

# ACADEMY FOR WOMEN ENTREPRENEURS (AWE) UAE 2021



IN PARTNERSHIP WITH



ECOSYSTEM PARTNER



DELIVERED BY



Grow ME International  
Purpose, Innovation and Humanity

# PHASE 2 COHORT

## 2071MALL

2071Mall is a virtual mall that offers the look and feel that draws consumers to malls and physical stores. We offer great deals in electronics, robotics, smart gadgets, medical devices, pharmacy, cosmetics, grocery, vegetables, software, digital cards and more in one digital mall. We believe online shopping should go beyond just search and buy what you need, it should be intelligent and genuinely interactive.

### AWE Goals:

- Receive mentorship to take my business to the next level.
- Build new relationships with clients/partner
- Update my business model



### Team:

Maryam Sulaiman, CEO

**Industry:** Retail

**Founder Nationality:** United Arab Emirates



# PHASE 2 COHORT

## AURIGA INTERNATIONAL

Auriga International offers business support to the hospitality industry, backed by a wealth of experience and in depth analysis. Our uniqueness in establishing ourselves as a business partner rather than a third-party consultant has earned us the reputation as a reliable and results-oriented organization. We focus on offering turnkey and cost-effective business solutions for all of your hospitality needs.

### AWE Goals:

- Expand our business
- Secure long-term financial sustainability
- Grow our network with other like-minded business owners



### Team:

Priya Jaganathan, Founder & Director

**Industry:** Hospitality

**Founder Nationality:** India

# PHASE 2 COHORT

## BISMILLAH BUDDIES

An organization creating innovative content both online and offline, seeking to make Islamic learning fun, engaging, and relevant for children of all ages.

### AWE Goals:

- Distribution of offline products to a wider market (worldwide) by getting listed in major book registries
- Develop digital content to be used in tech-enabled solutions
- Expansion through B2B opportunities with government organizations and schools in the GCC.



### Team:

Mehnaz Anshah, Co-Founder, General Manager  
Sadia Anwar, Co-Founder

**Industry:** Education

**Founder & Co-Founder Nationality:**  
India

# PHASE 2 COHORT

## ECOBUILD

EcoBuild aims to create a world where the environment doesn't need protection. We approach design from all scales and perspectives to help building professionals implement green building and environmental standards in the Middle East. We strive for excellence in client service provision and sustainable value creation

The logo for EcoBuild features the word "EcoBuild" in a bold, green, sans-serif font. The letter "o" in "Eco" is stylized with a white outline and a small white circle inside, resembling a leaf or a drop.

### AWE Goals:

- Receive expert mentorship to pivot towards profitability and overcome the obstacles in the current market
- Scale the business and increase revenue
- Showcase EcoBuild to potential partners and investors

### Team:

Nour Kaadan, CEO

**Industry:** Architecture & Planning

**Founder Nationality:** Syria

# PHASE 2 COHORT

## ICHARGE POINT

iCharge point is a power bank sharing service delivered to Dubai's guests and residents through a network of fully automated vending machines that are accessible to the public via a mobile application.



### AWE Goals:

- To be mentored and receive advice on development strategy
- Exposure and introductions to potential partners and investors
- Connect with other women entrepreneurs

### Team:

Madina Gedgagova, Founder & General Manager

**Industry:** Consumer Services

**Founder Nationality:**

Russia

# PHASE 2 COHORT

## NINJOO

Ninjoo is on a mission to lead a new global fitness movement, inspired by style, design, and innovation. We change the way people shop for sports accessories by providing a premium platform focused on stylish and innovative brands and lifestyle content

### AWE Goals:

- Learn how to take a step back from everyday operations
- Join a community of like-minded business women and develop my network
- Gain confidence in pitching and public speaking

The logo for Ninjoo features a small black square above the word "ninjoo" in a bold, lowercase, sans-serif font.

### Team:

Aurore Nio, Founder

**Industry:** Retail

**Founder Nationality:** France

# PHASE 2 COHORT

## PRETTY SHADY PARASOLS

We design and create stunning garden umbrellas outdoor garden furniture, and accessories in a range of fun, bold prints. Proudly made locally in the UAE.

### AWE Goals:

- Gain a better knowledge of the B2B market and win clients in this sector (change the B2C approach to better suit a B2B market)
- Introduction to the local market and better understanding of business practices
- Learn how to expand and grow the business organically



### Team:

Zoe Cairns, Founder

Mallory Robinson, Co-Founder

**Industry:** Consumer Goods

**Founder & Co-Founder Nationality:**

United Kingdom



# PHASE 2 COHORT

## RFLCT CREATIVE ARTS

RFLCT Creative Art aims at empowering the community through different forms of arts. We are keen on making your art experience as easy and entertaining as possible. In a matter of hours you will be producing art even if you have no prior experience, guaranteed!

### AWE Goals:

- Develop a solid sustainable future
- Improve Partnerships
- Secure contracts

# RFLCT

رفلكت للفنون الإبداعية  
CREATIVE ARTS

### Team:

Sara Alsharouqi, Founder  
Nassim Almajed, Co-Founder

**Industry:** Arts & Crafts

**Founder & Co-Founder Nationality:**  
United Arab Emirates

# PHASE 2 COHORT

## SHIFT ECO

Shift Eco is an e-commerce platform that curates honest and impactful eco-friendly products. We aim to help people make small incremental shifts in their daily shopping to reduce their negative environmental impact. Our vision is to build a socially conscious culture, so conscious consumerism can become second nature to us.



### AWE Goals:

- Sharpen our growth strategy
- Prepare and look for investors
- Support with expansion into international markets

### Team:

Namrata Budhraj, Founder  
Sukriti Verma, Co-Founder

Industry: Retail

Founder & Co-Founder Nationality:  
India

# PHASE 2 COHORT

## SOIL

Soil is an organic retail store created to help people make the shift to healthy, clean living. We at Soil care deeply about the health, wellbeing, and holistic needs of our community and are proud to play a part in enabling families and individuals to make a conscious shift towards cleaner eating and sustainable living, in addition to making more eco-friendly lifestyle choices. We make these solutions more accessible through our online portals, amid the increasing daily demands of day-to-day life.

### AWE Goals:

- Improve and strengthen Soil's business model
- Explore ways to scale and grow
- Identify new channels, markets & customers



### Team:

Salama Al Muhairi, Founder & Managing Director

**Industry:** Food & Beverages

**Founder Nationality:**

United Arab Emirates

# PHASE 2 COHORT

## THE PARTY

The Party is a creative design boutique, dedicated to bringing people the best in personalized party accessories and gifts. From cake toppers, handmade decorative signs, custom gift tags and much more. Each piece is lovingly handcrafted to make your celebrations unique and special!

### AWE Goals:

- Create an actionable and realistic business plan in place with achievable milestones
- Understand and prioritize the various revenue streams available in the business and how these can strengthen the business.
- Ensure the correct assets, procedures, and structures are in place to allow for growth in an uncertain market



### Team:

Melissa Orkamo, Founder

**Industry:** Consumer Goods

**Founder Nationality:** South Africa

# PHASE 2 COHORT

## TURTLEFEET COMPANY

Turtlefeet Company is an eco-friendly and sustainable fashion accessories retail shop.

All products are made from cork, bamboo, wooden, recycled paper, cane, and more.

### AWE Goals:

- Solidify operational fundamental knowledge and automation
- Learn how to grow the business with minimal risks
- Gain investors



### Team:

Fatema Presswala, Founder & General Manager

Industry: Retail

Founder Nationality: India

# CORE TEAM



**HANA BARAKAT**

Associate Director – startAD



**MARIA PEARSON**

CEO – Grow ME International



**SABIRA HUDA**

Program Lead – startAD



**KOEL BANERJEE**

Senior Marketing and  
Communications Specialist – startAD



**KLAUS MISERRA**

Managing Director – Grow ME  
International

# THANK YOU!



IN PARTNERSHIP WITH



ECOSYSTEM PARTNER



DELIVERED BY



Grow ME International  
Purpose, Innovation and Humanity