

Almost a Year in **EGYPT**

Oct 2022



Empowering marginalized micro-entrepreneurs to build a better future for themselves, their family and their community.

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About Peace Through Prosperity

We are self-funded innovation lab for low cost, immediate impact social transformation programs. Once validated, our programs are open sourced for others to leverage (for free) in alleviating poverty and improving livelihood security. Through our programs we have been creating a positive impact since 2010.

Our Mission

Our mission, is to create a more prosperous society.

We improve the environment for peace building within marginalized and conflict affected communities by nurturing prosperity and alleviating poverty.

As agents of change, we work to seed and nurture an agile mindset in people en mass, to enable society to get better at responding to the complexities of change. We do this by empowering marginalized micro-entrepreneurs to become better owner-managers of their small businesses, so that they can build a better future for themselves, their family and their community.

Our Approach

Our approach is rooted in systems thinking and spiral dynamics. We take what we know and continue to learn about transforming complex systems (i.e. large enterprises) and cross pollinate it to transforming super complex systems (i.e. society).

Our programmes leverage design thinking, core principles and values of agility to enable micro entrepreneurs to create value and solve problems, in their micro enterprise, home and/or community.

This in our opinion equips them to better respond to change and complexity at multiple levels, an urgent need in current times. We believe and live [open source principles](#), and our programs have been, are and shall remain free of cost at the point of delivery.

Our story in Egypt

We engage in each community with a view to enable, empower and facilitate a local chapter to take flight and with that allow us to move on to the next community in need with our limited resources.

Back story to the Egypt story

With longevity and sustainability in mind we designed an experiment a while back.

It goes like this:

1. If we partner with motivated individuals who share our values and principles (from marginalized communities);
2. then train, coach, facilitate and fund them to own and deliver the mini-MBA program;
3. if the team proves itself at creating value, we facilitate the team to organize itself into a local Peace Through Prosperity 'Chapter';
4. if the team continues creating value and proves to be self organizing, we facilitate the Chapter to establish itself as a registered not-for-profit organization. And with that become eligible for funding from sources other than Peace Through Prosperity;
5. following this we coach and mentor the team to apply for and obtain grants from donor organizations. And with that *our job would be done* and we can then divert attention and resources towards another marginalized community in need; and
6. Should we succeed, tens of thousands others would too. *It'd be sweet.*

Now the Egypt Story

In fall 2021 we got the opportunity to put our hypothesis to test in Cairo, Egypt. Ahmed Ibraheem a former trainer from our Yemen Chapter had relocated to Cairo and reached out with a hypothesis of his own. How might we bring the mini-MBA to Cairo and would it have a similar impact as in Yemen?

In November 2021 we launched our experiment in Cairo with Ahmed.

Whilst Ahmed orchestrated and delivered the very first mini-MBA and it's first monthly group coaching workshop on his own, he has since then built a growing team of local activists working alongside him. The Egypt Chapter as of October 2022 is five strong including Ahmed.

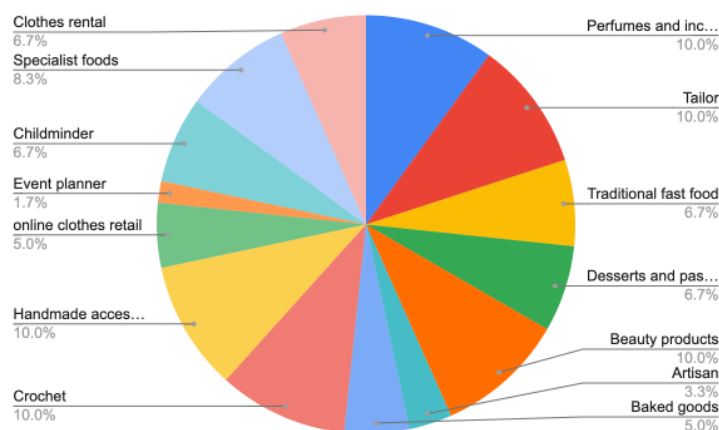
Our target audience for the mini-MBA program has been the refugee communities from Sudan, South Sudan, Eritrea, Yemen, Syria and local Cairenes micro-entrepreneurs serving Cairo and greater Cairo.

And the purpose of engagement is to empower these marginalized micro-entrepreneurs to become better owner-managers of their small business, which they are often running from their homes and various local markets, to allow them to build a better future for themselves, their family and their community.

Reflecting back, over the last ten months, our Egypt Chapter has:

- Trained and coached 111 micro entrepreneurs to be better owner managers of their business.

Group	Date	Number of Participants
1	13 to 16 Nov 2021	15
2	10 to 13 Jan 2022	15
3	14 to 17 Feb 2022	15
4	14 to 17 March 2022	15
5	16 to 19 May 2022	20
6	18 to 21 July 2022	15
7	26 to 29 Sept 2022	16



Distribution across trades for participants from Groups 1 through to 5

- Engaged with the refugee community in Cairo.
- Delivered the mini-MBA program in Cairo to six nationalities.
- Delivered 18+ monthly group coaching workshops.
- Delivered double digit revenue and profitability growth
- Facilitated social mobility
- Created additional community support structures for the refugees
- Improved self-esteem, and with that improved mental health and wellbeing
- Lastly, Egypt Chapter started its maturity journey and has applied for a Civil Society Organization registration.

What started as an individual's initiative in November 2021 is maturing into a registered not-for-profit with growing experience of building and scaling social development programs under its belt.

Since it's our first year in Egypt, we've been inspecting and adapting our investment each month and will report back on ROI once we complete a full year and then some.

As for hard metrics are concerned the impact the mini-MBA programme has had on the 111 participant's businesses is reflected in the average revenue and profitability growth chart below:

*The programme is fulfilling its purpose, participating micro-entrepreneurs have been steadily **grow their revenue**, by **15.43%**¹ compared to their baseline and **improve profitability**, by an impressive **52%** compared to their baseline. This economic growth has helped empower individual micro-entrepreneurs to build a better future for themselves, their family and their community.*

Average Revenue and Profitability growth across all groups*



¹ * data sets for Groups 4, 5 and 6 is partial and group 7 remains to be captured.

Monthly group coaching workshops

The feedback and observations at the 18+ group coaching workshops held so far has resulted in feedback similar to the Yemen experiment, that these group coaching workshops are more than a learning opportunity for the participants. Each group has become an additional support structure for participants, and mixing the groups has resulted in participants from different min-MBA groups collaborating and exploring commercial opportunities to scale between themselves.

Improvements to the mini-MBA programme

One innovation that the Egypt team has brought to the mini-MBA programme is the organizing participants to take part in local and regional bazaars. Participants from the multiple cohorts were encouraged to and many took part in exhibiting at four different bazaars and fairs between November 2021 and April 2022.

This is an improvement that has been included in the summer 2022 update to the mini-MBA programme, with both Yemen and Pakistan Chapters being trained in orchestrating such opportunities within their own geographies with their participants.

Focus on four

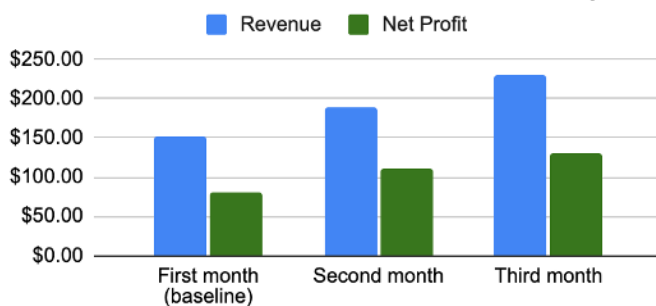
We would like to introduce to you four of our mini-MBA participants from Cairo in this report:

Liza Abdulla Awad

A refugee from Yemen, living in Cairo and building a growing business making custom art work on bags and textiles. Liza was a participant from group 5 of the mini-MBA programme in Cairo. Coached and observed over two months, Liza has grown her average monthly revenue by

50.33% and profitability by 60.49% compared to her baseline.

Growth in Revenue and Net Profit compa...



Liza Abdulla Awad

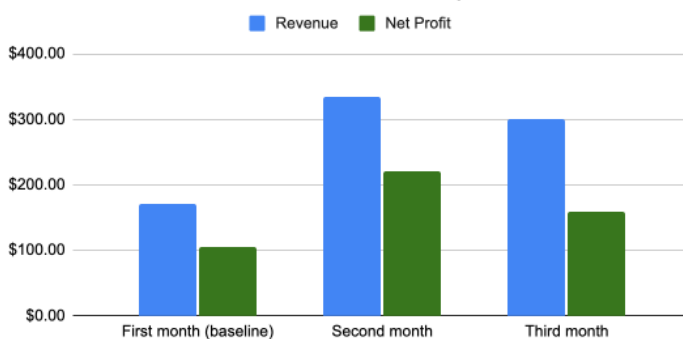


"I am proud of my work and thanks to this program as we are now able to do our calculations of our work and I have new ideas in marketing. We must look for a better future and the mini- MBA helped me to do that"
Liza Abdulla Awad

Sayed Adam

A refugee from Sudan, living in Cairo and building a growing business making handmade purses. Sayeda was a participant from group 3 of the mini-MBA programme in Cairo. Coached and observed over three months, Sayeda has grown her average monthly revenue by 85% and profitability by 81% compared to her baseline.

Growth in Revenue and Net Profit compared to Baseline



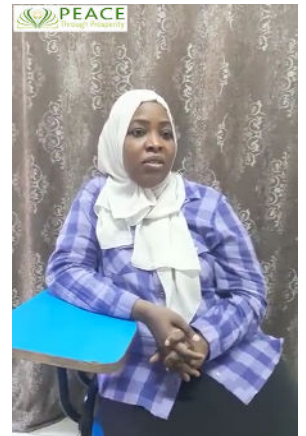
Sayed Adam



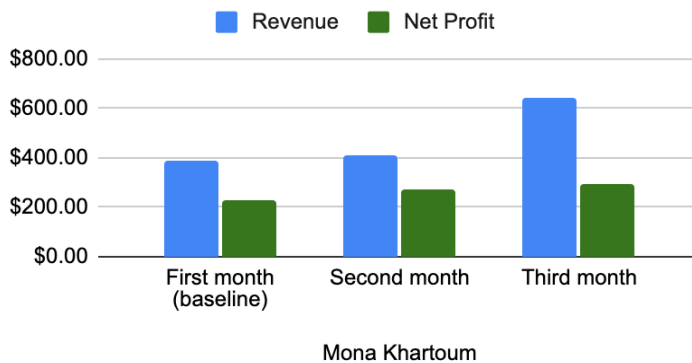
"The training has helped me better identify my customers and what they want." Sayeda Adam

Mona Khartoum

A refugee from Sudan living in Cairo, Mona hand paints on bags and textiles and sells in the local markets. Mona participated in group 1 of the mini-MBA programme in Cairo, in Nov 2021. Coached and observed over three months, Mona has grown her average monthly revenue by 35% and profitability by 22% compared to her baseline.



Growth in Revenue and Net Profit comp...



“The training of this program helped me in calculations and how to work and speak with customers building a business of hand painted textiles.”

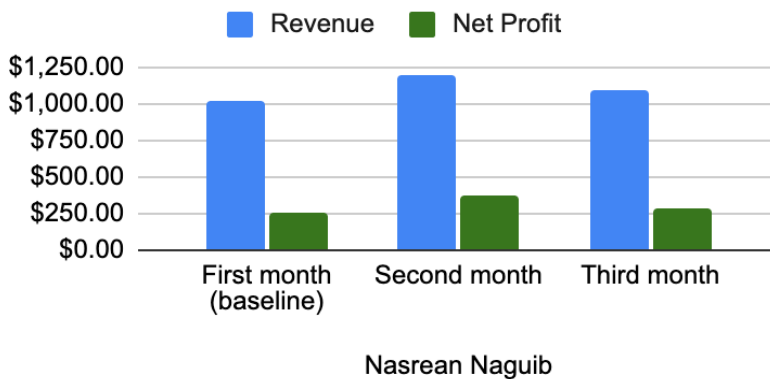
Mona Khartoum

Nasrean Naguib

A refugee from Yemen, living in Cairo and building a growing honey retail business. Nasrean was a participant from group 3 of the mini-MBA programme in Cairo, Held beach in Feb 2022. Coached and observed over three months, Nasrean has grown her average monthly revenue by 13% and profitability by 28% compared to her baseline.



Growth in Revenue and Net Profit compared to Baseline



“Benefits I got from this course include learning how to record my expenses and calculate my profits, how to engage with my customers, market and present my products...”

Nasrean Naguib

What's next for the Egypt Chapter

As with our Yemen Chapter the objective is to get the Egypt Chapter in a place where they can be independent of the center and operate as a self-organized and locally funded organization.

The Egypt Chapter is in our optimistic opinion a good 12-18 months from that outcome. The procedures and bureaucracy involved in registering a not for profit organization in Egypt is proving to be arduous and slow moving. However we have great hopes for our Egypt Chapter for the team leading it is motivated, knowledgeable and committed.

To stay updated on the Egyptian journey subscribe to our infrequent [newsletter here](#).

