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A STORY OF NAKHEEL P.26

Issue 4 Volume 2 / March-April 2019

BENTREPRENEUR

INSPIRING STARTUPS AND ENTREPRENEURSHIP IN BAHRAIN

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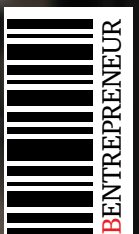
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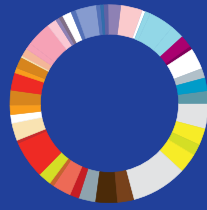
INTERVIEW WITH

**DR. EBRAHIM
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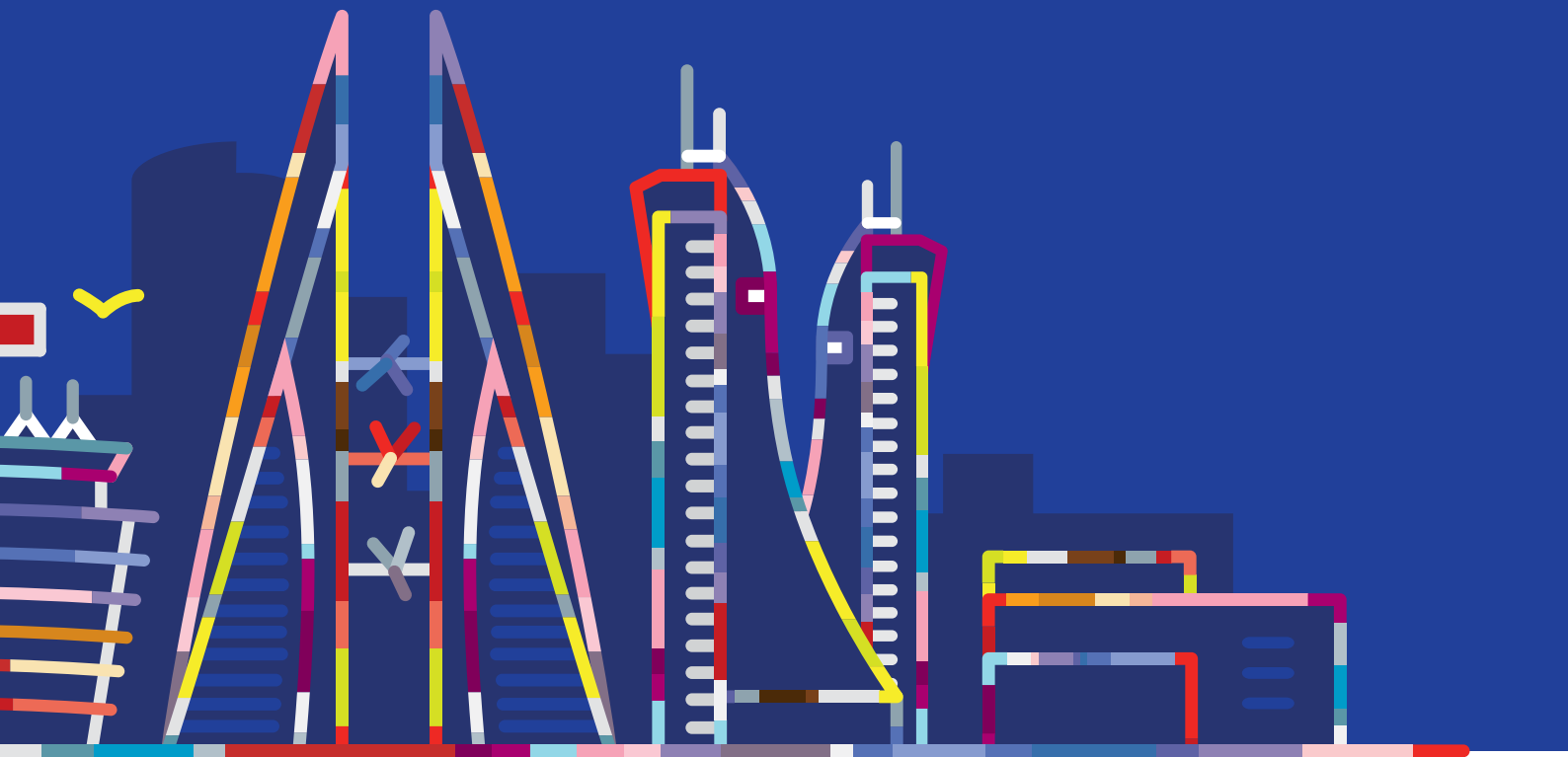
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BEntrepreneur Magazine
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Inspiring Startups and Entrepreneurship in Bahrain

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 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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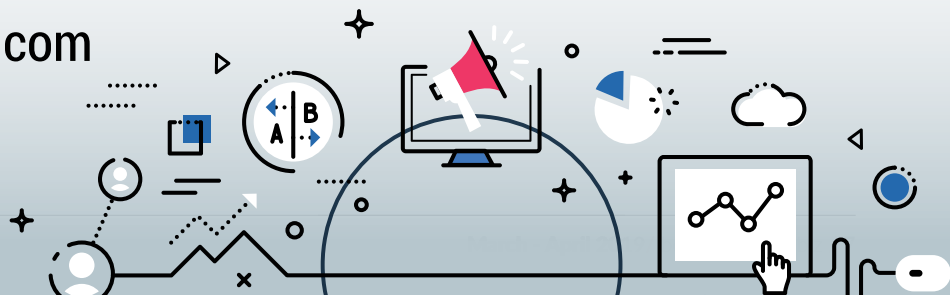
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GLOBAL ENTREPRENEURS

EDITOR'S NOTE

Building the infrastructure to cope with global challenges

In this issue coinciding with the Global Entrepreneurship Week, BEntrepreneur takes an in-depth look at the enterprises that are adopting innovative and transformative tactics to scale internationally.

The players are themselves game changers empowered to build the future, from CEOs comprising the upper crust of international players, to tech companies that are constantly forging global trends.

BEntrepreneur features self-made women billionaires such as Marian Ilitch and Meg Whitman, who have successfully exploited the global niche; core decision maker of Tamkeen Wage Support Dr. Mohammed Ebrahim Janahi; the enduring legacy of global entrepreneurial icon Ewing Kauffman, plus successful entrepreneurs, corporate think tanks and thought leaders, who allow us to delve deep into their insurmountable drive, vision, solutions and perspectives on worldwide business challenges, and whose global growth strategies could provide lessons for many businesses and organizations.

For entrepreneurs, the world offers infinite opportunities to scale up, and in our 4th issue we pushed further to understand the importance of the global concept and what influenced the success of global firms.

a. hamid alasfoor
Editor-in-Chief
BEntrepreneur Magazine





BENTREPRENEUR

B

AMBITIOUS
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Happenings



When: 16th April 2019
Where: Bahrain National Museum

“Food is Culture” is a creative experimental project that aims to bridge together the mediums of art and food. In its fourth edition, the collaborations that took place between 11 artists from the culinary, visual arts and music fields in January 2019 now culminates with the launch of a publication and film documenting the process. The chefs, artists and musicians will be present in a panel discussion to share their collective experiences and impressions with the audience.

For more information:
www.culture.gov.bh



When: 16th April 2019
Where: The Gulf Hotel, Bahrain

Guest Speaker HE Zayed Alzayani Minister of MOICT - Registration and Networking reception from 12noon. Speaker presentation - 1pm and lunch (3 course) served with selected beverages. – If you wish to attend this meeting please email bbbfevents@batelco.com.bh.

For more information:
www.bbbforum.org



When: 18th April 2019
Where: CH9 Corporate Hub

The first of its kind held in Bahrain, and organised by the Rotary Club of Adliya, 7ewar is a periodic event that aims to provide a unique platform for young workers (Millennials) to meet and debate with managers and senior executives (Generation X and Baby-boomers) from a variety of companies and sectors in the Kingdom of Bahrain. 7ewar offers the opportunity for different voices to be heard regarding a variety of key workplace topics.

For more information:
chnine.com



When: 19th to 20th April 2019

Gulf Education Conference & Exhibition will bring together experts from different countries, that have or are developing solutions, along with speakers who will give a global perspective.

For more information:
gulfeducation.co.uk



When: 20th April 2019
Where: Qal'at Al Bahrain

A visit to the hadras (fishing traps laid out at sea) around the Bahrain Fort coastline, where participants will also have the opportunity to learn how to make these traditional fish traps from natural materials available in the surrounding area.

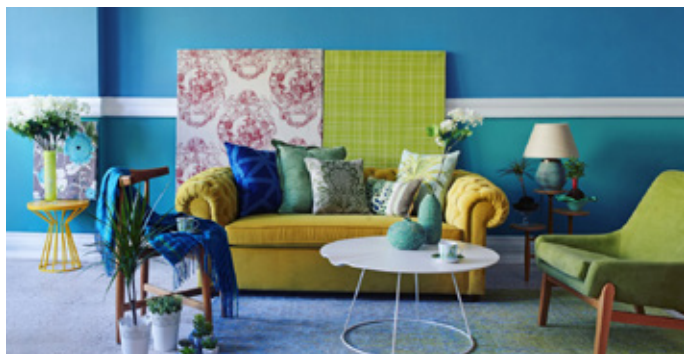
For more information:
www.culture.gov.bh

GULF PROPERTY SHOW

When: 23rd to 25th April 2019
Where: Bahrain International Exhibition & Convention Centre

The Gulf Property Show is a dedicated boutique showcase for the real estate and property development sectors. The Show will provide the opportunity to promote Bahrain's property assets as well as regional and international opportunities for investors in commercial and residential real estate.

For more information:
gulfpropertyshow.net



INTERIORS EXPO: EXHIBITION FOR INTERIORS, DESIGN & FURNITURE


When: 23rd to 25th April 2019
Where: Bahrain International Exhibition & Convention Centre

Interiors Expo is the dedicated event for luxury, creative and designer products for the home or commercial spaces providing exhibitors with a unique opportunity for their products.

For more information:
www.interiorsexpo.net

When: 1st to 2nd May 2019
Where: The Westin City Centre, Bahrain

SPE Middle East Plastics Packaging Forum will cover topics like global trends in plastic packaging, regional challenges, and opportunities impacting the plastic packaging sector, latest innovations & developments/ advances in plastic packaging; processing; new materials, and design, how sustainability/circular economy/recycling are impacting plastic packaging markets, and driving profitability throughout the plastic packaging value chain.

For more information:
 @4SPE_Plastics



INDUSTRY NEWS

OVER \$10 MILLION FUNDING RECEIVED BY THE LARGEST E-COMMERCE RETAILER IN ARABIC PUBLISHING



Jamalon, the largest online Arabic book retailer, received over \$10M in investments, the largest amount ever received by an e-commerce retailer in Arabic publishing.

This latest funding round secured further investments from existing and new shareholders which include Wamda Capital, Aramex, Anova Investments, 500 Falcons and Endeavor Catalyst. The round reflects the strong demand for investors within the Arabic content and e-commerce industry.

The funding is intended to boost circulation of Arabic books in the international market, which will likewise boost Jamalon's capabilities in innovative Print-on-Demand (POD) service, which currently prints over 2 million titles in less than 5 minutes per book thus providing ease of access worldwide to thousands of Arabic writers and publishers at competitive costs.

Founded in 2010, Jamalon now has over 10 million publications in both Arabic and English with overall sales in a market valued at \$1.7 billion in 2018. Jamalon will leverage its increased capabilities to further evolve the publishing and distribution industry in a scale anticipated to surpass the impact of Print On Demand (POD) solution.



FINTECH FUNDING WORLDWIDE ROSE TO \$112 BILLION IN 2018

Worldwide investments in Fintech jumped to \$111.8 billion in 2018, a staggering 120 percent increase from \$50.8 billion in 2017.

Large scale mergers & acquisitions as well as buyout deals are shaping global trends in Fintech which includes the \$17 billion investment by Blackstone in Refinitiv and Francisco Partners' \$3.4 billion buyout of VeriFone.

The volume of Fintech deals increased by 2,196

in 2018 from 2,165 in 2017 and is attributed to the continuously increasing geographic diversity of Fintech funding, large scale deals, mergers & acquisitions, plus an exceedingly huge number of transactions in e-commerce and IT as compared with other industries.

Global fintech hubs and investments shall continue to proliferate and diversify with particular focus on AI and automation sectors.

The outlook for Saudi Arabia is very positive and throughout MENA, investor interest shall continue to grow and transform the Kingdom as a market hub.

GCC SMES RECEIVE \$10 MILLION FROM DIVIDEND GATE CAPITAL

Dividend Gate Capital (DGC) one of Bahrain's leading private equity firms has injected \$10 million in GCC SMEs.

Confident in the growth of the SME sector, DGC has initially allocated a \$4 million funding in Bahrain SMEs during its first 6 months of operations plus

an additional \$6 million in the second half of 2018 in the GCC.

The company aims to serve as an important pillar in promoting competitiveness and in providing an effective financial support ecosystem in the region for SMEs.

Investments were concentrated at 70% into Bahrain's economy and distributed throughout a number of SMEs across key economic areas including hospitality, industrial, maintenance and beauty. Equity platform targets growth and the creation of opportunities in these sectors.



BAPCO EYES INCREASED TRADING OPPORTUNITIES WITH REFINERY EXPANSIONS

Bahrain is preparing to commission the expansion of its oil refinery by early 2023 at a financing cost of over \$4 billion, to boost capacity in the sale and trade of petroleum products in the GCC with future diversification in Asia.

While current production is pegged at 267,000 bpd (barrels per day), the developmental package will drastically expand to 360,000 bpd.

A new phase of the Saudi-Bahrain crude oil pipeline, the AB-4, was commissioned by Saudi Aramco and Bapco in October 2018 to transport up to 350,000 bpd, to serve the future refinery expansion.

The small non-OPEC Gulf oil producer, with around 124.6 million barrels of proven reserves, gets its oil revenue from two fields: the onshore Bahrain field, and the offshore Abu Safah field, which is shared with Saudi Arabia. The Bahrain field produces around 50,000 bpd.

The refinery expansion and increase in production shall enable Bapco to engage further in spot trading, with core markets within the Gulf region and later on explore opportunities in Asia.



SMART INNOVATOR WHO BUILT KINGDOM'S SMARTEST HOME

A Bahraini innovator has just introduced Smart Home as the next big thing in Bahrain. He has built a benchmark model in the local smart home market with fully automated settings and personalized solutions that would enable responsiveness to integrated controls including voice and touch.

Behind this innovative lifestyle technology is 35-year old Omar al Mohammed, elevated in a class of his own among the Kingdom's new breed of innovators. He brought smart home automation to the next level in his fully automated apartment which he designed within a period of one year and which cost him BD45,000. It comes with Wi-Fi screen refrigerator, voice-activated curtains and TV which responds to voice commands and features non-conventional functions like TV mirroring, refrigerator interior viewing without opening, extra TV functions like reading emails and recipes, playing radio channels, YouTube, Pandora and Spotify.

The kitchen is designed to impress with a sensor-angled hood and WiFi oven, plus washing machine, smart clock and air-conditioners all controllable by voice or smartphone.

The smart home market in Bahrain is expected to grow in value to \$150 billion within seven years and that's set to build the Kingdom as the next hub of smart homes in the region.



Enabling an Innovative Ecosystem

This April, thousands of entrepreneurs, investors and policymakers will converge on the Bahraini capital of Manama for the Global Entrepreneurship Congress (GEC), the annual gathering of the international start-up community. The GEC brings together some of the brightest minds of the business world in one place for a few days each year.

Economic historians are likely to look back at this year's event as a highly significant moment in Bahrain's transition from an oil-driven state to a fully diversified economy with a strong entrepreneurial and investment ecosystem.

The GEC event will also be a moment of considerable triumph for Bahrain. Organized by Tamkeen, a public authority established in August 2006, the gathering is in line with Bahrain's Economic Vision 2030, which aims to diversify the Kingdom's economy away from its dependence on hydrocarbons. Tamkeen's part in realizing this goal centers on two main aspects: contributing to the growth of private sector enterprises while ensuring that Bahrain's workforce has the skills and expertise to support the growth of the market.

The great majority of the local businessmen and women who attend the GEC this April will almost certainly already be veterans of one of the estimated 339 programs funded and organized by Tamkeen since it was established. Since Tamkeen's establishment, more than 183,000 individuals and 51,000 indigenous businesses have benefited from one of these programs.





Bahrain provides 100% ownership in most sectors, a cohesive regulatory environment, and a robust legal framework. This means any regional or international investor can base its operations in the Kingdom and serve the GCC (Gulf Cooperation Council) countries with around 30% lower administrative and operating costs.

"Our role is to empower Bahraini citizens by providing them with the training and skills they need to make them the employee of choice in different sectors of the private sector," says Tamkeen chief executive Dr. Ebrahim Janahi. "We also aim to be a key driver in empowering and stimulating that private sector as a whole."

Over the past three years, Tamkeen has helped more than a quarter of Bahrainis employed in the private sector through programs aimed at training and bolstering wages. In 2018 alone, the program's wage support category witnessed a 207% increase compared to the previous year. If Dr. Ebrahim has his way, this will be just the beginning. GEC delegates from overseas will surely be impressed not just by the can-do attitude of many of the local delegates, but

also by their understanding of what makes markets grow and how to implement innovative solutions.

"Bahrain is keen on contributing to the steady growth of the private sector through regular improvements and updates to its financial and economic regulations, in order to meet the local and global markets' changing needs," says Dr. Ebrahim. "Launching numerous development initiatives to improve competitiveness of businesses inherently attracts foreign investments, while supporting Bahraini enterprises, including startups and SMEs to pursue their expansion as local commercial drivers."

The GEC event also coincides with the start of a new chapter in Tamkeen's history. While the twin tasks of supporting a private sector and instilling an entrepreneurial culture into a new generation of the Bahraini workforce are ongoing, Tamkeen is now turning its attention to a third opportunity – fostering businesses that offer diversified solutions that will remain relevant in tomorrow's economy.

Tamkeen has been the catalyzer for many

new private sector businesses, aiding in their progression from start-ups to established enterprises and, finally, to mature businesses. As part of its current three-year plan, Tamkeen aims to realign its support programs and initiatives to maximize their impact and values gained. The focus will be on equipping entrepreneurs with skills and opportunities that enable them to swiftly respond to economic changes.

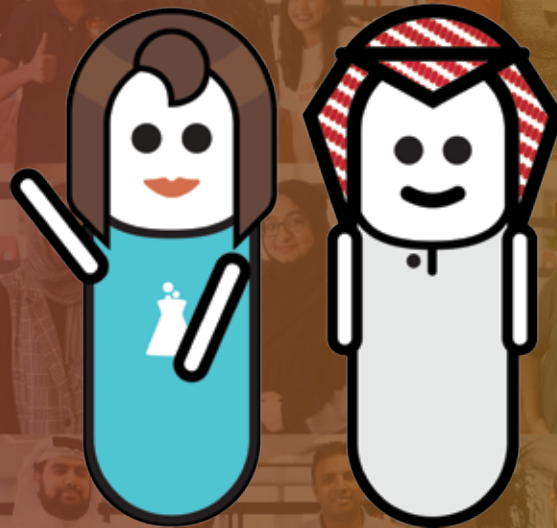
This new approach, it believes, will also help ensure that each segment of Bahrain's potential or current workforce has access to appropriate advice and support.

And, thanks partly to its hosting of events like the GEC, the Economic Development Board (EDB) also plans to play a key role in direct investment to help achieve its strategic objectives and to expand and intensify support for Bahrain's private sector. To ensure that businesses operating in Bahrain are sustainably productive, innovative, competitive and profitable, Tamkeen will also be supporting companies and ventures that enhance the ecosystem for business in Bahrain.

For more information:
www.tamkeen.bh

STARTUP WEEKEND BAHRAIN 2018 REPORT

YOUR PLAYBOOK FOR ALL THINGS
STARTUP WEEKEND BAHRAIN!



60

PARTICIPANTS

15

TEAMS

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IDEAS

14

MENTORS

10

PARTNERS

3

JUDGES

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Tapping The Global Market With Homegrown Products!

Export Bahrain is a viable strategy for economic transformation that focuses on empowering small and medium enterprises (SMEs) by exporting their products and services to potential markets in key destinations worldwide.



Dr. Nasser Qaedi, Chief Executive
Export Bahrain

A dedicated platform in support of SMEs, Export Bahrain will offer unparalleled competitive advantages, customized financing solutions, credit insurance, trainings, advisory and workshops. Export Bahrain's Chief Executive, Dr. Nasser Qaedi, believes that cultivating the growth and culture of exports will spur the growth of SMEs.

What goals of Export Bahrain in support and development of domestic exports are crucial to Bahrain's Vision 2030?

Export Bahrain was launched with the objective of propelling the growth of SMEs as a strategy for national development, which can be achieved by reaching out to international markets exporting homegrown local products and services internationally.

Export Bahrain's Solutions stimulate the growth of SMEs across the following parameters:

- **Boosting competitiveness**
Enhance the capabilities of Bahraini SMEs in the export business

- **Activating untapped potentials**
Evolve the export landscape by utilizing resources/ sectors that are previously underdeveloped/ not utilized
- **Developing the backbone of the industry**
Contribute to the growth and development of international trade
- **Generating innovation**
Diversify export opportunities and global reach

Dr. Nasser Qaedi stressed that the initiative embraces the nationwide thrust towards economic diversification and transformation: "Export Bahrain enables the private sector to scale up export volumes for their products and services and upsize their portfolio of clients in terms of global reach. Economic growth can be sustained in the long-term through diversification into exciting high potential sectors, generating increased trade activities and boosting sustainable competitive advantages."



What products and services do you offer to SMEs or startups?

For startups, business sustainability is central to success. Export Bahrain addresses these many challenges by developing solutions that respond to their requirements across a hierarchy of needs.

Currently, Export Bahrain provides the following 'export solutions':

- **Financing**

Via a short-term financing solution, SMEs can engage and gain access for their products and services in the global market, with provisions for pre-shipment costs, export letter of credit and pre-operating working capital.

- **Credit insurance**

A protection solution for exporters against risks associated with payment default.

- **Training**

Practical and intensive courses for knowledge and capabilities development and enhancement of performance of companies in the export trade.

- **Workshops**

Equip Bahraini companies with the relevant knowledge and awareness to facilitate ease of entry in the global export trade.

- **Readiness Assessment Tool**

An online tool for new exporters, designed to help Bahraini businesses determine whether their business is ready for exporting. The measures include: Company Commitment, Product/Service Knowledge, Export Market Knowledge and Finance Capabilities.

Export Bahrain will expand its services in 2019 to serve the purpose, address challenges and fill the gaps that continuously create a dilemma for SMEs.

- **Market intelligence platforms**

This presents one of the most important solutions in Export Bahrain's portal, which provides user access to trade statistics including trade and export potential maps of Bahrain.

- **Consultancy services**

Provide customized guidance to SMEs to enable growth in

international markets.

- **Introduction of an accelerator program**

The first-of-its-kind program designed to equip SMEs with the necessary skills and capabilities required to scale up and push a firm's global business strategy.

- **Exhibition support**

Enable SMEs to showcase products and services in relevant and high potential export sectors.

- **Export international marketing support**

Enabling SMEs to market their products and services in their selected international markets

Dr. Nasser Qaedi highlighted the importance of cultivating the export culture and invited local enterprises to take advantage of the support solutions offered by Export Bahrain towards promoting Bahraini products and services in the global market.

What can Bahrain offer to the world in terms of products and services?

Bahrain is positioned as one of the

most open economies in the Middle East and North African region.

In recent years, the Kingdom has exerted great efforts in creating a culture of diversification to transfer empowerment and equally stimulate various sectors of the economy.

At present, a huge percentage of the Kingdom's export ventures are geared towards petroleum products derived from imported crude. On a parallel concentration are activities in aluminum production.

The food and beverage industry, specifically fishery and agriculture products have gained significant growth over the years, with equivalent developments in the fertilizer, iron, steel, glass, textiles & clothing, soap and washing preparation industries.

Bahrain's IT, consultancy and professional services industry are also scaling up among high-growth businesses with sustained engagements in international markets. And since Bahrain is currently shifting into a digital economy at pace with the emergence of fintech, there is a need



to address core service activities.

Amidst the global market's dynamism and fluctuating export trends, Export Bahrain strives to support the Kingdom's initiatives in economic diversification and empowerment of SMEs towards gaining entry level in global markets. Given the skill set and supportive business environment in Bahrain, we believe that local entrepreneurs and SMEs will continue to introduce innovative and scaled up products and services that are tailored for global consumption.

What challenges would SMEs face when going global and why should they be ready to take on this challenge?

Based on interactions with customers, the main challenges SMEs ordinarily face are listed below:

- Access to accurate market information on global markets, exports and opportunities

- Acquisition of business models to develop capabilities for international trade
- Lack of awareness on local and international export rules and regulations
- Common import problems such as burdensome import procedures, domestic technical requirements and standards, tariffs and non-tariff barriers, high cost or delays caused by domestic transportation plus inappropriate telecommunications infrastructure
- Common problems for exporting which include burdensome procedures at foreign borders
- identifying potential markets and buyers, high cost or delays caused by international transportation, access to trade finance, inappropriate production technology and skills, access to imported inputs at competitive prices, technical requirements

and standards abroad plus difficulties in meeting quality/ quantity requirements of buyers

- Accessibility to the right buyers internationally

It is critical to note that these challenges will be addressed by Export Bahrain with customized solutions that will be introduced in 2019. Further studies on the needs and constantly changing dynamics of the market will also be conducted for appropriate action.

What advice can you give to aspiring entrepreneurs, especially to those who would want to see their products go global?

After building a loyal local customer base, international expansion is the next best step to achieve business growth. It is an impressive achievement for a product to enter global markets but there are also a host of things to take into consideration prior to international

expansion.

- **Explore opportunities**
Reduce dependence on the local market and start thinking globally. By achieving scale in the global marketplace, SMEs can acquire appropriate knowledge and skills in competing against foreign companies.
- **Decide where to sell**
Conduct a comprehensive market research and identify viable sectors within the international market. Carefully evaluate the global market scenario and then select strategic methods in product distribution. Ensure that your brand identity and packaging are up to international standards and in strict compliance with market regulations.
- **Find the right partner**
Know your competition. Make sure the customer exists and that you are addressing a specific need with your product.

Export Bahrain will be your partner throughout your exporting journey...

To know more about Export Bahrain's solutions:

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Entrepreneur Program

Content Outline

MODULE 1

ENTREPRENEURIAL SKILLS

- My Entrepreneurial Skills
- My ideas for a small business
- My market
- Finding the money to start my business
- Communicating with my customers and business partners

MODULE 2

EMPOWERING ENTREPRENEURS

- Making the best use of my time
- Managing my workplace
- Developing my business plan

MODULE 3

INFORMATION & COMMUNICATION TECHNOLOGY (ICT)

- Contacting my clients and partners with ICT
- Marketing communications for my business

30hours



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THE NATIONAL CARRIER OF THE KINGDOM OF BAHRAIN

Gulf Air, the national carrier of the Kingdom of Bahrain, commenced operations in 1950, becoming one of the first commercial airlines established in the Middle East. Today, Gulf Air is a major international carrier serving 47 cities in 26 countries linking different regions together.

The airline operates double daily flights or more to 10 regional cities, in addition to select destinations in the Indian Subcontinent and Europe, from its hub at Bahrain International Airport. Gulf Air currently serves all its destinations with a combination of wide and narrow body fleet of 34 aircrafts. The airline received 5 Boeing 787-9 Dreamliners and 1 Airbus A320neo aircraft in 2018. In 2019 the airline will further receive 2 Dreamliners and 4 A320neos. The modern fleet will herald a new era for Gulf Air as it continues to enhance its product and service offerings. Renowned for its traditional Arabian hospitality, evidenced by the airline's signature family and business-friendly products, Gulf Air is committed to

being an industry leader and developing products and services that reflect the evolving needs and aspirations of its passengers.

Gulf Air connects Bahrain to the world and, as such, is a key national infrastructure asset, serving as a powerful driver for the economy and supporting the Kingdom's on-going economic growth. The airline provides a great opportunity to link entrepreneurs and startups to various physical locations in the world. Whether from Europe, Middle East, India or the Far East, Gulf Air provides fantastic connectivity through its hub in Bahrain to reduce boundaries for entrepreneurs to explore the world.

Gulf Air has been the Title Sponsor of the FORMULA 1 GULF AIR BAHRAIN GRAND PRIX ever since it made history as the first Formula 1 Grand Prix to be held in the Middle East in 2004. In addition, the airline has been the Official Carrier of the biennial Bahrain International Airshow since it was first held in 2010.

INNOVATION & DISRUPTION





THE MIDDLE EAST'S FIRST REGULATED CROWDFUNDING PLATFORM COMES TO BAHRAIN

BEntrepreneur Magazine sat down with its founder *Craig Moore*, to talk about their expansion to the Bahrain market and how Beehive can help entrepreneurs.

Congratulations on your expansion to the Bahrain market! Why did you choose Bahrain as a place to grow your business?

Bahrain is making great strides as a destination for fintechs to do business. We've seen in the media that there is a great deal of government and

regulatory support for innovation in the financial industry and this creates a huge opportunities for entrepreneurs. We feel the Beehive proposition has a natural fit in this market and so we're excited to expand into Bahrain.

Peer to peer lending: Can you tell us more about this concept and how it helps entrepreneurs?

Peer to peer lending essentially refers to investors (retail or individuals) lending to businesses. Peer to peer lending companies like Beehive directly connect businesses looking for finance with investors across an online platform. This means the funding process for businesses is much more streamlined and efficient and business owners can quickly get access to affordable finance at the time when they need it. We often get feedback that SMEs can encounter challenges finding finance not only at a competitive rate but more crucially in a timeframe that suits their business growth plans. Good cash flow is critical to survival so peer to peer lending is a much-needed financial alternative for businesses looking to secure funding for growth.

What makes Beehive different from other crowdfunding platforms?

We're the only regulated platform in the Middle East which is important for both investors and businesses in terms of building trust. We also have considerable regional experience and understanding based on the four and a half years we have been in operation.

Additionally, we are only focused on supporting SMEs which are a critical engine of the economy. We've been single minded in our SME focus for our P2P lending business and collected a great deal of data and insights about the SME audience which we can now leverage in other markets.

Can you tell us what projects you have coming up in Bahrain?

We recently became regulated in Bahrain and will shortly be launching our website. We're in discussions with a number of partners about funding programmes to help local SMEs in Bahrain – so stay tuned for more details!

From being a peer-to-peer lending platform in Dubai and now in Bahrain, what are your plans for expansion in the region and beyond?

We plan to launch Beehive in KSA this year which will be an exciting new development for the business. We also continue to grow our team and presence in Asia through our innovative Lending as a Service (LaaS) platform.

What tips can you share to aspiring entrepreneurs, especially those who are working in the tech sector?

You have to believe in what you do and maintain a strong vision. It's so important to stay tenacious and be persistent in achieving what you want, as entrepreneurship can be tough and certainly has many challenges along the journey! Surrounding yourself with a good team is also critical to the success of your business. Ensuring you have a strong network of colleagues as well as friends and family is important to staying focused.



For more information:

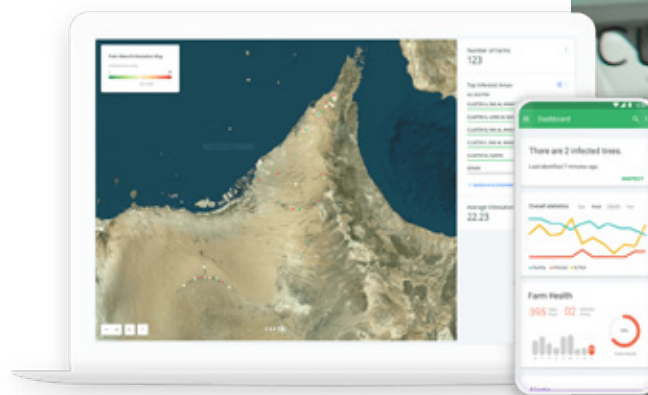
www.beehive.ae

SAVE THE DATES A Story of Nakheel

Agritech innovators, Muhammed Khalil and Khaled Metwally look into the technology to save farmers millions of dollars by creating a solution that allows for the early detection of Red Palm Weevil—an invasive species.

In the heart of Manama, Muhammed Khalil and co-founder Khaled Metwally worked on a startup to save farmers millions of dollars.

This startup is called Nakheel—an agri-tech IoT based solution that enables early detection of Red



Palm Weevils in date and palm trees. For those who don't know, the Red Palm Weevil has been branded by the United Nations as a "global threat" with more than 60 countries around the world being in danger from this insect.

The Red Palm Weevil is an insect that attacks palm tree trunks by laying 300 eggs that convert into larvae, those larvae feed into the internal fiber of the tree, and eventually lead to total destruction of the tree, while having no alarming signs of damage. Farmers are currently relying on legacy techniques like visual inspection, pheromones and/or light traps, which are not effective. The Red Palm Weevil attacks more than 40 different kinds of palm trees, majority of which are productive farm products with high economic value, like oil palm, coconut and date palm trees.

The idea behind Nakheel was inspired two years ago by the co-founders' interaction with a date manufacturer, who went on at length about the challenges of protecting date palm trees from the

invasive species. Eager to address this challenge through their networking expertise, Muhammed Khalil and co-founder Khaled Metwally spent one year prototyping their product through intensive hands-on research.

Muhammed Khalil is a telecom engineer with a passion for agritech.

Raised in Zagagig's agricultural backdrop, he observed firsthand how date palm trees were getting destroyed by the red palm weevil, an invasive species. He met co-founder Khaled Metwally in 2004 in Cairo University, where they both graduated as electronics engineers. Khaled went on to work in electronics in Saudi Arabia, while Muhammed worked in telecommunications in Etisalat in the United Arab Emirates.

From May 2018 to July 2018, they incubated in the Brinc Internet of Things and Connected Hardware accelerator program, which combines online education with onsite training, one-on-one





mentorship, and access to investors, manufacturers and industry experts.

They developed an early-warning solution system with a comprehensive GIS database which is updated daily to help track the exact locations of trees with an early-stage Red Palm Weevil infestation. This allows farmers and government to solve the problem early on and save the trees.

Nakheel's first customers were in the UK, where their first order was 100 pieces.

About Brinc

Brinc MENA is the region's first dedicated IoT accelerator, bringing the knowledge of manufacturing connected hardware products in China, access to funding through a wide network of investors, and business expertise from seasoned entrepreneurs.

Brinc MENA fosters an ecosystem of IoT innovators across the MENA region and delivers world-class connected hardware products to the global market. Headquartered in Hong Kong with locations in Poland, India, China, and Barcelona, Brinc supports founders in building connected hardware products for global markets by offering programs and services tailored for connected hardware startups and tech entrepreneurs looking for speed, support and expertise to build successful companies.

Brinc works together with local partners such as Tamkeen, Startup Bahrain and the EDB to build on the foundations of a fast-growing startup ecosystem.

Nakheel aims to expand into the Saudi market in the future. Over the next 5 years, they plan to sell 1 million devices and pursue further growth in the GCC.

When asked how Brinc accelerator program helped his startup, Khalil mentioned, "We learned from hardware experts and manufacturers, and understood from the mistakes of other startups. We also got help on our financials and learned how to brand ourselves."

Their advice for startups is to consistently add value in their products and services.



Transformative Leadership

An Interview with University of Bahrain President- Prof. Riyadh Hamza

You have outlined your plans for establishing the university as a high-performing, SMART, digital university. Can you tell us more about this initiative?

When we launched our transformation plan at the end of 2016 we had a clear vision that to enhance the student experience we need to embrace technology to create a smarter, better, faster campus infrastructure to support the needs of 21st century learners. Young people have excellent digital skills and we have tapped into that. All student registration and enrollment procedures are now done through our app and the time to register has been cut by 90%.

Currently we are looking at a project using IoT to make our energy consumption more efficient across the campus especially during the summer months. Expenditure on air conditioning is significant considering the number of students and campus size but by using sensors, we can potentially make our energy utilization more efficient by 20%.

We have integrated technology into our teaching and learning. For a SMART campus one needs people with good digital

skills. About 200 of our teachers are now Microsoft certified educators and many of our courses use open source materials to support the learning needs of students.

In 2019, UOB became one of the first universities in the world to embrace blockchain to issue certificates to students. We are starting with postgraduate students but it will mean that students will have their credentials that are portable, tamper-proof, encrypted and lifelong. Verification takes only a few seconds and this makes life a lot easier for students, employers and other universities. I expect that within five years, most universities will be issuing their certificates through blockchain. However, transformational leadership is about being pioneers and that is something we have proven to be with this project.

NEEDS BASED LEARNING

How does the University of Bahrain produce graduates that will merge seamlessly into the Bahrain and GCC economies?

This year UOB was ranked in the top 2% globally for employer reputation, this gives you some idea as to how employers from





the region and the world view the quality of our graduates. It also reflects how much emphasis we place on understanding the needs of employers, the underlying economic patterns of the region and having good data to draw on.

The global economy now requires graduates with a relevant skillset and enterprising qualities to support their academic qualifications. This requires not just academic programs that are in line with current and future needs but also a new way of delivering education. We have moved towards multi-disciplinary programs to encourage students to develop key attributes as we move towards a more interconnected and interdependent local and regional economy. Employers are more integrated into our curriculum development so that our students often gain professional certification as part of their studies. In addition, we ensure that students shall experience a quality internship program before they graduate so that they can have a better understanding of the real world of work and have a chance to apply their knowledge in a real employer setting by working on projects.

In the last two years we have launched over 20 new programs that reflect the changing patterns in the job sector and whilst there is a focus on digital skills there is also a need

for lifelong learning and place for the arts. At UOB, we believe that creativity is key and STEAM (Science, Technology, Engineering, the Arts & Mathematics) education is a vital part of delivering on the fourth industrial revolution. UOB has increased the number of postgraduate students by 300% in the last two years as employers look to retrain and upskill their human capital.

The engine of growth is the private sector so we are ensuring that our graduates have far more than a certificate upon graduation. They also gain a portfolio of digital skills through our coding academy, professional certificates, projects that are tested by employers, including events and workshops in support of the local communities. However it's also about working on the mindset and confidence of young people to ensure they have the resilience and agile thinking required not just to survive but also to thrive.

To support this we are working with organisations like LinkedIn to get real time data on employment patterns and skills in demand. It is important that we connect the dots with the supply and demand of human capital to allow UOB to act both quickly and with appropriate policies. The job market in the region is very dynamic and that means we have to be just as dynamic to future-proof our students.

INNOVATION & DISRUPTION

UOB is a forward-thinking university with a view to looking at new challenges and job sectors that may not even exist yet. What are the projects that you have that support this view?

No one can predict the future but what we can do is look at the underlying trends shaping the future within Bahrain and the region. The patterns that are emerging are most definitely around AI, Blockchain, Cloud, Big Data and with the emergence of 5G in the near future IoT will disrupt business models and supply chains. This year's CEO survey for the Middle East had cyber security and lack of digital skills as two main threats to the region, whilst 91% of CEOs in the Middle East believe that AI will significantly change how they do business in the next five years. In the first year of opening, Bahrain's Fintech Bay has attracted about 40 new startups and AWS will open their data center next door to UOB. These are the clear signals of the future jobs and we have to update in front of that curve.

Last year we launched our cyber security program. In April we launched our big data program with Liverpool John Moores University (UK) the first of its kind in the region. In 2018, UOB became the first AWS Academy in the MENA region and we have partnerships with Huawei and Cisco



to support students with professional certificates.

We also launched our coding academy that has seen almost 1,000 students from any background and any university in Bahrain attend free this year in partnership with Google developers group and Startup Bahrain. We have to build a critical mass of programmers, developers, UI/UX and data experts and that means looking beyond the normal spectrum of IT or engineering students. We also launched our female-only coding academy called Forsati for her with UNDP and Microsoft with the aim of creating female tech entrepreneurs. We must focus on high value startups that can be scaled up through technology platforms. The point is that innovation and disruption should lead to better quality jobs with a purpose that can meet the demands and needs of a new generation of young people. Education can allow them to continue learning so that they can progress and not just make a difference but give them the tools to change the world.

ENTREPRENEURSHIP
Why do you think it is important to promote entrepreneurship education in our current economic climate?

Entrepreneurship education has taken on a new focus not just in Bahrain but across the region with a tougher economic climate, however this is also an opportunity. This is the best time to become a startup and take advantage of the potential opportunities and incentives.

Being entrepreneurial is a mindset, it is about leadership, resilience, risk taking and solving problems. The biggest reason why a business idea fails to work is that it's trying to solve a problem that no one cares

about. This is why we are working with our students from the beginning of their time at UOB to foster and develop that mindset and business, thinking through working with partners in the Bahrain ecosystem. The EDB has done a fantastic job in creating an exciting startup ecosystem and we are tapping into that area through our partnerships.

A total of 1,500 students have already been through bootcamps with Injaz this year and our students work closely with the accelerators in Bahrain. Just last month our students won the Brinc IoT hackathon. Our students are world-class winners and compete in skills competitions around the world.

This is a process; there is a lot more activity now on campus with companies holding hackathons and sprints to solve real business challenges that will find solutions through new products and services. Creating the culture is the first part and we are now starting to see the benefits of this work with some of our graduates now working with accelerators or working for startups. The longer-term vision is to create a "silicon souk" at UOB with startups based around the campus tapping into our expertise and facilities. In this way, our students gain real life experience of startups and invaluable skills and knowledge. This is how places such as Boston, Pittsburgh and Estonia have developed their entrepreneur ecosystem by clustering around universities to move from individual to collaborative and interdisciplinary innovation and across spontaneous to systematic innovation. This collaborative innovation can happen through research, prototype development and technology. UOB's ability to bring new perspectives from different and unforeseeable angles makes us crucial

partners for startups and innovation.

TIPS
What are your tips for students who aspire to be entrepreneurs?

The Bayt.com entrepreneurship survey cited lack of access to funding as the number one barrier for young people starting their own business. I would urge students to take advantage of the seed funding opportunities that are now available in Bahrain. I would recommend that students look for mentors who can support them through their experience and knowledge and that they should make an effort to attend significant events in Bahrain that are organized to support entrepreneurs.

However my specific advice for students who aspire to be entrepreneurs is to think of creating a niche, how an idea is going to solve a problem, how to test an idea and scale it up. Think big and if you already did —think bigger!

The reality is that students need to realize that to be a successful entrepreneur requires more than just a good idea and some funding. It requires immense determination, resilience to overcome failure and patience as the journey is long.

For more information:

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Pitch@Palace

Bringing Bahrain to the World... and the World to Bahrain



Bahrain has taken bold initiatives to foster a culture of global entrepreneurship in the Kingdom through the Pitch@Palace development platform by The Duke of York in an effort to amplify and accelerate the work of local entrepreneurs on an international level.

Pitch@Palace gives entrepreneurs the opportunity to meet the people who can help make their business dreams a reality. It guides, helps and connects entrepreneurs and early-stage businesses with potential supporters, including CEOs, influencers, angel investors, mentors and business partners. It also serves as a global platform for entrepreneurs from markets across the world to build access and connectivity to mentors and advisers, distribution systems and supply chains, connections and investments; thus enabling them to access new markets, find new partners and investors, build prosperity and create jobs globally.

Over the past four years Pitch@Palace has held events in or worked with entrepreneurs from 59 countries across Asia, Middle East, Africa, Australia,

Latin America and Europe. The winners of each overseas event that takes place during the year attend Pitch@Palace Global at St. James's Palace each December.

Pitch@Palace's partnership with Bahrain is a key step in the process of introducing Bahraini entrepreneurs to the world, and in the same way bring entrepreneurs from across the world here in Bahrain. The goal is to promote Bahrain's entrepreneurial culture and spirit in the global setting and offer staunch support to entrepreneurs across the various growth stages of their budding ventures.

The initiative is being held in the Kingdom under the patronage of His Royal Highness Prince Salman bin Hamad Al Khalifa, Crown Prince, Deputy Supreme Commander and First Deputy Prime Minister, with the support of Tamkeen's Chairman, HE Shaikh Mohammed bin Isa Al Khalifa.

The finale of the Pitch@Palace competition, which is currently on its 2nd edition in Bahrain was held on 27th March 2019 at Four Seasons Hotel. Each

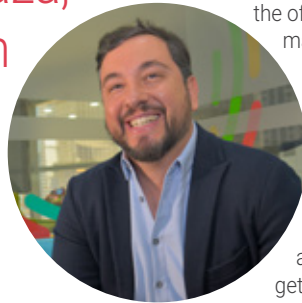
one of the 12 Bahraini entrepreneurs who qualified for the finale gave three-minute presentations on their business projects before a panel of judges and a mixed crowd of invited guests, technology and media professionals and investors.

The winners of the competition were announced by the Duke of York all of whom will proceed to the 2nd edition of the competition's Gulf regional qualifying round: Newton's Apple Science Center, Mavi VR Studios, DocWhere App, WindStorm and Telp. An Audience Choice Award was bestowed on LARA robotics.

Bahrain will host the Gulf regional qualifying round in October, which will pit the winners from Bahrain against candidates from other Gulf countries for a chance to move on to the international and final round of the competition at St. James Palace in London, UK.

Changing the Face of Transportation

Entrepreneur Magazine sat down with Suhaib Murtaza, City Manager of Careem to know more about the business that is changing the way we travel.



Please tell us more about Careem and how has this idea changed the way we view travel?

It all started in 2012, when two nice guys decided to leave their jobs working as management consultants at McKinsey to start something that mattered. Magnus Olsson, who had just recovered from a very serious brain surgery, wanted to create something that simplifies and improves people's lives. Mudassir Sheikh who had already created several start-ups in Silicon Valley, had a burning desire to bring some of that start-up culture to the region and create an awesome institution that inspires. So, Careem was born. It reached new heights in 2014 when Abdulla Elyas, a German-Saudi serial entrepreneur, joined the founding

team after leaving Germany to play an impactful role in the positive transformation of the region. This is their brainchild. A brand that strives to inspire everyone it interacts with. A brand that supports every single person who dares to believe. A brand that exists to drive our region towards something better.

As a General Manager of Careem, what does your work entail?

My main focus is on ensuring the growth of the GCC countries, and I do this while simplifying the lives of our customers and building an awesome, engaged and empowered GCC team.

Another major part of my role is leading and directing tigers (The

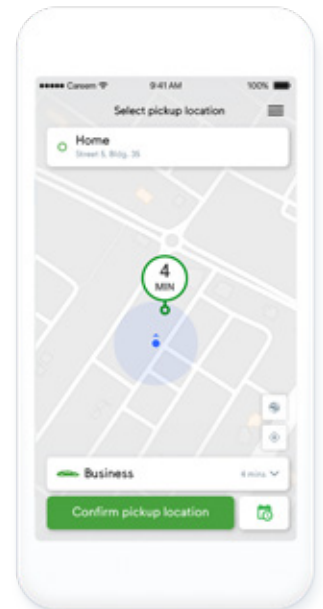
name Careem calls all employees) in my team.

So basically one day I could be at the office working with the marketing team to ensure key campaigns are out, looking at trends and numbers and ensuring our markets are healthy, working on solving problems with the supply team, and ensuring the team is getting support. Another day I could be traveling to one of the GCC markets, spending time with the team, meeting with government entities to get regulatory approvals.

What are the challenges that you and the company in Bahrain face?

One of the main challenges was to find sufficient supply for the demand. Our captains are not always available as the majority is only available part-time due to their commitments. Since Careem started in 2012, we managed to create over one million jobs across the region at an average of 60,000 and 70,000 jobs every month.

We are also helping governments fill in the gaps in the public transport infrastructure. This, in turn, can help get people moving and stimulate the local economy.



How does Careem market or adapt itself to each city's difference/nuance and/or environment?

Being in a region like the Middle East was challenging in terms of built infrastructure that is available in other advanced economies such as reliable GPS, reliable payment methods, etc.

We were blessed to have a talented engineering team that helped us customize each market's requirements and build some additional features to fill the gaps.



1

Customer asks staff how to get a ride home - Staff shares number



2

Customer dials dedicated number



3

Careem matches with nearest car



4

Careem sends rider SMS with details



5

Car arrives at designated pickup and off you go!



6

The Customer pays in cash at the end of the ride



What advice can you give to aspiring entrepreneurs in the travel sector?

You have to think big from day one and start with targeting a big problem and a big opportunity. At the same time, you have to keep in mind that by launching a product, it won't take off automatically. There's a lot of hard work, feedback, curation and measurement that goes into it. You need to be able to measure something to improve it. Another significant point is to get the right people to be a part of your start-up. Even an amazing idea wouldn't be viable without the right talent to execute it. A big part of achieving that is instilling the right values in your start-up. Everyone in your team needs to be aware of the ideals they should aspire towards and strive to share the same mission.



Style is in the Details

An interview with Besuited co-founder **Mohammed Al Sarraj**

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

Elegant and swell appearance do not have to cost a fortune. Neckties' availability in the market is scarce and somewhat pricey to replace often. So we thought why not?

Style is such a personal thing which makes a person's outlook very different. How are you able to offer up style on demand?

We listen to our customers more than anything.

Just to give you an over view, we've got different width sizes for

the neckties. We've got slim (6cm), besuited (7cm) and regular (8cm). We've had 3 width sizes from each single design. After noticing the negative demand for slim size neckties, supply was discontinued. Now new collections do not have slim sizes anymore.

I recently got a phone call from a client that we should quit the striped items and get into complex designs. We are now working on designing an animal collection, not sure what it will be called yet, but it will have around 10 designs of different animals. We are really looking forward to this. We had a flamingo tie in Collection Charlie and it was a hit. So

far, we have turtles, penguins, fish, dogs, elephants, sharks and we are working on a few others.

Furthermore, we also design customized neckties for corporate uniforms.

What's next for Besuited? Can you tell us about some of your upcoming projects?

I kind of let slip on the animal collection we are working on, I would say it is one of the toughest so far. Because of the complexity of the design, neckties will be printed and

not woven like we used to make them. It's more of a challenge for us.

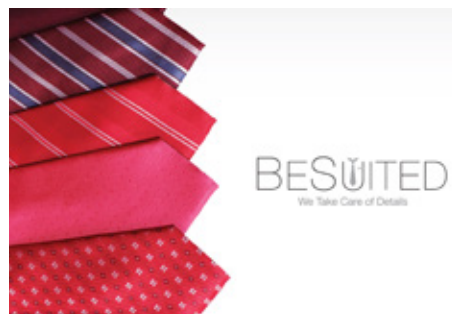


We do want to bring other accessories, we are working on bringing necktie hangers for the cabinet.

What were the challenges that you had to overcome in order to be where you are now?

Website development is challenging, there is always room for improvement. Change and updates are constant. Development and dealing with developers never end.

Another challenge would be that a lot of clients want to touch and feel the product before buying. Because we do not have a





What are your tips to aspiring entrepreneurs, especially those in the fashion arena?

Tips huh? There is no one way of looking into something. I will have to talk on and on.

Just be persistent, and listen to your customers. I would say persistence is one of the most important keys to success. We are risk takers and there will always be more obstacles to overcome. Enjoy the ride.

For more information:

Tel: +973 3222 2337

 @besuited

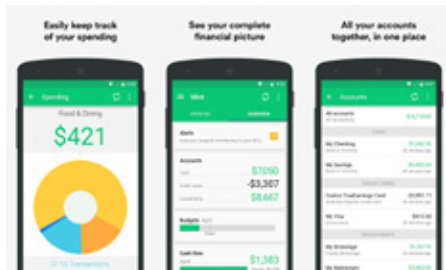
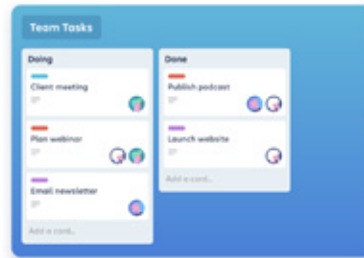
www.besuited.com

physical shop, that disappoints some clients and this will always be a challenge. The way we overcame this challenge is by giving clients the ease to exchange or get their money back within 14 days if products are not to their satisfaction. Our motto here is "satisfaction guaranteed".

BEST APPS FOR BUSINESS



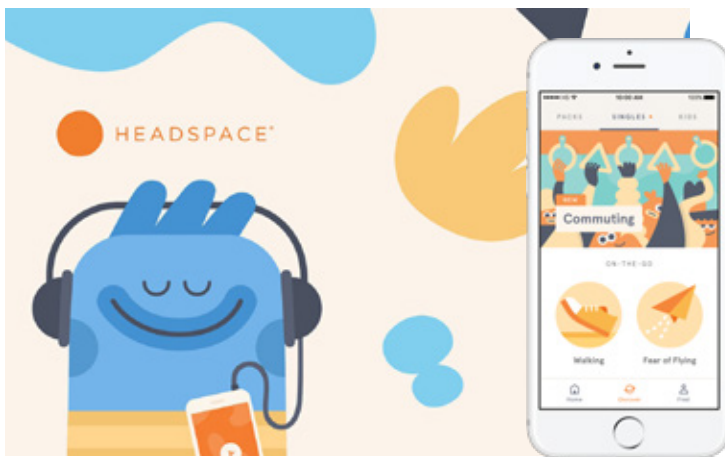
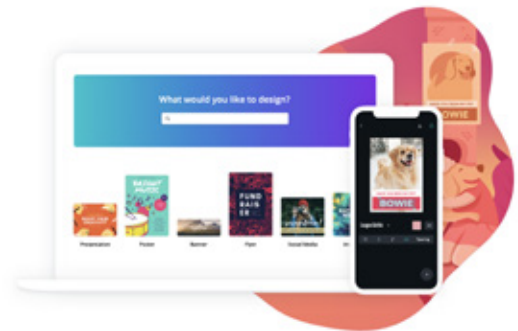
Trello is an organizational app that is ideal for aspiring entrepreneurs and startups. The app enables you to manage and prioritize tasks on a single platform. You can highlight key activities and create timelines for upcoming deadlines, events and projects while keeping all members of the team involved and informed.



Many entrepreneurs and startups initially struggle with organizing and managing the financial aspects of a business. With that being said, Mint is a money-managing app available both on IOS and Android designed to help manage your budget, provide assistance in making more realistic financial decisions and help you save while staying on top of your expenses. You can have your bank accounts, credit cards, bills and investments all on the app giving you a better outlook on where you and the business financially stand.



CANVA
Canva is an app that enables entrepreneurs and startups with limited budgets to adopt a design aesthetic for their business. The app offers a variety of designs for business essentials including business cards, banners, posters, presentations and logos.



HEADSPACE

The starting phase of any business is frequently the most hectic and often times overwhelming phase. However, it is essential to find a sense of calm during the process, and we recommend turning towards the app Headspace. The app has been ranked amongst the top health and fitness apps providing meditation and mindful solutions allowing you to regroup and gather your thoughts to put your full potential into action.





ECOSYSTEM



GLOBAL ENTREPRENEURS

An Interview with the Director of
ACE (Amsterdam Center for Entrepreneurship) Incubator

Please tell us more about ACE and why was this started?

ACE is an Amsterdam-based incubator founded in 2013 by the Amsterdam universities to stimulate entrepreneurship among students, researchers and alumni.

At ACE Incubator we are passionate about helping startups and scale-ups develop their innovative tech and science-based ideas into successful companies. We offer training & support, and access to an extensive network of mentors, entrepreneurs and business professionals.

Start and Scale: You have a program for startups and scaleups. How is the support different for these two groups?

For startups, we focus on helping them shape their business model, go-to-market strategy and acquire launching customers. We work with a pool of industry mentors and business experts to help them get started.

For scale-ups, the challenges are usually different. They need help managing a growing team and company and getting funded. So we offer more in-depth masterclasses and connect them to

experienced entrepreneurs and investors.

Entrepreneurship in STEM fields: You have entrepreneurship programs for Math, Logic, Chemistry and Tech (which we think is awesome!). Why do you feel there is a need to explore these subjects today?

A lot of innovation comes from research within these fields. At the Amsterdam Science Park alone, thousands of researchers work on breakthrough technologies every day that have huge market potential.

Furthermore, academic careers are very competitive and often PhD's and Postdocs will look for other career options when they are nearing the end of their research period. This makes it interesting for them to start their own company based on the work that they've done.

Bahrain projects: You've recently held an event in CH9. Do you have any other projects coming up in Bahrain?



Yes, we were introduced into the wider Bahrain region through our great partner CH9 and provided a two-day workshop on "how to build a strong startup ecosystem" using learnings from Amsterdam. Through our cooperation with CH9 we plan to do more joint projects in the near future. There are more similarities between Bahrain and Amsterdam than one might think at first sight. To start with we will attend the upcoming GEC.

Tips: What advice can you give to aspiring entrepreneurs?

I would tell starting entrepreneurs: Don't hesitate - start and try. Work with the team, not on your own. Don't be afraid to fail - there is no shame in failing but there is in never trying.



MANAMA SHAPERS



An Interview with **NADA DARWISH**
—Curator of the Manama Hub

As a curator for the Global Shapers Manama Hub, can you tell us what your work entails, what sort of projects the Manama Hub does and how you curate these work and experiences to deliver something of value?

The curator is the core governing structure of a hub that ensures its members' commitments to their hub— that stakeholders with respect and dignity and creating a positive impact on our local community. Our greatest strengths are our guiding principles of inclusivity, collaboration with the Global Shapers Team, other hubs or with the public and private sectors to find ways on improving the state of the world and share decision-making. We believe in the power of teams and emphasize collective achievements, while also recognizing the vital contribution of individual action, initiative and leadership.

In the past six months, the Manama Hub partnered with Bahrain FinTech Bay in launching The 'BENEFIT FINTECH AWARD' to introduce the 'FinTech for Sustainability Hackathon.' We worked closely with the British Embassy on #BeyondPlastic event at City Center Bahrain, on how to co-exist with the planet. We kicked off our first Launchpad event in collaboration with Career Tasters for high school students to learn more about their potential future careers from real-life experts at Brinc Batelco. We also held an event entitled "Hope For A Cure" to educate women about the importance of breast self-examination and the significance of early breast disease detection. We partnered with the Ministry of Youth and Sports Affairs under the Youthfull Festival; wherein we organized the PechaKuchaNight highlighting the UNDP Social Development Goals

(SDGs). We also partnered with the Capital Municipality for Manama Week by bringing World Economic Forum, Young Global Leaders to talk about 'How to create responsible and responsive young leaders.'

You are a gifted individual with a talent for bringing people together. How do you motivate those around you especially the Manama Hub?

I don't think it is a gift, but self-awareness of your surroundings and people. During my time within the Manama Hub, I am embarking on a journey of self-awareness where I try to understand the impact I have on people and use my best self to make the best choice for others. It's a scientific fact that emotions precede thought. When emotions run high, they change the way our brains function, diminishing our cognitive abilities, decision-making powers, and even interpersonal skills.

skills to prepare me for the 4IR.

What advice can you give to people so they can achieve more?

Be rebellious! Be curious and always have the humility to keep learning regardless of how much you already know and to have the courage to stand against the norms and societal expectations for a better future for yourself, community and the next generation.

Where do you want to see the Manama Shapers Global Hub in the next five years?

I would like to see the hub grow even bigger, increase the number of partnerships with private and public sectors and be a catalyst to improve the state of the world. I want to see a hub filled with exceptional leaders to be the greatest innovators, mobilizers, connectors, storytellers,



Leadership is about empathy; having emotional intelligence is essential for leaders. It's valuable to improve relationship quality and build a culture of accountability to motivate the shapers, and as a result, you will have a great work culture within the hub.

My mentor Dr. Branden Thornhill-Miller taught me: "Transformational leaders are fundamentally creative, their product is change, their medium is people."

What are the challenges you faced and how were you able to overcome these challenges?

1. **Embracing Resilience:** is probably the toughest challenge; how to shift your fixed mindset on failure to a growth mindset.
2. **Embracing Maturity:** The true mark of maturity is to understand the rationale behind those happenings and not getting depressed or pressured by the situations around you.
3. **Embracing Yourself:** I come from a creative background wherein the majority of people see creativity as something that won't pay the bills.

To embrace these challenges, I took different courses to understand the problem first and to find new ways of working.

Creativity will become one of the top three skills workers will need. While working in an IT Solutions company, I saw an avalanche of new technologies every day, the workforce is going to have to become more creative to benefit from these changes. Professor Klaus Schwab explained, "The Fourth Industrial Revolution (4IR) will affect the very essence of our human experience."

Creative thinking and problem-solving is an essential element of leadership, especially when bringing people about change. I am currently enrolled in a Postgraduate degree at Oxford University studying Strategy and Innovation, to know how to bridge my creativity and analytical brain and develop my



With her husband Ali Abdulla

communications and change makers that contribute to achieve the UN Sustainable Development Goals. The youth of Bahrain is an inspiration, that can lead to action towards real change in our community and across the world.

Investment: Fair & Square



Can you tell us more about Square Funds and what inspired you to start the business?

At Square funds we help our customers find the right investment products. Square Funds is an informative comparison platform powered by AI for saving and investment products offered by reputable financial firms. We are currently working in the Bahrain Fintech Bay.

In my years working as a financial broker, I encountered a lot of micro-investors trying to find the right investment option for financing their kids' education, marriage or just to serve as an additional source of income. They just couldn't seem to find the right fit; something affordable and tailored to their specific needs.

So I then took it upon myself to find a way to match investors with investment products. That's how Square Funds was born.

Please tell us more about the concept of micro-investing and how micro-investors and micro-businesses can benefit from Square Funds.

The need for small businesses and individuals to own investment portfolios cannot be overemphasized. Your investments could be your saving grace for that rainy day. Investments are also a way of securing financial freedom. At Square Funds platform, we help our clients find and compare investment products offered by banks and other financial institutions where they can select suitably affordable options to cover their specific needs. Square Funds also help SMEs set aside a part of their capital to invest in mutual funds so that they can have a source of income even when business isn't doing so great; instead of solely relying on revenue from normal business operations. The idea is to diversify and have a steady income stream from different sources to help sustain businesses even through hard times.

An Interview with **ANFAL AHMED: Founder of Square Funds** ►►



Square Funds gives investors all the information they would need before making an investment decision so they can pick the right investment plan perfectly suited to their needs at no hidden cost. Investment products are offered through:

- Saving-investment schemes
- Mutual Funds
- Savings Account

What are your launch plans and what do you aim to achieve in your first year of business?

We are launching pretty soon in the Bahrain market. Our target is to cover at least 23% of the market share and help over 25,000 clients find the right investment option.

How are you guys disrupting the investment game? And how do you envision the future of investing?

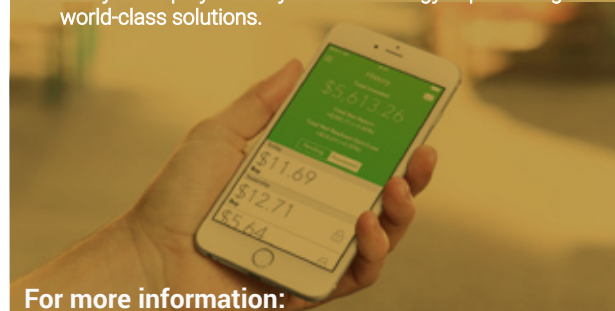
Whatever your needs or the size of your pocket, Square Funds helps you find the best fit. We employ artificial intelligence and machine learning techniques to firstly, identify the investor's risk profile and goals. This helps us understand the investors' needs and we can then guide them to select the optimal investment plan. All these is done in the most efficient manner with little or no errors. We achieve this efficiency by:

- a. Providing all the information to the investor about the available investment options.
- b. Showing suitable investment products depending on the investor's risk profile and financial goals.
- c. Helping fund managers pick investment schemes that are well-suited to the client's desires.

Square Funds makes the entire process simple and seamless. It can all be done online, our platform makes it easy for investors to find investment opportunities that they would have otherwise missed.

What are your tips to aspiring technopreneurs?

I think what's most important is to do work that you are passionate about. When you work on projects that you truly believe in, it becomes easier to overcome challenges. For Square Funds, it was the passion and desire to make investment opportunities accessible to all that has led us to where we are today. Also, make sure you understand the needs of your customers and that you employ the very best technology in producing world-class solutions.

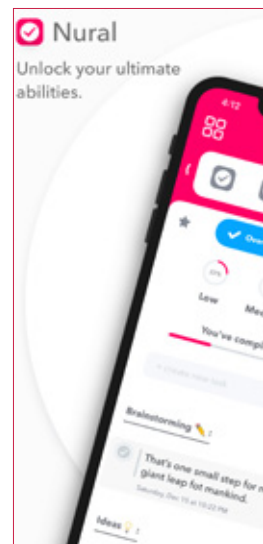
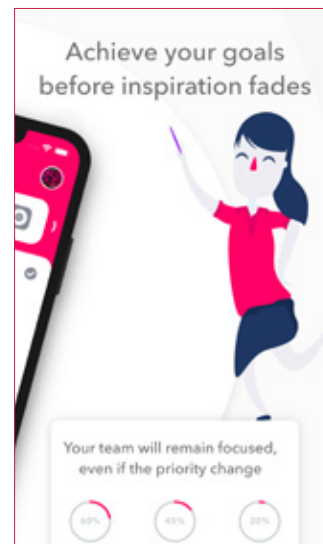
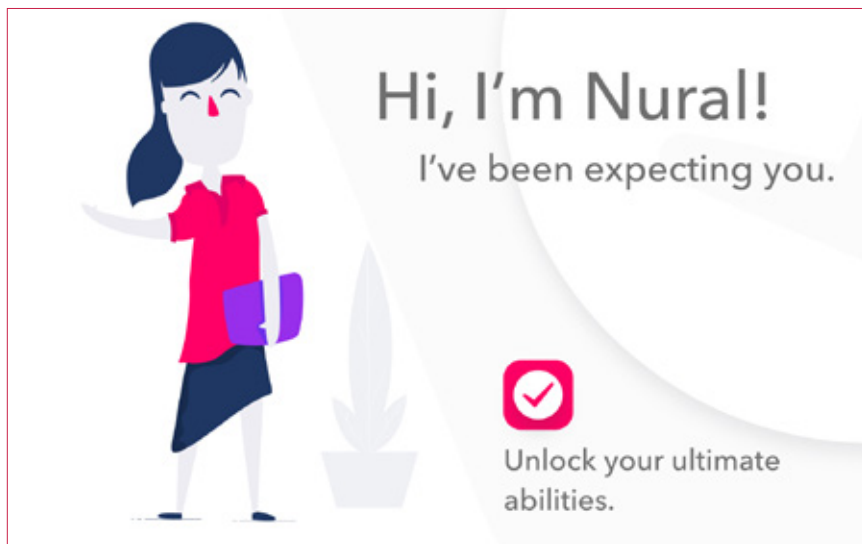


For more information:

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UNLOCK YOUR ULTIMATE ABILITIES

An Interview with Nural Technologies Founder—HAMAD FUAD



Please tell us more about yourself and Nural app?

I've always been curious and wanting to learn how to create, develop and build apps. I felt like I needed to do that on my own since no one I knew has experience or ever worked as developer. I went and taught myself what I needed to know to transform my ideas into something people would interact with. I had no experience—ZERO—experience. I spent hundreds of hours researching, reading more and looking for the best platforms to get started. I really invested all I had into this journey including time, money and beautiful moments with my beloved ones.

Earlier I co-founded two startups—Yuppi and WNNA. I gained a lot of experience, built relationships and took all the lessons learned to finally build Nural mid of this year.

I'm always hungry to learn and challenge myself as there are unlimited resources available today so we don't have any excuse not to do or start the project that we dream of. We have a great tool which we think is basic like Google where you type any question you have and BAM! You get

an answer or at least a start. There are endless free tools out there for anything you want to do. You just have to ask the right question then when you get an answer, start working small, step-by-step. After that, do more research in details continuously to improve your skills. Use what you have and do what you can't. It's now or never.

I'll always say that YouTube is a very strong tool. You have professionals making videos of their process and that's real gold. Another outlet is Medium—I read a lot of blogs / tutorials written by experts in the field and it's tremendously helpful, and insightful. I highly recommend people to read and watch more on these platforms relating to the topics they're interested in, and also contribute or give back to the community.

Can you tell us more about Nural and what inspired you to launch this business?

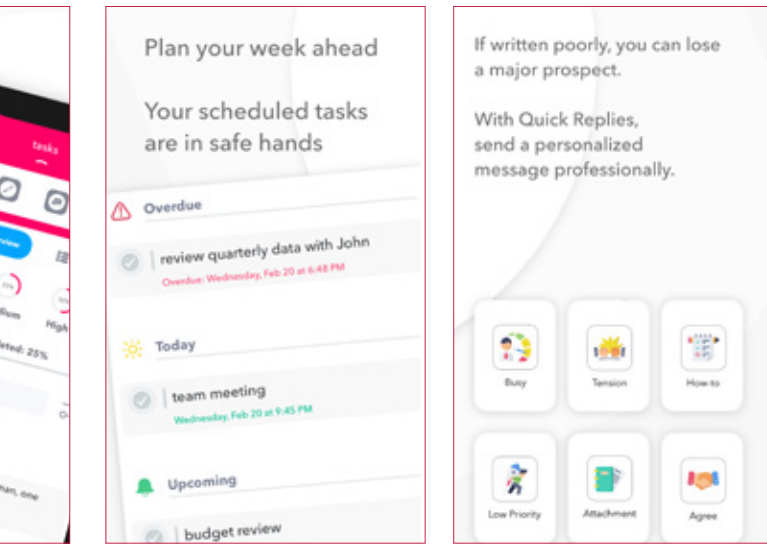
We're rethinking the entire project management stack! We created a smart project management platform that helps you to manage your tasks, organize team communication and create, share and maintain notes. Intelligently, seamlessly and effectively - all in one place.

Effective and efficient project management and team communication have always been at the heart of successful businesses, which is becoming more difficult every day because the available platforms for project managers are good to use, but are too professional. So, it takes time & effort to educate the team members on how to manage tasks, conversations and notes.

While looking closer, many of these applications are designed for specific functions and are poor when it comes to bridging the gap between information and goals, organizing chaotic group communication—you always tend to miss some important messages. Or when starting on a new project, you happen to repeat the same steps every time.

Nural is designed to unlock your ability to achieve your goals before inspiration fades and never miss an important thing. No boring tutorials or learn a new project management methodology. There's no extra work involved for your team, you just dive right in.

Nural is a platform that will go as far as your imagination and inspiration will take it.



Where did the name come from?

It's actually an AI term that means a set of algorithms based on your brain.

We have a large number of people using Nural!

We have a lot of people using Nural from China, Germany, USA, Vietnam, Russia, and France. We've invested a lot on localization! It's something amazing for the team and I to know that we have people from all over the world using our app on a daily basis.

The response was super positive when we were in Jeddah for AppzWorld Forum to showcase Nural—we had a question on our roll up saying "Missed your project deadlines again? Who will you blame." So we had a lot of people come up and say "YES, please. We need help with project management" and they kept pointing at their team members stating that it was an issue to have everyone be productive and finish tasks by the deadline.

For more information:

@nuralme www.nural.me



StartUp Bahrain Week

Returns with More Support Than Ever for Founders



Under the patronage of His Royal Highness Prince Salman bin Hamad Al Khalifa, the Crown Prince, Deputy Supreme Commander, Chairman of the Economic Development Board (EDB)

StartUp Bahrain Week, the community-led festival of startup events, returned to Bahrain for the second time from 3-10 March. Startup delegations were able to attend a variety of talks, pitch competitions and practical workshops aimed at supporting startups and entrepreneurs from across the region – and beyond. Founders rubbed elbows with investors, incubators, accelerators and educational institutions to learn, network and scale.

In partnership with the Bahrain Economic Development Board (EDB) and Tamkeen

Headline events included Unbound Bahrain, a two-day innovation festival which hosted over 100 influential speakers in the fields of AI, FinTech, blockchain, sustainability, investment, digital health and more. Attendees explored themes such as tech disruption in the Gulf and brand storytelling, learned what keeps a venture capitalist up at night, joined in hackathons and a lunchtime pitching session. There were also panel discussions and workshops on diversity in the workplace, and the role of women in the innovation and entrepreneur ecosystem.

There was plenty of advice for founders who are looking for support to take their ideas to the next level but are unsure on how to navigate the ecosystem. An 'Ecosystem Tour' allowed founders to meet key members of the Bahrain startup scene, such as StartUp Bahrain, EDB and Tamkeen. At the GCC Startup Meetup, major players in the GCC startup scene gathered to discuss common problems, exchange expertise, compare products and services and help local startups access regional markets. Founders were also able to attend the Flat6Labs Demo Day and meet the latest cohort of startups as they pitched on stage. Flat6Labs provides its startups with seed funding, mentorship, space to work and business training, aiming to make the startups it selects investible within four months.

There were numerous opportunities for attendees to further understand the latest developments in transformative technologies. Events included a three-day bootcamp with the Bahrain Deep Tech Program, which saw researchers, entrepreneurs and experts share cutting-edge technologies, and explore how to turn these into commercial business opportunities. Amazon Web Services also hosted 'Immersion Day' workshops, enabling startups to learn about their services as well as how global organisations such as McDonald's, Airbnb, Expedia, Snapchat, and Netflix make the best use of them.

The events featured international speakers and commentators alongside those from across the region. They included H.E. Khalid Al-Rumaihi, Chief Executive of Bahrain EDB; author Tim Draper; entrepreneur Badr Ward, founder and CEO of Lamsa; Leena Al Olaimy who has more than 15 years of experience in social innovation; Tom Goodwin, Head of Innovation for Zenith Media; and Indian politician, author and former international diplomat Dr. Shashi Tharoor.

Ms. Pakiza Abdulrahman, Manager for Business Development - Startups at the EDB said: "Here in Bahrain, we pride ourselves on being at the forefront of innovation, and we are always looking to see how we can do more to help startups succeed. StartUp Bahrain Week 2019 was a real community effort, packed full of inspirational events for entrepreneurs and investors that encourage innovation and growth in the startup ecosystem – not just here but across the region".

Ms. Safa Sharif, Director of Investment at Tamkeen said: "We realize the importance of giving startups the business opportunities they deserve, and we





are excited to have been part of Startup Bahrain Week that does so much to encourage this dynamic startup culture. We found the calibre of entrepreneurs at this year's event exceptionally high, and we look forward to seeing some of these startups scale rapidly in the future."

Startup Bahrain Week is just one element of a comprehensive network of support available to startups in Bahrain and the wider region, which as well as EDB and Tamkeen also includes StartUp Bahrain, Al Waha Fund of Funds, accelerators such as Flat6Labs and Brinc, and Bahrain's biggest FinTech incubator in the region, Bahrain FinTech Bay.







COWORKING...

A FUNDAMENTAL PLAYER IN THE STARTUP ECOSYSTEM AND THE FUTURE OF PRODUCTIVE WORK ENVIRONMENTS

Bahrain has come a long way in positioning itself as a startup hub in the region. Being small and nimble has allowed us to tactfully secure some big wins. For instance:

- Securing Amazon Web Services to establish its Middle East Head Quarters in Bahrain that provides global cloud-based solutions locally thereby providing Strong Tech Infrastructure.
- Enactment of the Fintech Sandbox, Crowd Funding regulation, MOICT regulation changes that have enabled Incubators & Accelerators to exist in Bahrain as Regulatory Reform initiatives that generally provide a stronger regulatory regime.
- Establishment of Al Waha Fund, which further strengthens Bahrain's venture capital funding scene.

- Coalescing around Startup Bahrain and Team Bahrain which serves as a facilitator and coordinator among all SME support initiatives and institutions in the Kingdom & the region, and a united country-wide team spirit and approach to Bahrain's aspirations.

Undoubtedly, Bahrain is turning into a fertile land for startups. Around these young startups are a mushrooming group of incubators, accelerators, venture capitalists, regulators and now coworking spaces; all essential components in an interconnected start up ecosystem.

But what is the difference between these groups and where does coworking fit in?





software engineer Brad Neuberg started the coworking phenomenon from a San Francisco collective space. Neuberg was going through rough financial times while working at a startup where he wasn't happy. He wanted to operate in an environment of independence as an entrepreneur while also being connected to the community, and that inspired him to create the first ever coworking space "San Francisco Coworking Space". The concept began with Neuberg leasing an affordable small space in the Spiral Muse in San Francisco twice a week and shared the space with other entrepreneurs and freelancers for one year until the coworking space had to be relocated to a much bigger facility due to the high demand for the concept. Before San Francisco Coworking Space, a few collaborative spaces existed in the form of hackerspaces; however, they lacked the crucial "community" aspect that defines coworking

What is Coworking?

Coworking is a self-directed, collaborative, flexible and voluntary work style that is based on mutual trust and the sharing of common core values between its participants. Coworking involves a shared workplace, often an office, and independent activity. It is utilized by people who are self-employed or working for different employers, typically so as to share equipment, ideas, and knowledge.

A coworking space is the physical and virtual platform that enables coworkers to operate within a community that shares the same values.

Where did the concept stem from? How did it all begin?

The story of coworking began in 2005, when





spaces that we see today. Neuberg’s experience and struggles in finding a community space is akin to how Co.Lab Bahrain was established.

Why Coworking, and how is it different from Accelerators and Incubators?

Incubators are entities that offer early stage startups with support by offering office space and training, as well as mentorship. They are most commonly seen at universities, or as part of a corporation to foster new ideas to move the company forward.

Business Incubators are ideal for idea-stage startups and founders that need support in building their business foundations.

Incubators in Bahrain include: Bahrain Business Incubator Center (BBIC), the Women Incubator Center (Riyadat), The Farmers Market, Bahrain Fashion Incubator and CH9.

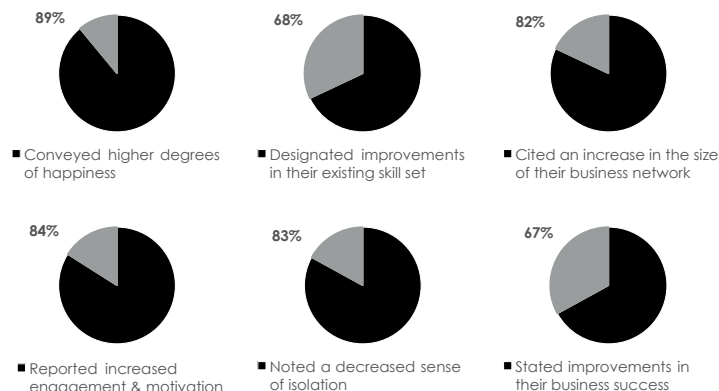
Accelerators are a tool for rapid-growth companies. They usually entail an intensive short term training program that provides startups with resources in exchange for equity. These resources include capital, mentorship, office space, consulting, curated events, and access to the alumni network. Accelerator programs accept startups that have already developed a Minimum Viable Product (MVP) or prototype and are looking to accelerate their growth.

Accelerator programs in Bahrain include: C5 Accelerate, Flat 6 Labs and Brinc IoT.

Coworking spaces offer shared work spaces for startups, freelancers, students, and remote workers in a collaborative environment. The diverse backgrounds of individuals working in the space as well as businesses at different stages in their life cycle create a strong community that enables members to benefit from each others’ experience and build partnerships that lead to productive collaborations that support their business growth. Accelerators and incubators can run from coworking spaces; however, this is optional and varies among coworking spaces.

Coworking spaces in Bahrain include: Space 340 and Co.Lab a purpose-built space in Bahrain Bay.

A global study was conducted on the benefits of coworking spaces, and the following statistics were deduced:



This is an exciting time for Bahrain’s ecosystem and Coworking is just one important component to enable it to keep up with changes in the work environments which are moving towards collaborative spaces that create the culture of community, cooperation, and productivity among all parties in the startup community, and that is Co.Labs raison d’etre.

This article is contributed by:
Co.Lab Bahrain – Urban working space soon to launch in Bahrain

Note: All photos are copyright of Co.Lab Bahrain.

To know more about Co.Lab: www.unfoldingpotential.me

HOW TO CONTROL YOUR STARTUP'S SPENDING



Starting a new company or business can be exciting. You are finally going to bring your idea to reality and you will finally have that sense of freedom you may have always longed for. However, your life may suddenly become very hectic as you strive to get things done with the resources you have and as you start focusing on bringing in the revenue you may find yourself spending more than you bring into the business in your first years.

Although not breaking even in your first years may be totally acceptable for a new startup, there are ways which can also help in lessening the impact of your expenditures on your bottom line. Here are a few tips:

TRACK AND MONITOR ALL SPENDING

Whether it's general expenses like postage and delivery charges or larger capital expenditures like hardware and computers, make sure you put in place a mechanism which allows you to track and monitor all of your startup's spending. This system may be through purchasing good accounting software which will help you in recording your expenditures and monitoring them against the budget.

You may need to consider hiring a full time staff in the future as your growth continues.

LIMIT YOUR FIXED EXPENSES

It may be tempting to splurge on your office or on a new laptop with high tech specifications for this new business idea but that may not be a very wise decision in the beginning. You don't need elaborate office or extravagant looking letterheads and consumables in your first year in order to operate. Consider what your business really needs to operate at the lowest cost possible without compromising the quality of your services. Keep it simple and operate thin. Once your bottom line picks up you will have ample time to expand.

KNOW WHEN TO ADD CAPITAL

Carefully plan what assets you will need to invest into and when. Have a business plan and make sure your capital investment is in line with that plan. It may be tempting to invest in new technology because it's new but make sure that such investments are in line with your

ultimate strategy and that you can justify the return on investment of such capital commitments.



Layla Alqassab
Head of Finance, Benefit Bahrain

For more information:
www.benefit.bh

The Power of questioning ...



Following a game of squash yesterday, we were talking afterwards, and I asked my opponent, "What do you think would happen if you changed the way you grip your racket – if you made the racket face slightly more open?"

Our conversation went like this

He thought about it and said, "Why did you ask that as a question and not just tell me?"

ME – "Let me ask you another question - If you tell somebody to do something, who is responsible for the outcome?"

HIM – "The person who told you what to do!"

ME – "Exactly, so if I tell you to do something and you lose money or look silly, who do you blame?"

HIM – "The person who told me what to do!"

ME – "And if I asked you, what do you think YOU can do to make a change or do something, who owns the outcome?"

HIM – "I do"

ME – "Are you more invested in making it happen if

it is your idea?"

HIM – "Yes"

ME – "Do you now understand why I asked you the question rather than told you?"

HIM – "Aaaaaaaaahhh, I see!"

In Coaching we don't tell others – If we do, then we are not coaching we are mentoring, giving the benefit of our experience in a similar situation. Coaches are all about you and not about them and there must be trust.

It is the same with your business! You should trust your business partner(s) and when your business becomes big enough, you will need to trust your employees. Your staff will want to know that they are valued. Communicate with them face to face, speak to them like real people and not like you are superior and recognize and show appreciation for the work and effort that they put in.

I remember years ago being knocked out during an Army training exercise – searching and evacuating people from a burning building. When I came too, my officer in charge was standing there, and I expected a bit of a talking too. To my surprise, he simply asked, "What did you learn?" "To keep my helmet on in the future, Sir" I replied, and he patted my shoulder and said, "Let's hope you do!"

That example of showing compassion and concern when I had made a mistake has lived with me since and I urge you to think about how you can use powerful questions to influence and motivate people to work with you.

As your coach, I want you to spend the next few days thinking about HOW you can ask questions instead of being directive and WHO do you think will be the best person to start trying this out on?

Often in times of difficulty we need someone to lean upon or to help us, an engaged and well-motivated employee could be just that person!

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

Good luck with your great adventure – I will be over here should you need me!



Michael Jackson
Reporter

Michael Jackson is a passionate coach, trainer and public speaker.
mike.jackson@elev8.coach



#BOSS



THE BAHRAIN PERSONAL DATA PROTECTION LAW



COMING SOON

By **Foutoun Hajjer**

Partner, Head of Office (Bahrain)

& **Andrew Fawcett**

Senior Counsel (U.A.E.),

Technology, Media & Telecommunications

The Kingdom of Bahrain's nationally applicable data protection law: the Personal Data Protection Law No. 30 of 2018 ("PDPL") will come into effect in August this year.

The PDPL establishes the Personal Data Protection Authority ("Authority") as the competent authority for overseeing compliance with the law. This article highlights instances where businesses may have to provide notifications, obtain authorizations, or otherwise report to the Authority with respect to their data processing activities in Bahrain.

WHAT AND WHO DOES IT APPLY TO?

The PDPL applies to the processing of data that is "personal data" - essentially information in any form concerning an identified or identifiable individual.

The PDPL applies to:

- Every natural person (individuals) residing normally in Bahrain or having a workplace in Bahrain;
- Every legal person (corporates) having a place of business in Bahrain; and



NOTIFICATIONS

Data controllers must give prior notice to the Authority of any wholly or partially automated processing operation or set of operations (subject to certain exclusion including an employer processing data in relation to its employees). Regulations are designed to set out the rules and procedures for the submission of the notifications (which is to include a simplified notification process for certain situations).

AUTHORIZATIONS

It is prohibited to process the following data without obtaining the Authority's prior written authorization:

- Automatic processing of sensitive personal data;
- Automatic processing of biometric data needed to verify an individual's identity;
- Automatic processing of genetic data unless carried out by licensed medical practitioners, and it is necessary for health care;
- Automatic processing involving linkage between personal data files of two or more data controllers; and
- Processing that is done using visual recordings that are used for surveillance purposes.

Again, regulations are to be issued prescribing the rules and procedures of how a request for authorization is to be submitted and processed.

DATA PROTECTION GUARDIAN

The PDPL provides that data controllers may appoint a Data Protection Guardian, who has a supervisory role acting as an independent and impartial intermediary between the data controller and the Authority.

Although they are not compulsory, a Data Protection Guardian may be required for specific data controllers by regulations.

The Data Protection Guardian will also be required to maintain a registry of the data controller's processing operations that the data controller must notify the Authority, and update the Authority of the same on a monthly basis. If no Data Protection Guardian is appointed, then the data controller is required to do this on their own.

SECURITY

Data controllers are required to maintain documentation that reflects the technical and organizational measures adopted capable of protecting personal data. This documentation must be available for viewing by the Authority.

Additionally, the PDPL contemplates the issuance of a regulation specifying requirements that technical and organizational measures must satisfy. It also provides a scope for specific requirements to be

prescribed in such regulations.

There does not appear to be any specific obligation to notify the Authority in the event of a data breach incident. It is possible that this might be addressed in the regulations.

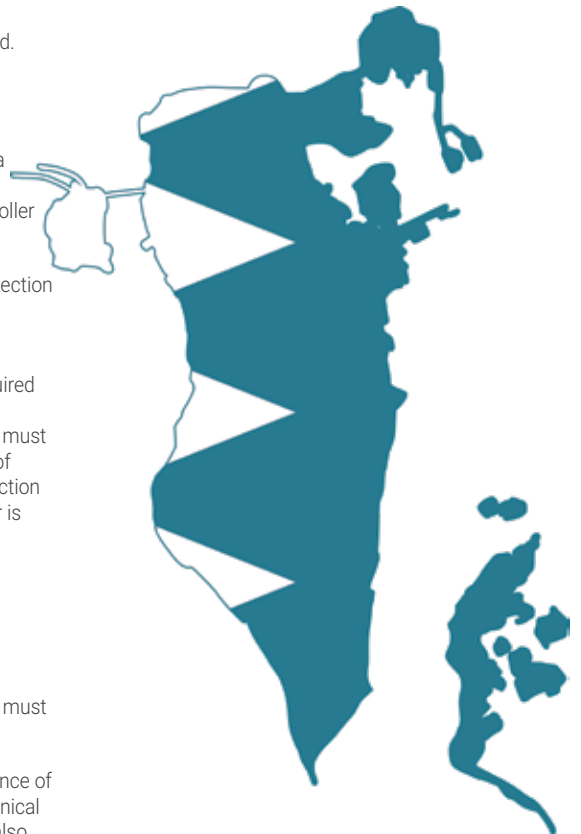
ENFORCEMENT

The PDPL criminalizes a variety of acts and enforces penalties, which generally comprise up to one year in prison and/or a fine of between BHD 1,000 and BHD 20,000 (between about USD 2,600 to about USD 53,000) (or a fine only in the case of corporate entities).

WHAT TO DO?

Although at the time of writing of this article, the PDPL is still to be augmented by implementing regulations, businesses that need to comply with the law should already be addressing what they need to do so that their processing of personal data is compliant with the new legal obligations.

As a first step, any business that processes personal data in Bahrain should conduct an assessment of those processing activities with the objective of understanding current data flows and practices. Based on that assessment, the business then needs to identify the requisite actions to be taken in order for the business to achieve PDPL compliance.



- Every natural or legal person not normally residing or having a business in Bahrain, where such persons are processing data using means available in Bahrain, except where such processing means are solely for the purpose of passing data through Bahrain.

In this latter scenario, the legal person (corporation) is required to appoint an authorized representative in Bahrain, and notify the Authority of such appointment.

The PDPL does not apply to processing of personal data within the context of personal or family affairs or processing that relates to national security undertaken by security authorities in Bahrain.

Under the PDPL a "data controller" is a person who (either alone or jointly with other persons) determines the purposes and means of processing any particular data. Every business is a data controller - even a shell company has personal data concerning its shareholders and directors. However, the extent of a data controller's compliance or obligations under the PDPL is inextricably linked to the purposes, means and extent of the processing of personal data.



Burn 800 Calories in 20 Minutes

EMS TRAINING - A NEW DIMENSION IN FULL BODY WORKOUTS

0805 Fitness introduces to Bahrain a 20-minute exercise session more effective than a 3-hour normal workout. Sounds too good to be true?

Lama Zaarour, the founder of 0805 Fitness, introduced one year ago a team of her highly experienced personnel and certified trainers to share with clients a highly effective workout session known as EMS - Electrical Muscle Stimulation. When asked why EMS was the focus of her interest out of all the sports and fitness activities to exist, she pointed out two keywords: efficiency and effectiveness. According to the clients at 0805 Fitness, EMS helps them make better use of their time by shortening the period needed to exercise while drastically amplifying results. During the EMS training, all that is required from the members is to simply put on their breathable, anti-bacterial exercise vest which is suited with electrodes targeting different muscle groups and begin their customized session tailored by the certified EMS trainers.



Scientifically, EMS works by sending electrical impulses to activate 90% of the muscles that normally might not be engaged while at the gym. This includes simultaneous efforts of muscles that a person may not be able to feel or control as well as the major muscle groups. Hence, when combined with deliberate muscle tension it helps the muscles work exceptionally harder without the use of any added weights. 0805 Fitness further explains that since muscle fibres are activated more than with regular exercise, the clients burn up to an average of 800 calories in 20 minutes whilst performing movements such as bicep curls, crunches, squats, lunges, and other exercises.

EMS has been receiving an increased amount of attention the last few years. Used mainly for physiotherapy purposes and utilized by athletes as a strengthening and post-recovery tool as well as a rehabilitation/preventive tool for patients who are partially or completely immobilized. It is not a

new breakthrough, however, EMS has re-emerged in the market with a more eminent role as seen by the public. Clients of 0805 Fitness include stay-at-home mothers, working mothers, senior citizens, workaholics, travellers constantly on the go, gym fanatics, and the list goes on. To the clients, it really is all about saving their time with EMS rather than spending 2 hours every day at the gym for the same results.

To answer the query 'Is it too good to be true?', 0805 Fitness respond to a few questions on their clients' experiences by touching upon the nutritional aspects, when to expect noticeable results, and the outlook on safety. Principally, EMS is not a magic stick; it is an intense form of training that just like any other requires a healthy diet. Clients are always reminded to combine EMS with good nutritional sustenance that suits their body's needs and is in line with their main objective for exercising - get in shape or maintain a healthy lifestyle. With that in mind, members will begin to see changes in their

physical appearance and performance soon after their fourth session. Recognizable changes are typically seen after three months' time if the member is maintaining regular attendance once a week. Last but certainly not least, as according to Lama, safety is the first concern when people hear about EMS and its administration of electricity. The answer to that is an absolute yes, EMS is very safe. As mentioned previously, this is not a new contraption and is used mainly at physiotherapy centres for enrolled patients. Despite the intensity of the workout, there is no pain involved as the electrical impulses are low and can be described as a tingling sensation. In fact, EMS is easy on the joints, used mainly for back pain, and for those with difficulty while exercising or even walking due to pain. 0805 Fitness goes the extra mile with its equipment and bodysuits by dealing with world-renowned German EMS technology, Miha Bodytec, who is an industry leader since 2007.

0805 Fitness is appraised to be a valued addition to the Kingdom as it is a new extension to the sports and fitness industry. For a clear background on how it all began, Lama visited Bahrain sometime in May 2016 where, as an entrepreneur, she had an insight to an opportunity for supplying the market with an idea that is unique. When asked what it meant to her to be an entrepreneur, she replied passionately by saying "0805 Fitness is the fruit of a dream, belief, perseverance, hard work, and of course commitment. Entrepreneurship is a choice and a lifestyle. It is a long road ahead, and I look forward to walking through this journey in a very promising and supportive market as it is here in Bahrain". Elaborating on the second half of her statement, she expressed how the Bahraini people are very down to earth, very helpful, educated and knowledgeable hard workers, and that it reflects back on how promising the market is especially with the support of the government for SMEs.

For more information:

   0805 Fitness
0805fitness.com

C5 Accelerate hosts Bahrain Bourse as part of their Policy Hack Series



C5 Accelerate, in partnership with Tamkeen, hosted Sheikh Khalifa bin Ebrahim AlKhalifa, Chief Executive Officer of Bahrain Bourse for the fifth edition of C5's POLICY HACK series. The event, which took place on March 26 at the Cloud10 campus in Sanabis, discussed how the Fourth Industrial Revolution combined with effective regulation and supervision, can expand the scope, scale, and reach of financial services and startups in particular.

With the attendance of the Minister of Industry, Commerce & Tourism, HE Zayed bin Rashid Alzayani

Sheikh Khalifa addressed Bahrain Bourse's role in enabling high growth businesses, regulations related to listing such companies on the stock exchange, and how that relates to strengthening the entrepreneurial landscape and contributing to economic growth.

Sheikh Khalifa also touched on the investor-centric services that Bahrain Bourse is currently offering or planning to roll-out, especially through the launch of myShare Card, along with BHB's collaboration with various retail banks to offer the Bahrain Trade Platform to their respective clients.

Sheikh Khalifa commented, "Over the past couple of years, Bahrain Bourse

has focused its efforts to adopt digital transformation strategies and practices in order to facilitate investors' access to the market and thereby enhance the liquidity of the market and enable achievement of a market status upgrade."

"BHB's recent initiatives, including the online trading platform (Bahrain Trade), and myShare card all go in line with our efforts to develop the investment environment in securities by benefiting from the facilities provided by technology and applying best practices. Further, the revamp of BIM in collaboration with Tamkeen has enabled us to expedite and govern the process of listing more effectively which one have produced efficient results immediately."

Hadyah Fathalla, Executive Director of C5 Accelerate, commented: "Funding and access to capital remains a real challenge for growing Bahraini companies

so it is exciting to see Bahrain Bourse innovating its approach to equity markets. The Bourse is increasingly becoming a critical component of the entrepreneurship landscape in Bahrain, especially for growth companies and startups looking to scale, and that is a promising development. We are honored to host Sheikh Khalifa this evening and hope that these discussions will strengthen our understanding and ability to collaboratively build innovative and alternative growth options for growing businesses from Bahrain and beyond”

This event was planned ahead of the Global Entrepreneurship Congress (GEC) spearheaded by Tamkeen from 15th to 18th April 2019. GEC is a global gathering of entrepreneurs, policymakers, startups and investors with the aim to gain insights into new policy ideas, provide startups with the knowledge on how to scale new ventures and provide valuable networking opportunities.



About Bahrain Bourse

Bahrain Bourse is a self-regulated multi-asset marketplace operator established since 1987. Bahrain Bourse offers to investors, issuers, and intermediaries a comprehensive suite of exchange-related facilities including listing, trading, settlement, and depository services for various financial instruments. The Company offers stakeholders the best investment and trading solutions, paired with creative insights and problem solving skills to provide investors, issuers, and intermediaries with valuable resources to meet expectations. Bahrain Bourse's key growth pillars underpin the way it conducts business and interacts with stakeholders: Origination, Innovation, Collaboration, and Pioneering Spirit, and all of them working together is what enables the Company to offer an "Oasis of Investment Opportunities".

About C5 Accelerate

C5 Accelerate is a London, Washington D.C., and Bahrain based technology investment firm. C5's current innovation partners are the Labour Fund (Tamkeen), Amazon Web Services (AWS), Economic Development Board

(EDB) and SAP NS2. C5's mission is to accelerate best-of-breed start-ups to meet the growth opportunity being created by the cloud. The launch of C5's eighth program will take place later this year in September with a focus on Energy-Tech and Sustainability. Key areas of interest are Sustainable Cities and Communities, Industry, Innovation, Infrastructure and Clean Energy. The Energy-tech start-ups will have access to specialised mentoring by C5's innovation partners and broad network of industry leaders, and access to AWS Solution architects, to name a few benefits.



Applications for C5's eighth intake are now open.

For more information / to apply:
Bader.Sater@c5capital.com



EWING KAUFFMAN

IDEATOR, INNOVATOR, ENTREPRENEUR

INSPIRING OTHERS TO BUILD A
LEGACY OF THEIR OWN

“It’s your right to be uncommon if you can. You seek opportunity to compete. You desire to take the calculated risk, to dream, to build, yes, even to fail, and to succeed.”

Throughout his lifetime, Ewing Kauffman transcended the mundane towards the extraordinary. However, his simple impoverished background posed no obstruction but instead fuelled in him a fierce entrepreneurial drive until he amassed a huge fortune.

Ewing Kauffman had risen from humble origins

Ewing Marion Kauffman’s place of birth showed his humble beginnings— on a farm adjacent to the small town of Garden City on September 21,

1916. His family moved to Kansas City while he was growing up. His childhood was beset by health problems which kept him bedridden although he spent those moments productively and read as many books as he can.

It was during the mid-1930s at the age of 17, when Ewing graduated from Westport High School and moved to Colorado to find a job. It was a time of adversity and jobs were scarce. He hitchhiked to Colorado with a friend, and took odd jobs along the way to pay for expenses to save money for a college education. Soon he returned home and completed an associate degree in business at Kansas City Junior College.

During World War II, Ewing Kauffman enlisted in the U.S. Navy. After completion of service, he ventured into sales with a pharmaceutical company but quit when his territorial reach was

restrained since he became so successful that he surpassed the income of the company’s president.

As a result, he founded a pharmaceutical company and the rest is history.

“If you take a risk, sometimes you lose, but sometimes it pays off big.”

Kauffman’s meteoric rise to fame began in the 1950s, after establishing Marion Laboratories at his home in Kansas City. The pace by which the company flourished is accredited to the integrity and work values of the people who worked for Ewing Kauffman. Business as usual was slow in the beginning, especially during the first year until he started marketing Os-Cal, or oyster shell calcium, the phenomenal drug which propelled Kauffman’s pharmaceutical company to fame.



Os-Cal was just the beginning and more followed suit until Marion Laboratories reached status as an immensely successful pharmaceutical company in the US.

Kauffman's initial investment of five thousand dollars soon generated \$1 billion in sales by the late 1980s. A merger with Merrell Dow in 1989 was later on bought out by Marion Roussel Hoechst for \$7.1 billion in 1995.

In 1968, Kauffman acquired a major league baseball franchise—the Kansas City Royals which followed his signature success model, winning six division titles, two American League pennants and the



World Series Championship in 1985.

“Every individual that we can inspire, that we can guide, that we can help to start a new company, is vital to the future of our economic welfare.”

His charisma and energy were infectious and he became a source of inspiration to many; which challenged them to achieve more.

He had an inclination towards helping deprived young people, which he forged into a commitment

to help them acquire quality education that would enable them to reach their full potentials. He believed that building the enterprise is largely instrumental in realizing individual promise and developing the economy.

He has developed an acute sense of social awareness grounded in his belief in people and guided a new style of philanthropy that sought to invest in bold approaches to address the root causes of complex social problems.

In a nutshell, the life of Ewing Kauffman was all about “giving back to others”.

Ewing Kauffman built his business on his life values and principles. While he climbed his way up, he dragged others with him until he became instrumental in transforming their lives into their own little success stories. How he struck gold is astounding, but it is the manner by which he shared his blessings to others which carved his enduring legacy.

Ewing Kauffman's permanent legacy in our time is the Ewing Marion Kauffman Foundation. He established the Foundation in the same mould by which he forged his business empire to success.

It was developed to plant seeds of opportunities, hope and the determination to transform and make a positive change in people's lives.

Today, the Ewing Marion Kauffman Foundation of Kansas City continues to collaborate with partners to support and advance entrepreneurship in America and improve the education of children and the youth.

The legacy of Ewing Kauffman

- Founded the Ewing Marion Kauffman Foundation in 1966 in Kansas City, Missouri
- Awarded by Major League Baseball with a franchise to establish the Kansas City Royals, 1968
- The founding and naming of Kauffman Stadium in Kansas City in honor of Ewing Kauffman
- Recognized as the 16th Point of Light in President George Bush's "Thousand Points of Light" tribute
- Honored as the 1973 Man of the Year by Kansas City Press Club
- Inducted into the Missouri Sports Hall of Fame
- Kansas Citian of the Year by Kansas City Chamber of Commerce, 1986

Accelerating Growth in the Startup Ecosystem



In recent years, Bahrain's local startup ecosystem has seen some major developments that have contributed to efforts in promoting, strengthening and diversifying the Bahraini economy. These developments headed by Tamkeen, the country's labour fund, and the Economic Development Board of Bahrain, along with several other key stakeholders within the eco-system; have led to the creation of a plush environment of available resources and tools for starting up. Bahrainis with original and creative ideas have been able to take advantage of the many programmes and schemes offered by Tamkeen and other entities such as accelerators, incubators, co-working spaces, training initiatives and so on. Foreign businesses have also been adept in seeing the potential of the Bahraini market with its business-friendly environment and strategic location for integrating into the GCC market. It is necessary to recognize the need for innovative businesses that seek to provide a solution to gaps and problems in the Bahraini market, as well as international businesses and companies that boost and benefit the economy by strengthening various sectors, offering new technological solutions, aiding in stabilizing the market, and potential job creation.

Part of these new eco-system developments included the formation and launch of Flat6Labs in Bahrain in March 2018 in partnership with Tamkeen. Flat6Labs is considered to be the MENA region's leading seed investor and accelerator programme. Founded in 2011 in Cairo by Sawari Ventures and its founders Ahmed El Alfi and Hany Al Sonbaty; Flat6Labs today has 6 strategic regional locations with plans for upcoming new offices in the near future. Over the years, Flat6Labs has collectively invested in over 200 companies out of over 15K applications to its accelerator programmes. It has created over 1.5K jobs regionally, accumulated over 100 partners, and over 500 mentors and coaches that take part in the cycle programmes.

Flat6Labs Bahrain has been operating for a year now in the Kingdom, completing 2 successful cycles and has invested in 16 Bahraini and international companies thus far. Being a seed fund accelerator programme, Flat6Labs works in selecting prominent startups from the country



and abroad to invest in them up to \$32K and support them through their implementation and business development process with a well-rounded 4-month cycle programme that occurs twice a year, consisting of thorough training, coaching, and mentorship segments. Beyond the educational aspects of the programme, Flat6Labs Bahrain offers its startups office space, access to a wide network of local and international investors and relevant contacts, over \$300K value of perks such as their \$10K AWS credits offering, and assistance with securing follow-on investment through their extensive VC network.

The process and overall essence of the programme can be described as involving three key stages; the first being to inspire, the second

to accelerate, and the third to grow. Flat6Labs Bahrain implements extensive outreach strategies that involve scouting the best potential talent locally and internationally and inspiring them to apply to the programme. This includes high-level community engagement, presence and attendance in pivotal global events and conferences, a growing network of partners and contacts, and the use of online and digital tools to expand their reach.

Flat6Labs Bahrain receives over 200 applications per cycle, and narrows the pool down to 50 candidates, who are then individually interviewed. Out of these 50 applicants, 20 are carefully selected to go on the next phase of the selection process of participating in a 4-day bootcamp





administered by the accelerator and conducted by world-renowned experts. The bootcamp is a refined version of the cycle programme that allows the selection committee to get to know the startup founders better and also allows these selected 20 startups to benefit from a rigorous course on lean startup principles. Only 8 startups are selected to proceed to the cycle programme and receive a seed investment of up to \$32K.

The cycle programme is tailored to expand the growth of the startups in a lean and timely manner and focuses on several critical aspects of business and product/service development ranging from growth hacking, financial modelling, app development and design, marketing and more. During the programme, frequent 'pitch

dinner' events are held, where the startups pitch their businesses to a select audience of entrepreneurs, investors and other stakeholders in the eco-system, to improve the quality of their pitches as well as receive feedback on their business models.

At the end of each cycle, Flat6Labs Bahrain holds

its Demo Day where the founders present their businesses, which is known to be one of the key events of the startup community bringing together a large audience of investors, VCs, industry leaders, prominent entrepreneurs, and other relevant members of the public. The last Demo Day held on the 6th of March, drew in over 500 attendees at the National Theatre of Bahrain, consisting of VIPs, diplomats, and high net-worth individuals.

Flat6Labs Bahrain supports all its startups in achieving follow-on funding post-cycle and in any other areas where possible. Over two cycles, Flat6Labs Bahrain has graduated notable startups that have gone on to grow rapidly. These include Inagrab, The Experience Accelerator, Sinc, Telp, Tamarran, Akalati, and more. The next and third cycle is set to commence in June, however applications are on a rolling basis and can be submitted through their website www.flat6labsbahrain.com.



INCLUSIVE HEALTHCARE

An Interview with Weyak Founder **AHMED ELSAYED**

Please tell us more about Weyak and what inspired you to create it?

The GCC faces a lot of issues when it comes to healthcare. Patients can't find their prescription in one pharmacy. The result is that he has to go to several pharmacies to find all the medication. Weyak is trying to replace the hassle of waiting in line at the pharmacy with the ease of just opening the door to get a prescription.

We're changing the model of pharmacies. We believe that traditional pharmacies are no longer relevant and we can make something better.

How did you learn about C5 Cloud 10 Scalerator and why did you enroll your medtech start up with them?

One of the main issues we faced once

we started Weyak are the regulations. C5 supported us a lot by their communication with NHRA and enabled us to get the home medicine delivery approval in Bahrain. We became the first company which received approval in Bahrain and the GCC. They also provided us with a significant amount of exposure, connected us with mentors, investors and their partners specially AWS, which made it easier for us as a startup.



Why is it important for doctors, pharmacies and patients to be in close contact with each other?

We closed the loop between doctors, pharmacies and patients to improve patient

and doctor convenience by giving the doctor the knowledge of the available medicines in the pharmacy for patient prescription. This is then delivered to the patient's home directly.

One of the main issues facing medical aid now is the availability of medication, it's becoming a pain for patients to wait in line for long periods of time only to be told the medicine is out of stock, only to return to the doctor and ask for alternative medications. By closing the loop, patients can just go home and wait for their medicine to be delivered.

Just a few of our benefits:

1. No more wasting time in pharmacy lines.
2. No hassle, we get your prescription right from your doctor.
3. Relax while we bring prescriptions to your door.
4. Leave your doctor and go straight home to your family or back to work without delay.



What's in the pipeline for Weyak?

We are working now to help patients stay adherent to their medication by setting reminders or get automated alerts through the App which is very easy to use for older adults who may lack experience with smartphones, computers or the internet.

What advice can you give to aspiring entrepreneurs, especially those who want to do something related to Health & Wellness?

Believe in yourself. Have a clear vision for what you want to do and then do it. Challenge

yourself and take the risk.

According to Accenture research, healthcare consumers continue to show strong use of digital technology, with numbers rising each year. In fact, 75% of consumers surveyed said technology is important to manage their health. Specifically, patients want to see digital tools that allow them to access patients records, pay a bill, fill prescriptions, access test results, and schedule appointments. Therefore, there is an opportunity for providers to differentiate themselves by offering new,

technologically advanced services that satisfy consumer interests and expectations. From our experience, Bahrain is one of the best places you can start your dream in. The NHRA team led by the CEO of National Health Regulatory Authority (NHRA), Dr Mariam Al Jalahma, are very supportive and cooperative. They have a high level of communication and are very welcoming of new ideas that create a more positive experience for patients



Don't let failure stop you from greatness



JACK MA

Jack Ma's life epitomizes the best example of success through failure. After failing primary school twice and middle school three times, he continued to fail his university entry exam three times. He did not qualify in the police force and was rejected by KFC.

Jack Ma or Ma Yun is a Chinese businessman and philanthropist who is the founder and executive chairman of Alibaba Group. Today, his net worth is estimated at \$44 billion.

“If you don't give up, you still have a chance. Giving up is the greatest failure.”



OPRAH WINFREY

“Think like a queen. A queen is not afraid to fail. Failure is another stepping stone to greatness.”

Oprah was born in rural 1950s Mississippi to an impoverished teenage mother, suffered abuse from the age of 9, run away from home at 13, became pregnant at 14 and lost her first child.

When the show during her broadcast network debut failed, she was blamed and demoted to a writing and reporting gig. On one occasion, she was so moved by the plight of a family who had lost their things in a fire, that she donated supplies to them, drawing flack from her boss.

Oprah broke ground by becoming one of the richest self-made women in America. As of 2019, Oprah's net worth is estimated at \$2.5 billion.



WALT DISNEY

"Mickey Mouse popped out of my mind onto a drawing pad ... when the business fortunes of my brother Roy and myself were at the lowest ebb and disaster seemed right around the corner."

Walt Disney became co-founder of Iwerks-Disney Commercial Artists in 1920. Eventually, he abandoned the company in favor of a salaried position at the Kansas City Film Ad Company. His second venture, "Newman Laugh-O-Grams" which was launched in 1922 went bankrupt. In 1923, he founded the Disney Brothers' Studio, which soon laid the foundation for one of the world's most successful and iconic media corporations.

Today, Walt Disney Company is a vast enterprise, consisting of television networks, theme parks, and a highly successful film studio, with a current net worth of nearly \$130 billion.



COLONEL SANDERS

"Every failure can be a stepping-stone to something better."

Colonel Sanders tried his hand in different occupations, in fact, he tried everything from farming to manufacturing acetylene lamps. He even experienced rejection from various salaried positions for brawling. His entrepreneurial ventures were doomed to failure until he reached the age of 65.

His final attempt at business, Kentucky Fried Chicken, more popularly known as KFC, is now one of the world's most successful fastfood businesses. The franchise model is the key to KFC's success, where it currently ranks as the 2nd largest restaurant chain in the world, operating in more than 21,000 locations worldwide with an annual revenue of the franchise reported to be more than \$23 billion.



J.K. ROWLING

"It is the ability to resist failure or use failure that often leads to greater success."

J.K. Rowling's early life manifested a series of tragedies and financial difficulties. At age 28, she succumbed to depression as a single parent, and survived on state benefits. The original Harry Potter manuscript was rejected by twelve publishing houses, and her agent bluntly told her that she'd never become rich as a writer. However, Rowling persevered despite these hardships.

Today, she has gained unparalleled worldwide fame as one of the greatest best-selling authors of our generation, with her Harry Potter novels regarded as the most successful book series in history. Right after the publication of her first novel in 1997, she immediately achieved multi-millionaire status, which she currently puts to use in support of various charities and movements.



STEVE JOBS

"Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations."

The think tank behind Apple was a drop out of Oregon's Reed College after one semester. He also left his first job to backpack around India and got hooked on psychedelic drugs.

Later in life, Steve Jobs claimed that his life failures and experiences helped him create an iconic brand and the largest technology company in the world. When he died in 2011, his net worth was \$8.3 billion.

Why the World Needs More **WOMEN ENTREPRENEURS**

In Bahrain, women are visibly prominent as business leaders and entrepreneurs, while some of the fastest-growing segment of start-up companies in the Kingdom are also owned by women. Studies related to the Bahraini women's economic activities equally show an increasing and sustainable presence in business.



Statistics reveal that women-owned commercial registrations active for more than five years account for over 50%, thus demonstrating the sustainability of Bahraini women in the commercial field. Bahrain is also ranked among the first in the Middle East and North Africa (MENA) region in the self-employed businesswomen index. In addition, there's a growing presence of women in the company boards in Bahrain as well as across the Gulf Cooperation Council countries.

An integrated system is being developed to empower Bahraini women by supporting their economic activities, and encouraging them to be self-reliant so they can start their own commercial projects or

develop current projects.

In recent years, there has been an increase in women entrepreneurs, and many women are establishing their own businesses in defiance of social constraints. By operating their own firms, women achieve financial independence without relying on the status quo.

When a woman runs her own business, she acquires more power, independence, control and influence over her life. She tends to be more socially responsible and emphasizes social and economic value creation goals.

The emergence of more women entrepreneurs in the global marketplace cannot be ignored. Following are some of the many factors that create an increasing need for more women entrepreneurs whether it is in Bahrain or in the global marketplace.

Drivers of Economic Growth

Women with a broad perspective of the business ecosystem and who wish to attain financial freedom are easily able to rise above poverty and become good providers for their children and families. More women



entrepreneurs in the marketplace, means more successful businesses. They are capable of opening firms that cater to a different clientele or niche than their male counterparts, thus qualifying them as key players in cultivating economic growth and stability.

Furthermore, by removing barriers to entrepreneurship such as credit limitations, lack of training, plus legal restrictions on property, women are able to gain incomes, become self-reliant and more capable of taking on crucial roles in society. Women could be far more successful in businesses given the proper resources.

In contrast with the difficulty of dislodging deeply entrenched cultural barriers surrounding women in conservative societies, supporting the growth of women is an advocacy that is achievable through sustained efforts and continuous commitment.

Earnings are Reinvested into the Local Economy

Women in emerging marketplaces put a majority of their earnings back into their local economy at a significantly higher percentage than men do.

This is demonstrated by how men are more inclined to spend their earnings on personal interests like cigarettes or alcohol, in contrast to women who are apt to spend on the immediate needs of their children or families. Thus, increased purchasing power of women induces growth in the marketplace.

Women are Innovative

Women are predisposed to more innovative undertakings and yet their ventures are considered too risky to invest in because of a common perception that that they offer more risks and greater chances of failure. However there are no concrete studies to support this assumption.

Women are innovative simply because they have access to more niches than men, they have different needs and understanding of what it takes to play a significant role in society as well as a broader perspective that supports the overall development of the global economy.

Women are Constantly Motivated

Women are adept in the area of multitasking wherein they can easily handle multiple tasks at the same time, a crucial factor in business success. They often take on multiple roles and manage to accomplish whatever is assigned to them.

Women Apply Emotional Intelligence in Business

Women manage to achieve equal standing with their male counterparts when it comes to business. They can relate to common issues with their employees, clients, financiers and stakeholders, towards creating a healthy and efficient work environment.

Customer-friendly Relations

Women-owned companies are reputed to provide more active, engaging and friendly customer services. Women are basically relationship-driven, and exert greater effort in building strong relationships and delivering client satisfaction.

Why Support Women Entrepreneurs?

Considering the main reasons which hinder the growth and development of women entrepreneurs around the world such as funding, mentorship, and experience, there are various forms of support that we can provide to women entrepreneurs so that they can maximize their potentials. On top of these support mechanisms are the availability of intensive entrepreneurial programs, access to a network of successful female entrepreneurs and convenient credit facilities. In this way, women can establish more viable businesses and secure their niche in global business towards building a profitable marketplace and a stable economy.



ROYAL UNIVERSITY FOR WOMEN

College of Business and Financial Sciences



“Entrepreneurship Breakthrough, Exhibition and Forum 2019”

The Royal University for Women, College of Business and Financial Sciences (CBFS) organized a collaborative event fostering entrepreneurship and employability. The “Entrepreneurship Breakthrough, Exhibition and Forum 2019” held on April 10, 2019 at the university campus, Riffa, Kingdom of Bahrain is an annual event of CBFS showcasing the essence of academic responsibility on women empowerment in partnership with the stakeholders.

The tagline, *Inspiring Entrepreneurs, Empowering Women* expresses CBFS RUW’s advocacy highlighting women entrepreneurs’ creativity and leadership skills. Shaping the minds of the students to become empowered individuals, students are tasked to spearhead the activity as practical training. Every task creates learning experience to serve as the path to become successful entrepreneurs and high performing employees.

In consonance to the objectives of this exhibition and forum, this event created opportunity to promote awareness of the Entrepreneurship Ecosystem as a support system for startup and home-based businesses. In collaboration with the stakeholders and entities namely, the Ministry of Industry, Commerce & Tourism; Bahrain Chamber of Commerce & Industry and UNIDO-AICEI Bahrain. As their paramount responsibility, they will deliver the information and support for startup entrepreneurs. It is evident that proper guidance and a balance of support and independence from academia, industry experts, NGOs and GOs will help the startup business, grow and be sustainable.

This initiative of the CBFS Entrepreneurship course is geared towards developing a higher level of entrepreneurship innovation and creating a breakthrough. It will provide Student-to-Entrepreneurs (S2E) networking and interactive experience. This event will likewise provide opportunity for the students to conduct interviews with the entrepreneurs on the challenging but rewarding experience in starting a business. This interaction creates shared knowledge and inspiration

throughout the entrepreneurial journey. Eventually, the outcome of this events’ endeavors could be the basis to propose a Business Pre-incubation Center which will be started as a future project in the university campus.

Objectives:

1. To heighten the entrepreneurship and employability skills of the students.
2. To establish a strong collaborative relationship with the stakeholders towards entrepreneurship and employability.
3. To initiate a proposal on Business Pre-Incubation Center within the university for sustaining the students’ final project and business plan and providing workshops for business startups in the alumnae and the business community.

Target audience:

Business startups, Entrepreneurs, Students, Alumnae and the Community.

DESIGN YOUR FUTURE



SHAIKHA HESSA BINT KHALIFA AL KHALIFA AND INJAZ BAHRAIN BOARD MEMBERS HOST THE 'YOUNG CEO' PROGRAM AT CITIBANK BAHRAIN



INJAZ Bahrain recently held the Young CEO Program at the CitiBank headquarters. The program saw 29 students from 18 schools and 11 universities participate in the 2019 edition.

The Young CEO Program delivers on INJAZ's mission to prepare Bahraini youth to succeed in the global economy and offer students the opportunity to learn from a diverse group of top executives across different industries. It also provides students valuable market knowledge to develop an understanding of the roles and responsibilities of top officials represented by INJAZ Bahrain's board members as they develop into Bahrain's future successful business leaders.

Program participants met with 11 of INJAZ Bahrain's board members including Her Highness Shaikha Hessa Bint Khalifa Al Khalifa - Chairperson of INJAZ Bahrain, Mr. Mohammad Al Moayyed - Chairman of Al Moayyed Group, Dr. Sheikh Mohamed Bin Khalifa Al Khalifa - CEO of Banagas, Mr. Khalid Al Sabbagh - General Manager at Bapco, Shaikh Bader Al Khalifa -

Head of Corporate Communications and Marketing at Batelco, Mr. Usman Ahmad - CEO of Citibank Bahrain, Mr. Essa Al Jowder - Managing Partner at Ernst & Young, Mr. Abdulhakeem Al Khayyat - CEO of KFH Bahrain, Mr. Sattam Al Gosaibi - CEO of KHCB, Mr. Talal Kanoo - Managing Director at EK Kanoo, and Mrs. Dana Buheji - Chief Human Resource Officer at National Bank of Bahrain.

The day's agenda included the INJAZ Bahrain board meeting, the 'Young CEO' program and ended with a group photo session and lunch.

HH Shaikha Hessa Bint Khalifa Al Khalifa commented on the program saying: "At INJAZ Bahrain - infusing entrepreneurial thinking in the hearts and minds of young people is our core mission and as part of our devotion to inspire and prepare our youth for the real business world. INJAZ will always be committed to guiding students and allowing them to unlock their potentials by providing knowledgeable programs and creative workshops. I would like to take this

opportunity to express my heartfelt gratitude to the INJAZ Bahrain team, to our volunteers and to the Board Members for their dedication, commitment and continuous support."

The "Young CEO" program is as a great opportunity given to the students of the Company Program, INJAZ Bahrain's signature programs, which provides an outlet for untapped creativity with the willingness to develop, organize and manage a business

venture along with any of its risks in order to make a profit by starting new businesses and experiencing the entire life-cycle of a start-up company.

The capstone of INJAZ programs, born from more than 100 years of JA Worldwide programming, exposes the youth to the concepts of free-market economics and participatory governance and capital.

Over 200,000 students have participated in work readiness, financial literacy and entrepreneurship training opportunities aimed at developing basic skills to start and run their own businesses, along with soft skills increasingly in demand by the private sector



For more information
on INJAZ Bahrain,
please call Hana Sarwani
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www.injazzbh.org



FinTech For Sustainability Hackathon



Recently, many discussions were focused on how to accelerate progress toward the Sustainable Development Goals (SDGs). As a community, we have accepted that in order for it to happen we need an integrated approach. A key answer has emerged from witnessing the power of technology, especially when its applied to Finance. There was a realisation that there were several positive trends associated with FinTech, which fit in well with the SDGs agenda. The FinTech disruption will ultimately lead to more financial inclusion, transparency, and grant access to the whole population. FinTech is now viewed as a key enabler of achieving the SDGs, to achieve a better and more sustainable future for all.

In efforts to better the world through FinTech, the **Benefit Fintech Award** in partnership with Bahrain FinTech Bay and the Global Shapers Manama Hub launched the FinTech for Sustainability Hackathon during March.

The **Benefit Fintech Award** is an initiative introduced by BENEFIT with the aim of highlighting the potential of disruptive FinTech technologies as a key driver for innovation as well as its impact on Sustainable Development Goals.

The FinTech for Sustainability Hackathon, in strategic partnership with the Central Bank of Bahrain and Tamkeen, gives innovative university students the opportunity to play a part in making the world a better place. The hackathon fosters development and drives innovation, using sustainable FinTech solutions as a vehicle to support the

growth of Sustainable Development Goals (SDGs).

The hackathon kicked off its operations on 23rd March with over seven teams and mentors from the StartUp Bahrain ecosystem. Until 13th of April, the teams will meet on a weekly basis to discuss and develop promising ideas that could potentially tackle SDGs.

BEntrepreneur sat down with the team behind this initiative to learn more about the purpose of the hackathon and how FinTech could be used as a foundation to empower sustainability.

1. Can you tell us more about the FinTech for Sustainability Hackathon, and the idea behind it?"

Hanan Hasan, Assistant Manager - Business Development Marketing of BENEFIT said, "We have seen some initiatives that have been made blending in financial technology and sustainability. In the near future, we will be applying FinTech to help solve some great challenges, and it will go beyond financial services to tackle sustainability-related business issues. We wanted to host a month-long hackathon focused on this convergence on FinTech and Sustainability building awareness of the SDG goals, the 2030 agenda and what tools we can learn to build for the future."

"The agenda for each week focuses on specific elements like mentorship, workshops on design thinking

methodologies that foster innovation and creativity, one-on-one discussions and we have professionals with entrepreneurial background delivering these sessions. We want the youth, especially students in educational institutions in Bahrain to be in that space and see what they can bring to the table. Our partners for this event will offer them all the tools and methods to allow them to create and innovate. This could push them to do more beyond the hackathon," she added.

2. How can FinTech be combined with sustainability?

The Head of Marketing and Ecosystem at Bahrain FinTech Bay, Ali Abdulla, explained that, "FinTech solutions at their core focus on the consumer with an emphasis on providing financial products that are efficient, user-friendly, and transparent. Within global FinTech ecosystems, the focus on the highlighted features promote financial inclusion, especially among the unbanked population. The tie between FinTech solutions and financial inclusion has presently been acknowledged by key entities in varied jurisdictions. For example in the case of Sierra Leone, a country with a high concentration of unbanked individuals, their regulatory sandbox program is linked to the national financial inclusion strategy highlighting a national push towards promoting innovative financial solutions."

"Additionally, FinTech products such as blockchain technology provide sustainability solutions for emerging issues that are apparent in our present time. During September 2017, Finland was able to deploy the necessary infrastructure to process the residency of refugees by entering identity records into the blockchain. Additionally, in the same year a similar program was implemented in Jordan called Building Blocks to assist the World Food Program in the distribution of aid to a refugee camp in Jordan. Through the program, refugees were assisted in processing vouchers for the purchase of basic goods through the integration of blockchain into a biometrics authentication platform."

3. The Global Shapers Manama hub has conducted a roadshow to raise awareness on the hackathon. How has this worked out so far?

"We have run roadshows across university campuses in Bahrain, where we pitched the concept to students from different backgrounds. Students were very keen to learn about the event, and more broadly, they were eager to learn about the FinTech industry and how it can be connected to sustainability. The traction was pleasantly surprising, to see young Bahrainis eager to learn and driven to be part of developing creative solutions for a broader cause. The university faculty were very supportive, and made the process seamless and helped us tremendously on the outreach," said Shaheen Shaheen, Outgoing Curator of the Global Shapers Manama Hub.



The winning teams received benefits beyond cash prizes!

1. First Place Winners

- BHD 2,000 Cash Prize
- Bahrain FinTech Bay Membership: 3 Months
- 5,000 Credit Hours by Amazon Web Services (AWS)
- Trip to Dubai: EY Wave Space + AWS Summit

2. Second Place Winners

- BHD 1,000 Cash Prize
- Bahrain FinTech Bay Membership: 2 Months
- 3,000 Credit Hours by Amazon Web Services (AWS)

3. Third Place Winners

- BHD 1,000 Cash Prize
- Bahrain Fintech Bay Membership: 1 Month
- 1,000 Credit Hours by Amazon Web Services (AWS)

4. What are your tips for participants to this event?

Shaheen Shaheen, Outgoing Curator of the Global Shapers Manama Hub, shared a tip with the

community:

"The main tip I would give the students is to embrace the learning journey. Our aim is to provide students with the right tools and platforms in order for them to transition to the professional world, either as an aspiring entrepreneur, or career professional. Moreover, team work will be essential during the hackathon. There will be key deliverables which each team needs to achieve, which good teams will be able to tackle with relative ease"

The goal of the FinTech for Sustainability Hackathon is to raise awareness on how to leverage disruptive financial technologies to accelerate progress on the SDGs. In addition, the hackathon will promote Bahrain's ecosystem within the FinTech industry by giving Bahraini-based university students exposure and opportunities within the financial industry.

Learn more about the FinTech for Sustainability hackathon by visiting

www.bahrainfintechbay.com/bfa

#FinTechSDG #FintasticBahrain

GLOBAL CONNECTIVITY

A PROMISING NEXT STEP FOR THE FINTECH ECOSYSTEM



With the rise of the FinTech ecosystem in Bahrain, an emerging discussion revolving around promoting connectivity and building global ties has begun. During February 2019, the Global FinTech Innovation Network (GFIN) announced its decision to launch a pilot for its cross-border regulatory sandbox operation. The announcement highlighted that more than 15 global regulators had agreed to participate including the Central Bank of Bahrain (CBB),

hence marking one of the first steps toward expanding the reach of domestic FinTech ecosystems into a global perspective for a period of six months (unless an extension is approved by the regulator of a participating country) as a means to be regulated in more than one jurisdiction.

The growth of our thriving FinTech ecosystem must not be isolated within its own jurisdiction. As Bahrain establishes its position as a

leading FinTech hub, ecosystem players should aim to achieve global connectivity to both foster individual and collective growth as part of the domestic ecosystem. Bahrain FinTech Bay (BFB) is a prime example of an ecosystem player taking part in promoting global connectivity through the establishment of sister hubs in alternative markets including in North America and Asia. Furthermore, key benefits toward securing cross-border operations include but are not limited to allowing companies to secure global reach and access a larger customer base, promote the entry of new FinTechs into Bahrain's market, and ultimately enhance healthy competition.

Connectivity promotes the growth of the domestic FinTech ecosystem by facilitating a healthy transition both for global and domestic FinTech firms to tap into alternative spaces based on their market needs. The opportunity is crucial as more than 60% of survey respondents in Bahrain for the Bahrain FinTech Ecosystem Report 2018 highlighted that achieving reach and scale was perceived as the greatest challenge for FinTech firms.

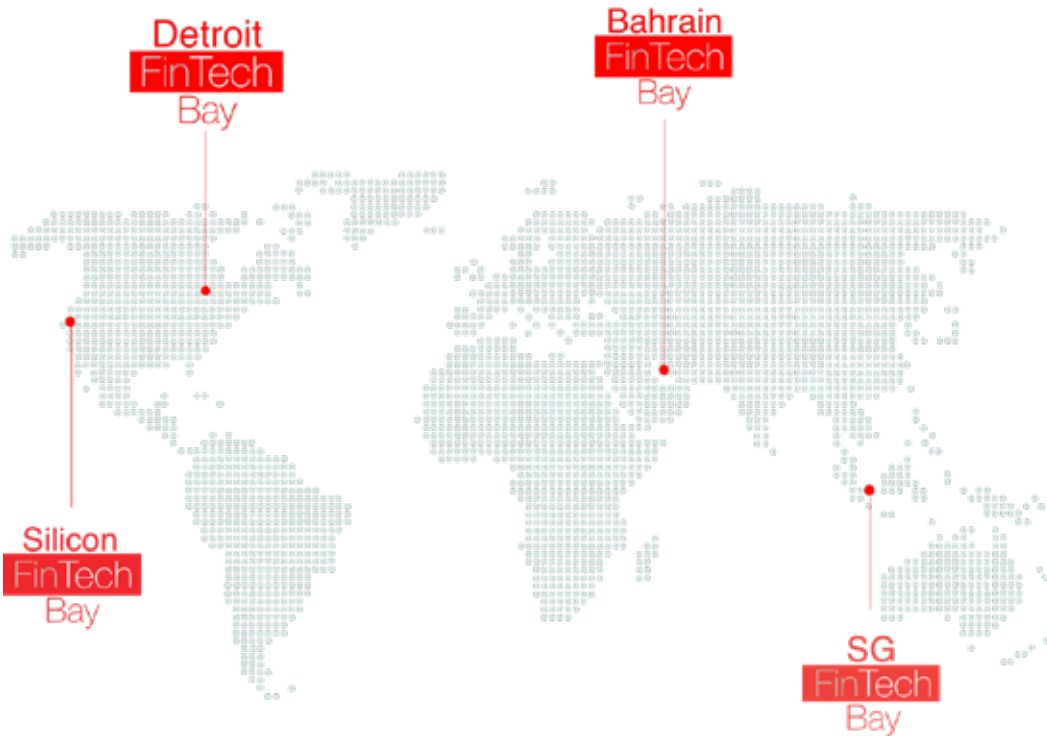
While businesses can thrive through global access, talent can also flourish through increased connectivity amongst varied FinTech

ecosystems. Tapping into various FinTech markets ensures that the incoming and existing workforce are given the opportunity to interact and collaborate as a means of gaining international exposure and developing their capabilities in varied markets.

Additionally, connected ecosystems ensure that academic bodies are exposed to expertise outside their jurisdiction to further enhance their awareness on developments in the ecosystem. The Bahrain FinTech Talent 2018 survey highlighted that there is a current barrier in the market as only 20% of surveyed employers linked to the FinTech ecosystem claimed to have an existing relationship with educational bodies outside Bahrain. The creation of global ties allows opportunities for data sharing to be tapped into within varied markets and creates a more holistic view and understanding of experiences in FinTech ecosystems.

BFB is committed to contributing to the initiative through the launch of various sister hubs in Silicon Valley, Detroit and Singapore.

of a FinTech ecosystem builder to further the development, interaction, and acceleration of FinTech ecosystems both locally and globally. BFB fosters synergies among market players including government bodies, financial institutions, corporates, investors, and innovators who believe that technology can bring added value to the financial services industry. Furthermore, BFB enables collaboration between such ecosystem players in its cross-industry global networks as it expands to tie markets in North America (Detroit and Silicon



Valley), Middle East (Bahrain), and Southeast Asia (Singapore).

Looking ahead, BFB will aim to maintain the momentum as it looks into expanding its presence in the highlighted markets as well as alternative markets that can benefit from its network's role as a FinTech ecosystem builder. BFB's key cornerstones that include its Venture Acceleration Platform, research, conferences and events, and FinTech Talent Program will also be incorporated into the overall initiative of securing global connectivity in a thriving FinTech landscape.

#INSTAfamous

NOUF ALTAJER

Contributor



The adoption of social media has recently become increasingly essential for startups and entrepreneurs allowing many across the globe to venture out into establishing their businesses. Many studies exploring social media platforms as business tools highlight that they have significant impact across various industries and sectors. Quite often, the adoption of social media platforms such as Facebook, Twitter and Instagram are encouraged because of accessibility, engagement and it's budget-friendly. For entrepreneurs, startups, brands and established organizations; social media has undoubtedly created opportunities for reach and interaction with stakeholders through active communication resulting in the development of online communities. With that being said, one platform sticks out amongst the crowd, and that is Instagram.



With over a billion active users daily, 38% of which check the app more than once a day, Instagram has become one of the most utilized online platforms by entrepreneurs and startup brands. 80% of the billions of active users at least follow one business on Instagram, 60% of which are looking to discover new brands and products making it the ideal online platform for entrepreneurs and startups.

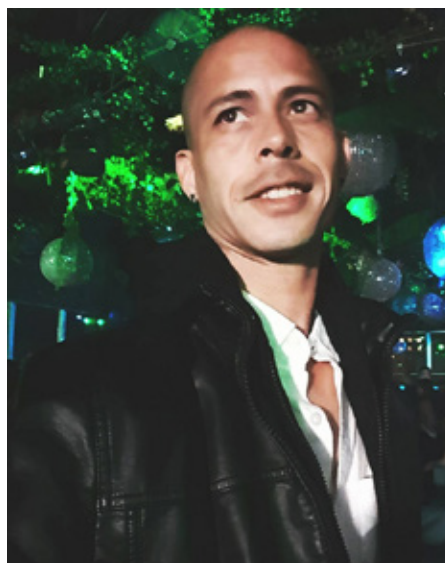
Instagram has enabled brands and organizations to convey a more personal and authentic persona by posting photos and videos that convey an attractive lifestyle. As the app continues to gain popularity, the competition amongst many established brands, entrepreneurs and startups increases as well. The development of new and engaging content to reach stakeholders is essential, which is why Instagram has become the ideal platform for entrepreneurs and startups to utilize.

Instagram serves as a human voice by



introducing a unique communication approach. The social media platform merges the three most important forms of communication, which are visual, verbal and written making it a strategic tool for entrepreneurs and startups that should be used to connect, communicate, facilitate conversation, create dialogue, and influence current and potential stakeholders. Additionally, Instagram is a platform that enables entrepreneurs and startups to develop a platform of unlimited interactive two-way communication.

In order to create the strongest form of active engagement, you should be consistent in updating the platform regularly, commenting and liking stakeholder's posts. In doing so, it demonstrates gratitude, which can lead to loyal followers. It is also important to find an aesthetic that works best and provides a creative mix of photographs and content to further enhance your portfolio and drive engagement. Diversify your content



with customer-centric photos, product/services photos and employee-centric photos. Add personal touches and most importantly have fun with it! At the end of the day, Instagram is a platform that enables us to express our creativity and establish a business all at the same time.



NETWORKING IN THE NEW AGE

The bread and butter of what drives Sales is Human Interaction. Since we are the conduit between the Supplier and the Client, the sales force ticks much less with levers and much more with the lever pullers.

In your career, you update yourself always incrementally or on the job while tussling with the deluge of issues that crops up – be it technical, logistics, VAT, etc.

But now and then, there comes a time for a big enough update.

If you were a boxer, karate or a judo practitioner, I would

have said this is akin to a 3 day workshop of a top expert in your discipline. If you were a mobile, I would have likened this to a mini firmware update on its way.

But if you are in Sales, the equivalent is that of a Conference in your field.

Now there are two variants of this. Variant 1 is the Old-School Heavy-Duty Conference filled with Seminars, Product Launches, Supplier Stands and Tech Presentations. Something like boosting from Android Oreo to Pie.

I usually plug my missing gaps or look forward to

plug my portfolio in tech by attending these. We are always on the prowl to cater better to our market, get exposed to different brands, keep abreast of what's new and even meeting your fellow competitors at one place is a lot of data for a lot less time.

If there is a way to garner spotlight and highlight your expertise, take it. If there are plans for a Panel Interaction and you can speak definitively in it – or even if your manager can do it, volunteer for it. Better Exposure, Better Sales Potential.

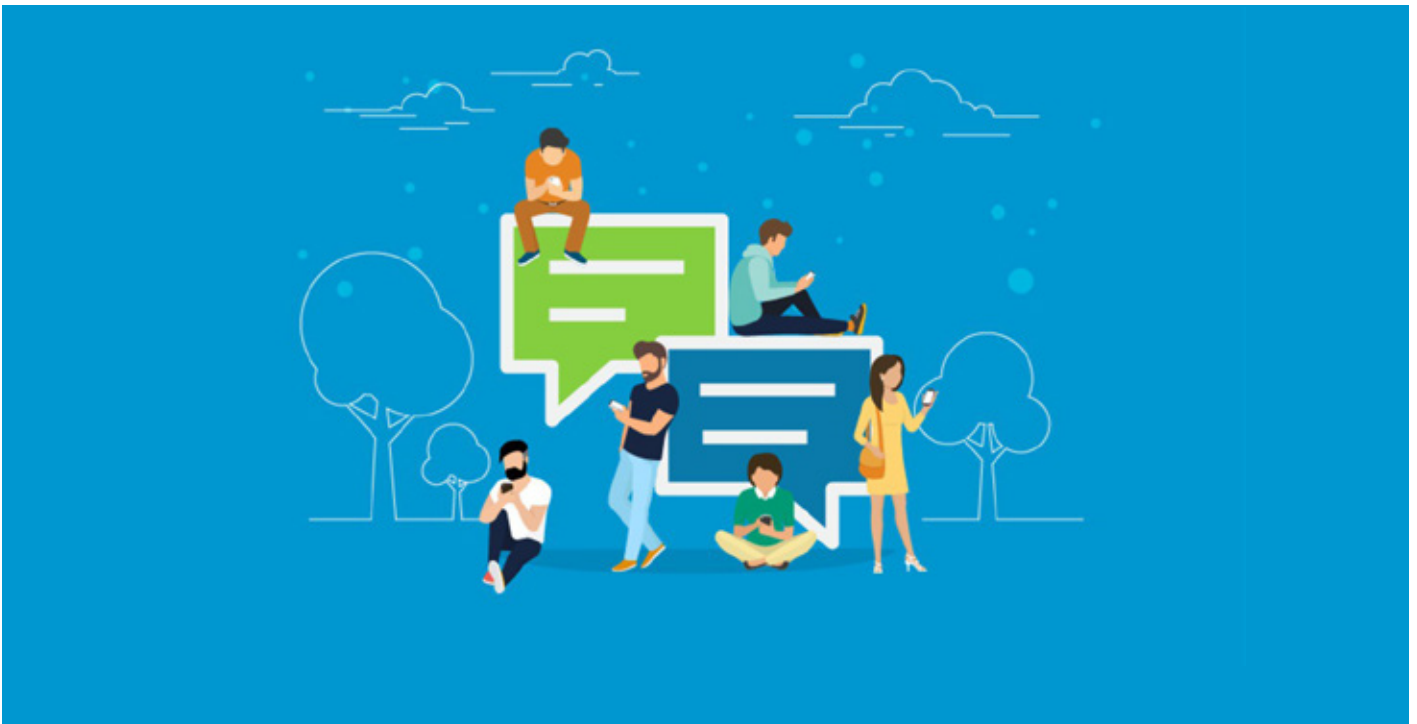
Conferences are the traditional way to go in Networking.

If you are interested in a Variant 2 – a leaner and meaner more-focused setup, let's tweak the parameters quite a bit.

As Derek Coburn, author of "Networking is Not Working" says, hosting your own events is a great way to let off steam and connect in a much more natural ambience.

Let's examine the principle behind this.

Research by VoloMetrix, a People Analytics Company, showed that top Sales Performers spend up to 33% more time with customers per week which on average



computes to 2-4 extra hours. Yet what is interesting is that they interact with 40% fewer accounts relative to lower performers. So by focusing more time on their accounts rather than more accounts, they focus on depth rather than breadth of reach.

When you organize a group meetup revolving around an interactive activity, which can be a physical activity such as motorcycling, team rowing or even something upscale like wine-tasting, and ask your client to get a guest – that’s a great way to do a client appreciation event and be introduced to prospective clients in the process.

People forget data, facts and numbers but they do remember experiences. Something as small as four of you turning up at a sporting event is a great way to have a blast.

“How can I help?”

In small events you organize, remember that you have two ears and one mouth. I find that when I listen more and develop a facilitator role in interactions, I always get to know a lot more than I thought. People have this thirst to share with a keen audience, so indulge them and see where you can aid them back.

Givers gain. Be it assisting or volunteering for a role in a conference, getting in sponsorships or organizing a small field-event – assisting always invariably gives an impression of the point man. Or the Part-time Consigliere if you will.

Clients let their hair down in a relaxed atmosphere and your on-the-job details might even come out, even if you did not initiate the conversation (not initiating is recommended

in this setting). Assisting at such stages to help them out comes back to help you later when you are remembered at times when your professional expertise is required by your client down the line.

Networking is a key stratagem of Sales – in fact, it is the net that multiplies the contact currency of your ordinary sales guy. No matter if you are old-school, no matter if you are young and hungry –the old adage remains: the bedrock of business is built on relationships.

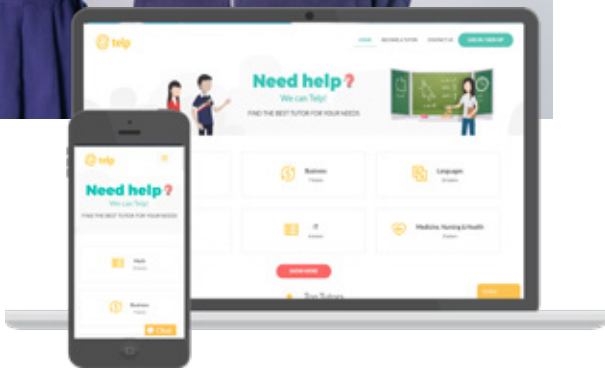
So let’s work our nets, net our worth and a lot more through some tried and tested networking.



Vivek Thilakan
Co-writer

Vivek Thilakan is a Sales Engineer in KAR Trading. When not getting torn between the streets, the site & the office - you’ll find him lost in reading, dominoes or speaking. An Outsider by Origin, An Insider by Exposure.

Education & Tutors on Demand



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

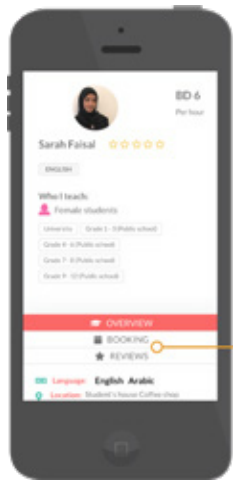
I came up with the idea when I was a Mass Communications student at the American University of Sharjah. I had always been

fascinated with education and loved to tutor friends and family, some of my friends at the university noticed this and recommended that I join the University's "Writing center" which is a peer to peer tutoring center where 'A' English students can tutor other students of all majors in Writing. I was required to take a one semester course where we studied peer tutoring and were trained on different teaching techniques. I then taught at the center for two years and was truly inspired by the outcomes on both a personal level and on a larger scale.

simultaneously solving a widespread pain that students and parents face. So a year after I came back to Bahrain, I started working on the platform, I fully financed the launch myself by investing all my savings and the outcome has been outstanding!

What are the challenges that students are currently dealing with and how does Telp rise up to respond to this challenge?

Students and parents struggle to find qualified tutors at affordable rates. It's becoming increasingly difficult to find tutors in general and students and parents often end up booking lessons with tutors that they know almost nothing about. Telp makes the process of finding a qualified tutor at affordable rates much



Ratings & reviews

On a personal level I was able to explore my passion in Education as well as earn an income, I tutored a wide array of students including those with visual impairment as well as master level engineering students. On a larger level, I saw the impact the center had on students, as it was a solving a problem which the majority of them face. I wanted to create a similar opportunity for 'A' students and graduates while



easier as bookings can be made in a matter of minutes. They are also able to research about the tutor's background and check out the reviews of other students that have booked with that tutor before.

Your site is probably one of the few who cater to special education & learning difficulties. How important is it to look after these students in the context of modern education?

It's extremely important to make our platform as inclusive as possible. It's especially difficult to find tutors for special needs; we want to be able to help and cater to all students to the best of our ability including for different needs.

What were the roadblocks that you faced when you were setting up your own business?

It was a big challenge starting an Edtech venture as I do not come from a technical background. However I was able to overcome that by educating myself in the field and I have strong advisors that I could refer to whenever needed.

What advice can you give to aspiring entrepreneurs, especially in the Education sector?

Just go for it! Don't overthink it, don't question yourself, just launch a minimal viable experience that allows you to test your concept and validate your model. If you are thinking of getting into Edtech, always bear in mind that education is very sensitive and is based on trust. Your heart needs to be in the right place.

An interview with Telp
Founder—Ameena
Bucheeri

For more information:

telpme.org

CREATING COMMUNITY



What does EO do for entrepreneurs?

In a nutshell, EO helps leading entrepreneurs learn and grow through peer-to-peer learning, once-in-a-lifetime experiences, and connections to experts.

Most entrepreneurs go through similar challenges, be it cashflow, hiring or working through the many ups and downs of business. At EO, you are surrounded by people who are either going through or have experienced similar issues, and are willing to share their experiences—what worked and what didn't work for them.

EO Bahrain also hosts a monthly event, usually flying in international renowned subject matter experts around a topic of interest. However, in my opinion, the real value in EO is the access to

a global network of entrepreneurs and events. There are over 13,000 of them in 175 cities around the world. A global event calendar that offers incredible learning opportunities such as EO Grow, which was hosted in Bahrain this year, and executive programs in Harvard and MIT.

What are some projects you have accomplished?

We're very proud of our accelerator program, which is a catalyst that enables first-stage entrepreneurs to grow their business to \$1 million dollars in revenue over 3 years. To date, we had three successful participants of the program reach that stage in their ventures.

We also successfully hosted EO's biggest regional event, EO Grow. Over 100 entrepreneurs from all over the world came together for a two

and a half day learning experience based on MIT's famous case study based learning.

Can you tell us more about the mentoring program in EO and how you help entrepreneurs?

We launched EO mentorship under 6 months ago, so we've yet to see successful results as mentorship does take time to blossom.

EO Mentorship fosters relationships aimed at high-level leadership and personal development within a structured timeframe. Throughout the mentorship process, mentees work toward goals and establish personal accountability, while mentors support them through next-level education and engagement.



How does being part of an ecosystem help entrepreneurs?

There's potential for learning, growth and access to the right network. The more connected we are, the better are our chances for success. I am a believer of collaboration. And in today's global economy, when we are having to compete with global organizations, a well-developed ecosystem is key to the stability and success of local entrepreneurs.

What are the challenges or roadblocks that entrepreneurs will

encounter in Bahrain? And how can EO help them overcome these challenges?

The business landscape is changing in Bahrain. Business owners will have to embrace change, globalization and a new generation coming into the workforce as employees and as potential clients. Entrepreneurs will have to create real value and compete with merit.

EO can help by supplying real-time advice from noteworthy entrepreneurs, in addition to the accelerator program, that has already successfully hosted its first graduates. Applying to



*An interview with Entrepreneurs' Organization (EO) Bahrain Chapter President **HUSSAIN KADHEM***



become an EO member has two requirements: the first, you are the founder or an active shareholder in a business and the second, your revenue is \$1 million per year. Otherwise, you can apply to EO Accelerator or EO Mentorship programs by emailing: admin@eobahrain.com

What are your tips for entrepreneurs to grow their business?

Put in the hard work, always pause and ask questions and play the long game.



Simple Ways to Identify Business Ideas That Could Change the World



challenges and frustrations of the market within the industry you are targeting will go a long way towards refining your business idea. What is the market perception on competitors' products and services? What are their likes and dislikes? What are they looking for in a product? By identifying and evaluating these factors, you can identify opportunities to develop more tailored products and services, ascertain the specific needs of the target market, identify problems and determine points for development to offer the right solutions.

Study the competition

Conduct a competitive analysis to thoroughly understand what direction other startups or businesses are taking. Determine their positioning, benefits offered, key communication messages, product or service features, etc. On which aspect did they fail or succeed? A thorough analysis of your competition will help identify weaknesses as well as opportunities towards positioning your products or services in a strategic direction.

Know the current trends and updates

By following new trends and insights, you will be constantly informed, updated and knowledgeable on industry techniques, research findings and presentations. Attend industry events, acquire subscription to industry publications, join related organizations or associations, and follow industry happenings and new knowledge on social media.

Give back to the community

Although your business venture isn't world-changing, your idea still matters if you tie it up with corporate social responsibility. You can identify real issues within your sector, and make charitable activities as a core element to instill your company's brand values. You may take initiatives to contribute to charity organizations or perhaps find ways however small, to help improve the living conditions of the less fortunate. Finding a greater purpose in your business will create the difference whatever your venture may be.

How can you tell which opportunities make the best ideas for starting up a new business?

Entrepreneurship requires more than just searching for the right ideas, it is also about executing the ideas properly to realize the objectives of the business.

There is no definitive set of criteria on what makes a viable idea for business. But to come up with a successful business, the idea must be impactful enough to drive change. The idea needs to work. For that to happen, one needs to be passionate to transform the idea from concept to reality.

One needs to be critical and well informed about the process in order to translate the idea into a viable business. Simply proceed to execute your concept and determine the way to move forward.

Search for opportunities in your own backyard

There's a chance you'll find gold in your own home. Look for issues

that concern your local community. Join a local volunteer group to learn more about the issues it's trying to address, and read news articles that discuss problems in your city. Rather than addressing issues around the world, identify ideas that can first be tested in your local community. This can serve as a great way to fine-tune your efforts and quantify your impact as you prepare to take your idea to a bigger arena like the international market.

Use your personal experience to visualize an idea

Some of the most powerful world-changing ideas come from the experiences and challenges an entrepreneur has encountered in life. This can come in the form of a business idea that directly addresses the issues you face on a personal level. In such a way, you will address the problem with such passion that you'll try your very best to come up with the best solution.

Consult other people for ideas

If you encounter difficulties

developing a world-changing idea, consider seeking the opinions of other people who may have brilliant ideas that can lead you in the direction you wish to take. Ask friends, colleagues or family members, or perhaps conduct a focus group session. Extract input from others, there could be a wealth of great ideas and potentials from out there.

Generate ideas through collaborative efforts

Many of the most successful world-changing ideas don't just offer a new product or service. They seek to change people's ways of life or thinking, which will in turn achieve greater impact. One can make an immediate difference by reaching out to others and seeking their involvement. Getting more customers and community members personally involved will elicit a much bigger difference than the efforts of one man alone.

Listen to your clients in order to address their needs

Determine the needs, wants,



The Steps to Inner Peace

A balanced psyche does not mean that every day is sunshine and rainbows. In 1943, Abraham Maslow a psychologist proposed a hierarchy of needs that must be met for a person to be “actualized.” Here is the overview of his model, which still informs our understanding of what mental wellness involves.

Maslow’s Top Four-Level Model

Transcendence - Maslow eventually wrote that while attaining self-actualization, furthering oneself is the highest form of personal growth.

Self-Actualization - For self-actualized people, life is more joyful than painful. When a problem arises, they will focus on problem solving and making room for improvements.

Aesthetic - Humans desire beauty: flowers along the highway, wallpaper that matches the quilt. We can appreciate art and create some beauty ourselves.

Cognitive – We long to understand the world around us to achieve mastery of our career; to be able to converse about current events.

These top four levels are what Maslow referred to as “growth needs.” This fulfillment only increases our motivation to continue to meet them in new and greater ways. Our bellies full, our lives filled with love and friendship, we may begin to focus on travel (cognitive) that grand painting project we always meant to tackle (aesthetic), volunteering at a charity project (transcendence)...

Maslow determined that these four base levels are “deficiency needs” – that is, when any one of them goes unfulfilled or is deficient, our health suffers. The four lower levels of needs: esteem, belongingness, safety and physiological must be met before we can focus on that top level up. If at some future point one need ceases to be met, we must go back and remedy the shortfall before we can return our power to the needs above it.

“Inner Peace begins the moment you choose not to allow outside happenings to influence your thoughts or emotions.”

Doris Martin
Associate Editor

**LIVE
YOUR
BEST LIFE**



iTadweer: **AN IDEA WHOSE TIME HAS COME**



iTadweer founders: Jaffer Al-Hamad (Left) and Salman Jawad (Right)

BEntrepreneur Magazine sat down with Jaffer Al-Hamad, co-founder of iTadweer to talk about the importance of recycling and how this need spawned iTadweer.

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

Our story started about three years ago in our company's office. I noticed the amount of paper and plastic that we used to throw in the garbage bin. Regardless of being an information technology company, paper was used significantly in our work. So I searched for an environmentally-friendly solution that we can adopt instead. After researching, I discovered that we have 'recycling companies' that operate as a collector of paper, plastics, and metal waste from residential's places and companies' offices. When I contacted them over the phone, they thankfully arrived at our office and placed two sorting bins. Every time they were full, we used to call them to collect the waste.

After a while, we realized that calling them to come and collect the sorted waste was time-consuming and inefficient, as we used to repeat the same information everytime; name, full address, and location description. What was frustrating to us and to many others who wanted to recycle, is that these people are inaccurate in their timing and sometimes they don't answer our calls. Accordingly, we started to analyze such issues people suffered from and how to resolve them.

Your business idea revolves around recycling which is a big issue in any country. How do you plan to change the recycling industry?

We utilized our expertise in developing Enterprise Resource Planning (ERP) softwares.

Accordingly, we started planning and developing a comprehensive solution. We started effectively engaging with people and building what is so called in the current startup eco-system, a Minimum Viable Product (MVP), which validates the applicability of the concept and that people are actually interested to engage with it. To put it simply, iTadweer is a platform that aims to increase recycling efficiency by engaging people with recycling.

We also built a simple online form to enable people to register if they are interested in recycling and sorting the waste from their houses and office. During the first three days, we received more than 1,200 registrations; on top of that, we also received more than 200 calls from different people, asking us actively about the actual date on which we are going to officially launch.

We defined our approach as a centralized tool of communication between people from one side and recycling companies and factories on the other. At the same time, such a tool will be used by recycling companies and factories to properly manage their process and operations because most of them don't use any type of system. Our platform consists of a cloud-based system that can work on any device, linked with an application that is available for people and communities.

In the future, we will integrate new technologies such as artificial intelligence (AI) to the industry. With such focus on the technological aspects of the industry, those recycling companies and factories will focus more on their operations and we will continue to upgrade our systems to provide high levels of technological services.

Throughout the journey of more than a year of platform development and general research since November 2017, we came across different types of concept validations and we felt more and more confident that what we provide is unique and valuable. Recently, a businessman told us that some years ago, they lost a total of BD1 million in a recycling factory which eventually closed. One of our main objectives is to help such recycling companies and factories secure their workflows and optimize their processes, and most importantly, remain in the business and grow. Because, we believe if our platform had been there to help all those parties, people will not suffer for doing the right thing, and factories will maintain and grow their businesses.

With climate change and its ensuing problems, people now have a responsibility to go green. How is iTadweer helping people to be more aware of ecological problems and solutions?

At the iTadweer team, we have a deep concern about environmental issues related to recycling, so we summarize our role to 'the provision of technological services that can engage people



with the solution and make recycling companies and factories more efficient and sustainable'. Our set of features for people include:

- 1. Better Experience:** Enhancing people's current negative recycling experience that follows waste-sorting process, and replacing the calls to recycling companies with a simple action on an application.
- 2. Increasing Awareness:** Raising the recycling awareness and knowledge through simple and easily accessible multimedia, articles, and other resource types.
- 3. Higher Engagement:** Increasing people's engagement by accessing 'points' accumulated by submitting more sorted waste.

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

At the beginning of the project, communication with different partners was not easy to arrange, but luckily, Bahrain is small enough to find connections. Today, we have established many connections with recycling entities, some corporates, and some governmental bodies. One obstacle remains existing for us today, which is the seed funding of \$160,000. We need this amount to help us hire talented people, purchase some required machinery and equipment, and further develop our platform.

What advice can you give to aspiring entrepreneurs, especially those who would like to enter into green businesses?

Bahrain's ecosystem is becoming more and more encouraging for all entrepreneurs and startups to launch and get support. Also, many entrepreneurs are accessible and answer a lot of questions regarding the issues that you as a new entrepreneur will face. Challenges are everywhere, and will continue to arise for all types of startups. Green businesses still have a huge opportunity to establish and thrive, but one of the main things to keep in mind is how to create and balance the benefits for all partners related to the business.



iTadweer
آي تدوير

LOVE FOOTBALL? THERE'S AN APP FOR THAT!



IDEA: Please tell us more about Malaeb and what inspired you to create the app?

Malaeb is a social community app that connects people through sports. It allows users to join and create matches around them and book their favorite sports venues. Malaeb started 3 years ago in Bahrain and is currently operating in 4 others countries which are Saudi Arabia, UAE, Oman, and Kuwait. Ever since its inception, Malaeb has managed to enable over 100,000 people to play their favorite sport through the app.

COLLABORATION AND COMMUNITY: Malaeb deals with the issues of collaboration and community. Why is addressing this need important for your business and for other businesses today?

Technological developments have paved the way for many businesses to come up with solutions to either solve problems that are faced within communities or to connect members of that society together through different means. We at Malaeb believe that sports is an integral aspect of any successful

and healthy community and we want to help people continue their health or entertainment habits regardless of their location, social status, or schedule.

CHALLENGES: What were the challenges that you faced in starting your business and how were you able to overcome these challenges?

We are tapping into an offline market that hasn't been tapped into on a huge scale or on a global level. We are also trying to convert a highly offline market into an online one which takes a lot of time in terms of adapting the



mindsets of both the venues and users into using a solution like ours. Finding our product market fit in terms of a product that we can scale has also been a challenge to us. We have overcome some of these challenges by constantly innovating and experimenting in our approach until we find the solution.

TENMOU ENTREPRENEUR: You received help from Tenmou (Angel Investors) in the startup phase of your business? How has this helped you to grow and scale?

The funding provided by Tenmou has helped us into converting our product from an MVP (Minimum Viable Product) to a fully operational product that helped us acquire more customers and expand into new markets.

TIPS: What tips can you share to other aspiring entrepreneurs?

To try and adapt a lean approach very early on by mainly learning through small and quick experiments, this will help them save time, money, and resources and provide them with the best experience to know what to build and how no matter what stage of the startup they are at.



BEntrepreneur Magazine sat down with Yasser Abdulaziz, Founder of Malaeb app to talk about football, community, and what their app does to inspire and encourage sports in the GCC.

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Bringing Business & Sports Together



The popular motorsports F1 racing and entertainment spectacle delivers a huge economic impact amidst the massive spending of the host country for the event, the businesses it develops, and the drove of spectators coming from across the region and the world.

Bahrain recently witnessed the unfolding of the 15th edition of F1 at the BIC, a major sporting event which brings together the world's fastest drivers in the greatest racing spectacle in the globe. The Kingdom is one of the 21 host countries across five continents appointed to create the most distinct race experience for motorsports aficionados.

With over 635 hours of live broadcast to over 500 million

global fans in over 200 territories worldwide, plus an average race spectator count of 200,000 people, F1 undoubtedly promotes vast economic benefits for a host city— tourism boom, global audience, a choice destination for major sporting and entertainment events, job creation and a stimulus for consumer spending towards increased business development.

F1 in Bahrain is continuously growing. The race's 15th edition in the Kingdom for 2019 had reached a 34,000 race attendance compared to 33,000 in 2018; with a total attendance of 97,000 over race weekend as compared to 95,000 in 2018.

F1 promotes Bahrain to international investors and strengthens ties with the local

and international business communities, while showcasing opportunities in the Kingdom for investors looking to access the vast potential of the GCC market.

Bahrain offers unrivalled access to the Gulf's prosperous retail market of exotic and sports cars which also showcases the Bahraini skill and talent base in the automotive manufacturing industry in support of the government's programmes in the sector.

In the travel industry, Gulf Air announced a 20% growth during F1 season coming from various destinations with seats filled in some flights before and after the event by 100%.

Top level companies especially financial institutions, book first-

class viewing spots for valued clients. There is a spillover effect to various sectors as more revenues are generated from spending on shopping, hotel accommodations, dining, telecommunications services and car rental firms during the course of stay of the visitors in the country during F1 season. Numerous commercial areas and residential complexes have also been developed within the BIC's vicinity.

Formula 1 in Bahrain had shown a track record of creating a myriad of economic benefits, indeed an advantage for the Kingdom's economy.



Bahrain food festival



Once again on its 4th edition, the Bahrain Food Festival has proven to be an effective platform for startups, emerging entrepreneurs and established businesses to promote their products, showcase their innovative concepts and entrepreneurial spirit and at the same time boost visibility to visitors from Bahrain and across the region.

Held on 28th February to 16th March 2019, the Bahrain Tourism and Exhibition Authority (BTEA) announced that the Festival had attracted more than 220,000 visitors, exceeding statistics attained in previous editions, along with the successful participation of a record number of 108 establishments, 81 of which are local, while 73 other outlets offered a wide array of cuisines from here and around the world.

The Festival serves as an important hub of emerging trends and concepts in the local food industry and displays as well the vast potentials that abound in the food startup ecosystem in the Kingdom.

Business aside, the Festival has also become a vital part of the family recreational landscape in the Kingdom for the past four years-- an annual attraction for good food, fun and frolic for over two weeks in the ending months of the winter season. Live cooking demos, musical and dance performances and various games and leisure activities are available for both children and adults alike.

The prospects for the sector remain lucrative as business participation and visitor count every year continue to break the record of the previous year, and it's all just an appetizer for what bigger culinary surprises the next few years hold for the Kingdom's biggest food festival.







With HH Sheikh Khalifa bin Ali Al Khalifa, the Governor of Southern Governorate

PAINTING AS PASSION THE STORY OF NADIA AL JAR

Nadia Al Jar is a Bahraini artist who was interested in paintings even as a child. Although she did not choose to study art as a career, she never lost her interest in painting.

When the opportunity came, she decided to set up her passion for art as a business. Her company, Nadia Art was thus established.

While working on her business, she is also the project manager of the Bahraini Society for Women Development, the chairperson of the American Women Association and a member of the Bahrain Fine Arts Society.

She tells us more about her journey into art and how she was able to meld her business with her passion.

What inspired you to get into art and to turn your skill into a business?

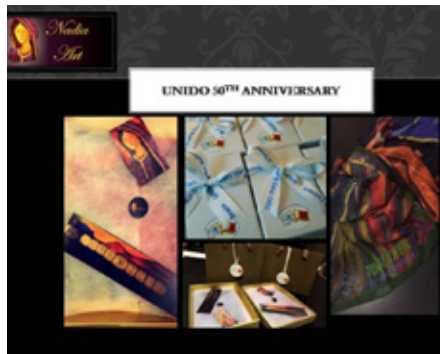
Sheikh Rashid bin Khalifa Al Khalifa, honorary president of the Bahrain arts society has always encouraged us as Bahraini artists and his example inspired us to continue our art.

I've always loved painting so when I was living in Cleveland, Ohio, I practiced the techniques of art hoping to bring back to Bahrain new ideas and inspiration. I started to participate in a number of exhibitions concentrated in my heritage and the culture of Bahrain. This passion and inspiration for art gave me an idea to convert my art painting to a business especially souvenirs and gifts as it is a very interesting tourist merchandise.

Nadia Art is a business that contains new design concepts where paintings can be printed on fabrics,



With HH Sheikh Rashid bin Khalifa Al Khalifa, Honorary President of Bahrain Arts Society



scarves, cups, cushions etc. This is a unique concept and empowers people to own art through wearable and useful products.

What is your vision for Nadia Art?

Our company vision is to be acknowledged as a market souvenir and gifts leader, delight our customer and visitors to Bahrain with exceptional art quality and a brand of innovative designs supported by our art inspirations.

What were the challenges that you faced when you were setting up your company?

As Nadia Art is only a small business, we regularly face many challenges.

- Lack of resources (budget / people / time)
- Increasing visibility or generating quality leads
- Choosing the right social media platforms for the business
- Producing and delivering content takes a lot of time

- Keeping up with trends and technology.

How were you able to overcome these challenges?

Having a good location helps with making my business more visible. My customers have been my best source of advertisement as I am now getting clients by word of mouth.

Cash flow is a problem for small businesses but I do believe that you need to “spend money to get money”.

How are you marketing your business in a way that is responsive to today?

A. Leverage

By leveraging our community who are interested in art, craftwork, and souvenirs and keep on pitching/

presenting my business wherever I am. For this, I’ve already developed a compelling elevator pitch and am now searching for opportunities to get in front of customers with my marketing message.

B. Collaborate

I actively participate in exhibitions, promotions or social media with other companies/ organizations.

C. Network

A strong network is one of the greatest assets any business person can have. Get to network now, shake some hands, and get to know how to give a speech.

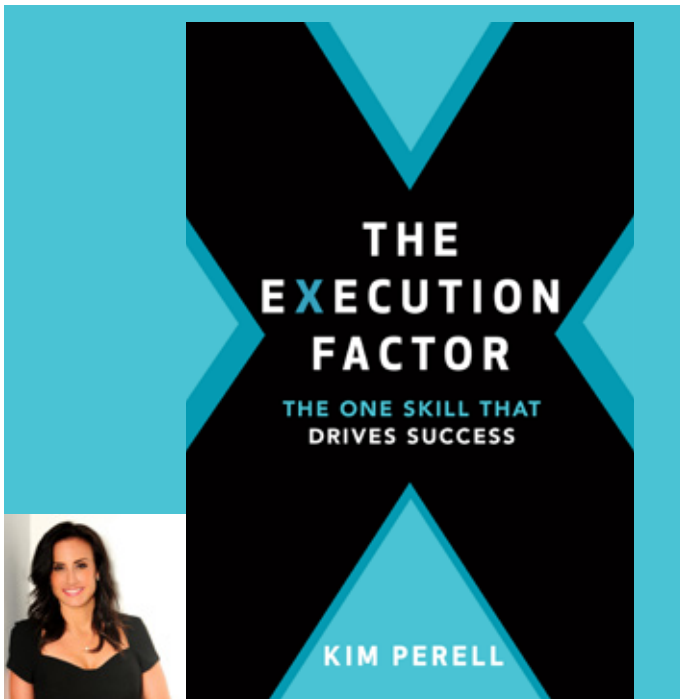
D. Social Media

Popular social media channels include Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google Plus and Snapchat. Each of these social media platforms are unique in its own right and I use most of them in my business.

What tips can you give to aspiring entrepreneurs?

The most important points to be successful in business is to have the passion and motivation and confidence in your project and ideas. You should be willing to take risks, be flexible and patient.

6 Inspiring Books for Entrepreneurs



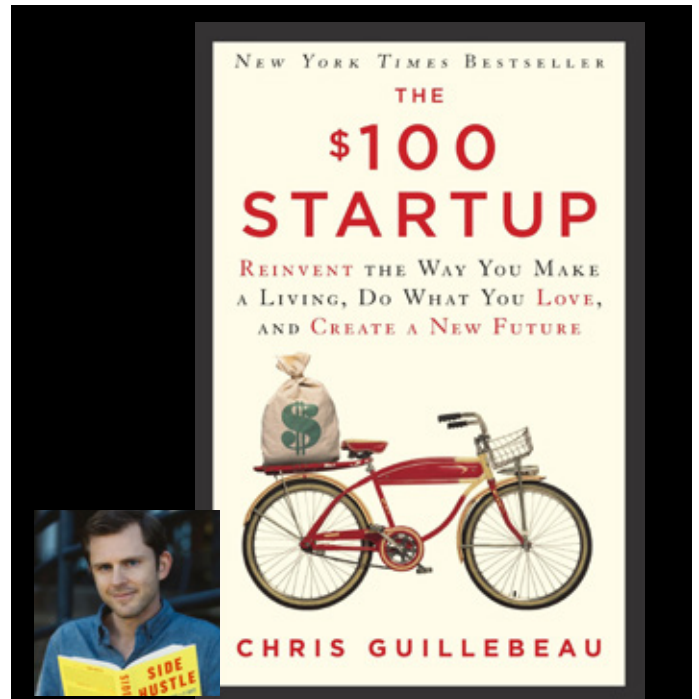
The Execution Factor

The One Skill That Drives Success

KIM PERELL

1

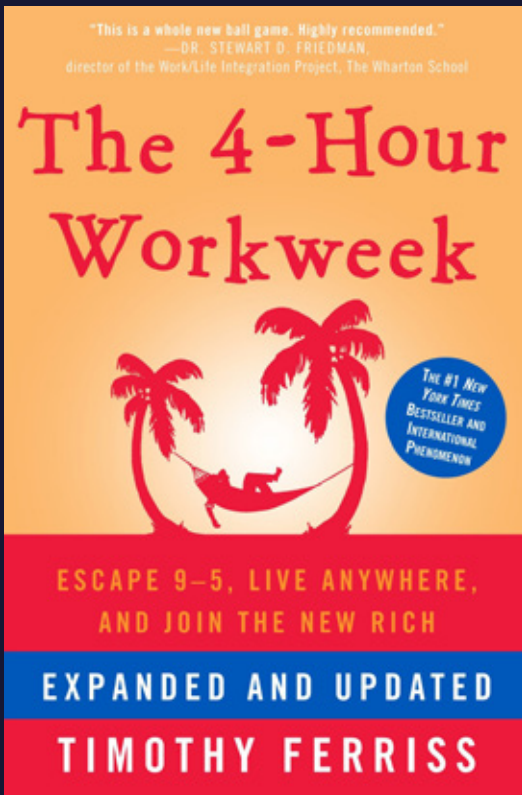
A straightforward approach to success which identifies the 5 traits common to people who have a clear understanding of what they want and how to achieve it. The author, Kim Perell is a highly successful startup entrepreneur, executive and angel investor who believes that the ability to achieve success isn't entirely based on having a big idea or a higher level of education but rather it depends on one's ability to bring it to realization which determines its success rate.



2 The \$100 Startup

CHRIS GUILLEBEAU

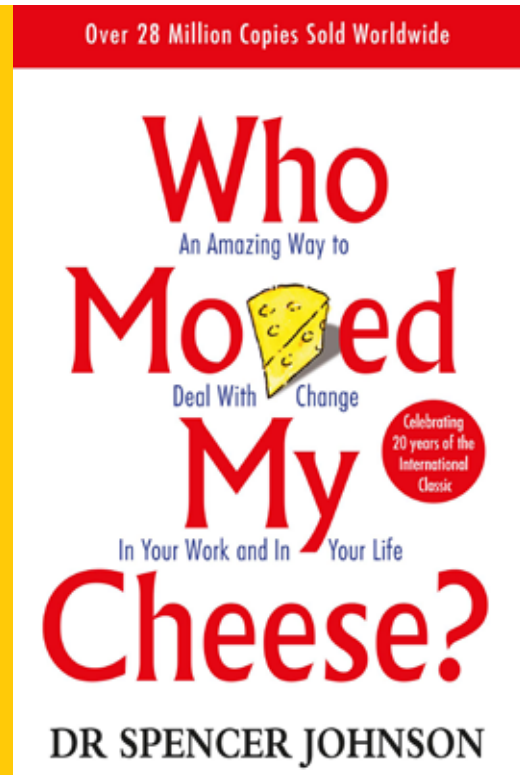
Here, finally, distilled into one easy-to-use guide, are the most valuable lessons from those who've learned how to turn what they do into a gateway to self-fulfillment. It's all about finding the intersection between your "expertise" – even if you don't consider it as such -- and what other people will pay for. You don't need an MBA, a business plan or even employees. All you need is a product or service that springs from what you love to do anyway, people willing to pay, and a way to get paid.



3 The 4-Hour Workweek

TIM FERRISS

This is a must read for anyone with an entrepreneurial itch, or anyone who dreams of escaping the rat race to live their life the way they want. Ferriss details smart strategies like outsourcing, following the 80/20 rule and automating processes. Forget the concept of working decades for retirement. The 4-Hour Workweek is a blueprint for how to trade a long-haul career for short work bursts and frequent “mini-retirements.”

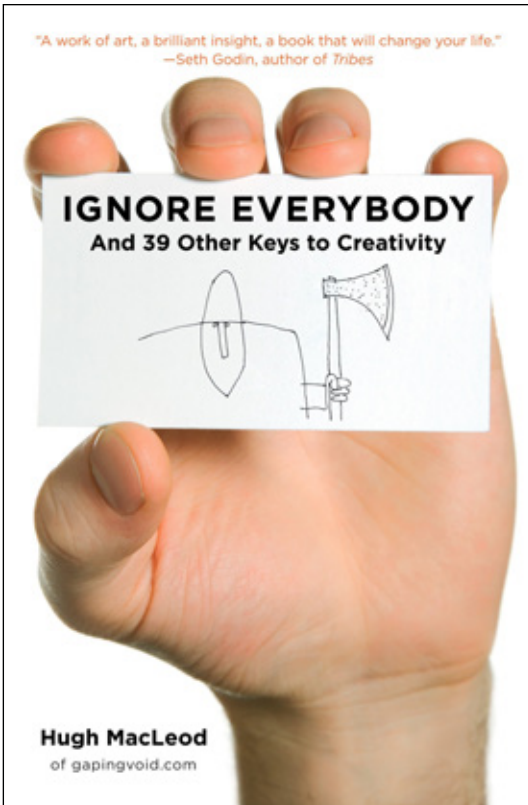


4 Who moved my cheese?

An amazing way to deal with change in your work and in your life.

SPENCER JOHNSON

This book will enlighten all business people on themselves and the choices they make in life. It will teach you how to become flexible with your decisions in order to move forward confidently towards your dreams and goals.

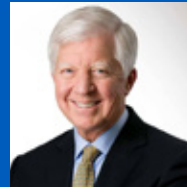
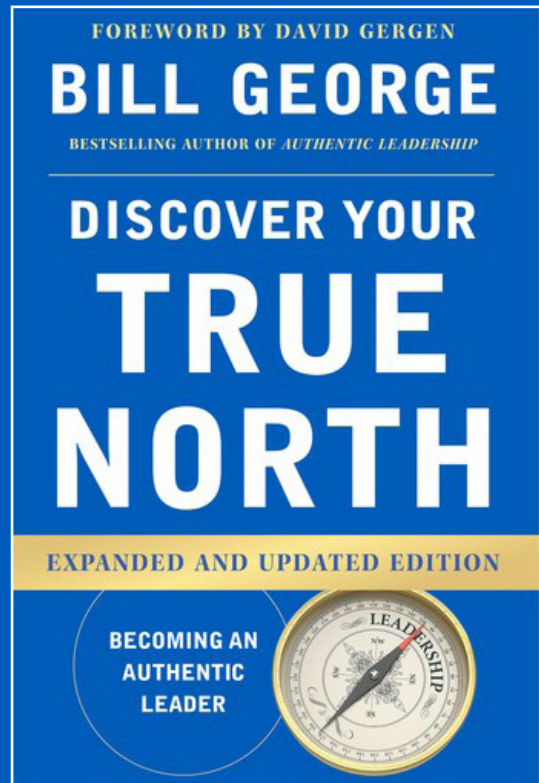


5 Ignore Everybody

and 39 other keys to creativity

HUGH MACLEOD

This is a useful book to read, especially if you want to learn about establishing creativity. It offers quick tips and ideas for success that are also easy to understand. Macleod gives advice without adding unnecessary fluff. Yet his writing is also funny, realistic and relatable.



6 Discover Your True North

The Leadership Classic Expanded for Today's Leaders

BILL GEORGE

This best-selling book helps readers become an authentic leader by discovering their "True North". Based on interviews with over 200 leaders, this book provides insight from authentic global leaders who are diverse, global and contemporary.

DISCIPLINE WITHOUT PUNISHMENT



Jean Nicolai of Stepping Stones Global gives insights on how to discipline employees without traditional methods of punishment—a concept that is slowly gaining traction in today's economy.

Question, "What did you do today?" ...Answer: "Hmm Not much!"

When I hear this, I feel exasperated. Working for a company or for your own business and you did not do much...?

What are the economic consequences of this behaviour? What is the 'cost' of lack of ownership, accountability and responsibility?

This brings us to the performance discussion. ***"Are you contributing enough to merit your wages and does your manager see it the same way?"***

They will generally see your performance as, "High", "Average" or "Poor". What happens if you fall in the poor category?

Progressive Discipline

Since the 1930's, many corporations have used a system of progressive discipline to handle poor performance or unacceptable behaviour in the workplace. It starts with letting the employee know that he/she is not performing to standard. If they don't improve, they are progressed through the "Disciplinary" procedure which comprises of an "Oral warning", a

"Written Warning" and "Termination". Some companies have a period of probation following written warnings.

Outdated

We perceive this system as out-dated and adversarial. The manager has usually made up their mind to "Get rid" of the poor performing employee and often no effort is made to correct or improve the behaviour of the employee. Many managers delay doing anything about poor performance, hoping it will correct itself. Such a delay eventually becomes a crisis that must be dealt with and they feel they must make an example, whereas early intervention may have enabled behavioural change. In addition, many managers only see this progressive system as a method to provide enough paper-based evidence to support the employee's termination. There is rarely any thought for behavioural correction.

A gentler way, a better way?

At Steppingstone we advocate a better way. Dick Grote developed a non-punitive alternative disciplinary system over 30 years ago, that is utilised by many large global organisations. The society for Human Resources Management (SHRM) say, "It's simple, tested, proven, easy to implement and it makes good sense. We wonder why organisations haven't been applying this approach to performance improvement all along?"



Discipline without punishment approach

Like the traditional approach above, this approach starts with an informal discussion that raised the concerns to the employee and establishes the expected performance criteria. It encourages positive feedback – points where the manager will highlight good behaviours and acknowledge that the employee does perform well in some areas. As we have learned from years of child development theory, we need to reinforce good behaviour and discourage bad-behaviour.

Instead of formal written warnings that talk about termination, this system comprises a series of coached conversations called reminders, and which are documented. The intent is not to punish, but to provide a wake-up call to the individual. The final step in this process is a paid disciplinary suspension day.

"Wow", I hear you say! YES! We give the employee a day off to consider their future with the organization.

Do they feel they can make changes to their behaviour that will address the performance concerns of the manager? If they feel that they can, then they must commit to the performance improvements and work to achieve the required standards. If they cannot commit to this, then they must think through whether this is the right job for them and if not, take the necessary steps to move on.

This is a better way, because we arrive at a mutually agreed decision. The cost of one day's salary far outweighs the cost of a poor performing or disruptive employee.

SteppingStone Global conducts a series of monthly evening events where Jean joins with other consultants of other companies to share their knowledge and experiences on many business-related subjects. Please look out for our regular events at the Gulf Hotel.

A photograph of a modern bus stop shelter. The shelter has a curved, translucent roof and dark, ribbed pillars. A large, black-framed sign is mounted on a pillar. The sign has a white background with bold black text. In the background, there is a paved sidewalk, a road with a green median, and buildings with autumn-colored trees under a clear sky.

**Business
opportunities
are like buses,
there's always
another one
coming.**

Richard Branson

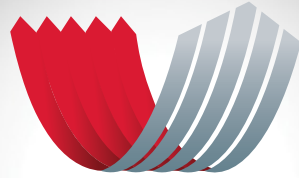
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