

LEE

EXPERIENCE

LEADERSHIP, ENTREPRENEURSHIP AND EMPLOYMENT'S DEVELOPMENT



2022

ANNUAL REPORT

Agile Team

Cumulative Achievements



MANAL HASSOUN
Co-Founder & CEO

ASSEM KAMEL
Co-Founder & President

A MESSAGE FROM OUR CO-FOUNDERS

Together towards a world that suits us all", is a motto that has accompanied our organization "The LEE Experience" in many projects, publications, and aspirations throughout the year of 2022.

We confidently created this slogan with a firm presence that has allowed us to transform it into a sustainable work operating system.

This approach was put to use, when this year, it accompanied projects worthy of the pioneers behind them, and job opportunities that took into consideration the health and dignity of workers. This approach also catered to very deserving countries in which we operate.

Countries that deserve to enjoy growth, sustainable, and prosperous development.

We have adapted this logo through the will and motivation of the managers who support every skill, energy, idea and unique project in the country and abroad. We also expanded our activities outside Lebanon, as last year, where the projects have overcome the challenges all over the region, especially after the COVID-19 pandemic. So, we contributed with all our efforts to eliminate the impacts of the difficult situation, and restore the sparkle of success and hope to many sectors, the youth and different social groups.

We are keen in making a change in the societies and businesses' life throughout our mission by increasing the overall budget, the projects and the fruitful partnerships.

The numbers reflect our mission and achievements, especially in Lebanon and Tunis. Moreover, these numbers reflect our expanding towards more projects and partnerships in several promising investments.

We insist on our work value and fruitful partnerships with local organizations, UN agencies, centers and other entities in the region.

Every fund we have received to support projects, constituted the source of every success story. We credibly provided our experience by training and coaching every project to face the challenges and pitfalls in its way towards success.

There is a lot to tell, but this report, which we are presenting, will be documenting a part of our work, which we are still providing to empower, potentials and build communities, and develop ideas and businesses.

We thank everyone who supported us, everyone who trusted us and contributed in these achievements. We congratulate every leader who has developed his/her experience with us in leading his project. Leadership is a manner and our organization is proud with its unique leadership manner.

We congratulate every entrepreneur who succeeded in his/her first steps, and left an entrepreneurial impact that will give him/her to work on International level. Entrepreneurship is an approach, and we are adopting this approach through our work.

We congratulate everyone who build through his/her efforts and our support, a job opportunity for his surroundings, as creating job opportunities are the impact targeted by business incubators' projects, and particularly, The LEE Experience incubator.

We promise you with many achievements to come, reflected through numbers that represent us.

The LEE Experience expresses the achievements through numbers.

Best Regards,

The Management Team.

PROJECTS ACHIEVED

13

TOTAL BUDGET OF PROJECTS

1.7M
USD

OUR BRANCHES



OPERATING IN 9 COUNTRIES

- | | | |
|---------|---------|---------|
| LEBANON | EGYPT | ALGERIA |
| IRAQ | YEMEN | JORDAN |
| LIBYA | TUNISIA | MOROCCO |

1



Promoting entrepreneurship and start-up development in the agriculture and agro-food sectors in North, Akkar and the Bekaa, in partnership with the International Labour Organization Lebanon 2020, 2022

2



Productive Sectors Development Programme (PSDP) in partnership with the International Labour Organization - Lebanon 2022

3



Institutional Strengths for Micro-finance institutions, in partnership with Yemen Microfinance Network - Yemen 2020, 2021

OUR STRATEGICAL PROJECTS

4



Creating job opportunities and economic empowerment of women through social enterprises" in South Lebanon, in partnership with UNIFIL, Lebanon 2021

5



Strengthening the Business Performance of COOP through tech support", in partnership with UNIFIL, Lebanon 2021

6



Emergency Appeal for Beirut Blast under collation between Salama organization, SICD, and THE LEE EXPERIENCE, Funded by IPPF, Lebanon 2022

7



E-Materials for Microfinance institutions during the crisis in Lebanon” in partnership with the Lebanese microfinance Association /USAID, 2020, 2021

8



توقيع عقد مشروع جديد مع غرفة التجارة و الصناعة و الزراعة ENI CBC MED بتمويل من برنامج ReSt@rts في صيدا و الجنوب ضمن مشروع ReSt@rts
SIGNING A NEW SERVICE CONTRACT WITH THE CHAMBER OF COMMERCE INDUSTRY AND AGRICULTURE IN SIDON AND SOUTH LEBANON IN THE FEAME OF ReSt@rts PROJECT FUNDED BY ENI CBC MED PROGRAMME.

“Reinforcing Med Microfinance Network System for Start-ups”, in MENA region Lebanon – Palestine, Tunisia, Greece, Italy, Cyprus, covering digital promotional services, with Rest@rts/ EU and Chamber of Commerce, Industry and Agriculture in Sidon and South Lebanon and funded by ENI, CBC MED Programme, 2022

9



Empowering Women entrepreneurs in the MENA Region towards Equal access with men to business and trade markets” in the sectors of agriculture, textiles, information and communication technology in six countries: Lebanon, Egypt, Jordan, Algeria, Tunisia and Morocco, in partnership with the Center of Arab Women for Training and Researches / Kvinna Till Kvinna, MENA region 2021, 2022

10



“Social and Solidarity Economy Initiatives – SSE” in North Lebanon, in coordination with ACTED and partnership with ILO to provide coaching and capacity building for seed-funded solidarity projects.

11



Capacity building for Farmers and Cooperatives in Bekaa and the south, in partnership with Action Against Hunger, Lebanon 2021

12



Supporting women in aquaculture” - the post-harvest stage in South Lebanon in partnership with UNIFIL, Lebanon 2022

13



“Empowering Women Entrepreneurs in the MENA Region towards Equal Access with Men to Business and Trade Markets in Jordan, Algeria, Morocco, Lebanon, Egypt, and Tunisia” Digital Services in partnership with the Center of Arab Women for Training and Research "CAWTAR"/ Kvinna till Kvinna to develop a communication campaign for their project’s outputs, 2022

OUR STRATEGICAL PROJECTS



Digital transformation is the future. It revives different sectors, and affects deeply the operating models. During the Covid-19 pandemic, the world has realized that digital media will be a potential central alternative in businesses.

In the framework of the continuous efforts to provide beneficiaries with the best tools to develop their businesses through our incubator and our digital business accelerator, and within PROSPECTS partnership, Zowada app was launched in 2022 as an agricultural/industrial/commercial/service digital solution. It is allowing the user and consumer to complete a comprehensive and integrated business journey by purchasing through the five components of the application: E-commerce, E-learning, Expert Consultancy, Job Matching, and Crowdfunding. The application will ensure a broader network, broader market access, and more eco-friendly practices.

OUR DIGITAL MEDIA

Launched in Feb 2022 A Marketing & Digital Transformation Hub are the main asset within the organization that works in ensuring the best results of transforming messages, causes, products, and programs into Art We develop, within the Digital Media Hub combined online and offline marketing mix modeling while introducing new techniques that simplify the development process of this mix modules in order to improve the Return on Invest- ment. All data are communicated with the support of our design team to ensure the best info reach with accurate visualization. While we work on pre/during/post-production, our services cover:



Since its launching in February 2022, the hub has worked on implementing a variety of projects, 6 projects with a value of 100K for the sake of entrepreneurship and NGO management.

100 K

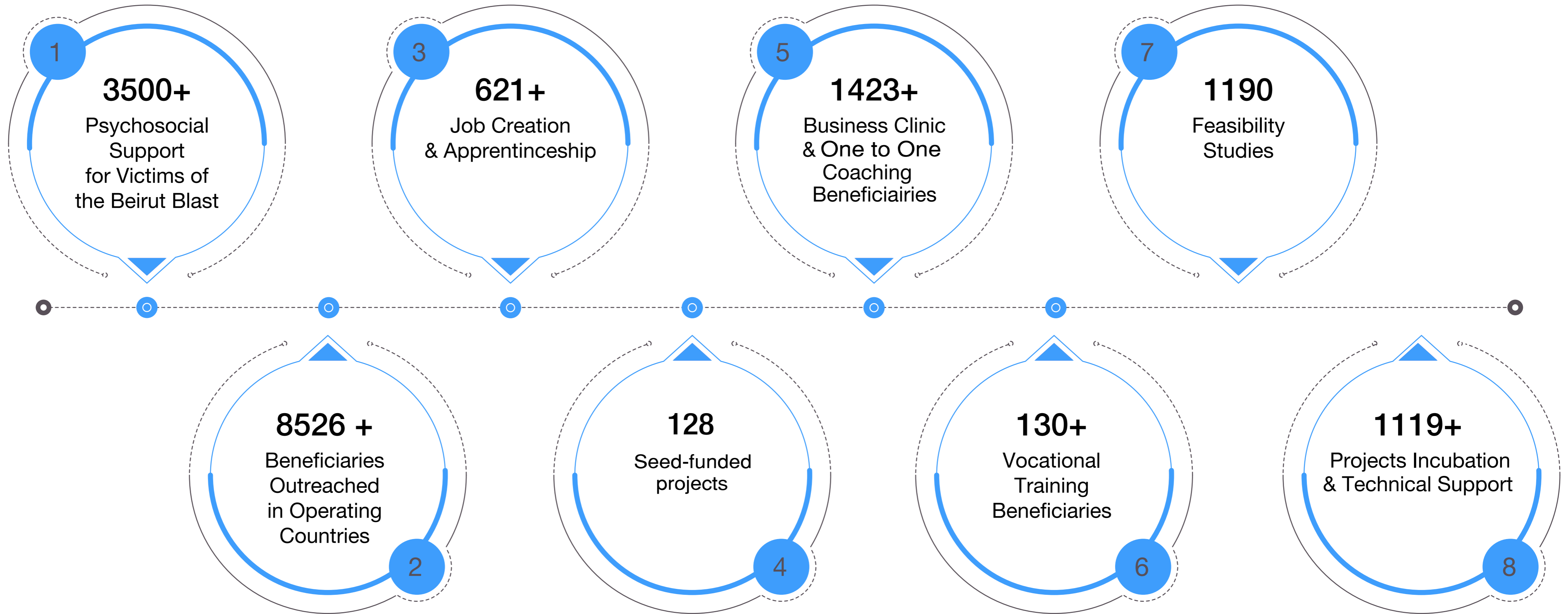
DEVELOPED, AS INCUBATION & ACCELERATION TOOL FOR



- 1 E-COMMERCE
- 2 E-LEARNING
- 3 MENTORING WITH EXPERT CONSULTANCY
- 4 JOB MATCHING
- 5 CROWDFUNDING

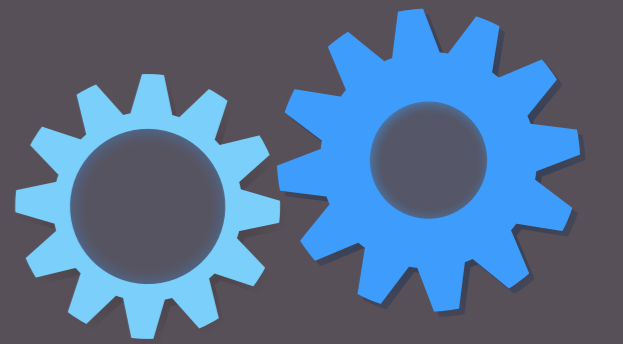
OUR **MOBILE APP**

OUR MEASURED

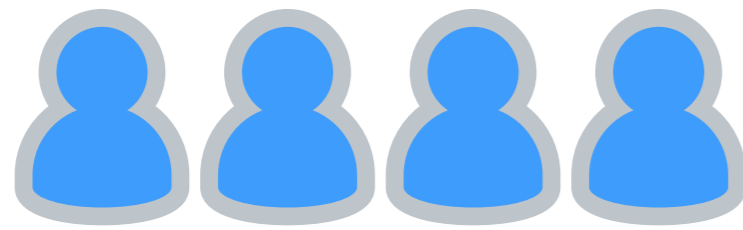


1000 BENEFICIARIES

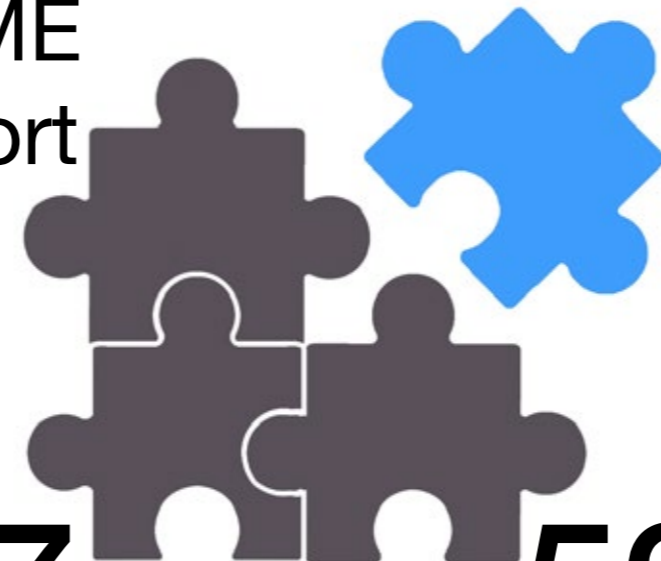
1. ENTREPRENEURSHIP SKILLS
2. BUSINESS & FINANCIAL MANAGEMENT



609
REFUGEES



1423
Startups & MSME Business Support

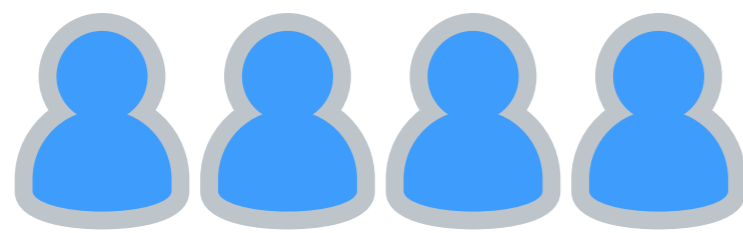


38
Social & Solidarity Projects Support



93.150
Income Generation

1292
YOUTH



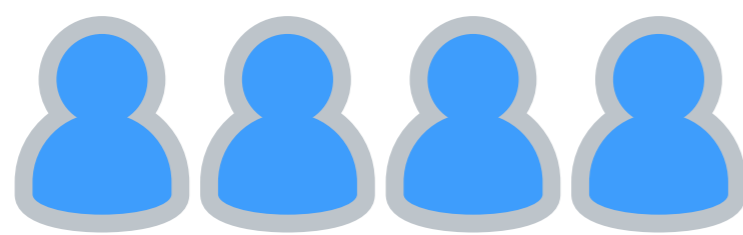
67
MSME Marketing Support

53
MSME Registration Support



500,000
USD Grants

1378
WOMEN





UNITED NATIONS INTERIM FORCE IN LEBANON



LEBANESE ASSOCIATION FOR FAMILY HEALTH



CANADIAN EMBASSY IN LEBANON



THE WORLD BANK



INTERNATIONAL LABOUR ORGANIZATION



UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT



MINISTRY OF FOREIGN AFFAIRS OF THE NETHERLANDS



FASTER CAPITAL



LEBANESE MICRO-FINANCE ASSOCIATION



YEMEN MICRO-FINANCE NETWORK



LEADERSHIP MANAGEMENT INTERNATIONAL INCORPORATION



CHAMBER OF COMMERCE, INDUSTRY & AGRICULTURE IN SIDON & SOUTH LEBANON



ACTION AGAINST HUNGER



CENTER OF ARAB WOMEN FOR TRAINING & RESEARCH



KVINNA TILL KVINNA



MINISTRY OF LABOR LEBANON



PRODUCTIVE SECTOR DEVELOPMENT PROGRAM BY UN LEBANON



JUNIOR CHAMBER INTERNATIONAL LEBANON



FREEZIANA MARKETPLACE



NATIONAL COMMISSION FOR LEBANESE WOMEN

THANK YOU FOR BEING A PART OF OUR SUCCESS

OUR PARTNERS

VISION 2023

THE LEE EXPERIENCE IS A LIVING SPACE WHERE IDEAS GROW, & BUSINESS SUCCEED.

2023 vision is targeted towards expansion in more sustainable programs rather than temporary projects, with a focus on the use of digitization, especially working on establishing the LEE Academy training agency, and LEE Digital Media Hub, and the worthy mentioning pillar of The LEE Experience, which is the Digital Incubator and Accelerator "Zowada" app; we are looking forward that Zowada will become a comprehensive digital investment guide from A to Z, with its main components: E-commerce, E-learning, Expert Consultancy, Job Matching, and Crowdfunding.

We are seeking to achieve all these targets by build-

with its main components: E-commerce, E-learning, Expert Consultancy, Job Matching, and Crowdfunding.

We are seeking to achieve all these targets by building a work team and strategic partnerships and consortiums in several Arab countries.

We are looking forward to opening more branches and areas of operations to reach out more target groups, more impact and more collaboration on Public, Private and NGOs Partnerships.

With expanding all these efforts, we will reach a

more collaboration on Public, Private and NGOs Partnerships.

With expanding all these efforts, we will reach a world that suits us all and empowering the young potentials.



1

SIR EL-DANNIYEH NURSERY

A service and a seedling for two social and profitable purposes targeting social and profitable goals, Sir al-Danniyeh agricultural nursery was launched by the two young men, Luqman Gida and his partner Ahmed Safadi, who succeeded in investing a simple and fruitful idea at the same time.

Their idea is based on providing a service and seedlings to the farmers, so that either the farmer provides the seeds himself so that the two partners buy these seeds to plant and incubate them until they become small seedlings then they sell them again to the farmer, or the partners produce the seeds and the seedlings then they sell them to the farmer.

Sir al-Danniyeh nursery distributed 15 thousand seedlings to 15 farmers; according to the agreement, when farmers harvest their crop, they give Ahmed and Luqman 10% of it, so that they distribute this amount to 100 poor families in their area, and they have so far sold about 200 thousand seedlings, with \$2,500 sales amount.

As for our role in The LEE Experience Organization, and aiming at supporting the youth in particular, it focused on conducting training courses, according to which we divided the payments with beneficiaries, and coaching them to achieve the desired goals of their projects on social and economic levels.



2

LAMA HAMZA

Three months may seem like a short period for acquiring experience and building expertise, but in the case of the young woman, Lama Hamza, it was not a matter of time as much as it was an opportunity for gaining skills and making an imprint.

The training period for three months at The LEE Experience organization in the Operations Department, had provided Lama with an opportunity that enabled her to define, direct and manage project goals. Lama learned from the managers and the team the methodology of work, cooperation, prioritization and professional behavior.

According to her, this is difficult to learn in the classrooms only, but through this opportunity, she was able to view the various aspects of the project closing, through learning and practicing activities in project management programs, as well as archiving and reporting on a monthly basis to identify risks and eliminate the obstacles that may face the team.

Furthermore, Lama praises the leadership of The LEE Experience CEO, Mrs. Manal Hassoun, as a supportive leader who provides a positive and motivational work environment. This contributes in eliminating the obstacles that face her team, and has inspired Lama to follow acquire these positive leadership traits in her current work. "Brilliant," she describes her few months, stressing that this experience motivated her to continue her higher education studies in project management.

SUCCESS STORIES

2022

YEAR OF SUCCESS

The LEE Experience

📍 Branch 1:
Hassoun Bldg. Ground Floor, Karam Bou Serhal St. Ghazieh, South Lebanon

📍 Branch 2:
Al Saifi Bldg. 4th Floor, Al Marj Junction, Sham Highway, Beqaa Lebanon

📍 Branch 3:
Beirut Digital District Bldg. Nasif Yazaji Street, Beirut, Lebanon

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