

Table Of

Content

- Letter to Community 1
- 3 **About ROWAD**
- 11 **ROWAD Projects 2020**
- Startups and Employment Promotion and Support (StEPS) 13
- Coding Academy 31
- Yemen Entrepreneurship Cup (YEC) **37**
- Supporting Local Products Initiative (Yemen Bon) 41
- Good Governances for Entrepreneurs (GGE) 47
- 55 Block One
- Global Entrepreneurship Week(GEW) 63
- Covid 19 69
- **75** Yemen Hackathon

Innovate and Lead

Letter to Community

Dear friends,

Eight years ago, ROWAD was founded with a clear vision to help build a vibrant entrepreneurship ecosystem in Yemen. As we launched into achieving this lofty goal, we didn't anticipate all the challenges laying ahead nor the eruption of a major conflict that will take over the whole country. However, as we look back we believe there was no better time to start except earlier. We believe that the process of building local innovation and entrepreneurship ecosystems in Yemen is a process: of restoring hope to Yemeni youth, of engaging them in a challenge that is worth their efforts and energies, and of building a shared vision for a prosperous and stable country.

Over the last couple of years, ROWAD worked with our partners to support Yemeni entrepreneurs in four Yemeni governorates, we established local hubs for entrepreneurial capacity building, ran local level business competitions, developed intensive coding bootcamps, prototyped online learning platforms and apps, worked with governmental authorities to increase transparency for entrepreneurs, and coordinated a national movement around entrepreneurship in its global week that engaged thousands of youth, and tens of organizations and youth initiatives.

Over the last few months, our team met extensively to review our strategy so far and thinking of our approach for the new decade. We reconfirmed our values of innovating and leading, of integrity, quality and transparency, and of believing in the Yemeni youth. We identified clear strategic thinking directions informed by our accumulative learning over the last eight years, of:

- Entrepreneurs as Creators and Problem Solvers
- Local bottom-up thinking and action, starting from the city and governorate level

- Exercising an ecosystem leadership role and facilitating collective action
- Increasing our focus on Indirect Impact
- **Building Startup Communities**
- Leveraging Technology
- Being a thought leader

We are looking over the coming years with the same optimism of Yemeni entrepreneurs: in Taiz as we work with them to build an incubator as a core building block of the ecosystem there; in Aden as they build their startup community, in Hadhramaut as we help them in facilitating a process for all stakeholders to develop their vision of the ecosystem in their governorate, or in Sanaa as they attempt to launch tech startups and connect to a global market despite local challenges, and our role to support them by activating the roles of all stakeholders.

We realize the magnitude of the challenges we are up against. It is no easy task building an innovation and entrepreneurship ecosystem anywhere in the world, even in most developed nations, as the exact way a vibrant ecosystem emerges still eludes practitioners and academians alike. The challenge is an order of magnitude bigger when the country hosting the ecosystem is fragile or going through conflict. However, we see firsthand Yemeni entrepreneurs across the country doing their utmost to serve their communities and take control over their circumstance, and only by supporting their efforts to build where others destroy, to innovate where others get stuck, to take ownership where others abandon or resign can the country stabilize, and prosperity takes hold.

Founder / Chairman

Adeeb Oazem

Executive Director

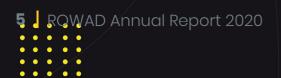
Gumaya Abduafattar

ABOUT ROWAD

ROWAD was Founded in 2013 in Sana'a, Yemen, by Yemeni entrepreneurs who dedicated their efforts to engage Yemeni entrepreneurs and local actors in a constructive way to support the emergence of a vibrant Entrepreneurship Ecosystem in Yemen. Since then, ROWAD prospered as one of the most active and effective organizations working in entrepreneurship and private sector development in Yemen. While ROWAD was started in Sanaa, it operates out of four hubs on the ground in Mukalla, Mareb, Taiz, and Sanaa, and its activities cover the whole country. ROWAD believes in Yemeni youth ability to develop innovative solution to address local, regional, and global challenges, and it is focused on developing the channels for them to do so.







Vision

A Vibrant Entrepreneurship Ecosystem in Yemen.







Mission

To invest in youth potential, inspire and empower them with skills, tools and knowledge to take control of their economic situation through entrepreneurship and career development.

Values

Innovate.

Lead.

Accountability.

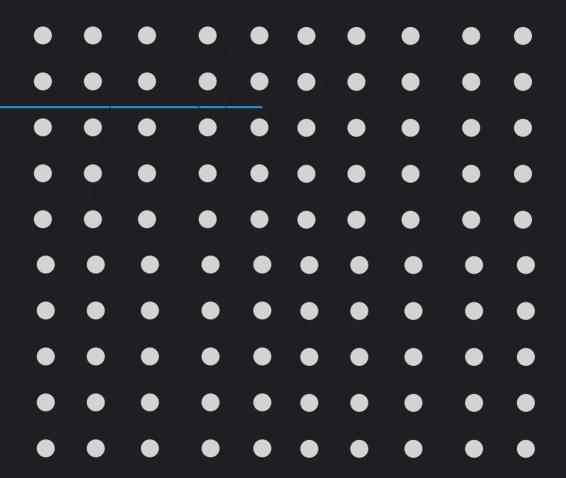
Team Work.

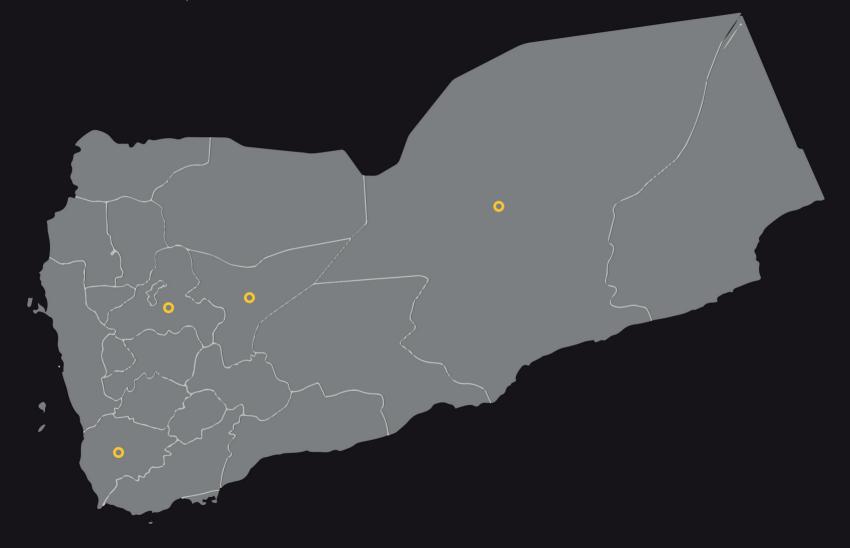
Believing in Youth.

Quality.

Integrity and Transparency.

Creating and Sharing Knowledge.





Where We Are

Sanaa Taiz

Marib Hadhramaut

ROWAD's Projects 2020:

StEPs

Blockone Blockone Business Incubato

Coding Academy

Yemen Bon Supporting Local Products Initiative (Yemen Bon)

GGE

Good Governances for Entrepreneurs (GGE)

CORONA VIRUS VIRTUAL HACKATHON





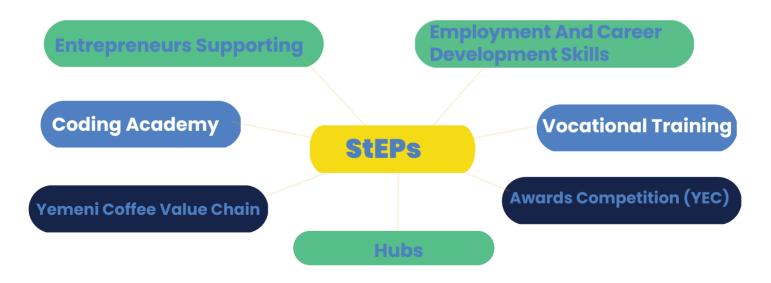


StEPs

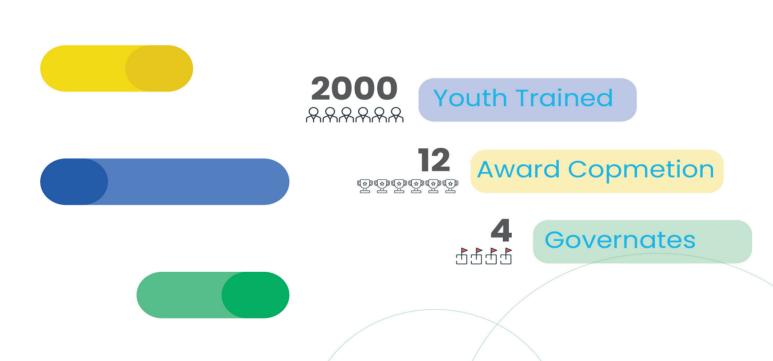
The youth entrepreneurship support system in Yemen has many strengths. Youth entrepreneurship is recognized widely as a potential solution to the unemployment challenge. They have the interest and potential to become self-employed. Youth are more likely to have a preference for self-employment than adults. StEPs project's overall activities were aimed at the achievement of the first intermediary outcome: "Young women and men are equipped with the skills, knowledge, and support to better provide for their own livelihoods."

STEPS has worked to achieve this outcome through a variety of activities and outputs that are detailed in the following parts of this report. The specific market assessment was carried out in target locations, which led to pin-pointing capacity building needs of target communities (Sana'a, Hadhramaut, Taiz, Marib).

The project aimed to contribute to the economic empowerment of targeted youth in selected governorates through mentoring, training, and capacity building in the fields of entrepreneurship, employability, and careers Skills. Training those selected as trainers to ensure project sustainable impact. Those trained youths later became responsible for cascading the knowledge and skills learned to their peers in their governorates, the components of the project include:



StEPs Outcomes





Youth Entrepreneurship Training

1000 AAAAA

Youth Employment Training

200 AAAA

Youth Vocational Training

StEPs Project Components:

1.1 StEPs Hubs:

Governates: Sana'a - Hadhramaut - Taiz - Marib

The focus of this component in each governorate is different and unique. A comprehensive (site-specific) the assessment was carried out in the inception the phase of the program to identify context-specific conflict drivers, market conditions, and existing employees and small and medium enterprise (SME) opportunities. The activities applied in each location was selected on the basis of assessment findings, and draw upon a tried-and-tested toolbox. All hubs worked towards the same vision of creating vibrant entrepreneurial ecosystems in their respective governorates. The hubs also used similar tools and approaches that ROWAD has already developed over the years, e.g. business competitions, training programs, hackathons, coaching, and mentoring. However, each hub has developed its own set of unique priorities for each year, taking into account the state of the local entrepreneurship ecosystem and the needs of the youth and entrepreneurs in each governorate.



1.2 StEPs Champions

To decrease the rate of unemployment, a selection of youth students or graduates (University-level) were trained to become employment and entrepreneurship champions in four governorates (Sana)a - Hadhramaut - Taiz - Marib). Youth champions participated in the training of trainers (ToT) activities to reach other young people in their respective districts. These champions were provided with knowledge and skills that enabled them to train on the entrepreneurship curriculum of ROWAD Foundation and to benefit from economic and employment training and mentoring in relation to how to secure employment, enhance their technical skills in different areas, as well as benefit from linkages to employment and internship opportunities with local businesses and CSOs. The aim of this program is to contribute effectively to the economic empowerment of youth in Yemen.



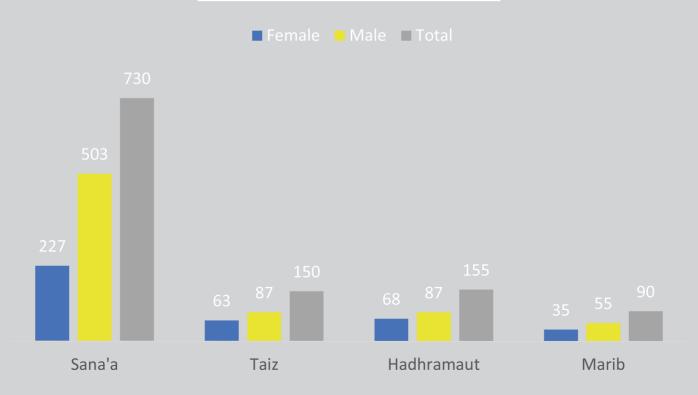
1.3 Entrepreneurship program:

A lot of startups fail before even getting a chance due to the lack of research and not developing a proper plan before kicking off a project. The success of any project always increases when it is carried out in a steady and suitable plan. As we believe in the youth, we aimed in the entrepreneurship program to increase those chances by building the capacity of youth needs in the following governates (Sana'a – Taiz – Hadhramaut – Marib). Our mission was to guide them on how to conduct proper feasibility studies and the skills needed to manage their small enterprises and qualify their projects to obtain financing from various micro and small finance foundations.



Entrepreneurship Trainings in numbers:

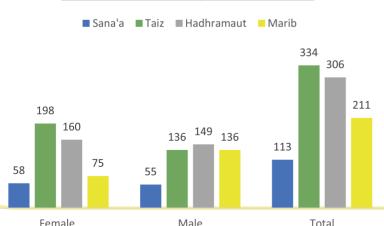
Entrepreneurship program



1.4 Employment Skills Trainings:

A lot of youth have the knowledge but not the skills needed to develop a career. Through this training that is led by our champions, this training was aimed to qualify groups of young university graduates in various disciplines and refines their skills such as writing CVs and preparing for interviews, searching for jobs, accessing markets, acquiring business skills (including developing business plans), freelance business management and social media marketing, financial skills, and resource mobilization to keep pace with the needs of the working market and enhance job opportunities in Yemen, as well as creating training job opportunities with local companies and foundations in order to conclude employment contracts with them in the future.

Career Development skills





1.5 Vocational training:

During the last five years, the number of unemployed youths has increased due to the commercial firms' closure. Youth are now in need of new opportunities that they could create to help their situation. ROWAD foundation through StEPs project focused on providing new skills for Yemeni youth so they could create their own jobs. During the year 2020, ROWAD created a plan to execute several vocational training courses. The core focus was on how to support youth and get the best possible skills. So, the best approach was to study the need during the time of the project and the location of the training.



Vocational Trainings in Sana'a:

Solar Power Maintenance:

This skill is very much needed in the northern areas, as most of the population in these areas depends on the solar systems. Given the importance of solar power, maintenance is is in great demand by farmers who rely on solar energy to irrigate their land.

Mobile programming and maintenance:

Due to the huge number of mobiles in use and the rapid market development, maintenance for such devices is becoming a trend in the local market. Creating jobs through this training encouraged females also to get engaged. The training focused on supporting female candidates as well as males.

Hygiene Production:

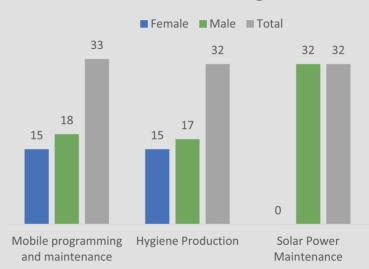
Due to the Covid19- pandemic, the need for sanitization increased worldwide. Therefore, many labs opened in Yemen to help to provide the needed sanitization items. The course was created to provide youth with the basic and critical topics to support them understand this market and what is needed from the government entities. The course focused on both making items as well as the standards they need to follow.







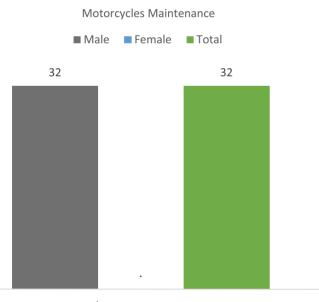
Sana'a trainings



Vocational Trainings in Taiz:

Motorcycles Maintenance:

This course was planned to be implemented in Taiz city as the main transportation there is Motorcycles. Making such a course helped the youth of Taiz in gaining the skill needed to open their own workshops.



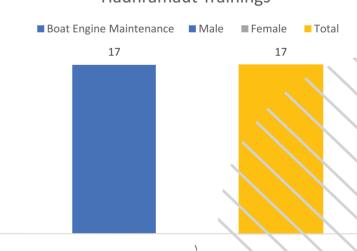


Vocational Trainings in Hadramout:

Boat Engine Maintenance:

Fishing is one of the most important life skills in Hadhramaut. Therefore, StEPs project vocational training focused on how to provide youth with one of the skills that support the economy in Hadhramaut, and at the same time, they could create their own job. The selection of this course was critical, so many youths could either open their own workshops or be patrol personnel who could go with fishermen to provide their service on board. **Hadhramaut Trainings**





Champions Success Stories:

1 - Wala

"The difficulty at the beginning was to consider the idea of traveling from one region to another, which for me was as difficult as breaking the barrier of tension in exposing myself into the world.. At first, the training felt ambiguous where everything that was said was completely new for me, while everyone else seemed to understand it by either having previous experience or by being trained in advance. This training was my first way to embark on the world of training, from the fear of education to a trainer that benefits everyone. Rowad has harvested in me the ability to spread knowledge to everyone around me. It also implanted the soul of entrepreneurship in me which made me able to shine with a new challenge and a different experience."





WAGRAPHIC.COM





Coding Academy:

The unemployment rate of Yemeni youth was about %55 in 2014. Since then, it has only worsened. Not only educated youth cannot find jobs but even highly qualified Yemenis are losing their jobs due to the current crisis the country is going through. One of our main objectives in Coding Academy is to help Yemeni youth take control over their financial incomes and expose them to larger markets through the Internet by creating their own jobs and businesses developing needed solutions and skills.

Furthermore, youth need to tap into unconventional resources of income and offer their services/skills to large markets through the Internet; for example, skills in areas like Web and Mobile App development are demanded in and outside Yemen. ROWAD Coding Academy is an academy created to become a digital launchpad to produce a new generation of digital-skilled youth ready to compete globally.



nline

Hamas

(Online) **Hamas AbdulKareem**

Success Stories:

Quality Training Access

For two years after graduation, Hamas struggled to find an opportunity to uplift her coding skills. It is very common to find that IT graduates lack market-oriented coding skills as the curriculums in Higher education institutions are outdated.

Hamas always wanted to register in ROWAD coding academy programs; however because of her permanent residence in Marib, she found it impossible to join the Academy.

"I immediately applied for the online Bootcamp when announced. It was my first time experiencing online learning. It was different, full of challenges, but the outcome was satisfying. I always tried to self-learn using available online courses, but the skill set I gained here was different, debugging research, and analytical thinking. I feel like now I can understand the logic behind the code".

As a rapid response to COVID19- ROWAD Coding Academy shifted its physical training using online tools. This technique made access to high-quality training accessible by new beneficiaries' segments, individuals in less fortunate governates, mothers, and females in general that find it challenging to leave their houses.

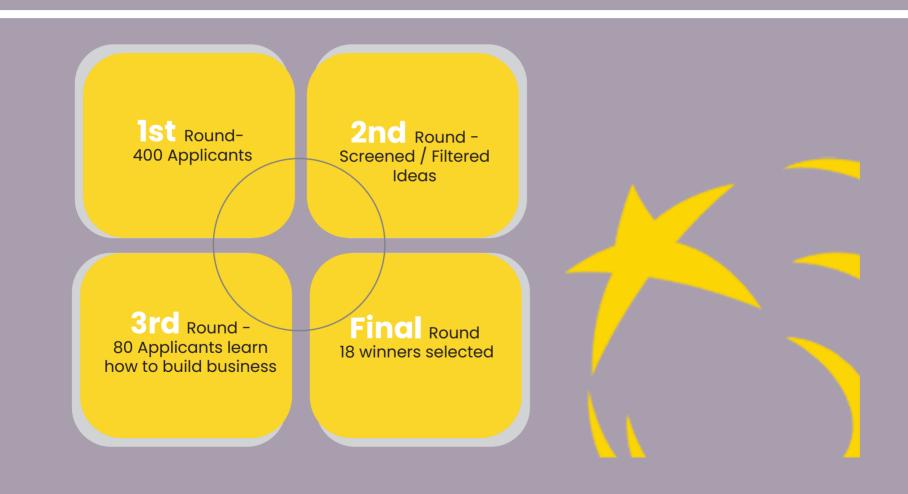


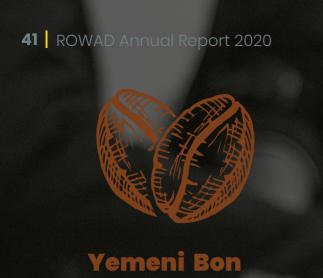


Yemen Entrepreneurship Cup (YEC)

Due to the lack of support and guidance and with the aim of encouraging youth and leading them towards entrepreneurship, ROWAD Entrepreneurs Foundation launched a Yemen Entrepreneurship Cup (YEC) initiative to enable young people to unleash their ideas and turn them into successful projects, and to support innovative startups to accelerate their business growth. It is also a component that engaged and reached hundreds of Yemeni Youth across Sana, Marib, Hadhramaut, and Taiz governorates in a constructive process to think creatively and create sustainable businesses that support the local economy and create job opportunities. YEC's competition aims to fund the innovative and creative ideas of youth between the age (35-18).







Partners



Funded by the European Union





Supporting Local Products Initiative (Yemen Bon):

About The Initiative:

Rowad Foundation for Entrepreneurship has sought to adopt and launch an initiative that comes within the framework of the STEPS project (Initiative to Support Local Product) in an eport to support the local product to help startups in local communities to grow, and to encourage them to learn in order to develop their products, so that they can ultimately have a greater presence in global markets.

This initiative has devoted its eports, and through a number of activities, to support Yemeni coffee products in particular. To this end, Rowad Foundation has involved the relevant authorities and paid attention to the stage before starting the project to know the needs of this promising sector. The initiative targeted workers in the sector from learners, young entrepreneurs, and concerned companies by providing guidance and training services in the field, in addition to coffee exporters, as well as interested people and workers in the sector in general Target Building the capacity of a number of startups and young people, in the quality of Yemeni coffee to enable them to carry on and launch their own emerging companies in Taiz governorate.

The outputs:

- •Training of 30 young men and women on the basics of working with specialized coffee.
- •Discussing opportunities and challenges with those concerned and interested in the Yemeni coffee sector (discussion session).











Website:

To collect all the valuable information on Yemeni coffee and create knowledge of Yemeni coffee business leaders in foreign societies, we established an electronic platform that collects and classifies coffee pioneers, through various criteria such as: marketing, taste, packaging, production, etc. so as this platform show data for these projects and services Individuals for the local market in particular, and for the global market in general.

Inside the platform, you will also find various information about Yemeni coffee, such as preparation methods, the tools needed for this process, its types, and other information that covers and includes the Yemeni coffee side.







Good Governance

for Entrepreneur

Powered by

Partners









Good Goverance For Entrepreneurs

New small companies go through an essential phase when establishing their businesses. One of them is registering their companies legally in the Ministry of Trade & Industry in order to obtain a commercial register that enables them to practice a legal business. Due to lack of clarity and transparency in the registration process, a factor of nonentity of new businesses registration unit, Entrepreneurs come across several issues such as being profited by unaccountable people in charge. ROWAD Foundation's vision was to increase the level of accountability and inclusiveness of governmental entities, which are in direct relation with entrepreneurs in order to achieve good governance.



Through the project to support the registration of startups, we prepared a map that includes all the procedures for company registration (commercial registry – municipal license – profession practice license – etc.). We aimed to educate entrepreneurs about the registration mechanism and help ministries and competent authorities from the side of community awareness.

Pamphlet:

Taxation is seen as a very pressuring procedure especially when it comes to taxation payments. To make it less burdening, we took the initiative of preparing a guide that collects all types and cases of taxes that must be paid by the owners of small and smaller projects and not evading them. This guide aims to educate entrepreneurs in particular (owners of small and micro-enterprises) and society in general about the importance of implementing tax procedures.

GGE Website:

Keeping up with the world's methods of presenting and sharing information, we cooperated with the Ministry of Industry and Trade to develop a website that contains all the procedures detailed with all the legal papers that the entrepreneurs and startups need in all phases of their project. The website was designed in a way that makes obtaining registration information easy and accessible.



MGD Game:

As a way to reach the youth, we created a game to guide them through all of the registration procedures in an enjoyable way that is engaging with the youth's mindset. Through the process of creating the game, five teams were selected to compete for 18 days, including an incubation period at BlockOne with training, seminars, and mentorships from specialists. Every team consisted of a minimum of three and a maximum of five members that included the following roles (Graphic designer, Developers, Programmer, Manager, etc.)

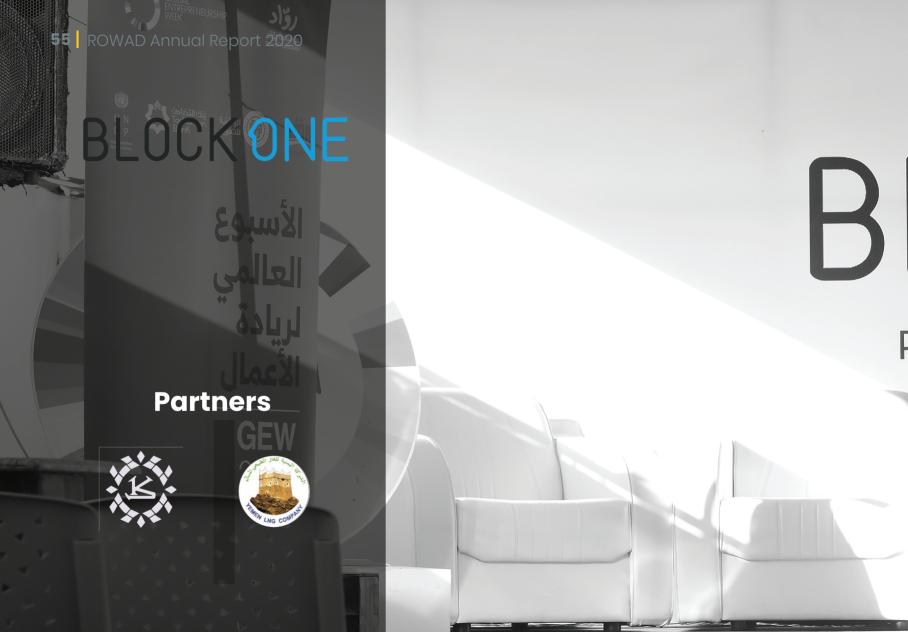


Success Story

"Delay and procrastination, that was what I had to go through for two whole years, just to close my taxes file for a project that was already shut down. One simple procedure used to take up to at least six months. During those months, papers get mishandled and even lost due to the causes of neglect until one day, I read about a discussion session held by Rowad Foundation with the Tax Authority in order to provide the necessary awareness for entrepreneurs and startups.

On that day of the discussion session, I openly spoke about everything that I had to go through, starting from my abandoned papers, the number of times I had to back and forth with no results, and the money I spent trying to finish one single procedure. Because of that discussion session, my concerns were finally able to reach the concerned authorities and in just two days, I was able to finalize my procedures and complete my tax file. If it weren't for ROWAD, it would have been impossible to get this kind of outcome."





LOCKONE

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BlockOne:

Incubators help entrepreneurs by filling the expertise gap, lowering early-stage operating costs, and connecting them to a local business support network.

BlockOne is an incubator that provides space for entrepreneurs and startups to work and build their businesses in a suitable and encouraging environment. The incubator offers the entrepreneur members several services that support them in the implementation and development of their startups, such as shared and private workspace, advisory meetings, meeting and training rooms, and events and entrepreneurship training. In addition to the services provided, members have the opportunity to interact and help each other as it gathers entrepreneurs in different sectors. Moreover, the incubator simplifies and increases the attracted investors, percent to fund their startup and prosper.

Seminars and training of 2020 included (Social media, Law, Startup tools, Personal branding, start-up doctor, founders, marketing for startups, identity creation, and writing reports and project proposals.





Start your own company

Success S

Mangata, moonlight reflecting on the beautiful waves on the blue dark sea was their name. Rowfida, Roaa, and Shaima had a vision and dream to establish their interior design studio. Their first step after graduating was improving skills needed in the business market by learning more about senior interior studios.

"We had a difficulty at first because the community isn't fully opened to the idea of hiring someone to design their interior such as furniture, picking color schemes, and much more. People believed that these sorts of things are just there and can be done by anyone, but thankfully there is some kind of acceptance of the idea. It was also challenging to establish a name for ourselves, but with time, we were able to have a small database of clients. Joining BlockOne Incubator also had a positive impact on us and our project. Starting from the work atmosphere to the people there, it was comfortable, quiet, and everyone was working hard passionately. The training and seminars were also beneficial to us. It taught us how to manage our startup better, how to promote and market our service to reach people."





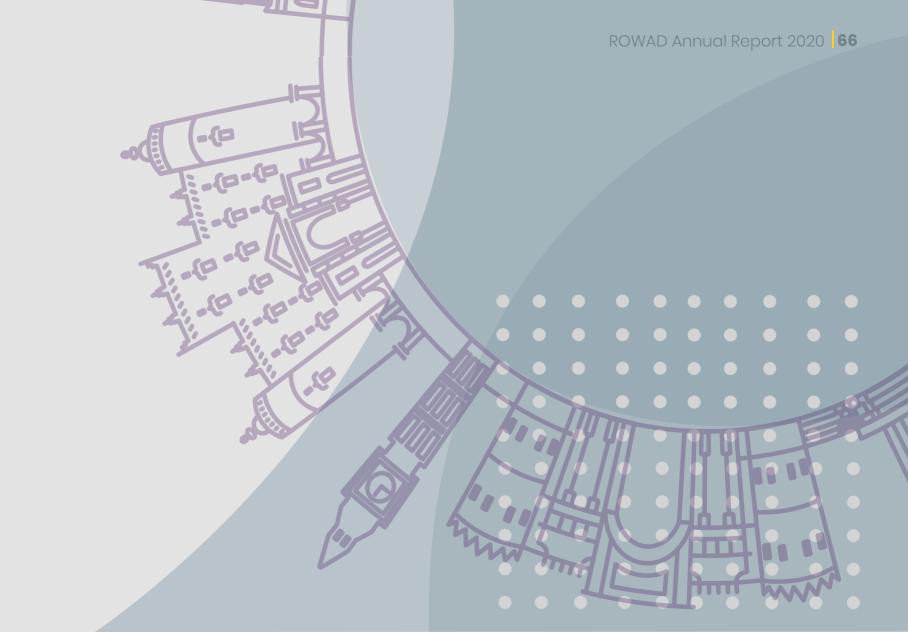






Global Entrepreneurship Week is a collection of tens of thousands of events, activities, and competitions each November that inspire millions to explore their potential as entrepreneurs while fostering connections and increasing collaboration within their ecosystems.

This year's GEW was from the 16th of November till the 22nd . The theme was education which is the same as last year because we think that there is still room for spreading awareness in the Yemeni community about the role and impact of entrepreneurship in society. GEW included (GEW Marathon, Kids Seminar, Kids Robotics, Kids Bazaar, Ignite Coffee, Ignite FinTech, Ignite Women, UniEC, Startup huddle, Self-made Expo, entrepreneurship ecosystem discission panel, GEW Closing Ceremony, and VIP Dinner. In addition to Rowad's events during the week in Sana'a there were events that Rowad organized in Hadhramaut, Taiz, and Marib. All the events were made to spread awareness among youth about the importance and the impact of entrepreneurship and to showcase the success stories and experiences of local entrepreneurs.





GEW IN NUMBERS:

32

Number of Sponsors

85

Number of total events

Number of events held in governates (Hadramout - Marib - Taiz)

Number of Partners

9,000+ participants

146,438

Social Media Reach

السلامة / sarah

Ebrahim Church

🔏 Ebrahim Ghurab

How ROWAD responded

COVID 19

Eman Al-Maktari

Yasmin Al-kalisi...

12

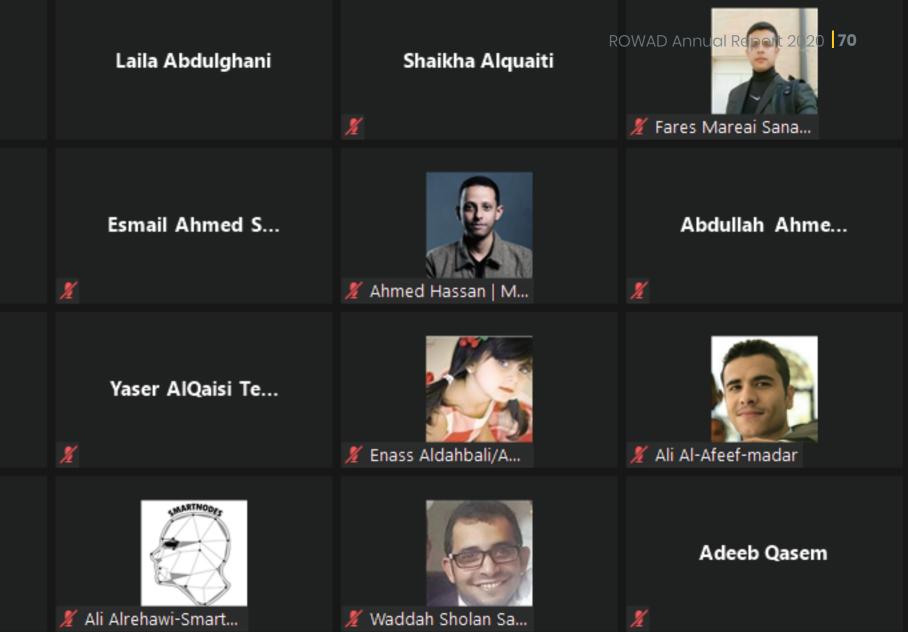
Nada TeleTeam

✓ Yemen Hackathon

%

Mohd Basurrah/...

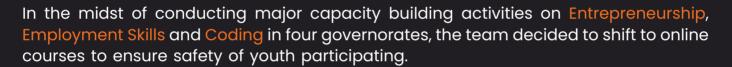
Mohammed Na...



How ROWAD responded to COVID 19



Covid19 cases started to appear in Yemen, team had to figure out how to best respond. Covid19 was one more challenge over a long list of challenges of working in a country going through conflict.



Team had to figure solutions and workarounds as challenges arose:

recording zoom session and sending them to participants in flash_drives for those who lost connections; or use of WhatsApp for discussions, sharing of learning material, and giving a sense of cohort.



We learned a lot from the process:

That is possible to do online training courses in Yemen despite poor connectivity

2nd

That we could reach even more cities and youth beyond the 4 cities where we have physical presence.

That female youth wanted to take advantage of the online training especially for those in remote areas

That the drive of Yemeni youth to learn and access opportunities offsets any challenge.

1 st

3rd

Success Stories



One great story is of Suad Alwajeeh, a mother of two and living on the outskirts of Sanaa, who wouldn't have been able join the offline program. Suad finished successfully our online Web Development Bootcamp, and currently working remotely for a company in KSA.



Ten teams reached the finals and projects ranged from 3rd printing and manufacturing of PPEs to chat-bots, and tracing and triaging apps.

Another great story is **Rehab** who also joined our Coding Bootcamp! She was so committed that she attended online sessions a day ahead of giving birth & the day after, despite our team assurance that she didn't need to attend live and that recording will be available to her. Team also organized Yemen first virtual hackathon brining Yemeni talent together from over 15 countries to address covid19. The project was bootstrapped by the organizers so we can execute in time and engage Yemeni entrepreneur in developing innovative solutions for crisis.



Partners















CORONA VIRUS VIRTUAL HACKATHON

It is difficult for technical solutions to flourish without support and guidance. This is what ROWAD Foundation provided in cooperation with Resonate Yemen during Hackathon Yemen.

The competition opened many opportunities giving a chance to many creative teams to participate. The organizers formed a jury composed of prominent Yemeni personalities specialized in innovation and investment fields. They also supported the competition with a team of mentors with diverse experiences to assist all the participating teams while developing their creative solutions in the hackathon. All teams received extensive guidance during the hackathon period and beyond in relation to administrative aspects such as feasibility study, preparation of a business plan and startup law, as well as in marketing and technical aspects through experts in the field of telemedicine.

First Rank Winner Team - Madar

A medical consultations system aimed to reduce overcrowding and long waiting in Yemeni medical facilities to reduce the possibility of infection with the Coronavirus. The system includes an electronic application and an automated telephone response system, as it contains a list of doctors, names, addresses and codes for communicating with them «via automatic telephone response» and the possibility of evaluating them. It also indicates the doctor status whether they are currently available for communication or not. Another unique feature of Madar is that it has the possibility of sharing doctors data as a PDF file to be printed and published among those who do not have Internet access. The automatic telephone answering system diverts the caller to the doctor's number when entering the assigned doctor's code. The call between both parts is no more than 20 minutes' duration - in which the doctor assesses whether he can prescribe medication, reassure the patient, or advise him to contact the secretary to book an appointment for a check-up if needed. All this service of consultation is deducted from the user's phone balance.

2nd place winning team - Sana'a Tech

Designing an industrial production line for the manufacture of medical masks that corresponds to the manufacturing capabilities in Yemen at the lowest cost to meet the local need with a productivity of 60 masks per minute.

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3rd Winning Team - Modelers

Creation of protective equipment from recycled plastic material using 3D printing technology.

YEMEN HACKATHON WEBSITE:

Keeping up with the world's methods of presenting and sharing information, we developed a website that contains all the procedures detailed. The website was designed in a way that makes details more easier.



