



## OBM raises a second round of investment from EdVentures

Egypt's education startup; OBM has recently raised a six-digit figure from EdVentures as a second round of investment.

Founded in 2020 by Omar El-Barbary and Ezz El-Din Farag, OBM helps pre-university students choose their college majors and provide them with career advising and training programs. The startup provides such services through its diversified summits and programs on top of which is; Build Your Future Summit (BYF) that is attended by thousands of high school students and graduates, in addition to Education Stakeholders Forum (ESF), a regional summit that brings together key stakeholders from the government, universities, schools, service providers and investors with the aim of enhancing the education sector in the MENA region. OBM also offers special programs that connect students with top CEOs; mentoring them, providing them with real-life experience in business and helping them decide on their career paths. Their offerings also include training programs on key employability and communication skills.

Commenting on the investment, Dalia Ibrahim founder and CEO of EdVentures said "we saw great potential in OBM as they cater to a huge population of students and undergrads, that's why we were keen to have another round of investment in OBM to help them further expand and increase their offerings; thus helping more students and enabling them to make well-informed decisions about their future and to become job-ready."

Omar El-Barbary founder CEO of OBM said "EdVentures' new investment is quite strategic for our ambitious expansion plans as we will use it to launch our new application; "**Taleb**" that will enable us to provide extended services for our users and to fulfill our mission in ensuring an exceptional career advising experience for the Egyptian students.

Since its launch in 2017, EdVentures has been supporting tens of startups operating in education, Edtech and cultural innovations. It has invested in 13 startups that are recognized among the largest and most impactful startups in the MENA region. 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.