on shifts in learner behavior, the adoption of digital tools in classrooms, and the rising demand for personalized and adaptive learning solutions.

Additionally, emerging technologies such as AI, gamification, and immersive tools like AR/VR are transforming education.

Differentiation and Key Initiatives

EdVentures fosters innovation by tracking key industry trends and engaging in partnerships across sectors to direct investments where they can have the most impact. The approach includes fostering collaborations with educational institutions, startups, and the government to ensure a holistic transformation of the education sector.

Investment efforts are balanced across K-12 education, higher education, vocational training, and lifelong learning to ensure comprehensive systemic change. By promoting solutions with scalable potential, EdVentures aims to encourage the expansion of EdTech beyond Egypt into regional and global markets.

Addressing Ecosystem Challenges

EdTech startups in Egypt face significant regulatory challenges, with bureaucratic registration processes that hinder innovation. Startups working on online-only platforms or AI-driven tools often encounter outdated policies that slow their market entry and scalability. Limited access to funding, especially at the early stages, is another major barrier.

While funding initiatives exist, they often focus on later-stage ventures, leaving early-stage startups underserved. Additionally, many investors still view EdTech as a risky sector due to its long-term adoption cycles. A gap in tailored mentorship programs further complicates the situation, as general entrepreneurship programs do not address the specific challenges of the EdTech ecosystem, such as working within educational frameworks, engaging with public institutions, or integrating with existing school systems.

Moreover, limited collaboration between startups, corporates, and academia restricts knowledge-sharing and sustainable growth. The lack of digital infrastructure, particularly in rural areas, and the challenge of gaining trust from educators, parents, and institutions, also pose obstacles for EdTech startups in scaling their operations.

Advice for Startups

Edventures stressed on the challenges faced by startups in gaining the trust of educators, parents, and institutions. Education is a highly sensitive sector where the adoption of new technologies requires a significant cultural shift. Building credibility and demonstrating measurable outcomes can be a lengthy process, which adds another layer of difficulty to scaling operations.

Therefore, they advise startups to invest heavily in awareness campaigns, pilot programs, and partnerships to prove their value.

Policy Change Recommendations

Edventures believes that Egypt's current education policies and digital transformation strategies show promise; however, there are areas where they misalign with the needs of EdTech startups. While there is a growing recognition of the importance of technology in education, the implementation of policies can sometimes lag behind the pace of innovation.

Therefore, they believe that in order to create a more conducive environment for investment and innovation, Egypt needs to streamline its regulatory processes, enhance collaboration between the government and private sector, and provide clearer frameworks that support the integration of EdTech solutions in schools. For instance, simplifying the process of approving and integrating EdTech solutions into public education systems would reduce time-to-market for startups and encourage experimentation with new technologies. Additionally, Edventures believe creating incentives for investment in EdTech can help attract more funding and support for startups in this vital sector.

Tax benefits for investors, grants for early-stage startups, and public-private partnerships could significantly boost the flow of resources into the EdTech ecosystem. Governments could also establish dedicated funding programs to support research and development in the sector.

Finally, the government could play a more active role in facilitating pilot programs and sandbox environments where startups can test their solutions in real-world educational settings. By creating spaces for experimentation, startups can demonstrate the efficacy of their tools while gaining valuable feedback from educators and students.

A black and white portrait of Amr ElAbassy, a man with a beard and glasses, wearing a light-colored button-down shirt. He is looking directly at the camera with a slight smile. The background is a solid dark grey.

Amr ElAbassy General Manager EdVentures

“Initiatives like Creativa hubs play a crucial role in supporting the ecosystem.”

Challenges and Barriers to Entrepreneurial Growth

To evaluate the supporting services and infrastructure for startups in Egypt, several factors come into play. There are a number of co-working spaces across major cities like Cairo and Alexandria, which solve the key issue of physical location for businesses.

Additionally, the concept of co-working spaces is growing in other governorates. However, Egypt still faces challenges with internet speed, which impacts services and technology hubs. Initiatives like Creativa hubs play a crucial role in supporting the ecosystem. Many incubators and accelerators have also recently become sector-focused or based on needs assessments, indicating positive progress in creating businesses that focus on real needs. The quality of roads and logistics infrastructure has also positively impacted the business environment, supporting the logistics sector.

Ecosystem Development and Support Mechanisms

In terms of labor laws and employment regulations, there is a need to revisit the current laws. Many startups rely on freelancers, with a significant number of freelancers working in Egypt for firms abroad. For these freelancers to be included in the formal sector, the government must reconsider existing laws to account for their rights. This is one of the main issues for startups.

Additionally, transitioning to digital services and simplifying governmental processes, such as social insurance and employer rights, in a more accessible manner would encourage many startups to register and operate within the formal sector.

Policy, Governance, and Regulatory Environment

When evaluating differences in the ease of doing business across various regions of Egypt, it is clear that larger cities like Cairo and Alexandria are more startup-friendly compared to other governorates. Most of the key players and governmental entities are located in these cities, where employees are more aware and better trained to provide services needed by startups.

It is crucial to provide training and capacity-building programs for government employees in other governorates, especially in Upper Egypt, where there are abundant opportunities and talented entrepreneurs. These efforts can help ensure that all regions are equally equipped to foster startup growth.

Policy reform is underway. Egypt's Digital Egypt Strategy (2022) and Education 2.0 Strategy (MoE, 2023) emphasize blended learning and private-sector engagement. Still, implementation has lagged, particularly in governorates marked by high dropout rates and limited access to quality education

The sector reached a readiness score of 2.6/5, highlighting a system in transition. While institutional commitment and early experimentation are evident, structural weaknesses remain in infrastructure coverage, curriculum modernization, funding depth, and skills-to-employment alignment. This analysis draws from Entlaq's 2024–2025 national stakeholder dialogues, startup surveys, and secondary data to present a grounded assessment of the sector's potential, and its most urgent constraints.



F.Tourism Tech & Cultural Economy

Readiness Score: 2.8 / 5

3.2

Policy & Government

3

Ease of Doing Business

2.8

Social Inclusion

2.7

Cross-Border Capital Flows

2.5

Financial Inclusion

3.1

Private Sector Contribution

2.6

Venture Capital Financing

2.9

Development Sector Contribution

Egypt's tourism and cultural heritage sectors represent immense untapped potential for innovation, sustainable growth, and job creation. Tourism accounts for approximately 12% of Egypt's GDP and employs 10% of the workforce (Ministry of Tourism and Antiquities, 2023), making it a critical pillar of national economic resilience. Yet despite this centrality, the sector has remained slow to integrate digital tools and startup-led innovation, particularly outside of major destinations like Cairo, Giza, and Sharm El Sheikh. With Egypt home to more than one-third of the world's antiquities and a rapidly recovering post-pandemic tourism economy, the opportunity for tech-enabled transformation is enormous, but underrealized.

The Tourism Tech space encompasses a wide range of verticals: immersive heritage experiences (AR/VR), smart hospitality, dynamic booking platforms, virtual museum access, digital ticketing, cultural e-commerce, and regenerative travel models. However, startup activity in this space remains fragmented and undercapitalized. As of 2024, fewer than 3% of Egyptian startups operate in tourism related verticals, and of these, only a small number have secured significant investment or scaled beyond the pilot phase (MAGNiTT, 2024). Key constraints include limited investor familiarity with the sector, underdeveloped digital infrastructure in secondary cities, and the absence of tailored accelerators or innovation clusters focused on cultural entrepreneurship.

From a policy perspective, Egypt's Vision 2030 and the Tourism Reform Program 2.0 (TRP 2.0) both highlight digital transformation and heritage preservation as national priorities. However, the implementation of these goals at the startup and SME level remains inconsistent. There is currently no unified national strategy to foster innovation in tourism or support heritage-based creative enterprises. This gap leaves startups without clear institutional pathways for licensing, scale-up, or public-private collaboration. In parallel, many public cultural institutions lack the technical capacity, funding, or governance frameworks to digitize assets or integrate with tourism tech platforms, leaving a wide disconnect between heritage custodians and innovation actors.

Geographically, the tourism economy remains concentrated in a few over-visited sites, while governorates like Luxor, Aswan, and Fayoum, despite their rich cultural assets, remain underserved by both tourists and innovation infrastructure. This not only reinforces spatial inequalities but also limits the country's ability to diversify tourism products, expand local economic development, and reduce pressure on fragile heritage sites. By reimagining tourism as a distributed innovation ecosystem, Egypt can drive inclusive and resilient growth by leveraging its cultural heritage through tourismtech. The sector scored a readiness level of 2.8 out of 5, reflecting strong latent potential but significant structural challenges. Despite Egypt's rich cultural capital and strategic relevance of the tourism economy, innovation in this space remains stifled due to fragmented policies, limited capital access, and low VC visibility. Without targeted reforms and ecosystem strengthening, high-impact digital solutions in one of Egypt's most vital sectors will continue to face systemic barriers to scale.



G.AI, DeepTech, and Emerging Technologies

Readiness Score: 2.6 / 5

3.3

Policy & Government

2.7

Ease of Doing Business

2.1

Social Inclusion

2.8

Cross-Border Capital Flows

2.4

Financial Inclusion

2.9

Private Sector Contribution

2.3

Venture Capital Financing

2.3

Development Sector Contribution

Egypt stands at a critical juncture in its technological evolution. While the country has witnessed exponential growth in sectors like FinTech and HealthTech, the emergence of Artificial Intelligence (AI), DeepTech, and associated frontier technologies is rapidly redefining the trajectory of innovation, policy, and investment. This section examines Egypt's nascent but expanding AI and DeepTech ecosystem, encompassing machine learning, robotics, blockchain, quantum computing, semiconductors, and advanced analytics, and evaluates its alignment with national strategies and global trends.

According to Wamda and MagnITT, Egypt trails regional peers like the UAE and Saudi Arabia in terms of DeepTech funding and startup output, with only \$12 million raised by DeepTech startups in 2024. Notable companies such as DeepAI Solutions and BlockSecure Egypt have pioneered applications in cybersecurity and health diagnostics, but their scale remains constrained by gaps in R&D funding, advanced skills training, and international IP protection frameworks.

The Government of Egypt has taken significant steps to position itself as a regional hub for AI and advanced technologies. In 2023, the Ministry of Communications and Information Technology (MCIT) allocated over EGP 3 billion through the Egypt Makes Electronics (EME) initiative to boost local semiconductor and hardware manufacturing. Parallel efforts through the National Artificial Intelligence Strategy, launched in collaboration with the Applied Innovation Center (AIC), aim to institutionalize AI ethics, enable AI-based public service delivery, and foster cross-sectoral AI applications in healthcare, agriculture, and education .

However, Egypt's AI and DeepTech landscape remains highly centralized and fragmented. A 2024 ecosystem review by Entlaq found that 76% of AI ventures are based in Greater Cairo, with little representation from Upper Egypt, the Delta, or frontier governorates. This spatial concentration not only exacerbates regional inequities but also limits the inclusive innovation potential of frontier technologies.

The private sector, particularly corporate venture capital and university linked accelerators such as AUC V-Lab, DMZ Cairo, and TIEC, has played a crucial role in nurturing early-stage AI ventures. Yet, these actors are often disconnected from industrial R&D pipelines and lack formalized pathways to scale innovation through public procurement or sovereign venture funds.

Despite these hurdles, global interest in Egypt's frontier tech potential is growing. The country's demographic dividend, 70% of the population under age 35, many of whom are digitally literate, and its role as a regional data gateway via submarine cables offer unique structural advantages. With effective public-private coordination, targeted skills investments, and improved IP enforcement, Egypt can shift from a consumer of frontier technologies to an innovator, exporting solutions aligned with local and regional development needs.

Egypt's AI and DeepTech sector scored a readiness of 2.6 out of 5, reflecting early momentum but deep structural underdevelopment. While there is growing policy interest and a technically literate labor force emerging from Egypt's STEM pipeline, The Ministerial Group for Entrepreneurship is seeking to unlock Egypt's untapped STEM-driven talent pool, alongside growing policy interest in innovation. By prioritizing stronger funding mechanisms and cross-institutional alignment, the Group is working to translate technical capacity into scalable ventures and high-value industries. As Gulf countries ramp up investments in sovereign AI strategies and talent acquisition, Egypt faces mounting risks of brain drain, losing its top engineers and researchers to better-resourced ecosystems. Without targeted investment vehicles, cross-border partnerships, and a national DeepTech strategy, Egypt risks falling behind in one of the most strategic sectors of the coming decade.

A portrait of Dr. Ahmed AbdelHamid, a man with dark hair and glasses, wearing a dark suit jacket over a light-colored shirt. He is looking directly at the camera with a slight smile. The background is dark and out of focus.

DR. Ahmed AbdelHamid

Founder & Group CEO

Keheilan Asset Management

“Egypt’s investment ecosystem is undergoing change, creating opportunities to channel regional capital into high-potential sectors.”

Motivating Entry into Egypt’s Deeptech Market

Egypt offers a strong mix of technical talent and strategic geography. The country has more than 20,000 cybersecurity engineers, 6,000 semiconductor specialists, 30,000 automotive engineers, and over 160,000 biotech professionals, making it one of the region’s largest deeptech talent pools. Its proximity to Europe, both geographically and in time zone, positions Egypt as an attractive base for nearshore R&D and innovation centers.

Alongside this talent base, Egypt’s investment ecosystem is undergoing change, creating opportunities to channel regional capital into high-potential sectors. Keheilan’s vision is to support Egypt’s positioning as a regional deeptech powerhouse, in alignment with the broader innovation and leadership agendas of Saudi Arabia.

The company was founded to bridge Egypt’s scientific and technical capacity with capital, policy alignment, and long-term ecosystem development across the MENA region.

A Distinct Investment Model

Keheilan’s KDTF fund differs from traditional VC and private equity models in three ways: it is regional, drawing on MENA-wide resources and capabilities; fundamental, based on a strong understanding of scientific fundamentals; and holistic, incorporating policy and sovereignty into its investment thesis.

Egypt has seen service-based technical firms acquired by global players, such as MediaTek’s acquisition of Infinilink, highlighting how companies with strong technical depth are often overlooked by sector-agnostic VC funds because of complex development cycles and limited short-term scalability.

Keheilan's strategy is designed to address this gap by investing in hard-tech and deeptech ventures that require patient capital, sector expertise, and alignment with national policy objectives.

The fund prioritizes long-term value creation through strategic partnerships, such as its collaboration with NVIDIA on AI capacity building, and sovereign technology investments like WideBot, which builds Arabic large language models deployable on-premise. Keheilan also invests in technically promising ventures that may not fit traditional investment criteria, using them as platforms for ecosystem development, workforce training, and capability building. Close coordination with policymakers in both Saudi Arabia and Egypt ensures that its capital serves both national innovation agendas and financial outcomes.

Promising Verticals in Egypt

Keheilan focuses on AI, semiconductors, cybersecurity, biotech, and automotive technology—sectors that are both strategically relevant and underdeveloped in the region. Founders in these fields are often highly specialized researchers with 15–20 years of domain expertise, many of whom are included in the Stanford–Elsevier global list of the top 2% of most-cited scientists. These are not typical startup founders; they require a different diligence process, with investment horizons of 5–10 years before market dominance can be achieved.

In biotech, conventional metrics such as “traction” may not apply. Portfolios may consist of chemical compounds at specific maturity levels rather than finished products or users. Each vertical has its own investment dynamics and risk profile, requiring Keheilan to adapt its capital and support to match the sector's scientific rigor and maturity level.

Barriers in Egypt's Deeptech Ecosystem

The main barrier in Egypt is not talent but pipeline maturity. Despite the scale of scientific expertise, the number of investable ventures remains limited. To address this, Keheilan has partnered with NVIDIA to train more than 5,000 Egyptians annually in AI. It has also launched initiatives to support service-based semiconductor companies, creating the foundation for retaining local talent and building a stronger industry base.

Keheilan's strategy is phased: first, increase the pool of trained professionals; second, enable the growth of service companies to employ this talent; and third, help those companies expand into regional markets and transition from service providers to product creators. With government support, Keheilan has organized roadshows to connect startups with regional opportunities. Its ecosystem pipeline integrates individuals, service firms, concept-stage ventures, and investable startups, creating pathways across multiple stages of maturity.

In regional terms, Egypt retains an advantage in deeptech talent, including among its diaspora. But countries such as Morocco and Tunisia are advancing in automotive software and AI. For this reason, Keheilan stresses the need for regional collaboration to maximize capabilities and avoid fragmentation.

Policy-Facing Role

Keheilan combines scientific expertise, investment, and policy engagement. Its founder has chaired Egypt's VLSI committee for more than seven years, contributed to global networks like Egypt Scholars, and served as a senior policy advisor for alternative investment at USAID. This positioning allows the company to contribute to both capital deployment and ecosystem design.

Through initiatives such as “Invest in Egypt” and parallel projects in Saudi Arabia, Keheilan works to align national innovation agendas and create strategic dialogue on deeptech between Egypt and the Gulf. Policy advocacy is considered integral to its role, on par with capital deployment.

Portfolio Strategy: WideBot, Nawah Scientific, and Fruitful

Keheilan's investment in WideBot reflects its priorities in AI and data sovereignty. As members of NVIDIA's VC Alliance, Keheilan is engaged in promoting regional AI adoption, and WideBot stood out as a pioneer in Arabic language models built with Arabic data and deployable on-premise. This ensures greater control over infrastructure and digital assets in Arab countries.

The company is also acquiring a significant stake in Nawah Scientific, a biotech leader. Keheilan's founder was Nawah's first and largest angel investor, and the company is positioned to expand into generic drugs and eventually IP-based pharmaceuticals.

Fruitful applies computer vision and embedded systems to digitize agricultural and industrial production lines. Keheilan was its first and only investor and supported its expansion into Saudi Arabia and the UAE. While not strictly deeptech, Fruitful represents how enabling technologies can contribute to productivity gains in key sectors. Across its portfolio, Keheilan provides more than capital, offering access to markets, policy networks, and regional scaling partnerships.

Financial Literacy as Infrastructure

Financial literacy is positioned as the core infrastructure for innovation readiness. Drawing on work in the Saudi fintech space, Keheilan notes how advanced financial awareness in Saudi Arabia and the UAE has enabled individuals and institutions to engage more effectively with investment, savings, and capital markets. The firm points to sovereign initiatives in KSA, including multi-hundred-million-dollar funds focused on individual verticals and the Public Investment Fund's role in scaling industrial capacity through companies like Aalat, and to the roles of Mubadala and ADQ in the UAE and QIA in Qatar in shaping strategic capital.

While Egypt has substantial scientific capacity, Keheilan sees a gap in the critical mass of deeptech-oriented investors. Its founder holds top global credentials in both engineering and finance, and the firm argues the ecosystem needs more dual-skilled professionals who can bridge technical depth and financial acumen. To that end, Keheilan has partnered with a MENA startup to build financial literacy as infrastructure, enabling scientists to better understand capital and investors to better understand science. This bridge is presented as essential to Egypt's role in the region's innovation future.

Gender Inclusion in Deeptech

Keheilan recognizes that gender inclusion remains a challenge across most deeptech domains. Its Vice President of AI, Dr. Amani Eissa, is the founder of Egypt University of Informatics, reflecting a commitment to representation in leadership. From Keheilan's experience, roughly one in ten deeptech founders are women, with notable exceptions in biotech, where women often lead, and growing visibility in AI.

Within Keheilan's AI arm, equity in decision-making is described as embedded, with a female lead at the helm, and the team is being complemented by a former senior NVIDIA executive. The firm frames deeptech as a meritocracy while being intentional about widening participation. Inclusion and equity indicators are embedded in ESG through the Environmental and Social Management System (ESMS) and the Business Impact Monitoring System (BIMS) to keep progress visible and accountable across the investment lifecycle.

Ecosystem-Building Lessons

Keheilan emphasizes the long arc of deeptech capability: more than 12 years of education and a PhD to produce a junior researcher, plus about five years to operate within an integrated team; even after 20 years, a scientist may still be considered “junior” within a single domain. This timeline differentiates deeptech from other startup areas, where exits are anticipated early, and helps explain why founders are often scientists rather than serial entrepreneurs.

Exits typically occur to a handful of dominant global players, which makes these companies defensible but requires patient, technically competent investors. For MENA, the firm links deeptech to food security, electronics sovereignty, medical independence, cybersecurity infrastructure, and resilience against “kill-switch” technologies.

Keheilan presents itself as the first specialized regional deeptech fund and notes that building a pipeline will take time: a first close is described as a strategic start toward a broader movement. The firm is partnering with key Saudi investors and players, believes anchoring regional leadership around Saudi Arabia is important, and is opening regional markets for portfolio companies while collaborating with universities and policymakers. The stated goal is to build the grassroots of a regional deeptech movement that supports specialized funds, empowers scientists as founders, and attracts patient capital, with Saudi Arabia and Egypt at its core.

Priorities for 2026 and Beyond

By 2026, Keheilan's top priority is completing the final close of its first Deeptech Fund. The firm has already secured and deployed limited capital and aims to scale to full fund size with anchor institutions.

It is preparing to launch Egypt's first deeptech roadshow, spotlighting startups across AI, semiconductors, and cybersecurity. In parallel, the AI capacity-building partnership with NVIDIA will formally begin, delivering large-scale talent development across multiple countries with support from lead governmental bodies.

On semiconductors, Keheilan plans its first accelerator workshop in Saudi Arabia in collaboration with Multiples, and in Egypt, a cybersecurity venture-building batch in coordination with key government entities. The firm frames deeptech as a national priority, not just a market opportunity, and commits to building institutions, platforms, and companies that shape Egypt's long-term innovation future. Success is measured not only by financial returns, but by the systems created, talent pipelines, regional market access, sovereign capability, and investor readiness. The next 3–5 years are presented as groundwork for a regional deeptech transformation with Egypt at the center.



Legal and Regulatory Overview

04

This section examines the laws and regulations most relevant to startups, including MSME frameworks, investment, labor, tax, competition, and IP. It identifies areas where rules overlap or conflict, and where enforcement creates operational friction. The section also compares Egypt's legal setting with peer countries to highlight areas for reform.

04 Legal and Regulatory Overview

4.1 Legal Environment for Startups in Egypt

Legal systems are not passive backdrops, they actively shape the opportunities and limits of entrepreneurship. In Egypt, startups operate within a dense web of formal laws, bureaucratic discretion, and inconsistent enforcement, which together determine whether entrepreneurship advances inclusive growth or remains an elite pathway. This section evaluates Egypt’s legal and regulatory landscape from the perspective of early-stage ventures, analyzing how legal frameworks influence startup decisions, investor trust, and ecosystem scalability. While notable reforms, such as Law 152/2020 on MSMEs and Law 72/2017 on investment, have been introduced, structural inconsistencies, implementation gaps, and fragmented governance still obstruct meaningful progress.

Ultimately, legal reform is a strategic lever for unlocking Egypt’s entrepreneurial potential. A fragmented or exclusionary legal system will undermine even the most ambitious startup policies. But with coherent legislation, transparent enforcement, and institutional trust, Egypt can cultivate a legal infrastructure that empowers startups to scale equitably across all sectors and regions.

Table 12: Key laws and regulations governing start ups.

Law 82/2002 (Protection of Intellectual Property Rights Law)	→	Governs how innovations are protected, commercialized, or exposed to misuse.
Law 72/2017 (Investments Law)	→	Outlines the legal rights of investors and the incentives available for qualifying projects.
Law 12/2003 (Labor Law)	→	Governs contractual relations, work conditions, and employer obligations within the startup employment ecosystem.
Law 91/2005 (Income Tax Law)	→	Streamlines Egypt's tax regime by unifying income tax laws and expanding coverage to residents, non-residents, and corporate entities.
Law 67/2016 (Value Added Tax (VAT) Law)	→	Applies a broad-based tax on the sale and import of most goods and services within Egypt.
Law 159/1981 (Joint Stock Companies, Partnerships Limited by Shares, and Limited Liability Companies Law)	→	Defines the procedures and obligations for corporate formation and governance.
Law 3/2005 (Protection of Competition and the Prohibition of Monopolistic Practices Law)	→	Addresses antitrust, fair market practices, and monopoly prevention.

Law 152/2020 (Development of Micro, Small and Medium-Sized Enterprises Law)



Defines the legal identity, eligibility criteria, and support mechanisms for startups and small enterprises.

Law 152/2020 (Development of Micro, Small and Medium-Sized Enterprises Law)

Law No. 152 of 2020 serves as Egypt's foundational legal framework for the support and formalization of medium, small, and micro enterprises (MSMEs), including innovation-driven startups. Replacing Law 141/2004, it applies nationwide regardless of enterprise legal form and introduces clear classification thresholds: microenterprises are defined as those with under EGP 1 million in annual turnover or EGP 50,000 in capital; small enterprises earn between EGP 1 million and EGP 50 million; and medium enterprises between EGP 50 million and EGP 200 million (Art. 2). Central to its implementation is the Micro, Small and Medium Enterprise Development Agency (MSMEDA), which is granted expansive authority to issue temporary licenses, coordinate regulatory approvals, and manage enterprise compliance (Art. 1). A key innovation under the law is the establishment of Service Units within MSMEDA and at GAFI, mandated under Articles 39 to 57, to streamline the licensing process, offer start-up services, and liaise with relevant authorities. These units can issue renewable one-year temporary licenses and final operating licenses within a mandated 15-day window, significantly reducing bureaucratic delays. For startups navigating Egypt's complex regulatory terrain, Law 152 represents both a legal entry point and a potential lever for long-term formalization and scale.

Law 82/2002 (The Protection of Intellectual Property Rights)

Law No. 82 of 2002 was enacted to consolidate and modernize Egypt's legal framework governing intellectual property (IP) rights. This comprehensive law replaced older regulations, particularly Law No. 132 of 1949, and brought Egypt's IP regime in closer alignment with international agreements, notably the World Trade Organization's TRIPS Agreement (Trade-Related Aspects of Intellectual Property Rights). Egypt's motivation for introducing this legislation was multifaceted: (1) to foster innovation and economic competitiveness, (2) to comply with its international obligations under agreements such as TRIPS, WIPO, the Berne Convention, and the Paris Convention, and (3) to enable the country's transition toward a knowledge economy under the umbrella of Egypt Vision 2030 (STAND UP! IPR Report Egypt, 2023). The law covers a wide range of IP categories including patents, utility models, trademarks, geographical indications, industrial designs, copyright and related rights, integrated circuits, undisclosed information, and plant varieties.

Law 72/2017 (Investment Law)

Enacted in May 2017, Law No. 72/2017 redefined Egypt's investment landscape by introducing a unified legal framework to regulate and incentivize both domestic and foreign investments. Replacing Law No. 8/1997, it maintained existing tax privileges for ongoing projects while embedding investor rights into constitutional guarantees such as non-discrimination, capital mobility, and legal recourse. Central to the law's implementation is the General Authority for Investment and Free Zones (GAFI), mandated to act as a one-stop shop for licensing, land allocation, and investor services.

The law aligns with Egypt Vision 2030, emphasizing transparency, fair competition, sustainable development, and public-private partnership governance. It offers a multi-tiered incentive structure: general, special, and additional incentives, based on geography, sector priority, and project features like labor intensity or export potential. It also classifies four distinct investment regimes: inland, free zones, investment zones, and technological zones.

To modernize institutional support, the law introduced tailored dispute resolution mechanisms, including ministerial arbitration committees and access to international arbitration. A major amendment in 2023 (Law 160/2023) broadened eligibility for general incentives to all projects, extended the window for special incentives to October 2026, and introduced foreign-currency-linked cashback schemes, reinforcing Egypt's pivot toward currency-stabilizing FDI. The Golden License mechanism was reaffirmed as a strategic fast-track tool for major investors.

Law 12/2003 (Labor Law)

The Egyptian Labor Law No. 12 of 2003, promulgated on April 7, 2003, constitutes the foundational legal framework governing employment and labor relations in Egypt. Encompassing 257 articles across six chapters, the law replaces earlier, fragmented labor regulations with a unified and comprehensive code designed to regulate employment contracts, employer obligations, dispute resolution mechanisms, termination procedures, and worker protections (Riad & Riad, 2023).

The Labor Law aims to balance worker protections with employer flexibility, while maintaining Egypt's obligations under international labor standards. It establishes a minimum floor of rights for employees, declaring explicitly that any agreement or provision that diminishes or deprives a worker of legal rights shall be considered null and void, whereas more advantageous provisions for workers remain valid (Riad & Riad, 2023).

The law's scope is broad, applying to both Egyptian and foreign employees, and covering employment in private sector establishments, cooperatives, non-governmental institutions, and mixed ownership enterprises. Public sector employment, by contrast, is governed by separate civil service laws.

From a policy standpoint, the Labor Law plays a central role in shaping Egypt's formal labor market, ensuring legal protections around wage entitlements, leave, maternity, safety, and fair dismissal, while also embedding procedural safeguards such as mediation committees and specialized labor courts. These protections form part of a wider legal ecosystem that underpins investor confidence, workplace stability, and the rights-based approach of Egypt's economic development strategy.

Overall, Law No. 12 of 2003 serves as the legal baseline for any employment relationship in Egypt, with its provisions regularly referenced in corporate HR practices, legal compliance audits, and labor disputes. While calls for modernization and digital labor reforms have increased in recent years, this law remains the cornerstone of Egyptian labor governance.

Law 91/2005 (Income Tax Law)

Law No. 91 of 2005 was enacted to modernize Egypt's outdated income tax framework, replacing Law No. 157 of 1981 and repealing Articles 16 to 20 of Law No. 8 of 1997 (Income Tax Law, 2005, Art. 2–3). The primary objectives of the new law are to foster a fair, transparent, and investment-friendly tax environment, while addressing legal loopholes, expanding the tax base, and encouraging voluntary compliance.

The law applies to several categories of taxpayers. These include resident natural persons, defined as Egyptian nationals as well as foreigners residing in Egypt for more than 183 days within a 12-month period (Income Tax Law, 2005, Art. 2). It also applies to non-resident individuals earning income from Egyptian sources, as well as corporate entities that maintain a permanent establishment or conduct profit-generating operations within Egypt (GAFI, n.d.).

The law came into force the day after its publication in the Official Gazette and has been applicable to income earned starting from the 2005 tax year (Income Tax Law, 2005, Art. 1, 4).

Law 67/2016 (Value Added Tax (VAT) Law)

Law No. 67 of 2016 marked a pivotal step in Egypt's fiscal reform by replacing the General Sales Tax with a comprehensive Value Added Tax (VAT) system, establishing a broad-based consumption tax across nearly all goods and services. The standard VAT rate is set at 14%, with a reduced 5% rate for certain capital equipment to support investment. The law applies widely across sectors, exempting only a narrow set of transactions, such as state sovereign functions and standard labor contracts, outlined in the executive regulations. Registration is mandatory for entities with annual turnover exceeding EGP 500,000, and unconditional for importers and exporters, regardless of size. Voluntary registration is allowed for businesses with turnover over EGP 150,000, a move designed to encourage the formalization of smaller enterprises.

Notably, the law extends VAT coverage to the digital economy. Non-resident providers of services like streaming, cloud computing, and digital platforms must register and collect VAT from Egyptian customers under a simplified system. This reflects a strategic effort to modernize fiscal policy and capture revenues from cross-border e-commerce. Taxable events include sales, imports, and self-use of goods or services, with the tax base defined as the full value received. Input VAT can be deducted when linked to taxable outputs, though exclusions apply to exempt goods and "Table Tax" activities. Refunds are allowed for excess credits, exports, and supplies to qualifying entities, subject to verification by the Egyptian Tax Authority (ETA), which also holds enforcement authority, including audits, reassessments, and penalties.

Overall, the VAT Law serves as a cornerstone of Egypt's revenue modernization, aligning tax legislation with international standards while embedding mechanisms for digital compliance, business formalization, and robust state enforcement.

Law 159/1981 (Joint Stock Companies, Partnerships Limited by Shares, and Limited Liability Companies Law)

Law No. 159 of 1981 regulates the formation, management, restructuring, and liquidation of companies in Egypt, primarily covering joint stock companies, partnerships limited by shares, and limited liability companies (LLCs). The law establishes rules for corporate governance, shareholders' rights, financial disclosure, and the roles of directors and auditors. Companies subject to special legal regimes or established under different frameworks are excluded from its scope. In addition to setting the framework for company formation and dissolution,

Law 159/1981 codifies fundamental rules of corporate governance, shareholder protection, and financial transparency. It establishes mandatory annual general assemblies, defines quorum and voting thresholds for ordinary and extraordinary resolutions, and regulates the duties of directors and auditors. The law also imposes disclosure requirements on financial statements, board reports, and auditor opinions to safeguard minority shareholder rights and promote accountability.

The statute further delineates specialized provisions for limited liability companies and foreign branches, including restrictions on share transfers, partner thresholds, and profit-sharing obligations with employees. It empowers the administrative authority to inspect company records and intervene in cases of misconduct, while attaching civil and criminal liability to violations such as fraudulent disclosures or unauthorized share offerings. Collectively, these measures position Law 159/1981 as the cornerstone of Egypt's corporate legal regime, complementing subsequent legislation like Law 72/2017 on investment promotion

Law 3/2005 (Protection of Competition and the Prohibition of Monopolistic Practices Law)

Law No. 3 of 2005 was enacted to safeguard economic freedom and promote fair market competition in Egypt. Its core objective, articulated in Article 1, is to ensure that economic activity is conducted without restricting, distorting, or harming the principles of free competition. The law applies not only to anti-competitive practices occurring within Egypt's borders but also extraterritorially, covering any acts conducted abroad that materially impact competition in the Egyptian market (Art. 5). To enforce these provisions, the law established the Authority for the Protection of Competition and the Prohibition of Monopolistic Practices, an independent legal body headquartered in Cairo with jurisdiction over investigations and enforcement (Art. 11).

The Prime Minister serves as the competent minister responsible for its oversight and is mandated to issue the executive regulations within one month of the law's entry into force (Art. 2-3). While the law applies broadly, it provides limited exemptions: activities conducted by public utilities are generally excluded unless these utilities are operated by private entities, and exemptions may also be granted if restrictions on competition demonstrably serve public welfare or the consumer interest (Art. 9). The law thus reflects Egypt's attempt to align with global antitrust norms while allowing discretionary space for public-interest considerations.

4.2 Intersectional Legal Analysis

A foundational and systemic challenge within Egypt's legislative architecture for entrepreneurship lies in the absence of harmonized legal definitions and coordinated jurisdictional mandates across the country's key economic laws. The problem is an overlapping and often contradictory landscape of rules, thresholds, and classifications that generate profound legal ambiguity for startups and early-stage enterprises. This fragmentation spans across the MSME Development Law No. 152/2020, the Company Law No. 159/1981, the Investment Law No. 72/2017, the Income Tax Law No. 91/2005, and the Value Added Tax (VAT) Law No. 67/2016. Each of these laws was drafted with different legislative intents, sectoral priorities, and institutional anchors, resulting in definitional inconsistency, operational misalignment, and procedural redundancies that create both administrative burden and strategic uncertainty for entrepreneurs.

For example, Law 152/2020 classifies enterprises based on rigid quantitative thresholds such as fixed capital investment, annual turnover, and workforce size, criteria that are often ill-suited for technology startups and digital platforms that are capital-light, IP-intensive, and scale through intangible assets rather than fixed infrastructure. In contrast, Law 72/2017 provides a broader and more discretionary pathway to incentivize investment based on sectoral priorities and strategic national relevance, such as renewable energy, ICT, and export-oriented manufacturing. However, it does not explicitly recognize the unique structure or lifecycle of startup enterprises, nor does it reconcile its eligibility framework with MSMEDA's classifications.

This legal misalignment is further complicated by the corporate categorization logic of Law 159/1981, which offers only traditional company types (e.g., joint stock, limited liability) and lacks any recognition of early-stage ventures, lean innovation models, or founder-driven governance structures. Meanwhile, tax-related legislation, such as Law 91/2005 and Law 67/2016, establish separate definitional and compliance triggers for tax registration, reporting thresholds, VAT applicability, and withholding obligations, often without reference to whether the business is classified under Law 152/2020 or registered under Law 72/2017.

The practical consequence for Egypt's entrepreneurs is a fragmented legal and regulatory journey marked by conflicting eligibility criteria, procedural duplication, and bureaucratic inconsistencies. A startup may qualify for non-fiscal support from MSMEDA but be ineligible for tax exemptions under the Investment Law due to structural inconsistencies. Simultaneously, the absence of a unified legal identity for startups across ministries means that recognition by one body (e.g., GAFI) does not guarantee access to services, incentives, or exemptions administered by another (e.g., ETA or the Ministry of Social Solidarity). This fragmented regime not only raises entry and compliance costs but also impedes investor confidence, deters formalization, and constrains the ability of Egypt's startup ecosystem to scale in a cohesive, transparent, and supportive legal environment.

Table 13: Summary of Legal and Institutional Misalignment Affecting Startups in Egypt

Law	Key Classification Basis	Stated Issues for Startups	Legislative Intent / Coverage
Law No. 152/2020 (MSME Development)	Fixed capital, annual turnover, workforce size	Ill-suited for tech/digital startups; rigid thresholds	MSME classification and support
Law No. 72/2017 (Investment Law)	Sectoral/national priority (e.g. ICT, renewables) to incentivize investment	No recognition of startup lifecycle; misaligned with MSMEDA	Investment incentives
Law No. 159/1981 (Company Law)	Traditional company types (JSC, LLC)	No recognition of early-stage ventures or founder-driven models	Corporate formation and structure
Law No. 91/2005 (Income Tax) and Law No. 67/2016 (VAT)	Separate registration and compliance triggers and VAT applicability	No reference to MSMEDA or Investment Law classifications	Tax registration and obligations and VAT compliance and thresholds





4.3 Regional and Global Legal Benchmarking

Egypt's ambition to become a regional innovation hub and investment magnet relies not only on economic policy, but critically on the robustness, clarity, and dynamism of its legal and regulatory architecture. As the preceding chapters of this report have demonstrated, structural fragmentation, jurisdictional overlaps, outdated definitions, and missing legal frameworks continue to impact Egypt's startup ecosystem. However, Egypt is not alone in grappling with the challenge of adapting legacy legal systems to the demands of modern entrepreneurship. Several peer and aspirational countries, particularly Morocco, Tunisia, Kenya, and India, have taken proactive steps to harmonize, simplify, and digitize their legal regimes to enable high-growth startups, attract private capital, and unlock inclusive innovation.

This benchmarking section draws on those comparative experiences to distill actionable insights and reform pathways that are both feasible and relevant for Egypt's institutional context. Each of the selected countries offers a unique legal evolution shaped by similar constraints, be it colonial legal legacies, state-led economic models, informal markets, or fiscal rigidity. Yet, what distinguishes them is the degree to which they have leveraged legal reform as a strategic enabler of entrepreneurship and digital economy growth.

- **Morocco** stands out for its progressive company law reforms, simplified startup registration, and tiered taxation models, developed under the national strategy for digital transformation and financial inclusion.
- **Tunisia**, despite macroeconomic constraints, has enacted one of the region's most comprehensive startup laws, codifying startup status, establishing a unified Startup Act governance unit, and offering full-spectrum legal and fiscal incentives.
- **Kenya** has positioned itself as East Africa's innovation capital by deploying regulatory sandboxes, capital gains tax exemptions for early-stage investors, and robust legal recognition of digital finance and gig work models.
- **India**, as a Global South giant, offers a complex but instructive model, having rolled out a national Startup India initiative that synchronizes company law, tax exemptions, IP facilitation, and ease-of-exit mechanisms under a single policy umbrella.

In contrast, Egypt's current legal framework remains fragmented across at least five core laws, each designed in isolation, with weak institutional interoperability and minimal responsiveness to the specific needs of startups. Egypt's recently established Ministerial Group for Entrepreneurship, however, is beginning to address these challenges by advancing inter-ministerial coordination, promoting a unified definition of startups, and laying the groundwork for more coherent policies and incentives. This momentum offers a pathway for Egypt to move from a reactive posture to an institutionalized framework that treats entrepreneurship as a national development priority. Moreover, Egypt's tax regime penalizes rather than accommodates risk-bearing capital, and its company law still requires high-friction processes unsuitable for agile startup formation or lean exits.

Through this benchmarking, we aim to unpack how other jurisdictions have:

1. Legally defined and recognized startups as a distinct economic actor;
2. Simplified and digitized incorporation, taxation, and licensing procedures;
3. Structured tax and regulatory incentives for both founders and investors;
4. Enabled foreign capital participation and protected early-stage risk;
5. Created legal pathways for failure, exit, and reinvestment.

The goal is not to transplant foreign models wholesale, but to extract fit-for-purpose legal innovations that Egypt can calibrate to its own economic vision, administrative capacity, and institutional landscape. In doing so, we highlight not only the gaps in Egypt's current system but also the leverage points for legal harmonization and strategic reform. The sections that follow examine each country in turn, and close with a synthesized roadmap of what Egypt can learn, and act upon to build a legally enabling environment for its entrepreneurs.

Comparative Regulatory and Legal Insights: Morocco, Tunisia, Kenya, and India

To derive meaningful lessons for reform, Egypt's regulatory and legal startup environment must be benchmarked against emerging markets that have implemented dynamic and responsive ecosystems. This section analyzes four peer economies, Morocco, Tunisia, Kenya, and India, that have introduced coherent legal frameworks, specialized startup legislation, or institutional innovations tailored to early-stage enterprises. These countries were selected for their relevance: Morocco and Tunisia share geographic, economic, and legal similarities with Egypt; Kenya is a leading African digital innovation hub; and India represents a global best practice for legal infrastructure supporting startups at scale.

The table below provides a structured comparison of key regulatory dimensions: legal definitions and recognition, incorporation pathways, tax and investment incentives, cross-border provisions, and exit/reinvestment mechanisms.

Table 14: Comparative Legal and Regulatory Frameworks for Startups

Dimension	Morocco	Tunisia	Kenya	India
Legal Definition of Startups	Defined under Law 20-19 (2020) with age, revenue, and innovation criteria	Explicitly recognized in Startup Act (2018) with tech/innovation conditions	Recognized under Startup Kenya Initiative; no standalone law	Defined by DPIIT with turnover, age, and innovation filters
Startup-Specific Legal Status	Yes – “Startup Status” granted by Maroc PME	Yes – Accredited startup status with regulatory privileges	No formal legal status but recognized by key agencies (KEPSA, iHub)	Yes – DPIIT certificate enables tax and IP benefits
Special Incorporation Pathway	Simplified procedures for eligible startups	Online portal and reduced capital requirements	Huduma Centers offer rapid registration	SPICe+ platform enables single-window incorporation
Investment & Tax Incentives	Angel investor tax relief; VAT exemptions	Income tax exemption for accredited startups for 8 years	No tax breaks but capital gains on early-stage shares are deferred	3-year tax holiday; capital gains exemption; angel tax relief
Cross-Border Provisions	FX liberalization for startup transactions	Broad access to international remittance channels	E-payments & international gateways enabled via mobile money laws	Full capital account convertibility for startups; FDI up to 100% automatic
Exit & Reinvestment Laws	Facilitated M&A procedures; new bankruptcy code (Law 73-17)	Liquidation and reinvestment enabled by Startup Act	Simplified insolvency regime under 2015 Companies Act	Capital gains deferral on reinvested proceeds; startup-friendly IBC framework

Recommendations for Legal Harmonization and Simplification

Legal Definitions and Startup Recognition:

Egypt lacks a legally codified definition of “startup,” which undermines access to incentives and creates misclassification across laws like 152/2020 (MSME) and 159/1981 (Company Law). However, the Ministerial Group is going to soon announce the unified definition of startup and that this is expected to unlock many benefits for the startups. The report recommends:

1. Amending Company Law to define startups by innovation, age (≤ 10 years), revenue ($\leq$ EGP 20M), and founder ownership ($\geq 50\%$).
2. Embedding a harmonized definition across Laws 152/2020 and 72/2017 (Investment).
3. Establishing a National Startup Certification Committee, modeled on Tunisia’s 4. “Startup Label,” to standardize recognition.
4. Integrating this legal identity across tax, IP, and labor executive regulations.

Inter-Agency Coordination and Platform Interoperability:

Currently, GAFI, MSMEDA, ETA, and the Social Insurance Authority operate in silos. To streamline the regulatory experience and to accelerate the ongoing efforts lead by the Ministerial Group on Entrepreneurship:

1. Create a Unified Startup Registry Portal linking tax, licensing, insurance, and classification services via a single digital entry point.
2. Mandate real-time data exchange and shared definitions across government platforms.
3. Automate incentive flags (e.g., tax relief, insurance deferral) based on unified startup IDs.
4. Pilot this platform in high-growth sectors and regions with active MSMEDA branches.

Tax Simplification and Investment Incentives:

The current tax regime—particularly under Laws 91/2005 (Income Tax) and 67/2016 (VAT)—does not accommodate the risk profile or capital cycles of startups. Recommendations include:

1. Codifying a startup-specific tax regime with income tax holidays (3–5 years), loss carryforwards, and reduced rates on early profits.
2. Capital gains deferral and rollover relief for founders and investors reinvesting in certified startups.
3. Legal recognition of convertible notes and SAFEs, along with pass-through status for VC/angel funds.
4. Operationalizing tax benefits through automatic digital tagging in GAFI and ETA systems.

Streamlined Market Entry and Sectoral Regulation:

Startups face outdated incorporation pathways and rigid labor compliance requirements. The report calls for:

1. A national portal for incorporation, tax registration, MSME classification, and licensing.
2. Temporary “sandbox” or innovation licenses to bypass full sectoral compliance for 12–24 months.
3. Labor reforms to support gig workers, stock-based compensation, and deferred insurance contributions for small teams.
4. Creation of Startup Fast-Track Desks in FRA (FinTech), MoH (HealthTech), MoE (EdTech), and NREA (Cleantech).

Cross-Border Enablement and Exit Infrastructure:

Capital controls, repatriation uncertainty, and weak exit frameworks drive startups to incorporate offshore. To reverse this:

1. Enact clear repatriation and foreign investor protocols, with fast-tracked onboarding and hard currency access.
2. Introduce startup-sensitive M&A and liquidation frameworks, including founder protection and fast-track court processes.
3. Reform capital gains tax treatment to enable reinvestment relief and convertible equity clarity.
4. Renegotiate Double Taxation Agreements (DTAs) to recognize certified startups and digital asset transactions.

Table 15: Legal Reform Recommendations

Thematic Area	Benchmarking Insights	Reform Recommendations
Codified Definitions and Legal Recognition	Tunisia (2018) and India (2016) provide clear, criteria-based startup definitions through legislation or policy. Egypt still relies on fragmented MSME revenue thresholds (Law 152/2020) and traditional company forms (Law 159/1981), which do not fit innovation-driven or digital-first ventures.	Amend Law 159/1981 to legally recognize "startups" as a distinct category with lighter compliance. Reform Law 152/2020 to shift away from rigid revenue-based criteria toward innovation markers (e.g., IP, R&D). Establish a multi-agency recognition committee (GAFI, MSMEDA, Ministry of Communications).
Simplified Incorporation and Licensing	India's SPICe+ system and Tunisia/Morocco's one-stop platforms integrate incorporation, tax, and social security digitally with zero-minimum capital. Egypt requires multiple fragmented applications (GAFI, MSMEDA, ETA, social insurance), creating high costs and inefficiency.	Establish a Startup Egypt Portal that unifies incorporation, VAT, MSMEDA classification, tax ID, and labor/social insurance. Ensure digital interoperability across GAFI, ETA, MSMEDA, and banks. Legalize digital contracts and waive notarization for startups with turnover under EGP 10m.
Targeted Investment and Tax Incentives	Morocco provides VAT and angel tax breaks; Tunisia grants long tax holidays, IP benefits, and employee rights; India enables angel tax relief, capital gains rollover, and ESOP-friendly rules. Egypt's current incentives are fragmented, limited, and poorly integrated across laws.	Create a Startup Investment Code aligning Laws 91/2005, 72/2017, and 152/2020. Key provisions: angel investor deductions, rollover relief, zero CGT on startup exits, ESOP tax deferral, and VC fund pass-through treatment.
Cross-Border Transactions and Exit Infrastructure	Kenya (M-Pesa) and India (FDI) ensure easy capital flows; Tunisia simplifies M&A and startup closures. Egypt has restrictive foreign shareholding, FX repatriation barriers, exit taxes, and limited bankruptcy protections (Law 11/2018 excludes early-stage startups).	Amend Law 11/2018 to include early-stage startups in liquidation/closure procedures. Add safe harbor rules for investor exits, allow offshore re-domiciliation, negotiate bilateral startup recognition treaties, and issue CBE guidelines for faster FX repatriation.



Strategic Ecosystem Analysis

05

This section consolidates evidence into structured analyses. It applies a SWOT framework to identify strengths and weaknesses, conducts gap analysis to highlight missing links in financing, inclusion, and commercialization, and uses benchmarking to assess Egypt's position relative to peers. Together, these tools provide a clear picture of where targeted interventions are most urgent.

05 Strategic Ecosystem Analysis

5.1 National-Level SWOT Analysis

Egypt's entrepreneurial ecosystem is underpinned by several interlocking strengths that together form a resilient foundation for innovation-driven development. These strengths reflect demographic advantages, maturing ecosystem structures, legal progress, and increasing state alignment with startup needs.

Strengths – What Egypt's Startup Ecosystem Does Well

- 1 **Large youth population and high entrepreneurial intent:**
Egypt benefits from a sizable youth demographic with rising entrepreneurial ambition. This demographic potential, if adequately supported, can drive sustained innovation and job creation across emerging sectors .
- 2 **Legal definitions under Law 152 provide policy clarity for MSMEs/startups:**
Law 152 of 2020 offers a foundational framework for defining MSMEs and startups, laying the groundwork for targeted incentives and support programs. Despite implementation challenges, its adoption was a critical step toward formal legal recognition of startups within national development strategies .
- 3 **Expanding startup landscape across multiple innovation verticals:**
Egypt's startup ecosystem is diversifying across fintech, healthtech, agri-innovation, and AI, with new actors entering from various regions. This reflects ecosystem maturation and opportunity diffusion beyond a single sector or geography .
- 4 **Cairo ranks among top MENA and African startup hubs:**
Cairo consistently ranks high among regional startup hubs, boasting the majority of funding, incubators, and enabler networks. This hub effect continues to attract both domestic and foreign investment into the capital's startup economy .
- 5 **Nationwide support infrastructure expanding into underserved governorates:**
Public and donor-led initiatives are increasingly targeting secondary cities and governorates through incubation hubs, innovation spaces, and startup challenges. This geographical expansion helps counterbalance Cairo's dominance and unlocks regional entrepreneurial capacity .
- 6 **Startups increasingly integrated into national innovation programs:**
Startups are becoming key components in national innovation, digital transformation, and sustainability strategies. Government bodies have begun including startup-friendly clauses in procurement and strategic planning, signaling growing institutional buy-in .

- 7 Fintech maturity driving digital inclusion and financial innovation:**
Egypt's fintech sector has advanced significantly, with growing access to digital wallets, payment gateways, and alternative financing models. These platforms enhance financial inclusion for both consumers and small businesses.

Weaknesses – Internal Barriers Holding the Ecosystem Back

- 1 Regulatory fragmentation and no central startup authority:**
The ecosystem is undermined by institutional overlap and regulatory fragmentation, with no single authority empowered to lead national startup strategy. Multiple government bodies operate in silos, resulting in conflicting mandates and a lack of coherent direction .
- 2 Lengthy registration procedures and low awareness of legal benefits:**
Despite legal reforms, startup registration remains complex and slow, especially outside Cairo. Survey data shows that 68% of startups are unaware of their eligibility under Law 152, and nearly half are not registered with MSMEDA .
- 3 Lack of a dedicated Startup Act and legal gaps in early-stage equity:**
Egypt lacks a unified Startup Law to cover early-stage equity, convertible notes, digital identity, and cross-border data flows. This creates legal ambiguity and discourages formalization and venture investment at critical early growth stages .
- 4 Gender and geographic disparities in access to capital and infrastructure:**
Women-led startups receive less than 6% of total VC funding and face systemic bias in due diligence, networks, and collateral access. Regionally, governorates outside Cairo and Alexandria lack access to accelerators, capital, and legal support, further widening the gap .
- 5 Bureaucratic rigidity and limited public-private policy coordination:**
Government agencies often lack agility, creating delays in payments, shifting procedures, and underdeveloped feedback loops with startups. This rigidity hinders the effective integration of startup innovations into public service delivery
- 6 Absence of public data access impedes data-driven innovation:**
There is no centralized startup observatory or public dashboard aggregating funding trends, founder demographics, or policy outcomes. This lack of data transparency impairs evidence-based policymaking and weakens investor confidence .
- 7 Underdeveloped exit pathways and weak IP enforcement fueling brain drain:**
Startups lack reliable pathways to exit via IPO, acquisition, or international scaling. In parallel, weak enforcement of intellectual property rights discourages innovation and leads many high-potential founders to relocate abroad .

Opportunities – High-Potential Areas for Systemic Gains

1 **Cleantech and green economy enable new entrepreneurship and export sectors:**

The energy transition, green infrastructure, and climate-focused financing open avenues for startup innovation and export growth. Egypt's environmental vulnerabilities and climate finance commitments position cleantech as a frontier sector.

2 **AI and DeepTech adoption supported by fast-growing ICT sector:**

Egypt's ICT infrastructure and digital skills base provide a foundation for scaling AI, machine learning, and cloud-based applications. Strategic investments in talent and infrastructure can position the country as a regional DeepTech player.

3 **Trade blocs and SEZs offer regional scale-up platforms:**

Membership in COMESA, AfCFTA, and strategic SEZs provides startups with legal and logistical platforms for regional expansion. Export-oriented incentives and harmonized regulations in these zones can help Egyptian startups scale outward.

4 **Blended finance and co-investment models gaining donor and private traction:**

Blended finance structures—combining public, private, and DFI capital—are being increasingly piloted to support risky or underserved ventures. These models can help crowd-in capital, de-risk innovation, and support inclusive entrepreneurship.

5 **Industrial clustering opens doors for startup-SME collaboration:**

Growing industrial clusters in sectors like textiles, chemicals, and agribusiness offer testbeds for startup-SME partnerships. These collaborations can accelerate tech diffusion, modernize production chains, and open commercial revenue channels.

6 **Egypt's market size enables demand-driven product development:**

Egypt's population size offers significant domestic demand, especially for localized, scalable solutions in education, health, and digital services. Startups can pilot and validate products locally before expanding regionally.

7 **Strategic localization reduces foreign tech dependency:**

Localizing manufacturing, cloud infrastructure, and core platforms can reduce exposure to currency fluctuations and foreign tech restrictions. Egypt's localization drive, if paired with innovation support, can build resilience in key sectors.

Threats – External or Structural Risks to Ecosystem Growth

- 1 **Ongoing macroeconomic volatility and investor uncertainty:**
Egypt's startup ecosystem remains vulnerable to inflation, currency devaluation, and capital controls, which deter investment and raise operational costs. This instability limits risk appetite and weakens pipeline predictability for investors.
- 2 **Frequent policy turnover and fragmented reform implementation:**
While new laws and initiatives are announced frequently, actual implementation is uneven across regions and institutions. Inconsistent enforcement erodes trust and reduces the effectiveness of otherwise promising policies.
- 3 **Systemic outmigration of top technical and founder talent:**
Many top-tier Egyptian founders and tech professionals relocate abroad to access better funding, legal protection, and ecosystem support. This outflow weakens domestic innovation and contributes to a persistent "brain drain" effect.
- 4 **Overdependence on donor-funded, siloed ecosystem initiatives:**
The ecosystem remains heavily reliant on fragmented donor-led initiatives, many of which are time-bound or pilot-stage. This dependence undermines ecosystem continuity, scalability, and sovereign ownership of startup development.
- 5 **Fragile IMF reform trajectory and risk of policy reversal:**
The policy environment is deeply intertwined with Egypt's IMF reform obligations, which are vulnerable to delays or reversal. A fragile macro-policy foundation creates long-term uncertainty for ecosystem builders and investors alike.
- 6 **Rapid population growth may strain urban and resource infrastructure:**
Urban congestion, service delivery challenges, and pressure on infrastructure from rapid population growth could undermine startup operations. These constraints raise costs and complicate last-mile delivery for consumer and logistics startups.
- 7 **Import dependence exposes startups to global supply chain shocks:**
Startups relying on imported inputs, hardware, or cloud services are vulnerable to global disruptions and foreign exchange volatility. Egypt's weak local production base magnifies the impact of these global supply shocks on domestic startups.

SWOT Analysis Egypt's Entrepreneurial System

Strengths

- Large youth population and high entrepreneurial intent.
- Legal definitions under Law 152 provide policy clarity for MSMEs/startups.
- Expanding startup landscape across multiple innovation verticals.
- Cairo ranks among top MENA and African startup hubs.
- Nationwide support infrastructure expanding into underserved governorates.
- Startups increasingly integrated into national innovation programs.
- Fintech maturity driving digital inclusion and financial innovation.

Opportunities

- Cleantech and green economy enable new entrepreneurship and export sectors.
- AI and DeepTech adoption supported by fast-growing ICT sector.
- Trade blocs and SEZs offer regional scale-up platforms.
- Blended finance and co-investment models gaining donor and private traction.
- Industrial clustering opens doors for startup-SME collaboration.
- Egypt's market size enables demand-driven product development.
- Strategic localization reduces foreign tech dependency.

Weaknesses

- Regulatory fragmentation and no central startup authority.
- Lengthy registration procedures and low awareness of legal benefits.
- Lack of a dedicated Startup Act and legal gaps in early-stage equity.
- Gender and geographic disparities in access to capital and infrastructure.
- Bureaucratic rigidity and limited public-private policy coordination.
- Absence of public data access impedes data-driven innovation.
- Underdeveloped exit pathways and weak IP enforcement fueling brain drain.

Threats

- Ongoing macroeconomic volatility and investor uncertainty.
- Frequent policy turnover and fragmented reform implementation.
- Systemic outmigration of top technical and founder talent.
- Overdependence on donor-funded, siloed ecosystem initiatives.
- Fragile IMF reform trajectory and risk of policy reversal.
- Rapid population growth may strain urban and resource infrastructure.
- Import dependence exposes startups to global supply chain shocks.

5.2 Strategic Gap Analysis of Egypt's Startup Ecosystem

Egypt's startup ecosystem has grown in visibility and diversity, but its transformative potential remains constrained by a set of deeply rooted systemic gaps. These challenges span finance, regulation, human capital, inclusion, and institutional capacity, creating bottlenecks that hinder innovation, competitiveness, and long-term sustainability. Addressing them requires not only diagnosing where barriers persist but also identifying actionable pathways for reform. The following themes outline the most pressing structural gaps that cut across the entrepreneurial landscape and propose targeted solutions to unlock Egypt's next phase of growth.

Systemic Gaps in Egypt's Startup Ecosystem:

- 1 Capital Formation and Early-Stage Finance:**
 Egypt lacks pre-seed and early-stage financing infrastructure, particularly outside Cairo. This results in a thin innovation pipeline, with most ventures failing before reaching product-market fit. A national pre-seed fund co-financed by government, DFIs, and private capital, along with decentralized micro-funds and angel tax incentives, is urgently needed to democratize capital access.
- 2 Tax and Labor Frameworks:**
 Current legal structures impose disproportionate compliance burdens on startups, particularly around payroll, freelancer classification, and employee stock options. Egypt must legislate a dedicated Startup Law with tailored fiscal provisions, simplified filings, and ESOP frameworks to support scale and retention in lean teams.
- 3 Gender and Geographic Inclusion:**
 Women-led startups receive less than 5 percent of VC funding, and founders in Upper Egypt or the Canal Zone remain underrepresented in mainstream accelerators. Policy solutions include gender-sensitive funding quotas, regional accelerators, and women-focused seed funds with accessible collateral requirements.
- 4 Research-to-Market Pipeline:**
 Public universities host 40+ TICOs, but their efficiency remains limited, causing valuable IP to migrate abroad. Mandatory TTOs, national IP licensing guidelines, and milestone-based grants for spinouts would bridge this divide.
- Legal Implementation Gaps:**
5 Despite reforms such as Law 152 of 2020, rollout across governorates remains inconsistent, creating geographic inequalities and delays in registration or licensing. National training for officials, startup KPIs for public servants, and local ombuds offices could operationalize legal intent.

- 6 Data Infrastructure:**
The absence of a centralized data system to monitor startup activity, funding, and impact stifles investor visibility and evidence-based policymaking. A national Startup Observatory, with mandatory contributions from ecosystem actors, would fill this vacuum.
- 7 Informality and Exclusion:**
Informal entrepreneurs, migrants, and gig workers face exclusion due to rigid KYC and registration requirements. Allowing alternative identity proofs and government-backed micro-guarantees could onboard this population. Administrative hurdles further exacerbate exclusion, as licensing and permitting procedures remain cumbersome outside Cairo. A digitized licensing portal with performance-based deadlines and automatic approvals would reduce time-to-market and encourage formalization.
- 8 Public Procurement Barriers:**
Legacy eligibility rules lock startups out of public procurement. A startup-specific track with size caps and innovation quotas could unlock non-dilutive revenue and integrate startups into public modernization efforts.
- 9 Scaling and Internationalization:**
Many ventures lack export readiness, legal advisory, and regional networks. A “Go Global Egypt” platform offering legal, financial, and matchmaking support is vital to build globally competitive tech champions.
- 10 Regulatory Sandboxes:**
Beyond fintech, regulatory sandboxes remain absent in key verticals like healthtech, greentech, and edtech. Establishing multi-sector sandbox frameworks under respective ministries would accelerate experimentation and responsiveness.
- 11 Intellectual Property Protection:**
Startups face IP awareness and protection gaps, lacking affordable legal support. A national Startup IP Desk and legal aid vouchers would safeguard brand equity and enhance valuations.
- 12 Talent and TVET Linkages:**
Vocational graduates often do not meet startup hiring needs. Reforming TVET curricula with startup input and incentivizing apprenticeships would help align talent supply with demand.
- 13 Diaspora Engagement:**
Egypt’s diaspora is underutilized due to weak engagement channels. A “Startup Diaspora Bridge” could mobilize mentorship, capital, and co-creation from this talent pool.
- 14 Ecosystem Sustainability:**
Overreliance on donor-funded, project-based models weakens long-term stability. Transitioning successful programs into self-sustaining entities with performance-based funding would ensure continuity.

- 15

Equity Crowdfunding Regulation:
The absence of equity crowdfunding limits grassroots finance and excludes retail investors. FRA-sanctioned platforms would expand capital pathways.
- 16

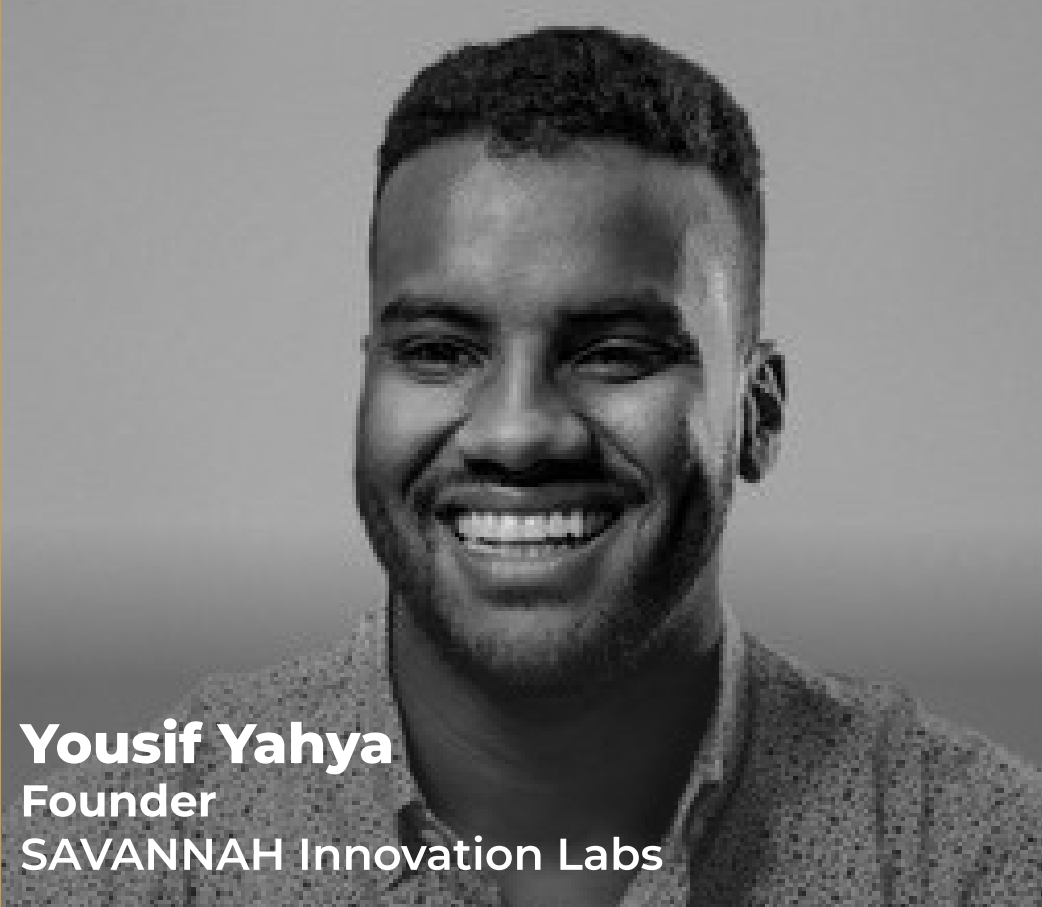
Future of Work:
Outdated labor codes fail to recognize hybrid and remote work, restricting workforce formalization. Tailored amendments, model contracts, and portable benefits schemes would align regulation with modern realities.

Strategic Gaps and Challenges in the Entrepreneurship Ecosystem in Egypt.

The following table outlines a comprehensive list of the strategic challenges facing Egypt's entrepreneurship ecosystem. The visual clusters 15 key barriers, ranging from financing and legal issues to governance and inclusion gaps. These include the absence of pre-seed and early-stage financing infrastructure, fragmented mentorship systems, limited public procurement access, and a lack of commercialization pathways for university-generated intellectual property. The figure also highlights structural constraints such as the overcentralization of capital in Cairo, inadequate integration of diaspora talent, and insufficient linkages between startups and national development strategies. Collectively, these gaps underscore the need for coordinated legal, policy, and institutional reforms to foster a more inclusive and innovation-driven ecosystem nationwide.

Table 17: Strategic Challenges

Strategic Gaps and Challenges in the Entrepreneurship Ecosystem in Egypt.		
Pillar 1	Pillar 2	Pillar 3
Absence of Pre-Seed and Early-Stage Financing Infrastructure	Lack of Startup Protections in Tax and Labor Law	Gender and Regional Disparities in Access to Support
Lack of Commercialization Pathways for University IP	Disconnect Between Legal Reforms and Local Implementation	Weak Incentive Structures for Public Servants Engaging with Startups
Inadequate Data Infrastructure for Ecosystem Monitoring	Limited Public Procurement Access for Startups and SMEs	Poor Integration of Diaspora and Migrant Founders into the Ecosystem
Overcentralization of Capital and Services to Cairo	Absence of Innovation-Friendly Procurement Pilots in Key Sectors	Fragmented Mentorship and Skills Transfer Ecosystem
Insufficient Formal Linkages for Startups in National Strategy (spans all columns)		

A black and white portrait of Yousif Yahya, a man with short dark hair and a beard, smiling. He is wearing a textured sweater. The background is a solid light gray. An orange vertical bar is on the left side of the image.

Yousif Yahya **Founder** **SAVANNAH Innovation Labs**

“Entrepreneurship is not just about individual success but also about creating opportunities for others and building a supportive ecosystem.”

Savannah's journey began amidst adversity, aiming to foster growth and inclusion for Sudanese entrepreneurs. With a clear focus on creating opportunities for Sudanese migrants in Egypt, Savannah Innovation Labs collaborates closely with Entlaq, working to integrate Sudanese entrepreneurs into Egypt's formal economy. Savannah's work highlights resilience, strategic collaboration, and the potential of a unified entrepreneurial vision across borders.

Background and Approach

The influx of over 1.2 million Sudanese refugees into Egypt since April 2023 has posed significant challenges for both communities. Savannah founders recognized a pressing need to address these challenges by providing tailored support to Sudanese entrepreneurs.

This initiative emerged from the shared goal of fostering economic stability and building bridges between Sudanese and Egyptian ecosystems.

Their partnership with Entlaq has been instrumental in facilitating access to resources, market entry, and support mechanisms for Sudanese entrepreneurs. By addressing challenges such as legal hurdles, limited financial inclusion, and capacity-building gaps, Savannah has become a beacon of hope for many Sudanese migrants.

Addressing Ecosystem Challenges

Sudanese entrepreneurs face unique hurdles, including complex visa regulations, limited access to formal financial systems, and unstable residency statuses.

Many Sudanese businesses operate within the SME category, focusing on industries like food services, retail, and beauty salons. However, integration into the broader Egyptian entrepreneurial ecosystem remains a challenge, particularly for tech-focused startups.

Savannah actively works to simplify the business registration process and advocates for policy reforms that cater to the needs of Sudanese entrepreneurs. Their survey, aiming to collect responses from over 10,000 Sudanese entrepreneurs, seeks to identify gaps in access to finance, capacity-building, and policy alignment.

Achievements and Future Directions

Savannah's partnership with Entlaq extends beyond immediate needs, aiming to create long-term strategies for sustainable collaboration between Sudan and Egypt. This includes fostering joint ventures in strategic sectors like renewable energy and agriculture, which hold immense potential for both nations. Savannah envisions a future where Sudanese entrepreneurs are empowered with critical skills, networks, and resources to thrive, both in Egypt and upon returning to Sudan.

Their efforts underscore the importance of fostering inclusive ecosystems that not only address immediate challenges but also lay the groundwork for lasting growth and innovation. By focusing on tailored capacity-building programs, Savannah ensures that each entrepreneur receives the support they need to succeed.

Advice for Future Entrepreneurs

Savannah emphasizes the importance of resilience, adaptability, and strategic foresight for entrepreneurs, particularly those navigating new and challenging environments. Sudanese entrepreneurs in Egypt, faced with unique hurdles such as complex legal frameworks and limited access to formal financial systems, are advised to focus on building a strong foundation to overcome these challenges.

Continuous learning is vital for staying competitive, especially in a dynamic and evolving economy like Egypt's.

Savannah advises entrepreneurs to take advantage of capacity-building programs, workshops, and mentorship opportunities. Developing key skills in business management, digital marketing, and financial literacy can significantly enhance their ability to compete in the local market.

Savannah's advice underscores the belief that entrepreneurship is not just about individual success but also about creating opportunities for others and building a supportive ecosystem. For Sudanese entrepreneurs, this means becoming active contributors to the Egyptian economy while preparing to leverage their skills and experiences for the eventual reconstruction and growth of Sudan.

Savannah's message is clear: with the right support, strategy, and determination, entrepreneurs can turn challenges into opportunities and pave the way for a brighter, more inclusive future.



Strategic Outlook and Policy Recommendations

06

This section looks ahead, outlining priority levers that could shape the ecosystem through 2030. It links policy reforms in regulation, finance, and inclusion with long-term trends in green and digital transitions. The recommendations are presented as steps to align entrepreneurship with broader economic strategy.

06 Strategic Outlook and Policy Recommendations

As Egypt nears a pivotal juncture in its development trajectory, incremental reforms will no longer suffice. The startup ecosystem, while vibrant, imaginative, and expanding, is constrained by structural bottlenecks, macroeconomic volatility, and fragmented governance. To convert entrepreneurship into a durable engine for national growth, a calibrated policy shift is needed. One that redefines the relationship between startups, the state, and society. This section draws from the SDR's full analytical framework to lay out a sequenced, actionable reform roadmap anchored in institutional realism and strategic ambition.

The reform blueprint is structured across short-, medium-, and long-term time horizons. In the short term (0–12 months), the focus is on administrative simplification and immediate capacity expansion. This means establishing a unified digital startup registry, activating public procurement access, and deploying a national pre-seed fund. These reforms directly respond to the delayed registration cycles, capital centralization in Cairo, and limited market pathways that have forced many promising startups to incorporate abroad or stall prematurely.

Medium-term interventions (2025–2027) concentrate on foundational legal and institutional redesign. The call for a dedicated Startup Law reflects the need for legal certainty, formal recognition, and rights codification for startups as a distinct economic class. This is complemented by proposed institutions such as “TTO Egypt,” a national technology transfer authority designed to commercialize dormant IP and bridge Egypt's long-standing university-to-market gap. In tandem, the creation of cross-sectoral regulatory sandboxes would allow for real-world experimentation in HealthTech, EdTech, and AgriTech, providing a legal breathing space for innovation while improving regulatory responsiveness.

Looking toward the long-term horizon (2025–2030), the emphasis shifts to systemic anchoring and forward-facing ecosystem architecture. Legislative reforms such as a National Intellectual Property and Innovation Commercialization Law would institutionalize tech transfer, license faculty-developed IP, and create revenue-sharing frameworks. Simultaneously, the proposal for a sovereign startup investment arm within TSFE reflects the need for domestic capital resilience, ensuring Egypt's innovation economy is not solely dependent on foreign VC cycles. Complementary reforms include embedding entrepreneurship across the national curriculum, launching Startup Impact Bonds for social and green ventures, and establishing a centralized Startup Observatory to transform ecosystem governance from reactive to data-driven.

Crucially, this reform package is guided by three cross-cutting equity imperatives: youth, gender, and regional inclusion. The SDR recognizes that economic resilience cannot be achieved without unlocking the potential of Egypt's demographic dividend. Pre-seed capital tracks targeted at Upper Egypt, procurement fast lanes for women-led ventures, and entrepreneurship curricula that reach beyond Cairo are central to building a more just, competitive, and future-ready Egypt.

Short-Term Reform Priorities

01. Establish a Unified Digital Startup Registry Platform:

Egypt's current startup registration process is riddled with institutional fragmentation, forcing founders to navigate redundant procedures across GAFI, MSMEDA, FRA, ITIDA, and the Commercial Registry. With an average registration time of 18–30 business days, far exceeding global peers like the UAE (4.5 days) and Rwanda (2 days), the system inhibits market entry and disincentivizes formalization. This bottleneck directly undermines startup agility, talent retention, and investor confidence. A centralized digital registry, modeled after the UAE's "Basher" and Rwanda's "Irembo," would consolidate tax, licensing, and investor services into a single interface. Mobile submissions and automated eligibility checks could reduce registration timelines to under a week and increase formalization rates by 40%. This reform, coordinated by the Ministerial Group through MoPEDIC and GAFI, would anchor Egypt's digital competitiveness and de-risk early-stage entrepreneurship.

02. Launch a National Pre-Seed Fund with Regional Micro-Financing Tracks:

Pre-seed and seed-stage startups in Egypt remain acutely underfunded, with only 4% of VC capital reaching this segment, primarily in Cairo. The dominance of the capital (absorbing up to 90% of funding) leaves governorates like Assiut, Mansoura, and Aswan chronically underserved, despite their latent entrepreneurial potential. This hyper-centralization constrains ecosystem diversity and equity. A targeted EGP 500 million pre-seed fund, with 40% earmarked for regional micro-funds, would democratize capital flows and crowd in early-stage investors. Administered through local accelerators and development partners, this fund could back over 500 startups, half outside Cairo, within a year, generating 10,000 formal jobs and jumpstarting inclusive ecosystem growth.

03. Activate a "Startup Fast Track" in Public Procurement:

Egypt's public procurement system, valued at over EGP 120 billion annually, remains structurally inaccessible to startups due to legacy criteria like past performance and financial guarantees. This excludes emerging ventures from government scale opportunities and limits innovation diffusion in public services. Establishing a "Startup Fast Track" across national programs, such as Hayah Karima and Digital Egypt can reserve 5–10% of contracts for [1] eligible startups. Simplified documentation and pilot-based procurement for sectors like edtech, agri-solutions, and logistics would create market entry pathways and improve public sector responsiveness. With over 200 startups projected to access public tenders in the first year, this reform redefines procurement as an engine for innovation.

04. Issue a Ministerial Decree Clarifying Tax Treatment for Freelancers and Gig Workers:

Egypt's growing freelance and gig economy, now encompassing over 19 million workers, remains largely informal due to tax ambiguity and lack of micro-enterprise tools. The absence of clear provisions for digital income, quarterly reporting, or deductible expenses discourages compliance and limits financial inclusion. A targeted ministerial decree under the Income Tax Law No. 91 (2005) can introduce simplified flat tax bands (5–10%) for micro-entrepreneurs, paired with mobile-accessible tax filing platforms. If implemented, this reform could formalize over 100,000 freelancers within a year, broadening the tax base while improving credit access and income stability for Egypt's youth- and women-dominated digital labor force.

05. Launch a National Gender-Inclusive Startup Challenge Fund:

Gender disparities in Egypt's startup funding remain among the widest globally, with women-led ventures securing just 1.3% of VC deals in 2023, well below peers like Kenya and Rwanda. This exclusion reflects systemic failures in pipeline development, due diligence, and fund governance. A national startup challenge fund with a 50% gender allocation mandate would deliver catalytic capital to women-led ventures, especially in edtech, green enterprise, and healthtech. Coupled with mentorship, pitch readiness, and technical assistance, this initiative could directly support at least 50 ventures within a year. Beyond capital deployment, it would position gender inclusion as a national economic strategy—not just a social objective.

Table 18: Short-Term Policy Recommendations (0–12 Months)

Policy intervention	Rationale	Recommendation	Expected Outcome	Lead Actors
1. Unified Digital Startup Registry	Multiple agencies with duplicative systems delay registration and raise compliance costs.	Create a single-window digital registry integrating GAFI, MSMEDA, FRA, and ITIDA, modeled on UAE's "Basher".	Reduce registration time to 5–7 days; increase formalization by 40%.	MCIT, GAFI, ITIDA,
2. National Pre-Seed Fund with Regional Tracks	Only 4% of VC funding goes to pre-seed; 85% of capital is concentrated in Cairo.	Launch EGP 500M public-private fund; 40% allocated to regional micro-funds managed by accredited local accelerators.	Fund 500+ startups; create 10,000+ formal jobs in 12 months.	MSMEDA, CBE,
3. Startup Fast Track in Public Procurement	Startups are excluded from bidding due to rigid requirements and collateral rules.	Reserve 5–10% of Hayah Karima and Digital Egypt contracts for startups; simplify forms and reduce collateral thresholds.	Formal access for 200 startups; tech-enabled public service innovation.	Ministry of Finance, Government Services Authority, ITIDA
4. Freelancer & Gig Tax Clarification	Informal gig workers lack tax clarity, discouraging formalization.	Amend Income Tax Law to establish simplified quarterly e-filing and flat tax bands for digital freelancers and sole proprietors.	Formalize 100,000 freelancers; expand digital tax base.	Ministry of Finance, Egyptian Tax Authority, ITIDA, MCIT
5. Gender-Inclusive Startup Challenge Fund	Women-led startups received only 1.3% of deals in 2023.	Launch a 50%-gender-allocated fund open to all governorates; include technical support and milestone-based disbursement.	Support 50+ women-led ventures; build a pipeline of investable female founders.	National Council for Women, MSMEDA, Ministry of Planning, DFIs

Mid-Term Reform Priorities

01. Enact a Dedicated Startup Law Anchored in International Best Practice:

Egypt's fragmented legal environment lacks a unified framework to define, support, and regulate startups as a distinct economic category. Founders must navigate overlapping regimes across GAFI, MSMEDA, FRA, CBE, and ITIDA, each with differing definitions, incentives, and compliance burdens. This regulatory incoherence deters formalization and undermines investor confidence, particularly for early-stage capital. A dedicated Startup Law, modeled on Tunisia's Startup Act and Senegal's Law No. 2020-01, would institutionalize a clear legal identity for startups, providing access to tax holidays, simplified liquidation, R&D benefits, and innovative funding instruments such as SAFEs and convertible notes. The law could also introduce a "Startup Certificate," fast-track IP protection, and enable digital incorporation tied to annual milestone reviews. If enacted, it could formalize over 15,000 ventures, boost pre-seed investments by up to 60%, and elevate Egypt's startup survival rate to over 35%, transforming the legal environment from a barrier to an enabler of innovation.

02. Establish a National Technology Transfer and Commercialization Authority (TTO Egypt):

Despite strong academic output, Egypt commercializes less than 5% of its university-generated research, due in part to a lack of national coordination on technology transfer and innovation commercialization. Public universities operate without standardized TTOs, IP policies, or support structures to turn ideas into enterprises. A centralized body, TTO Egypt, would serve as the national anchor for commercialization by funding and accrediting university TTOs, training faculty and students in IP management, and providing early-stage grants for proof-of-concept development. Spinout support centers would further bridge academia and industry. By 2027, this strategy could yield at least 100 market-ready technologies, attract private R&D partnerships, and transform dormant IP into economic assets, particularly in high-impact fields like agriculture, pharmaceuticals, and AI.

03. Create a Digital Sandbox for Regulatory Experimentation in High-Growth Sectors:

While Egypt's fintech sandbox has enabled sector growth, regulatory rigidity persists across healthtech, edtech, agritech, and other innovation frontiers. Startups in these domains face outdated or conflicting compliance regimes with no space for controlled experimentation. A cross-ministerial Digital Sandbox Authority would fill this gap by granting temporary regulatory exemptions for startups operating under monitored conditions. Sector-specific sandbox cohorts, for example, smart farming or telemedicine, would allow real-world testing while providing structured feedback loops to regulators. Drawing on global models from Singapore, the UK, and Rwanda, Egypt's sandbox could directly benefit 50+ startups annually and serve as an agile mechanism for policy modernization, legal reform, and risk-informed innovation.

04. Operationalize a National Startup Export Promotion Strategy:

Egyptian startups, especially in SaaS, digital logistics, greentech, and edtech, remain underrepresented in regional and global markets, in part due to limited legal facilitation, trade integration, and diplomatic support. Many relocate operations to startup-friendly jurisdictions like the UAE or KSA to access dollar-based billing and trade missions. Egypt's export potential remains unrealized. A dedicated export strategy would embed startups into national trade policies through targeted grants, "startup export visas," startup attachés at embassies, and legal compliance support for cross-border transactions. By 2027, this initiative could grow startup-led exports from under \$5 million to over \$70 million annually, while stemming founder migration and anchoring IP, jobs, and capital flows within Egypt.

05. Build a Public Sector Startup Interface within Each Governorate:

Startup concentration in Cairo and Alexandria reinforces regional inequality, with founders in Upper Egypt, the Delta, and Sinai facing 30–50% longer registration and support timelines. Governorates often lack institutional capacity to enable entrepreneurship. The creation of "Startup Units" within each governorate would provide one-stop access to registration, advisory, co-working spaces, procurement pilots, and local data mapping. These units would serve as the subnational interface between startups and the state, enabling localized innovation aligned with regional development priorities—such as tourism tech in Luxor or agritech in Minya. With at least 5,000 new regional startups projected by 2027, this initiative would reduce Cairo's ecosystem dominance and support a truly decentralized innovation economy.

Table 19 : Medium-Term Policy Recommendations (2025–2027)

Policy Action	Rationale	Key Recommendations	Expected Outcomes	Lead Actors
Enact a Dedicated Startup Law Anchored in International Best Practice	Regulatory fragmentation deters formalization and investor confidence	Create a unified Startup Law defining eligibility, offering tax holidays, founder visas, SAFE recognition, and IP incentives	Formalization of 15,000+ startups; 40–60% increase in formalization; spike in early-stage investments	Parliament, Ministry of Planning, MSMEDA, Ministry of Finance, NCW, ITIDA
Establish a National Tech Transfer and Commercialization Authority (TTO Egypt)	University-generated IPs remain dormant due to lack of commercialization infrastructure	Launch centralized tech transfer body to fund and support TTOs in universities; create IP incubators	Commercialize 100+ university IPs by 2027; increase IP licensing and innovation spinouts	Ministry of Higher Education, ASRT, MSMEDA, leading universities
Create a Digital Sandbox for Regulatory Experimentation	Non-fintech startups face regulatory bottlenecks in scaling innovation	Institutionalize cross-sector sandboxes in health, education, agriculture for temporary legal waivers and piloting	50 startups per year in sandboxes; reduce regulatory friction; catalyze legal reform	MCIT, MoH, MoE, MoA, ITIDA
Operationalize a National Startup Export Strategy	Startups are underrepresented in formal export channels and trade promotion efforts	Provide export grants, startup visas, trade attachés, and global exposure platforms	Boost startup export revenues to \$50–70M annually; internationalize 300 startups by 2027	Ministry of Trade, GAFI, ITIDA, MFA
Build Public Sector Startup Interfaces in Governorates	Governorate-level entrepreneurs lack access to formal startup services	Establish Startup Units with trained staff, co-located with MSMEDA or investment offices	Decentralize 25–30% of new startups; formalize 5,000 regional startups by 2027	Ministry of Local Development, MSMEDA, governorates, ITIDA

Long-Term Reform Priorities

01. Legislate a National Intellectual Property and Innovation Commercialization Law:

Despite increasing research activity and patent filings, Egypt's innovation ecosystem remains structurally disconnected from commercialization. Fewer than 2% of registered patents are licensed for market use, and most university-held intellectual property lies dormant due to fragmented policies, weak institutional incentives, and the absence of standardized tech transfer frameworks. A national IP and Innovation Commercialization Law would establish a unified system to institutionalize Technology Transfer Offices (TTOs) across all public universities, codify revenue-sharing protocols between inventors and institutions, and enable startup-friendly licensing. It would also embed locally patented innovations into public procurement pipelines and offer tax incentives to firms investing in domestic R&D. Inspired by global benchmarks such as the Bayh-Dole Act (USA) and France's SATT model, the proposed law would unlock Egypt's dormant R&D capital, drive local manufacturing through innovation, and institutionalize academic entrepreneurship as a pillar of economic development.

02. Institutionalize a National Startup Sovereign Wealth Investment Arm:

Egypt's startup funding landscape remains vulnerable to external capital shocks and overly concentrated in sectors like fintech, where over 70% of VC inflows are driven by foreign investors. Local capital remains risk-averse, and strategic sectors, such as cleantech, logistics, biotech, and deeptech, suffer from chronic undercapitalization. Establishing a Startup Investment Arm within the Sovereign Fund of Egypt (TSFE) would provide long-term capital anchoring through blended finance, co-investments with DFIs, and fund-of-funds models supporting local VC firms. Inspired by successful models such as BPIFrance and Singapore's Temasek, this entity would not only de-risk investments in high-impact sectors but also localize value creation, attract institutional capital, and help build a resilient national venture ecosystem by 2030.

03. Embed Entrepreneurship Education Across Egypt's National Curriculum:

While Egypt's youth show high levels of entrepreneurial intent, over 51% express interest in launching a business, entrepreneurship education remains rare. Fewer than 15% of students receive any structured training in business formation, innovation, or digital economy skills. Embedding entrepreneurship education throughout the national curriculum, via experiential learning, startup competitions, mentorship programs, and incubator partnerships, can transform intent into readiness. This reform would help cultivate startup capable graduates across all governorates, reduce the innovation skills gap, and normalize entrepreneurial careers, particularly for youth in underserved regions. By 2030, over 4 million students could be equipped with the entrepreneurial literacy necessary to fuel Egypt's next wave of inclusive growth.

04. Introduce Startup Impact Bonds (SIBs) for Social and Green Enterprises:

Socially impactful and green startups in Egypt face capital scarcity due to long ROI horizons and investor aversion to non-traditional models. Sectors such as water tech, rural health, agri-logistics, and women's economic empowerment are structurally excluded from the VC mainstream. Startup Impact Bonds (SIBs) offer a results-based finance mechanism where public or philanthropic actors repay investors upon achievement of verifiable outcomes. Egypt can pilot SIBs to fund high-impact ventures in education, climate resilience, and employment, thereby catalyzing blended capital, reducing startup risk, and expanding impact finance infrastructure. Drawing from global examples like India's Educate Girls DIB and the UK's Social Finance Ltd, SIBs would help incubate market-ready, mission-aligned startups while embedding accountability and innovation into Egypt's public spending ecosystem.

05. Create a National Startup Observatory and Data Governance Unit:

The absence of centralized, interoperable startup data in Egypt has created a critical blind spot in policy formulation, investment decisions, and ecosystem accountability. CAPMAS does not disaggregate startup data, and entities like GAFI, MSMEDA, and ITIDA operate in silos with incompatible datasets. A National Startup Observatory would serve as the country's central knowledge platform, with legal authority to collect, harmonize, and publish real-time ecosystem data. It would generate policy dashboards, investor reports, regional diagnostics, and gender-disaggregated indicators, empowering government agencies, researchers, and private actors alike. Equipped with AI-based analytics and open-data standards, this observatory would shift Egypt's innovation policymaking from anecdotal to evidence-based, closing critical intelligence gaps and ensuring reforms are driven by measurable insights.

Table 20: Long-Term Policy Recommendations for Egypt's Startup Ecosystem (2025–2030)

Recommendation	Policy Rationale	Expected Outcome	Lead Actors
Legislate a National Intellectual Property and Innovation Commercialization Law	Less than 2% of registered patents are licensed; lack of commercialization infrastructure within universities; fragmented IP policies hinder innovation transfer	300+ commercialized patents by 2030; licensing revenue for universities; increased domestic tech manufacturing and sovereignty	
Institutionalize a National Startup Sovereign Wealth Investment Arm	VC market overly reliant on foreign DFIs; insufficient long-term investment for deep tech and green sectors	Mobilization of \$500M+ in co-investments by 2030; local venture capital resilience; risk diversification in strategic sectors	TSFE, Ministry of Finance, Central Bank, VC firms, IFC, EBRD
Embed Entrepreneurship Education Across National Curriculum	Only 15% of secondary students exposed to entrepreneurship; skills mismatch hinders startup pipeline	4M+ students educated in entrepreneurship by 2030; stronger startup talent pool in non-urban areas	Ministry of Education, Higher Education, ITIDA, Curriculum Council, VCs, incubators
Introduce Startup Impact Bonds for Social and Green Enterprises	Impact-driven startups underfunded; no tools for financing long-ROI ventures in climate, health, education	100+ social/green startups funded; measurable impact outcomes; institutionalization of blended finance models	Ministry of Planning, Ministry of Social Solidarity, UNDP, GIZ, local impact funds
Create a National Startup Observatory and Data Governance Unit	No centralized or disaggregated startup performance data; weak M&E capacity for ecosystem reforms	Transparent, real-time startup data; improved investor confidence; better-informed policy	MSMEDA, GAFI, CAPMAS, data firms, universities

Conclusion to the Pocket Book Guide:

As we conclude the SDR Pocket Guide, we are reminded that Egypt stands at a decisive inflection point, one where innovation must move from promise to policy, and where entrepreneurial ambition must be met with institutional resolve. Throughout this guide, we have offered a distilled journey through Egypt's startup landscape, grounded in data, diagnostics, and an unflinching look at both our opportunities and constraints.

Section II emphasized that Egypt's greatest asset, its youth, can either serve as the engine of innovation or become a structural liability if left unsupported. High engagement in the informal economy and limited access to early-stage capital risk transforming a demographic dividend into a demographic drag. Yet with the right enablers in place, startups remain among Egypt's most agile vehicles for resilience, economic renewal, and inclusive growth, even amid persistent macroeconomic headwinds. This reality echoes the framing set forth in Section I: that entrepreneurship, when strategically backed, is not a peripheral policy area but a national imperative.

Section III mapped Egypt's sectoral strengths and scalability gaps, from fintech and cleantech to agritech, edtech, healthtech, and femtech. These verticals demonstrate both untapped potential and structural fragility, demanding smarter capital pathways, deeper policy alignment, and targeted ecosystem support.

Section IV moved beyond market dynamics to assess the legal and regulatory scaffolding underpinning the startup ecosystem. While progress has been made, particularly through frameworks like Law 152/2020, the analysis underscored that Egypt's current policy architecture remains fragmented, under-enforced at the subnational level, and insufficiently aligned with the complex needs of high-growth ventures.

Section V equipped us with the analytical tools to diagnose root challenges, revealing not only exogenous shocks, such as global investor caution and macroeconomic volatility, but also self-imposed constraints born of bureaucratic inertia, policy fragmentation, and institutional silos. The result is a candid, evidence-based portrait of where Egypt stands today, and where it must go to claim its rightful place as a regional hub for innovation, investment, and inclusive entrepreneurship.

This Pocket Guide is not merely a summary; it is a strategic compass. It reflects months of rigorous research, stakeholder engagement, and policy reflection. It is a call to action for policymakers, investors, ecosystem builders, and founders alike. We urge all stakeholders to treat this guide not as a conclusion, but as a point of departure towards acquiring additional insight in the SDR. The insights it contains must be translated into bold reforms, accountable execution, and collaborative leadership. Egypt's startup ecosystem holds immense promise. Realizing that promise will require nothing less than coordinated national ambition.



Entrepreneurial Initiatives 2025

Entrepreneurial Initiatives 2025

Initiative: EEIC on Wheels



In 2024, the **EEIC** under the **Ministry of Trade and Industry** launched EEIC on Wheels to decentralize entrepreneurship support by delivering mobile innovation hubs to underserved governorates, offering training, mentorship, advisory services, and awareness programs. Targeting youth and early-stage entrepreneurs outside Cairo, the pilot in Ismailia reached over 200 participants and is slated to expand to Delta and Upper Egypt by 2025, signaling a model for inclusive, mobile-based support nationwide. In parallel, in February 2025, Ministry of Planning ,Economic Development and International Cooperation (MPED) initiated the Startup Charter & Facilitation Package, developed through ministerial working groups, to formalize and institutionalize Egypt's startup ecosystem. This initiative aims to provide startups across Egypt —particularly innovation-driven ventures—with clear regulatory principles, governance frameworks, and streamlined support structures through a unified Charter and operational Facilitation Package, embedding startup development firmly within Egypt's national policy framework and promising greater coordination, incentives, and long-term scalability.

Initiative: Ministerial Committee for Entrepreneurship



In October 2024, Egypt established the **Ministerial Committee for Entrepreneurship**, chaired by Dr. Rania Al-Mashat under a Prime Ministerial decree, as a high-level coordination body to unify and amplify government efforts supporting startups. Its objective is to create a more stimulating business environment that fosters sustainable, knowledge-based growth and decent job creation, drawing on international best practices to refine regulatory, financial, and investment frameworks. Targeting Egypt's entire entrepreneurial ecosystem—including startups, investors, support agencies, and enablers nationwide—the committee convened ministers and key institutional leaders to align support services and address systemic challenges such as finance access and regulatory burdens. While outcomes are still emerging, its launch represents a structural leap, signaling the government's commitment to elevate startup support as a strategic national priority, enhance coordination across ministries, and lay the foundation for scalable ecosystem impact.

Entrepreneurial Initiatives 2025

Initiative: Public Communication, Youth, and Gender Inclusion in Line with Egypt's Vision 2030 Seminar



Held under the EU-funded “Supporting Public and Economic Governance in Egypt” project, and organized by **NIGSD** in cooperation with the **OECD**, this national seminar focused on strengthening public communication strategies to advance Egypt's Vision 2030, with an emphasis on inclusivity, transparency, and accountability. Bringing together senior government officials, OECD experts, civil society, academia, youth, and private sector representatives, the seminar highlighted the central role of youth and women as drivers of innovation, participation, and entrepreneurship. Through presentations and open discussions, it reinforced institutional commitments to empower these groups, showcased initiatives like “Be an Ambassador” and “Climate Ambassadors,” and promoted inclusive governance as a pillar of sustainable development. While no quantitative outcomes were reported, the seminar's impact lies in embedding youth and women's empowerment within Egypt's sustainable development framework and fostering stronger, more participatory communication practices.

Initiative: Women's Economic and Social Empowerment Initiatives – Ministry of Planning, Economic Development and International Cooperation



Announced by Dr. Rania Al-Mashat at the She Can Conference on April 12, 2025, this comprehensive package of initiatives aims to strengthen women's role in entrepreneurship and the economy by enhancing financing, training, competitiveness, and market access in line with Egypt's Vision 2030. Programs include She Trades Egypt to expand market access, She Leads to train technical education graduates, the Gender Gap Closure Multiplier with the WEF to boost economic participation, the Hafiz digital platform to connect firms with support and financing, the Equal Opportunities and Women's Empowerment Award, and the Women Lead Program for leadership training. Targeting women entrepreneurs, graduates, women-led startups, and private sector firms, these initiatives have a national scope and are backed by EGP 300 billion in investments (2020–2025), international partnerships, and structural reforms such as a national startup charter and unified startup procedures. The impact includes thousands of women reached through training, awards, and platforms, with Egypt positioned as a regional leader in women's economic empowerment by embedding women as central drivers of innovation, entrepreneurship, and sustainable growth.

Entrepreneurial Initiatives 2025



telecomegypt



Initiative: “She Leads” Program – Empowering Young Women in Technical Education

On April 27, 2025, the closing ceremony of the fourth edition of the She Leads program was held under the auspices of **the National Council for Women** and organized by **the Youth Leaders Foundation** in partnership with **Telecom Egypt, Banque Misr, Apache Corporation, and Madkour Group**, with the goal of empowering young women in technical education by fostering leadership, innovation, and economic opportunity in line with Egypt's development priorities. The program recognized student projects, engaged educators, officials, and private sector partners, and introduced the “Republic Schools Leaders” initiative to promote civic responsibility and youth leadership. Targeting female students in vocational and technical education nationwide, She Leads has enhanced visibility for women innovators, elevated the role of vocational training in economic growth, and launched scalable leadership initiatives, reinforcing its significance as a model for inclusive youth empowerment and education reform.

Initiative: Invest-IT Program for Startup Investment Readiness



Launched on April 16, 2025 by **TIEC** under **ITIDA** in collaboration with **Flat6Labs**, the Invest-IT program is designed to prepare Egyptian ICT startups at the Seed, Pre-Series A, and Series A stages for investment readiness, enabling them to secure funding, scale operations, and drive Egypt's digital transformation. Structured as a public-private partnership, the program combines intensive training, workshops, and mentoring with direct investor networking, targeting founders building scalable solutions in AI, fintech, edtech, e-commerce, healthtech, logistics, insurtech, and smart technologies. Its launch supported 15 startups, including Skoolix, Valify, and Amanleek, by showcasing their products to investors and expanding access to funding networks. With a national reach and high-level institutional backing, Invest-IT strengthens Egypt's digital economy, enhances startup competitiveness, and positions ITIDA as a central enabler of investment readiness, reinforcing Egypt's role as a regional innovation hub.

Entrepreneurial Initiatives 2025

Initiative: Alliance and Development – Ministry of Higher Education and Scientific Research



Launched by **the Ministry of Higher Education and Scientific Research** as part of Egypt's 2024–2026 work program and Vision 2030, The Presidential Alliance and Development initiative aims to harness innovation and research outputs as engines of economic and social development by forming sector-focused alliances that unite universities, government bodies, investors, private companies, and entrepreneurs. Operating nationwide through regional alliances in high-growth sectors, the program targets startups, research centers, corporates, and local communities by fostering collaboration, resource pooling, and commercialization of research. Its impact includes advancing the creation of startups and innovative products, enhancing regional development through localized innovation ecosystems, generating jobs, and promoting equitable resource distribution. By embedding entrepreneurship and partnerships at the core of policy, the initiative establishes a scalable model for inclusive growth and positions research-driven innovation as a central pillar of Egypt's Vision 2030.

Initiative: Fast Track Program – Fekretak Sherketak



Announced in April 2025 by **the Fekretak Sherketak Center**, the Fast Track program was launched to simplify and accelerate startup establishment as part of Egypt's broader efforts to support youth and entrepreneurs with innovative ideas. By providing required licenses through competent authorities housed within the Center, streamlining administrative procedures, and offering direct guidance from a specialized support team, the program targets young entrepreneurs nationwide seeking to quickly launch their ventures. Its impact lies in reducing bureaucratic barriers, easing the process of company formation, and reinforcing Fekretak Sherketak's role in transforming entrepreneurial ideas into successful projects, thereby strengthening government-led initiatives for innovation and accessible entrepreneurship.

Entrepreneurial Initiatives 2025

Initiative: Nile Pioneers Program – United Bank & Central Bank of Egypt



Launched in 2019 by **the Central Bank of Egypt** in cooperation with **Nile University** and **United Bank**, the Nile Pioneers program aims to foster entrepreneurship and innovation by empowering youth, women, and people with disabilities while supporting MSMEs as engines of economic growth. Built around five axes—financial inclusion, startup support, non-financial services, sectoral SME development, and empowerment of underrepresented groups—the program delivers incubation, training, mentoring, and awareness seminars nationwide, with dedicated centers in the Delta and Upper Egypt and 68 service points across governorates. Targeting entrepreneurs, students, MSME owners, and marginalized groups, it supported 1,164 citizens in mid-2024 to March 2025 alone, including 646 in financial inclusion seminars and 500 in entrepreneurship workshops. With thousands reached since launch and partnerships spanning government and private sector actors, Nile Pioneers has become a flagship initiative that strengthens Egypt's entrepreneurial ecosystem, expands financial inclusion, and reinforces the country's global standing—ranked 1st in Africa and 10th globally in entrepreneurship by the 2022 Global Entrepreneurship Monitor.

Initiative: Cairo University – First Entrepreneurship Summit



Launched on February 19, 2025 by **Cairo University** under the patronage of **the Minister of Higher Education and Scientific Research**, the Cairo University Entrepreneurship Summit aimed to promote entrepreneurship among students and graduates, showcase successful models, and link innovation to Egypt's development priorities and labor market needs. The summit featured keynote sessions, recognition of entrepreneurial alumni, the announcement of the 11th incubation cycle in AI ("Start Smart"), and the launch of an integrated Artificial Intelligence Center, while affirming the university's policy of teaching entrepreneurship across faculties. Targeting students, graduates, and faculty researchers—alongside the Greater Cairo Universities Alliance—the event highlighted startups that attracted \$115–150 million in direct investments, honored alumni as role models, and created new incubation opportunities. As the first entrepreneurship summit at an Egyptian university, it positioned Cairo University as a leading hub for innovation and startup growth, embedding entrepreneurship education within higher education and aligning with national initiatives like Alliance and Development.

Entrepreneurial Initiatives 2025

Initiative: MoU between the Permanent Entrepreneurship Unit and the Electronics Research Institute



Signed on August 27, 2024 between **the Permanent Entrepreneurship and Startup Unit at GAFI** and **the Electronics Research Institute (ERI)**, including the Electronics Research and Industry City, this MoU aims to support startups in technology, electronics, ICT, and energy by strengthening collaboration between investment bodies and scientific research institutions. Designed to link entrepreneurs with advanced laboratories, applied research, and investment networks, the initiative provides technical consultations, resource mobilization, and integration with national strategies for higher education and innovation. Targeting startups and SMEs in high-tech sectors, it expands access to ERI's facilities, enhances competitiveness, and fosters research-driven entrepreneurship. Its impact lies in building a favorable ecosystem that transforms innovative ideas into viable projects, reinforcing cooperation between government, academia, and research, and advancing Egypt's digital and energy economy.

Initiative: Start IT Program – 47th Cohort & Launch of Start IT Perks



Launched on August 7, 2025 by **TIEC at ITIDA**, the 47th cohort of the Start IT program strengthens Egypt's innovation ecosystem by supporting early-stage entrepreneurs with IT-based ideas or prototypes, helping them transform into scalable startups while reducing costs and providing advanced digital tools. Through a one-year incubation package offering EGP 480,000 in funding, workspace, training, mentorship, marketing, and expanded AWS credits, alongside the new Start IT Perks platform with subsidized services from private partners, the program directly benefits early-stage startups nationwide. The latest cohort onboarded 8 startups spanning healthtech, fintech, edtech, logistics, crafts, sports, and compliance, supported by AI training, employment linkages, and alumni networking. Its impact includes expanded financial and technical support, improved access to talent and digital infrastructure, and stronger community integration, reaffirming Start IT as a flagship national incubator and positioning ITIDA as a key enabler of Egypt's entrepreneurship-driven economic growth.

Entrepreneurial Initiatives 2025

Initiative: EGP 5 Billion Economic Support for MSMEs – Ministry of Finance & MSMEDA



Announced on July 13, 2025 by **the Ministry of Finance** in cooperation with **MSMEDA**, this initiative delivers Egypt's largest financial package to date—EGP 5 billion—to empower MSMEs, entrepreneurs, and startups while ensuring MSMEDA's financial sustainability. Implemented through a cooperation protocol starting July 1, it offers low-cost loans tailored for young entrepreneurs, MSMEs in industry, production, and exports, beneficiaries of the simplified tax system, and needy families seeking income-generating opportunities. With nationwide coverage, the program integrates fiscal incentives into MSMEDA's lending schemes, expanding concessional financing and reinforcing the agency's role in driving SME growth. Its impact lies in lowering financing barriers, scaling entrepreneurial activity, and embedding entrepreneurship into Egypt's fiscal framework, marking a strategic step in strengthening the private sector's contribution to economic growth and structural transformation.

Initiative: NilePreneurs - Nile University and Central Bank of Egypt (CBE)



Launched in 2019 through a five-year strategic partnership between the Central Bank of Egypt, the banking sector, and Nile University, the NilePreneurs initiative was created to foster innovation and entrepreneurship by linking industry, academia, and finance, enabling startups and SMEs to scale and contribute to Egypt's economy. Its programs include a Venture Business Accelerator, university–industry collaboration, and the NP Academy—a six-month, fully funded accelerator sponsored by HSBC—alongside BDS hubs, prototyping facilities, and networking events. Targeting revenue-generating Egyptian startups across sectors such as fintech, medtech, agritech, and sustainable industries, NilePreneurs provides mentoring, strategy development, and technical support nationwide. Startups report improved growth, access to finance, and stronger networks, with testimonials highlighting loans facilitated, jobs created, and measurable economic contributions. By integrating skills development, investor linkages, and sector-based acceleration, NilePreneurs has become a flagship national platform advancing Egypt's entrepreneurial ecosystem and driving innovation-led growth.

Entrepreneurial Initiatives 2025

Initiative: MSMEDA X World Bank X Italian Agency for Development Cooperation (AICS) Funds of Funds (FoFs) Investment Programme



THE WORLD BANK



Launched in February 2025 by **MSMEDA** in collaboration with the **World Bank** and **AICS**, Egypt's first Fund of Funds (FoFs) program was created to strengthen the venture capital ecosystem by channeling US \$35 million across 11 VC funds with an additional US \$14 million reserved for future investments. Designed to reduce risk and diversify capital deployment, the initiative targets startups across diverse, innovation-driven sectors nationwide, with a strong gender-inclusive approach evidenced by 30,000 jobs created to date—34% filled by women. Alongside financing, it includes capacity-building workshops for fund managers and investors, reinforcing market practices such as team selection and exit strategies. Its impact lies in job creation, inclusive growth, and a structural shift in Egypt's financing landscape, positioning MSMEDA as a strategic enabler of startup growth and boosting investor confidence through international partnerships that advance ecosystem maturity.

Initiative: Fintekrs Pre-Acceleration Program



This initiative, launched on Nov 2022 - Present, which took place over 3 Rounds in 3 Egyptian regions, was designed to support high potential entrepreneurs and startups who provide FinTech and FinTech-enabled solutions from different governorates across Egypt aiming to speed up their growth, enable them to accelerate their development through empowering them with the needed resources and tools in the different phases of their business and to become ready for possible investments.

Initiative: Logivators Acceleration Program



Logivators is an acceleration program organized by Startup Factory, designed to empower the growth of logistics and transportation startups. The program is supported by USAID and DAI, held under the patronage of Egytrans, and sponsored by Transmar.

Entrepreneurial Initiatives 2025

Initiative: AI Tools Guide



Launched in December 2024, the AI Tools Guide is a comprehensive resource designed to equip founders and startups with the essential AI tools they need to boost productivity and streamline operations. Covering a wide range of applications, from automation and data analysis to marketing and customer engagement, this guide empowers entrepreneurs to harness the power of AI and drive their businesses forward with efficiency and innovation.

Initiative: Company program (Schools and Universities): October 2024 - April 2024



The **JA Company Program**, Junior Achievement's flagship entrepreneurship learning experience, was delivered in partnership with **El Shaya Group** and **Boeing** to equip high school and university students with practical entrepreneurship skills. Enriched with Skills Enhancement Sessions and Signature Awards, the program engages participants in hands-on learning with business mentors to launch companies that create innovative products and services, shaping the entrepreneurial mindset of the next generation within JA Worldwide. In 2024, it involved around 1,000 university students from 50 universities and 250 school students from 25 schools. The program culminates in a local competition, where filtered startups pitch their ideas before advancing to national and regional rounds at the Youth Entrepreneurship Celebration, judged by business leaders and organized annually by INJAZ El-Arab in a rotating Arab country.

Entrepreneurial Initiatives 2025

Initiative: 7erfety (Partnership with DOW Chemicals)



Launched between November and March 2024, 7erfety is an initiative dedicated to empowering women artisans to transform their handcraft skills into profitable businesses, guiding them through an intensive personal and professional journey. Its third edition in 2024 targets 50 women aged 21–50, offering a structured program that begins with the Original 7erfety track, where participants undergo entrepreneurship, technical, and pitching phases before competing for financial prizes and advancing to an incubation stage to effectively utilize seed funding. Complementing this are two exclusive components: 7erfety Pro, a one-month training designed to support alumni by addressing their evolving business needs, and the 7erfety Fair, an on-ground platform that enables both current participants and alumni to showcase and sell their products while building networks. Together, these elements not only strengthen women's entrepreneurial capabilities but also create sustainable pathways for long-term business growth and success.

Initiative: Innovation camp - Wellbeing and Social entrepreneurship (In Partnership with El Shaya)



Launched between October 2024 and July 2025, the "I- Camp " program is a one-day program designed to help 1100 participants understand the concept of wellness, the dimensions of health and wellbeing, and to explore the connection between social entrepreneurship and wellness. Participants are vocational students from technical institutes. The program ends with a challenge to design businesses that combine the two concepts. Each team pitches their ideas and winners are announced at the end of the day.

Entrepreneurial Initiatives 2025

Initiative: Tech HerUp Round 2



Launched in December 2024, Tech Her Up is the first women-in-tech program in Egypt, fully funded by the **USAID** Business Egypt Program. This initiative is designed to empower women to thrive in the tech industry through a hybrid model that combines interactive online learning and offline meetups with industry experts and partners, fostering a vibrant tech community. Over a transformative six-month journey, Tech Her Up is dedicated to qualifying and hiring 1,000 women in five rapidly growing tech fields: E-commerce, Product Management, Data Analysis, Data Science, and UI/UX Design. Tech Her Up increases women's participation in the tech field as it welcomes participants from all backgrounds, including those with no prior tech experience, ensuring that we create new segments in the market to enter the workforce and make their mark in the tech world.

Initiative: Freelance Mama Round 3-Luxor Edition



Fully funded by **Foundever** and launched in December 2024, the Freelance Mama Program is a transformative 3-month initiative aimed at empowering mothers who are either entering the workforce for the first time or returning after a long break at home. This program is designed to create a new segment in the market, enhancing women's economic participation through flexible freelancing opportunities. With three rounds and a total of 100 participants, this program guides women through a journey of self-discovery, helping them identify career paths that align with their skills, passions, and goals. By offering tailored support and hands-on training, Freelance Mama equips participants with the tools and confidence they need to succeed in the modern job market. Participants can explore one of three high-demand career tracks: Graphic Design, Content Creation & Reels Editing, Social Media Management & Virtual Assistance. In a significant development, Carerha has launched the Upper Egypt Edition of the Freelance Mama Program in Luxor this month, engaging 40 participants in this round. This initiative not only impacts individual lives but also promotes economic empowerment and community development, paving the way for a more inclusive workforce.

Entrepreneurial Initiatives 2025

Initiative: Akaltik Business Round 4



Nestlé, Carerha, and Monappetit have joined forces in May 2025 to bring aspiring food entrepreneurs the Aklatik Business Program—a game-changing offline program designed to scale women-led food businesses digitally. This comprehensive training 2 month program combines theoretical learning, practical workshops, and hands-on training with experienced chefs, covering all aspects of the food industry, including business planning, marketing, product development, and financial management. This comprehensive training program spans four rounds each year, each accommodating a total of 100 participants, Carerha successfully graduated 30 women during this round, equipping them with the skills and knowledge needed to thrive in the food sector.

Initiative: ElevateLab (Powered by Enactus Egypt, Exits MENA, and MINT by EGBANK, under the auspices of the Ministry of Youth & Sports of Egypt)



Launched with the support of **the Ministry of Youth & Sports** in 2025, ElevateLab is a national initiative designed to empower young Egyptian entrepreneurs by equipping them with the resources, mentorship, and exposure needed to transform ideas into investment-ready startups. The program received over 500 applications, out of which 20 high-potential businesses were selected for an intensive Bootcamp. From this cohort, 10 finalists will advance to pitch live at the final Demo Day, presenting their ventures to investors, corporates, and policy stakeholders. By convening key actors from government, the private sector, and the entrepreneurial ecosystem, ElevateLab fosters a collaborative platform to nurture scalable ventures and unlock growth pathways for Egypt's rising founders. Supported by **Enactus Egypt, Exits MENA, and MINT by EGBANK**, and now operating under official ministerial auspices, the initiative not only strengthens the pipeline of youth-led startups but also reinforces the pivotal role of public-private partnerships in driving innovation and sustainable economic development in Egypt.

Entrepreneurial Initiatives 2025

Initiative: Mastercard Foundation EdTech Fellowship (Implemented in Egypt by EdVentures, Nahdet Misr Group)



Launched in 2024, the Mastercard Foundation EdTech Fellowship in Egypt is a three-year program supporting 36 start-ups through intensive acceleration, mentorship, and funding of up to USD \$60,000 per venture. Implemented by **EdVentures**, the initiative's first cohort was selected from over 200 applicants and includes 12 innovative start-ups offering solutions in STEM education, coding, career development, accessibility, and inclusive social services. With tailored training, industry workshops, and one year of post-program support, the Fellowship empowers Egypt's EdTech entrepreneurs to scale impactful ventures, aligning with Vision 2030 goals of digital innovation, inclusivity, and youth empowerment.

Initiative: EDVS Program (in partnership with the Challenge Fund for Youth Employment – CFYE)



Launched to transform Egypt's EdTech sector, the EDVS Program, implemented in partnership with **CFYE**, focuses on digital innovation, inclusivity, and youth empowerment, with the aim of driving sustainable growth and job creation. Targeting EdTech companies incorporated in Egypt and operating for at least two years, the program supports ventures that offer market-ready, scalable solutions and are actively expanding within the sector. With a strong emphasis on gender diversity in hiring and balanced workforce development, the initiative aligns with national and international strategies to enhance education and create equitable employment opportunities.

Entrepreneurial Initiatives 2025

Initiative: Futuremakers Women in Tech Egypt (Launched by AUC Venture Lab in partnership with Standard Chartered Foundation and Village Capital)



Launched in May 2025, Futuremakers Women in Tech Egypt is a three-month accelerator program dedicated to empowering early-stage, women-led startups across diverse sectors such as healthcare, education, climate, agriculture, and mobility. Led by **AUC Venture Lab**, in partnership with **Standard Chartered Foundation** and **Village Capital**, the program provides tailored mentorship, expert-led workshops, and exposure to investors and ecosystem partners, while fostering long-term networks of support. Culminating in a Demo Day where three standout teams receive up to USD \$10,000 in equity-free funding, the initiative equips women founders not only with financial resources but also with clarity, confidence, and connections that endure beyond the program. By placing women entrepreneurs at the center, Futuremakers reflects a commitment to inclusive innovation and demonstrates how investing in women directly contributes to Egypt's broader economic and social transformation.

Initiative: Investment Readiness Program (Launched by Changelabs in partnership with Raya FutureTECH and GIZ, under the develoPPP framework of BMZ)



Launched in 2025, the Investment Readiness Program is a joint initiative by **Changelabs**, **Raya FutureTECH**, and **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**, under the develoPPP framework commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). The program combines Raya's corporate innovation expertise with Changelabs' experience in scaling startups across Egypt and MENA, creating new pathways for Egypt's next generation of tech innovators to access mentorship, funding opportunities, and a powerful network of industry experts and investors. By strengthening the pipeline of investment-ready ventures, the initiative aims to accelerate entrepreneurial growth and foster a more competitive, innovation-driven economy in Egypt.

Entrepreneurial Initiatives 2025

Initiative: InsurGrow CoverEdge (Led by Changelabs in partnership with GIZ Egypt, RMC, FinProbit Solutions, and the Insurance Federation of Egypt)



Launched to transform the insurance landscape in Egypt, the InsurGrow CoverEdge program is building stronger bridges between insurers and SMEs to foster inclusive, client-centric insurance solutions. In 2025, the program marked a major milestone by signing MOUs with four key industry players, Misr Insurance, Orient Takaful Insurance Egypt (part of Al-Futtaim Group), Sarwa Insurance, and Amanleek, paving the way for greater collaboration and innovation in the sector. Implemented in partnership with GIZ Egypt, RMC, FinProbit Solutions, and the Insurance Federation of Egypt, InsurGrow CoverEdge is positioning itself at the forefront of insurtech and insurance innovation, empowering providers to develop solutions that address the evolving needs of businesses and consumers while shaping a more inclusive and resilient future for Egypt's insurance ecosystem.

Initiative: InsurGrow جاهز وآمن (Implemented by Changelabs in partnership with GIZ Egypt, the Insurance Federation of Egypt, RMC, and FinProbit Solutions)



Launched in 2025, InsurGrow جاهز وآمن is an initiative designed to enhance risk management and workplace safety standards across Egypt's insurance sector. Implemented by Changelabs in partnership with GIZ Egypt, the Insurance Federation of Egypt, RMC – Risk Management Consultants, and FinProbit Solutions, the program equips risk engineers, underwriters, and clients with the knowledge and tools needed to strengthen workplace safety practices and reduce operational vulnerabilities. By fostering safer work environments and advancing professional risk management capabilities, the initiative contributes to building a more resilient and inclusive insurance ecosystem that better serves the needs of businesses and communities in Egypt.

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