

## PRESS RELEASE

**25 December, 2021. Egypt, Entrepreneurship Center for Social Impact, Heliopolis University, Egypt.**

**Title: Commencement of cycle 3, meeting for entrepreneurship case on Thursday on 23<sup>rd</sup> December 2021 at Heliopolis University, Egypt.**

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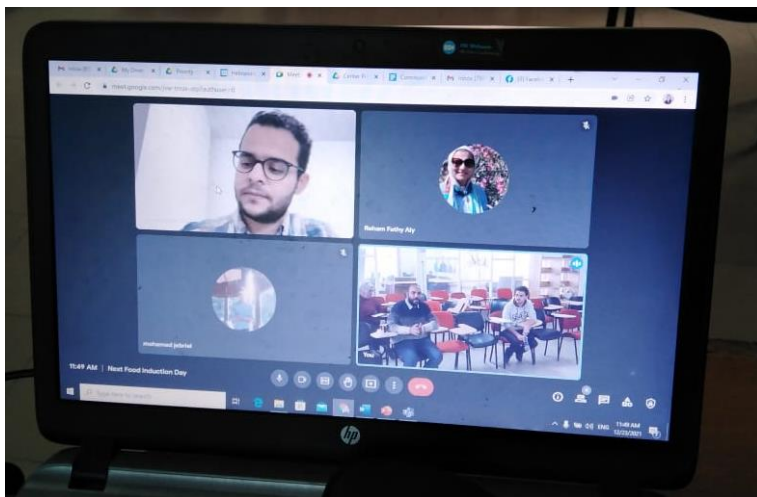
After long and careful screening for the qualified mentors to follow up with new startup leaders, on 23<sup>rd</sup> December 2021, the first meeting of cycle 3 had been executed at Entrepreneurship Center for Social Impact, Heliopolis University.

The purpose of meeting is to introduce the startup leaders with their mentors.

The meeting mixed between offline and online for some participants, discussing the main outline to strengthening the strategies for marketing and market validation then how this business model could be applied and expanded successfully in future.

The duration for incubation startup will be for 75 days (around 2 months and half), and it will end up with a Pitch deck for the 5 projects. The mentors are responsible for following up with startups regularly each 2 weeks by written reports and giving their feedback.





Meeting with the startup leaders introduce them to their mentors at Entrepreneurship Center for Social Impact, Heliopolis University, Egypt.

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