

## Sun, Sea, Sand... and Artificial Intelligence!

### El Gouna picks Egyptian AI tech company Elves to help spearhead their tech-hub strategy.

**September 22, 2020:** Elves, the AI assisted concierge app, has been chosen to be hosted in El Gouna with office and living space for the first wave which includes a 10-person product development team.

“We wanted a real tech innovation company to be part of our story and Elves was an obvious fit. Many of our residents are already Elves users too so there’s an existing connection we would like to see develop further”, explained El Gouna’s General Manager Raouf Tawfik. “El Gouna has the potential of being a truly unique tech hub attracting innovation companies not just from Egypt but also from Europe.”

“We saw the potential to attract top tier engineers to Elves by having our tech team based in Gouna”, explained Karim Elsayh, Elves founder and CEO. “Year-round sunshine and sea, clean air, and close proximity to an international airport - it’s the whole Gouna package that most only dream of - we’re really excited to be here”.

The first phase includes living arrangements for 10 developers and a small office in G Space. If successful an entire apartment block and a large custom built office by the sea will be dedicated to Elves to house a 30 to 40 person tech team with the promise of Elves officially relocating their headquarters to El Gouna.

Founded in 2017, Elves App is a tech driven digital assistant platform using a ‘human in the loop’ methodology to drive machine learning to build “Alexa Skills”. Users are afforded a chat based platform to talk to a ‘superhuman assistant’ to do anything, anywhere in the world, for free.



Karim Elsayh, Founder / CEO Elves (center) with Raouf Tawfik GM El Gouna (left of center), Dr. Mohammed El Beltagy CTO Elves (right of center) and some of the first Elves developers to take up residence in El Gouna in G Space.

(Link to high rez image - <https://www.dropbox.com/s/ehsvve1ejwo374c/GAZ03985.jpg?dl=0>)



From left to right - Saied Hosni, Youssef Sobhy, Ahmed Fayed Karim Elsahy, Dr. Mohammed El Beltagy, Hossam Raafat, Dina Hamamo, Mohammed Fekry enjoying their new office in El Gouna's G Space.

(Link to high rez image - <https://www.dropbox.com/s/omlwugnmhjkiys/GAZ03957.jpg?dl=0>)