

## **EdVentures, Nahdet Misr's VC, showcases the future of Edtech in the MENA region in a joint summit with HolonIQ**

- Egypt has the largest share in the growing EdTech ecosystems across the MENA region, followed by the UAE and KSA
- HolonIQ announces its “MENA Edtech Top 50” list for 2022, which features 9 of EdVentures startups
- EdVentures invests \$ 1.1M as a seed fund in “Jeel” and announces its global expansion

**21<sup>st</sup> November 2022:** EdVentures, the corporate VC arm of Egypt’s leading learning company, Nahdet Misr Publishing Group, has organized a summit on the future of Edtech in the MENA region, in collaboration with HolonIQ, the world’s leading platform for impact market intelligence based in the US.

The 2022 Global Impact Summit comes as EdVentures celebrates its fifth anniversary and whereby EdVentures showcased the future of Edtech and investment opportunities in the Middle East and North Africa.

“Driven by the need to transform the EdTech sector locally and regionally, we established EdVentures in 2017, and managed to support more than 66 startups, and invested in 13 companies with a market capitalization of \$75 million, creating 1,400 jobs,” commented *Dalia Ibrahim*, *Nahdet Misr Publishing House* CEO and Founder of *EdVentures*. She also announced that EdVentures will be investing \$1.1 million in Jeel, an education and entertainment platform for pre-schoolers. “Moving forward, EdVentures is seeking more investments in EdTech startups, while expanding globally,” she added.

As for MENA’s Edtech landscape, according to Holon IQ’s latest data, Egypt has the largest share in the growing EdTech ecosystems across the region, which is home to 1,500 Edtech companies, followed by the UAE and KSA. Workforce and corporate training innovation represents almost half of all education technology founded and headquartered in MENA, followed by the K-12 education, higher education, while the pre-k makes up a very small part of the overall education technology landscape.

Panel discussions tackled ways to embrace lifelong learning and continuous development in K-12 and higher education; investing in Edtech amidst global challenges and economic instabilities, and the power of partnerships to engage the whole education ecosystem.

At the closure of the event, HolonIQ announced its annual list of the 50 best EdTech startups from the MENA region, which included 9 startups of EdVentures portfolio; iSchool, Akhdar, COLNN, OTO, Entreprenelle, Sprints, Career 180 and EYouth.

**Nahdet Misr Publishing Group** is an Egyptian leading learning organization that has been a pioneer in the fields of education and publishing in the MENA region since its establishment in 1938. The Group provides integrated services through its eight subsidiaries, including curricula development, professional development for educators, digital learning, educational software development, vocational education and technical training solutions and publishing solutions.

In 2017, Nahdet Misr launched MENA's first Edtech VC, EdVentures, which offers incubation, acceleration and investment programs for startups operating in the education sector.

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