Winning project of Maen Zaghloul - Jordan:

*Building a comprehensive web site for serving the Arab Entrepreneurs*

www.arabentrepreneur.com
Thank You ESCWA

Thank You JIC - Philadelphia
Background

- Noticeable increase in the economic investment in the Arab world
- The great attention at the highest levels to entrepreneurship in all Arab countries
- Lack of similar sites in Arabic language
The Vision

• To build a comprehensive site in Arabic for serving the needs of the Arapreneurs©:
  – Information, news, and advice
  – Programs, guides, and tutorials
  – Investment opportunities, market situation
  – Networking and interaction, chat, forum
  – Etc.
Action Plan

1. **Establishment phase**
   - Make amendments
   - Site OK?

2. **Programming phase**
   - Published the site

3. **Promotion phase**
   - Site Management and maintenance
   - Everything OK?

4. **Site Management and maintenance**

2009/12/14
The Work Progress

• Won the competition and started incubation during Nov./08
• Searching, studying and screening alternatives for building the site
• Working with the programmer bit-by-bit
• Testing, modifying, enhancing…
• Arranging for the appropriate content
• …
The Work Progress contd

- Registering the company
- Business and marketing plan
- The site Logo

Pioneers Middle East for e-Services LLC

- Brochures & business cards
- Specialized business & marketing training
Weaknesses, Constraints and Drawbacks

- Lack of enough resources
- One-man-show
- Worldwide crisis
- Time flies
Benefits & Achievements

• Involved in the entrepreneurial spirit
• Became more realistic
• Received more ideas
What’s Next

- Finalize the hosting issue
- Perform final tests
- Adding and updating content
- **Promotion**
- Getting feedback
- Enhancing the site
- Adding more features (*English*)
Thank You!