



كأس ريادة الأعمال اليمني  
Yemen Entrepreneurship Cup

# Yemeni Entrepreneurship Cup

# 2020

IT IS NOT JUST A COMPETITION; IT IS A LIFE CHANGING EXPERIENCE!







## About Rowad:

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**ROWAD Foundation** was established in 2013 in Sana'a, Yemen, with the aim of creating an encouraging and fruitful ecosystem for entrepreneurship in Yemen. Since then, ROWAD has grown to be one of the most active and effective organizations in the field of business development and entrepreneurship in Yemen. The foundation is based in Sana'a and covers activities all over the country.

The Foundation works on economic empowerment by investing in startups and micro enterprises of the youth by facilitating their ability to access and benefit from economic opportunities through the implementation of many programs and activities.

In addition to their contribution to reducing the unemployment rate and poverty, especially among the youth, the STEPS project, funded by the European Union, launched the YEC (Yemen Entrepreneurship Cup) with the aim of investing in innovative and creative ideas.



Yemeni Entrepreneurship Cup

# About Yemeni Entrepreneurship Cup (YEC):

YEC is an initiative that is powered by Rowad to drive and influence youth towards entrepreneurship by empowering their ideas and transforming them into successful projects. It also supports startups to accelerate their growth and ideas by turning them into reality.

[www.yec.rowad.org](http://www.yec.rowad.org)



**BRIEF HISTORY:**

YEC's first addition was back in 2019 and was only located in Sana'a, while YEC2020 took place in four governates including Sana'a, Marib, Taiz, and Hadramout. In 2020 the details and process of the competition is what made it exceptional.



**TOTAL AWARDS**

**2019**



**Number of Award**

**1**

**Award Type Total Amount**

**1,000,000 YER**

**2020**



**20**

**40,000 USD**

# مسابقة كأس ريادة الأعمال اليمني 2020



**Rami Huwaidi**

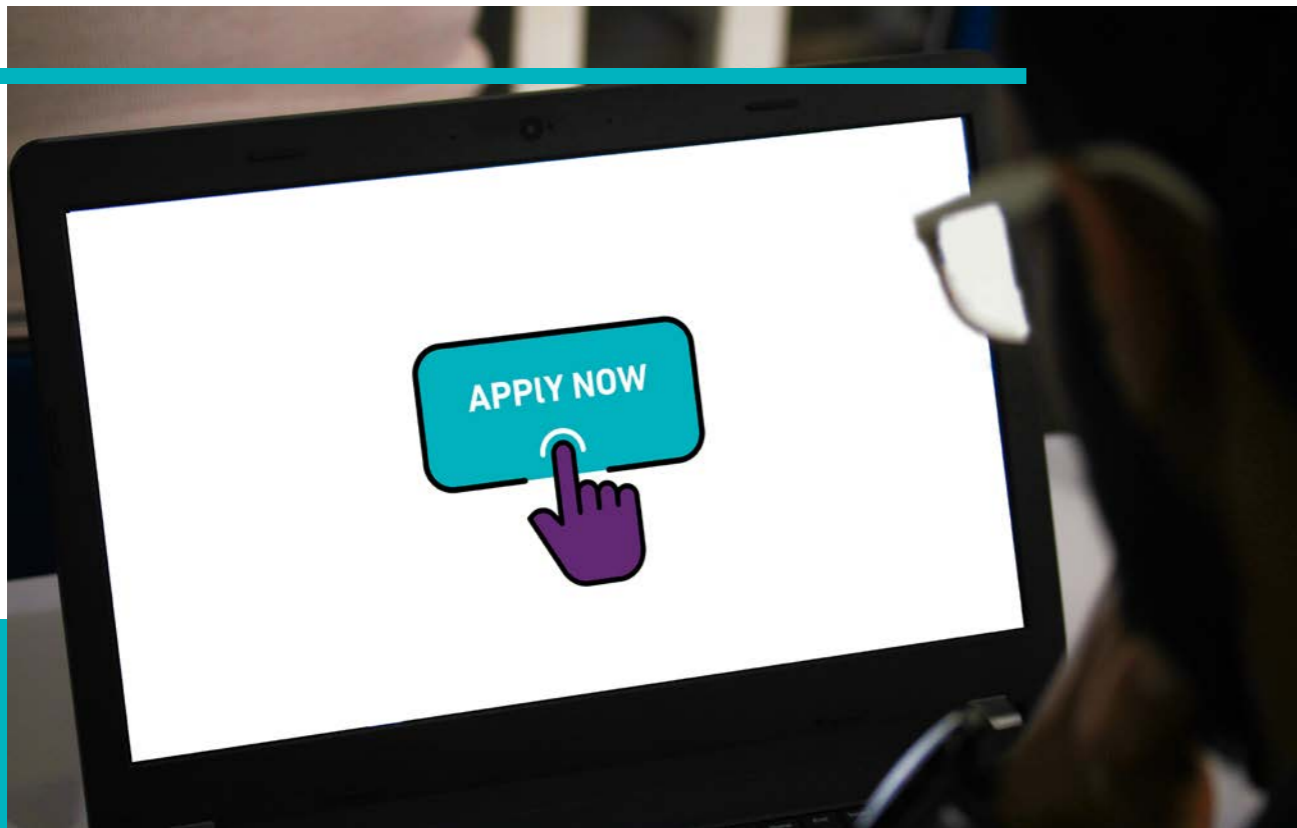
YEC Officer

It was honoring to be part of 2020 Entrepreneurship Cup. Carrying out my responsibilities since the beginning, when everything was still numbers and letters on paper, and was a component proposal within the Startup Support and Career Development Project (StEPs) had a great impact on me. Leading this competition with the help of my colleagues and everyone that participated is what made it successful, we achieved the project objectives with the highest level of efficiency. The team included coordinators, organizers, trainers, accountant, and service providers at the highest level, proving that

they are capable of carrying out everything entrusted to them with great professionalism. We faced some obstacles that are almost negligible (for example, the slow internet connection), but we managed to overcome all that we faced, and we focused only on the goal for which we planned and implemented the event. The Yemeni Entrepreneurship Cup 2020 opened many wide doors to support entrepreneurs and motivate many relevant parties and create future partnerships to implement and support such events. We aspire and plan for the third edition in 2021 to be in a wider range and is more effective.







## Submission

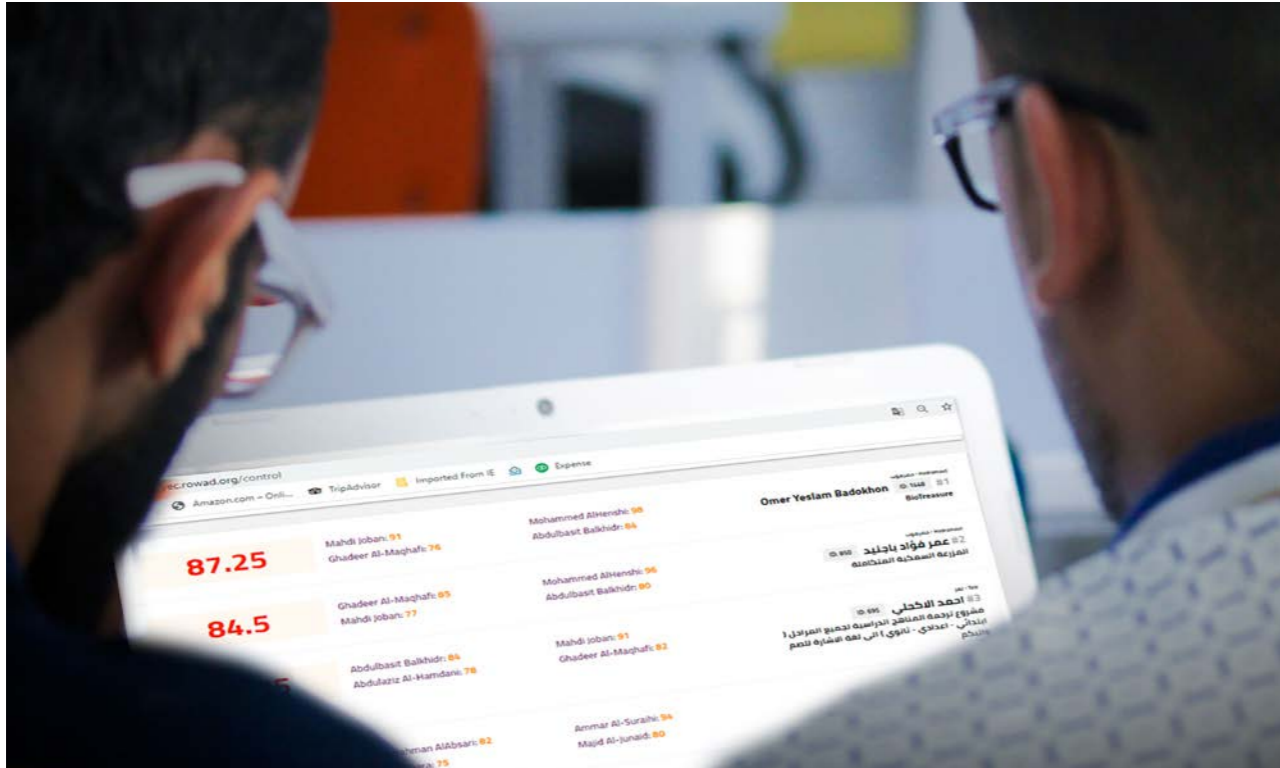
The first phase of the competition kicked off in August and continued for two weeks with daily applicant follow-up. Due to the outbreak of coronavirus, the submission phase was an online procedure as a way to take precautionary measures to assure everyone's safety. The website was made in a way that is simple for applicants to submit their ideas easily without any obstacles.

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### Candidates criteria.

All Yemeni youth in the four targeted areas were encouraged to apply. To be considered an eligible applicant, all the following points must be met.

- Hold a Yemeni nationality.
- Be In the age range of 18-35.
- Completed secondary education.
- Apply individually.
- Is a resident living inside of the four targeted cities (Sana'a, Marib, Hadramout, or Taiz).
- Candidate is fully committed to implement on business idea submitted.
- Submit the application form completely as instructed.
- Submit a single idea only.



## First Filtration

The judging phase was an online process. The panel had access to the applications based on the governorates they are in to evaluate individually. The website was built to make this process easier by placing maximum scores in front of each question. The website also automatically arranged the scores of each applicant from the highest to lowest and vice versa.

TOTAL SECTOR

TOTAL GENDER

TOTAL APPLICANTS

After that, the filtration period lasted for three full weeks at the level of the four governorates. Where two panels of judges were selected to continue the evaluation process in each of the four governorates.



# First Filtration Panel

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## Criteria of evaluation panel:

- Strong business orientation and experience.
- Organizational structure and management experience.
- Planning and strategy experience.
- Finance and investment experience.
- Industry Experience.

Sana`a and Marib panel

Taiz and Hadhramaut panel



## Training

After the filtration, all 80 competitors in four governates have been trained in Entrepreneurial concepts and preparation of feasibility studies. This training lasted for fourteen days, three hours per day. The training was aimed to qualify the competitors with the skills needed to succeed in their personal project ideas.

## The Trainers:



## The Presentation And Final Evaluation:

In this final phase, all competitors presented their ideas to the panel. Each member of the panel had a form to fill out the evaluation on each idea. The evaluation was based on a specific criterion that was set previously by the panel.

### Evaluation panel consists of:

- Entrepreneurs.
- MFI's Representative
- Investor
- Industry and commerce Representative

### Criteria of evaluation:

- Strong business orientation and experience.
- Organizational structure and management experience.
- Planning and strategy experience.
- Finance and investment experience.
- Industry Experience.



Sana`a panel

Hadhramaut panel

Taiz panel

Marib panel

**Final Evaluation Panel**

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### **Sana`a:**

- Abdullah Ahmed Nasser Al-Taheri
- Bazil Mohammed Zaid Ramadan
- Olfat Amin Qasim Ahmed
- Tariq Abdul-Mawla Muhyiddin

### **Hadhramaut:**

- Khaled Ahmed Miftah Al-Noubi
- Reem Abdel Karim Omar Bamsoud
- Abdul Rahim Abdul Rahman Abdul Rahim Bawazir
- Omar Fouad Saeed Bajunaid
- Mukhtar Abdullah Jamaan bin Ali Salem

### **Taiz:**

- Mohammed Mahyoub Abdullah Sallam
- Ayman Tawfiq Ahmed Rawah
- Saddam Ahmed Al-Wurafi
- Ammar Yahya Ali Abdul Khaleq
- Adeeb Mohammed Abdo Jazem

### **Marib:**

- Issam Qasim Ahmed Al-Hasbi
- Wala`a Mohammed Ali
- Khawla Mohammed Abdo Jaber
- Adnan Qasim Ahmed Al-Hasibi



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**Yemen Entrepreneurship Cup**



روّاد

مؤسسة رواد  
ROWAD FOUNDATION



Funded by  
the European Union

STEPS



# BE A PART OF YEC 2021

**PARTNER!**

**ENTREPRENEUR!**

**IMPLEMENTER!**

**VOLUNTEER!**

**SPONSOR!**



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