



Realizing Innovation Through Social Entrepreneurship In Egypt

# THINK BIG . DIG DEEP MAKE CHANGE

Dear Friends,

Some 9 months ago, we founded an organization called RISE Egypt. It was built on the basic question:

## **What if we could Realize Innovation through Social Entrepreneurship in Egypt?**

What if, built on the commitment, creativity and ingenuity of those who love Egypt worldwide, we could build a global network that would support Egyptian innovators as they transform development in the country with their entrepreneurial spirit and drive to make social and economic impact? What if we directed all of the know-how we have in our global network to give back with the same level of strategy, thoughtfulness, and professionalism that we do in our “day jobs”? What if some of us actually made this our day job, in order to ensure that this work is done with the seriousness it deserves (hint, hint: that’s us!)? What if we insisted on transparency, accountability, and impact in every little step in order to shift the conversations from those of skepticism to those of optimism? And what if we had a little fun along the way?!

## **Welcome to RISE Egypt.**

We are that organization. We are committed to supporting social enterprises in Egypt by harnessing our global talent and measuring impact every step of the way. We are a ‘Think and Do Tank,’ dedicated to moving the bar on development in Egypt through entrepreneurship and innovation.

We are committed to doing this work seriously and professionally. But we are also committed to building community. That means having a good time, sharing knowledge and

creating positive experiences together.

**That starts with our [official launch event](#), which will take place on June 21st, 2014 in Boston, MA.**

**We invite you to join us** – meet other changemakers, share a laugh, and create a path together.

**Our website and social media launch today.** Take a cruise through the site and let us know what you think. ‘Like’ us on Facebook, [join our global network](#), and spread the word. We look forward to hearing from you, and we look forward to seeing you in June!

**Oh - and if you ARE a social enterprise in Egypt, we want to hear from you!** Apply to be a member of our first cohort through our [simple online application](#) – deadline is May 31st.

This email is going out to our core community. Please do share it with your friends and networks. We rely on you to send us your honest feedback. We will only grow, learn, and make the impact we seek if we join hands and commit to success for ourselves and for a brighter Egypt.

Sincerely,



Mona Mowafi  
Cofounder & President  
RISE Egypt



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