

Endeavor Lebanon Entrepreneurs Defy Harsh Economic Conditions

High-impact Lebanese entrepreneurs supported by Endeavor achieved outstanding business success in 2013, despite the harsh economic conditions facing SMEs in Lebanon. The outperforming Endeavor Entrepreneurs hit their ambitious growth targets in regional and global markets, and created new job opportunities for Lebanese talent found in Lebanon and overseas. A total of 15 high-impact entrepreneurs from Lebanon are now supported by Endeavor, the non-profit organisation leading the global movement supporting High-Impact Entrepreneurs.

Moving and Shaking the Technology Sector



Elie Habib and Eddy Maroun of **Anghami**, the number one legal music service in MENA, launched an industry disrupting bundle combining music and 3G data at \$1 only. Fresh with \$1.75 million of funding and with the trust of local and international labels, the new service gives Anghami customers a huge choice at an unprecedented subscription price. The partnership with Alfa, a Lebanese mobile provider that was chosen to be the launch partner, brings the company closer to the original vision, allowing users to carry their music library wherever they go and enjoy listening to their favorite music for a minimal fee.



While 2012 was a year of product innovation and development



for gaming website **At7addak.com**, **Brahms Chouity** focused on

perfecting his product in 2013. With a new business model that worked seamlessly for the consumer and the advertiser, **At7addak.com** has seen its first profitable quarter since the inception of the company. The online business is now set for a year of growth, where the user base is expected to reach 3 million Arab gamers and \$2 million in sales. The year 2014 might also witness the replication of the success of the **At7addak.com** concept and its user-generated technology platform onto many other verticals and demographics, resulting in the release of a network of over a dozen other websites.



Delphine Ede and Herve Cuvilliez consolidated the position of **Diwanees** as the leading premium publisher for the female audience in the Middle East, reaching five million unique visitors per month. The company expanded its partnership with the leading luxury and FMCG brands in the region. **Diwanees** became a content partner of Youtube, and launched **Duniati**, a YouTube channel for women in Arabic

with an impressive line-up of content. Also in 2013, **Diwanees** launched **mooda.com**, an e-commerce site for Arab fashion designers, and is actively contributing to support the emerging Arab fashion design scene.

Eastline Marketing

online marketing strategists



For digital marketing entrepreneurs **Nemr Badine** and **Marc Dfouni**, success in 2013 came in the form of several milestones being crossed by **Eastline Marketing**. While its team grew to 30 employees, revenues grew over 50% compared to 2012. A creative department for graphic design and visual communication was established and a new office was set up in KSA. **Eastline Marketing** also introduced a number of advertising and social content advertising solutions to the market, including location-based reward points for mobile marketing, and a promotion type for Instagram contests named *'Sweepz'*.



For **Apstrata**, the back-end-as-a-service provider and sister company of **ElementN**, founded by **Rabih Nassar**, 2013 was a seminal year. **Apstrata** enabled Lebanese mobile network operator **Touch** to launch **Touch Cloud**; its developer led Apps platform. **Apstrata** also launched with **Touch** one of the first operator billing implementations in the region, a service now available to any business in Lebanon to charge their customers through their phone bills. Heading a team of technologists, **Nassar** rallied the mobile application developers' community around the **Touch Cloud** initiative by organising training workshops, talks, and competitions during which the team engaged more than 250 developers in Lebanon. During the second half of the year, **Apstrata** was selected by regional Dubai-based mobile giant **du** as a partner to penetrate the applications developer market in the UAE, and launched the **du** developer portal for m-government applications at **Gitex** in Dubai.