

## PRESS RELEASE

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### **Mindsalike Stepping Up Entrepreneur & Investor Networking in Dubai**

Dubai, UAE – 14/03/2019 – Mindsalike’s exclusive networking event for entrepreneurs, investors and CEOs is launching for the first time in Dubai next week. After 3 years of building a name as an exclusive networking event in Cairo & Alexandria with over 1,000+ members, Mindsalike is coming to Dubai on Wednesday 20<sup>th</sup> March at Coco Lounge from 6 p.m. to 10 p.m. This guest list only event, which is managed through the Mindsalike website is the next step in Mindsalike vision - to build real bridges between business minds locally in each city and across cities in the Middle East region.

**Mindsalike** is an initiative to connect entrepreneurs, investors, CEOs and business minds in Dubai & Cairo in an informal way. Mindsalike do regular mid-week events after work at informal venues to bring together entrepreneurs to build powerful informal relationships with like minds – allowing them to meet, discuss challenges, share knowledge and build collaboration. The goal is to be the melting pot for building real bridges between current successful business minds and the entrepreneurs of the future in an informal way. Mindsalike attract many different types of entrepreneurs – startups, SMEs, corporates, family businesses, multinationals, investors, investor networks and more. The combination opens new opportunities for innovation, collaboration, investment and sharing of ideas.

“I started Mindsalike between my network of entrepreneurs and close friends to catch up and just discuss work. I realized we didn’t have anything like this in Egypt and across the region – no agendas, no workshops, no keynotes – just catching up and meeting and extending your network” said Mahamad El Tanahy, a serial entrepreneur and founder of Mindsalike and a product development company, Bright Creations, “This makes it an easy after-work event and it’s very relaxed, so it’s a great way to meet people that will be important for work, but also just great people to have a friendly conversation with”

Mindsalike has held 13 events throughout the last 3 years in Cairo and Alexandria. The signature Mindsalike networking event has allowed them to collaborate with some of the biggest players in the ecosystem in Egypt including RiseUp Summit, Cairo Angels, Endeavour, Entrepreneurs Organisation (EO) and the American Chamber of Commerce, Egypt. In Dubai, they plan on doing the same.

Mindsalike treats every attendee as a member. People can apply to join Mindsalike on the website – [www.mindsalikenetwork.com](http://www.mindsalikenetwork.com) - and they go through a vetting process to ensure that every attendee is in fact an entrepreneur, investor or C-level executive. The vetting process is done to ensure that



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everyone attendees meet is someone they could have a work conversation with – which makes the quality of the connections that much more effective. Once vetted, and the person becomes a member, they are invited to all future events hosted by Mindsalike.

To attend the Dubai event, people can register at <https://www.mindsalikenetwork.com/event/34>

To become a member, people can register at [www.mindsalikenetwork.com/register](http://www.mindsalikenetwork.com/register)

This event is sponsored by Soma Bay, Mix & Muesli & Bright Creations.

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## About Mindsalike

**Mindsalike** is a new initiative to connect entrepreneurs, investors and business minds in Egypt, the UAE and the region. We do events mid-week after work to bring together entrepreneurs and investors to build powerful informal relationships with like minds – allowing them to meet, discuss challenges, share knowledge and build collaboration. The event has no agenda - just a relaxed night out networking with colleagues facing the same challenges and successes as each other.

Our vision is to be the melting pot for building real bridges between current successful business minds and the entrepreneurs of the future in an informal way.

## Mindsalike – Stats & Info

- 1,000+ registered members
- Average number of attendees for each event in Egypt – 200 (largest 350 – 9<sup>th</sup> December 2018)
- First event in Alexandria – February 19<sup>th</sup> February 2019
- First event in Dubai (planned) – March 20<sup>th</sup> 2019
- 73% of attendees confirm meeting new clients, suppliers, investors, or collaborators
- 51% of attendees confirm new business deals coming out of the event

## Mindsalike - Links

Website: [www.mindsalikenetwork.com](http://www.mindsalikenetwork.com)  
Instagram: <https://www.instagram.com/mindsalikenetwork/>  
Facebook: <https://www.facebook.com/mindsalikenetwork/>  
Private Facebook Group: <https://www.facebook.com/groups/1773214412965539/>  
Hashtags: #MindsalikeNetworking #Mindsalike #MindsalikeNetwork

## About Mahamad El Tanahy

Mahamad El Tanahy is a serial entrepreneur and founder of Mindsalike & Bright Creations. He has a passion for digital product development, innovation, commercialization and growth. He manages several businesses, yet has a very hands-on approach to work and has dabbled in every aspect of his businesses including strategy, marketing, business development, human resources, technology, product, legal, finance and funding. These skills have allowed him to build one of the Middle East regions leading digital agencies and product development studios, Bright Creations, with a team of 45+ and offices in Dubai and Cairo. Working for the likes of Google, MBC, Du and other multinationals, startups, corporations and governments, Mahamad leads his team providing digital marketing and product development services to clients across the globe. Mahamad has worked with startups and multinationals to qualify their idea, and help them convert it into a real product. He has launched several products for clients across ecommerce, chat, social networks, content portals, food ordering services, navigation & location services, HR platforms, car marketplaces and more leading to over 50 products delivered across the last 10 years. Apart from working with clients, Mahamad also founded and runs several products within Bright Creations including Nav&Go for Indoor Navigation, PassIn for time attendance using smartphones and Travel Bucket for simplifying the travel planning process for users. Mahamad also runs Mindsalike, an initiative for entrepreneurs in Egypt, a regular event bringing like-minded entrepreneurs together in Egypt.

Mahamad holds a BSc. in Computer Science with Management from King's College London and began his career with Accenture as a Consultant. He gained experience and led teams in IT HR Transformation and CRM implementation projects within Government and Product Industries. Mahamad continued his experience in the Business Strategy Service Line working for the Metropolitan Police and Home Office before leaving Accenture to launch Bright Creations.

## Media

### Mindsalike Logos

<https://drive.google.com/drive/u/0/folders/1Fnzj1ANBwm1TLn8AcdV1nxD1x3MV59pC>

### Coco Lounge - 20<sup>th</sup> March 2019 - Event Cover Photo

<https://drive.google.com/drive/u/0/folders/1Fmh8fbkaLBf8yq4iDU0aXa36hEzXzL5e>

### Founder - Mahamad El Tanahy

<https://drive.google.com/drive/u/0/folders/1FdlfggT7Mjn7cwuH0I28IzsJZbggVStt>