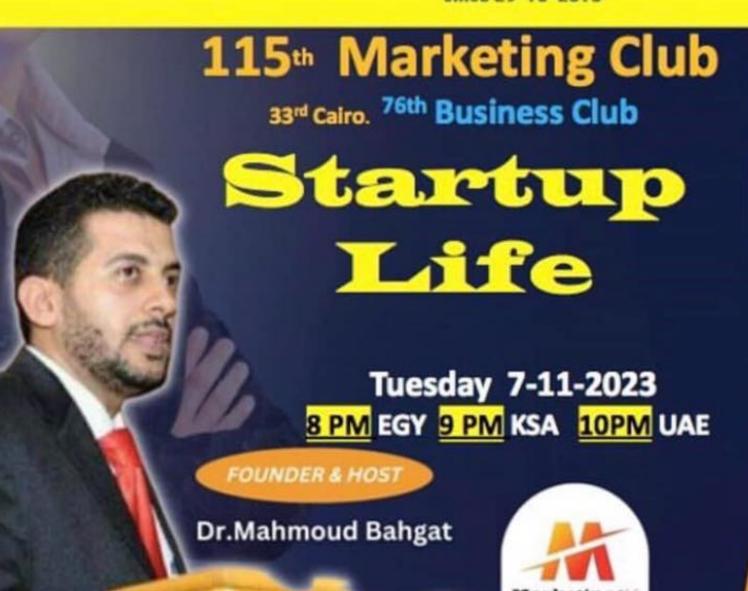
# Still celebrating 8th Year Anniversary

since 29-18-2815





INSTRUCTO

Dr.Omar Shoukry Sak Nawah Scientific CEO



















Jeddah 1st Marketing Club 29-10-2015

Jeddah 2nd Marketing Club 25-11-2015





Cairo 1st Marketing Club 4-12-2015

Alex 1st Marketing Club 6-12-2015





Jeddah 3st Marketing Club 29-10-2015

Riyadh 1st Marketing Club 17-12-20/5









# **Startup Life**

**Dr. Omar Sakr**PhD, MBA
Founder | CEO





# **Dr. Omar Sakr Speaker biography**

- PhD in pharmaceutical sciences, Geneva.
- MBA , Hult University, London.
- Lead researcher, Capsulution Pharma, Berlin.
- Adjunct Ass. Prof. of entrepreneurship,
   Zewail City of Science and Technology
- Founder and CEO, Nawah-Scientific



# **Business vs Entrepreneurship**

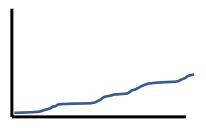
#### **Small Businesses**



Traditional business model



Low risk ventures



Less Scalable

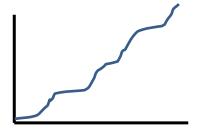
#### **Startups**



Innovative business model



High risk ventures



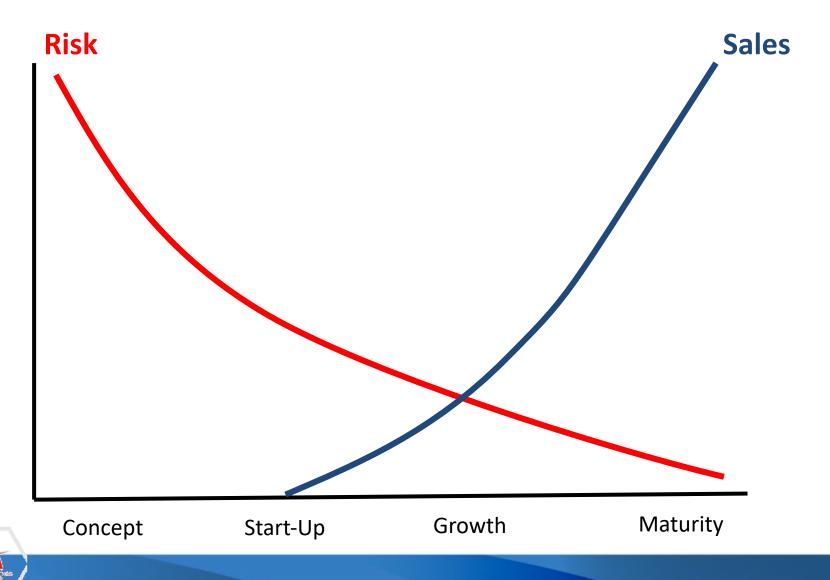
**Highly Scalable** 





# Putting things in time perspective

#### When to use what





# Stage #1 The concept







# **#1: Concept phase**

This is the very beginning of the business lifecycle, before your startup officially exists.

#### Start with a problem

- The correct reason to start a startup
- Find a problem you are passionate about solving.
- Is it a problem "Worth solving"?
- Big problems = Big market size = higher success possibilities

#### Seek validation

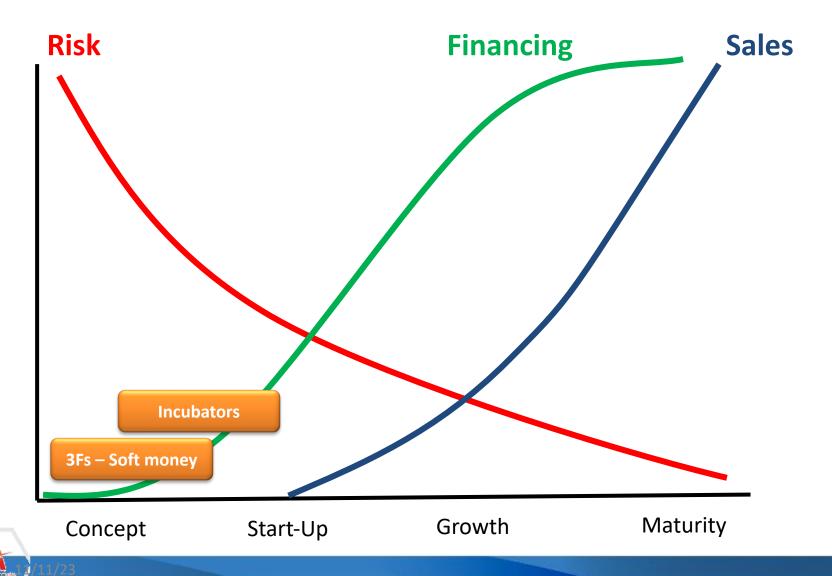
- Problem validation
- Solution (product / service) validation
- Customer validation
- Market validation
- MVP mindset, agility
- Fail fast, fail forward





# **Putting things in time perspective**

#### When to use what





# 150K+

Egyptian **Scientists** 







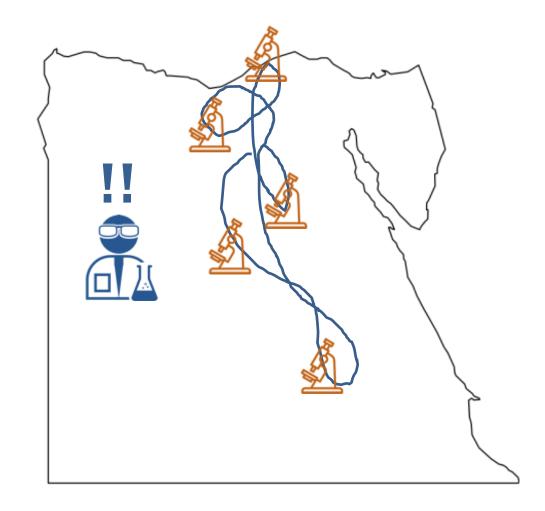


Even worse...

# They are not in one place

Scientists waste time and money
Producing

low quality research







**Private** 

Universities

**Public** 

Universities



**Public** 

**Research Centers** 







The first multidisciplinary, private research center in Egypt

catering for life and medical sciences





### Find the window in the darkness!









#### Resilience



- Jan 2014
- Winning 1<sup>st</sup> Business competition
- Enterprisers Camp, Cambridge, UK
- "Your idea can transform the way Egypt is doing research", Bravo!



#### **March 2014**

- That's me again!
- I'm a PhD student at Unige, I live in Geneva
- My wife is doing her PhD, we have 2 girls
- I know no investor
- I never wrote a BP
- An amazing spot is available (take it or leave it)





#### Resilience

## Some stuff you need to do the hard way!



Don't let your dream go

Fri to Mon secret travels

#### Have a compelling vision

Dream in color. Think of details and think them again!





**Build a SUPER team** 

Recruit the best, even out of your circle. They have to endure with you.



82 ppt to raise the initial capital. Lots of rejections and disappointment









# **Company life cycle**

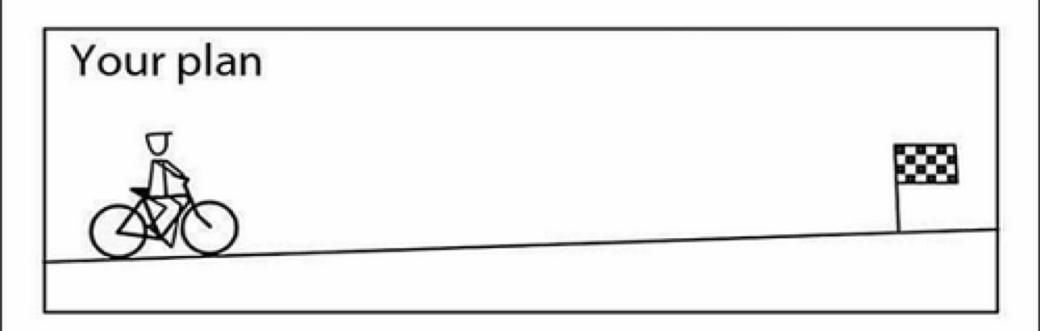
#### 2. Startup

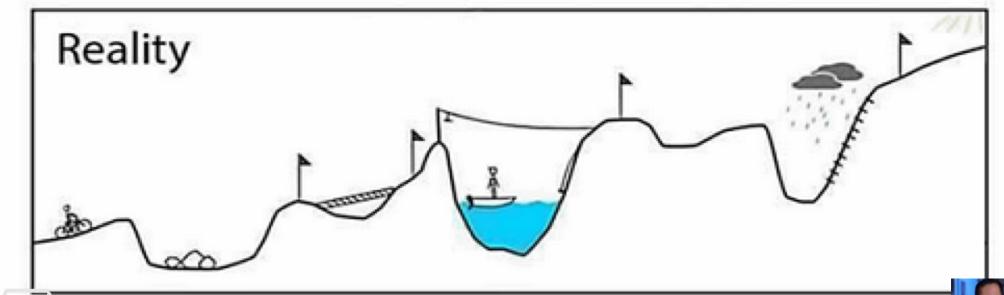
- Once you have thoroughly tested your business idea and are satisfied that it is ready to go, it's time to make it official and launch your startup.
- This is the riskiest stage of the entire lifecycle. Mistakes made at this stage impact the company, years down the line.
- Adaptability is key here, and much of your time in this stage will be spent tweaking your products or services based on the initial feedback of your first customers.





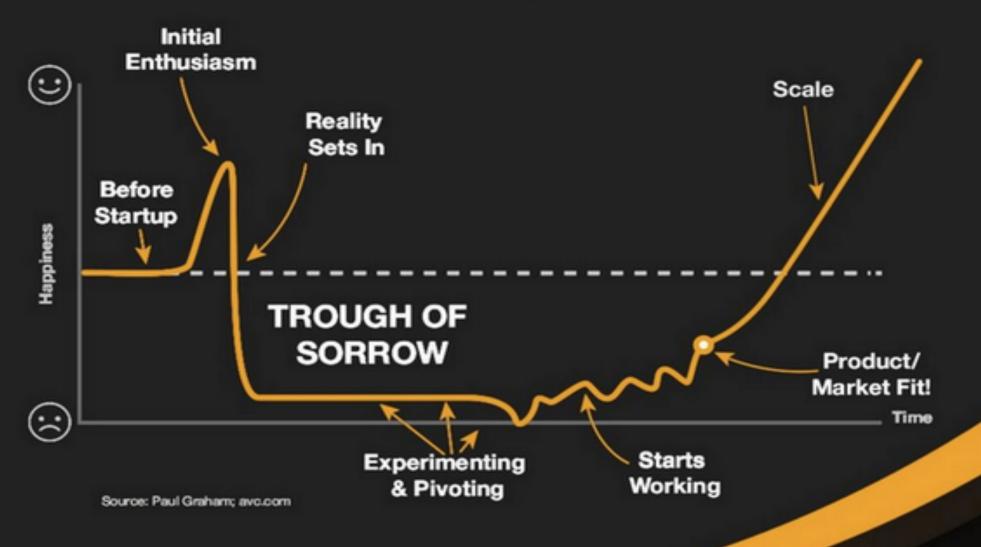








# **The Startup Curve**







#### #2: The launch

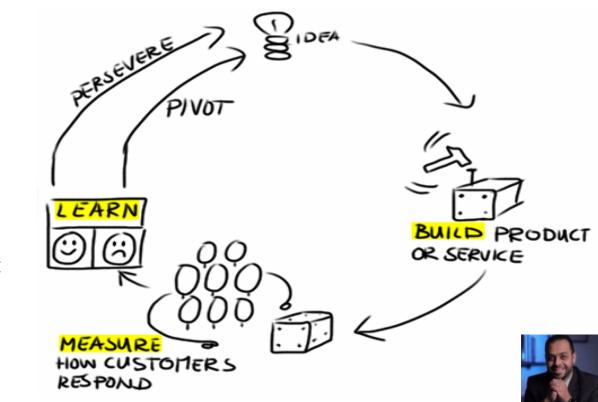
This is when your startup struggles to take off.

#### Small team, Big problems

- Find a co-founder(s), it's a tough journey to go alone.
- Seek calibres who can multi-task
- Spend wisely, avoid spending traps
- You will be overwhelmed with challenges, take them one-problem at a time.

Figure-it-as-you-go mindset

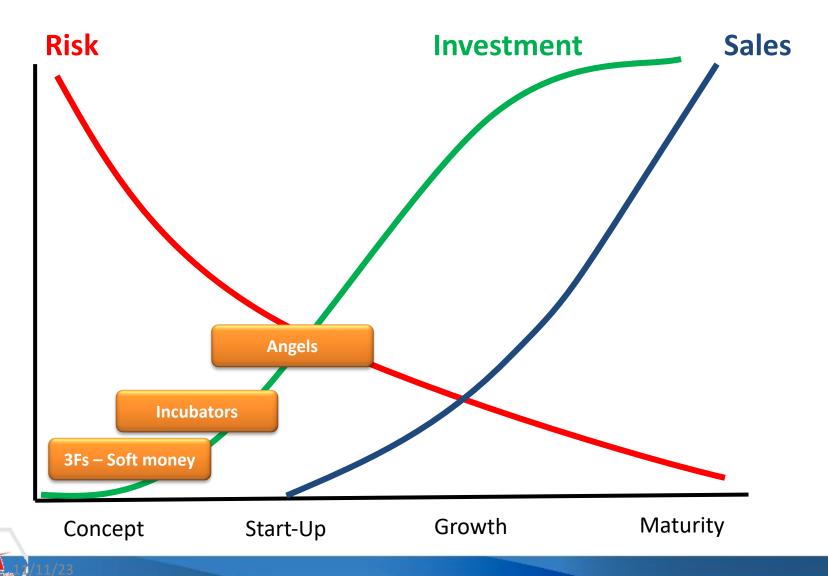
# Design thinking





# **Putting things in time perspective**

#### When to use what







# #3: Growth: The Scale Up

#### Managing growth challenges

#### 1. People

- Are the current leading team still the best fit to grow the company further?
- Build middle management team
- You need highly specialized calibers, not multi-taskers
- Clear JDs for each task = avoid drama

#### 2. Execution

- Process review and upgrade
- Delegation to middle managers
- Accountability
- Automation and digitalization





# #3: Growth: The Scale Up

#### Managing growth challenges

#### 3. Strategy

- The strategy that brought you this far, might not necessary be the one that takes you further
- Revisit: what you're selling to whom?
   Pricing model? Positioning? Brand promise? New products? New markets? Both? etc
- Get everyone aligned on the new path

#### 4. Cash

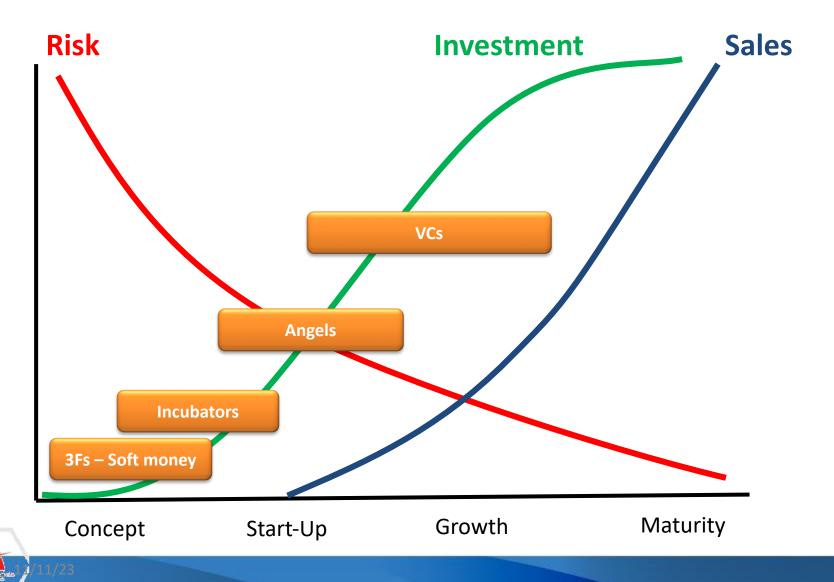
- Growth Sucks Cash
- Revisit your Cash Conversion Cycle (CCC): How long it takes between when you spend a dollar (marketing, design, rent, wages, etc.) until you get that dollar back.
- Master the art of fund raising





# Putting things in time perspective

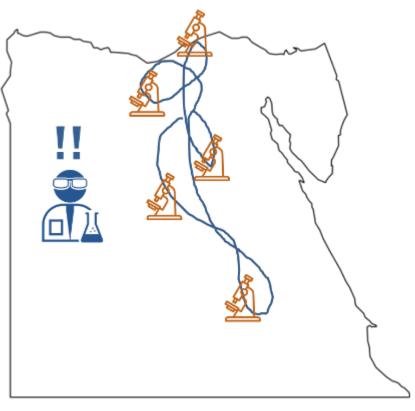
#### When to use what





# #4: Growth







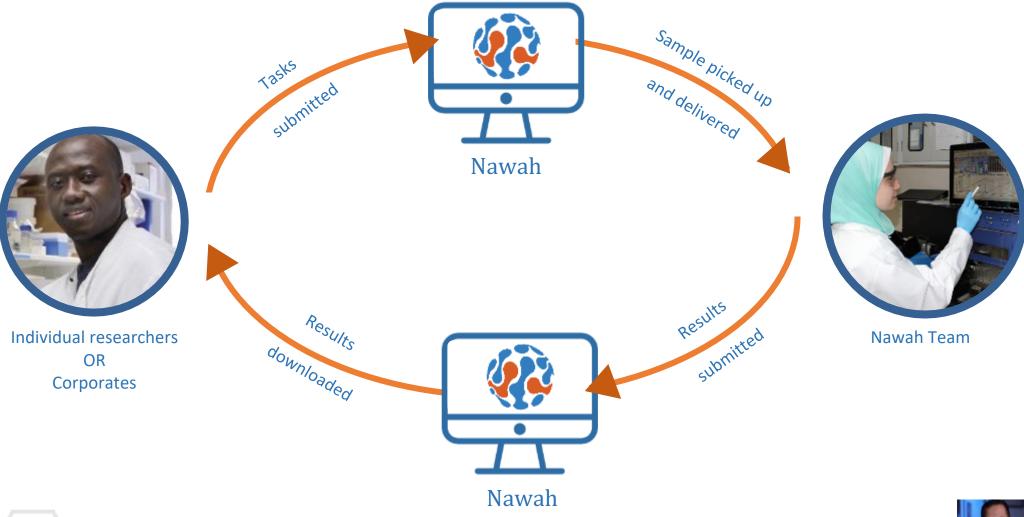






# #4: Growth

## **Pivoting into a Scalable Business Model**









Multiple international award winners!







# Stage 4: Naturity



# #4: Maturity

#### Welcome to the corporate life

#### 1. People

- Build senior management team CXOs
- Full delegation
- More clarity on JDs and accountability
- Revisit the organogram and hierarchy

#### 2. Execution

- Implement processes and governance
- World-class execution, seek perfection
- Continuous small improvements
- Restructuring?





# #4: Maturity

#### Welcome to the corporate life

#### 3. Strategy

- if you are not moving forward you are moving backwards
- Don't get too comfortable, always seek innovation, don't fall for NOKIA trap!
- Diversify, organic growth vs acquisitions

#### 4. Cash

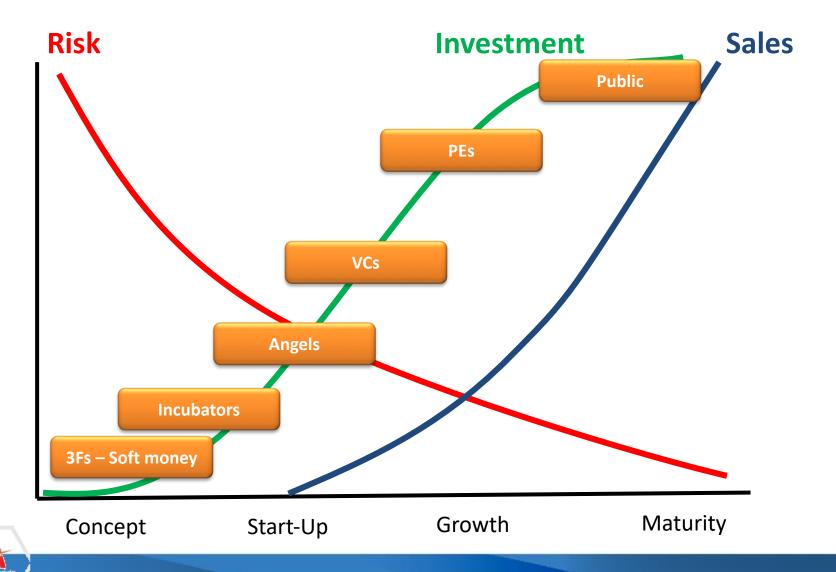
- Achieve profitability if not so far
- Self dependance rather than fund raising
- Cost optimization (vs cuts)





# Putting things in time perspective

#### When to use what





# **Life Sciences Research Unit**



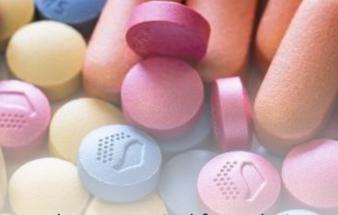
- Nanotechnology
- Cancer research
- Stem cell research
- Molecular biology
- Virology research
- Phytochemical research
- Analytical chemistry

#### **Clients:**

Scientists, Biotech Companies



# Pharmaceutical Industry Unit

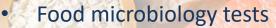


- Pharmaceutical formulation
- Cosmetics formulation
- Chemical testing
- Microbiological testing
- Stability testing
- Testing of herbal extracts

#### **Clients:**

Pharmaceutical industry





- Nutritional facts
- Analysis of heavy metals
- Halal food
- Pesticides residues
- Water analysis
- Air quality testing

#### **Clients:**

Food & agriculture industry

# Nawah's journey

### **Quick summary in numbers**

8

Years old

5000+

Customers inside and outside Egypt

260%

Avg YoY growth rate

12

**Countries** 

400K+

Samples analyzed

\$3M

Funds raised

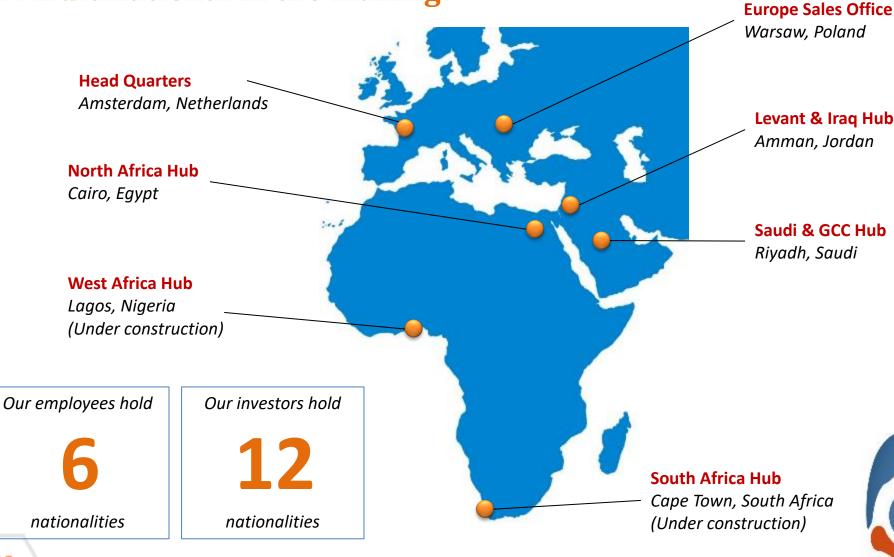
(\$10M Series A pending)





#### How does Nawah look like now?

A multinational in the making!





9



Certified

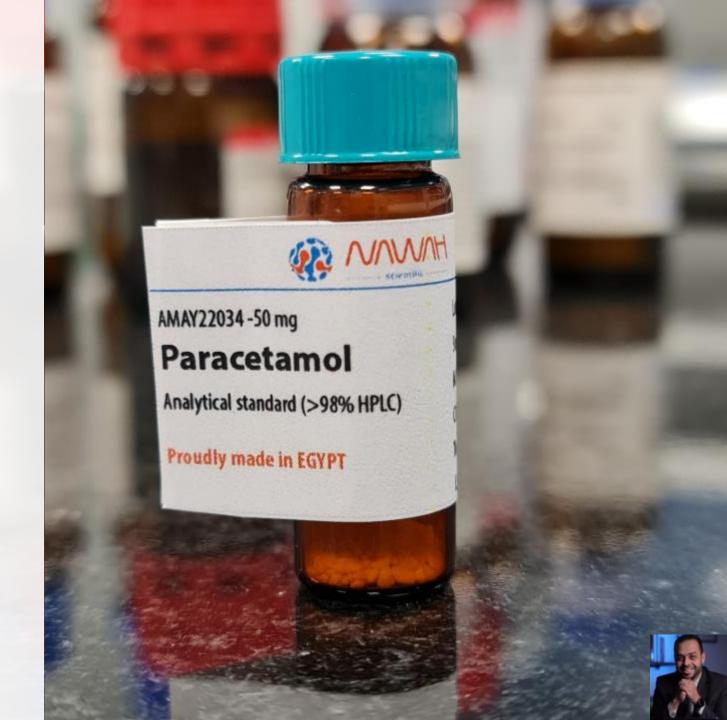
The only accredited producer of

Certified Reference Materials

in Egypt

500+

Compound

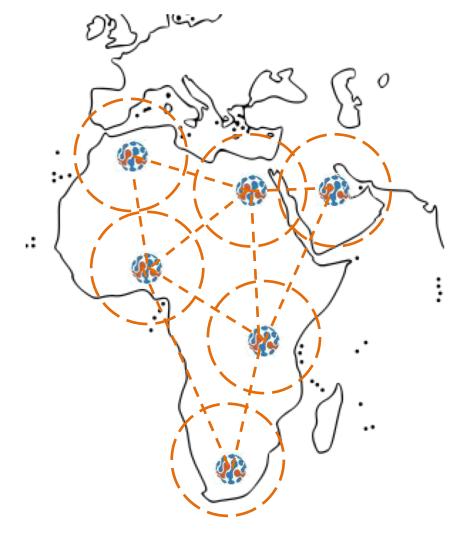




# #5: Nawah10 years vision

A chain of high-tech centers
 of excellence in research,
 strategically located to
 empower science in MENA
 and Africa







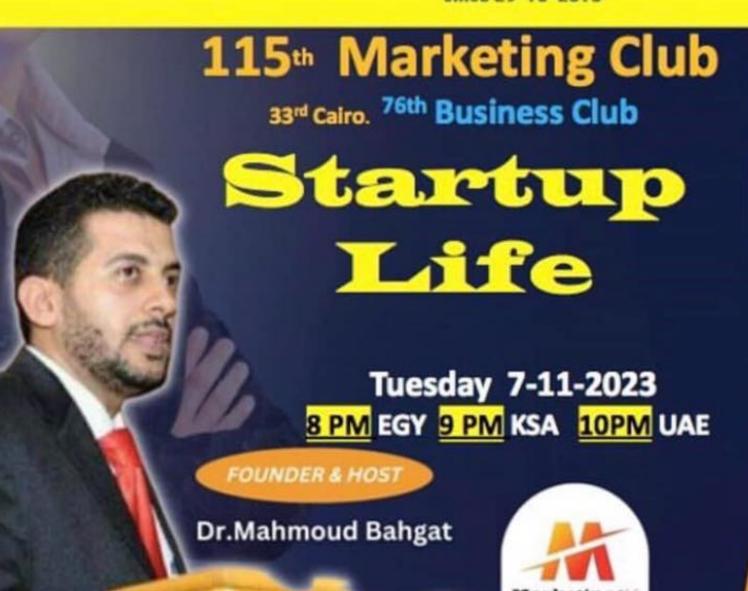






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