



The online ecosystem  
for entrepreneurs & SME's

Presented by

**marwan zyadat, founder & ceo**

marwan@nejmy.com

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# value proposition & strategic goals

# The value proposition

## Why?

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SMEs are the engine for inclusive economic growth as they constitute around 95% of the national economy in Jordan, job creation as they employ nearly 70% of the private sector's workforce. Yet, many continue to struggle with setting up a new business, access to finance, technical skills, and technology infrastructure.

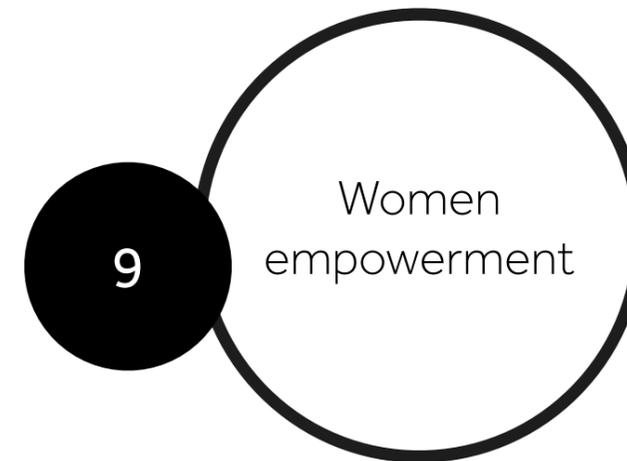
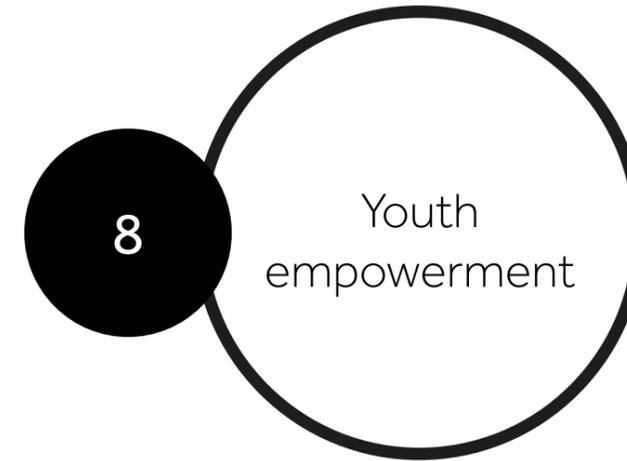
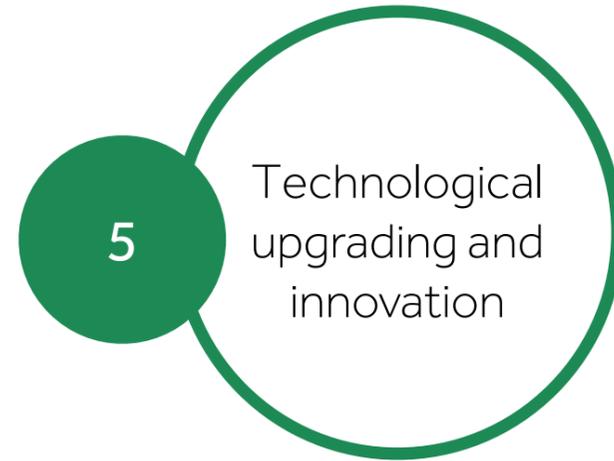
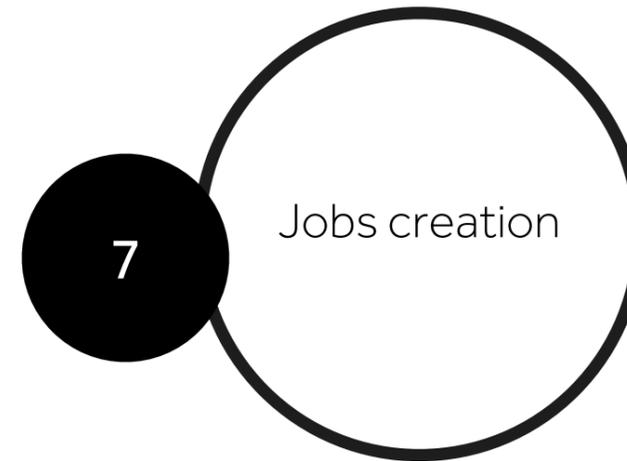
## How?

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A digital platform provides entrepreneurs & SMEs from all sectors with access to the most comprehensive source of online business training, online business tools to write a full lender-ready business plan and prepare a compelling investor pitch presentation, access to online mentorship, and access to a finance application for deal matching.

We help entrepreneurs, small business owners start, formalize and grow their business in sustainable ways.

# The strategic goals



# the offering



# The offering

## Online training

- Arabic entrepreneurship & SMEs video based training content.
- Exercise files.
- Exams & certifications.
- In-depth analytics & reporting tools.



# The offering

Arabic entrepreneurship & SMEs training video based content

- Entrepreneurship skills
- Market research
- Forecasting
- Financing
- Law
- Setting up your business
- Advertising
- Public relations
- Source of supply
- Bookkeeping
- Home based business
- Selling
- Self improvement
- Building the team
- Business plan
- Pitfalls
- Franchising
- Governance
- Product management
- Intellectual property

**20** Chapters

**259** Lessons

**16** Hours

**105** Exams

**26** Exercise files

# The offering

## Online business tools builders

- Business plan.
- Executive summary.
- Investor pitch.
- Business model canvas.

48 أيام متبقية

مرعان زيادات

مشروعك business plan

وصف الشركة

فكرة عن الشركة

فريق الإدارة

الموقع والمرافق

بيان حول المهمة

تاريخ الشركة

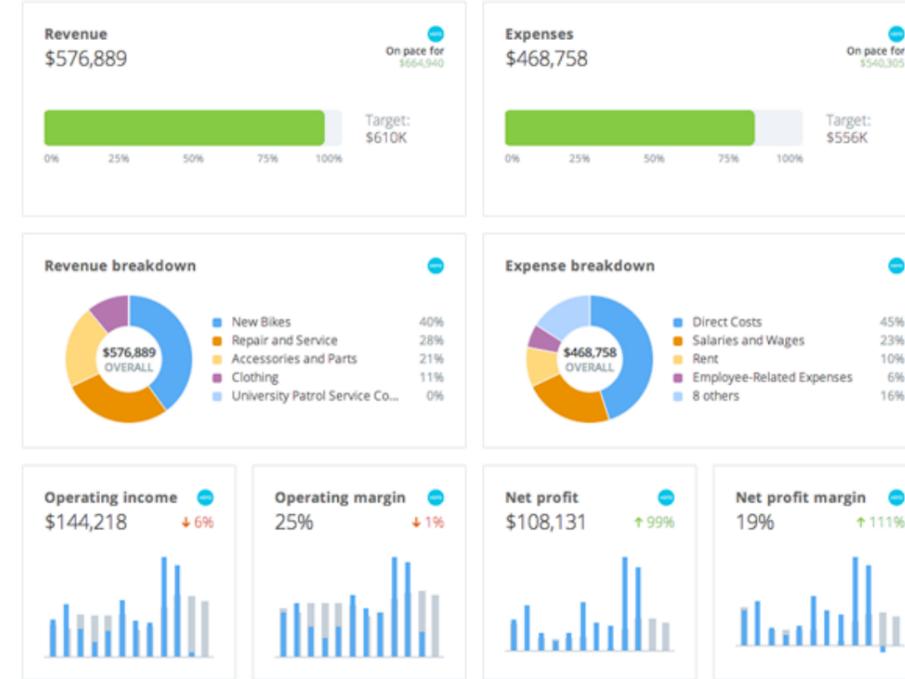
و كأنك تُعرف شركتك لشخص ما. كم مضى عليك من الزمن وأنت مجال في الأعمال التجارية؟ ما هو عنوان الشركة الرئيسي؟ هل هناك أي مواقع أخرى؟

مثال

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نجمي هي منصة فريدة بمتناول الجميع، على شبكة الانترنت ترعى وتروج أحلام رواد الأعمال الجدد، عن طريق رعاية الأفكار الجديدة الممتازة، بتوفير التدريب الضروري، وتقديمهم لخبراء يهتمون بهم، وتوفير أدوات العمل الضرورية، والبرامج اللازمة، والمساعدة بالتمويل والعلاقات العامة والتشبيك.

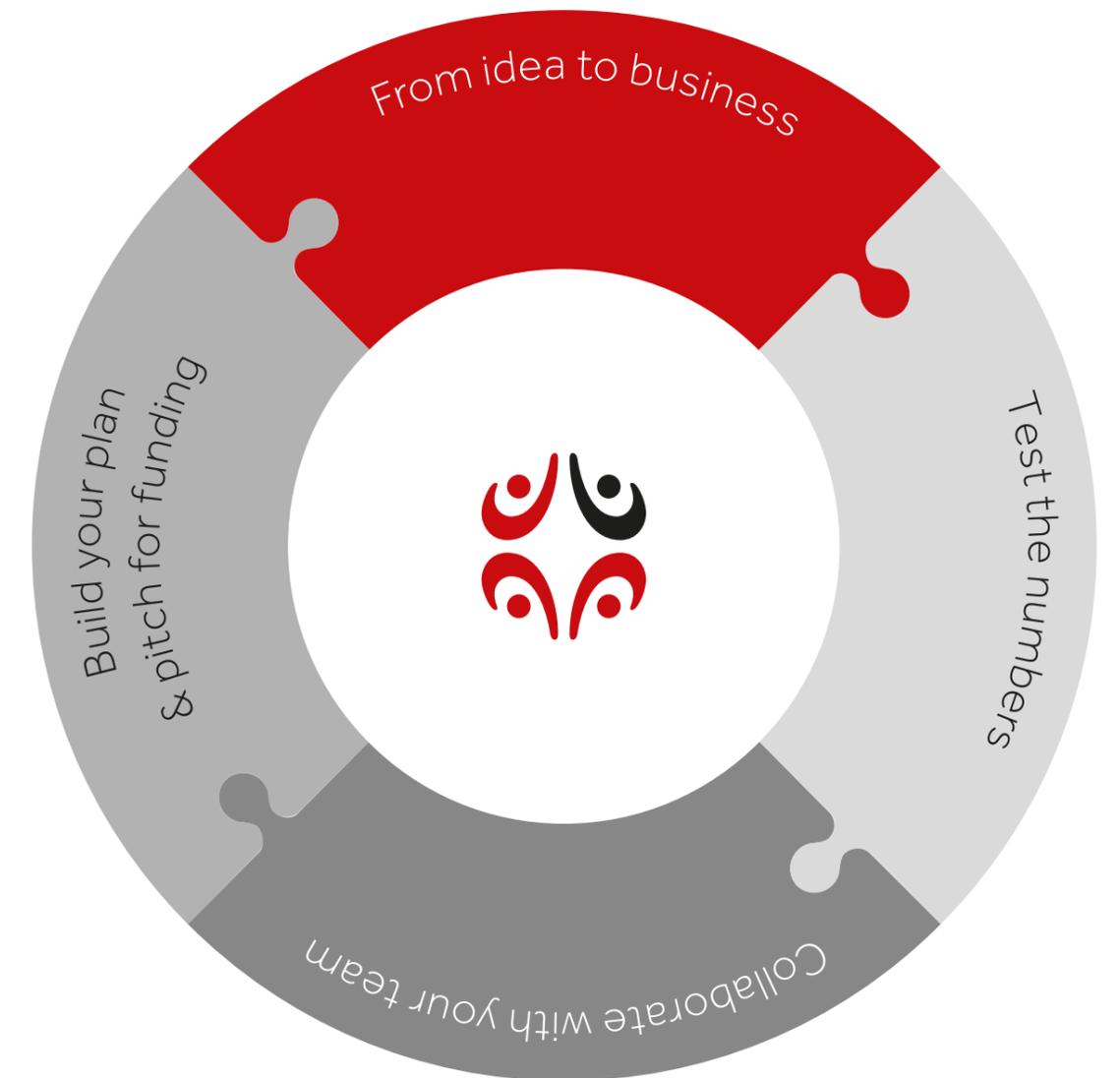
احفظ و تابع



# The offering

## Online business tools main features

- Arabic language.
- Build based on the requirements of all types of finance organizations.
- Step-by-step guidance with videos, samples & instructions.
- Automatic generation of financial charts & statements.
- Error-free financials.
- Multi user for collaboration & commenting .
- Exporting as PDF, word & powerpoint formats.
- Access anywhere.
- Online mentorship support.
- 100 % secure & confidential.



# The offering

## Online mentorship

- Financial institutions
- Telecommunication
- Government
- Education
- Health
- Associations
- Incubators & accelerators
- Donors
- Media
- Others

Mentorship

The necessary  
addition to any  
entrepreneurship &  
SMEs program

# The offering

White-label service

Platform  
White-Label

Customized  
web address  
& pages design

Language  
localization for the  
platform content

Business tools  
multi-user  
with online  
mentorship  
capabilities

Customized  
Administration  
module and  
reporting

# successful partnerships



# 1000 entrepreneurs national initiative

Dr Bashar Hawamdeh, Intaj Chairman said: *"Nejmy platform is different. We are not competing with the existing eco-system we will work with all to achieve this country goal."*

HE. Mrs Majd Shweikeh, Minister of ICT & Minister of public development said: *"Entrepreneurship is one of our priorities and we are working to ease the regulations to help startups, nejmy platform will help us to scale our efforts and reach across Jordan."*

HE. Mrs Nadia Al Saeed, CEO Bank Al Etihad said: *" We are looking forward to work with nejmy to help entrepreneurs & SME's to get ready for access to finance which is part of our main priorities."*

Mr Ziad Shatara, Umniah CEO said: *"Entrepreneurs at early stage need great support to start. We believe that nejmy will be able to help hundreds across the kingdom and we encourage every one to support this initiative and make it a success."*



# 1,000 entrepreneur national initiative

## Jordan

In partnership with



### Initiative partners/ sponsors



### Access to finance partners



145 supported startups

### Outreach partners

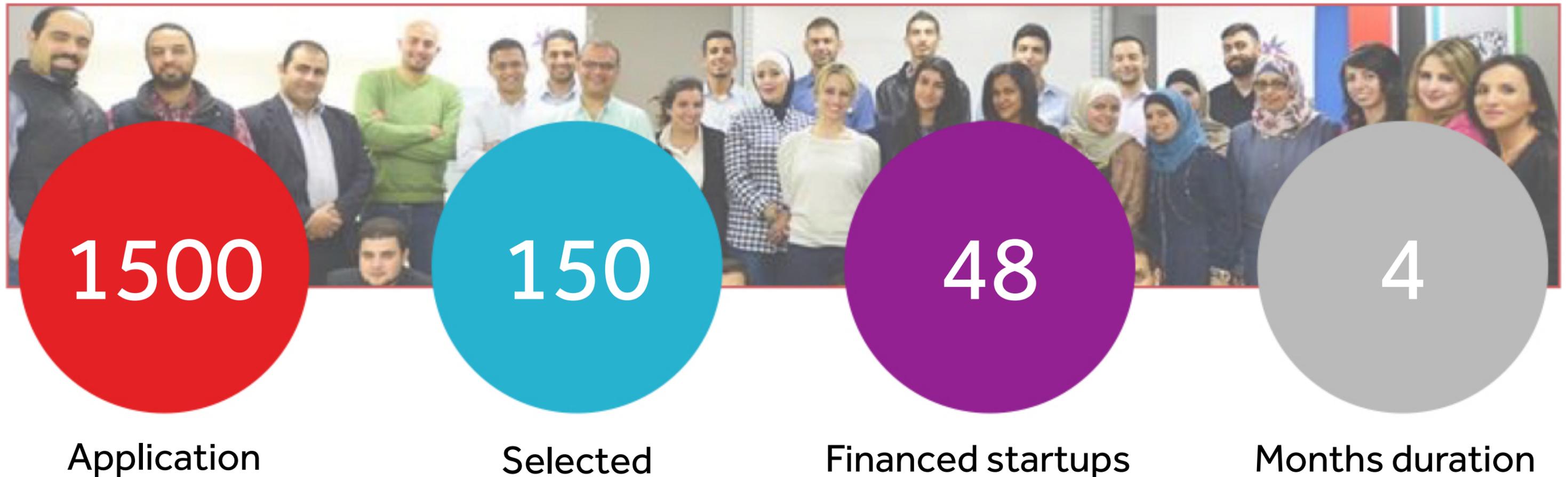


### Helpers

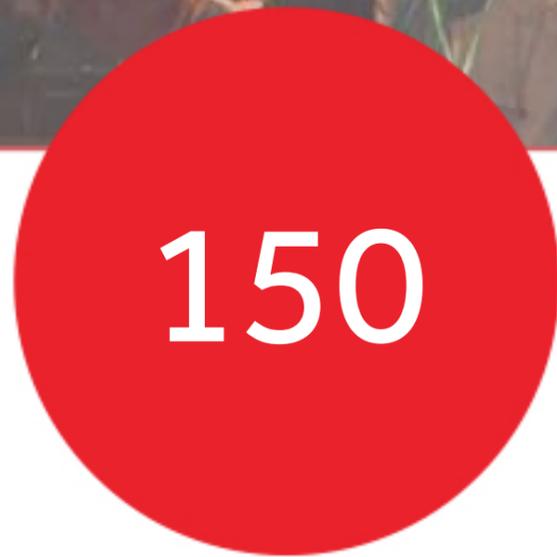


# Youth business Jordan

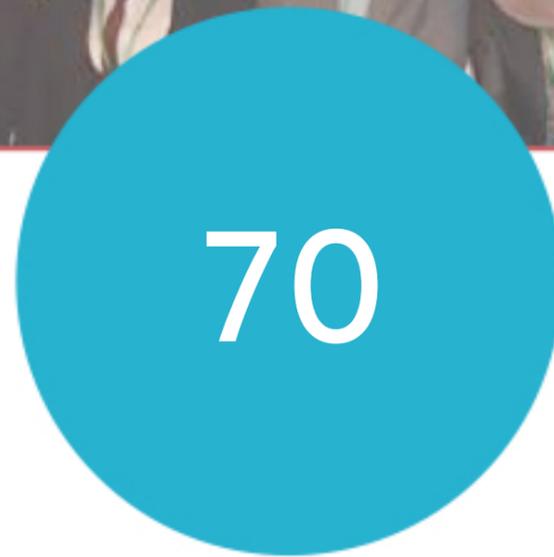
**Mr. Ali Abdel-Jabbar, youth business Jordan CEO said:** "Nejmy helped us at establishing a process through which young people are educated about self employment, and the means to start their own business. It also mobilizes funding bodies to support these businesses which will naturally reflect on local economy and social status of the startup owners and their local communities."



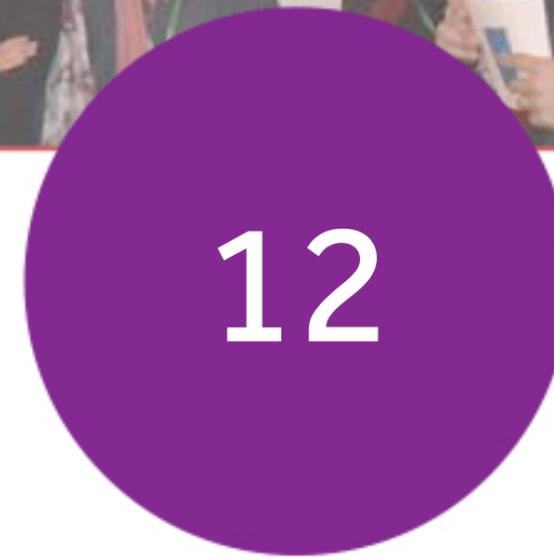
The EBDA is funded by Nationale Postcode Loterij (PCL) and is aimed at creating a conducive environment for young entrepreneurs to access relevant entrepreneurship skills, knowledge, values and attitudes for their businesses.



**Selected**



**Finalist**



**Winners**

# King Abdullah II Fund for Development



## King Abdullah II Fund for Development General Manager, Saeb Al-Hassan said:

The importance of this service lies in that it allows young people from all governorates of the Kingdom to access training materials electronically and benefit from them and develop the necessary work plans to obtain financing to establish pilot projects that generate income for their owners and meet the needs of local communities for services and create job opportunities.





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the global  
initiative to  
support  
every ambitious  
entrepreneur**

call  
+962795888388

e-mail  
info@nejmy.com