



## **Web Summit 2019 selects Egyptian healthtech startup TakeStep to exhibit in Portugal**

*Helping 3,000+ addicts recover in Egypt and the US*

**Cairo, 30 October 2019** - Egyptian healthtech startup TakeStep will participate as an exhibitor at the world's largest global technology conference Web Summit 2019 on November 4 -7 in Lisbon, Portugal, as one of only five African healthtech startups to participate this year.

TakeStep helps addicts recover, and recovering addicts of various kinds from relapsing by harnessing the power of technology to connect the different stakeholders of the addiction process - namely the patients, their families, guardians and specialized doctors. Addicts or recovering addicts request a call from a certified psychiatrist through the web platform. Within 10 minutes, the doctor contacts the patient for an hour-long therapy session - either via phone or video call - and periodic follow up calls are scheduled. TakeStep also developed a personal recovery indicator which predicts if the recovering addict may relapse.

The process is anonymous and affordable, largely reaching out to patients in Egypt's governorates, as well as encouraging female addicts to get in touch and talk about their issues. According to the Ministry of Social Solidarity, 10.4% of Egyptians are drug addicts, of which women comprise almost 30%. To validate their idea, the founders of TakeStep set up shop in New Mexico (US) last year, as the addiction rate there is one of the highest in the world.

"Going to Web Summit is a great achievement for us, because the selection process is extremely difficult. This for us is solid proof that the company is on the right track, and that our vision can become a reality," Mohamed Khashaba, CEO of TakeStep, says. "Today we serve over 3,000 regular patients in Egypt, the US and eight MENA countries to actively get over their addiction."

"Not only do they help people quickly and discreetly access professional counselling, they stay engaged throughout the recovery process to prevent relapses," Web Summit states on its website.

Dubbed the "best technology conference on the planet", Web Summit 2019 hosts over 1,200 speakers over four days in Portugal's capital Lisbon, and is expecting over 70,000 attendees. In 2018, the Summit's team communicated with over 86,000 startups all over the world of which 3,100 joined the event.

### **About TakeStep:**

TakeStep is the first socio-medical integrated patient-centric web and mobile platform connecting stakeholders (patients, guardians and treatment facilities) involved in the addiction recovery process. It provides patients, practitioners and guardians with a tech-enabled tool that connects them with one another and empowers them to take control of the recovery process. TakeStep offers phone calls and video call therapy sessions, using emotional intelligence technology.



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