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Issue 2 Volume1/November-December 2018

B ENTREPRENEUR

INSPIRING STARTUPS AND ENTREPRENEURSHIP IN BAHRAIN

SHAIKHA HIND BINT SALMAN AL KHALIFA

Arab Women of the
Year Awardee

+ INSIDE
STARTUPS
FINANCE
INVESTMENTS
INDUSTRY EVENTS
INSPIRATION
ENTREPRENEURS
TECHNOLOGY
SOCIAL MEDIA

INTERVIEWS

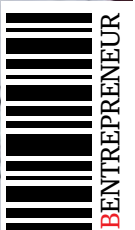
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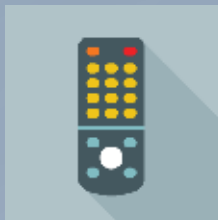


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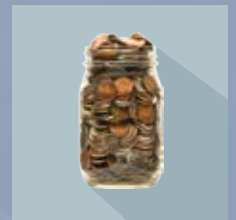
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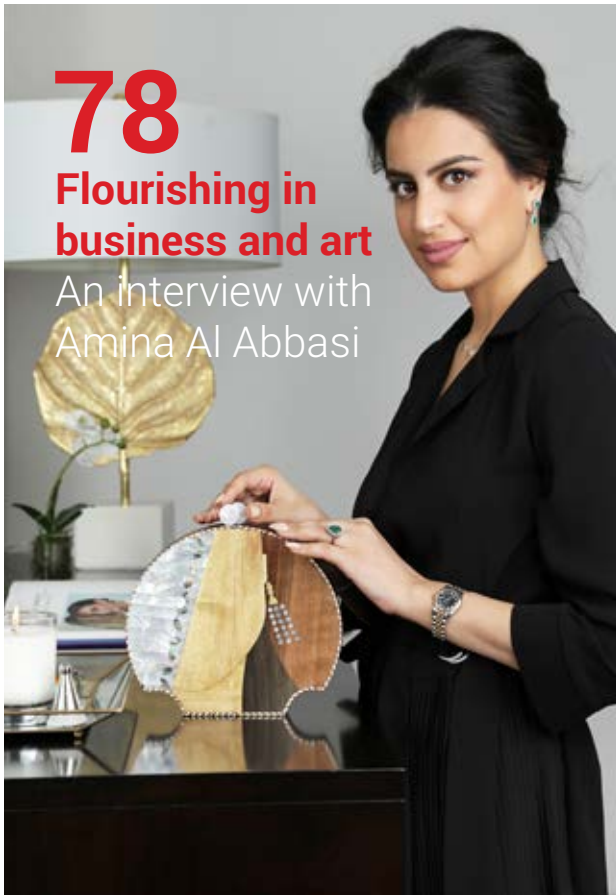
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BEntrepreneur Magazine
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Inspiring Startups and Entrepreneurship in Bahrain **B** ENTREPRENEUR

BEntrepreneur is a brand-new bi-monthly publication created by Albayan Media Group for the purpose of propagating information about business and entrepreneurship. Operating in Bahrain, with License no. ISSN 9827-2535, BEntrepreneur Bahrain is distributed widely throughout the country, in foreign embassies and also in trade expos, business shows, and other business related events.

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RegFact

Redefining Regulation

JOIN THE INAUGURAL EVENT ON REGULATION TECHNOLOGY!

25 Feb, 08:00 am - 16:00 pm

The Diplomat Radisson Blu Hotel Manama, Kingdom of Bahrain

We are delighted to be hosting RegFact, Bahrain FinTech Bay's second conference on February 25th, 2019. RegTech, which is the intersection of regulations and technology is not only standardizing regulation but also increasing transparency, consistency and lowering cost. It is transforming not only financial services but industries overall globally. With RegFact, we aim to make sense of this transformation and what it means to you. RegFact is a regulatory technology platform comprising of local and global regulators, policy makers and policy advocates. The platform aims to find solutions and promote the best innovative RegTech practices in a collaborative, open and transparent manner. RegFact 2019 will be a day of inspiring talks and networking with key players in the policy and RegTech community. We look forward to seeing you there.

- Khalid Saad, CEO Bahrain FinTech Bay

Keynote speeches, fireside chats, interactive workshops and networking opportunities with prominent players in the RegTech industry.

RegFact Conference 2019, held under the patronage of the Central Bank of Bahrain, is a platform that aims to provide knowledge exchange, foster synergies among market players to find solutions, and implement & promote best innovative RegTech practices in a collaborative, open and transparent manner.

Under the Patronage of the
Central Bank of Bahrain

**Bahrain
FinTech
Bay**

**FinTech
Consortium**


@RegFact

#RegFact

#RegFactConference



Enabling, empowering and encouraging women entrepreneurs in Bahrain

Bahrain has built a business-friendly environment that supports women who have chosen to embark on the entrepreneurial path.

BEntrepreneur's second issue is dedicated to this growing role of women as change-makers in Bahrain's economy, coinciding with the celebration of Bahraini Women's Day on the month of December.

Throughout its history, Bahrain has always been business-friendly, and both Bahrainis and expats have found Bahrain as a nourishing ground for business and a gateway to penetrate markets in neighboring countries.

Against this business conducive environment, women in Bahrain started to empower themselves and compete on equal footing with men and building businesses at an astonishing rate-- with the younger generation leading the way. Women are steadily overcoming obstacles in traditional or male-dominated roles, and at the same time commanding respect for their deeply held values. What's more, instead of acknowledging differences, Bahraini society instead chose to focus on collaboration towards achieving the success men and women deserve together.

Endless success stories of women in business continue to inspire other young women to take on new challenges. The unique advantage which they have brought to the table is bringing a new paradigm of entrepreneurship to the marketplace— doing business in the spirit of collaboration rather than competition, such as in the case of Perfectly Pressed Juice which is a partnership between Saniya Abdulaal and Hussain Khadem; industry and persistence, as embodied by the success of My Bakery by Ahlam Janahi; creative culinary in Diet Delight by Hala Mohammed Al Khaldi; and the steady vision of Shaikha Hind Bint Salman Al Khalifa, Arab Women of the Year awardee, to enable, empower and encourage women entrepreneurs not only in Bahrain but throughout the region.

There is no better time than now for women in Bahrain to celebrate their accomplishments. At pace with the phenomenal rise of the new Bahraini business woman is the emergence of new industries in global technology, media and telecommunications. Women keep progressing into new territories and are starting to seize opportunities in new tech industries like cloud platforms and Artificial Intelligence (AI), tools which are helping companies accelerate innovation, speed and digital competitiveness to transform their business models and operations.

Bahrain has generously given women the opportunity to bring their gifts to the world. Newcomers in the business industry in Bahrain are mostly females especially in sectors like food, health and fitness, beauty and spa centers, flower shops, retail, design and fashion.

There's more to celebrate. Women in business continue as change-makers in traditionally male-dominated sectors like project management, broadcasting, publishing, properties, public service, banking and trade, whether in the public or private sectors.

As a common ground, these women have generously shared their special gifts of industry, commitment and creativity for others to follow. BEntrepreneur acknowledges this growing force of women in business who continue to change archetypes of the industry, and serve as catalysts for change in entrepreneurship in Bahrain.

a. hamid alasfoor
Editor-in-Chief
BEntrepreneur Magazine

BENTREPRENEUR



B

**ambitious
confident
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brave
successful
enterprising**

Happenings



When: 17th to 19th January, 2019
Where: Bahrain Schools & Childcare Expo

Bahrain Schools & Childcare Expo is a one-stop-shop event held on an annual basis that draws together private schools, preschools, nurseries, kindergartens, and educational institutions from all over Bahrain on an annual basis to present their education system, curriculum, facilities, costs and advantages.

For more information:
Bahrain Schools Expo
[schoolsandchildcare.com /Bahrain/](http://schoolsandchildcare.com/Bahrain/)



When: 23rd to 31st January, 2019
Where: Bahrain International Exhibition Center

Now in its 30th edition, the Autumn Fair is Bahrain's largest and most popular consumer products show. Discover and explore the huge variety of products on sale during this nine day extravaganza. This well-established retail fair showcases a wide array of merchandise from across the globe, ranging from specialty foods to textiles, and furnishings to electrical goods.

For more information:
Autumn Fair
www.theautumnfair.com
Tel: +973 1755 0033



When: 11th February 2019
Where: Art Rotana Hotel & Resort, Amwaj Islands

The first ever conference to be held in the Gulf by the International Association of Business Communicators, the world's largest network of communication professionals, this two-day event will provide the region's communicators with the insights, know-how and tools they need to help their organizations achieve strategic transformation through communications, be it external or internal.

For more information:
Emena Comm
www.emenacomm.com



When: 11th to 13th February, 2019
Where: Bahrain Intl. Exhibition & Convention Centre Bahrain

Quick Media Solutions Co. W.L.L. proudly introduces the "International Brands & Franchise Expo", the one-stop expo for all brands in brand-boosting, franchising, licensing and amazing investment opportunities. The expo will have on board the biggest and largest brand marketers in the Middle East showcasing brands from all major sectors seeking B2B and B2G opportunities.

For more information:
www.ibfex.com

Join Steve Wozniak at the GCC Financial Forum

26-27 February 2019
Manama, Bahrain

euromoney conferences EEDB BAHRAIN BUSINESS friendly BAHRAIN

When: 26th to 27th February 2019

Steve Wozniak, co-founder of Apple, has been announced as the keynote speaker of the eighth annual GCC Financial Forum.

The Forum, co-hosted by Euromoney and the Bahrain Economic Development Board, will focus on the 'reinvention of financial services' and presents an opportunity for over 800 global participants to meet, network, and share their thoughts on how the financial services sector is being reinvented.

For more information:
www.euromoneyconferences.com

When: 20th to 24th February, 2019
Where: Bahrain Intl. Exhibition & Convention Centre Bahrain

Bahrain International Garden Show is a platform for experts and enthusiasts to further develop their expertise and knowledge with the latest practices in the industry. It is also an occasion for potential investors to seek profitable agricultural investment opportunities.

For more information:
<https://big.com.bh/>



When: 26th to 28th February 2019
Where: Gulf Convention Centre, Bahrain

MEET ICT Bahrain's main objective is to make the technical and professional experts related to the IT security industry aware of the latest trends and techniques which will help in the recent as well as future developments of the IT security industry. Future market prospective associated with the IT sector will also be highlighted in this event and will also be the point of focus of the IT security professionals of this show.

For more information:
www.meetict.com

When: 26th to 28th February 2019

BITEX, a technology exhibition held alongside the MEET ICT Conference will bring all ICT companies under one roof to display the latest trends in their field. It also aims to bring together the ICT community for business building as well as researching for more powerful solutions in the sector.

For more information:
www.bitex.bh



INDUSTRY NEWS

BAHRAIN RANKED AS 'THIRD BEST ISLAMIC ECONOMY'

Bahrain was ranked the third best in the world when it comes to being an 'Islamic economy', and also ranked highly in the areas of halal travel, halal media, and recreation, according to a study by the Global Islamic Economy Report 2018/19 developed by Thomson Reuters in collaboration with Dinar Standard and supported by the Dubai Capital of Islamic Economy.

The report provides a list of the top 15 economies, as well as a comprehensive view of Islamic economies around the world and how it caters to halal and Islamic markets. In the ranking, Malaysia was ranked first followed by UAE at second place. The Islamic economy's steady growth continues while the 1.8 billion Muslims around the world spent nearly \$2.1 trillion in 2017.

THE CENTRAL BANK OF BAHRAIN PARTICIPATES IN THE FUTURE INVESTMENT INITIATIVE



The Governor of the Central Bank of Bahrain (CBB), HE Mr. Rasheed Mohammed Al Maraj, participated in the 2018 Future Investment Initiative (FII) forum, as part of a delegation led by His Royal Highness Prince Salman bin Hamad Al Khalifa, Crown Prince, Deputy Supreme Commander, and First Deputy Prime Minister of the Kingdom of Bahrain.

FII was held under the patronage of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud and the Chairmanship of HRH Prince Mohammed bin Salman bin Abdulaziz Al-Saud, Crown Prince, Chairman of the Council for Economic and Development Affairs and Chairman of the Public Investment Fund (PIF).

CBB's participation at FII reflects the constructive role it plays in the stability and development of the region. The forum includes workshops and seminars on developments and investment opportunities in Saudi Arabia and the trends that will impact on the future of the region's economy brought about by these investment opportunities.

\$1.1 BILLION INVESTMENT FROM THE SOFTBANK VISION FUND

View, the leader in dynamic glass also known as intelligent windows, today announced a \$1.1 billion investment from the SoftBank Vision Fund, in parallel to its rapid growth and popularity as a provider of solutions for harnessing work environments towards employee health and productivity.

The investment will further enable View to create more intelligent, more connected and more personalized human environments that are healthier and smarter with features such as unobstructed views, energy efficient, optimum natural light, low heat and glare surroundings. By reinventing building spaces, View not only secures the well being of occupants but it greatly contributes to increased employee health productivity and innovation.

SAXO BANK EXPLORES DIVERSE SOLUTIONS TO SECURE ONGOING REGIONAL GROWTH

Bahrain and the GCC are pushing to create steady tailwinds, and are in fact making good progress in diversifying and creating new revenues away from oil-based economies.

Despite global economic turbulence such as rising US interest rates, higher cost of capital, increased political uncertainty and anti-globalisation sentiment that are slowing the US and global economy, and which are making an impact on the GCC, there are some good economic signals coming out of the region: the introduction of VAT and increasing potential tax revenue, the unabated growth of SMEs which are reducing dependency on state-owned enterprises, and Saxo Bank's participation at the Forum which follows the recent introduction of a new aggressive pricing structure in the MENA region where new clients can save up to 50 percent on key products, compared to competitors, as well as benefitting from Saxo's unique multi-asset trading range and service. Saxo concluded the presentation at the Forum with a growth forecast of slightly above the 1.9/2.0 percent in the region in 2018, with a significant downside risk of around 2.25 percent.



INVESTCORP BUILDS PORTFOLIO OF EUROPEAN REAL ESTATE ASSETS

Investcorp, a leading global provider and manager of alternative investment products announced the acquisition of five industrial units in Scotland for £11.5 million. The 200,000 sq. ft. portfolio which is strategically located next to Scotland's busiest key road networks is home to a diverse range of tenants across the life sciences, logistics, telecoms and packaging sectors. The investment is the latest in a series of acquisitions that Investcorp has undertaken across the UK and Germany as part of its broader pan-European real estate strategy to acquire well-located, income-generating industrial and logistics assets based in the UK

which is now valued at more than £250 million. Made in partnership with Citivale, a UK-based asset manager, the investment is well positioned to benefit from the UK's thriving industrial market and strong supply and demand dynamics.

FII PROVIDES UNIQUE PLATFORM TO PROMOTE BAHRAIN REAL ESTATE OPPORTUNITIES TO INTERNATIONAL INVESTORS: RERA


During the Future Investment Initiative (FII) in Riyadh, Shaikh Mohammed bin Khalifa Al

Khalifa, CEO of the Real Estate Regulatory Authority (RERA) stressed the vital role played by FII in providing RERA with the ideal platform to promote Bahrain as the premier destination for real estate investment.

FII also provided further opportunities for collaboration and highlighting to GCC partners and international investors the key role which the real estate sector plays in the expansion of the non-oil sector in the Kingdom of Bahrain in parallel with Economic Vision 2030.

The event also emphasized the importance of strengthening Bahrain's relations with Saudi Arabia and other GCC countries, towards identifying and maximizing opportunities, to work closely together in achieving our closely aligned goals of driving growth in the region.



A portrait of Shaikha Hind Bint Salman Al Khalifa, a woman with shoulder-length brown hair, wearing a dark green button-down shirt and a red necklace. She is smiling slightly and looking towards the camera. The background is dark and textured.

SHAIKHA HIND BINT SALMAN AL KHALIFA

Shaikha Hind Bint Salman Al Khalifa is a distinguished member of the Bahrain Chamber of Commerce and Industry (BCCI), a position that involves very critical functions especially for a woman. Concurrent with her role at BCCI, she also holds prominent positions in esteemed organizations in the Kingdom including Board Member of the Information Centre for Women and Children; President of the Children and Mother's Welfare Society, Chairperson of the Board of Directors of Rashid Investment Holding, President of Bahrain Business and Professionals-Women International Federation, and the Vice President of the Council of Arab Business Women.

In 2015, Shaikha Hind was selected as the Ambassador of Creativity and Entrepreneurship in Matera, Italy by the United Nations International Development Organization (UNIDO) and in 2017, was hailed a winner at the Arab Women of the Year Awards in London

The achievements of Shaikha Hind has always centered on the need to enable, empower and encourage women, a continuous mission to elevate their roles, and serve as gender champions for others to emulate.

Below is the full transcript of the interview on Shaikha Hind with British journalist Michael Jackson.

Congratulations on being UNIDO's Ambassador of Creativity and Entrepreneurship. Can you tell us what the journey has been like so far?

Thank you. I'm honored and proud to have been selected for this role as I believe that creativity and entrepreneurship go hand in hand. We have just celebrated the third festival of Creativity and Entrepreneurship in Bahrain and it has surpassed our expectations.

The first year that we did this, we only targeted Bahrainis and we did not know how successful the festival would be. The second festival was held on a regional scale, which tells you a lot about how the first festival went. We invited trainers as well as trainees from around the Gulf.

The festival this year is more complex in breadth and scope. We invited Arab nationals from Egypt, Morocco, Tunisia, Lebanon and Syria. The event was held for two days and it targeted the international community. We are proud to say that we targeted men and women of equal stature to be with us, along with our partners in UNIDO.

The idea for this event came in 2015 when I was in Matera, Italy through the introduction of UNIDO, when I received the title of Ambassador of Creativity. And I thought that I couldn't come back to my country without building a momentum that can equal the caliber and international standard set on that day.

An innovation that we introduced this year is the festival in addition to the conference wherein we talked about entrepreneurial experiences and success stories. We have also invited Femmes



Chefs d'Entreprises Mondiales (FCEM), an international organization that helps women entrepreneurs, to see our scope of work and our entrepreneurial achievements that are steadily growing at an international scale. FCEM's new president, Marie-Christine Oghly graced our event.

Parallel to that, we had around 18 workshops where we trained people in calligraphy, photography, cooking, sewing, fashion, perfume and accessories making, design and pottery. The

In the Arab world we are starting to target the 'softer side' of power. By "soft power", I mean art, media and thought leadership. Art and thought has everything to do with passion, it is a new world unfolding and which we are beginning to learn about.

people who signed up to attend the workshops are a mixed group—age wise and gender wise. Everyone is interested and they all wanted to learn. Even our visiting trainers came from both sexes.

We are also launching a book in association with the Arab League, which highlights the potentials of Arab women. It is no longer the Arab women we used to know— veiled, under protection. We want to portray strong, successful women who are an inspiration to others.

More women now are getting into higher education, how do you think this impacts their potential for achievement?

We do have a good number of female high school graduates who have higher academic achievements and who continue to pursue higher education. Maybe it's because men are more attracted to the workforce. There are different factors involved in education for sure, but being a Bahraini, I know that the status of women is worth talking about because the rights and privileges are there—human rights, political rights, access to finance and the support programs by Tamkeen, equal opportunities and so on.



Please tell us more about the work that you do, particularly with regards to the underlying effort to introduce more entrepreneurship in Bahrain.

When we took on ourselves the responsibility of providing the space and incubator programs necessary for women entrepreneurs; we were allocated a space in Jasra through the support of the Minister of Culture. We were allowed to have this space for ten years.

Around the fifth year though, we were asked to leave. I understand that they might need the space for something else and I agreed to leave but not before we were offered an alternative so that we can continue our operations.

We found the alternative now, but to be honest, it isn't enough to accommodate all the people we are targeting. There's so many people that we

want to support and give space so they can work on their projects.

So we kept on looking, and recently we have signed an agreement with the Municipality of Manama. If you are familiar with the Andalus Garden area, we will soon be there... in a very modern building that needs a lot to be done, but hopefully will be open to the public by February 2019.

What drives you? What brought you to this point?

I have always felt that society needs a role model, and for me, it has always been my mother and my grandmother. They did a lot for the local communities. Since I was young, I have witnessed how they helped women and needy families. The stress is no longer towards providing care... because that task is also taken care of by the government and the state. It's

more of empowering women and realizing their potentials. That is what drives me.

So your mother and grandmother were your role models? In what way?

Openness. Many people feel that someone of their status will not be approachable. And that is not true. They hold their majlis where people can go to them and tell them their needs. They would go out of their way to reach out during Ramadan. I remember my mother doing the rounds of almsgiving during Ramadan while fasting at the same time. That I think, is the essence of charity.

Going forward, what's your vision?

Well, it's very challenging. We all know that small businesses are growing, a lot of attention is being given, programs are supportive... but knowledge also comes as a challenge. Now, without knowledge in IT, we feel we are ignorant. We feel that we are left behind.

A lot can be achieved by learning about coding, and all of these may be new to us. But honestly we have to be prepared and we must enable the new generation of thinkers and entrepreneurs who can pick it up faster and quicker than us. And that's how I see where we are going.

How do you pass on knowledge and/or thought leadership?

It's about having the potential and being able to mentor people. You don't show them how to do things. If they have the potential, they just need some guidance.

Do you work in association with EDB (Bahrain Economic Development Board), as well as other organizations on your entrepreneurship strategies?

Yes, of course. They have a strategy and a plan. They do support our programs, trainings and events. Tamkeen is another partner, as well as UNIDO. We also enjoy great support from many associations in Bahrain from the private sector.

What keeps you moving forward?

We have recently received an award from the GCC council in Kuwait. It is humbling and awe-inspiring when you accomplish something and people recognize its worth and they inspire you to do more.

This is what keeps me moving forward.

trainmeTM

training center

Entrepreneur Program

Inspiring
startups towards
entrepreneurial creativity



TrainMe offers a 30-hour entrepreneurship training program aimed at guiding young Bahraini entrepreneurs and startups in developing a business. Students engage in hands-on training and expert-led workshops, with Information and Communication Technology (ICT) support and international certification from Pearson UK.

30 hrs

International certificate

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For inquiries and registration

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深圳云天



BAHRAIN-CHINA RELATIONS

An Interview with Simon Galpin



BEntrepreneur sat down with Simon Galpin, Managing Director of the Bahrain Economic Development Board to talk about the recently held Bahrain Roadshow to China: its potential for success and how entrepreneurs can benefit from bilateral relations between the countries.

Middle East hub: What is the potential of Bahrain to be the Middle East hub of China and how would this positively affect both nations?

As an unrestricted, digitally-focused economy, Bahrain is an obvious partner for China. Indeed, next April marks the thirtieth anniversary of the bilateral relationship between Bahrain and China, and it is undeniable that over the past thirty years, our relationship has gone from strength to

strength. As our relationship continues to grow, we are finding that there are more and more positives to consolidating the China-Bahrain partnership.

In fact, Bahrain is already fulfilling its potential to become the Middle East hub of China, and this is already benefiting both countries. This is reflected by the fact that several leading Chinese companies, including Huawei, which moved its regional HQ to Bahrain, and Bank of China and CIMC, have already established a presence in Bahrain, taking advantage of our low operating costs and highly-skilled workforce. China is one of the largest non-GCC markets for Bahraini exports and is playing a considerable role in many of the major construction and infrastructure projects in Bahrain.

According to the IDC, the Middle Eastern ICT market is set to hit \$20 billion by 2020, and China recognises the immense opportunities

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technological advancement that is disrupting those corporations in traditional industries that cannot keep pace with this change. Indeed, we have already seen businesses and entire industries altered in just a few years by speedily evolving digital technology. In light of this, every country must focus on digital transformation and emerging technologies to survive in today's economy.

Like China, Bahrain is a country that is defined by our commitment to large-scale digital transformation. Soon to be home to the first Amazon Web Services data centre in the MENA region, Bahrain's digital focus is propelled by its Cloud First Policy, which has facilitated the introduction of a 'Cloud Computing Services' financing support that covers 100% of the cost for any Bahrain-registered business subscribing to AWS for the first 18 months.

Given the evolving global digital landscape, it is more important than ever to harness the power of digital and utilise emerging technologies to propel the development of traditional industries, shape global e-commerce and ultimately thrive in a competitive global marketplace.

Gateway to the Gulf: Why is Bahrain an ideal location to reach the Middle Eastern and European markets?

With robust and efficient pan-GCC transport links, Bahrain is the recognisable gateway to the Gulf, offering incomparable market access, including direct access to Saudi Arabia, the region's largest market. Additionally, a recent HSBC Expat Explorer survey ranked Bahrain as the top destination for expats in the Middle East, a key factor for investors considering investment in Bahrain, many of whom have strong links to European markets.

The fact that last year's investment amounting

to BHD 276 million came from Foreign Direct Investment, with 71 new companies establishing themselves in the Kingdom, emphasises the increasing recognition of Bahrain as an ideal location to reach both the Middle East and



European markets.

What's next? What's next for Bahrain and China?

Looking to the future, the partnership between Bahrain and China looks set to continue to grow.

We are committed to contributing to China's 'digital silk road' initiative, and so one of the industries we are looking to collaborate closely on in the future is ICT, where the potential for disruption is arguably greatest. China is one of the global leaders in enterprise technology, data security and electronics, and Bahrain prides itself in having one of the most liberal and competitive ICT sectors in the region. Collaborations moving forward will strengthen the ICT position of both countries. We recently returned from an investment roadshow around China, where we signed fifteen MOUs, including a few in the technology capital of China, Shenzhen, to further enhance our future cooperation.

For more information:
bahrainedb.com

that may accompany a connection to the burgeoning Middle Eastern technology market. Bahrain is well-poised to facilitate this connection through our growing network of entrepreneurs, flourishing start-up ecosystem, and progressive business environment. With innovative initiatives like the region's first Regulatory Sandbox for FinTech start-ups to test and scale innovative new services, we are already attracting the attention of global investors, accelerators and incubators, and China is no different.

Digital transformation: Bilateral relations with China have a strong focus on digital transformation, technology and emerging technologies. Why is this important in today's economy?

Digitalisation is causing transformation at a global scale. Countries across the world are being challenged by a wave of rapid



MENA BANKING AND FINANCE WEEK

BEIRUT - LEBANON

12 -16 November, 2018

Phoenicia Hotel

On the occasion of the 45th anniversary of the Union of Arab Banks (UAB), the UAB held the MENA Banking & Finance Week from 12th to 16th November 2018, which includes four main events:

- 1 Arbitration in the Resolution of Banking and Commercial Disputes Forum (12th November 2018)
- 2 China-Arab Business and Banking Forum (13th November 2018)
- 3 Boosting the Lebanese Economy Forum (14th November 2018)
- 4 Annual Arab Banking Conference (15th to 16th November 2018) entitled "Participation of the Private Sector in Achieving SDG's"

This was held under the patronage of Prime Minister Saad Hariri of Lebanon, who was represented during the event by Former Prime Minister Fouad Siniora. Held at the Phoenicia Hotel in Beirut, Lebanon; the conference was attended by more than 1,000 Lebanese, Arab and foreign economic, financial and banking personalities including ministers of finance and economy, central bankers and heads of banks and financial institutions.

THE ANNUAL ARAB BANKING CONFERENCE FOR 2018 PARTICIPATION OF THE PRIVATE SECTOR IN ACHIEVING SDGS

Conference Background

The interest in public-private partnership has increased since the early 1990s, when it became clear that economic and social development depends on mobilizing all societies potential, including resources and expertise of public and private sectors. For that, developed and developing countries have attempted to build relationships in which all sectors of the society contribute in the unification, management, operation, expansion and development of projects and enterprises in order to serve their purposes on the basis of effective participation, sound governance, transparent accountability, and mutual benefit.

In 2015, the United Nations set a Development Agenda, based on financing for development, to reduce vulnerability in social, environmental and economic structures. The Heads of States and Governments met in July 2015 in Addis Ababa to re-affirm their commitment to address financing challenges and to create an enabling environment for sustainable development at all levels. The United Nations Development Program called for a renewed global partnership to promote actions to eradicate poverty and empower women, provide quality education, afford decent employment and end hunger and malnutrition.

In line with challenges facing the Arab region today, which hinder the achievement of comprehensive and sustainable development, and based on the Development Goals of the new Millennium, the Union of Arab Banks organized its annual Arab Banking Conference in 2018 under the title: "Participation of The Private Sector in Achieving Sustainable Development Goals". The partnership between public and private sectors is the mechanism to provide specific services, since private sector partnership has become a common term for businesses and governments, particularly for economic development. Noting that decision-makers in the Arab region have become aware of the importance of private sector participation in achieving sustainable development highlighting the significant role of the private sector in the strategic economic transformation plans of the Arab countries as well as supporting the "2030 Vision" for Saudi Arabia, Egypt and Arab countries.

The idea of linking partnership and development stems from the fact that public and private sectors possess particular advantages and benefits that can be combined to achieve sustainable development goals, especially as each sector has difficulty in achieving these goals individually. Private sector institutions provide financial resources and management expertise as well as quality control. The civil society organizations provide local knowledge and commitment to the society, while the public sector is responsible for organization and strategic coordination.



Objectives

The conference aims to develop a roadmap to deal with the economic and social challenges in the Arab region, and highlight the importance of Arab private sector contribution in financing sustainable development in its various forms. By mobilizing financial resources, especially the Arab banking sector, in addition to clarifying the relationship between sustainable development and public-private partnership, it will also focus on the role of this partnership in achieving sustainable development.

Topics of Discussions

Sustainable Development Challenges facing the Arab Region

- The Reality of Development in the Arab Region
- The achieved Sustainable Development Goals
- How to achieve all Sustainable Development Goals in the Arab region

Partnership for Development

- Partnership among the Arab countries
- Requirements of Successful Public-Private Partnership
- The Public-Private Civil Society Partnership in Arab countries
- Partnership between Arab countries and the international organizations and development banks

Achieving Sustainable Development Goals through Entrepreneurship and Innovation

- Creating a conducive environment for innovation and entrepreneurship
- Investing in Human Capital
- Government initiatives supporting innovation and technical progress

The role of Arab banks in financing sustainable development

- The financing gap in the Arab region
- The importance of bank funding for sustainable development
- Supporting SME's and enhancing financial inclusion in the Arab region

The legislative and institutional frameworks necessary for the success of partnerships

- Legislation and laws surrounding partnerships
- Providing an effective monitoring system
- Establishing arbitration mechanisms

During the one-week deliberations, these were the recommendations:

1 Mobilize all available resources to promote real partnership between government institutions and the private sector communities, banking sectors, universities and scientific research centers.

2 Develop specialized national programs aimed at stimulating the innovation and economic empowerment of Arab entrepreneurs.

3 Direct new investments towards sustainable infrastructure that helps cities and Arab capitals to adapt with climate change and other challenges, and give impetus to economic growth and social stability.

4 Activate the role of the financial sector through concerted efforts between governments, central banks and banks to strengthen financial technology (Fintech) and to facilitate financial access by supporting, developing and adopting these innovations.

5 All segments of society, particularly the poor and Small and Medium size Enterprises (SMEs) will be provided with "sustainable financing" through official financial channels. Environmental issues, climate change and scarcity are integrated natural resources in the thinking and practices of banks and financial institutions.

6 Participation of the private sector in the support and implementation of projects related to infrastructure provided by the public sector alone, such as hospitals, schools, roads, bridges, tunnels, water, electricity and sanitation.

7 Arab governments are actively promoting a digital society, stimulating and encouraging the use of means of payment and achieving financial inclusion as one of the pillars for achieving economic and social development and will work towards making this comprehensive and sustainable.

8 Support financial institutions in adopting the best programs and experiences that have proven successful and effective in the Economic Empowerment of Youth and Women framework, which includes the linkage between financial and non-financial services.

9 Financing and developing economic infrastructure, for example, agricultural poles and incubation mechanisms (visual and virtual) are free in industrial zones. These will be linked to mechanisms and programs of entrepreneurship.

10 Expansion and development of existing financial services such as investment capital funds, angel financing and financing will be developed in addition to the development of financing mechanisms compatible with Islamic finance.

11 Motivating and unleashing innovation and creativity among young people through the development and modernization of education curricula by linking education to innovation and incubation, leading to entrepreneurship.

12 Encourage investment, cooperation and partnerships among entrepreneurs to achieve economic growth.

FINANCIAL INCLUSION FOR WOMEN AND YOUTH IN THE ARAB REGION

As an integral part of the week-long celebration and in conjunction with the Global Entrepreneurship Week (GEW), a panel discussion co-organized by UNIDO-ITPO was held during the event. Entitled *Financial Inclusion for Women & Youth in the MENA Region*; the discussion talked about economic empowerment outlining six recommendations to achieve the SDGs.



In an effort to meet the Sustainable Development Goals 2030, economic empowerment is a cross-cutting issue of importance for achieving all the SDGs; thus taking a leading significant positive impact on sustained economic growth and sustainable industrial development, which in turn are drivers of poverty reduction and social integration. The United Nations Conference on Trade and Development (UNCTAD) says achieving the Sustainable Development Goals (SDGs) will take between US\$5 to \$7 trillion, with an investment gap in developing countries of about \$2.5 trillion.

Thus, economic growth required for the eradication of poverty and the achievement of the other associated SDGs depends on technical change and capital accumulation (investment). Therefore, in order to attain growth, developing countries and those with economies-in-transition need to mobilize investment – both domestic and foreign – as well as modern technologies in order to expand their productive assets and meet the Sustainable Development Investment Gap.

While financing is the driver behind investment and entrepreneurs; access to finance and developing the right effective financial tools to service entrepreneurs becomes a crucial component as traditional banking practices are not fully geared towards achieving financial

inclusion. Keeping into consideration that financial inclusion, as per the World Bank, means that individuals and businesses have access to useful and affordable financial products and services that meet their needs – transactions, payments, savings, credit and insurance – delivered in a responsible and sustainable way.

Accordingly, financial inclusion intends to increase awareness about the benefits of financial services among the economically underprivileged sections of the society and in the case of the MENA Region these represent women and youth. Hence, the process of financial inclusion works towards creating financial products that are suitable for the less fortunate people of the society.

In line with the above; the MENA Region is mainly characterized by predominantly being a young population with an average of 60% below the age of 29 years. Power struggles, tensions, and conflicts lead to poverty, instability, migration and conflict. Coupled with this and based on the financial inclusion index published by the World Bank the MENA Region scores very low.

With this, the way forward to resolve this vicious circle is in

economic development leading to prosperity for all. This can only be achieved through developing public - private partnerships that are governed by the rule of law and good governance with an emphasis on impact investing which will create a trickle-down effect; thus, economically empowering women and youth will have its positive effect on the individual, the family, society, community and eventually the economy.

For this we strongly believe that the private sector and banks, specifically, can and should play a vital role in supporting the governments in facilitating financial inclusion thus leading to achieving the SDGs through:

1. supporting financial institutions in adopting and institutionalizing best practices that have proven successful in achieving the economic empowerment of youth and women and which entail linking financial and non-financial services for both start-ups and growth;

2. supporting the growth of micro, small and medium enterprises (MSMEs) and entrepreneurs through mentoring and counseling;

3. financing and developing economic infrastructure facilities like agro poles; incubation management systems, free zones, etc. and linking those with full-fledged entrepreneurship programs;

4. expanding and enhancing existing financial tools such as Venture Capital Funds, angel funds and crowd funding platforms in addition to Islamic Sharia Compliant tools;

5. unleashing innovation and modernizing the transformation of educational systems which adopt procedures that take into account "Education, Innovation, Incubation leading to Entrepreneurship";

6. facilitating investments, synergies, partnerships, collaboration and prosperity between entrepreneurs.

Further to the above, in line with UNIDO ITPO Bahrain's long experience in over 52 countries around the Globe, I would like to highlight one case study developed in Sudan in cooperation with the Family Bank in Sudan (Al Osra Bank); which was based on strengthening the capacities of the bank in the area of the provision of non-financial services and



the importance of linking it with financial services. The support extended to Al Osra Bank which for the past four years has led to the establishment of the "National Center for non-financial services"; which provides non-financial services to the bank beneficiaries which include women and youth entrepreneurs. Through the provision and link between financial and non-financial services we have been successful and effective in migrating women entrepreneurs from the informal to the formal sector in addition to scaling their enterprises from micro to small and eventually to medium.

Another mandate of the National Center is that it serves as a beacon of knowledge and technical support to other financial institutions/banks operating in the Sudanese market.

This best practice was acknowledged and featured as a success story in contributing to the achievement of SDG 5 "Achieve gender equality and empower all women and girls" by the United Nations Office for South-South Cooperation in their recent report

"Good Practices in South-South and Triangular Cooperation for Sustainable Development - Volume 2" under the theme "Combating poverty by empowering women and youth through financing of small projects".

Based on the above, our long experience over the past thirty years has proven that economic empowerment through financial inclusion must be on the top of the agenda to ensure achieving the Sustainable Development Goals.



Further to the above, ITPO Bahrain has been very active in Sudan with the Bank of Khartoum; in addition to that we are working closely with the Accounting and Auditing Organization for Islamic Financial Institutions and the World Business Angels Investment Forum in developing new financing instruments that are in line with Islamic Sharia compliant tools.

Dr. Hashim Hussein is the Head of the United Nations Industrial Development Organization—Investment and Technology Promotion Office (UNIDO-ITPO) and the Arab Regional Centre for Entrepreneurship and Investment Training (ARCEIT), a post that he has held with great distinction.



APPS TO HELP YOUR BUSINESS

Sometimes all it takes is the right app to get the job done. Whether you need to streamline your activities, keep track of meetings, check productivity, or be reminded of important calls, the year's best apps help you get the work done more efficiently every day.

Simply tap a key, enter text and it'll get you started right away. Whatever the task, just search Google Play or the Apps Store and for sure you'll find the apps you need.

BEntrepreneur recommends a few of the apps to make sure that business is good, and life much better...

RESCUETIME

Rescue Time will help you manage your time and productivity by keeping your habit of browsing social media and eCommerce sites in check. The app monitors the time you spend, provides information on your online activities and determines your productivity goals. This iOS and Android app development is very useful in blocking certain websites or setting notifications regarding your online activities.



EVERNOTE



Evernote is the planner and organizer you need for writing, collecting and capturing ideas which you can retrieve and use as a reference anytime you need them. You can create your notes in a variety of formats including text, sketches, photos, videos, PDFs, etc. and sync them with your computer, phone or tablet. It is a great app for developing and managing agendas, planners, journals and presentations, and easily the best tool for writing notes, comments, and memos, and sharing them in an instant! It's free, with a paid business version that offers more advanced features.



HUBSPOT

HubSpot is a very efficient marketing and sales platform and automation tool that enables you to stay connected with your team and your business anytime, anywhere. It easily helps you manage contacts among different teams of marketing, sales, and customer service on the go.

SQUARE



Square simplifies the process of accepting credit payments for services rendered. It conveniently comes with a free card reader for both iPhone and Android and lets you use your iPad as a wireless register with Square Stand. Square is also compatible for use with QuickBooks which saves you time since your transactions can be automatically recorded into your QuickBooks ledger.



INNOVATION & DISRUPTION





TECHNOPRENEUR: AN INTERVIEW WITH SHANTINI RAJA

BEntrepreneur sat down with Shantini Raja, the founder of **Rsquare Technologies** to talk about business inspiration. Women in IT, and her advice for aspiring tech entrepreneurs.

Inspiration: Please tell us more about Rsquare Technologies WLL and what inspired you to create the business?

Having a Master's Degree in Computer Applications, I always wanted to serve the community by creating more job opportunities for the younger generation and give niche solutions to Bahrain where I have lived for the past 20 years. I saw many IT products coming from outside which did not reflect the needs of the region to my thinking. This inspired me to

create a research and development center to produce "Bahrain-made innovative solutions" to serve the Kingdom and to create a launching pad for the younger generations to excel and exhibit their technological skills.

Our core competency is to develop customized software solutions all made from Bahrain using exceptional technological expertise. Our innovative products are proven in all lines of business with our robust and reliable services.

Rsquare's software bends as per your business operations, so your business operations don't need to change for a software. We customize our software as per your needs with our special dedicated in-house technical team.

Scale: In 8 years, you have amassed 400+ corporate clients in Bahrain. Can you share how you did it?

When our clients think of us, they are reminded of our immediate support and assistance. They

needn't wait for days to solve a problem as we try to address and resolve their issues in a couple of hours. Software these days act like manna to the organization – food that needs to be enriched. Instead of performing routine monotonous office work like writing cheques from hand, or storing and managing enormous paper documents; we believe that automating the whole process not only improves the efficiency but also helps in enhancing personality and performance. Hence, our solutions mainly focus on office automation. We have also developed a Human Resource Management & Payroll System based on Bahrain labour law; as well as Customer Relationship Management, marketing tools and Document Management System for business growth.

We are also introducing VAT products which automate the tax filing, invoice generation, etc. using your existing accounts systems. Rsquare launched the Kingdom's first artificial intelligence Chatbot in 2018 which can be used in any

sector to reduce customer service costs. Rsquare has also launched cognitive Robotic Process Automation products (RPA).

We continue to be successful because we love what we do. It shows in the strong relationships we have built with our customers. We act as per our powerful slogan ROBUST & RELIABLE.

Vision: What is your vision for RSquare in the next 5-10 years?

Our vision is to make Rsquare as the biggest Research & development center in our Kingdom. Moreover we aim to bring all IT solutions into a single umbrella such as hardware, networking, web designing, hosting, office automation software, social media marketing, etc.

Tips: What advice can you give to aspiring tech entrepreneurs?

- 1. Differentiate yourself.** Make sure you have a unique

value offering from your competitors. Doing the same as others is not enough. You have to do it better, more economically or in a different way to excel in the market. Your business must have a clear advantage over the rest that is also sustainable over time to prevent someone bigger from coming along and competing with you.

- 2. Persist.** Success usually takes time, so you have to be persistent in your attempt to achieve it. If you get frustrated quickly, entrepreneurship may not be for you. Do not confuse persistence with obstinacy: be persistent but also learn to lose. One of my favorite sayings is "lose, but do not lose the lesson." Even by losing, you can gain courage and experience.
- 3. Delegate.** You have to learn to delegate, you cannot do everything yourself. Entrepreneurs often believe that only they can do

something right and take a hand in everything. This can eventually lead them to ruin. As a company grows, finding specialists for different areas is essential. Lean on people you trust and that you can eventually train to be better than you in a specific area and give them power to carry out tasks.

- 4. Lose your fear.** Challenge yourself, explore and dare to do things that you have not done before. While it is true that if you do not try you will not fail, it is also true that if you do not try you will never succeed. Most of the successful entrepreneurs around the world made many mistakes and learned from them, and that made them better and more valuable in the end.

For more information:

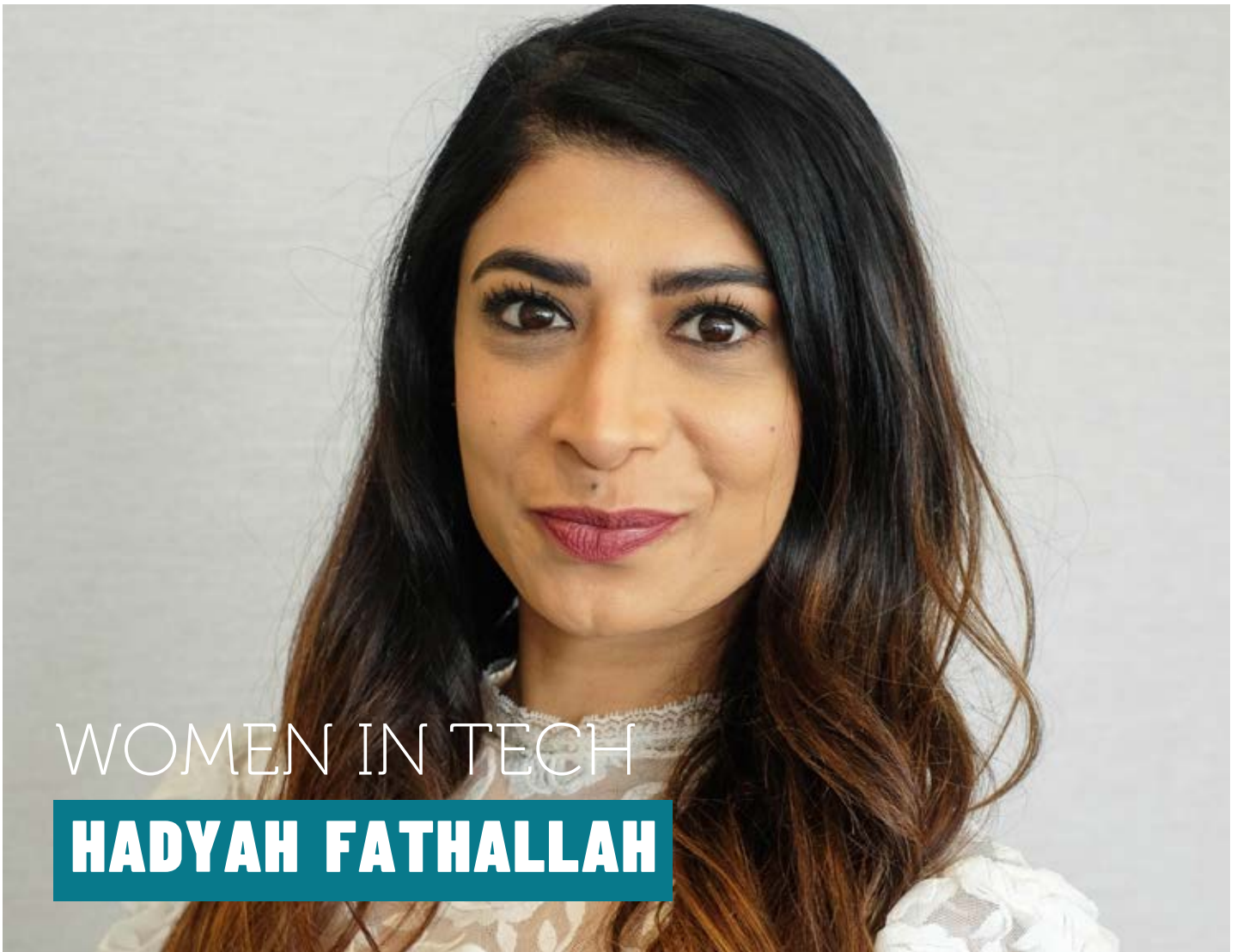
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Innovative
IT Solutions



BEntrepreneur talks to Hadyah Fathallah, Executive Director of C5 to know more about the challenges and opportunities for Women in Technology.

Road to C5: Please tell us more about your background and how you came to be the Executive Director of Bahrain for C5 Accelerate.

As the Executive Director for C5, I'm responsible for public and private sector businesses in the Middle East and Africa and in developing innovative technology ventures. I joined C5 in 2015. My previous work was as a security expert in the government of Bahrain; advising a number of government agencies on topics including security policy, strategy, counterterrorism, cybersecurity, and other national security threats and challenges. All these helped shaped my understanding and appreciation for

the changing landscape and needs in Bahrain and the region. I was also able to design our programs and initiatives to align with Bahrain's economic direction and developmental aspirations.

My academic experiences abroad, especially my concentration in global affairs, strategy and security, has I think, endowed me with a good set of critical, analytical, and networking skills, which are valuable in the field of venture capital and innovation.

Women in Tech: What support does C5 give to tech initiatives especially to women entrepreneurs?

We wanted to leverage the power of our global relationships, collaboration and learning to build a strong eco-system of women and men who can provide mutual learning, growth, and support with the aim of creating greater gender parity and more diverse and equitable workplaces. With this goal in mind, we launched Nebula in September 2016, our women in tech network.

It was established to inspire and encourage aspiring women technopreneurs to explore and develop cloud-based products and solutions. It also aimed to empower female academics and professionals in tech to fully benefit from the many advantages that Bahrain and the world have to offer and in turn enrich the tech and entrepreneurship ecosystem.

We built a digital platform that both women and men can join to connect with a global network of peers and mentors where they can access training, upskilling, and mentoring opportunities. We also designed a full calendar of events, activities and workshops that aims to foster a culture of community involvement, social innovation, volunteerism, supporting the efforts of building a sustainable ecosystem and improving the lives of others.

Vision: What is your vision for Women in Technology in Bahrain (in say, the next 5-10 years?)

My vision is for both women and men, and it is essentially centred on embracing the global trends in innovation and digital transformation and fully benefiting from the immense learning, business, and employment opportunities that will become available in the future as ICT becomes the cornerstone of a knowledge-based economy. Fully realizing this vision will require greater understanding, cooperation, and mutual support. Women need to seize the amazing opportunities and support available in Bahrain and amplify each other's strengths and efforts. We want to enable all women and men to become stakeholders/partners in further developing the burgeoning ICT space and in each other's long term sustainable success.

If we work collaboratively, the next 5-10 years should see a transformation in this space and as a result in our workforce and economy.

Challenges: What are the challenges that women in Tech face, and how can they overcome such challenges?

The challenges women in ICT face are diverse, multifold, and often connected. Like other industries where women have found difficulties breaking in and excelling; low representation in Tech is a challenge and can contribute to limiting opportunities for other women in this space. Access to mentorship and support networks also relates to the previous challenges. Women





themselves can have tendencies to shy away from industries that have stereotypically been considered as masculine careers.

Tips: What's your advice for aspiring tech entrepreneurs?

There has never been a better time to be a tech entrepreneur in Bahrain and men and women alike should seize this opportunity to innovate and create. We are lucky to have a government that talks to its people regularly and consults industry and entrepreneurs on how to reform to meet their needs. The regulatory environment is constantly being refined, the ecosystem is forming robustly, and the community is embracing so the focus is on aspiring innovators.

Equally important is investing in yourself and developing the grit and resilience to compete and excel in this space. Think outside the box, be bold and audacious, and do not fear failure, it is the best way to grow. For women, specifically, find other women who inspire you or whose career path is one you aspire to emulate and reach out for mentorship is a powerful developmental tool.

For more information:
www.c5accelerate.com

-  C5 Accelerate
-  @C5Accelerate



PIKCIO

The digital
identity platform

#FINTECHBAY

PIKCIO™

Business: *Please tell us more about Pikcio and how the work you do affects or could potentially affect hundreds of people?*

Digital Identity as a Service is the near future of a positive customer journey, wherever and whenever consumers need to have an interaction with a private or public sector entity.

From Onboarding into any new website, e-commerce platform or face to face service to maintaining and sharing their own records, consumers and corporations handle, replicate and try more or less successfully to secure data.

These are all painful and costly processes that lead to poor customer experience and high costs for companies and governments. eKYC, eGov services, Health data services can all be taken care of in a single platform as a Service solution. PikcioChain is the secure blockchain-based, data ecosystem that saves time, reduces costs and increases customer satisfaction with any process that requires the collection, certification and exchange of personal data.

Entrepreneur Magazine sat down with Cyril Ghanem, Head of Customer Experience, Middle East at Pikcio to talk about how their work affects large numbers of people, how data is the oil of the modern world and their tips for emerging tech startups.

We help connect public and private sectors; banks to insurance providers to medical services to Telco. We bring value and relevance to consumers and their service providers.

Data: *Data is the currency of the modern world. How does Pikcio use data and to what ends?*

Pikcio architecture consists in providing consumers with a digital vault, available on mobile, tablet or desktop and accessible only to its owner. This vault is connected to multiple sources of data information; these are any public or private institution the individual does business with. They will constantly enrich the dataset of the wallet, ensuring therefore the most accurate and up to date data sharing.

Personal Data: *With the influx of "sharing" in today's social media, how can consumers protect their personal data?*

Data is the oil of modern economy. Our approach at Pikcio is to give consumers control of their own data. It is their own right and responsibility to have a complete and consolidated situation of their data.

They decide who they wish to share it with and ultimately, get rewarded for it. The Pikcio ecosystem is fully GDPR (General Data Protection Regulation) compliant by construct; we do not store any data on our servers nor on our private blockchain (or permission based open blockchain, depending on selected architecture). Thanks to this architecture, we prevent massive data breaches. Thanks to the blockchain and our "Matrioshka" security protocol since accessing hashes of the data without consumer consent has become much more challenging (Matrioshka are these Russian wooden dolls; when you've managed to open one, it is only to realize there is another one inside and so on.)

Innovation & Disruption: *What do you think Pikcio does differently?*

Digital Identity as a Service (DlaaS) is a relatively old idea but a fairly recent concept; it is only now that we witness the right technology allowing transformation of this idea into a reality. DlaaS can be tackled through multiple angles; from banking e-KYC to medical and health data, insurance, education, employment, pension, payment, loyalty etc. Pikcio

allows utilization of all public and private sector services in a consumer centric fashion.

While consumer identification and data security are not major hurdles anymore, companies can focus on their core business and deliver the best possible service to their customers.

We see this positive disruption filling a gap in the current economy and solving several pains incurred by the consumers as well as the private and public sectors.

Tips- what is your advice to tech startups especially those who want to work with emerging data?

New technologies will allow more innovation in the upcoming 5 years than in the last 50 years. To tech startups, I would recommend teaming up with other startups around a common problem faced by companies, find the right orchestrator to work with and together, build the right symphony with and for their first customers. This is how they'll transform their MVP (Minimum Viable Product) into an MVP (Most Valuable Product).



For more information:

<https://pikciochain.com/>

@pikciochainpkc

pikcio AG



The number one benefit of information technology is that it empowers people to do what they want to do. It lets people be creative. It lets people be productive. It lets people learn things they didn't think they could learn before, and so in a sense it is all about potential.

- **Steve Ballmer**
Former CEO of Microsoft

BlockOn

Redefining Finance

Conference 2018

The inaugural BlockOn conference 2018 event served to enrich the interest in blockchain and cryptocurrencies with the availability of panels and key notes accompanied by breakout sessions and technical workshops.



Redefining Finance

The BlockOn conference witnessed over 300 attendees comprising of local, regional and global blockchain innovators and professionals who explored the rising opportunities and challenges presented by the industry with a focus on training and development on the basics of blockchain.

Cameron Mirza, Head of Strategy at the University of Bahrain said "A shift towards higher order competencies must be embraced through micro credentials and online (low cost,

low risk) learning. In addition more employers will accelerate their own provision through academies and digital apprenticeships rather than rely on typically slow to react education systems. Finally C-suite leaders and HR professionals need to be ahead of the digital transformation curve and invest in training that is geared to future proofing their organizations rather than being reactionary".

Michael Gourd, Founder & CEO of MLG Blockchain said that "the first





During 2018, Bahrain FinTech Bay organized the BlockOn conference that hosted seminars, keynotes, and panels on blockchain technology. With a uniquely designed agenda, blockchain enthusiasts of diverse backgrounds were able to engage in different themes and investigate challenges and opportunities of blockchain technology in multiple perspectives.



step in preparing for this digital transformation begins with education, from government ministers to business executives to legislators".

In addition to the conference, BlockOn held several workshop tracks that offered a hands-on opportunity for C-Suite Executives and Developers to understand and implement blockchain learnings into business operations. The business track was for people who want to gain knowledge and understanding about blockchain, its core features, distributed ledger technology and how they work. Topics included basic technical blockchain concepts (private keys and addresses, hashing, merkle trees, transactions, UTXO state, mining and forks). Smart contracts and their uses for business were also discussed.

One lucky winner from each track was enrolled in an online programme, offered by University of Oxford, Saïd Business School, in collaboration with GetSmarter, worth more than £2,000! business track winner was rewarded with the **Oxford Fintech Programme** while the technical track winner was registered for the **Oxford Blockchain Strategy Programme**.





MYRA ALI
Director & Co-founder of Oscar

CLOUD10 SCALERATOR WOMEN FOUNDERS



Idea: Can you tell us more about Oscar and what inspired you to create the business?

Oscar's Smart Business Hub is an end-to-end ERP platform built from the ground up to help medium and small businesses automate processes, drive incremental revenues, and grow their business.

The Smart Business Hub provides a unified business in a box solution, with Point of Sale, Inventory Management, Purchasing & Supply Chain Management, CRM, Digital Marketing, and Analytics.

A lot of small business owners are tied to the wooden cash drawer. Some store owners take home less than \$31 a day. We built Oscar to empower SMEs, and help them make money and save money.

Cloud 10: Why did you choose Cloud 10 as the place to get your business off the ground?

Bahrain is known to be an interesting sandbox to test market relevance. When we started working in UAE, we came across Cloud 10 and thought it might be interesting to check what Bahrain had to offer with C5 as a partner. We have loved our stay in Bahrain with C5. It is a relatively mature market. We have been able to get some great meetings and see a

lot of opportunities to help digitize Bahrain with Market IQ. We feel we are at the right place at the right time & connecting to the right people with Cloud 10.

Challenges: What are the challenges that Women in Tech face and how can they overcome these challenges?

One of the coolest things I read once, for women in tech was 'Get comfortable with being uncomfortable'. I think this is so true. There is a clear minority of Women in Tech, though this is decreasing and we see more women as engineers, developers, designers, writers, data scientists, entrepreneurs; there is still a visible gap. More women need to be encouraged from a young age to feel empowered that they can work hard and excel at anything that they want to do.

Women feel they need to work extra hard to prove their worth and skills set. This is commonly called the unconscious-bias. We as women perceive the need to be specialists in the subject matter, to voice our opinion in a meeting or a discussion. This is often caused by people reacting to the same statements from women differently than men. As women, we should make some noise, be confident and be heard.



Being a few in the herd, women in Tech often feel inferior that they are not-fitting-in. There's a constantly changing fast-paced environment that requires keeping up with the latest trends, learning & upgrading skills which leads to this inferior feeling. Fortunately, the IT world is a reward-based function of consistent performance and results. Women can let their hard work and performance speak for themselves; and they can support other women to incorporate this invaluable network of support to each other.

Vision: Where do you see the Tech industry in the future? What kind of products would we be enjoying and creating?

Robotics, machine learning & artificial intelligence are all being experimented and coming to life with improved versions on an exponential pace. We will soon be witnessing the 'Jetsons' era transporting in flying cars, reading peoples minds with machines, shuttling to Mars for a weekend getaway, nano-medicine, organ replacement from heart to kidneys for a prolonged life and living in 3D printed houses built in a week, to name a few. As we experiment on these new domains, the future of technology still revolves around the debate of being in control vs. being controlled - and the power of AI,

will be an interesting one to watch unravel.

Tips: What advice can you give to aspiring tech entrepreneurs?

- A. Execution is what makes you different. Think small, and find the one thing that you are really passionate about solving and the customer you want to solve it for.
- B. Failing to plan is planning to fail. It is important to have a solid understanding and build out of the product/business you wish to create before spending invaluable time and resources. An initial MVP to validate your product-market fit and how scalable your idea can be is a must, rather than just measuring a business proposition based on what you think or feel is the market perception. Test it!
- C. Work-life balance is key to achieve a harmonious mindset. An entrepreneur's life has to be fluid enough to strike a fair combination of work, family, friends, networking, workout and "me time". Plan your days and schedule your work to increase productivity and better handle unforeseen hurdles.





SAFAA NORREDINE

MD & Co-founder, Break

1 Tech & Well-being: Can you tell us more about Break and how it has fused technology and wellness together to create a groundbreaking concept?

People working in large corporations tend to have a small group of co-workers with whom they would interact on a regular basis - which tends to build some invisible wall between teams and departments. Our purpose is to break the silos and foster collective intelligence. We want to make a difference in the daily corporate life by bringing freshness to people's professional relationships.

Break is a user friendly mobile application designed for internal use in big corporations that help employees leverage their breaks to connect with each other. We match co-workers based on their interests,

current goals within the company and the branch or subsidiary they belong to.

2 Inspiration: What inspired you to create the business?

I have always had the chance to work in companies that had a true company's culture. Human interactions and connections were always a priority. This made me truly enjoy going to work every single day. But this was not the case of many of my friends who worked in large corporates -where that type of engagement is hard to achieve.

At Break, we therefore made it a mission to make people happier at work on a daily basis.

3 Vision: Moving forward, how do you see technology enhancing people's quality of life?

The use of technology enables any process to become more efficient, especially with the rise of Big Data and AI, wherein we are now able to provide automated high-level quality services to any industry: health, education, finance and HR.

4 Cloud 10: Why did you choose Cloud 10 as the place to get your business off the ground?

Bahrain is a foreign market for us, therefore an unknown one. By being part of the cohorts at Cloud 10, everything has been facilitated for us significantly: understanding the market, creating and developing a network, reaching out to large corporates, connecting with decision makers, getting more exposure... Cloud 10 was our most impactful ally in our quest for a new market.

5 Tips: What advice can you give to aspiring tech entrepreneurs?

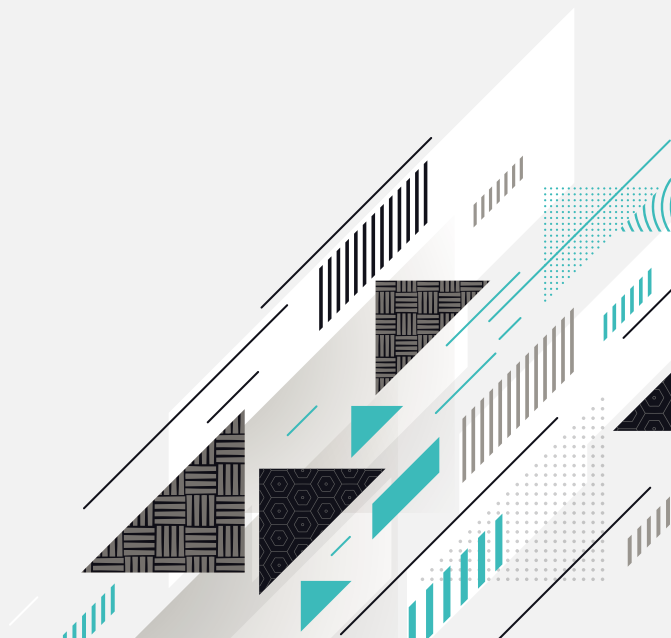
The technology is designed to help a certain kind of people – your target. These people should therefore be your most important source of inspiration. Get to know them very well to better answer their needs and pain points.

Also brace yourself with patience, entrepreneurship is a marathon not a sprint.

C5 Accelerate is a London, Washington D.C., and Bahrain based technology investment firm. Its mission is to accelerate best-of-breed start-ups to meet the growth opportunity being created by the geographic expansion of AWS, the world's leading cloud computing platform.



ECO МЭТЭҮЭ



GOOD VIBES - GUD JUJU



BEntrepreneur Magazine sat down with supergirl **Lana Al Attar** to talk about her work in Gud Juju, purposeful profits and getting a community of like-minded individuals behind your back.

Inspiration. Please tell us more about Gud Juju and what inspired you to create the business.

I had a high paying stable job that I loved, in a bank which I looked at as my home. I decided I had some free time and wanted to give back to my country and the world. I began developing websites for charities and people with socially good initiatives or businesses, at low cost-never for free as people value what they pay for. My clients grew quickly and soon I found myself going to work and thinking- if I just took the day off maybe I can finish that autism fundraising platform. That's when I knew that I had a choice between two really wonderful things but decided in favor of making an impact.

Purposeful Profits. Your company is known for incorporating Purposeful Profits in your projects, why do you think this is important?

The concept of purposeful profits is fairly new in the region. The traditional way of doing business is you make money and don't care about the impact of your business on the planet and people, or you care about the planet and people and ask for donations.

Neither is it sustainable in the long run, which brings us to the question, how do we make money by doing good? This is purposeful profit and there is no limit to how you can structure your business around it.

Tech Innovation. You are also the Founder and Lead of Google Developer Group Manama. What would you say is the role of technological innovation in the 21st century business climate?

Technology in this century needs to be human-centric, its role is to enhance and assist humans and not replace them altogether. This helps with efficiency, better economy and ultimately making more time for deeper offline

human connections and wonderful online experiences.

Manama Hub. You have recently moderated a Meet the Leader session with Jack Ma at the annual Meeting of Champions in China. (Congratulations by the way!). As the Manama Shapers hub brings exceptional leaders together, how would you say you have given back and empowered the Bahraini community through the hub?

Thank you! The Manama Hub has helped me work on a team to bring to life projects that ordinarily I would not be able to do on my own. I have worked on developing,



on a national level, an internship match-making portal which allows Bahrainis get the work experience they need. I have also had the honor of giving a workshop on website development and app prototyping to young girls. Through the Manama hub, I was able to moderate a panel on "Doing business in the New Millennia" during the Manama Entrepreneurship Week where international leaders in different industries from circular economies, startups, psychology and psychometrics to fintech were present.

Tips. What is your advice to aspiring tech entrepreneurs?

Join a community of like-minded individuals, they will get you where you're going faster and help you keep going for longer.

The Manama Hub



The Global Shapers Community is a network of more than 371 hubs in 154 countries, developed and led by young leaders between 20 and 30 years old who want to enhance their leadership and make a contribution to their communities. Local hubs are committed to local impact and are designed to be local in focus, activity and governance, but interact and collaborate across borders on global or regional projects, to gain insight and impact the global dimension. **The Manama Hub** was founded in 2014 with the objective of developing young Bahraini leaders capable of impacting socio-economic development in Bahrain. The Hub has access to a council of mentors comprising of key leaders in the Bahraini community like **Shaikh Mohammed Bin Isa Al Khalifa, Political and Economic Advisor to HRH the Crown Prince's Court and Chairman of Tamkeen**. In addition, the Manama Hub ensures collaboration with strategic partners when implementing projects.

For more information:
www.gudjuju.com



PERFECTLY PRESSED JUICE

Inspiring People to Lead Healthier and Happier Lives

Perfectly Pressed Juice was born from a collaboration between Saniya Abdulaal and Hussain Kadhem creating an evolutionary juicing process inspired by Saniya’s childhood fondness for freshly squeezed juice.

The business offers an amazing variety of flavorful perfectly pressed juices and nut milks which preserve the enzymes vital for health-beneficial effects including the ability to fight chronic diseases among other gains-- mental clarity,

increased energy, clearer skin and a stronger immune system.

Perfectly Pressed Juice’s humble beginnings is truly an inspiring story for startup ventures when viewed at how much achievements they have made in just a matter of 2 years:

2016: Perfectly Pressed Juice made its debut at the 338 Outdoor Market in Bahrain.

2017: Introduced 11 flavours and its unbeatable best

seller, Chia Coco, then launched in three different retail locations including Roots Cafe, Foodlab and Papercup.

2018: Perfectly Pressed Juice was selected as one of the top three local food manufacturers in the Kingdom of Bahrain. On that same year, it participated in international events such as the Food & Beverage Expo and the Gulf Food Expo in Dubai.

- Perfectly Pressed Juice was featured on Afnan Al Zayani's yearly Ramadan cooking show.
- Perfectly Pressed Juice increased distribution to supermarkets and stores across the island in locations that include Alosra El Mercado Mall, Alosra Najibi Center and Alosra Nakheel Center in Saar; Alosra Amwaj; Alosra Riffa Views and Aljazira Riffa; Aljazira in Zinj; and Alosra Alraya Mall and Aljazira Almurjan Center in Juffair.

Saniya and Hussain tell us more about the amazing journey of Perfectly Pressed Juice in the juicing business.

Can you tell us about the concept of Perfectly Pressed Juice and what inspired you to create the business?

(Saniya) Perfectly Pressed Juice started when I was living abroad. I have this habit of having chai karak, every morning, but I'm lactose intolerant. I decided I'm not changing the habit, I'm just changing the diet.

So I thought of creating a milk drink from cashew. And that's basically how Perfectly Pressed Juice was born.

In this modern world, where people are tremendously busy, how do you inspire others to lead a happy and healthy life?

(Saniya) The best way for me to describe it is that we make it accessible for everyone. As you know, most people take so much time to create their own green juices, concoct a nut milk drink or create their own healthy food alternatives, the kind which are not available right now in the market. With Perfectly Pressed Juice,



we cut the preparation time in half.

What are the continuing challenges that you face in this business?

At Perfectly Pressed, we have quite a big team, between the production, merchandising and marketing teams. Our biggest challenge is to manage a big number of people and keep everyone at all times aligned, happy and motivated.

Another challenge is balancing growth with smaller pockets. We officially launched the brand 16 months ago. We're considered a startup and unfortunately we do not have deep pockets to fuel accelerated growth. It could be a blessing in disguise, as scaling to quickly presents a whole set of challenges that could prevent long term sustained growth. To name a few, hiring the wrong people, pressure on cashflow and generally not able to catch up with demand and no longer delivering on your promise.

How did you come together?

(Saniya) It was actually awhile after I started experimenting with the business that I used to have, and I had previous experiences in launching

products using different tactics. I came to meet my partner Hussain in an entrepreneurial event, which I attended so I started asking him things and learning a bit more about the business that I was launching. We just started talking about what we were working on and it seemed that we were in the same line of business.

(Hussain) The truth is I was working on a similar concept and was shocked to hear that she was also doing the same. And then I said to myself, let me try to see if we potentially work together rather than compete. And when I tried the juices and the nut milks, that's when I figured there's no way I'm competing with Saniya.

This is my third business. There's always a stigma with partnerships. Growing up, I would always hear, "Go solo. It's better". But as for my past experience, I will always say—it's double or nothing.

(Saniya) Two heads are better than one. I think that it's always good to be in a partnership. Even if you have more than two partners, it's never a bad idea. Because a team is made up of members who always complete each

PERFECTLY PRESSED JUICE



other, and most especially if you're going in the same direction, you both move faster.

Can you share your insights on your concept of organic growth?

(Hussain) Organic growth simply means that you grow overtime with customers that are actually interested in your product, and who are not paid to 'like' or 'promote' one way or the other.

You touch people mainly through word of mouth, or first hand experience. Let's take promoting on Instagram for instance, we decided to adopt the organic growth approach, rather than to pay for advertising. I'm not saying that you shouldn't pay for Instagram advertising, but if you advertise and get 30, 40 or 50 followers a day, how many of those are genuine followers that are really interested in your offering?

I always believe in being creative. It's amazing how many great marketing campaigns were able to get incredible traction and

following based on a simple idea.

(Saniya) I feel that it's all about having the right following, those who actually believe in our product, those who have tried and tested it, and those who are attracted to what and how we do things, some might call them cult followers.

So how do you plan to scale Perfectly Pressed Juice?

(Hussain) For the past year and a half, we have been operating in several major supermarkets here in Bahrain. So the next step is to move on to the Eastern Province in Saudi Arabia. Entering that market would be a thrust towards the next step.

What advice can you give to aspiring entrepreneurs?

(Hussain) I do believe in entrepreneurship, but an entrepreneur is different from a business owner. An entrepreneur is someone who is trying to make a change, trying to solve a problem and trying to grow his company. I believe that if you have the right skills set as an entrepreneur, you can save the world.

I don't want to sound like the bad cop. However, not everyone is cut out to be an entrepreneur. Entrepreneurship needs a lot of emotional investment. It is not easy, you have a lot of people who depend on you. You are

usually paddling against the wave, in uncharted waters.

It was the first time for me to start a business in the food industry. So I had to learn the industry well enough, compete with the big boys and manage my personal life. Not everyone is cut out for this.

For more information:

Perfectlypressed.co

 @perfectlypressedbh





Build Your STARTUP

Success didn't come easy for many companies at Fortune's Top 100. Some hit rock bottom at one time along the journey before reaching the top. The process of creating a startup is not as easy as one may think.

As a rule of thumb, one must be hands on, be realistic in setting goals, and go through the startup journey with slow, small but steady steps.

The most important things are no secret: one needs to be passionate, committed and endure the painstaking process with hard work. Failure only comes to those who give up. Success is within reach for those who strive harder. Here's a brief guide on how to become a startup entrepreneur:

DEVELOP AN IDEA

The process of creation is an excruciating task. Developing the idea, executing it and realizing what one's goals are should be considered before venturing into any startup.

The idea is sound if it meets the following criteria: it has a long-term significance, is trustworthy and sustainable.

SOLVE A PROBLEM YOU ARE PASSIONATE ABOUT

Solve a common problem or address the lack of something that is much sought after in society. Devote time and energy to this discovery because despite the strenuous and difficult task, pure passion will keep you going.

DETERMINE WAYS TO FUND YOUR BUSINESS

Allocate as much as 50% of your funds for marketing, promotions and activities like surveys and focus group discussions. In the beginning, you don't have to have everything at once. The number of employees in your team doesn't have to be too big. Multitasking is key in the beginning. All you need are the right people with the same passion and drive to gain more knowledge about the business.

BE PRO-ACTIVE

Aspire for greater goals for yourself and your team. Target an increase in your customer

base by an additional percentage each week and oversee implementation of these goals by playing an active management role. Hands-on leadership stimulates the work culture and environment.

PATIENCE IS A VIRTUE

It took years of struggle for some of the world's millionaire businessmen to achieve their fortunes. Success doesn't happen overnight, it takes years and years of hard work and patience.

BUILD RELATIONSHIPS WITH YOUR CUSTOMERS

Building customer relations is an essential factor in creating a successful startup. Get out of your way to please customers, in this way you will build customer loyalty and satisfaction. Follow up with customers, listen to their needs, address their complaints, conduct surveys and always extend a caring attitude towards them.

STUDY YOUR MARKET

Developing a greater understanding of your market is key to success. You have a good chance of achieving success if you are familiar and knowledgeable in the business and the market that you have chosen to penetrate. Conduct a comprehensive study of your market, do surveys when necessary and know what the consumer needs and how to address them.

INJAZ BAHRAIN

Marks a new milestone by winning the YEC 2018 awards

In an effort to recognize the achievements of young entrepreneurs, INJAZ Al Arab, a member of Junior Achievement Worldwide (JA), concluded its 12th Annual Young Arab Entrepreneurs Competition. Held in Kuwait at the Jumeirah Messilah Beach Hotel & Spa, the annual competition aims to highlight the achievements of students throughout INJAZ Al Arab's company programs.

Launched in 2007, The INJAZ Al-Arab Young Entrepreneurs Competition is an annual celebration of the achievements of students who participated and won the National Company Program

Competition in their countries after demonstrating sound knowledge in business planning, market research, marketing, sales and feasibility studies.

The competition aims to enhance the entrepreneurial skills of Arab youth, create job opportunities in the market and stimulate the economy.

Shedding light on young achievers, the YEC 2018 presents teams from 12 countries, including the Kingdom of Bahrain.



Spotlight on Bahraini Entrepreneurs

"TaaWin", a company established by students from the Royal University for Women puts emphasis on designing solutions to solve the scarcity of space. They introduced the "RestnGo" book, which is transformable to a portable chair.

On the other hand, the "CONTRIVE" Company founded by students from Shaikha Hessa Girls School invented the "Knowledge Hunt" mobile application which aims to enhance teaching, learning and development of soft skills. The "Knowledge Hunt" is an educational and dynamic board game connected to an application available

on App Store & Google Play.

'TaaWin' has won the university Product of the Year Award and 'CONTRIVE' has won the high school Company of the Year Award.

Both teams represent the Kingdom of Bahrain and have competed amongst many regional teams and won the YEC 2018 competition.

Dr. Abdulrahman Jawahery, GPIC president and INJAZ board member, congratulated Her Highness Shaikha Hessa bint Khalifa Al Khalifa saying "The levels of success achieved by the participants of INJAZ

Bahrain fills us with pride and honour. Your highness has played a vital role in leading by example, supporting and motivating INJAZ students throughout this journey, which brings them to where they stand today. The teams have earned their success and have definitely raised the bar for creativity during this important regional event."

This year's regional competition is organized in partnership with esteemed global and regional entities, mainly FedEx, MBC Al Amal, Citi Foundation, and Boeing, with the support of local partners from Kuwait including Zain and Kuwait Airways.

INJAZ Al-Arab & Junior Achievement Worldwide

Operating in 14 countries across the Middle East and North Africa, INJAZ Al-Arab is the only non-profit organization in the region that harnesses the mentorship of business leaders to help inspire a culture of entrepreneurship and business innovation among Arab youth.

Partnering with leading companies in the private sector, INJAZ Al-Arab equips the Arab youth to drive the economies of the Arab World forward through training designed to inspire them to develop ambition, entrepreneurship and professional skills.

Named one of the top 100 NGOs in the world by Global Journal for two consecutive years (2012 and 2013), INJAZ Al-Arab has influenced the lives of over 1.5 million students since its inception in 2004. INJAZ Al-Arab is a member of Junior Achievement, the world's largest and fastest-growing youth business organization dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiential and hands-on programs.

For more information.
Tel: +973 17225050
www.injazbh.org



Seedstars World, the largest seed-stage startup competition for emerging markets and fast-growing startup scenes, brought its Bahrain round to a successful close during Seedstars Manama. The event took place on October 15, 2018 at CH9 and eight selected startups were invited to present their companies in front of the local jury panel.

The local winner, Ebrahim El Qassab, Temr.com, was named “Best Startup in Bahrain” for its innovative sustainable solution. “Our start-up makes it extremely simple for small and medium-sized clinics to fully digitize and automate their operations. We aim to provide the region with a data-driven healthcare that benefits all the stakeholders in the healthcare process.”, explains Ebrahim El Qassab, COO at Temr.com.

As part of the prize, Temr.com will be participating at the Seedstars Summit, which takes place in Switzerland in April 2019. It is a week-long training program, with the opportunity to meet the 65+ winners from other fast growing economies as well as investors and mentors from around the world. The final day of the summit is dedicated to pitching in front of an audience of more than 1000 attendees, with the possibility of winning up to \$1million in equity investment and other prizes.

The eight startups pitched in front of a prestigious jury, including Mohamed Al Ansari, Abdulmohsen Al Majnoui and Alix Brunet.

Seedstars Manama also featured Walid Fazza of Wamda Capital, who presented Raising Funds in MENA. The local ambassador of Seedstars World, CH9, organized the event with Seedstars World's local partner Tamkeen. Further support was provided by the media partners Startup Mgz and BEntrepreneur. The event attracted interest from over 40 startups and around 85 attendees.

Donia and Mahmoud, Regional Managers for MENA at Seedstars, said “The ecosystem in Bahrain is very friendly and very promising especially after changes in the law that were implemented in 2017 to encourage more entrepreneurs to join the ecosystem”.



About * seedstars

We are entrepreneurs

We walk the talk - some TALK entrepreneurship, we DO entrepreneurship. **Building companies is our DNA.**

We are global

From day one, our ambition has been global. Our group is **active in 75+ of the fastest-growing ecosystems.**

We are lean and resilient

We don't have all the answers. We have the **iterative process and resilience** to get to them with the **quickest and most cost-efficient route.**

We are Swiss

Seedstars is an idea born in Switzerland, sharing the same values - **trust, reliability, consensus, efficiency and neutrality.**

STARTUP WEEKEND BAHRAIN COMES BACK BIGGER THAN EVER



Can you really build a company in just 54 hours?

This year, Startup Weekend came to Bahrain FinTech Bay in strategic partnership with Tamkeen and Startup Bahrain as the gold sponsors to organize the vigorous Startup Weekend.

Startup Weekend has touched over 380 lives in Bahrain over the course of seven years. The 54-hour frenzy brings together dedicated individuals for a weekend to build a web or mobile-based solution that could lay the foundation for a credible business idea. People with different skillsets were invited to participate including software developers, marketing experts, graphic designers, and anyone with an entrepreneurial mindset.

So how does Startup Weekend work? All the magic happens during a weekend (54 hours) and it's broken down into:



PITCH



BUILD



LAUNCH

In anticipation of a bigger and stronger Startup Weekend this year, Google Developers Group (GDG) Manama partnered with Bahrain FinTech Bay to deliver 10 workshops with the purpose of uniting developers, designers, students, and business professionals across the Kingdom to share their knowledge and expertise. GDG helped gear up this year's participants by covering the following topics:

- Tech for Non-Tech
- Design and Prototyping for Non-Designers
- State of FinTech
- Hacking Hackathons
- State of AI
- Digital Marketing
- Idea Generation- Solutions Interviewing
- Technology Opportunities and Challenges
- Technical Requirements and Tools for your Startup
- State of Data Science

Throwback to this year's spectacular Startup Weekend 2018

Startup Weekend is the ideal environment for participants to test out and validate their ideas; participants can surround themselves with smart, passionate team players and gain access to the best tools and resources available in the market. Participants get the chance to launch a business idea by connecting with the right people and actively working together within a local community of coaches, mentors, investors and sponsors.



Connect

Startup Weekend is the right platform to connect with a global community of like-minded individuals that are filled with the right kind of talent to help participants fulfill entrepreneurial ambitions.



Learn

As participants discover themselves, they will get to understand the effort and time it takes to develop an enterprise.



Discover

Participants can take on the journey of discovery and expose themselves to tools, resources, and skills that may not be available outside the Startup Weekend.



Start

Startup Weekend is the ideal environment to quick start and implement a startup idea just under 54 hours.

Throwback to this year's spectacular Startup Weekend 2018

Startup Weekend 2018 was home to 15 startup ideas; a record high in Bahrain! Hosted for the first time at Bahrain FinTech Bay, the space hosted a frenzy of ideas that were developed into live startups. Startup Weekend was a jam-packed period of brainstorming and developing.

Over the years, Startup Weekend has helped passionate entrepreneurs begin their journey, by encouraging them to take the leap of faith. These stories range from design studios, to development teams, payment processing and more. In a report to be published by Bahrain FinTech Bay, these stories will come to life.



58 PARTICIPANTS



27 IDEAS PITCHED

15 TEAMS



10 PARTNERS

14 MENTORS

03 JUDGES

"We definitely had a larger number of participants this year! Their enthusiasm and energy kept going for two full days, with everyone so eager to get their ideas and concepts transformed into a working prototype. We were truly impressed by the positive collaboration between all teams and their relationship with their dedicated mentors."

- Pakiza Abdulrahman, Manager, Business Development (Startups) at Bahrain EDB





Startup Weekend Bahrain Report 2018

Bahrain FinTech Bay will be releasing the inaugural Startup Weekend Bahrain Report 2018 to wrap up this year's successful weekend.

There was a lot of work that was put into organizing and facilitating Startup Weekend. Bahrain FinTech Bay wanted to create a space where they could put a spotlight on the actual events that unfolded before and during Startup Weekend, the behind-the-scenes things you may have missed, and of course everyone who played a part in making it happen.

The Startup Weekend Bahrain Annual Report 2018 breaks down all the nitty-gritty details both for those involved and interested in participating in upcoming events. Ideally, the report was created for different market players in the startup ecosystem of Bahrain including accelerators, incubators, investors, entrepreneurs, government bodies and community builders.

Here's what you can expect from the report:

05 brilliant entrepreneurs in Bahrain were interviewed on their successful ventures; read the stories of Ahmed Al Rawi, Hussam Ramadhan, Yonis Attiya, Lana Al Attar and Yazin Alirhayim.

14 mentors were quoted on the reasons behind their involvement with Startup Weekend

03 judges were quoted on their judging criteria for the startup pitches: Khalid Saad (CEO of Bahrain FinTech Bay), Metin Zavrak (Value Added Services Manager at VIVA Bahrain), and Pakiza Abdulrahman (Manager, Business Development -Startups at Bahrain Economic Development Board).

15 teams and their innovative ideas are showcased within the report, with a mini-bio on each of the participants.

1st place winners of Startup Weekend 2018 were interviewed to share their 54-hour journey with us.

About the Winners!

The brilliant minds behind the winning idea of Supplyfy are;



Hanan Mirza (24) | Business Developer

Khaled Albaloochi (25) | Software Developer

Hasan Almadhoob (24) | Graphic Designer

Muaadh Bani (32) | Business Developer



The team joined forces to solve a problem in Bahrain's community. Ultimately, the team decided to focus their resources on resolving the problem of miscommunication amongst suppliers and clients, i.e. restaurants and cafes. Despite the existence of a software to manage communications for order placements, further support was required. So, the team figured that an application was needed to handle the logistics of restaurants and cafes placing orders to their suppliers. Hence Supplyfy was created during the rush of Startup Weekend's 54-hour challenge.

Supplyfy is simplifying business needs by streamlining the daily orders targeting the food and beverages industry in Bahrain. The team visualized the bigger picture with all market players involved and built the whole idea from scratch through a website application.

Interested to learn more? Keep an eye on the Bahrain FinTech Bay website (www.bahrainfintechbay.com) to download your own copy of the Startup Weekend Bahrain Report 2018.



**SPACE
340**



YOUR NEW COWORKING SPACE

Space340 is a community work hub and a co-working space located in the heart of Diplomatic Area, Manama.



@Space340



PRIVATE MEETING ROOM BOOKING: BHD 12/HR

EVENT SPACE BOOKING: BHD 80/5 HRS

DROP-IN

BHD 3.5 / DAY

All Day Space Access
Free Internet Access

STUDENT

BHD 20 / MONTH

All Day Space Access
Free Internet Access
Water & Snacks

BASIC

BHD 30 / MONTH

All Day Space Access
Free Internet Access
Water & Snacks
Discounted Meeting-
Room Booking Rates

For inquiries, email us at Space@space340.com

WHY DO I WANT TO DO THIS?

Many of you have heard of Mahatma Gandhi, the prominent leader of India during her struggle for independence in 1947, or Mother Teresa, an Albanian Roman Catholic nun who devoted most of her lifetime taking care of underprivileged people. What motivated these honoured and world-renowned people to do what they did?



In my previous article on motivation, we defined motivation as the drive to act to make your dream happen. In business terms; it is the willingness to undertake an activity to achieve an objective. I also introduced intrinsic and extrinsic motivation and hinted that I would be looking at some of the theory in a little more depth.

Until the last century, most of the theory was based around the notion that we are motivated by basic biological needs for survival and procreation (e.g. hunger, thirst, sex, etc.) and external motivators such as pleasure and pain. The classic theory here is Maslow's Hierarchy of Needs which is based upon the premise that humans are motivated by needs that can be hierarchically ranked and one must satisfy the basic hierarchy needs before proceeding to the higher hierarchical needs level. In the early twentieth century, psychologists recognised that there was more to it than just needs and started to conduct more research into extrinsic and intrinsic motivation.

If you are interested, I recommend that you look at the landmark book, "The Hidden Cost of Rewards" edited by Lepper and Greene, first published in 1978. In this book, the reader is introduced to the Yerkes Dodson Law which

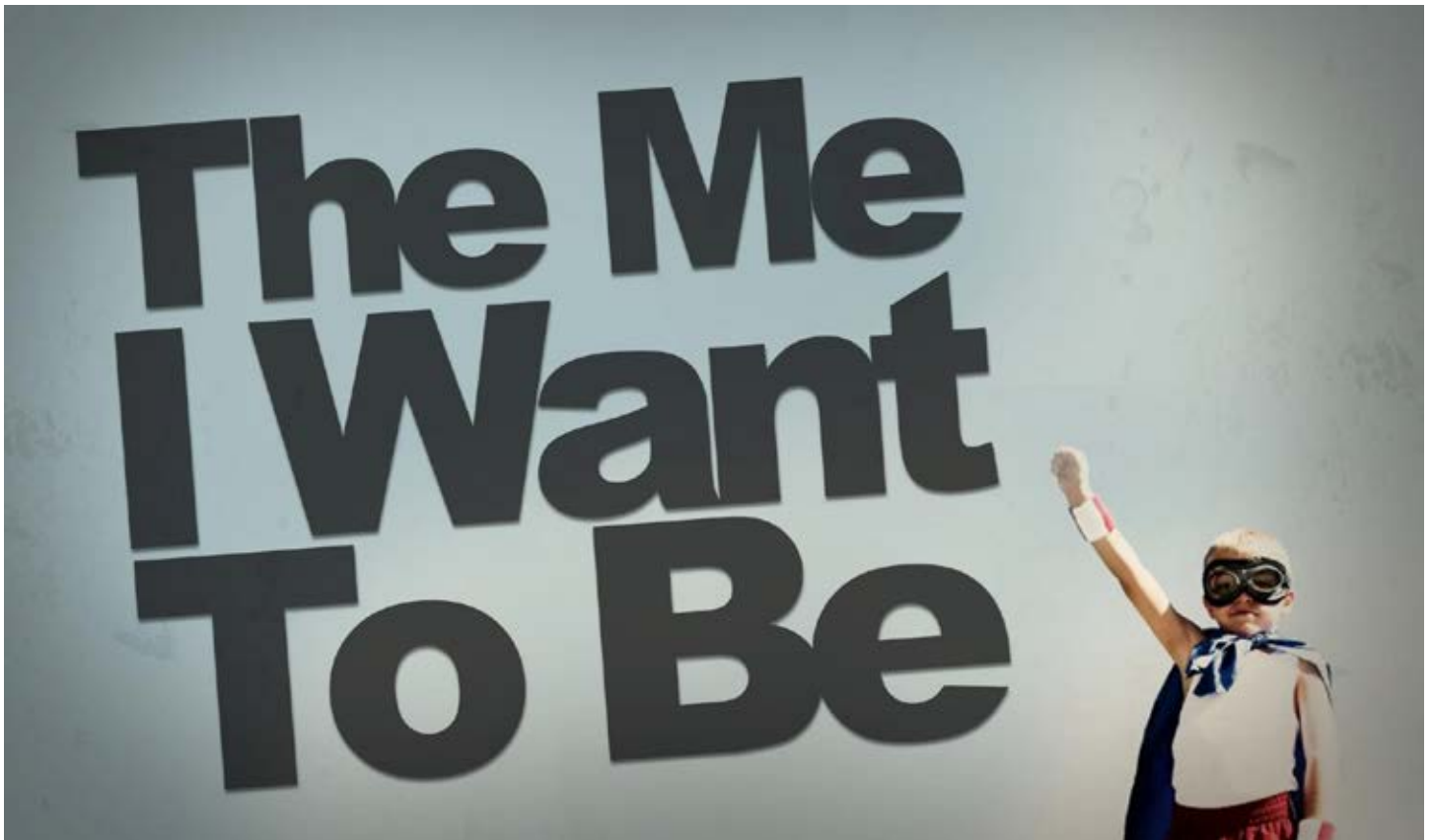
declares that "Performance increases with physiological or mental arousal, but only up to a point. When levels of arousal become too high, performance decreases.". The book historically reviews much of the thinking around intrinsic and extrinsic motivation and although more of an academic work, there are some interesting conclusions and insights.

From this we have now learned that sometimes intrinsic and extrinsic motivation can be in conflict and that one may lead to a reduction in another. The classic story is that of the writer living in New York whose apartment overlooks a piece of waste ground. His work is frequently interrupted in the afternoons by kids playing football on the waste ground and making too much noise. He approaches the group of kids and tells them he loves them playing soccer and will pay them two dollars each, per day to play. He pays them two dollars each for the first three days and then tells them he can't afford two dollars but can only afford one dollar each. After a few more days he then tells them his book sales are down and he can only afford nickels. After a few more days he says he can't afford to pay them anything and the kids decide to stop playing altogether on the waste ground. This is a clever use of the understanding of the power of the rewards motivation to decrease

the kid's motivation to play on the waste ground.

More recent and up to date theory still has challenges with the definitions of intrinsic and extrinsic motivation, but most schools of thought agree that intrinsic and extrinsic motivation have a relationship and that they work in conjunction with each other. Intrinsic motivation is clearly strongly aligned to creativity and persistence of performance and extrinsic motivation can provide short-term motivation but may be influenced by the perceived value of the rewards. Interesting research in this area shows that verbal acknowledgement rather than physical payment has a more motivational effect – start acknowledging your employees' efforts, tell them what a good job they are doing and how much you appreciate their efforts!

As an entrepreneur you already have your own intrinsic desire to start your own business. Intrinsic motivation reflects the desire to do something because the individual wants to and not because they will get some reward at the end of it. The pleasure or sense of satisfaction one gets from doing the task is enough for us to want to perform or to repeat-perform the activity.



Like Mahatma Gandhi or Mother Teresa, you are inspired to become your own boss to do your own thing. Just remember that others may not share the same passion or intrinsic motivation, so you must motivate them in other ways. **A good certified coach will help you to learn more about what motivates you and to develop an understanding of how you can motivate your staff and engage with them and your customers. A good coach will ask the right questions that will aid you in gaining a better understanding of yourself and what you are trying to achieve. They can help you develop your personal goals and get you focused on what you need to do.**

As your coach, I want you to spend the next couple of days thinking about and clarifying in your own mind – Why do I want to do this? What is my biggest reason for doing this?

Motivation will get you started, but you also need grit, discipline, determination and some luck to get you through.

Remember, "If at first you don't succeed, try doing what your coach told you to do the first time!"



Michael Jackson

Reporter

Michael Jackson is a passionate coach, trainer and public speaker.

<http://elev8.coach>

mike.jackson@elev8.coach

*Good luck with your
great adventure...
I wish you well!*

BAHRAINI WOMEN ENTREPRENEURS



Bahraini women have constantly grappled with the hurdles imposed by culture, gender gap, and the long-established investment systems in place in society. But despite these challenges, Bahraini women have managed to empower themselves, seize economic opportunities when able and raise their profile as entrepreneurs as competitive and influential as the opposite gender.

In this issue, BEntrepreneur acknowledges the Bahraini women entrepreneurs who have created a positive impact in their special fields of endeavor, and made significant advancements whether big or small, modest or life-changing across the country's business and economic infrastructure.

MUNA AL HASHEMI in: Muna Al Hashemi

Muna Al Hashemi is acknowledged as one of the most powerful Arab businesswomen. She had also been ranked as no. 15 in the Forbes 'Middle East Most Influential Women 2018', her fourth consecutive year on the list. She is the Deputy Chief Executive Officer of Batelco Group; a member of the Board of Directors of Umniah, Batelco Bahrain's sister company in Jordan; and a Board Member of the Supreme Council for Women.



NADA & NOOR ALAWI www.annadaonline.com

Nada & Noor Alawi, founders of Annada e-Commerce Trading, received special citations as the Best Arab Startup Business, female category at the Mohammed bin Rashid Awards for Young Business Leaders and the 2016 Bahraini Female Entrepreneurship Deal from Her Majesty Princess Sabeeka bint Ibrahim Al-Khalifa.

FATIMA EBRAHIM www.valopay.com



Fatima Ebrahim established Valopay, an online platform that offers consumers a simple, easy and secure system for making online payments instantly, and at the same time enables merchants to sell their products online easily. During a former stint as Community Manager at Kipinhall, she was featured in Forbes and won the 2014 NYU Entrepreneurs Festival Pitch Competition.

DANEH AL-RAYES

www.t-linx.net; www.FeLocal.com

Daneh Al-Rayes is the woman behind T-Linx Technology Solutions, a technology consultancy firm that offers innovative sustainable technology solutions across different sectors customized to address each client's specific requirements. Daneh is the co-creator of Bahrain's first bilingual online directory for local businesses, FeLocal.com; and is a founding member of Bahrain Smart Cities Society which links up tech professionals in smart cities.

ALAA ABDULRAHEEM

butterflytechnology.co



Alaa Abdulraheem is the Founder & General Manager of Butterfly Technology. She won third place at Microsoft's Imagine Cup Global Competition 2014 held at the University of Washington, out of 34 teams with a total of 125 students from various countries. Her winning product is the Nail Polish mixer, a combination of a patented, Wi-Fi enabled device and a universal Windows app that delivers custom nail polish on-demand in 50 seconds.

WAFAL OBAIDAT

www.obaiandhill.com



Wafal Al Obaidat is a recipient of the StartUp of the Year award in 2015. She is the brainchild, creative director and founder behind Obai & Hill, a PR and Design agency made up of young emerging creatives in the design, PR and marketing fields. The agency's creative consulting services were met with high demand in the UK after her online publication, Sketchbook Magazine, became an overnight success. Since then, Obai & Hill relocated to Bahrain to serve GCC clients with bespoke creative services and solutions.

NAJMA GHULOOM

www.majra.me

Najma Ghuloom is co-Founder and writer at Majra, an online platform designed for jobseekers and fresh graduates with easy and friendly search facilities to find job openings in companies and apply to them in an instant.

PARWEEN KAZEROONI

www.mks.edu.bh

Founder and Chairwoman of the Modern Knowledge School, established in 1995 to provide quality education through an American curriculum that also offers the International Baccalaureate Diploma Program for students in Grades 11 and 12.

SHAIKHA TAREEF

chess.bh

Shaikha Tareef is the CEO and owner of Bahrain Chess Academy, established in 2012 with the purpose of introducing Chess as a teaching tool in the schools of Bahrain and to help the children develop their talents by creating an optimal environment for the improvement of students' professional chess skills.

DR. REEM ALSHAIBA

aesthetica-bh.com



Dr. Reem Alshaiba is a Cosmetic and Restorative Dentist, who is also the Founder of Aesthetica Dental Center, which provides dental services at reasonable rates in a fully digital dental centre.

SARA SHEHAB

ig: [@body.jar](https://www.instagram.com/body.jar)

Sara Shehab is the Co-Founder of the Body Jar, a startup that creates handmade natural and organic based body cosmetics that are totally chemical-free. Sara was a second prize winner at Tamkeen's Mashroo3i competition, 4th edition.

DR. SARA AL-REEFY

www.londonbreastcarecentre.com

Dr. Sara Al-Reefy, breast surgeon, founded the London Breast Care Center which provides innovative breast care services to women in a caring and compassionate manner. She's the first Arab female surgeon who received a breast oncology fellowship from the UK and is a recipient of the Female Entrepreneur of the Year award.

MARWA ALJABER

www.madcosmetics.co.uk

ig: [@madcosmetics](https://www.instagram.com/madcosmetics)



Marwa Aljaber established Mad Cosmetics to provide customers with unique hand-made cosmetic products at affordable prices.

DR. RANA AL-AMMADI

www.dr-rana.com



Dr. Rana Al-Ammadi is a medical consultant in the field of Family Medicine, Sports Medicine and Aesthetic Medicine and winner of the 2017 Female Entrepreneur of the Year Award. She is the owner of Dr. Rana's Aesthetic Health Center, a state of the art cosmetic and laser centre offering non-invasive evidence based aesthetic procedures.

MARIAM ABDULRAHIM

www.purpleswirlcafe.com

purplepatchouli.com

Mariam Abdulrahim is the owner of Purple Swirl Cafe, Purple Patchouli Boutique and Salon, Blow Dry Bar & On The Glow. Mariam is a Bahraini entrepreneur inspired to bring to the GCC the world-class, service-oriented businesses abroad.

FATIMA AL KHUNAIZI

www.dmcafe.com.bh

Fatima Al Khunaizi is the proud owner of Decorating Memories bakeshop and confectionery, which makes custom designed and made to order sweets and chocolate products that can be customized or personalized for any occasion.

MAYSSA AL-GHAWAS

ig: [@PlayWorksBH](https://www.instagram.com/PlayWorksBH)

Mayssa is the Founder of Playworks Decor, and is a Furniture Designer & Decorator who specializes in customized personal spaces for work and play.



The success of My Bakery is no surprise. It is the cumulative sum of Ahlam Yousif Janahi's experience that spans across thirty five years in the business sector, and twenty eight years in volunteering and social work across the Kingdom.

EMPOWERING WOMEN ENTREPRENEURS

An Interview with **AHLAM JANAH**

Her passion is her drive, and her initiatives are what make her stay relevant and competitive in the current economy. Successful entrepreneur, icon of women empowerment, leader of social change. Throughout her professional and entrepreneurial career, Ahlam Yousif Janahi has helped elevate the role of Bahraini women in society.

The following posts and awards are just a few of her life achievements: Ahlam held top managerial posts and ownership of various companies including Damasquinos, Gate Trading, Bahrain

Horizon and Al Ezz Trading.

She was a former board member of the Bahrain Chamber of Commerce and Industry from 2013 till 2017. Presently, she is the President of Bahrain Businesswomen's Society. She previously held important positions in various organizations including UNIDO Ambassador of Entrepreneurship since 2011; Member of Election Committee, Businesswomen's Committee; Hub Manager of Bahrain Businesswomen's Society to the Middle East & North Africa Businesswomen's Network from 2006

to 2012; Member of Bahrain Small and Medium Enterprises since 2008; and President of Joint Council between Supreme Council for Women and Bahrain Chamber of Commerce in 2011.

She has received a string of national and international awards with the most recent one including a Certificate of Appreciation for establishing Bahrain Businesswomen's Society in 2000; and several Appreciation Awards for her contribution to the MENA Businesswomen's Summit 2006 by Middle East Partnership Initiative and organizing the 2nd Business Exchange Forum, Bahrain and American experience, by Bahrain Businesswomen's Society and Middle East Partnership Initiative; Appreciation Awards from His Excellency Dr. Hassan Fakhro on the occasion of the Second Forum and Exhibition for SMEs day as an Ambassador of Entrepreneurs, and for organizing the Third Experience Forum: Bahraini and American Experiences in 2011; an award by Forbes Middle East, as no. 66 among 200 Most Influential Women in the Arab region; and recognition as head of the Promotions, Exhibitions and Conferences Sector Committee of the Bahrain Chamber of Commerce and Industry during the Bahrain India Week 2016, a key Bahraini Indian business event attended by 100 Indian companies, held in partnership

I have always believed that Bahraini brands will be known internationally. This is one of the main objectives of Bahrain Business Women society, to establish a dedicated platform for Bahraini products on the international community.

with Bahrain's Economic Development Board (EDB).

On October 2017, she was a Speaker at the MENA-OECD women's economic empowerment forum, on the theme, "Closing Gender Gap for Competitiveness".

Ahlam Yousif Janahi talks to BEntrepreneur about starting her own business, her advice to female entrepreneurs and tips to stay ahead in the industry:

As President of the Bahrain Businesswomen's Society, what is your main objective?

Our main objective is to empower women in the business, commercial and financial sectors and our main goal is to help women who are board members of companies from the government and the private sectors. It is very important because Bahraini women are very strong and responsible. I'm sure that a lot of ladies in Bahrain are capable of handling this position and this enterprise.

As an entrepreneur, how does the government provide support for small and medium scale enterprises?

Now we have different schemes in Bahrain. As you know, there is Startup Bahrain which supports the young generation of entrepreneurs. There is the SMEs council which was created by HRH the Crown Prince and First Deputy Prime Minister Salman Bin Hamad Al Khalifa of Bahrain. We have Tamkeen which is supporting everybody and there's the Economic Development Board, which also supports the SMEs and the entrepreneurship sector.



MY BAKERY

There is also Startup Bahrain which promotes local investments and attracts foreign investors to start up in Bahrain in areas like tech startups and fintech.

So what inspired you to open My Bakery?

My Bakery is a Bahraini owned business established in 2009. What makes our bakery unique is that our baked products come in customized shapes and sizes, with semi-organic and organic bread varieties provided fresh to customers and prepared in a unique kind of way that is considered a first in the Kingdom. Our main mission is to serve our customers because we believe that without our customers, our company will not succeed.

We serve our customers in a professional manner by offering them products of the highest quality, which are competitively priced and delivered with the utmost courtesy and satisfaction. Our wide variety of baked goods include: white bread, brown bread, extra fiber, fiber bread, whole wheat bread and wheat grain all of which are created from fresh ingredients and unique recipes that will always make you feel like you're having them for the first time.

What are the challenges which you think entrepreneurs in Bahrain in general, will face?

We have an open market, and market competition is very tough especially these days. I believe that the hardworking, creative and strong person will always achieve what he needs.

The Bahraini market is very limited. We always think that Bahrain is the hub of the GCC and the Middle East. But we need entrepreneurs to think big, to reach out and be open to different partnerships with our neighbors in the Middle East, even with international companies. I believe that most of the Bahrainis who are very creative and innovative will easily achieve global success.

As a final word, what advice can you give to women entrepreneurs today?

Work hard, think big and expand your network. I think this is the time now for Bahrainis to move and undertake partnerships.



As you know we have a free trade agreement with the US, on which big companies receive opportunities and improve their chances which help them save on expenses and costs on business in the GCC.

On the SMEs sector, they have to match up with their partners and create a new platform on which they can work alongside others on the international level.

They have to concentrate and develop special programs and strategies through which they can move forward and enjoy endless benefits.

For more information:

Tel: +973 1765 0411
www.mybakery.com.bh



Leadership by example

THE STORY OF BATOOL DADABHAI

Entrepreneur magazine sat down with Batool Dadabhai—Former Board Member of the Bahrain Businesswomen's Society to talk about leadership by example.

You are involved in two businesses, as well as being a former Board Member of the Bahrain Businesswomen's Society, how do you attain excellence in your many roles?

Women in general are born to be multi-taskers so we always find a way to carve out time and fulfill all our roles--whether it is at home, work or in society.

As a woman entrepreneur yourself, what do you think can the government do further to empower and develop more women entrepreneurs?

I believe Bahraini Women are very lucky and privileged to have

more than enough support and empowerment from our great leadership.

The Supreme Council for Women, UNIDO, Tamkeen and many other official entities have been created to provide Bahraini women with the strong platform to start their career and work life. It is up to us now to take the initial steps and move forward towards achieving our goals.

What is your vision for the future of entrepreneurship in the country?

I believe Bahrain has a great potential in making it big in the world of Entrepreneurship. We have the educational background, creative mindset and attitude of welcoming new ideas and positive spirit to take us forward and attain our goals.

What are the challenges that you have faced as a businesswoman and how were you able to overcome these challenges?

Everyone's challenges are the same. A small market where supply is more than the demand.

From your wealth of experience in business and entrepreneurship, what advice can you give to entrepreneurs in general and women entrepreneurs in particular?

My advice to all is to hold on to your dream for as long as you can because most of the businesses take at least 3 to 5 years before they see positive results. Enjoy your journey instead of focusing on your destination only.



SMEs

DEVELOPMENT

An Interview with
SHAIKHA ABDULLA ALFADHEL

Entrepreneur Magazine sat down with Shaikha Abdulla Alfadhel to talk about SMEs being the backbone of large economies, the different support systems available for SMEs and her tips to aspiring entrepreneurs and business owners.

SMEs Development: Please tell us more about your role as Director for SMEs Development and the contribution of this sector to Bahraini economy.

SMEs are considered the backbone of large economies and has been identified as a vital sector in Bahrain's economy, representing 99.3% of the total number of local companies and it has been a key growth driver in economic diversification.

SMEs are typically defined based on the main measures of annual revenue and number of employees. In December 2017, MoICT has issued a decree

with the new definition of SMEs being those companies that don't exceed 100 employees or BD3 million in turnover.

The growth and expansion of SMEs are constrained by challenges and obstacles that fall into broad areas such as access to finance, level of technology, regulatory framework, access to information and advice, access to market, business development services, technical and managerial skills.

Presently, SMEs are contributing to 30% of Bahrain's GDP, 8% to exports and 64% of Bahrainis are employed within the private sector. Therefore, the Ministry

of Industry, Commerce and Tourism realized that there are a number of institutions aimed at developing and supporting the small and medium enterprises, startups and entrepreneurs with an existing gap that is coordinating their efforts to have a unified strategic objective to increase the sector's contribution to local economy.

Accordingly, the SMEs Development Board has been formed based on the directives of H.R.H. Prince Salman bin Hamad Al Khalifa, the Crown Prince and Chairman of the Economic Development Board. The SMEs Development Board is chaired by the Minister

of Industry, Commerce and Tourism with members: Economic Development Board, Labor Fund (Tamkeen), Bahrain Development Bank in addition to the Bahrain Chamber of Commerce and Industry.

The SMEs Development Board aims to strengthen startups and SMEs capacities to boost their competitiveness in domestic, regional and global markets in addition to increasing the current figures of SMEs contribution to the GDP to 40%, SMEs exports to 20% and national employment levels from 36,000 to 43,000 Bahrainis.

There are 17 initiatives prioritized under five strategic

themes which are: Access to Finance, Access to Markets, Fostering Innovation, Fostering Skills Development, and Streamlining the Business Environment.

What is your vision for SMEs in the next 5-10 years?

The SME Development Directorate, through the collaborative efforts of the SDB (SMEs Development Board) aims to boost Startups and SMEs ability to enable further growth and development. SDB has developed a National Program to nurture an entrepreneurial ecosystem focusing on five key themes stated above. SDBs mission is to stimulate the growth of SMEs to produce products and services that can compete locally and internationally with a supportive environment and interventions of technology transfer and entrepreneur culture that will contribute to economic diversification and accordingly higher contribution to GDP, export and national employment.

What are the different support systems available for SMEs in Bahrain?

SMEs in Bahrain are surrounded by a supportive business environment offering a range of services such as advisory, incubation and development programmes in finance, marketing as well as providing incentives on training which is collectively organized by related entities including Tamkeen, Bahrain Development Bank, EDB and UNIDO.

The SMEs Development Board accomplished additional support initiatives and programs since its inception in terms of introducing incentives and support for early stage companies (startups &



SMEs) such as the support for "Sijli" through the Business Development of the Enterprise Support Program. "Sijli" is a commercial registration that grants an individual the ability to practice certain business activities without having to register an office address. In addition, there is the Minimum Viable Product – MVP Support Scheme, which is a development support program where start-ups can benefit from a grant support from Tamkeen towards the development, design and testing of a first product.

In order to foster skills development, a commercial activity license was issued for business incubators &

accelerators in March 2017 to regulate the activities of incubators and accelerators and enhance the ecosystem of entrepreneurs, startups and innovators.

The recently launched Export Bahrain Center strives to deliver high quality, relevant and impactful support to Bahraini small and medium exporters aspiring to access international markets through exporting by offering a range of export related functions. Moreover, in the near future; MOICT shall release a Made in Bahrain program to support SMEs by marketing their products globally.

With the continuous

collaboration of the SDB stakeholders, more initiatives and programs are planned to be launched within 2019-- the most important of which is the SMEs Access to Government Procurement. MoICT has coordinated these efforts with related agencies to set the criteria, standards and operational mechanisms for evaluating and qualifying the SMEs to enter into tenders and procurements as a follow up to a cabinet decision that allocates 20% of the value of government procurements and tenders for SMEs. Accordingly, MoICT is currently in the process of developing the SMEs registration website as an online registration platform for the enterprises to benefit from the supportive program.

Would you have any pearls of wisdom to share to entrepreneurs and budding business people?

Understand market needs, evaluate new opportunities and leverage on the challenges that you face. You can make it!

For more information:
www.moic.gov.bh
+973 1756 8000





PASSION FOR NUTRITION

Interview with Hala

Hala Alkhalidi, founder of Diet Delight talks to Entrepreneur about turning your passion into a thriving business.

Hala Mohammed Alkhalidi, Founder and Managing Director of Diet Delight, it's the reward of passion and persistence.

When the concept of staying fit and satiating the palate at the same time is a practice unheard of in the creation of diet meals, Hala made it happen. Diet Delight improvised and designed weight loss and healthy lifestyle meals the way food should be enjoyed... in strict dietary compliance and yet richly flavored.

Alkhalidi

design of diet meal plans in relation to the individual's needs, home or office delivery, and a range of choices with flavor and diet value.

The packages consist of high protein low carb meal plans with choices that suit the requirements of individual clients.

Hala Mohammed Alkhalidi talks about how she chased her dream and struggled until the end result seemed all worth it.

Please tell us about the concept of Diet Delight? And what inspired you to start this business?

What inspired me to open Diet Delight is the idea of people going on diet and eating boring food. Getting into a lifestyle wherein you settle for food like boiled egg, grilled chicken... and other kinds of food that are really, really boring. People start developing this notion that healthy food is not yummy.

So I thought, I'll prove them wrong. I'll show them that healthy food can also be delicious. And it can be a lifestyle which you can stick with for a long time.

Diet Delight
دايت ديللايت



Founded on a staunch interest in the clinical art of diet and the lure of creative culinary, an entrepreneur's dream was born with Diet Delight. For

Around this niche, Diet Delight was legitimized in adherence with the standard rules of the business: personalized assessment, customized



I started working on the menu, flavor and quality and when that combination came together, I started Diet Delight.

How long did it take you to get all these concepts in place?

One year... from the birth of the idea, until we started our first delivery on 11.11.2011. So we just completed seven years, and I'm so happy.

What makes Diet Delight different from other products?



I think what makes us different first of all is the food quality and flavor. This is my main interest, to make it as good as possible.

Secondly, the customer service that we offer clients is especially tailored for their needs, we can customize their meal plans if they want to change something, or if they feel that they don't want to do it anymore.

Add to that the degree of motivation that they derive from the dietician who stays on top of their plan and continues to motivate them. We are always there, backing them up. The customer service that we have I think is the best, and it's results-oriented. We

always strive for results... continuous results not like after you lose four kilos, you stop and don't want to go on anymore. So I think the result is the main factor that keeps you coming back.

So you do have regular customers?

Yes, sometimes they stop for a year and then they come back. Sometimes they join the program for a month, and when then they achieve something like they lost 3 or 4 kilos, they tell me I enjoy the food and I don't want to continue with the diet 'cause I love the food. So that brought up the idea of offering DD On-the-Go, which is available in the supermarkets nowadays. It is available for pick up so one can stay healthy even when you're not following a rigid program.

DIET DELIGHT

Speaking of DD, are you planning to franchise?

We are thinking about it seriously. We actually got a few offers. But it's an idea that I'm still thinking of.

Let's look at the other side. What challenges do you mainly face in the business?

There are many challenges. Many competitors open in the same field but without the same experience as ours. Some people open from their homes, and do not undergo standard regulations. There are frequent complaints about our prices being more expensive... although these are from the clients' point-of-view.

I go through this issue a lot, about DD being more expensive.



In my field, they have to believe in what they do. They must

have the passion, they have to study if the market really needs what

they are offering, and that is very important. What makes them different, what makes them come to their brand and not to someplace else, that is what gives a unique character to the business.

My advice is something my father actually gave me. I'm a dietician, I'm not a businesswoman, and when I started Diet Delight, I didn't have the experience to open a whole business. My father and my husband who are both businessmen believed in me from the very beginning... and they pushed and encouraged me to go ahead. They

firmly told me that they will back me up and support me.

But I learned through the years to be stronger. I learned from my experiences.

Although one definitely needs a support system. If you can't support yourself, you need to have a backup. Take advice from someone who has the experience in the field you want to get into. Especially in business, since I wasn't an expert in that part. I needed their advice. Shall I go for that? Shall I buy more cars? Get more staff?

They would tell me, "No, not more staff, you have to wait until the market grows." So these were the things I really didn't know in the beginning. Because I'm a clinical dietician and nothing else. So I ask the people who can give me good advice.

Just follow your dream. Because anything can happen. I didn't think that my degree would open a business for me. But it actually did and I'm so happy and proud of it.

For more info about Diet Delight packages

call on: 17534499
or follow
@dietdelightbh
on instagram and twitter

We are not the most expensive but we try to control our quality. But once they have tried the others, and then they come back to me, I feel a sense of satisfaction. After having tried the others, I know they know that I'm the best.

One of the main challenges that I go through is to stay on top. Everyday something new opens, so I have to try my best to sustain my position.

It's not about the big companies, it's the small companies... the startups. Of course I want them to grow but I hope

BRINC BATELCO IoT HUB

A Hub for Innovation & Connectivity in Manama



HOT DESK

- Work space
- 24/7 access
- Shared space for 1 member
- High speed internet
- Free snacks & beverages
- Participation in events
- Access to mentors
- Access to Brinc network

BD 30/ Month



FIXED DESK

- CR
- 24/7 access
- Exclusive work space
- High-speed internet
- Free snacks & beverages
- Printing facilities
- 1 curved screen
- Meeting room access
- Board room access
- Event space access
- Participation in events
- Access to mentors
- Access to Brinc network

BD 150/ Month



PRIVATE OFFICE

- CR
- 24/7 access
- Private office
- Space for 4-6 members
- High speed internet
- Free snacks & beverages
- Printing facilities
- 4-6 curved screens
- Meeting room access
- Boardroom access
- Event space access
- Participation in events
- Access to mentors
- Access to Brinc network


BD 450+/ Month

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KG KIDS

An Interview with Janet James Lanceley



Entrepreneur Magazine sat down with Janet James Lanceley, founder of KG Kids Pre-School, Palms School and The Hive creative space to talk about innovation and empowerment through education.

What inspired you to start the business?

I arrived in Bahrain in 1982 from the UK, having worked in the education sector with a focus on developing new curriculums. I started with the opening of IKNS (Ibn Khuldoon National School) in 1983 which was a great development for Bahrain—it being Bahrain's second private bilingual school. Later I worked with St. Christopher's School until 1993.

During this period, I had my first two children and was disappointed with the lack of quality pre-schools offering both English and Arabic courses at a professional level. I could find good quality British schools which taught an hour or so of Arabic each week, but this fell short of what I felt children needed. At the time, Arabic was taught as a requirement for the Ministry but seemed to focus more on

sitting at desks memorizing lines rather than on early years creativity. I have an enormous passion for children and learning, and am always researching the latest techniques and development, which is what spurred me to find a good pre-school.

Bahrain needed a new flavour, a new concept to meet the growing needs of our diverse community. I knew with my newly acquired Bahraini background and my experience in course design, I could create an environment perfectly suited to the needs of our children. I had all the ingredients – building on the excellence of the British Early Years Curriculum, adding to it the rich heritage and culture of Bahrain and finally sprinkling it with my ability to bring together different nationalities of staff to work as one in 2 languages! My recipe was complete, and this became the essence of KG Kids.

That was 25 years ago. Since then, we have

opened Palms School in 2004 because parents wanted to continue this approach after pre-school. In 2009, we opened a branch of KG Kids in Saar followed by Lanceley Consulting in 2012 to give a stronger base from which to manage the schools. Lanceley Consulting involves my two eldest daughters, my brother and sister-in-law, both from the UK. It is truly a family business and this sense of belonging extends throughout KG Kids and Palms, to all our students, staff and parents. Family is what binds us all together and I believe this is why we've been so successful for so many years! This year we've moved KG Kids to an amazing new campus with our newest venture launching in January, The Hive, a creative space for after-school clubs and community activities. My passion remains as strong today as it was 25 years ago! Now we have parents who were previous KG Kids pupils, 2nd generation KG kids!

What do you think is the role of education in today's modern world?

Education is going through huge changes and it's an exciting time to be involved. I

constructivist learning, utilizes self-directed, experiential learning in a relationship-driven environment. The program is based on the principles of respect, responsibility and community, through exploration and discovery of a self-guided curriculum. I think we need to bring back these principles to help educate the whole child, not just ABC and

people today are very fortunate that our society focuses on education, training and empowerment. In days gone by, Bahrain was a leader in the Gulf, providing education for women, the first school for girls in 1929 and encouraging women to go abroad to study in the 1950's. Through developing education, Bahrain has made great achievements and



remember hearing a joke about a man who had been in a coma for 100 years and as he left the hospital and walked around the town, he was amazed by all the new technology and developments. When he went into the local school he relaxed and said, "Oh good, at least one thing hasn't changed!" Now we are beginning to see changes, with many schools looking at reform. Globally educationists are challenging education philosophy and methodology and that's bringing big changes to how we teach the next generation. In Finland for example, the quality of education is very different, with much more emphasis on student-led learning, integrated subjects, fluidity between learning areas, and a much more practical, hands-on approach, a far cry from the traditional authoritarian approach of students sitting at desks in front of a blackboard with the teacher doing all the talking. The Reggio Emilia approach, a pedagogy of student-centred and

123. These influences are evident in good classrooms today. Interestingly when I visited the town of Reggio, I discovered the approach actually started after World War II and yet we are only now seeing a revival in child centred practical expression and investigation. The role of education has always been to educate the next generation. Success in today's society requires a new set of skills, not only operational but interpersonal, to navigate the rapidly changing environment which our children will lead. Today's education must remain fluid and pertinent to their future.

How are young people, especially women, empowered by education?

Society and education play a huge role in the empowerment of women, they are interdependent, one enabling the other. Young

continues to overcome today's challenges in promoting gender equality and women's empowerment, thanks to the vision and guidance of His Majesty King Hamad bin Isa Al Khalifa. As a result, Bahrain has flourished from a clear direction and the resulting introduction of the reform, legitimizing the role of women and eliminating discrimination against women. Bahrain's National Charter seeks to affirm the equality of men and women and so much has been done towards this goal over the last few years. Bahrain's landscape, like its education, is changing.

Her Royal Highness Princess Sabeeka bint Ebrahim Al Khalifa, wife of His Majesty The King, as president of The Supreme Council for Women, embodies the development of education for women and has been catalytic in educational developments. Established in 2001, the Supreme Council for Women is the official body responsible for all women's



affairs under the direction of His Majesty. The Council has made a number of recommendations aimed at narrowing the gender gap in line with the Constitution and international conventions. As part of a national strategy for the advancement of women, Bahrain has a focus on areas such as women in power and decision-making roles, and women and the economy. Bahraini women are present in the three legislative, executive and judicial branches of authority. They participated in the committee which drafted the National Charter and are involved in the process of the referendum on the Charter. The Kingdom has further sought to ensure that there are women in the Consultative Council (a branch of the National Assembly). Women also participate in political life; they exercise their right to vote and have stood as candidates in the municipal and parliamentary elections since 2002, as well as chairing electoral commissions. In the public and private sectors, Bahraini women now hold leading positions as ministers, ambassadors, university chancellors, and assistant undersecretary of State and directors. The participation of women in the labour market has visibly increased over the last three decades; they have entered

new sectors and assumed positions previously held exclusively by men.

Empowerment of women in education is one of the focus points of Tamkeen, a semi-autonomous government agency in Bahrain. Founded in 2006 to provide assistance and training to private sector businesses and individuals, and to promote the development of that sector. The initiative came from HRH Shaikh Salman bin Hamad Al Khalifa, The Crown Prince and is chaired by H.E. Shaikh Mohammed bin Essa Al Khalifa, Chairman of Tamkeen. Tamkeen has taken steps to improve the employability of, and employment rate for women in Bahrain. In 2009–2010 approximately 80% of unemployed people were females. Tamkeen provided training courses and grants, and organized training and employment exhibitions for women only. Today, over 20,000 women have been supported by Tamkeen and I'm so proud to be one of them!

We have so many female role models to look up to, women who give others courage and determination, women who truly inspire others to take a greater role in society. Of

course, we have a long way to go, but everything has to start somewhere, and the equal rights movement for women worldwide remains heavily influenced by education.

What were the challenges you encountered in your business and how were you able to overcome these challenges?

They say that to be successful, sometimes you have to fail; I believe that's true. I always think very hard about any new idea I have. Both my office and my home are littered with huge sheets of drawing paper with notes on, my visual mind-map which helps me to reflect on where we're going as an organization and how we'll get there. I try to think of every inevitability, to control every situation, but years of experience have taught me that you have to accept that you can only control so much, influence a little more, and at times be challenged by the external factors that you simply cannot control. Like many

entrepreneurs, we think we're in complete control, but in reality, that's so often not the case. That was my challenge when both global and local economic challenges arose that I hadn't anticipated. I was looking for investors around the time of 2008 when the world economy was failing and we had just opened KG Kids in Saar in 2009. Just when we were establishing the new school, the H1N1 virus spread and schools closed, then in 2011, local events forced us to close the Saar branch entirely. Because of good planning, we survived, all we lost was a great deal of time and effort but these act as constant reminders of how the best planning doesn't prevent external factors having the last word.

As the schools grew, I looked for help in business management and around this same time, (2007) the government started an initiative called Tamkeen, to support entrepreneurs, as I mentioned earlier. Tamkeen has been an invaluable support to my business from its inception. I am so proud to be a part of Bahrain and work with a supportive business community. Today we have invested over BD100,000 with Tamkeen's support in business development, consultancy and equipment.

As a business grows, quality assurance becomes very important. The government set up an entity which visited schools and assessed quality—Bahrain Quality Assurance and Training. They were very helpful in identifying strengths and weaknesses. Whilst others may be nervous and negative about such a visit, we were always welcoming, it was a free consultancy after all!

What advice can you give to entrepreneurs especially those who want to work in the Education sector?

If you're reading this then perhaps you're already thinking about

becoming an entrepreneur so you must already have a passion. Are you strong and determined in your belief, in your dream? Are you indeed a dreamer? Do you imagine and think of new ideas all the time? Do you scribble down notes everywhere? Is your brain constantly running and bringing you new ideas? I believe most importantly you need to have these qualities. Over the years my nickname has been Octopus(!) and now at work, with my 2 1/2-year-old Grandson Ali, it's been upgraded to Grandma Octopus. My brain is always working on 100 different things and my desk is always messy but I know where everything is! It can be exhausting for others and you will need to have planners and doers on your team but first and foremost, the entrepreneur must create.

With the ever-increasing development rate of technology in our world today, our youngsters will need to be highly proficient in these areas and we're beginning to see many more opportunities in this area for kids. Lanceley Consulting is launching our newest project 'The Hive creative space,' which is an amazing concept for afternoon activities for all ages. A kind of community centre – a Hive where busy bees can get together. We plan to have afterschool classes in ballet, taekwondo, football, gymnastics, Zumba, art, Steam, robotics, coding, languages and birthday parties and events-- as well as exercise classes for mums and baby groups with talks on breast feeding and baby care. I hope it will become a pop-up centre for local artists and entrepreneurs to showcase their talents and



wares. Come along, its beside our Kindergarten and is the first of its kind in Riffa.

You can see that I never stopped being an entrepreneur even after 25 years of KG Kids! There is so much support in Bahrain, our youth are very lucky. Look for a need in society and don't forget to consider location, be prepared to work hard, and then harder still. Believe in yourself, believe in your dream, believe in Bahrain.

For more information:

KG Kids Pre-School

www.kgkids.com
+973 1766 3556

Palms School

www.palms.school
+973 1766 6637

The Hive Creative Space

+973 1748 4777

A World Beyond Borders

an interview with HALA SULAIMAN

Bentpreneur sat down with People's Choice Awardee and co-founder of Alrawi at the recently concluded Pitch at the Palace competition to talk about her business inspiration, how media is the change creator and where will her consultancy Beyond Borders take her next.

Innovation- Alrawi Media is an award winning audiobook application specializing in Arabic books. Can you tell us the thought process behind this app?

While reading books is an important activity people should consider adding to their daily or even weekly tasks.

One, however, cannot deny our attention span has significantly gone down, with new things popping out every few seconds online.

Additionally, people can get super busy and



stressed out trying to balance their work and social life whilst trying to be healthy. The idea of reading a book completely slips out from their minds.

Alrawi launched as an application in November 2017 when three Bahrainis realized that there's a significant gap in Arabic content available. The three co-founders Hala Sulaiman, Ameera AlQubaiti and Mohamed Ebrahim decided to launch an online and digital platform with an app of high-quality Arabic audiobooks and content with the aim of creating an e-community to convert books into interactive audio books. It is based on building a growing network of narrators consisting of broadcasters and voice-over talents who record readings of works of literature and other fields to create a digital library of audiobooks accessible to everyone, everywhere.

Through Alrawi, we hope to build more culturally aware and educated generations. Alrawi also has great features for special needs that include a Voice-over Service that helps special needs people navigate through the Alrawi app.

Alrawi doesn't only provide bookworms with a chance to listen to their favorite books, it also creates a network of publishers, book authors, narrators, producers, artists and studios, which will eventually form an e-marketplace for the audio publishing sector.

In addition to their ever growing list of publishers, we have signed some strategic partnerships providing thrilling and educational books to listen to. One of them is with Qindeel Educational, a knowledge affiliate of the Mohamed Bin Rashid Al Maktoum Foundation. These partnerships allow Alrawi users to gain access to the summaries of the world's best sellers in business, entrepreneurship, education and personal development in audio format – a perfect solution for busy bees who can't listen to the entire book.

Role of Media: You have had vast experience in the media industry, what would you say is the role of media in the economy at the present time?

Media and the knowledge economy is the change creator.

You are a media and communications veteran, entrepreneur, philanthropist—a champion of knowledge and self-improvement. In addition to Alrawi you have started your own consultancy. Where has Beyond Borders taken you?

Beyond Borders Consultancy was established in September 2016 offering strategic management and communication services. The consultancy based in the Kingdom of Bahrain reflects my expertise of 25 years in the fields of strategic management and communication and the launching of start-ups in both the public and private sectors.

Beyond Borders Consultancy has a strong alliance with a wide network of specialized professionals and consultants in the various industries and sectors. It focuses on designing and developing special projects related to project management, market research and studies, in addition to consultancy services in the field of communication which includes but is not limited to media training, public relations, internal communication strategies and best practice, branding and audit perception, local and regional media relations, TV production, positioning and developing publications and has a special unit taking care of translation and interpretation services.

Beyond Borders Consultancy has an ever growing Portfolio which includes UNICEF, UNDP, Bahrain Bourse, BIBF, Ministry of Finance, APICORP, Ministry of Interior, Council of Representatives, AFS, Delmon (Hayat) Rehabilitation Centre, SICO and Falak Consulting.

The focus is on quality and long-term collaborations and working on projects "Beyond any Borders".



@AlrawiBooks

www.alrawi.com

info@alrawi.com

We have recently gone on air with Emirates Airlines with our Arabic Audio Books “for its 70 million passengers per year” and more agreements are coming up with Gulf Air and other regional and international airlines.

Alrawi is also an award winning application having won several awards and prizes such as the Mohamed bin Rashid Al Maktoum Award for Young Business Leaders for the Best Startup in the Arab World in January 2018 and most recently it has won Pitch@ Palace founded by HRH the Duke of York Prince Andrew. We won Global People’s Choice Award held in the United Kingdom in December 2018 after winning the Bahrain and GCC rounds.



استمع للكتب الصوتية الآن
عبر تطبيق الراوي



UNIDO HOLDS PANEL DISCUSSION ON WOMEN IN INNOVATION

sponsored by



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO) held a panel discussion supported by organizing partners, the Supreme Council of Women and Bahrain Businesswomen's Society. The event showcased Bahrain's full support of UNIDO Sustainable Development Goals 5&9. BEntrepreneur Magazine & AMG were proud supporters and media partners for the event.



UNIDO and the Supreme Council of Women in partnership with the Bahrain Businesswomen Society organized a panel discussion session entitled "Bahraini Women in the field of Innovation in Entrepreneurship, supporting the fulfillment of the Sustainable Development Goals" at Riyadat Mall.

Themes under discussion addressed sustainable development Goal 5: Gender Equality and Women's Empowerment, and Goal 9: Industry, Innovation and Infrastructure and Sustainable Development.



Dr. Hashim Hussein, Head of UNIDO Investment & Technology Promotion Office (UNIDO ITPO) presented international figures

supporting the immense role of female entrepreneurs in the development of an innovative entrepreneurial hub, and invited the guests in attendance to take the initiative home and apply an innovation mindset in their ventures.



Panel Speakers included Dr. Nader AlBastaki, Vice President at Kingdom University; Shaikha AlFadhel, Manager of SME (Small & Medium Enterprises) Development at MOICT; Amina Al-Hawaj, global award winning inventor; Yahya Al-Ansari, techno-preneur; and Huda Janahi, entrepreneur ambassador.

The session closed with recommendations from speakers and guests in the fields of gender equality in innovation and sustainable development.



ARIANNA HUFFINGTON

THE FACE OF WOMEN EMPOWERMENT



Arianna Huffington, the prominent international best-selling author of 15 books and global media mogul who founded the award-winning news platform The Huffington Post, was also once named by Time Magazine as one of the world's 100 most influential people and Forbes' Most Powerful Women in Media and Entertainment.

She is the face of women empowerment, a consistent advocate who believes that to drive change one needs to take her principles into practice.

To quote Arianna, "Every year, we look at the latest annual statistics on women in leadership and the numbers aren't budging. They say the definition of insanity is doing the same thing again and again

and expecting different results—we need to look at what's the problem here."

She believes that we need to encourage women to thrive. Arianna said that "If you go to an office and they have room for a ping pong table but they don't have room for a woman who's just given birth to pump milk, there's a problem. It happens a lot."

Arianna was born on July 15, 1950, in Athens, Greece and spent the next few years of her life studying economics at the University of Cambridge in Great Britain.

Arianna moved to London to pursue writing. In 1974, she published her first book with Random House, *The Female Woman*,

which explores trends in women's liberation movements, followed by the politically oriented book *After Reason* in 1980.

On the same year, 1980, she moved to the United States and on the following year, she published a biography of one of the world's greatest opera performers in *Maria Callas: The Woman Behind the Legend*.

In 1983, Arianna published classically themed books. *The Gods of Greece*, a journey into ancient myths, and later on with a biography of Picasso.

She was married to Michael Huffington, a secretary within the U.S. Department of Defense in 1986, with whom she had two



children. Between the years 1993 and 1995, Michael Huffington occupied a seat under the Republican party in the U.S. House of Representatives.

In 2003, Huffington sought a post for the California governorship under the Independent ticket against Arnold Schwarzenegger, but pulled out of the campaign trail in support of the recall vote for Governor Gray Davis.

She received a New York Times bestseller status with *How Corporate Greed and Political Corruption are Undermining America*.



most powerful blog in the world.

While the Web site took off, Huffington continued to write books as well, and in 2007 she released *On Becoming Fearless ... in Love, Work, and Life*, which would later become the inspiration for a 2013 Huffington Post blog series.

From broadcasting, she ventured into publishing and penned over a dozen books which tackled feminism, corporate America and politics.

She released her 13th book entitled *Third World America: How Our Politicians Are Abandoning the*

Her 14th book, released in 2014, called *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder*, debuted at number one on the New York Times Bestseller list.

After a period of 11 years, Arianna left her position at The Huffington Post to launch and serve as CEO of Thrive Global, a start-up company and digital platform on health and wellness.

Thrive Global launched in November 2016 and has raised over \$43 million in funding to date.

As an Uber board member since 2016, she has steered the company's corporate culture in a healthier direction by prioritizing better work-life balance.

She was the executive producer of *Valley of the Boom* in January 2019, a docuseries about the tech boom of the 1990s.

From a traumatic facial injury in 2017 wherein she fainted in her office due to severe exhaustion and overwork, Arianna was inspired to push a platform for individuals maintaining a balance between work, good health and life enjoyment towards the need for work and life balance— as an important reform for companies to place at the forefront of their culture.

Arianna said it, "It's important for successful people to talk about what they're doing to recharge themselves," she says. "We need to change the misconception that you have to be on all the time to succeed."



From a career as a commentator, she switched to liberal politics and started the popular news platform, The Huffington Post in 2005 in the United States.

She co-founded the platform with Kenneth Lerer with the role of editor-in-chief. Over the years, Huffington Post covered a wide range of media categories including politics, sports and business, to name a few. By 2008, The Observer ranked The Huffington Post as the

Middle Class and Betraying the American Dream, in 2010.

In 2011, Huffington sold the site to AOL for more than \$300 million, which soon earned her the status of president and editor-in-chief of the company's Huffington Post Media Group. The site won a 2012 Pulitzer Prize for national reporting, which soon opened international editions in Canada, Great Britain, France and Spain.



**LIVE YOUR
BEST LIFE**



1:1 ARCHITECTURE: AN INTERVIEW WITH **MAYSAM AL NASSER**

Business: please tell us about your business concept and what inspired you to create 1:1 Architecture Designs?

1:1 is a design studio dedicated for conceptual architecture, interior and furniture designs. We introduce a holistic approach that goes beyond the architecture to provide a conscious mix between art, architecture and psychology.

I have always been interested in the impact spaces have on human behaviors and psychology and the dialogue between space and culture, I did my Master's thesis on "Space and Cultural Transformation" in which I studied how space leaves its impression on culture, reshapes its identity, customs and habits, and how culture on the other hand manifests itself in its surroundings.

I founded the design studio 1:1 to put all these concepts to the test. My interest in other art fields also encouraged me to create this workshop-like space where I get to experiment freely with no restrictions—it's like a lab for my own private mistakes and questions.

Challenges: please tell us about the challenges that you experienced when you were starting out and how you were able to overcome those challenges?

Changing people's perception about design has been a challenge... introducing minimal solutions and showing the value of silence in design had its difficulties. But we kept challenging the conventional way of using spaces, introducing the importance of philosophy and conceptual approach and hopefully more clients will see the value in investing in this dimension of design.

Sustainability: Since sustainability is a big issue in the world today, how does your company incorporate sustainability in its projects?

Social and environmental responsibility is at the heart of our practice. We are committed to designing sustainable communities through their built form. We support educational projects and believe that awareness starts with the young.

What's next: can you share with us some future plans of 1: 1 Architecture?

It's not a plan but an objective. We hope that one day we can have an impact on the built fabric of Bahrain, transform the urban patterns, to reflect and develop the culture, the community and social relations within the island. To make a difference and impact on people's lives through the places we create.

Tips: what advice can you share to aspiring entrepreneurs, architects or designers?

Find something that you're passionate about... be creative.

Get prepared with plans, studies and research. Find your own way of doing things. Seek for the appropriate financial support.

Don't give up; as there will be so many obstacles. Work hard and drink a lot of tea!

For more information:

www.maysamalnasser.com

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An Interview with Amina Al Abbasi

Entrepreneur sat down with multi-hyphenate Amina Al Abbasi to talk about art, jewelry design and the inspiration that allows her to flourish in business and in art.

What inspired you to make the move from working in a bank to starting your own business?

My Art. Ever since I was a little girl, I used to love my art classes. Paint shopping was like going to a candy store for me and I still get the same exact thrill every time I enter one. When I paint, I enter a whole new realm of focus and creativity. Luckily I get to call that my job.

Working at a bank was not what I hoped for, working at a desk in an eight hour job was not a place where I can unleash my creativity, so I worked on my paintings from home. I started exhibiting my paintings and discovered a whole new world of Art Business, developed a client base, which led me to create my first product line: my paintings printed on phone covers.

Amina Gallery started from there. I simply found my dream job and focused on it.

After eight years, we are now a full-fledged art gallery in Seef Mall, with over 30 product lines and Points of Sales (POS) in 5 countries and a new branch on its way.

Business: Please tell us more about Amina Art Gallery and what makes it unique from other art galleries?

Amina Gallery wasn't created as an adaptation to any business form, it was created purely for the love of art, creativity, fashion and to construct a high quality gallery

that contains paintings not only to be hung on your walls, but also to accessorize your home and outfits.

We have developed a brand that is noticeable for its uniqueness, reviving Bahraini culture in the most creative ways.

Culture focus: You always try to incorporate Bahraini and Islamic themes into your work. Why do you think this is important?

My art works revolve around subjects that inspire me, as Frida Kahlo a renowned artist said, "I am my own muse, the subject I know best, the subject I want to know better". You will see women in my paintings, Bahraini gold and jewelry, culture being transformed into

contemporary philosophical concepts and ideas. My goal is to revive our traditions in this contemporary world.

Export Quality: Your products are already being distributed in different places, most notably in Harrods, London. What do you think is the potential for future scaling in the export industry of Amina Gallery products?

We focus on product quality and originality and this vision has taken us to places we never dreamed of going to. We have just launched a collaboration with Mattar Jewelers, one of the most elite jewelers in town to create designs of jewelry inspired by those worn by the women in my paintings.

This collaboration may open the door to more collaborations with international designers and brands that could lead to another door towards international markets in the future.

Tips: What advice can you give to art entrepreneurs?

To be original, to have a vision, and never let anyone tell you that you are not good enough because you create your own path to success.

For more information:

www.aminagallery.com

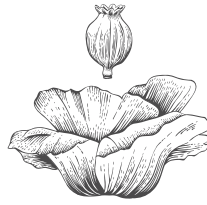
 @aminaalabbasi

 Amina Al Abbasi



**Superwoman
Entrepreneur
& Innovator**





LALABELLA



EVENTS. FLOWERS. CHOCOLATES

BEntrepreneur Magazine sat down with the lovely Nahla Al Mahmood at her shop in Moda Mall to talk about entrepreneurship, passion and the driving force behind LalaBella.

Inspiration: What inspired you to create LalaBella?

LalaBella was born out of coincidence. I always had a dream to run my own business and I discovered that I have the talent to create memorable event experiences, which became the foundation of my business. LalaBella was born out of passion, love and joy: the beautiful power to create and inspire was the solid base of LalaBella's driving force. I intend for LalaBella to become a one stop shop for events, flowers, chocolates, gift items and giveaways.

Innovation: You've started the very first Flower School in the Middle East, please tell us more about it.

My passion for flowers gave me the idea of sharing this passion with other interested entrepreneurs and individuals by introducing a series of flower workshops that started back in 2015 to host certified and international workshops from different well-known institutes from Holland, Germany, USA,

UK and Russia to come and share their knowledge and expertise with the interested individuals and companies. The goal is to create a new job market in the floristry industry for local Bahrainis and interested individuals from the region to learn all sorts of floral arts and techniques, starting from flower conditioning to wedding preparations and high-scale events.

Superwoman: You were a recipient of the Superwoman Achiever Award at the World Women Leadership Congress & Awards in Mumbai, can you please tell us your thoughts on women empowerment and development?

We are so lucky to be Bahrainis with all the support we get from the startup eco-systems. Women entrepreneurs in Bahrain have the support of Her Royal Highness Shaikha Sabeeka Bint Ebrahim Al Khalifa, President of the Supreme Council for Women. Bahraini women and young entrepreneurs in general have proven they are ready, fast, focused and capable of facing challenges. The support that young entrepreneurs receive to sustain their business and maintain its development is a privilege compared to other countries in the region.

Tips: What advice can you share to aspiring entrepreneurs?

Be passionate about what you do, face challenges with all the power you have,

be creative and authentic and lastly be thankful and confident. All these will be a tool to succeed in your journey.

What's next: What's next for Nahla Mahmood, the multi-hyphenate lady?

I just want to achieve all the dreams and goals I have set upon myself on a business and personal level. I live on a life plan, and I know that all these sleepless nights and day-dreaming will become a reality one day. All that I'm confident of is that Almighty Allah has blessed me with countless blessings and I'm so grateful for what I have achieved so far and can't wait to see what I might achieve in the future.

For more information:
www.lalabellabh.com





Giving Back: **THE STORY OF WHITE SPOON COOKIE COMPANY**

Entrepreneur Magazine sat down with Jawaher Almoayyed to learn about social entrepreneurship, the gift that gives back and the power of education to inform, educate, and empower women and youth.

Please tell us about the concept of your business and what inspired you to create it?

White Spoon is a cookie company that supports women through educational causes. We sell cookies and other desserts and 50% of our profits go to an educational cause. The causes are mainly women who have the ambition to study but no funds. Once we have reached our goal for the cause, we move on to the next. By helping one girl at a time, we think we can slowly help bridge the gender gap that negatively affects our society.

What attracted you to social entrepreneurship and how do you think the world can benefit from it?

I am a believer in sustainability. I think the reason charities can sometimes

become unsustainable is because they are financially dependent on the donations and funding of third parties. I wanted to create a model that would be self-sustainable, generate income and be independent of third party uncertainties. Hence I linked it to a business. As long as White Spoon is growing, our contributions to the society will grow. In fact, we have carefully chosen a cause that is also self-sustainable – education. Education ensures financial independence. Hence, the person who is educated through our contributions today will be self-reliant tomorrow; and hopefully also learn to be a responsible social citizen in the future contributing to causes that are dear to them.

Did you know that 90% of a woman's income is put back into the family, while men only give back around 30-40%. Girls who get an education earn more money, are healthier and contribute more to their communities.

What are the causes that you seek to support, and so far what has been the most inspiring cause for you?

White Spoon's causes are focused on girls and education because we believe that it is the best investment one can make today for a brighter tomorrow. I want to quote Queen Rania who said "If you educate a woman, you educate a family. If you educate a girl, you educate the future".

work after her classes to get money to pay for her dorm. So I thought her to be a most deserving and rather inspiring cause. Erlyn became our 4th cause and I hope in the future Erlyn is given more choices than her mother had.

Every business has challenges, what is yours?

White Spoon is transparent about who we donate to so we sometimes come across people that have an opinion regarding who we should



Every cause is inspiring to me because each girl has her own dream. One that I would like to mention in particular is Erlyn. She is the daughter of my domestic helper Joseline. Joseline was in the university studying to be an engineer when she got pregnant. This forced her to drop out of school. She did what she could to support her child and became a domestic helper. She is extremely hardworking and supported me in opening and getting White Spoon up and running. The business could not have been what it is today without her help. Erlyn is a bright girl like her mother, she got perfect grades in high school and even earned a full scholarship! She used to

help. So I often get to hear how I should help other more pressing needs like hunger, poverty and destitution as compared to education. To which I respond: I don't aim to put out fires, I want to find the cause of the fire. That is how I see education and the solution to poverty.

Like the old saying goes "Give a woman a fish, feed her for a day. Teach her how to fish, and she will feed herself and her family for a lifetime". This is what I meant by sustainable giving.

A personal hurdle was establishing the criteria in picking potential applicants. But I've come to realize that it is more effective to pick



applicants that have the potential to help others rather than the applicant that needs the most help—to ensure that the ripple effect is greater. That is why one of the questions I ask of applicants is "how will you use your education to help someone you know".

What is your advice to entrepreneurs who would like to add a CSR component to their business?

Consumers are becoming more and more conscious about their purchases and decisions. They now care more about how the products they use affect the environment, ecology and society. Not only that, but from a business owner point of view I feel

like doing good constantly motivates me to do better. I want White Spoon to be the best because it helps people. If I stop doing what I do, how will I help these girls? I go to work everyday feeling like I have a purpose and a responsibility bigger than myself. So to add the CSR component to any business – first find a cause that is close to your heart and relevant to the present society. Then, create the right kind of awareness amongst your target audiences, involving them to make a bigger impact.

For more information:
www.whitespoon-bh.com

 WhiteSpoon

GIVING BAHRAIN A BOOST



Entrepreneur Magazine sat down with Suzy Alzeerah, co-founder of Boost Bahrain to talk about sports and that great feeling that comes from creating memorable events.



1) Please tell us about the concept of Boost Bahrain and what inspired you to create the business?

Myself, Sameera Al Bitar and Abdulla Al Shamlan established Boost Bahrain in 2016 with a common

goal in mind: to encourage the people of Bahrain to live a healthier lifestyle and embrace sports as a way of life. Our country has one of the highest levels of obesity and diabetes in the region and we wanted to inspire people to realize that sports has many benefits. It improves your mind, body and gives you an immense amount of confidence in all areas of your life. We also believe that everyone loves a challenge mixed in with a good dose of fun. There is nothing like the feeling you get when you cross the finish line where you put in the effort to do more than you could. All three of Boost's founders come from a triathlon background. Some of us have raced in international events. One of us has a successful sports career. We have managed and run some of the most successful sports events in Bahrain, Dubai and Lebanon. We complete each other in

logistics, marketing, and delivering what an athlete at any level would want on race day because we know what it's like as we have been there ourselves.

2) "Boost" literally means to push or to lift/ uplift. How is this carried out in the day to day activities of Boost Bahrain?

We support all the sports, health, and community endeavors that are carried out in the Kingdom. Day to day our team works towards lifting those up, bringing in new events, supporting and encouraging change. Change for the better on every level. No one can deny sports and a healthy lifestyle is a positive road. You have nothing to lose and so much to gain. Most of our race collateral has the flag of Bahrain on it. We've seen people in the Gulf and in Europe wearing a Boost Bahrain

t-shirt with the Bahraini flag on their shoulder. We are very proud of this.

3) What sort of events does your company cater to and how does it work? (Please give us some insight into how great sports events are made).

We create, develop, help market, organize and manage all types of sporting events: we had the third edition of Boost Bahrain Open Water Series last year. It was a training lead up for the yearly Ironman 70.3 Middle East Championships but also an opportunity for those who love to swim to do just that. We run mountain biking races (the first of its kind in Bahrain), cycling events and running events. We cater to kids and adults, we run our own Boost events and several prominent corporate events throughout the year-- everything from a glow in the dark



run, to a team relay sprint triathlon. We also take immense pride in the fact that we design bespoke race collateral such as medals, trophies, t-shirts, towels, swim caps, cycling jerseys and so on. We know that this is what makes an event even more special. In my opinion a great event has to have four elements to work. You have to please those--
 a) participating in the event,
 b) who sponsored the event,
 c) who volunteered or managed the event behind the scenes and also
 d) those spectating or watching. You make those four happen? You got one great event, 100%.

4) How do your events inspire “going beyond the ordinary”?

I think it goes back to our main mission and this is a differentiation to other events in the sports community here. We want people to enjoy them. You can be a serious athlete if you want to or you can get out there and enjoy the music and just have a good day. We love the spirit, not only the competition. Everyone that does a Boost event is so important to us; we have every kind of athlete from professionals to first timers, wheelchair athletes and other physically challenged athletes. We are so proud of the diversity of the people who

participate in our events. Myself, I love the last person who crosses the finish line-- because they took on something big and they didn't give up. And I celebrate anyone who takes on something they really want to achieve.

5) What are some of the business challenges that Boost Bahrain has faced and how were you able to overcome these challenges?

There have been quite a few challenges we have faced because the market is not that mature yet. We feel that to put on a great event it takes a lot from an organization and sometimes we are met with people that don't find value in paying for good events. It's expensive to run a race but people still ask what they are paying for which can be very frustrating when you know how much it takes. However we feel

this is the same for many events in Bahrain. If you want to attend good events, you have to be willing to pay a reasonable amount for the experience.

Also, initially we thought we would receive support in order to encourage more people to participate. However it's been the exact opposite in some cases where some entities are trying to make it more difficult for us to organize and run these events by putting financial strains on us. Regardless of these things, it has been three years and we are still going strong. We are looking forward to this next season!

For more information:
www.boostbahrain.com

boostbahrain @boostbahrain

On January 25, 2019 Boost Bahrain will be holding the Bin Fageeh run. Follow the space above for more details!



THINK POSITIVELY

Doris Martin
Associate Editor

Today, in the world that we live in, there are a lot more people thinking negatively than there are thinking positively.

It's sad really that so many people are depressed with their lives; most of them because they just can't quite see how great their lives would actually be if they changed their attitude and the way they think.

I've compiled a list of 30 positive thinking quotes, which you should definitely read to destroy and overcome negativity within you. It's amazing how much of an effect quotes can have on someone's mindset.

30 Positive Thinking Quotes

It may only take one of these positive thinking quotes to completely change your attitude about things.

Sometimes certain words speak to certain people. Enjoy:

1. "Hate. It has caused a lot of problems in this world but has not solved one yet." **Maya Angelou**
2. "Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." - **Thomas Edison**
3. "We are all here for some special reason. Stop being a prisoner of your past. Become the architect of your future." - **Robin Sharma**
4. "I am the greatest, I said that even before I knew I was." - **Muhammad Ali**
5. "There is little difference in people, but that little difference makes a big difference. The little difference is attitude. The big difference is whether it is positive or negative." - **W. Clement Stone**
6. "The best way to gain self-confidence is to do what you are afraid to do." - **Anon**
7. "Whatever you want to do, do it now. There are only so many tomorrows." - **Michael Landon**

8. "With everything that has happened to you, you can either feel sorry for yourself or treat what has happened as a gift. Everything is either an opportunity to grow or an obstacle to keep you from growing. You get to choose." – **Dr. Wayne W. Dyer**
9. "We can complain because rose bushes have thorns, or rejoice because thorns have rose bushes." – **Abraham Lincoln**
10. "Minds are like flowers, they only open when the time is right." – **Stephen Richards**
11. "Each problem has hidden in it an opportunity so powerful that it literally dwarfs the problem. The greatest success stories were created by people who recognized a problem and turned it into an opportunity." – **Joseph Sugarman**
12. "The most common way people give up their power is by thinking they don't have any." – **Alice Walker**
13. "The greatest discovery of all time is that a person can change his future by merely changing his attitude." – **Oprah Winfrey**
14. "Take chances, make mistakes. That's how you grow. Pain nourishes your courage. You have to fail in order to practice being brave." – **Mary Tyler Moore**
15. "The next time you feel slightly uncomfortable with the pressure in your life, remember no pressure, no diamonds. Pressure is a part of success." – **Eric Thomas**
16. "All things are difficult before they are easy." –

Thomas Fuller

17. "Being miserable is a habit; being happy is a habit, and the choice is yours." – **Tom Hopkins**
18. "I may not have gone where I intended to go, but I think I have ended up where I needed to be." – **Douglas Adams**

today, and I'm going to be happy in it." – **Groucho Marx**

21. "When we are no longer able to change a situation, we are challenged to change ourselves." – **Viktor Frankl**
22. "You must make a decision that you are

mean, *I can't.*" – **Sean Stephenson**

24. "If you want light to come into your life, you need to stand where it is shining." – **Guy Finley**
25. "The past has no power over the present moment." – **Eckhart Tolle**
26. "We don't see things as they are, we see them as we are." – **Anais Nin**
27. "The only place where your dream becomes impossible is in your own thinking." – **Robert H Schuller**
28. "I am thankful for all those who said no to me. It's because of them I'm doing it myself." – **Albert Einstein**
29. "Always think extra hard before crossing over to a bad side, if you were weak enough to cross over, you may not be strong enough to cross back!" – **Victoria Addino**
30. "You will evolve past certain people. Let yourself." – **Mandy Hale**



19. "I've had a lot of worries in my life, most of which never happened." – **Mark Twain**
20. "Each morning when I open my eyes I say to myself: I, not events, have the power to make me happy or unhappy today. I can choose which it shall be. Yesterday is dead, tomorrow hasn't arrived yet. I have just one day,

going to move on. It won't happen automatically. You will have to rise up and say, 'I don't care how hard this is, I don't care how disappointed I am, I'm not going to let this get the best of me. I'm moving on with my life.'" – **Joel Osteen**

23. "If someone tells you, *You can't* they really

Summary

I hope you enjoyed these 30 positive thinking quotes. Please don't forget to share them with your friends and family by dropping them an email or sharing on Facebook, Twitter, etc., especially if you think today is a day that they will need to see these.

Stay positive!

ENTREPRENEUR BOOKS



SIX BOOKS EVERY ASPIRING ENTREPRENEUR MUST READ

Aspiring entrepreneurs are turning to success stories to glean wisdom from their accomplishments.


Autobiographies and self-help books are some of the best inspirational tools for launching the businesses of the future, as successful business owners share valuable insights on the secrets behind their success.

From Mark Zuckerberg, Bill Gates, Ariana Huffington, Warren Buffet to Sir Richard Branson-- you can learn along the way or you can choose to take a big leap on your journey by learning from the likes of these great entrepreneurs.

"IGNORE THIS BOOK AT YOUR OWN PERIL." —SETH GODIN

REWORK

NEW YORK TIMES BESTSELLER



JASON FRIED & DAVID HEINEMEIER HANSSON
FOUNDERS OF BASECAMP

1 Rework

JASON FRIED


Rework explains why standard procedures like writing business plans, competitive analysis and searching for potential investors do not help at all when it comes to building a sustainable business. Jason Fried challenges common business myths and stresses that what's needed is a productive work ethic and exposure. Rework is inspiring, straightforward and promotes the use of the simplest and most effective principles. The advice in the book does not only apply on how to start a business but also offers a different view on how to create a better life in general.

TOOLS OF TITANS

THE TACTICS, ROUTINES AND HABITS OF BILLIONAIRES, ICONS AND WORLD-CLASS PERFORMERS

FROM #1 NEW YORK TIMES BEST-SELLING AUTHOR

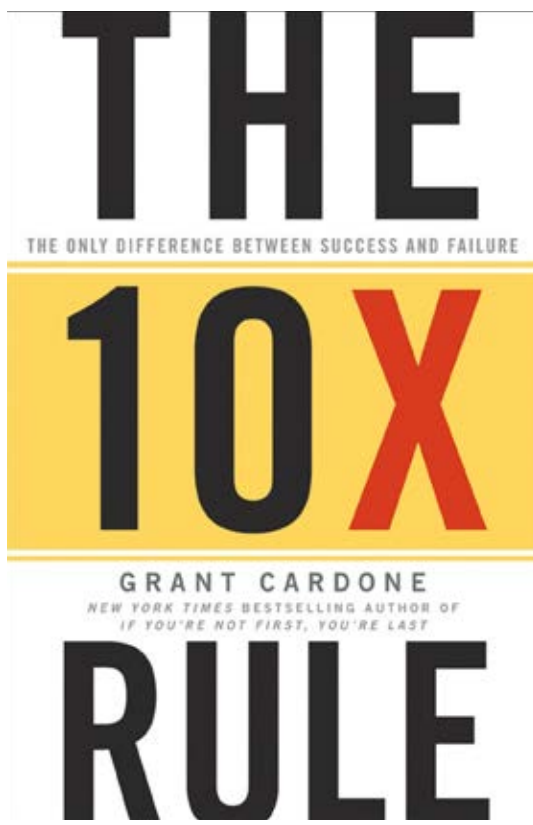
TIM FERRISS



2 Tools of Titans

TIM FERRIS

Time Ferris interviewed hundreds of very successful people on his podcast, and in Tools of Titans presented valuable insights from those conversations. He examines the exchanges, categorizes them into themes and observes how successful people have common themes which ripple across their lives. He has tested them before listing them, for us to acquire bits of wisdom from their routines.



10X RULE 3

GRANT CARDONE

Grant Cardone, a real estate professional shows us how he has dramatically increased his business and profile by following the 10X principle: When everyone started minimizing their investments during the recession, he took the opposite path and instead went all in during the crisis. He stresses that whatever the others are doing, you must do the same thing 10X better.



THE ACHIEVEMENT HABIT

STOP WISHING,
START DOING,
and TAKE COMMAND
OF YOUR LIFE

BERNARD ROTH

THE 4 ACHIEVEMENT HABIT

DR. BERNARD ROTH

Dr. Bernard Roth, co-founder of Design Thinking, probes into the basic question confronting the entrepreneur: Are you solving the right problem?

The Achievement Habit introduces a very simple questioning process that helps one probe into the real problems faced by start-ups jumping into a product idea. The book looks into the process employed by individuals and organizations the author has worked with, and examines the steps they have taken to move from idea to business.

Dr. Roth believes that it is better to start to do something and fail than it is to do nothing and wait for the correct path of action to come up. He stresses how important it is for startups to undergo the process of prototyping, testing, learning, rinsing and repeating.

The Psychology INFLUENCE of Persuasion

"For marketers, this book is among the most important books written in the last ten years."

— *Journal of Marketing Research*

ROBERT B. CIALDINI, PH.D.

5 Influence

ROBERT CIALDINI

Influence sold millions of copies worldwide and had been translated into over 20 languages. Its success stems from its timeless message of how to influence people. In the book, he provokes the readers with the basic question: What makes people say 'yes' to something? He defies common thinking on the premise that it is the merits of the product or argument which makes people say yes. But rather, he believes that it is the context in which the message is placed which leads to the act of persuasion.

Influence points out that an entrepreneur's primary role is to build a successful business; to do so, one must live by the following principles of Influence: reciprocity, consistency, likeability, social proof, authority and scarcity.

THE LEAN STARTUP

How Constant **Innovation**
Creates Radically
Successful Businesses

ERIC RIES

'Mandatory reading for entrepreneurs' *Dan Heath*

6 The Lean Startup

ERIC RIES

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

The Lean Startup is about why most startups fail, and how such failures can be prevented. The book offers a unique strategy that changes the way companies are built and how products are introduced into the market. The strategy can help companies that are smart with their money and use human creativity wisely to grow and enable them to change their direction and adopt changes to increase opportunities.

It offers entrepreneurs a means to re-examine their vision, adapt to their own needs before it's too late and embrace the importance of innovation in order to survive.



DESIGN YOUR FUTURE





What is VAT and how does the BBIC support its entrepreneurs towards it?

The value-added tax is a type of tax that applies to all provisions of goods and services. The VAT is usually assessed and collected on the value of goods or services that have been provided every time there is a transaction (sale/purchase).

The VAT treaty that was signed by all of the GCC countries introduces the common principles of the VAT system which will be followed by all GCC states. On February 2017, the Kingdom of Bahrain signed the GCC unified Value Added Tax ("VAT") Treaty, followed by a framework agreement in 2018, with other state members of the GCC which requires member states to implement local legislations on the execution and regulation of VAT.

The implementation of VAT is a step forward into keeping up with the change of the regional economic landscape and enhancing the Kingdom's public finances, especially in light of the recent drop in oil prices which resulted into pushing the Bahraini dinar to its lowest value in more than 10 years.

The standard rate imposed is (5%) of the value of supplied or imported goods and provided services, as regulated by the provisions of Decree No. 48 of 2018 issued in October 2018. Bahrain will introduce and implement VAT on 1 January 2019.

Bahrain Business Incubation Centre's (BBIC) role in supporting its entrepreneurs towards proper implementation of VAT



As part of our continued dedication to support the entrepreneurial community of Bahrain, and in order to meet all their technical, financial and legal requirements, BBIC ensures entrepreneurs' readiness towards implementation of VAT into their businesses by providing proper awareness, guidance and coaching on the importance of VAT and the necessary commitments required prior to implementation. BBIC offers multiple

channels of support of which many are related to financial and legal guidance. Through partnering up with capable third party Tax consultants, BBIC utilizes its platform to host VAT awareness programs, workshops and training sessions to help spread the technical know-how of VAT implementation and bridge the gap between businesses and service providers.

Businesses should assess their legal structures and supply chains to identify and highlight VAT risk areas. Subsequently, legal arrangements should be reviewed to determine whether they reflect the reality and whether they contain proper tax clauses. In terms of VAT recovery, businesses should explore various opportunities to enhance the VAT recovery position. Such opportunities may include but are not limited to VAT grouping and revisiting financial arrangements.

VAT is expected to provide a new source of income and will also help towards achieving the government's vision. It will be a source of income that will help fund projects and services for the benefit of the people and will also help diversify away from oil and gas revenues as primary sources of income.

For more information:
www.bbicbahrain.com
+973 1735 8800



كوربوريت هب
CORPORATE HUB
from dewaniya to hub

PREPARING THE KINGDOM AS THE FUTURE STARTUP HUB OF THE REGION

One of the leading business accelerators in Bahrain is the handiwork of Mohammed Al Tawash, its Founder & Chairman; a conceptual business thinker who envisions Bahrain as the future startup center of the region and whose exemplary leadership has encouraged numerous start-up growth and turnaround situations. His partner, Maryam Alsaegh, CH9 Executive Director, is a business development professional who utilizes her experience in venture capital and private equity industry to plot accelerator setups.

Together, Mohammed and Maryam seek the advancement of the entrepreneurship ecosystem in the Kingdom and the GCC region by providing a platform that supports aspiring entrepreneurs, business owners and startup founders.

Since CH9 rolled out the accelerator concept from its headquarters in Amwaj Islands, CH9 has been at the core of many entrepreneurial activities and first-time ventures. CH9 offers a virtual address with CR documentation and 24-hour access to business spaces equipped with

fiber-optic wi-fi, Microsoft-powered Cloud solutions, meeting rooms and printing facilities.

Mentorship opportunities are available free of charge to Bahrainis, plus provisions for business consultations. The accelerator has hosted regional startup pitch events such as the Seedstars Summit in 2016 and Seedstars GCC in 2017.

BEntrepreneur talks to CH9's Mohamed Altawash, Founder & Chairman and Maryam Alsaegh, Executive Director for more insights on the accelerator platform.

CAN YOU PLEASE TELL US MORE ABOUT CH9 AND WHAT KIND OF PROJECTS DO YOU SUPPORT?

We first launched in 2016 as the first co-working space in Bahrain. We started with some exciting programs for our startups like the Gaming Hackathon and My Startup Bootcamp that we've been doing for almost two years now, and we're working on other new projects as well.

FROM BEING THE FIRST HOMEGROWN ACCELERATOR YOU ARE NOW THE BIGGEST.

True. But the size really doesn't matter although CH9 is about 1,300 times bigger than other accelerators in the Gulf. What matters is the acceleration and support that we provide to our startups.

WHAT INSPIRED YOU TO START THE HUB?

What inspired me to create an accelerator for startups and scale-ups is the ecosystem when it started in the Gulf. We've been hibernating in the Gulf for so many years, we just woke up in 2016 and 2017. And we found out that there are so many opportunities, scale-ups and capabilities within the region, whether they are from an indigent population or expat foreigners living in the Gulf. Residents have lots of capabilities in setting up their own companies. There are certain ideas... so what inspired me is to support these entrepreneurs. Being an entrepreneur who started 20 years ago, I didn't get any of that. We didn't have any support from Tamkeen, Bahrain Development Bank or EDB. Today, the big difference is what the government or the semi-government institutions have put together as a bundle of packages for entrepreneurs and startups to avail.

ONE OF THE REASONS FOR THE SUCCESS OF CH9, WHICH IS VERY INSPIRATIONAL IS THAT YOU DON'T TURN AWAY ENTREPRENEURS.

The door is open. Since a year and a half ago, we have been conducting intensive bootcamp activities for businesses on the process of generating business ideas. We have trained 240 entrepreneurs, and that is quite a big number.

We have no intention of rejecting anybody and we receive them all whether that person does or doesn't have an idea.

Even if they don't have any idea on how to set up their business, we spoonfeed them with one, or with a business plan. They have to come up with an MVP which is the Minimum Viable Product, and from the MVP they should manufacture their product and then we give them an access to the market in the region. It is a fairly complete service that we try to accomplish with our partners on the best possible level.

WHAT IS THE IMPORTANCE OF BUSINESS ACCELERATORS LIKE CH9 IN THE ECONOMIC CLIMATE OF BAHRAIN TODAY AND IN THE FUTURE?

Let me quote what His Royal Highness the Crown Prince said a couple of days ago during the FII, or the Future Investment Initiative in Saudi. He clearly put forward the mindset of the government in that regard, that the new pipeline in the post-era of oil, includes the many support



systems that had been given by the government in terms of infrastructure. What the Crown Prince has been referring to as the pipeline in the pre-phase is the credit line given to startup businesses.

Incubators and accelerators are smaller in terms of size, but we are the true refineries in the new era, accelerating the startups and the economy as well, and putting entrepreneurs in the right direction.

WHAT'S NEXT FOR CH9?

I think expansion. We can't just stay here in Bahrain and support everyone coming in to the hub. We have an aggressive expansion plan right now for CH9. In terms of geographical expansion, we are looking into our affiliate accelerators from Oman and Hamala.

Next, we'll be expanding into our neighboring countries, because by 2025 we hope that there will be 10 CH9's in the Middle East.

Hopefully by 2019, we will be in Saudi as well as in Oman. This will allow us to have multiple CH9 locations not just for accelerators but also for the co-working state. This is the direction we will pursue to attract entrepreneurs, startups, corporates, as well as the scale-ups in the co-working state.

WHAT ADVICE CAN YOU GIVE TO ASPIRING ENTREPRENEURS?

Be patient. It is not a career nor a joke that you will accept and expect salary from at the end of the month. I've been sitting with entrepreneurs for the past two or three years and I know from experience that if you want to start something like this, you wouldn't be able to sleep. You will be drinking coffee all the time. It is the passion behind what you're doing that will accelerate you to become a successful startup. Secondly, you have to be resilient in a way that you will take issues in stride. Is it a matter of funding, or monetizing your product? Do you have the

market expertise to promote your business? These and other factors will stress you out but you have to be resilient because you have to deal with these factors one by one. And this is exactly what we do and teach to everybody in CH9. Be resilient enough to overcome the challenges. If it's a career, it's a matter of accelerating you on your work. But here, if you shine, we are accelerating you on a life journey.

What you do with your family at home, is exactly what you will be doing here at CH9. Startups sleep over here at CH9. Maryam sends me text messages during midnight. It's not just the startups or the entrepreneurs and the accelerators, it's also the people behind the operations. And that refers to Maryam, Ali and the other guys which is the reality. They sleep here, this is the kind of support that we give right from the start to entrepreneurs. It is not an easy task to run an accelerator.

Running an accelerator is the last thing you want to do in your life. You will be dealing with tons of people, many of whom don't have a clue on how to start or accomplish the task in hand. Running an accelerator has to go first with the mindset and the lifestyle; you've got to be patient and look after each other. You have to find a way to support every individual and accelerate them to achieve a sustainable startup, and then a scale-up, and later on towards expansion into the Gulf as well.

Take advantage of the support that the government and the accelerators provide in Bahrain. I don't think there's any other Gulf country that offers what we have here in Bahrain, whether it's from Tamkeen, EDB or Startup Bahrain, or other accelerators. They already have everything here... especially the baseline to start on what they want to do.

For more information:
www.chnine.com

Instagram: @corporatehub9

LinkedIn: CH9

THE STORIES STUDIO

An Interview with **Saba Saleem Warsi**

Entrepreneur Magazine sat down with Saba Saleem Warsi of the Stories Studio to talk about gaming, a passion for change, and giving back to the world.



CREATING
COMMERCIAL GAMES
FOR
SOCIAL
IMPACT

THESTORIESSTUDIO.COM



Please tell us more about the Stories Studio and what inspired you to create the business?

There were two main factors that resulted in the founding of The Stories Studio:

1. My passion for games. I have been playing video games since I was a little girl.
2. My trip to Turkey in 2014, where I saw many refugee children, and I wanted to tell their stories.

I am trying to think of the exact moment when the ideation happened. But to be honest, it was a lot of things. One of the main drivers though was my trip to Turkey in 2014, where I saw many refugee children in the streets. I wondered if there was a way to tell their stories. At the same time, I was learning game development. I never thought that a game would create a big impact to refugees. The connection happened once I created a prototype and people who tested it talked about what an impact it could make. I then

looked at other games that are about causes, and how much they affect people, and that's when I decided that I could combine my passion of games and social impact and make a business out of it.

You are using creativity in order to inspire change in the world. Why do you think this is important at this time?

My firm belief is that every art form has a responsibility to document history, to create awareness, start conversations and even start revolutions.

Games, for me are the ultimate holistic art form, as we have an added layer of interaction as compared to other art forms. Video games are a prevailing art form of our generation and therefore have so much potential to spread positive ideas, knowledge and information. We can have a great time, while making a difference. Everything has its purpose.

Can you tell us about some of your products and how they create awareness and empathy for your audience?

An eight-year old based in the US, who recently played our game about plastic pollution refused a plastic straw at a cafe, calling them evil. He played

our game, "Deep Blue Dump" which is a simple mobile game about ocean plastic pollution and saving a baby turtle from plastic garbage. We were thrilled to learn of this incident. This is our purpose and it is being fulfilled. If we can change the perception of even one person, man, woman or child to contribute positively to the world, then our work is done.

What's next for The Stories Studio?

We aim to promote Deep Blue Dump to as many people as possible, as well as work with a global mobile publisher for our next game release. We aim to continue working and creating art for change. There are many other cause-based games, that we have in the pipeline, including games on mental

health, PTSD (Post-traumatic Stress Disorder), abuse, Alzheimer's and the refugee crisis.

What advice can you give to social entrepreneurs?

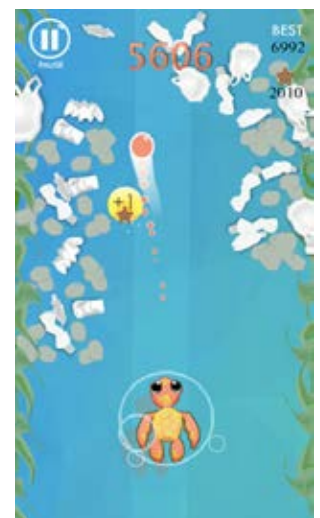
There are many challenges when starting your own business, and a lot of legwork that comes with it. Sometimes you'll be doing things that the business requires instead of working on what you actually love.

It is normal to sometimes feel like you are not making a difference or enough of a difference. In those times, I recommend self-care. Take care of yourself first and do not be afraid to be a profitable business. I see a lot of people who think that making

money while creating an impact, is not right. My thoughts are quite the opposite. I think having a sustainable profitable business that can pay you and your team allows you to expand your impact. There is nothing wrong with being commercially or financially successful, as this just allows you more time, flexibility and peace of mind to better others' situation.

Also, don't be afraid to share your work with the world, and never let anyone tell you that you cannot do something.

For more information:
www.thestoriesstudio.com
+973 3351 2707





18PERCENT OF AMERICANS ARE LIVING WITH MENTAL HEALTH ISSUES

Entrepreneur Magazine sat down with the co-founders of 18percent (Zach Schleien & David Markovich), a free, peer-to-peer online support community to talk about how it started and how people can benefit from this platform.

Zach: My close family friend Louis passed away after struggling for three years with schizoaffective disorder/ Bipolar Type 1. The onset of Louis' psychosis occurred when he was 19 (he was first hospitalized in October 2014). From childhood through high school, Louis was happy, athletic, musically gifted, made friends easily, and achieved outstanding academic success. But since his psychosis he was hospitalized several times for durations of several weeks to months.

In March 2017 Louis rejected therapy due to side-effects caused by his medication. This coupled with his non-acceptance of his condition, made his disease nearly impossible to manage. In the throes of his psychosis, it is presumed that he died of drowning in a nearby river.

In his honor, I took on the challenge to raise \$9,500 through crowdfunding. With all of the amazing support we received, we raised \$9,640 in just over 2 weeks. The proceeds went to the National Alliance

on Mental Illness (NAMI) and will be used to fund the NAMI Basics Program. NAMI Basics is a free, 6-week education program for parents and family caregivers of children and teens who are experiencing symptoms of a mental illness or who have already been diagnosed.

Following the campaign, and with Mental Health Month approaching, I set out to raise \$30,000 in 30 days with Louis' dad, Fred who was now volunteering for his local NAMI chapter, NAMI El Dorado. The goal was to raise this amount for El Dorado's Family to Family Program, which would support 600 family members with a loved one with mental illness. In 3 weeks, Fred, myself and the Executive Director of NAMI El Dorado, Jeanne Nelson surpassed our goal and hit \$32,000.

After reaching crowdfunding success I wanted to do more. I teamed up with one of my closest friends, David Markovich who has an expertise in online community building; growing his digital marketing community Online Geniuses to over 15,000

members and running events in over 23 countries. We have now built an online community around mental health called 18percent.org. Why 18percent? Because at any given moment, 18percent of the United States population, suffers from some mental illness.

18percent is a free mental health online community based off Slack, where one can receive peer to peer support. The community offers free, 24/7 support in a moderated environment with many channels that cover various mental health issues. 18percent is an official partner of the Crisis Text Line and National Eating Disorders Association.

The mental health community has been featured in NowThis (100,000+ views), The Washington Post and FOX. Since 18percent launched nine months ago, the community has had 380,000 messages sent on the platform.



Erasing the Stigma

One of 18percent's goals is to normalize mental health. We believe that by speaking up about this important issue and providing a space for one another to get support, the stigma will lessen. There is a strong stigma for many who are going through mental health issues as they feel isolated and afraid to speak up. Many people still see mental health as being "weak" versus having a flaw or deficiency in your brain.

Role Models

(Zach) My role model is my father, Charles. Charles is a pediatrician and has committed himself to helping people.

Options for Mental Health Sufferers

We recommend speaking to a health care professional if you are going through a mental health issue. 18percent is a supplement to your professional support.

Advice to Entrepreneurs

You do not need to be an expert or know all of the answers. You do need to be extremely motivated and have a story to tell.



***WE SIMPLY
ATTEMPT TO
BE FEARFUL
WHEN OTHERS
ARE GREEDY
AND TO BE
GREEDY ONLY
WHEN OTHERS
ARE FEARFUL.***

Warren Buffet is without a doubt, one of the most successful individuals who walked the earth, with an equal wealth of invaluable lessons worth sharing. How he accumulated a staggering fortune amounting to \$72 billion in his lifetime is worth sharing. The grains of wisdom which produced one of the most successful businessmen of all time can inspire any one to live life in the best way possible, and lead us on the same road to greatness which he has traveled. Following are some values and beliefs extracted from a compilation of Warren Buffett's many writings and inspirational talks on how to succeed in business and in life.



KEY LESSONS LEARNED FROM WARREN BUFFETT



Warren Buffett is without doubt one of the most successful individuals who walked the earth, with an equal wealth of invaluable lessons worth sharing. How he accumulated a staggering fortune amounting to \$72 Billion in his lifetime is impossible to equal, perhaps not in this lifetime. But the grains of wisdom which produced one of the most successful businessmen of all time can simply inspire any one to live life in the best way possible, and lead us on the same road to greatness which he has traveled. Following are values and beliefs extracted from a compilation of Warren Buffett's many writings and inspirational talks on how to succeed in business and in life.

The Life of Warren Buffett

Warren Buffett was born in Omaha, Nebraska. He is currently the chairman and CEO of Berkshire Hathaway and is considered as one of the most successful and influential investors of the 20th century. In 2008, he was ranked as the wealthiest person in the world

while in 2011, he's one of the top three wealthiest people. Warren Buffett has pledged to donate 99% of his fortune to philanthropic causes.

He started as an investment salesman in 1951 for Buffett-Falk 7 Company after which he worked as a securities analyst at Buffett Partnership, Ltd. In 1962 Buffett earned his first million through his partnerships in business which was highlighted by his acquisition of Berkshire Hathaway textile manufacturing company. He reached billionaire status in 1990 after selling class A shares, acquiring General Re and providing reinsurance through a collaboration with Maurice R. Greenberg at AIG.

Life Lessons from Warren Buffett

1. "Time is the friend of the wonderful business, the enemy of the mediocre."

Be patient—success doesn't come overnight. Just keep moving on because although the road to victory is difficult or excruciating, it

still holds many valuable lessons which make winning much sweeter.

2. "I don't look to jump over seven-foot bars; I look around for one-foot bars that I can step over."

First weigh the risks, consider all possible scenarios then make a decision.

3. "Exercise vigilance over every expense and spending."

Controlling your spending helps avoid waste, and when you do, you save money that can work for you and enable you to invest for the future.

4. "The difference between successful people and really successful people is that really successful people say no to almost everything."

Act decisively and swiftly, and say "No" if you have to.

5. "There comes a time when you ought to start doing what you want. Take a job that you love. You will jump out of bed in the morning. I think you are out of your mind if you keep taking jobs that you don't like because you think it will look good on your resume."

When you love what you're doing, you'll never work a day in your life.

6. "I am a better investor because I am a businessman, and a better businessman because I am an investor."

When dealing with people, it is always best to bargain, leverage and clarify the deal and conditions beforehand.

7. "Nothing sedates rationality like large doses of effortless money."

"I have pledged – to you, the rating agencies and myself – to always run Berkshire with more than ample cash. We never want to count on the kindness

of strangers in order to meet tomorrow's obligations. When forced to choose, I will not trade even a night's sleep for the chance of extra profits."

Avoid unnecessary borrowing and limit what you owe others. You will never be rich living on handouts, loans and credit cards.

8. "I try to buy stock in businesses that are so wonderful that an idiot can run them. Because, sooner or later, one will."

Seize investment opportunities and reinvest your profits. Even a small investment can generate great wealth if you nurture it well.

9. "You don't have to swing at everything—you can wait for your pitch. The problem when you're a money manager is that your fans keep yelling, 'Swing, you bum!'" Instead of following the crowd, measure yourself by your "Inner Scorecard"—your own standards and not the world's.

"I would say the most satisfying thing actually is watching my three children each pick up on their own interests and work many more hours per week than most people that have jobs, and trying to intelligently give away that money in fields that they particularly care about."

Never make decisions or base your success or happiness on the judgement or standards of other people.



ACTION SPEAKS LOUDER

“You have got to be hungry. Be ready to give what it takes. Give your 100%”.

By Rajappan Easwaran

“You have got to be hungry. Be ready to give what it takes. Give your 100%”.

For the 20th time I am listening to the same motivational speech and I could prompt every word that was spoken. Every time I listened, it gave me a new perspective and fresh boost of energy. Every day I was listening to a minimum of two hours of motivational speeches. Reading was another habit I worked hard to bring into my routine. Having neck pain, sitting for an hour reading 15 to 20 pages was a nightmare. But I won't stop, as I wanted to become a speaker.

I had to keep expanding my waking hours and shorten the sleeping time. It was agonizing to rise at 5am to take that walk and do that work out.

Listening to every word of the speech, my eyes tend to droop. It was 11.30pm; I was tired and weary after a long day at work. My shoulders hurt. After a brief doze in front of the laptop, I would wake up and straighten myself or get up and walk as I listened. Sometimes sipping hot coffee would keep me awake.

This rigmalore continued.

Many times I thought if I had given more efforts on my academics I would have fared better in life.

Although I was working hard on myself, it was not helping me to become a speaker. Due to less sleep and continuous mind focus, I was getting tired too easily. Work was increasing in the office. It became very tough to balance my work and other commitments.

One year passed. I got used to the tough routine and my zones were expanded.

But I was still not a speaker except for small club talks. I was not reaching anywhere closer to my passion.

One evening as I was sharing some positive messages with a few speech club members, one friend suggested that I should conduct a seminar. In an instant I cancelled the idea. I was not ready even though I had a wealth of information and great determination to share. I did not believe in my heart that I could be a real speaker.

I got my first lesson that without getting one's feet wet, one cannot learn how to swim.

In order to become a speaker, I have to face a large crowd and keep inspiring for two hours.

After an hour I sent a message to my friend that I am ready to do it.

Once the idea was deposited in my mind I got ready mentally and released a poster, posted in social media and sent this to over 30 friends and acquaintances. I fixed a date and my friend assisted me in making a draft speech.

The Skill of a sculptor is shown in the statue he has carved, not in the years of hard work he undertook.

I just plunged into this challenge. 32 people attended my first seminar on “winning techniques”. It was a big success.

In the next 20 days I conducted the second seminar and over



25 people attended this time.

The third seminar also followed after a few weeks. People are now asking me for more. Currently I am working on a bigger event.

If I had not taken the action to speak in real life, I would have just remained a presenter to small and familiar crowds.

It was the easiest thing to speak in front of a big crowd, but the hardest thing was to believe that I can do it.

There is a sea of difference between willing to do and doing itself.

The worth of an arrow is seen only when it is shot, not when it is in the quiver.

A friend of mine kept saying for over 15 years that he wanted to start a business. He never acted on it and the idea disappeared as he grew older.

The scriptures say, "Judge a tree by the fruit it bears, not the fruit it talks about".

A ship is safe in the harbor, but that's not what ships are made for.

Without taking the first step to show up and face the odds, a person will not grow.

Just a small step is more than enough to take a great leap eventually.

Passing out of engineering college with top grades does not make the person an engineer until he builds a bridge for real.

A plan is only a plan until it becomes an action.

Show up first and the rest will follow.

Excuses and hesitations will never help in going to the next level. Worse, it may take us a step back.

General comfort levels of the majority are:

- No time...
- Not prepared...
- Never done this before...
- What's the use...?
- I'm like this only...
- I don't feel like it...
- Next time...
- It's very hard... I don't know.
- Very busy...
- I'm not in the mood...

- What others will think...
- Wish I had...

Very few have the following excuse-

"Only winning makes me worth this life till the end and beyond. Take that first difficult step that will lead you to your greatness."



Rajappan Easwaran

Co-writer

Author, trainer and entrepreneur.
You can read his book ***Proven Techniques to Achieve Any Goal*** through Amazon.

TIME AND TIDE IN SALES



Sometimes I find life to be a never-ending hurdles race. At times the hurdles come together one after the other, at other times they are spaced apart - but in both cases time keeps on dwindling.

Chasing suppliers, matching specifications, hounding leads, tracking purchases, etc.-- an assembly line of objectives hurtle towards us demanding immediate closure and it's challenging to keep track of everything.

The average man in sales cannot simply wish this away, this is a reality that is out there and has to be handled.

This is also an industry where Time really is Money. The more productive you are with your time, the more money you stand to make.

Identifying the issue is all well and good, but how to tackle them??

Start with the End in Mind

I find that I lose a lot more time and consequently stress more when I am winning through something. Taking five or 10 minutes to sit down and think through an action to reach a desired result clarifies the mind and gives it focus.

For example, I got a lead that a project is coming up in X and I need to sell there. The final objective is to sell in X. Milestone 1 is to get to know



the requirements. So when you achieve Milestone 1, you come across Milestone 2 – which is to get access to the gatekeeper. Which then brings us to Milestone 3, convince the decision-makers. And so on and so forth ... Setting out the Milestones to reach the End now gives you a roadmap.

But not everything goes every time according to plan. Sometimes you may not come across Milestone 1 itself and it just so happens that you munched a lot of miles and weaved through traffic to reach X.

Which is where a Pivot Plan helps. While our original reason to reach X lapsed, we can drive around X to come across some other project or drop by some other client. Exploit each second to the max. When the Roadmap cannot be employed, the Pivot Plan comes in.

Playing around the Customer

Sales is a people-centric job, where your prime asset is your clout with your clients. It just so happens that what may be a convenient time for us won't be a convenient time for them. This is where we give our primetime

of the day to them and their busy hours become our task hours. This is where scheduling in advance saves the day. Chopping up the day into different zones – Client-Meeting Zone, Lead Developing Zone, Tracking Zone & Task Zone has a great way of focusing our brains and mentally shifts us into the right gear at the right time.

This also parlays into our suppliers as well. Juggling Area Zones like China & Singapore means we have to schedule the top part of our mornings for those interactions, while we allocate the bottom half of the day to US clients and so on. We get a lot more room to play around when our contacts are in the Middle East, but places like US & China means that we have to prepare our groundwork in advance – we have a limited time window with them and to use it for maximum benefit, all our ducks need to be in order before we pounce.

Competing with Yourself

I find that the human brain has an overpowering capacity to give you the most fantastic, acceptable and logical excuse – if you are

looking for it. And when the Devil of Procrastination taps on your shoulder, I am sure many of us become spellbound by it now and then. I definitely was a willing victim countless times. This is especially so when there are quite simply a shipload of tasks and you are alone out in the deck swabbing the saltwater under the hot sun.

Which is where another fantastic ability of the human mind, the Drive of Competition, will come in handy. I fired up the Timer in my mobile and started Lap Timing myself. As I completed each task, I would lap myself and quickly check the time. As my brain is now oriented towards the lap time, I use the subsequent competition to gear myself in seeing how I can better my lap timing.

I once had to do a task which looked pretty big and boring – I thought it would take 3-4 hours of drudgery. But once I started lap timing myself, I was surprised to find that I wrapped it up within 1½ hours!

Think about it – this is the same human principle that is exploited in a lot of mobile games or

computer games, to better the record. So why not replicate the same in sales and life?

So next time the Devil of Procrastination faces you, here is your ally – your Drive of Competition.

We have the same 24 hours as the rest of the world, what separates the wheat from the chaff is how well the same 24 hours are managed. After all, if you don't manage your time in the office – the office will have a nasty way of creeping into your home.

This Race of Hurdles is never going to get easier – but then, let's manage the Hurdles so that we get tougher.



Vivek Thilakan
Co-writer

A Sales Engineer in KAR Trading. When not getting torn between the streets, the site and the office – you'll find him lost in reading, playing dominoes or speaking before a crowd.

DIGITAL MARKETING STRATEGIES



In the last edition, we have discussed some tips that enhance engagement on your Social Media business accounts. In this edition, we would like to elaborate further about the broader topic i.e. Digital Marketing. Unsurprisingly, there is a shared belief which indicates that Digital Marketing itself is Social Media. Well, the answer is *yes* and *no*; *yes* because Social Media is only one part of the bigger Digital Marketing topic, and *no* because many other components, combined, formulate the concept 'Digital Marketing'. The term refers to any electronic or technological methods that are used to connect to your customers, and undoubtedly it is not limited to Social Media.

So, what are these methods, and how can we utilize them for a better brand awareness and more reach?

1- Websites and Social Media. The first instance people hear about a business, they think about checking out its website and social media. These two components exemplify your business existence in the

digital world today. Although numerous entrepreneurs underestimate the power of having a website, they tend not to think of the confidence websites can bring to a prospective consumer who would like to know more about them, their products and services with photos and descriptions, perhaps their prices, their location through a built in map and certainly their contact details. Websites enhance the trust and ease of access between you and your prospects and if you promoted well, you can easily get leads and turn them into customers. Likewise, you may have come across some businesses which do not have certain social media platforms. Guess what, being actively there on most of the platforms is better than not, and that is because some market segmentations, and a number of cultural and ethnic groups, extensively follow and prefer one platform to the other. To illustrate this point further, Gulf residents differ in their preferences in each country according to their ethnicity; while Saudis spend more time on Twitter, Asian residents use Facebook more. Even if you do not want to have an account on a specific platform, you can certainly run campaigns and sponsored ads on any social media without having an active account. One way or another, you have a wide and active digital presence and a boost of trust and confidence.

2- Blogs. Even if you have a website, a blog is always a strong and helpful tool for **Content Marketing**. People seek information on blogs, social media and videos, blogs, 'vlogs'

and testimonials to search for experiences about a certain topic. To understand their value, try to see blogs such as TechCrunch which provides the latest tips, news and advice on technology, or Seat61 which provides travel information to Europe. People love to listen, view or read how others booked a room or reserved a train, or felt about a gadget, and this is why blogs are important. If you create your own blog, think of Google AdSense which will allow you to place ads on your website or blog through having a code on certain pages of your choice. By doing so, Google will automatically choose sponsored ads from various advertisers and place them on the selected pages and pay you per click on the ad, because your blog led to a lead to another supplier.

This can also be extended to Affiliate Marketing if you join a network such as Amazon Affiliate Network and sign an agreement to get a commission

for every purchase that is made through the link you posted on your website or blog. Imagine having an income while you are asleep, well, this is it.

Therefore, the aim of a blog or a vlog is to share information, advice, tips, such as travel tips, recipes, tailoring tips, technology advice, automobile trends, and when you get popular with a high number of visitors or 'traffic', you can stimulate the interest in your visitors and leverage them into business deals. So why not start a free blog on blogger.com or wordpress.com, or create informational online channels, or even share ideas on Pinterest and Snapchat.

3-Similarly, you can be on the other side of the table. You can display your own ads on others' websites, blogs, videos and so on through **Display Advertising**.

4-Having talked about websites and blogs, the next important element of Digital Marketing is the 'SEO' or the **Search Engine Optimisation**. Try to search the name of the service you provide or the product you sell on any search engine. For example, type in Arabic or English 'Tailors in Bahrain' on Google, or type 'Nail Polish Manama' on Bing, or even 'Flight to Dubai' on Yahoo and look at the search results. Some results are shown on the top of the screen with a small 'Ad' sign next to them, but some still appear on the top without the 'Ad' icon. The difference between the two is simple; when you pay a search engine company to let your business come up first, you are using the Search Engine Marketing or 'SEM', and you can do this by subscribing to BingAds or GoogleAds or Gemini.Yahoo depending on your search engine preference. These

platforms then let consumers see your business first as a sponsored Search Engine Result 'SER' when they search for a word of your choice e.g. Courses, Car Service, Health Insurance. However, when you want to do this for free, you will be using the Search Engine Optimisation 'SEO'. This is done through optimising your websites and blogs, and even social media platforms with suitable wordings, texts and hashtags that potential customers would possibly look for. Keep updating your websites regularly with quality content as search engines have algorithms to read and scan data automatically.

5-There are other means of Digital marketing which are very common and debatable. Guess what! **SMS** and **Email Marketing!** Yes they still exist. Both of these tools could be effective digital marketing techniques. Many local and international companies, serving local or global brands use them broadly. Let's start with the Short Message Service 'SMS'; companies employ SMS in two ways, either by first utilizing the existing database of mobile numbers that are provided by various online suppliers, or subscribing to a website and uploading your own database of numbers and start sending your messages. Every SMS can cost you as low as 4 Fils or \$0.01. You can definitely combine these two options. If you don't keep a log of mobile numbers of your customers, start doing so in order to send them your special offers and new arrivals, or keep them updated. Nevertheless, Email Marketing can be utilized for free mostly albeit some agencies sell their databases. Large to small enterprises, for instance, airlines, car rentals, and even chocolate shops; keep your data when you purchase something online or fill in the online query form, and when you subscribe to receive latest offers, they will send you their latest offers and updates frequently. Digital Newsletters can be sent on emails as well to showcase your products and services and add life into your organisation. Make sure to take the consent of recipients in order to follow the data protection acts.

So why not start now, and begin utilizing one of the Digital Marketing tips above, and see how it impacts your business?



#GODIGITAL



Hussain Sharakhi
Co-writer

A renowned trainer and regional speaker for more than 13 years. He specialises in Soft & Social Skills including Sales & Marketing, Blended Learning, Human Resources and Linguistics.

THE PERILS OF BEING AN ENTREPRENEUR



Being an entrepreneur entails sharing knowledge and empowering young entrepreneurs by helping them learn from others. Entrepreneurship has many advantages, but likewise there are disadvantages; the cons sometimes

outweigh the pros; and although being an entrepreneur is rewarding it can be very exhausting at the same time.

Steve Jobs said, "You have to work at it for a sustainable period of time to

succeed. You are going to have to put in the hours. Long hours. Remember as an entrepreneur, a half day's work = 12 hours."

But he added, "You have to love it and

have passion, otherwise you are going to fail so you have to love the fact that you are always on call and that the business owns you, not the other way around. You have to persevere when it gets really tough even if your salary is irregular, subject to the needs of the business.”

There are many opportunities in business and the chances to make money are unlimited. However, the downsides are also many. But like many roads to success, it takes guts and perseverance to overcome all these.

Here are a few of the downsides and challenges of being an entrepreneur that can help startups be prepared for the experience.



Learn the ropes of the business.

Expertise and knowledge of the business is a must. To be able to learn, one must jump in, immerse in the whole process of the business and get familiarized with the business inside and out.

Devote time. Your business needs full effort and dedication. The time you give it is the nourishment and sacrifice it needs from your part so you can attain your business goals.

Deal with failure. Only half or less than half of new businesses survive the first few years. But one must be ready to take the risks in order to endure.

You have to make a profit. Business after all is basically about making money, which begins with having strong financial support or financial backing. One needs a stable capital to be able to handle financial obstacles along the way. That's a sure means to guarantee that the profits and rewards will follow.

Be prepared to deal with employee issues.

The workplace is a melting pot of different personalities, experiences, opinions, nationalities and individuals from all walks of life.

Along with the workload comes the inevitable

condition of stress and tension in the workplace. Some may find contentment, others may face interpersonal conflict, harassment and gossip, others will openly express dissatisfaction or low motivation, issues may affect performance and at the same time, employee turnover... these are but a few of the usual things employers have to deal with in the workplace.

Pay attention to health care. Health care and health insurance are expensive, but part and parcel of the process of

running a business is taking care of your valued employees.

Pointing out the cons of entrepreneurship is not intended to discourage startups and aspiring entrepreneurs. The lessons stated herein are an inherent part of any business and if you look at the bright side of it, these perspectives may help you better understand and deal with the downsides of entrepreneurship along the way.



EXCITING NEW STARTUPS FROM AROUND THE WORLD

The world's startup scenario is growing at a fast pace in response to the global environment's receptiveness towards new and innovative technologies. Bahrain's startups are growing to scale with the regional market, and other startups across the world are expanding at a rapid pace and figuring in 2018's best game-changing platforms. Here's a roundup of the most exciting startups around the world as of now.



Velmenni Research and Development Pvt Ltd

A startup tech that can power the Internet using light bulbs and is 100 times faster. The system today is powered by radio waves to transmit data or power the internet. The system uses LED bulbs to deliver networked, mobile, high speed communication. What is remarkable is the fact that Li-Fi can provide internet speeds that are 100 times faster than conventional internet. The company has created two different devices—one that can be used indoors and the other one for outdoors. Velmenni achieved a unique position since it was one of the few companies in this area. Li-fi is geared to change the face of the Internet and make it a part of the 5G consortium, which means the 5G infrastructure will be based on both an existing radio wave infrastructure and LiFi.

Airbnb

Airbnb is a trusted online marketplace for people to list, discover, and book unique accommodations around the world. Unlock local experiences and travel through the eyes of a local. Whether the available space is a castle for a night, a sailboat for a week, or an apartment for a month; Airbnb is the easiest way for people to showcase these distinctive spaces to an audience of millions. By facilitating bookings and financial transactions, Airbnb makes the process of listing or booking a space effortless and efficient. With 200,000 listings in over 26,000 cities in 192 countries, Airbnb offers the widest variety of unique spaces for everyone, at any price point around the globe.

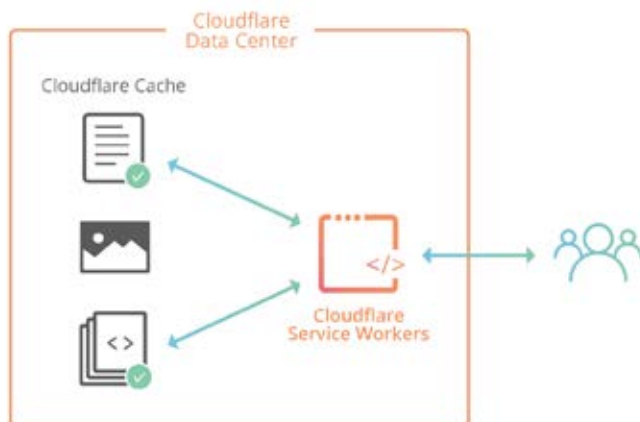


Uber

Everyone's Private Driver. Uber is evolving the way the world moves by seamlessly connecting riders to drivers through our app. It makes cities more accessible, opening up more possibilities for riders and more business for drivers. From its founding in 2009 to its launches in over 40 cities today, Uber's rapidly expanding global presence continues to bring people and their cities closer.

Giphy

Animated GIF search. The first and largest GIF search engine, where thousands of artists, brands, and pop culture moments make today's expression, entertainment, and information a little more moving.



CloudFlare

CloudFlare makes sites twice as fast, protects them from attacks, ensures they are always online, and makes it simple to add web apps with a single click. CloudFlare supercharges websites regardless of size or platform with no need to add hardware, install software, or change a line of code. The CloudFlare community gets stronger as it grows; every new site makes the network smarter and stronger. Thanks to their awesome sauce technology, more than 250 million people have experienced a faster, safer, better Internet. CloudFlare is based in San Francisco, California.



Coursera

Coursera is a social entrepreneurship company that partners with top universities in the world to offer courses online for anyone to take, for free. They envision a future where the top universities are educating not only thousands of students, but millions. Coursera's technology enables the best professors to teach tens or hundreds of thousands of students online.



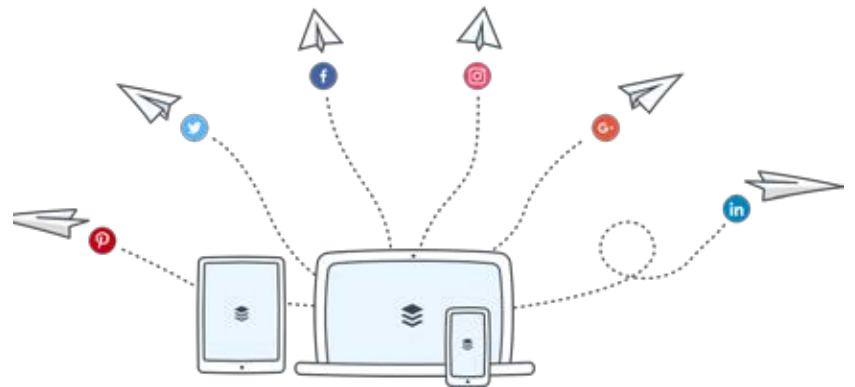
Buffer

Buffer is the easiest way to share the great links, pictures and videos you find to Twitter, Facebook and LinkedIn.

Buffer is an intuitive, streamlined social media management tool trusted by more than 4 million people worldwide to help drive meaningful engagement and results on social media.

Over 4 million people have signed up to use Buffer's suite of publishing, analytics, and collaboration tools, all of which are carefully chosen and highly refined in order to help social media marketers and teams work more efficiently and effectively.

Buffer is a team of real people, aligned in common values. Being a Buffer customer should feel like you have a whole team of people cheering for you.



Teespring

Teespring is a commerce platform that enables anyone to create and sell products that people love, with no cost or risk. Teespring powers all aspects of bringing merchandise to life from production and manufacturing to supply chain, logistics, and customer service. By unlocking commerce for everyone, Teespring is creating new opportunities for entrepreneurs, influencers, community organizers, and anyone who rallies communities around specific causes or passions.

Let us help with your designs.

Teespring offers competitive pricing on bulk orders for your club, organization or company.

[Get a quote](#)

Funding considerations for startups

When it comes to starting up a new business, most entrepreneurs begin by having a great idea that they believe will work. They then launch this idea because they want to do something they love or because they are looking for financial freedom. However, between having a great idea and kick-starting a business there are a number of things to consider. One of the important factors to consider is financing. Financing is required for starting a business as well as for growing it.

Entrepreneurs usually start their business through personal funding. The founder may use his own personal finances in the beginning. He may also be successful in getting friends and/or family to help him start. These friends or family members will usually loan money to the entrepreneur because they believe in him/her even though the product or service has not been offered yet. This source of funding usually may suffice at the beginning but will not help the startup grow exponentially.

As the new startup grows, products or services are sold and revenue is generated. However, the more sales are generated, the more expenses that may be incurred to cater for the growth in demand. It is at this time where many startups would opt to bootstrap. Bootstrapping in this sense means using the company's own generated cash to finance the business. While this is a good option to keep expanding the business, it does not take into consideration the nature of the market or product. Should the market be a fast growing one, then bootstrapping will never get the startup to grow in line with it. It will however keep the control of the company with the founders without getting them into any debt commitments.

Other options that may be available to entrepreneurs looking to invest and expand their business include approaching financing institutions for loans or governments agencies for grants.

Debt financing provides a faster method of obtaining cash without losing ownership of the company. However, it also requires a commitment from the founders to repay the loans at fixed dates and with interest.

Certain covenants may be put in place as well which entrepreneurs should be aware of and ready to accept in order to grow their business.

Equity financing could be another alternative where the founder can approach angel investors, accelerators or venture capitalists for funding. Third parties would usually grant financing in exchange for a share in the startup. This option does not carry the financial risk of repaying debt. However, it does entail loss of the autonomy of the founder and results



in sharing the decision making process with these investors.

Despite these options being available, some startups still fail to pick up within their first five years. Some of the reasons could be due to not finding the right financing match which suits the nature of the startup and its products. It could also be due to lack of a metric to measure traction of the business which is required to show future investors or financing institutions what the startup is capable of achieving and securing future financing. By ensuring a comprehensive and continuous assessment of the financial health of a startup is performed, entrepreneurs can possibly avoid such setbacks.



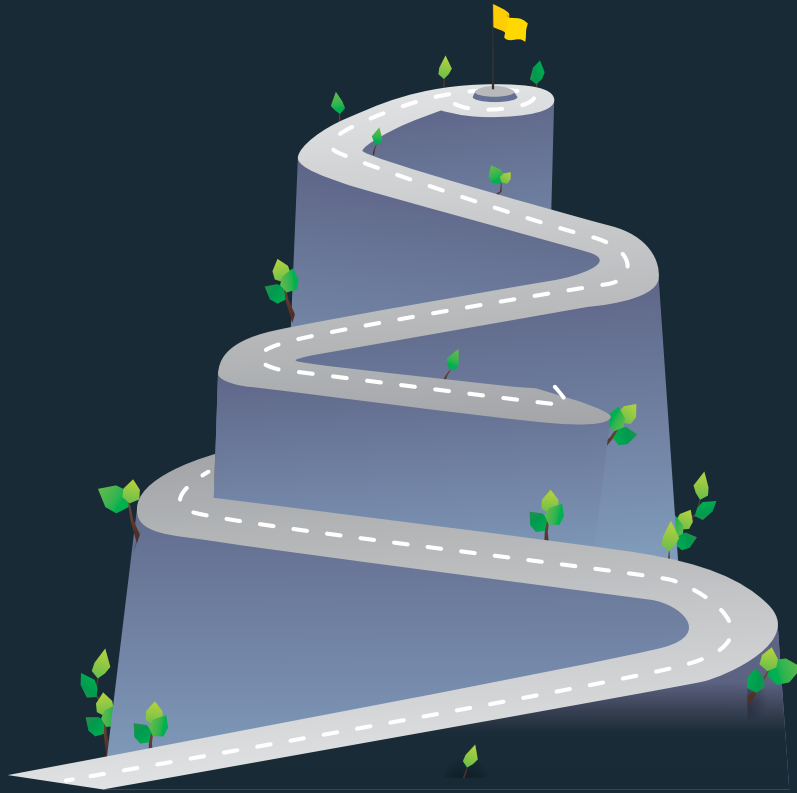
Layla Alqassab

Head of Finance, The Benefit Company
Life & Executive Coach, CoachIQ Consultancy Services

For more information:

www.coachiq.com

Last Word



**“IF YOU’RE GOING TO TRY,
GO ALL THE WAY.
OTHERWISE DON’T EVEN
START”.**

Charles Bukowski



ا. همدان. حسين العاصمي للتجارة
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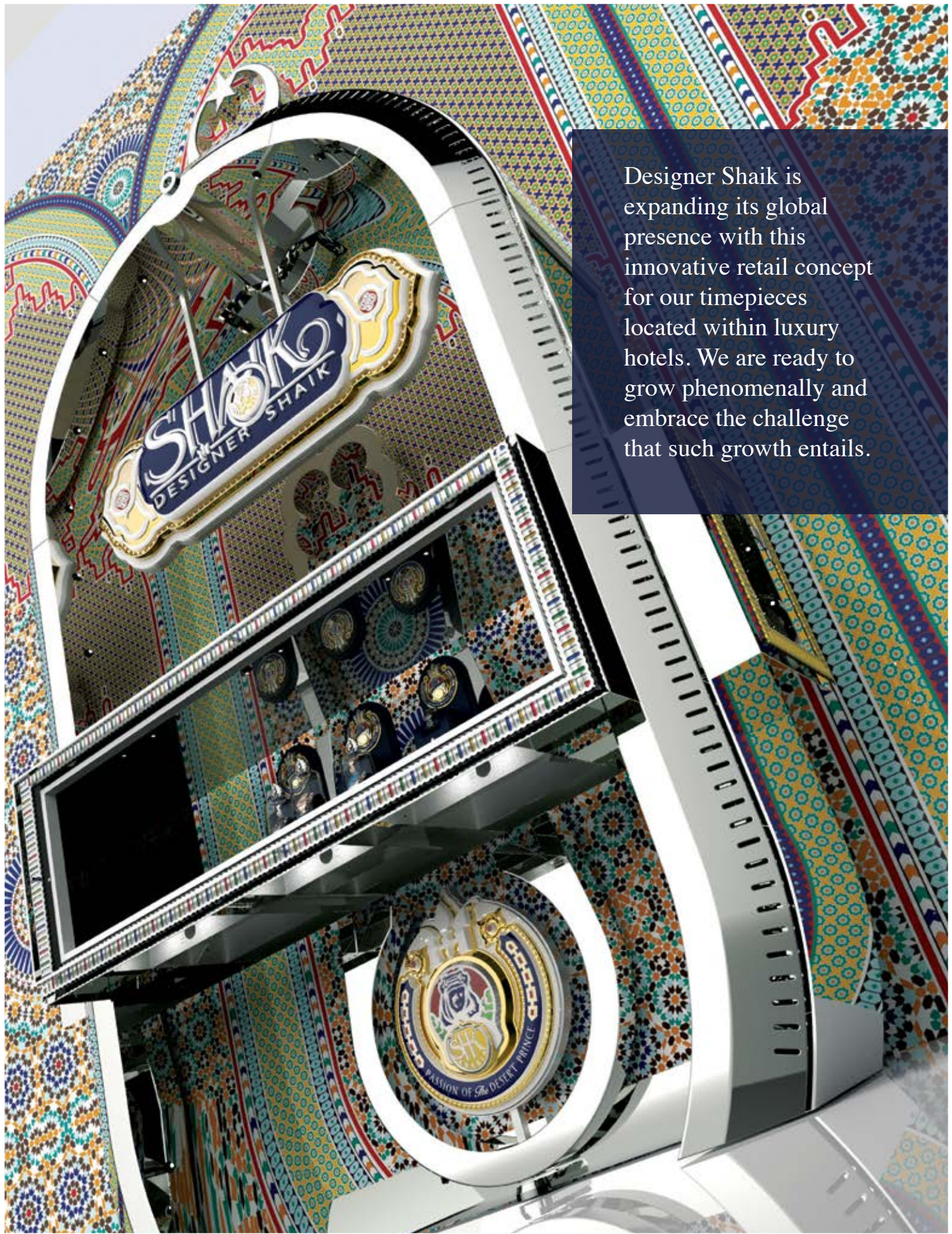


16 DECEMBER



47TH
BAHRAIN
NATIONAL
DAY

Our warmest wishes
on this day of national
celebration!



Designer Shaik is expanding its global presence with this innovative retail concept for our timepieces located within luxury hotels. We are ready to grow phenomenally and embrace the challenge that such growth entails.