



ANDRA

PR & Corporate Communications



Quarterly newsletter

Q1 2021 | Vol 3

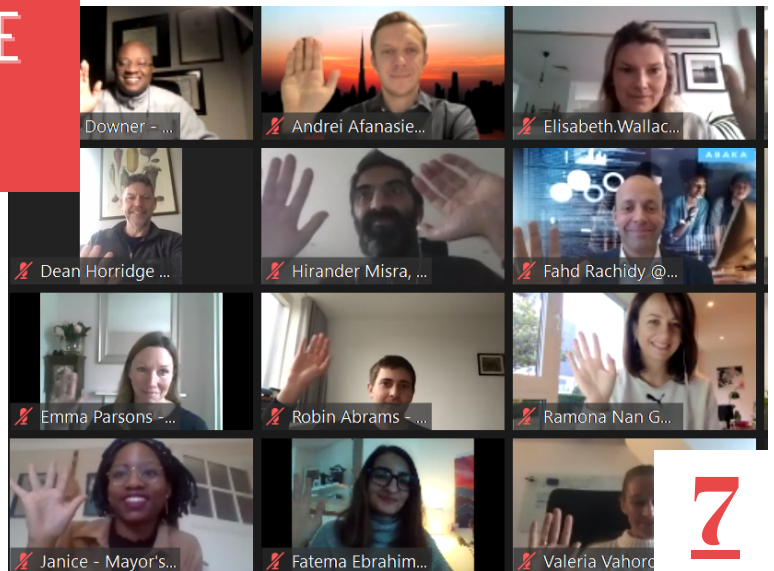


COMPANY OF THE MONTH LUMOFY

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FINTECH VIRTUAL TRADE MISSION

The Virtual trade mission under the the Mayor's International Business Programme (London & Partners) facilitated connections between UK FinTechs and Middle Eastern firm allowing them to explore the banking, fintech and wider financial services sector in the Middle East and North Africa.



TECHTEA WITH ZAINAB KHAMIS



This Techtea Edition features Zainab Khamis. Strategy Manager at Brinc MENA with over 9 years of experience in various fields including Innovation, Digital Transformation, Data Science, Big Data Analytics and more. Tech highlights women in the FinTech sector, and showcases what a career in FinTech looks like from various perspectives.

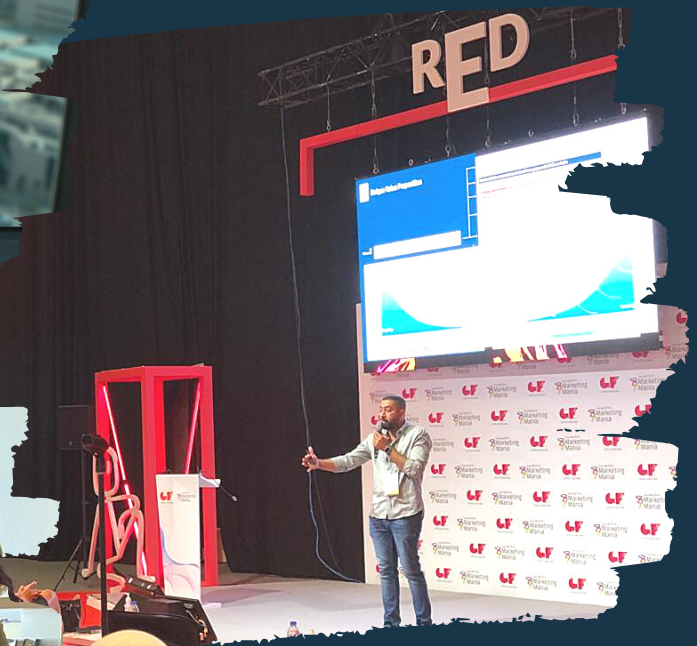
COMPANY OF THE MONTH

Lumofy





Lumofy



Can you tell us a little bit about the platform and why you started Lumofy?

Lumofy is a comprehensive, science-backed platform that uses a targeted approach to accelerate capability building, basically Lumofy Learning Experience Platform helps organizations to map competencies, assess gaps, and assign the right learning paths for their employees through a gamified approach. The reason behind establishing Lumofy is to shift the mindset and reveal digital learning culture within corporates by providing them with the right tools, mechanism and methodologies. Our mission is to ensure everyone finds their authentic expression, expanding the definition of what excellence look like, and inspiring the world to learn a

**WE WERE AMONG THE TOP TEN
” STARTUPS, AND PROUDLY
WE HAVE ENTITLED THE
BEST INTERNATIONAL STARTUP
AND BEST SCALE UP ”**

How was 2020 for you and how did you navigate through turbulent times?

2020 was a curse in a way and it was a blessing in another way, it made us realize how team spirit is important not just by saying that we're a team but we really felt through those tough times the definition of team spirit by standing by each other side by taking high risks and sacrifices. In a nutshell we can say it was a blessing more than a curse, which it showed us how lucky we're by having each other side.

Congratulations for being the only Bahraini startup that has been selected as one of the finalists at the GITEX Supernova 2020 challenge for the best Global Startup Technology. Can you share your experience and why was this important for you?

Initially it was surprising for us when we knew that we have been selected for the semi-finalists, we really had a very short time to prepare our selves to pitch in front of well known international venture capitalists and with the grace of God we did very well in front of the judges, they really liked the concept of Lumofy and we have been chosen to the final stage which we were among the top ten startups a mid of hundreds of international startups. Proudly we have entitled with Best International Startup and Best Scale up. This experience enhances the confidence of Arab startups that we really need to believe in ourselves and no one is better or smarter than us, we just need to come forward by believing that we really can make a difference but something for sure for us it's just the beginning we really have a long way.

What's news for Lumofy? Any exciting news coming up?

For the last seven months we have been working day and night to launch Lumofy Learning Experience Platform and happily we can say with the grace of God our platform is revolutionary. We gladly onboarded some of the high organization calibers around the GCC and proudly we can reveal that today we have network partners who resell and believes in Lumofy in regional markets and international markets.



Wanna know how ideas turn into money?
Check out our instagram page: @50sh.fkra



Techtea Sessions

with Zainab Khamis

Quick introduction

Currently, I am the Strategy Manager at Brinc MENA with over 9 years of experience in various fields including Innovation, Digital Transformation, Data Science, Big Data Analytics, Business Intelligence, E-commerce, Business Analysis, Project Management, R&D, and Content Creation. I might be very tiny but I am a warrior with a passion for technology and fashion with a degree in Management Information Systems from Bahrain Polytechnic and currently studying MSc in Big DataScience and Analytics at Liverpool John Moores University and the University of Bahrain. I am the maestro behind the youth empowerment and corporates intrapreneurship engagements at Brinc where I run a lot of hackathons, design sprints, digital summer camps, and more!

How did you find out about this position and why did you apply?

I found out about it through Majra and when I joined it was as a program coordinator at our acceleration program and it was a career shift to me where I was only working in IT firms and to be honest I felt I wanted to change to more innovative fields and the job post was the perfect back then.

"I love the youth empowerment goal of my role and raising awareness about entrepreneurship"



What were your stereotypes about the FinTech sector before joining?

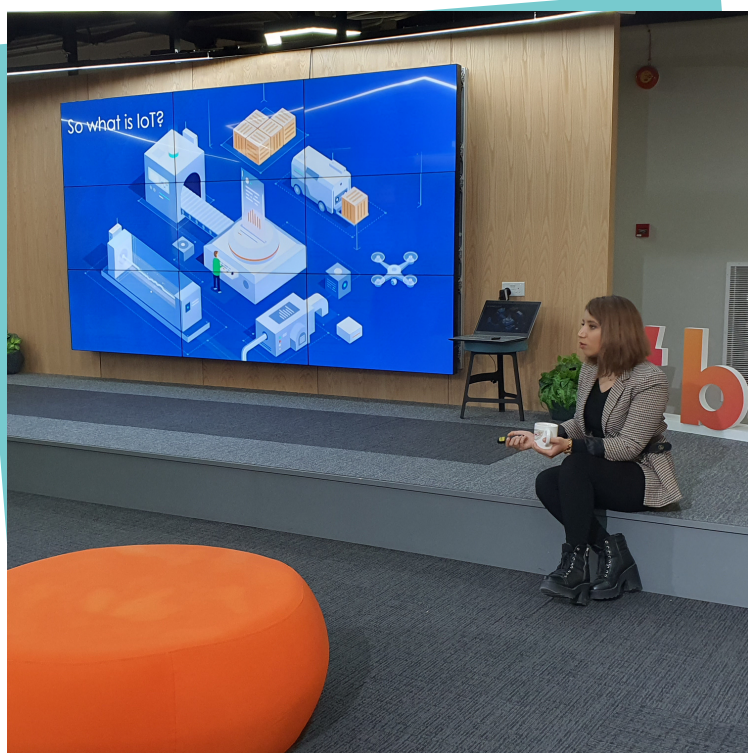
"It is very difficult for a woman to break into the sector" - but this was not true.

What do you like most about your current role? And what are the challenges that you are trying to overcome?

I love the youth empowerment goal of my role and raising awareness about entrepreneurship. The goal of these engagements is to support youth to be pioneers and start their own business and the challenge here is to find the right team to start an innovative business and then find the right mentors to support them.

What is your advice for other graduates that would like to pursue a career in FinTech?

It is not an easy road to take but with persistence and passion, you can exceed your expectations!





7TH FINTECH SERIES

EDTECH: THE NEXT WAVE

"What will the future of learning look like in the next few years?"

The 7th Virtual FinTech series hosted by Andra Public Relations on February 24th was titled as "EdTech: The next wave". The new episode is powered by Lumofy; a Bahrain-based EdTech startup that has been declared one of the finalists at the GITEX Supernova challenge for the best global start-up technology companies in GITEX last year in Dubai.

Investment in Education Technology has been surging worldwide. However, despite its great potential, there has been a relative lack of EdTech investment in the MENA region. The Kingdom of Bahrain, in line with Vision 2030 has been accelerating digital transformation in several sectors. There has been a focus on prioritizing Innovation using Educational Technology when it comes to teaching and learning and upskilling the Bahraini workforce for the future.

The event addressed the main question of "What will the future of teaching and learning look like in the next few years?" EdTech has been disrupting not only the complex and diverse world of

education but has also gradually found its way into the corporate world, to continuously push learning and self-development for employees.

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We want corporates to understand the necessity of these digital tools and why they should embrace them.

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The panel speakers included Ahmed Faraj - CEO of Lumofy; a Bahrain-based EdTech startup, Esam Hammad - Director of Partnership and Customer Engagement at Tamkeen; Bahrain's Labour Fund, Shabkhez Mahmood - Regional Leader - EY Training at Ernst & Young; a multinational professional services network and André le Fèvre - Regional Sales Director, EMEA at Ardor Learning,

a Silicon Valley based corporation with its roots squarely in the tech sector, in the corporate and institutional English Language training field. The event will be a panel discussion followed by a Q/A session. Fatema Ebrahim, CEO of Andra Public Relations “We wanted to create a platform to discuss relevant topics within the FinTech industry and we wanted to start with Education Technology. This sector has taken a major shift and it’s important to highlight that when it comes to learning, teaching and upskilling the future workforce. We are in this now and can only move forward - we want corporates to understand the necessity of these

digital tools and why they should embrace them. The session will highlight the misconceptions and address how corporates can participate and do their part in the Kingdom.”Ahmed Faraj, CEO of Lumofy “The idea behind Lumofy LXP is to create a platform that has a scientific targeted approach to accelerate capability building. We really wanted to create something to bridge the gaps between organizational objectives and the required competencies to achieve those goals. Most of the time, learning and development approach within organizations function as admins rather than a change agents.”

Event Highlights



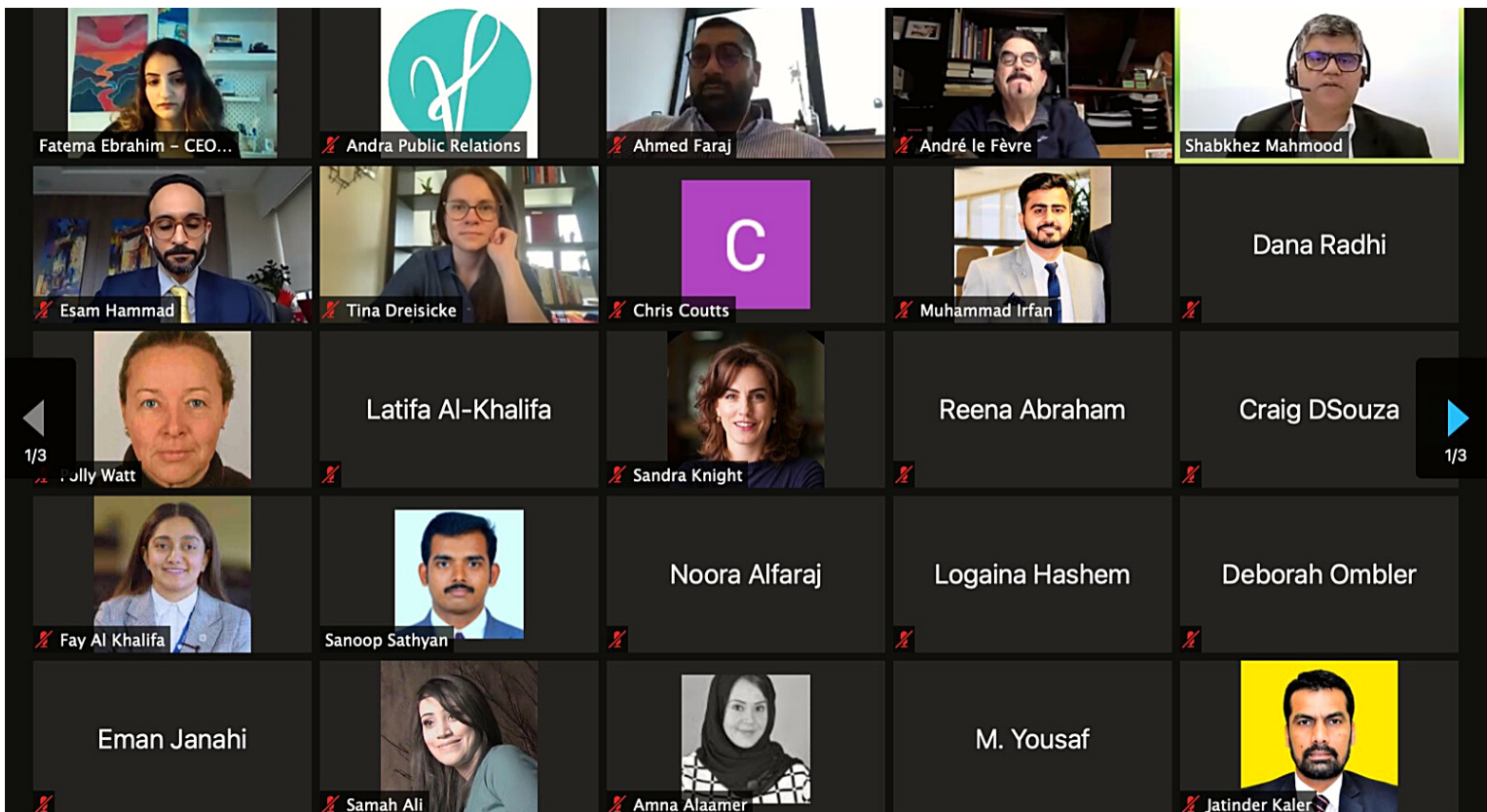
Industries



Speakers



Attendees





About the FinTech Series

The bi-monthly event focuses on various FinTech innovations and themes that shapes different industries and sectors within the region. This includes a special focus on developments in RegTech, money transfer, blockchain, and more. In 2019, the FinTech series was hosted in the Capital Club Bahrain, and in 2020, virtually with Brinc Batelco. Starting from 2021, we are hosting the events in partnership with prestigious sponsors on our own platforms.

The 'FinTech Series' has hosted corporates and startups from Bahrain's FinTech space and MENA in the last two years. The aim of this initiative goes towards supporting the FinTech ecosystem growth in Bahrain and provide an engaging platform for FinTech industry leaders to share their stories and address the most pressing issues and trends in the FinTech sector.

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We wanted to create a platform to bring innovators and industry thought leaders and pioneers to highlight their initiatives in Bahrain and also create a bridge between key potential partners and also startups that want to be involved within the FinTech sector. We have hosted 6 FinTech Series with 30+ local and international speakers, 500+ attendees

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If you wish to get involved: info@andrpr.com
Sponsorship opportunities: alex@andrpr.com

GENERATION ALPHA

THE DISRUPTORS

Who are they?

Generation Alpha does not refer to a group of X-men, however I could argue that their tech-driven abilities and behavior can be labeled as superpowers. You've probably heard of the term 'Generation Alpha' who are those born between 2010 and 2025 (we are talking about some that aren't born yet).

They are the youngest and most tech-driven group. This group will be introducing the most change into our world where technology is a part of them and their realities, rather than seen as something separate. They are actually the first generation who will be immersed in technology their entire lives.

The Alphas are born into a world immersed with artificial intelligence, augmented reality, machine learning and will require a different approach. The three main areas include a big sense of inclusion, a hands-on approach, loyalty and most importantly, personalisation.

Digitization and automation is expected to be part of their everyday life and activities, which includes banking, shopping and even within the workforce. For example, leaving tasks to digital co-workers, getting advice on finances from robo-advisors, virtual fitting rooms and personalisation - these are just a few of the examples within the vast world on technology.

I recently read an article and I particularly liked this part "Generation Alpha will be an easy target as they can be reached effortlessly through technology. However, it has been anticipated that this generation will seek more seamless experiences than any other previous generation"



What are some of these experiences?

- Specialised online and immersive learning: It is anticipated that alphas will avoid the higher education system and opt for online digital learning. Connected classrooms will be the norm
- Banks will have to step for this generation and will only be able to reach them via seamless, integrated, intuitive online banking platforms. This also should include digital reward programs and innovative financial / robo-advisory services.
- This generation will shop differently. E-commerce and online shops with virtual fitting rooms will be the norm. Convenience and cost-effectiveness and impact are features that will be the dominant factors in their decision making.

These are just a few examples, but the point is that companies need to prepare for this generation from now on and create a future-proof plan.



LAFFAZ

Presents

INDO - MENA CORRIDOR

World's first corridor
integrating INDIA and the MENA
startup ecosystems

LAFFAZ launches 'INDO-MENA Corridor' to integrate India and MENA startup ecosystems

LAFFAZ media has brought INDO-MENA Corridor as an integrator to formulate a dialogue between Indian and Middle East startup ecosystems - connecting tech startups with potential investors, accelerators, and incubators through a seamless application process accompanied with a series of virtual events hosted by LAFFAZ. The INDO-MENA Corridor is a common roof for startups and ecosystem enablers across India and the MENA region to seamlessly connect and make deals happen, both regionally and cross-border. Whether you are seeking funding, acceleration, advisory or expansion, IMC caters everything all at one place.

"Initiatives, such as the INDO-MENA Corridor, are crucial to create a solid bridge between two large startup ecosystems. India, the 3rd largest startup and home to 21 unicorns ecosystem, and the MENA region, which just witnessed its first unicorn exit and had the highest number of investments to date, according to MAGNITT. We are happy to support a platform that takes startups to the next level both regionally and cross-border."

"Our core-cognition for IMC is wise and clear, forming an integrated ecosystem where joint-enablement across India and the MENA region can take place considering the similar goals that both startup ecosystems share. Unlike the traditional accelerators, IMC's door is always open for startups throughout the year."

IMC arises as an extension of the ever-booming bilateral trade partnership between India and the Gulf Cooperation Council which stood at \$121.34 for the financial year ending 2019. Bilateral trade between India and the UAE alone stood at \$57 billion by late 2018. And it is widely known that India is UAE's second-largest trade partner. According to the Embassy of India Bahrain, Indian nationals constitute 30 percent of the total population of Bahrain. The country in recent past years has been incubating tech startups from India and other countries, and continuously rolling out liberal policies and initiatives to support the tech startup ecosystem in the kingdom.

This present connection between the startup ecosystems of India and the MENA region that involves remarkable cross-border investments, the establishment of VC funds, government policies, and free-zones is laying the foundation of an ever-evolving integrated INDO-MENA startup ecosystem.

LISTEN TO BAHRAIN'S ENTREPRENEURSHIP PODCAST



Interview with the founders of 5osh Fkra Wasan Yousif, Bader Al-Mudaifa and Abdulla Ahmadi

Congratulations on launching 5osh Fkra. Tell us more about your platform and what is special about it.

5osh Fkra is an online virtual platform that includes several podcasts featuring real one-on-one conversations with inspiring entrepreneurs around Bahrain. We believe that our authentic connection to the youth makes us a special brand. That is the reason why we chose to name it 5osh Fkra with a "5." The 5 means خ - which is part of the new English-Arabic language that was created with the emergence of the internet and text messaging that our generation grew up with.

What inspired you to start 5osh Fkra?

What really sparked the idea was a gap that we saw in the media.

Often, whenever there was an inspirational success story, it would be the typical Jeff Bezos and Bill Gates. And we thought, "well, what about all these successful entrepreneurs in our country?" So we decided to start a platform that aims to educate & inspire young people like us through sharing the stories of inspirational entrepreneurs in our society. It was also very important for us to share these stories in our Arabic language, and in an entertaining way that resonates with the youth in our region.

Can anyone join the podcast? What companies are you focusing on?

Anyone who was successfully able to make money & is able to share their story in a compelling manner is welcome to join our podcast. We are open to all different kinds of companies!

MARCH 29-31, 2021



step ANYWHERE

We're glad to be the supporting partner of the Step Conference for their next virtual big tech festival for emerging markets — Step Anywhere 2021, taking place on March 29-31, 2021. The 2nd edition of Step Anywhere will bring together over 1500 international attendees, 100 showcasing startups and global players in healthtech, edtech, fintech, foodtech, smart cities, digital media, and more.

The 3-day event will cover the entire spectrum of tech trends today, featuring talks and panel discussions on a multitude of topics, workshops, virtual meet-ups and more. Wherever you are in the world, you can take part in the full-fledged online experience of Step Anywhere and join some of the most influential global tech leaders, innovative startups & tech enthusiasts

Are you a startup founder?

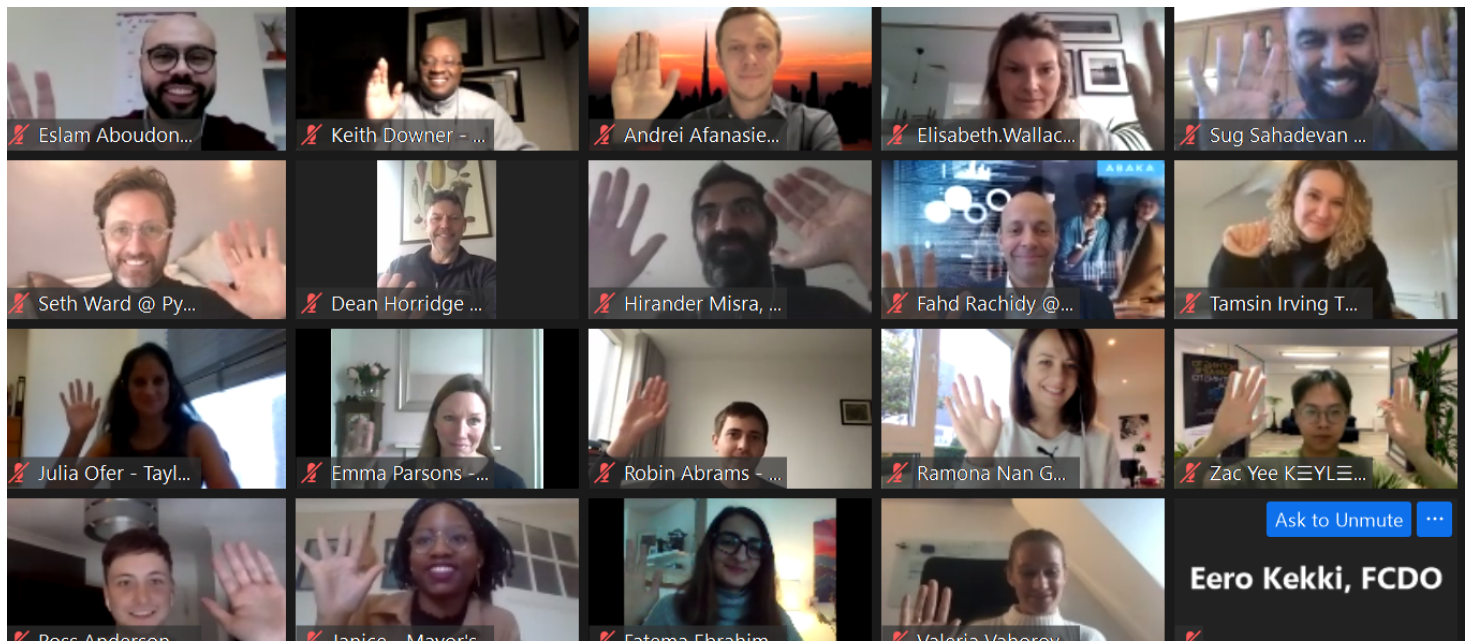
If you are a startup founder, join the event to showcase your startup online at the leading online tech festival for emerging markets and join a growing community of entrepreneurs, innovators, and disruptors in the tech scene. Grow your business and pitch your startup to attendees, global investors, VCs, incubators, partners & potential customers.

FinTech Virtual Trade Mission

The Virtual trade mission under the the Mayor's International Business Programme (London & Partners) facilitated connections between UK FinTechs and Middle Eastern firms allowing them to explore the banking, fintech and wider financial services sector in the Middle East and North Africa.

The objectives of the Virtual Trade Mission is to give the companies a better understanding of what they need to know when doing business and scaling to the Middle East and North Africa and to help them form New Business/Partnerships with Banks and corporates or to secure Investment

Delegates will be virtually visit Dubai, Abu Dhabi, Saudi Arabia, Bahrain and Egypt. With globally-recognised financial institutions and burgeoning fintech ecosystems, these regions offer numerous opportunities for our Mayor's International Business Programme members looking to enter new markets.



Pre-Mission Meet the Market event - January 2021

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**MAYOR'S INTERNATIONAL
BUSINESS PROGRAMME**

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BIDAYATECH

Crowdfunding for Tech Startups

BIDAYATECH platform is a reward-based crowdfunding platform focusing on Technology startups with MVP and beyond during their growth scaling journey to bridge their funding gaps. The fundraising campaigns created on BIDAYATECH platform are supported by backers (the crowd), who will fund your campaign against non-financial rewards (none-equity) offered by the campaign owners on their campaign page in the BIDAYATECH platform.



BENEFITS & ADVANTAGES OF FUNDRAISING ON BIDAYATECH:

- 1. Bypass traditional investment and funding methods*
- 2. No loss of equity, and non-dilutive funding round*
- 3. No loan or repayment obligations*
- 4. The founders lose no control over their Tech Startup*
- 5. Cheaper source of funding*
- 6. No negotiation or compromise or mortgage for the fund you raised*
- 7. Aligned with bootstrapping strategy*
- 8. Boost pre-money valuation if the fundraising campaign is a success.*
- 9. Ability to test marketing channels and target audience*
- 10. Promoting their products or services to the crowd*
- 11. Market validation of their products or services*
- 12. Pre-sell/Pre-order products and services*
- 13. Gain new followers and customers base*
- 14. Receive unexpected advice and offers to assist from backers and patrons*
- 15. Spreading the word around and increase awareness about their Tech Startups*
- 16. If the campaign was unsuccessful, your losses are limited to time and effort, and you can restart again*






Click the image bellow to read our article on reward ideas for your fundraising campaigns



We would also love for you to visit our platform:

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"CREATING MINDFUL INTERSECTIONS"

Andra Public Relations is a Bahrain-based boutique Public Relations & Corporate Communications firm that specializes in Strategy, Digital Communications, Media Relations, Training, Community Relations, and CSR Development. We have a primary focus on FinTech, Artificial Intelligence (AI), Startups, Government, Financial Institution and Real Estate.

Our Services

-  Corporate Communications
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-  Media and Press Relations
-  CSR and Community relations Development
-  Copywriting
-  Thought Leadership
-  Content Development
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