

## **SBC-Pride FinTech Cairo's first Demo Day: 10 fintech startups take center stage drumming up investments**

**Cairo, Egypt:** Egypt's first multi-partner backed FinTech accelerator program Startupbootcamp-Pride FinTech Cairo holds its first Demo Day to present 10 graduating startups to investors, industry experts and entrepreneurship ecosystem stakeholders on the 22nd of May.

SBC-Pride FinTech Cairo's first Demo Day comes after three months of an intensive acceleration program, more than 180 one-to-one matchmaking sessions, awareness, engineering, validation, pitching and growth-hacking modules, all resulting in 14 proof-of-concept engagements.

Building on the importance of financial inclusion and its effect on Egypt's GDP, the 10 FinTech startups will take center stage and pitch their innovative business models and ideas at the Demo Day drumming up further investor interest, actualizing their aspirations in penetrating the Egyptian market.

“With the Government of Egypt's commitment to financial inclusion and the recent focus on digital finance, FinTech is emerging as one of the key verticals in the country's entrepreneurship ecosystem,” Managing Director of SBC-Pride FinTech Cairo Ahmed Elsherif says.

As a collaboration between global accelerator network Startupbootcamp and Egypt's first FinTech-focused venture capital fund Pride Capital, the SBC-Pride FinTech Cairo program provides industry expertise, exposure, and exclusive access to a network of mentors and experts that most early-stage FinTech startups would not be able to access otherwise.

“We are proud to be showcasing the progress of our accelerated startups. We've got some innovative ideas and concepts among our 10 startups, from cloud-based retail management, peer- to – peer saving tools to micropayment mobile wallets and automated syndicate services” says Pride Capital Co-founder and CEO, Rami El Dokany.



The startups that will be showcasing their ideas at the Demo Day are:

- Clix: Peer-to-peer money transfer
- Compareha: Online marketplace for financial products
- ElGameya: Peer-to-peer savings tool
- El Zatona: Cloud-based retail management system
- Fawaterak: Billing and online payment service
- Neqabty: Platform for automated syndicate services
- Netsahem: Fundraising platform for charities
- Seventail: Open-source SaaS for local merchants
- XPay: Platform and mobile app for smart, cashless communities
- Youspital: Digital healthcare services platform

The program is held in partnership with key industry giants, including [the International Finance Corporation \(IFC\)](#), [Pharos Holding](#), [AlexBank](#), [German Agency for International Cooperation and Sustainable Development \(GIZ\)](#), [Visa](#), [Ayady](#), [Sanad's Entrepreneurship Academy](#), and [Export Development Bank of Egypt \(EBE\)](#),

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**About Startupbootcamp (SBC):**

Founded in 2010, Startupbootcamp is the world's largest global network of multi-corporate backed innovation programs with 22 programs in key location hubs including Amsterdam, Berlin, San Francisco, London, New York, Mexico City, Cape Town, Melbourne, Dubai, Cairo, and Singapore and a mentor and alumni network in more than 30 countries.

Startupbootcamp has a track record of more than 700 startups accelerated around the world who raised half a billion euro in investment and over 200 corporate partners and almost 3,000 jobs created.

For more info, please visit: <https://www.startupbootcamp.org/>

**About Pride Capital:**



Pride Capital is Egypt's first venture capital and early-stage fund focused only on Fintech. It was established in early 2017 as a joint collaboration of reputable partners in the financial services (Pharos Capital) and technology industries (Kamelizer).

Pride Capital's mission is to invest in startups from Egypt and Africa that provide effective and convenient access to financial services.

Pride Capital's focus areas cover Payments & Transfers, Consumer Banking, Insurance, Capital Markets & Advisory.

For more info, please visit: <https://www.pride-capital.com/>

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