



Zowada Application

BY THE LEE EXPERIENCE





The problem


MSME ECOSYSTEM
OBSTACLES & PAINS



Digital Agriculture Revolution remains at an early stage in Lebanon while it rises sharply worldwide. The main 5 issues that the MSME Ecosystem in the MENA region faces are the following:



Lack of access
to funding



Lack of access
to adequate
training



Lack of career
support in agri
sector



Lack of access
to marketplace



Lack of access
to mentoring

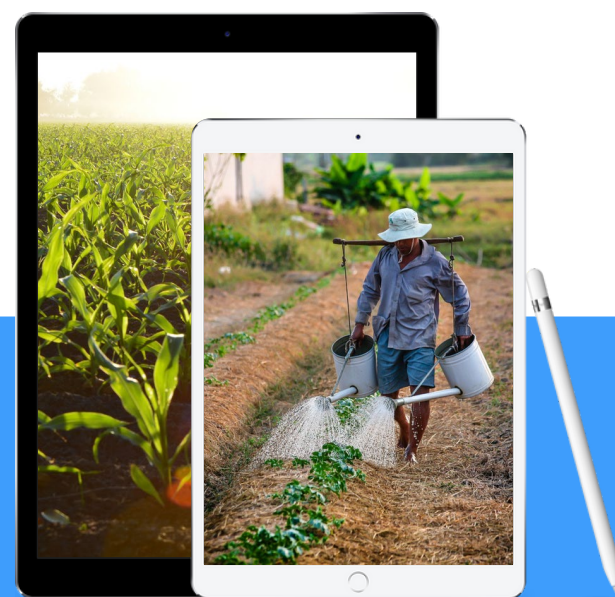
The solution

"zowada" mobile app DEVELOPED, AS INCUBATION AND ACCELERATION TOOL FOR ILO "PROSPECTS" PROJECT

An agriculture, industrial, commercial and services digital solution allowing the user and consumer, to have a full journey through its 5 components of marketplace, job matching, e-learning, mentoring with experts and crowdfunding.

It helps in reviving economic and social challenges, especially the agricultural and agro-food sectors.

The application will ensure a greater network, a wider market access and greener approaches.



زقادة

ZOWADA

marketplace

e-learning

mentoring w/ experts

job matching

crowdfunding

Why "Zowada"

Zowada is an Arabic word that refers to the supplies packed to be taken and used during a trip or for work. Traditionally, a farmer usually takes his "zowada" and leaves to the field for a full day work. In this "zowada", you would find all what's needed in terms of supplies to sustain during working hours and maintain the required energy to do the job.

Inspired by this understanding, "Zowada" mobile application provides its users with all the tools and techniques needed to boost skills and knowledge, in addition to various opportunities that will certainly yield an increase in profit and income, thus ensuring a better life.



Mission

Accompanying our communities step by step to provide them with the best comprehensive experience through an integrated platform by improving access to knowledge, tools, skills, market and financing.

Vision

Empowering communities using technology

The Marketplace feature is an online shopping platform where buyer meets supplier:

- It connects buyers and suppliers to enhance local marketing efforts and grant access to international markets especially Lebanese Diaspora looking to support local businesses.
- It will contribute to the building of new distribution channels for suppliers and allowing the application user (buyer) to benefit from having everything in one place.

user persona

- Individuals that want to support Lebanese and MENA region businesses.
- SMEs, entrepreneurs or individuals that want access to a platform where they can market their products and sell them online.

Value of proposition

Zowada offers large variety of choices to cover all your needs and help you shop easily from the comfort of your home. It is safe, reliable, and promotes inclusion by allowing anyone to sell online and develop their business. With Zowada, you get what you see. Our unique automated system makes sure that stock and prices are updated live on the app! C2C, B2C and B2B! It's our value proposition.

By using multiple approaches such as self-paced learning, distance learning, vocational trainings, micro learning and gamification techniques, we provide the ability to register for courses that support individuals, entrepreneurs and MSME owners in gaining new skills that will boost their productivity and will equip them with the required knowledge to maintain a successful business.

user persona

- Skilled instructors from the International Training Center - ILO that will prepare curriculums and deliver sessions on Zowada e-learning platform.
- Users that are interested in discovering innovation, accessing practical knowledge, and improving the skills that could help them perform better.

Value of proposition

Zowada aims to provide individual and business skills development to MSMEs, entrepreneurs, and individuals by:

- delivering high quality online courses taught by industry experts. In addition to
- providing certification to propel their career and bridge the gap between the skills of employees and the requirements of the job market.
- producing video-based courses available in Arabic and English.

suggested

Category	Offered Courses	Category	Offered Courses
Business Management	<ul style="list-style-type: none"> 100 Essential Management Concepts Leading Change in Organizations The Must Know in Contract Management Procurement Techniques Interviewing Effectively for HR 	Languages	<ul style="list-style-type: none"> Mastering English with no complexity Day to Day English English To Get A Job Sign Language Teaching English As A Foreign Language (TEFL)
Sales and Marketing	<ul style="list-style-type: none"> Digital Marketing Strategies & Techniques Social Media for Personal Branding Empowering Digital Branding Customer Loyalty to The Brand 	Arts & Design	<ul style="list-style-type: none"> Creating Interactive Videos Using "Camtasia Studio 9" Master Graphic Design Adobe Photoshop Social Media Ads Designs Graphic Design Masterclass - InDesign Graphic Design Masterclass- Illustrator Introduction to 3D Visualization Learn The Fundamentals Of Adobe After Effects
Technology, Science, and productivity	<ul style="list-style-type: none"> Websites Development - HTML5 & CSS Agile Scrum Framework For Project Management Microsoft Word for Beginners Business Data Analysis Using Excel Introduction To Database Systems Gamification Software Test Automation 	Soft Skills	<ul style="list-style-type: none"> Effective Communication Skills The Influential Presentation Skills The Science & Art of Time Management Customer Service - Handling Angry Callers The Art of Business Negotiation Job Interview Preparation
Entrepreneurship	<ul style="list-style-type: none"> Mini MBA in Entrepreneurship From a Dream to Business in 7 Steps Business Plan Writing for Entrepreneurs English Pricing Excellence, Strategy & Execution Your Restaurant Start-up The Keys to Attract Investors User Experience (UX) For Startups 	Media, Photography, and skills	<ul style="list-style-type: none"> Basics of Professional Photography TV Presenting: Skills and Techniques Video Editing Using Adobe Premiere Pro

Zowada aims to provide MSMEs, entrepreneurs and individuals a space where they can access mentoring and consulting services with mentors and industry field experts:

- Every mentor and/or field expert will have an online profile. The profile will contain the contact information of the expert, number of cases worked on, their reviews and rating, and fees...
- The user can book an appointment with the mentor and/or field expert and get a consultancy session tailored to their case.

user persona

- Experts and consultants looking to provide their services for a fee via the Zowada app
- MSMEs, entrepreneurs and/or individuals seeking tailored consultancy to answer specific needs

Value of proposition

Zowada offers you seamless access to expert consultants, anytime and anywhere. Have a call with our business specialists from the comfort of your home or book an appointment in person. With the guidance of our professional experts, you won't worry about any problem you or your business may face!

Through the job matching service, every individual will find the job that matches their skill set. Zowada will:

- Give job seekers the opportunity to create their own profiles and search for job opportunities in the businesses and industries that best matches their needs.
- Contribute to a decrease in national unemployment rate

user persona

- Recruiters and MSMEs can post job openings and receive CVs of skilled people from all over MENA region.
- Job seekers can view different job openings and apply directly via their profile on the application.

Value of proposition

Zowada offers a free service that helps individuals working in different industries to develop a network of contacts and help manage their professional identity.

With the donation crowdfunding feature, Zowada provides its users with the:

- Ability to post development projects, business proposals and progress reports in an attempt to crowdfund for projects
- Ability for donors to search through these projects and pick which ones they would like to assist financially

user persona

- Donors who are willing to help projects financially to sustain in these challenging times
- MSMEs, NGOs, social movement, social initiatives, social enterprises, entrepreneurs and individuals that need to fund their projects regardless of the stage they are at (pre-seed, seed, etc..)

Value of proposition

Zowada is a life changing app. It aims to help everyone to start their business and succeed by being a trustworthy platform where people from all over the world can donate for projects looking to crowdfund in a safe and legal environment.



product demo

strengths

- User-friendly application with not many forms to fill
- E-learning: hosts professional instructors and grants certifications by providing professionally produced video-based courses available in AR & EN languages tailored to the MENA region market's needs
- Marketplace: provides access to thousands of products with safe payment system, real time prices and stock updates and tracking system. Saves time for consumer by online shopping.
- Consulting: variety of services in a variety of fields
- Crowdfunding: unique and effective solution to MENA region businesses with widespread access to global audience
- Job matching: free service matching individuals from all disciplines to recruiters

threats

- E-learning: lack of motivation due to economic and political situation coupled with technical difficulties and lack of adequate internet infrastructure
- Marketplace: legal and regulatory changes that affects growth and there is high competition
- Consulting: unstable currency exchange rate
- Crowdfunding: trust issues, no guarantees for success and difficulty finding valuable projects
- Job Matching: saturated market

- E-learning: lacks human interaction and is a paid feature
- Marketplace: preference of some to see and feel products prior to purchase
- Consulting: Some users may be unfamiliar with online consultancy applications since its not widespread yet
- Crowdfunding: new approach in region which may lack interest and create doubts in trusting where donations will go
- Job matching: no control and guarantee of quality of posted jobs and applicants

- World migrating to e-learning due to recent COVID situation
- Marketplace: Innovative features such as live chat that have enhanced the online shopping experience. International business growth and solution to extreme situations such as COVID
- Consulting: The market of expert consultancy is increasing
- Crowdfunding: no direct competition and opportunity to gather more money than estimated
- Job matching: Emerging needs for job-matching applications in a variety of skills while aiming to provide the new generation with an easy tool to seek jobs

weaknesses

opportunities

swot analysis

P

Political Factor

Political Instability

No government

Legal framework set
for crowdfunding

Immigration laws

E

Economic Factor

Economic Crisis

Devaluation of LBP
currency in face of
USD

Inflation

High unemployment
rate

S

Social Factor

More support for local
production and local
businesses

More reliance on e-
learning and focus on
skills development

Immigration crisis

T

Technological Factor

Higher investments
and initiatives on
innovative technology
in a gri-food/a gri-tech
sector

pest analysis

Marketplace

- Take a minimal fee from MSME, entrepreneur, and individual who wish to use your platform and display their products on your marketplace
- Allow up to 5 or 10 products to be posted for free by MSME, entrepreneur, and individual and then create a yearly paid bundle package for example:
 - Up to 50 products to be displayed on marketplace for a yearly fee of 50 USD
 - Up to 100 products to be displayed on marketplace for a yearly fee of 90 USD

Elearning

- Free component for a set list of basic courses as a trial offer
- Paid component for any unlimited access to courses beyond the list of basic classes for example:
 - Monthly plan 7 USD per month
 - Yearly Plan 75 USD per year (save 10%)
- Introduce MasterClasses at a separate fee i.e 75 USD per masterclass that covers several modules

mentoring w/ experts

- 20% cut for The LEE Experience from each session booked with an expert as a commission fee
- Initially, the user will have the option to get 2 tickets for free only 2 times in this component. However, these 2 free tickets should be on a specific list of services. For example:
 - Starting a business when in college – 30 min
 - How to scale up your startup – 30 min
 - Prepare for entrepreneur mindset – 15 min
 - Managing stress – 15 min
 - How to register your business – 20 min

The user will have these 5 choices above as a free service. Beyond that, consultations will be paid feature based on fee set by field expert/mentor.

OR

The user can have 2 free tickets to book any consultation with any expert. After these 2 free tickets are used, the “BOOK A FREE CONSULTATION” button will lock, so the user will only have the option to pay for a consultation.

job matching

- Take a fee from recruiters looking to post job openings on the platform
- The feature is free for basic usage by the user
- Create a premium upgrade that can be purchased by user to gain access to more features within the application for example such as:
 - Access to detailed insights
 - Ability to track application status
 - No limit to how many jobs you can apply to per day or month

crowdfunding

- Allow MSME, entrepreneur, and individual to post only one initiative, campaign, project for free on platform
- Beyond that, charge a monthly or yearly fee for unlimited posting and access to premium features
- Fees will be used to cover administrative costs



international
operations



local & intl
products



only local
products



local
operations

competitor analysis

competitor analysis

accessible



Agrilearning.gov
agri food only
potatos and free



no variety in
courses and free



ابواب abwaab
16 USD/month



free, only arabic



free + certifications



9.99 USD/month
only arabic



self paced, 12
USD/month



affordable and
offers certificates



30 USD/month
English Only

variety

limited



diplomas - 1000 USD
not much variety



expensive + no e-
learning + limited
courses



slightly affordable + limited e-
learning+ only business and
english courses



self-paced, tutoring +
expensive hourly rates

inaccessible

limited

accessible

variety

inaccessible



no variety, only arabic, not free

Expert Republic.
variety of experts
some free some paid



variety of experts
for free



variety of mentoring
services at a fee



competitor analysis

accessible



no variety of features



limited job offering and features



many features such as cv services MENA region



glassdoor

indeed



free + premium worldwide posting



many features MENA region

limited features



only NGOs

free for applicant but not recruiter



only Saudi Arabia

inaccessible



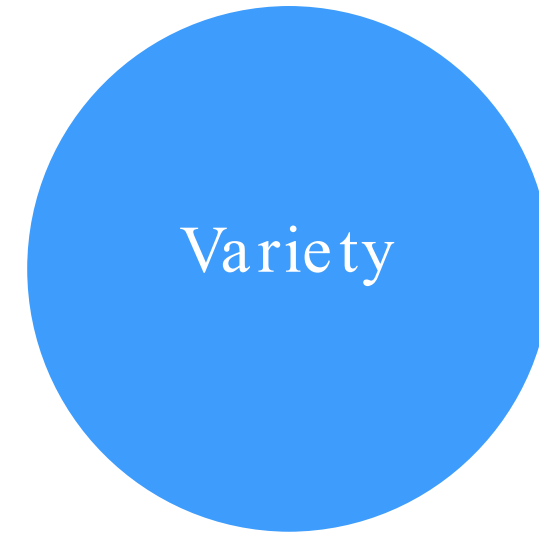
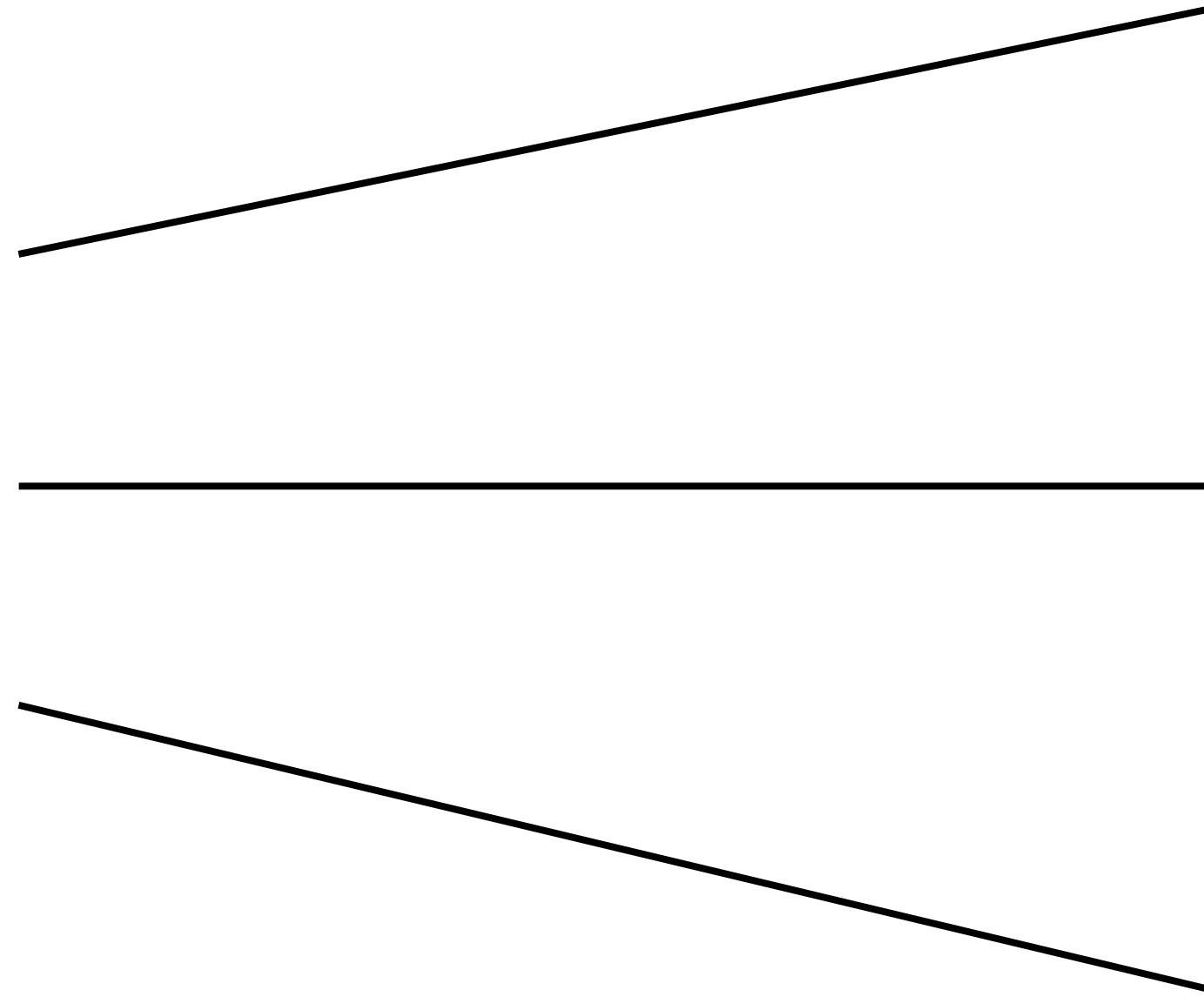
many features gulf region

variety of features

competitor analysis



competitive advantage



underlying magic

multichannel go-to market strategy

CONSUMER

- Direct to consumer marketing
- Affiliate program (reward program)
- Events i.e
- Application launch party
- Participate in exhibitions/events
- Influencer marketing i.e offer free trials of all features and ask for online review through reel or stories
- Conduct market research with target audience - focus groups
- Pop up on website
- Offer free trials and promo codes
- Create demo video

ENTERPRISE

- Strategic partners (i.e ILO, Agri-tech related businesses, Ministry of Education, Ministry of Agriculture, Ministry of Finance, [Association of Lebanese Industrialists](#))
- Direct selling
- Venture Capitalists
- Events
- Application launch party
- Participate in exhibitions/events

Expected Number Of Downloads for Zowada App

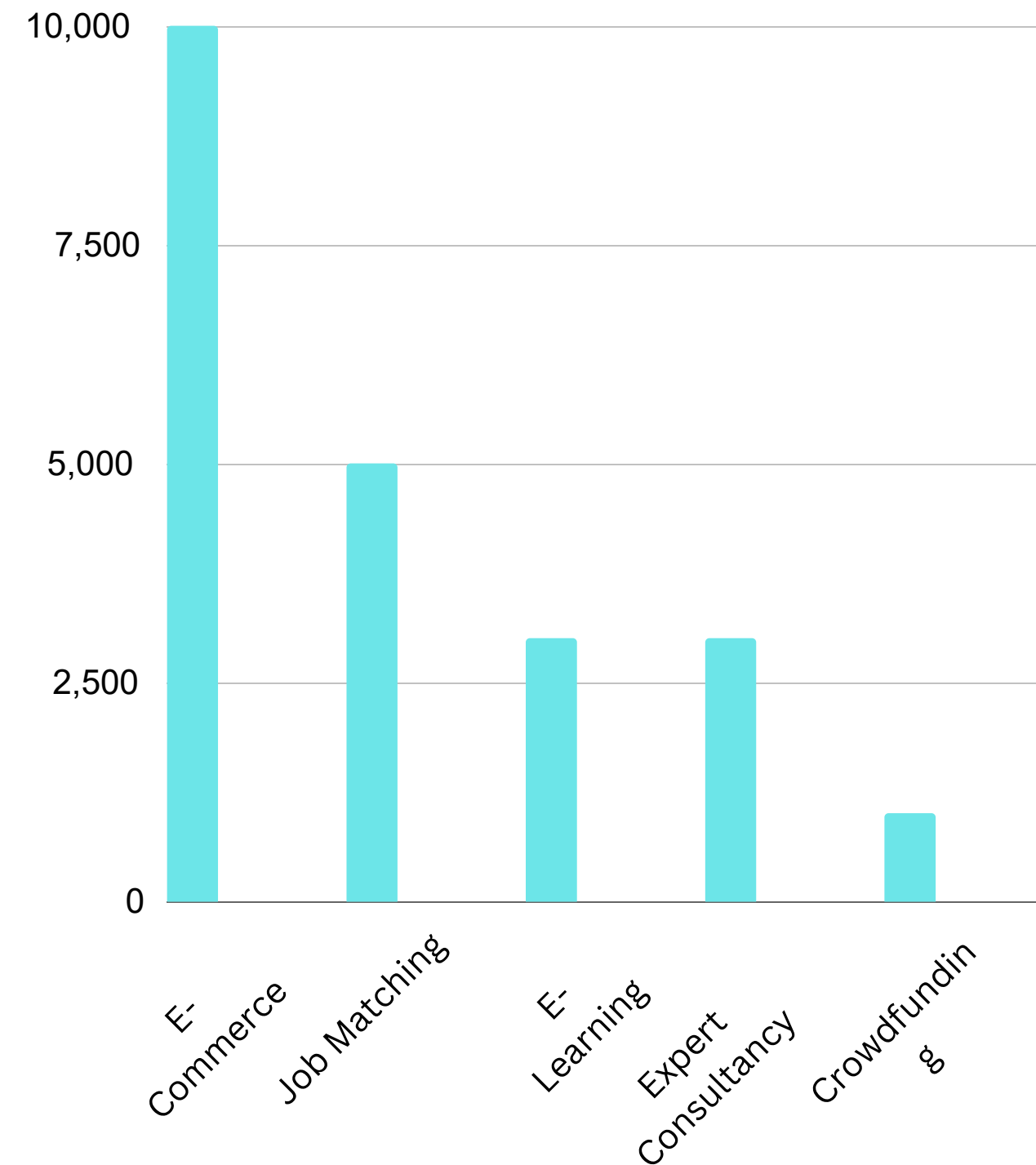
In year 1, the number of downloads for Zowada should be around 22,000 (set specific date - starting date)

Month 1 est. 1,000 downloads

Month 2-4 est. 3,900 downloads

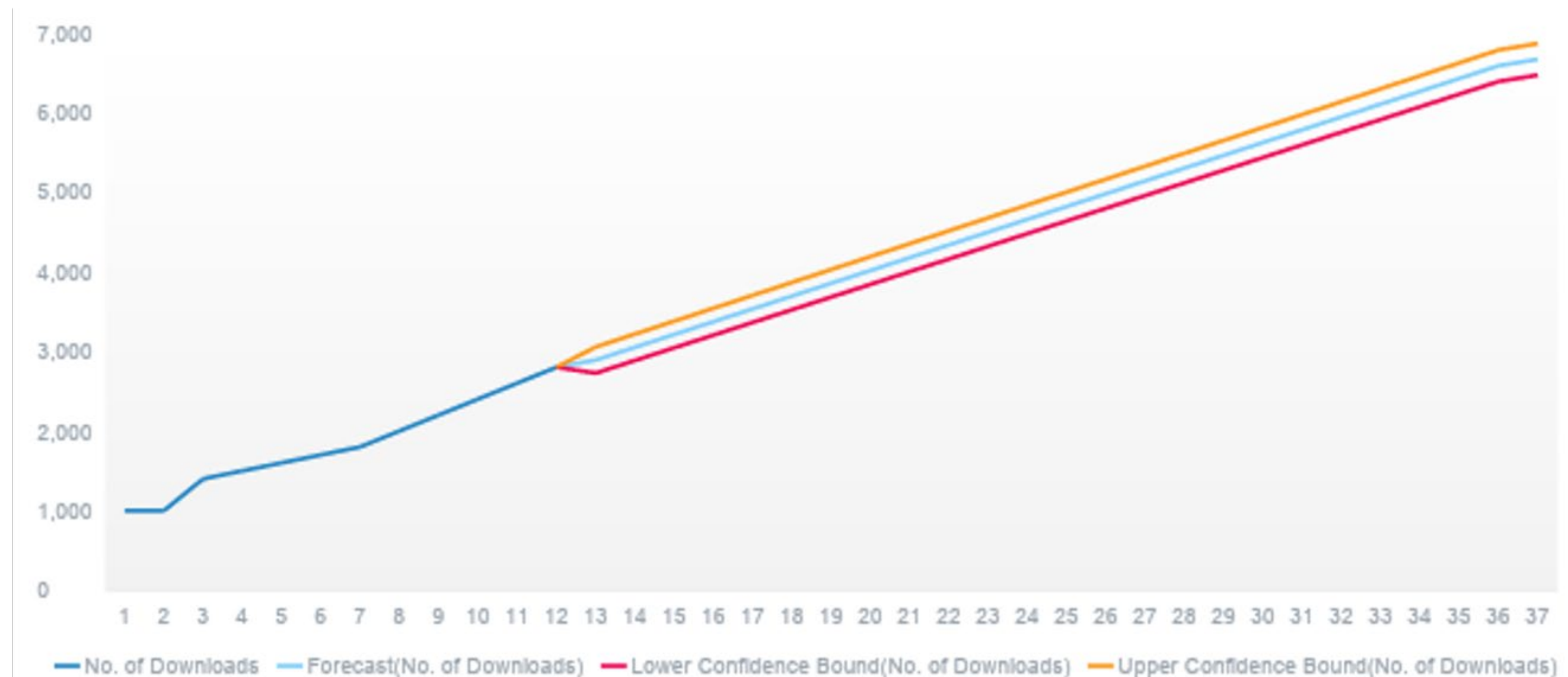
Month 5-7 est. 5,100 downloads

Month 8-12 est. 12,000 downloads



forecast of Number Of Downloads for Zowada App

Using the excel function FORECAST.ETS, we were able to forecast the number of downloads for the next 2 years. Also, using the function FORECAST.ETS.CONFINT, we were able to find the upper & lower limits.





THANK YOU!

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