

INERTIA

Inertia believes in Egyptian youth

Supports entrepreneurial ventures by Egyptian youth with sponsoring “Hona Al Shabab”

Inertia presents a grand prize of EGP 500,000 for each start-up and Advisory Board for 2 years for 2 start-ups

Inertia is a young and dynamic real-estate developer that is radically re-thinking the challenges of the Egyptian real estate sector. With a proven track record spanning over ten years', Inertia sponsors “Hona Al Shabab, the first Egyptian televised entrepreneurship competition for entrepreneurs and startups, hosted by CBC screen for emerging business entrepreneurs competing in front of a panel of judges on a series of weekly financial awards and the winner of the competition wins a grand prize.

During the last episode Hussein Rifai, Chairman of Inertia Holding Group was a guest judge, in which he shared his insights on Egypt's entrepreneurship ecosystem and experience among the competition's high profile judges.

Hussein Rifai, Chairman of Inertia Holding Group, said that “Inertia is always keen on supporting Egyptian talented youth in different fields. Rifai believes that Egypt has a lot of potential entrepreneurs with limited opportunities to engage in the labor market that needs empowerment and needs to be discovered to tackle the challenges of the Egyptian market.

Although the prize was destined for only one winner, Ahmed El Adawy presented a special Inertia prize to two startups: ECOTAQA and BERMUDA. The prize includes a monetary part 500,000 EGP and an advisory board for 2 years with no fees. The board comprises a number of experts covering different disciplines: finance, legal, business development and marketing and would provide strategic advice to the management of both start-ups. The first startup is specialized in the implementation and maintenance of biogas units working on recycling livestock waste. Mona Khodeir, is a 28 years old engineer from Luxor who came all the way to Cairo looking for work distributing her resume to 33 companies but got back to her governorate as she had no luck finding a job. Right after receiving a training from the Ministry of Environment in relation to biogas units, she has decided to tackle the problem of chemical fertilizers faced by farmers all over Egypt. Her company supplies farmers with biogas units in order to fabricate their own fertilizers, her model expanded to 12 governorates supplying more than 270 biogas units and saving 9,600 gas cylinders at a saving cost of 5,500 EGP for each farmer.

Arkan Plaza (Tower 2), 4th Floor, El Sheikh Zayed City, Giza - Egypt.

T (202) 3796 6278 **F** (202) 3796 6277

www.inertiaegypt.com

inquiries@inertiaegypt.com

INERTIA

Additionally, Bermuda, the second winner, consists of a recycling project focused on recycling sugar, bananas, palm trees waste and converting them into environmentally friendly compost organic fertilizers. Both co-founders, Mostafa Farag and Moussa Hassan, 27 years old, grew up in Qena witnessing the effect of pollution caused by the burnt waste of factories. Taking advantage of more than 690 thousand tons of waste in Qena, they have decided to present a customized product by studying the nature of farmers' lands and providing a suitable fertilizers. In 2017, 900 tons of organic fertilizers were sold as Bermuda provided 65% of fertilizers to agricultural land where their operations are.

Ahmed Al Adawy, CEO of Inertia Holding Group, said that we are very glad to be part of Hona Al Shabab competition this year, and participate with a special prize. We choose to contribute this year with a prize that includes a monetary part as well as an advisory board for 2 years, as we aim at supporting and empowering youth, and we trust that this will have a great positive impact on the Egyptian community.

Entrepreneurs from all around Egypt and across diverse industries, apply in the competition where they go through different stage and being shortlisted by the judges. The panel of judges includes Egypt's top entrepreneurs such as; Khaled Ismail, Founder and Chairman of Klangel, Dina El-Mofty, CEO of Injaz Egypt, Ayman Ismail, Endeavor Egypt's Chairman and Randa Abdou, CEO/Chief Strategy & Creative Officer of Creative Lab Group Egypt.

-End-

Arkan Plaza (Tower 2), 4th Floor, El Sheikh Zayed City, Giza - Egypt.

T (202) 3796 6278 **F** (202) 3796 6277

www.inertiaegypt.com

inquiries@inertiaegypt.com

INERTIA

About Inertia

Inertia is a leading Egyptian real estate company that develops distinctive, valuable, and dynamic projects in different parts of Egypt. From our inception in 2007, Inertia has been thriving; we are renowned for projects that cater to today's cosmopolitan clientele, whether in the energetic Cairo, by the mesmerizing Mediterranean Sea, or on the enchanting Red Sea. Inertia provides more than just properties, we aim to establish a close-knit and active community.

As a subsidiary of Inertia Holding Group, we are selective with our properties as we only choose distinguished projects that offer valuable homes and a gratifying lifestyle aligned with contemporaneous needs. Our developments range from cutting edge medical centers such as Medipoint Sheikh Zayed, Medipoint Mena Plaza; residential properties like West Hills, Soleya, Brix, and Joulz in Cairo, G Cribs in El Gouna, Veranda in Sahl Hasheesh, and the mega-project Jefaira in the North Coast. In every project, Inertia ensures estimable developments with immaculate designs, overlooking scenic vistas, and a warm, vibrant community. Today, Inertia's properties are peerless, guaranteeing their residents quality of design, service, and ambiance.

Inertia has been in the market since 2007 and provides high quality, modern commercial and residential properties across Egypt and is a subsidiary of Inertia Holding Group. The company's investments grew to EGP 22.6 billion from its latest megaproject Jefaira which alone is worth a total of EGP 20 billion in investments.

Arkan Plaza (Tower 2), 4th Floor, El Sheikh Zayed City, Giza - Egypt.

T (202) 3796 6278 **F** (202) 3796 6277

www.inertiaegypt.com

inquiries@inertiaegypt.com