

PRESS RELEASE

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**Title: NextFood Entrepreneurship Program 2021 – Cycle 2 at
Entrepreneurship Center for Social Impact, Heliopolis University**

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The second cycle of the startup business project (Sekem case, Egypt) represented 15 successful potential business ideas in the agriculture sector presented by 20 ambitious participants in the final pitch day. The judging committee evaluated all the ideas based on a developed evaluation criteria and scoring system to select 5 promising ideas to qualify for the incubation stage when they will get incubated to assist them kick off their businesses. We are going to focus on the qualified candidates from cycle 2 to continue our efforts in building their capacity and build on the previous stages.

The call for application was launched on the communication channels of Sekem Development Foundation and Heliopolis University for Sustainable Development on 24th September to 9th October 2021. The Selection process was on 10th October 2021.

98 participants applied and after filtration, the team selected 25 participants to attend the second cycle that was implemented on 15th to 17th October 2021 at Entrepreneurship Center for Social Impact, Heliopolis University, with mainly focus on business topics that help the participants in their future project such as project management, leadership skills and sales in addition to 2 topics belonging to Agriculture (Hydroponic and aquaponics). The final pitch day on 24th October 2021.

In cycle 3, we are targeting 5 teams to start their business, which are already qualified from cycle 2. We are going to open a public call for cycle 3 only if any of the qualified candidates fail to meet the requirements of cycle 3. The cycle could be launched in mid of December. We will focus more to achieve the NextFood approaches of 5 main competences (observation – participation - dialoguing- Reflection Visioning) to raise the level of the participant and enhance their performance.



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Greeting from NextFood project team at Heliopolis University, from left to right, Alaa Elhawwary, Reham Fathey Ali, Karim El Mallawany.



Different topics related to business and agriculture sector had been discussed in cycle 2 of entrepreneurship program (NextFood project) with qualified experts and 20 promising participants.



Last day of NextFood Entrepreneurship Program 2021 cycle 2 at Entrepreneurship Center for Social Impact, Heliopolis University.



The 5 selected winner participants of Entrepreneurship Program 2021 cycle 2 at Heliopolis University representing their business idea of intensive training of NextFood project.



Pitch day of NextFood Entrepreneurship Program 2021 cycle 2 at Entrepreneurship Center for Social Impact, Heliopolis University.

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