



An entrepreneurial hub

Empowering Startups and MSMEs

2024

GEMINI AFRICA

160 26th of July Corridor – Sphinx Square – Agouza - Giza

About Gemini Africa

Gemini Africa is a one-stop startups and MSMEs leading enabler offering multiple investment & financial options, untapped business opportunities and innovative flagship programs to youth and entrepreneurs in two thematic areas: Social entrepreneurship & Creative industries with special focus on women aspiring to play an impactful role towards economic empowerment and the development of the Egyptian ecosystem.

Moreover, as part of the company's quest to constantly offer unprecedented opportunities to untapped sectors, Gemini Africa also pioneered by launching CinemaTech, the first entrepreneurial track targeting creative industries, aiming to uplift the filmmaking industry by the injection of technological solutions through entrepreneurship. Backed by receiving the intellectual property rights for the track and following the gaps in the ecosystem, the company works relentlessly to expand its offered services and activities to be extended to different sectors within the creative industries.

It is worthy to note that Gemini Africa has been selected as one of the **Best Practices** for mapping cultural and creative entrepreneurship, ecosystem enablement, and local or regional cooperation in the Southern Mediterranean by CREAT4MED a project funded by the European Union and coordinated by the Euro-Mediterranean Economists Association; highlighting the company's commitment to fostering creative entrepreneurship and empowering local communities through creative economy.

Following the company's proven success record of previously implemented programs in Greater Cairo and Upper Egypt, Gemini Africa grew its knowledge base, developed a vast network of experts as well as local partners and built a strong database of key players; Giving the company an edge in being able to identify the ecosystem gaps, the exact needs of youth and their pain points to offer the right customized innovative programs.

The company's impact dawns from Egypt and reaches out to the entire African continent with an aspiration not only to bolster startups and MSMEs but also to fight against different socioeconomic challenges and create sustainable business opportunities for all.

Gemini Africa Programs Strategy

Gemini Africa has proudly delivered more than **20 innovative developmental programs with multiple rounds** throughout the company's lifetime; ranging from entrepreneurship incubation/acceleration programs to creative economy and artistic development programs in partnership with many prominent key players including: British Council, UNDP, The African Development Bank, EUNIC, European Union, El Gouna Film Festival, The Canadian Embassy, The Academy for Scientific Research and Technology, The French Institute in Egypt, Ambassade De France, GIZ, Sawiris Foundation for Social Development, Care Egypt, Takween USAID, British University in Egypt, University of Hertfordshire and many more; all designed to be tailored, agile, flexible and with an innovative approach in order to meet the exact needs of the beneficiaries.

The programs were conducted not just in Cairo but in Upper Egypt governorates as well targeting individuals, startups as well MSMEs following **Gemini 3Ms** where the following was always offered:

- **Matchmaking:** By availing networking and exposure to provide participants with access for business linkage and opportunities.
- **Mentorship:** By providing tailored training and coaching specifically designed for the programs' target groups.
- **Money:** By Offering rewards and monetary prizes in addition to giving the participants the opportunity to pitch in front of experts and key players.

However, with the company's focus on real social impact and economic empowerment aiming to improve livelihoods especially in underserved communities, Gemini Africa's programs ensure **high levels of training penetration** through the offered capacity building activities aligning with the company's vision that **real economic sustainability and growth** are **rooted in developing individuals and changing their mindsets** not just enhancing their business skills.

Hence, the approach followed when working with:

- **Individuals:** is to offer **hands-on implementation** for all delivered academic concepts as well as encourage **team building** activities to develop personal skills and encourage growth
- **Startups and MSMEs:** is to **include team members** from each enterprise in the offered trainings not just focus on the founding team to ensure growth and sustainability through **wider transfer of knowledge**.

Gemini Africa Activities

Here is a glimpse of some of the company's previous/ongoing activities:

Creative Industries

1. Gemini CinemaTech Hub – A BDS Hub for Creative Industries in Luxor [Upper Egypt]

Partner/Funding Body: USAID Program Business Egypt

Implementation Year: 2024-2026

Program Brief: By establishing a BDS Hub in Upper Egypt, Gemini Africa targets tackling the standard business and technical/artistic challenges facing the CI and underserved MSMEs and offering tailored support and services that are not available within the local ecosystems where the hub will constitute of **three different components**:

- **Gemini Business Clinic:** The business clinic acting as the main hub for identifying gaps, designing tailored assistance and offering BD services to build the business capacity of target clients and enabling them to grow and become more economically sustainable following their exact needs and pain points.
- **Gemini CinemaTech Center:** The CinemaTech center acting as the technical arm helping to identify the technical artistic needs, offering artistic consultations as well as availing a fully equipped studio that can be used/rented for various artistic services to enable the BDS clients to access these services that are either only available in the Cairo-centric ecosystem, not affordable or not up-to- the professional market needs.
- **Mobile Unit:** The mobile unit that will be providing outreach and extra presence to the hub beyond the actual physical space in Luxor where it will be moved to take part in different artistic events and festivals offering some of the BDS including preliminary needs assessment, some basic consultation services on spot and CinemaTech activations

2. Creative Maker – A creative economy program

Partner/Funding Body: The British Council in Egypt

Implementation Year: 2024 [Ongoing]

Program Brief: The creative maker program aims to continue the journey that was started by Gemini Africa to create an enabling environment for the creative industries in Egypt equipping creative talented individuals to enable them to develop their business skills and understand the importance of monetization of their talents in order to create sustainable financial income while growing their artistic activities and footprint within the creative scene. The program design and implementation are

built on giving the participants a seed funding opportunity where they are closely guided and mentored after receiving relevant trainings and capacity building to enable them to make the best of the awarded fund. The participants will go through a journey to develop their business skills and practice the acquired knowledge on real life projects/initiatives under the mentorship and guidance of Gemini Africa where they will be requested to develop new artistic services/products and to manage their finances accordingly.

3. *Gemini Artpreneurs – An economic empowerment entrepreneurship program for artists*

Partner/Funding Body: The British University in Egypt

Implementation Year: 2024

Program Brief: Gemini Artpreneurs is a program aimed to transform artists to art preneurs by introducing them to entrepreneurship and commercialization enabling them to monetize their talents for economic empowerment and sustainability. It is formed of a series of online workshops that tackle topics like: Forming creative teams, basics of entrepreneurship, attracting customers, legalization, forming linkages, proposal writing ... and so much more.

4. *Creative Women of the South – Creative and Artistic women capacity building program*

Partner/Funding Body: The Canadian Embassy & The Canadian Fund for Local Initiatives

Implementation Year: 2022/2023

Program Brief: The project aimed to build the capacity of creative women in Aswan with interest in different artistic areas (including performing arts, content creation, scriptwriting, filmmaking ... etc) through various activities including technical and specialized trainings, mentorship and coaching sessions to empower them to express themselves more effectively and to raise awareness about social issues through high quality artistic content. In addition to the development of the skills of the participants, the project outcomes included the production of 5 short films that aimed to raise awareness and tackle different social issues within the community. The program's impact extended beyond its activities as it promoted the economic empowerment of the participants through injecting the entrepreneurial mindset among them and helped them in identifying how to generate revenue relying on their talents and skills as well as gave them great exposure by screening their final productions during Aswan International Women Film Festival 2023.

5. *Creative Voices of Qena – Creative and Artistic women capacity building program*

Partner/Funding Body: The Canadian Embassy & The Canadian Fund for Local Initiatives

Implementation Year: 2023/2024

Program Brief: Following the success of the Creative Women of the South, this program was designed to empower talented women from Qena with interest in performing arts and filmmaking by enhancing their artistic talents enabling them to promote social advocacy as well as freedom of expression and to tackle community challenges by using different forms of arts. Throughout the program activities, the participants learn to work in separate groups, get introduced to managing production budgets and how to integrate their work together aiming to create high quality artistic developmental awareness products.

6. *Women in CI Entrepreneurship Bootcamp – Refugee women capacity building program*

Partner/Funding Body: Care Egypt

Implementation Year: 2023

Program Brief: Gemini Africa in partnership with Care Egypt implemented a Women in CI Empowerment Bootcamp to: Build the capacities and develop the skills of the women refugees working in handicrafts by injecting the basics of business and entrepreneurship as well as magnifying the importance of teamwork as well as provide hands on activities and one to one feedback enabling the beneficiaries to easily implement what they have learnt empowering them to create their own small sustainable businesses in the future.

7. *CinemaTech Incubator – Startups & MSMEs capacity building program*

Partner/Funding Body: The Academy of Scientific Research and Technology (ASRT)

Implementation Year: 2022/2025

Program Brief: Gemini Africa launched the first incubator of its kind worldwide that targets building the capacity of CinemaTech entrepreneurs through various activities including training, mentorship and coaching sessions with high end industry professionals that will enable them to walk through untapped areas in filmmaking while injecting technology and digital advancement into different sectors of the industry and its supporting functions. The program is designed to run for three cohorts where in addition to the capacity building activities, the participating startups are awarded grants that are managed by Gemini Africa. Each startup gets part of the award as a monetary fund and the rest as services that are carefully selected based on the needs of each startup through extensive needs assessment sessions that are conducted by Gemini Africa team. We are currently finalizing services with cohort I and cohort II and getting ready to launch cohort III.

8. *Tanmia wa Tatweer Performing Arts Incubator – Startups & MSMEs capacity building program*

Partner/Funding Body: The African Development Bank (AfDB), Danish Arab Partnership Programme (DAPP), The Academy of Scientific Research and Technology (ASRT)

Implementation Year: 2022

Program Brief: The program offered capacity building to startups & MSMEs working under the umbrella of the creative industries with special focus on performing arts aiming to transform them into financially sustainable entities. In this program, Gemini Africa conducted various business and artistic technical trainings in addition to matchmaking events to 32 startups. Moreover, 17 start-ups were selected to receive monetary awards amounting to 2250 Euros each. Gemini Africa supported the startups in managing their awards and selecting the streams to spend the money ensuring that they make the right choices that will help them to grow their artistic ventures. Through the program activities, Gemini Africa also supported the startups towards maintaining their financial sustainability by offering business mentorship following the different artistic sectors of the beneficiaries

9. *Arts and Cultural Management Program – Creative and Artistic Individuals capacity building program*

Partner/Funding Body: EUNIC and the European Union

Implementation Year: 2022

Program Brief: The Arts and Culture management pilot program was created in partnership between Gemini Africa and EUNIC to uplift the creative industries through a capacity building program for the development of the skills of arts and culture managers in Cairo to prepare them to cope with the fast-

changing scene relying on their talents and the right business mindset. The program also aimed to create various artistic initiatives to benefit youth in Upper Egypt and give them an opportunity to discover their talents, express themselves and find the right artistic opportunities

10. *Creative Management Program – Creative and Artistic Individuals capacity building program*

Partner/Funding Body: French Embassy and the French Institute in Egypt

Implementation Year: 2024

Program Brief: Gemini Africa's Arts & culture management program is designed to offer tailored hands-on capacity building program targeting the development of the skills of talented Egyptian and refugee arts/culture managers in Cairo governorate. The program focuses on the injection of the relevant business knowledge and the entrepreneurial mindset as well as the essentials of arts and culture management enabling the participants to become professionally capable of working in the artistic/cultural scene not just relying on their passion and talents. Additionally, the beneficiaries get introduced to how to implement the entrepreneurial & business thinking leading to a more mature artistic scene through working on real projects where they get to practice the theoretical knowledge that they have acquired during the program. This is an ongoing project.

11. *Gouna Film Festival CinemaTech programs – Startups capacity building and networking program*

Partner/Funding Body: Self-Funded

Implementation Year: 2020/2021

Program Brief: A yearly competition for CinemaTech and Creative startups in partnership with El Gouna Film Festival offering startups unprecedent access and networking opportunities to showcase their technological products and services within the industry through pitching events aiming to bridge the gap for these new ventures and innovations as well as opening a gateway for them within the filmmaking industry.

12. *Creative Industries Training Program Masterclass – A refugees capacity building program*

Partner/Funding Body: UNHCR & IEFTA

Implementation Year: 2022

Program Brief: Gemini Africa took part in a training program in the form of a masterclass on pitching for the UNHCR funded "Creative Industries Training Program" in partnership with IEFTA. The program aimed to build the capacity for filmmaker and artist refugees living in Egypt to prepare them to join the Egyptian filmmaking industry.

13. *Cinema & Technology Hackathon – Creative Industries capacity building program*

Partner: UNDP

Implementation Year: 2021

Program Brief: Gemini Africa partnered with UNDP to launch a 3-day event with 30+ participants who collaborated to find solutions for various Cinema industry challenges relying on the use of technology. The challenges included wardrobing, Cinema accessibility for the disabled and economizing production through the utilization of AR.

14. Aswan International Women's Film Festival CinemaTech Workshop – Individuals capacity building program

Partner/Funding Body: Self-Funded

Implementation Year: 2021

Program Brief: Gemini Africa launched a CinemaTech workshop as part of the Aswan International Women's Film Festival for participants interested in the filmmaking industry. The workshop lasted for two months introducing industry challenges. The participants were then divided into teams to develop their ideas to offer industry advancements using technology. During the festival, the teams pitched their ideas and projects in front of an experts panel where the top three performing groups were recognized for their innovation and effort and offered further support.

Social Entrepreneurship

15. Uplift for Upper Egypt Phase I – Startups & MSMEs capacity building program

Partner/Funding Body: Sawiris Foundation for Social Development

Implementation Year: 2021/2022

Program Brief: Offering a 9-month capacity building program to 45 social enterprises and MSMEs working in 6 underprivileged governorates in Upper Egypt (**Qena – Luxor – Aswan – Minya – Assuit – Sohag**) in the fields of agribusiness, waste management, education, health ... etc where the participants came from diversified sectors like agriculture, education, health, environment ... etc. and they received different trainings including design thinking, business modelling, marketing and branding along with one-on-one coaching. The program also offered business matchmaking and monetary prizes to the participants proving their concept and driving their prototypes to a mature level and eventually to long term financial sustainability.

16. Six Upper Egypt Social Entrepreneurship Incubators (Qena – Luxor – Aswan – Minya – Assuit - Sohag) - Startups & MSMEs capacity building program

Partner/Funding Body: Sawiris Foundation for Social Development

Implementation Year: 2022/2023

Program Brief: Based on the success of Uplift for Upper Egypt Phase I project, Gemini Africa launched 6 social entrepreneurship incubators in each of the following governorates [**Qena – Luxor – Aswan – Minya – Assuit - Sohag**] offering tailored early stage support to social enterprises & MSMEs mostly working in agricultural related sectors like Farming, Fertilizers, Waste Management, Recycling/Upcycling, Agribusiness e-Commerce, AgriTech, AgriEducation ... etc; aiming to build their capacities and support them to grow their ventures aspiring to impact the community in terms of job creation and sustainability. The incubation programs entail a lot of trainings and coaching activities for the enrolled **60 startups/MSMEs**.

17. Upper Egypt Social Entrepreneurship Accelerator - Startups & MSMEs capacity building program

Partner/Funding Body: Sawiris Foundation for Social Development

Implementation Year: 2023/2024

Program Brief: Gemini Africa launched a follow-up acceleration program aimed at helping start-ups and MSMEs from previous Upper Egypt incubation programs scale and enhance their impact. The program provided support from technical and business experts to develop products and services, while fostering economic growth toward business and financial sustainability. Participants also

benefited from a range of business development services and matchmaking opportunities designed to drive their growth and sustainability.

18. ESNA Tourism Sector Economic Empowerment Program – MSMEs capacity building program

Partner/Funding Body: USAID and Takween Integrated Community Development

Implementation Year: 2023/2024

Program Brief: A USAID capacity building program for tourism business owners working in Esna to develop their business skills and knowledge and help them reach financial sustainability through: tailored trainings sessions, mentorship and handholding for implementation as well as reviews of existing business models

19. Hosted Sudanese Program – Refugees entrepreneurship program

Partner/Funding Body: Gemini Holding and Eng. Naguib Sawiris

Implementation Year: 2023

Program Brief: This program was designed targeting the economic wellbeing of hosted Sudanese refugees here in Egypt by offering capacity building and trainings focusing on some of the basic business and personal skills needed to start small ventures including entrepreneurship, marketing and team building among other things aiming to empower them towards improving their livelihoods through financial sustainability.

20. Cultural Activities with the UNESCO

Partner: UNESCO

Partnership Brief: Gemini Africa in partnership with UNESCO took part in the following events/webinars:

- **Webinar 2021:** A webinar relating to the regional digital inclusion week in the Arab states where the company's CEO along with industry experts presented the findings of the UNESCO Report on the African Film Industry and shared related good practices.
- **Webinar 2022:** A webinar highlighting the influential role of Egypt's audiovisual heritage and showcasing the achievements and experiences of the Egyptian Film Restoration Center. The company's CEO also discussed how youth through CinemaTech can take a leading role in the preservation of the world's audio-visual heritage.
- **International Museums Day 2023:** An inspiring day hosted in Cairo in presence of the DRI OIC UNESCO Regional office in Cairo as well as prominent guests where the company's CEO took part of the panel that discussed the 2005 convention on protection and promotion of diversity of cultural expressions.

21. Gemini4Grad – Graduating senior students empowerment program

Partner/Funding Body: The Academy for Scientific Research and Technology

Implementation Year: 2024

Program Brief: Gemini Graduation Projects Program is an empowerment program for graduating students that offers tailored sessions to introduce the students to entrepreneurship, marketing and branding as well as commercialization and helps them to use this acquired knowledge by mentoring them to create business models for their projects as well as branding guides/short documentaries to showcase the commercial aspects of the final project.

22. *Ebneeha Competition – A students entrepreneurship program*

Partner/Funding Body: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Implementation Year: 2022

Program Brief: Ebneeha focused on discovering talents, developing skills and injecting the entrepreneurial mindset among university students to help solve environmental, social, and infrastructure challenges in informal areas.

The competition included providing training, mentorship and early exposure to empower youth who have game-changing ideas to lead Egypt to a better future.

23. *Rising Herts – A students entrepreneurship program*

Partner/Funding Body: Hertfordshire University

Implementation Year: 2023/2024

Program Brief: Rising herts was offered for two consecutive years as a student discovery program that aims to build the capacity of students in order to:

- Prepare a new generation of uprising entrepreneurs to face the dynamic business world.
- Encourage the entrepreneurial spirit among university students.
- Equip students with relevant business skills.
- Empower the Egyptian entrepreneurial ecosystem through capacity building programs.
- Spread awareness about the importance of social entrepreneurship and sustainable development.