



Invest in Upper Egypt

Climate Action Accelerator

Graduated Startups



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About Climate-Action Accelerator

The Climate-Action Accelerator is a transformative program that has been specifically designed to empower 11 startups and small and medium-sized enterprises (SMEs) in Upper Egypt to address the urgent challenges of climate change. Over the course of three months, the accelerator has provided a platform for these innovators to develop and scale their groundbreaking solutions.

Implemented with the lean startup methodology, the program has guided participants through a rigorous process of testing and iterating their ideas. By validating assumptions about the market and their solutions, the startups have significantly reduced the risk of failure while maximizing their potential for success.

The accelerator has offered comprehensive support to each participating startup and SME, beginning with a thorough needs assessment to identify their specific challenges and requirements. Based on this assessment, the program has provided personalized mentoring and consultations from industry experts and mentors who bring their wealth of knowledge and experience to guide the participants on their entrepreneurial journey.

One of the program's standout features is the highly anticipated **Demo Day**, which marks the culmination of the accelerator. During this event, the startups showcase their innovative solutions and present the progress they have made in front of a distinguished panel of investors and support organizations. Demo Day provides a unique opportunity for networking, securing funding, establishing partnerships, and accessing mentorship opportunities, thereby propelling the growth and success of the participating startups.

In addition to the invaluable support and exposure received during the program, the Climate-Action Accelerator offers financial assistance to fuel the development of the startups' projects. Grants of 15,000 EGP will be provided to up to 10 startups, enabling them to prototype and develop their minimum viable products (MVPs). Moreover, the best-performing startup will be awarded an investment of 150,000 EGP from Athar to further accelerate their growth and impact.

Graduates of the accelerator program become part of Athar's alumni network, which serves as an ongoing support system. This network provides access to valuable resources, facilitates collaboration and knowledge sharing among alumni, and offers opportunities to connect with industry experts.

This program wouldn't be possible without the generous support of **USAID**, through the GISR project, and the long-term partnership with Creativa Innovation Hubs, by ITIDA and TIEC under the Egyptian Ministry of ICT.



Graduated Startups



1 Envispec

Envispec is a startup based in Sohag, Egypt, founded by three agriculture researchers in 2016. The company specializes in providing rapid soil spectral analytical testing services to aid farmers in making informed decisions about their crops and soil health. They have compiled an extensive database of diverse soil tests, enabling them to deliver accurate results in significantly shorter timeframes and at more affordable prices compared to traditional testing methods.

Last year, Envispec achieved initial validation by successfully selling their services to multiple farms, generating a revenue of 160,000 EGP. With a focus on precision farming, Envispec aims to assist farms in adapting to the effects of climate change on their soil and enhancing crop productivity.



2 Biotech

Biotech is a pioneering startup that specializes in the production of high-quality organic fertilizers. Their eco-friendly fertilizers are carefully formulated to meet the unique requirements of their customers, delivering optimal results while minimizing environmental impact. The company has made significant progress in the market, operating in Sohag, Qana, and Aswan, and generating a revenue of 93K EGP in the previous year.

Biotech's team of experts and their commitment to driving positive change in the agriculture industry position them as a promising startup with great potential.



3 Agromatrix

Agromatrix is an Aswan-based startup that combines remote sensing techniques and artificial intelligence to monitor climate changes on farms, allowing small and medium farms to make informed decisions based on real-time data. The company started in 2023, based on the founder's scientific research in agriculture, and now it's working to validate their business idea in the market.



4 Maan

Maan is an Assiut-based startup that specializes in dehydrating fruits like bananas, apricots, and figs. Maan's primary goal is to provide affordable, natural, and healthy snacks for both children and adults. By doing so, the company aims to reduce the consumption of unhealthy snacks and contribute to environmental protection. Maan employs 25 employees, and since its establishment in 2019, the company has distributed approximately 500 tons of dried fruits and vegetables, focusing on Assiut and Sohag.

Despite the production challenges posed by the pandemic in 2020, the company remains resilient, selling its products to a diverse range of customers, including restaurants, clubs, supermarkets, perfumeries, confectionery factories, and hotels.



5 Estnbat

Estnbat, a Luxor-based startup founded in 2018, specializes in designing and implementing innovative barley cultivation rooms. They successfully installed three such rooms last year, each capable of producing 250kg of high-quality barley per day. Estnbat supports local female farmers by reducing feedstock costs for cattle raising. Through partnerships with local NGOs, they reach out to impoverished families in villages, providing affordable and nutritious feed for their livestock.

Estnbat's innovative approach to barley cultivation offers superior speed and cost-effectiveness compared to conventional methods. With just 50 meters and one day, they can produce one ton of barley, while traditional methods require 1600 meters and five months to achieve the same yield. These efficient and cost-effective methods enable Estnbat to offer their barley for sale at a highly competitive price. In the last year, Eastbat achieved sales of 600,000LE, highlighting the success of their innovative approach.



6 Planty

Planty is an Aswan-based startup founded in 2023, specializing in utilizing IoT technology to develop smart pots that assist people in plant care. With their innovative smart pots, Planty aims to revolutionize home gardening by replacing daily tasks with an intuitive, automated system. These smart pots are ideal for individuals seeking to maintain healthy and thriving plants with minimal effort. While Agrifuture's current focus is on validating their solution in the home gardening industry, they have ambitious plans for future expansion into farm applications.



7 Fenty

Fenty is an Aswan-based startup founded in 2019, by a master's degree researcher specializing in poultry production and feeding. The company focuses on recycling date waste into high-quality poultry feed.

By packaging and selling the feed in various pre-filled containers, Fenty plays a crucial role in addressing the prevailing feed problem in the country, which heavily relies on foreign suppliers. With its own factory capable of producing 0.5 tons of feed per hour, Fenty is poised to become a major player in the poultry industry.



8 Banancraft

Banancraft is a startup based in Aswan that is creating eco-friendly products using banana leaf waste. The company specializes in designing biodegradable cups and plates for the hospitality industry, with the primary goal of replacing disposable plastic products with natural alternatives that are lighter in weight and easy to store.



9 Fifth Generation

Fifth Generation is a startup based in Fayoum, which uses AI and ML technology for image-based plant disease detection, recommends the best pesticides and fertilizers for each case, helping farmers make informed decisions about their crops.

The Fifth Generation's e-commerce platform connects farmers with over 125 sellers of agriculture products, including seeds, pesticides, and fertilizers. Additionally, their platform connects expert agricultural consultants with farmers, providing them with valuable insights and advice. In 2022, Fifth Generation generated a revenue of 30K EGP, a testament to their initial validation in the market.



10 Apis

Apis is a startup based in Aswan that specializes in producing natural food preservation derived from bees. The company was founded by a female researcher while she was pursuing her PhD degree in agriculture. Apis works closely with apiaries to source a variety of natural materials produced by bees, going beyond traditional products like honey and beeswax. Through collaboration with apiaries, Apis obtains the necessary natural materials for the production of food and drink preservatives.

These natural preservatives are highly effective and can keep juices and biscuits fresh for an impressive period of 3 to 6 months. Just 40 grams of the preservative are required to preserve 1 liter of juice for up to 6 months.

Currently, Apis serves two primary clients: a fresh juice producer and a baked goods producer. However, the startup has ambitious goals of disrupting the food and beverage industry with its sustainable and natural approach to food preservation.



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The Leading Startup Accelerator in
Upper Egypt