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Academy of Scientific  
Research & Technology



## **EdVentures and the Academy of Scientific Research & Technology (ASRT) invest in OBM Education, Super Fny, and Crafty Workshop to further support innovation in education**

[OBM Education](#), [Super Fny](#), and [Crafty Workshop](#) scored an investment from EdVentures and the Academy of Scientific Research & Technology (ASRT) to expedite their growth through EdVentures' three months acceleration program.

The three startups have received an equity-based investment and will have a better opportunity to connect with education experts in the EdTech sphere, take need-based training and intense mentorship opportunities.

The first investment, OBM Education, is an Egyptian educational company that provides services and guidance content to pre-university students through various training programs and events. Their online solution, Taleb, supports students' needs from different aspects related to parallel education and career choice through unlimited features and add-ons within their mobile app. According to Co-Founder Omar ElBarbary: "We endeavor to have a new experience with EdVentures and to expand not only in Egypt, but in the Middle East as well. Besides developing our current solutions, we'd like to focus on our new tech product (Taleb), to act as a one-stop platform for students. With this investment, we want to supplement and support our access to all pre-university students segments with more services provided to fit their needs".

As for the second startup, Super Fny, provides professional training in areas such as technical, vocational, safety, soft skills, and entrepreneurship. They also provide employment opportunities and activities for changing the social image: such as events, lectures, etc. As explained by Ahmed Anower, CEO & Founder of Super Fny, "The company is currently planning to convert its services online and launch a platform in Egypt to provide technical training and job opportunities; in addition to designing curricula in various professions through VR technology".

The third startup, Crafty Workshop, presents online courses and resources for all creative makers on all levels of craft-oriented topics. They also offer business-oriented courses such as product development, photography, pricing, marketing, branding, and financials; to help the craft owner develop a source of income. As noted by Hadeer Shalaby, Co-Founder of Crafty Workshop, "We are pleased to have received support and funding from EdVentures, with their accumulated

experience in the field of education and extensive business connections; we will be able to develop our platform and further grow and expand our services.”

According to Dalia Ibrahim, Founder & CEO of EdVentures, “EdVentures is very proud to continue supporting startups in the Edtech field. This time we extend our investment to cover vocational education and handicrafts learning through Super Fny and Crafty Workshop. We also believe in OBM’s team and the importance of their impact on high school students.”

EdVentures is the first EdTech-focused corporate venture capital in the Middle East. In 2017, it was launched as the newest arm under the prosperous umbrella of Nahdet Misr Group, a pioneer in the education sector. EdVentures invests in EdTech startups in the pre-seed and seed stage serving the sectors of education, culture, and innovative learning solutions. The company has previously invested in 9 startups and is planning on expanding its portfolio in the MENA region.

President of the ASRT, Prof. Mahmoud Sakr highlighted that "the academy is considered the largest supporter for startups in Egypt through INTILAC; which is one of ASRT various programs aiming at supporting business leadership and providing financial and technical services for emerging companies.”

He further added that “ASRT aims at choosing the best startups in many areas, including education and education technology, in cooperation with EdVentures, which incubates and accelerates startups in this sector excellently.”

Since 2015 till now, ASRT has provided 28 technological incubators with funding of EGP 70m. Sakr noted that “more than 15 new incubators are going to join INTILAC club within the coming few days with a fund that exceeds 75m and a wide geographical coverage in Egypt to satisfy the needs of the different regions. There are 13 governorates that are served by INTILAC network and we still have more”. Sakr expressed his satisfaction saying “Over 182 companies have taken part in the programme, some of which have achieved more than 500% of revenue growth, and provided more than 954 job opportunities for young innovators and pioneers, as well as entrepreneurs. A total of 151 emerging technology companies are already operating in the local market, with a fund provided by ASRT.”

Throughout the past four years, the successful partnership between EdVentures and INTILAC has resulted in the support of more than 60 startups that are recognized among the largest and most impactful startups in Egypt. Through diversified and advanced services, those startups were able to help enhance the skills of youth, enrich learning opportunities, and enable educational institutions to operate better through the deployment of latest technological solutions.