



Former Google product lead Dina Elhaddad teams up with Heba Elgabaly as co-founder of Efreshli, Egypt's leading interior design tech platform

- Dina Elhaddad brings a wealth of experience in product and tech to join Efreshli as co-founder and Chief Product Officer
- Algebra Ventures leads Efreshli's seed fundraising round with participation from Dar Ventures and 500 Startups
- The new capital will advance Efreshli's technology and expand product line
- The announcement comes days after the opening of Efreshli's first flagship showroom in Egypt

Cairo, Egypt - Tuesday 12 November 2024; [Efreshli](#), a pioneering force in the interior design industry in Egypt founded by Heba Elgabaly, announces the joining of former Silicon Valley Google product lead Dina Elhaddad as co-founder. Additionally, Efreshli has completed its seed funding round, led by Algebra Ventures, with participation from 500 Startups, Dar Ventures, and angel investors. This new capital, combined with Dina's extensive expertise in product development and technology, will be crucial in enhancing Efreshli's offerings and expanding its product line.

Marking a significant milestone in Efreshli's journey, Heba Elgabaly is now joined by Dina Elhaddad, who steps in as co-founder and Chief Product Officer (CPO) to propel Efreshli's product and technology forward. Dina Elhaddad brings 15 years of invaluable experience in consumer technology, having spent the last eight years at Google in the Bay Area, where she played a key role in developing industry-leading products like Google Assistant and Google Shopping. Both Heba and Dina are Harvard MBA graduates, and their complementary skill sets are well-positioned to elevate Efreshli to new heights.

Before founding Efreshli, Heba spent 9 years as a partner at Eklego where she worked alongside the company's co-founders to build a leading homegrown design and furniture brand. Efreshli was built on a mission to make interior design accessible to everyone. By uniquely blending interior design with technology, Efreshli has revolutionized the industry and established a robust brand presence, successfully serving thousands of customers and ensuring that elevated design is attainable regardless of style or budget. The platform showcases and sells thousands of products from over 150 of Egypt's top brands, creating a seamless home shopping experience for its customers.

In recent years, the company has developed a strong network of ecosystem players within the design and home space, facilitating interaction among stakeholders to drive innovation in architecture as a whole. With a team of 60 professionals, Efreshli combines expertise in interior design, technology, marketing, and operations, ensuring a unique and exceptional service for its customers.

Heba Elgabaly, co-founder and CEO of Efreshli said: "I'm excited about this significant milestone for Efreshli. With new funding and with Dina El Haddad joining as Co-Founder and CPO, we can accelerate our tech-driven growth and take Efreshli to new heights, bringing us closer to our mission of making interior design accessible for everyone."

Dina Elhaddad, co-founder and CPO of Efreshli said: "I'm thrilled to be part of Efreshli's journey to revolutionize the home furnishing experience, not just in Egypt, but across the region. Efreshli's future is more than just furniture; it's about building an entire ecosystem. With innovations like Efreshli Pro, we're connecting the dots for everyone, from customers to designers, and making the process seamless."

Laila Hassan, General Partner at Algebra Ventures said: "Efreshli curates the best of local furniture design and makes it seamless for businesses and consumers to purchase beautiful, high-quality pieces online. In an industry riddled with attempts to build simple Web 1.0 e-commerce experiences that just don't work for furniture, Efreshli brings a refreshing designer-first approach to the entire customer journey. Furniture is an important national industry. Egypt is the region's largest exporter of furniture and has always benefitted from secular trends like near-shoring and an attractive labor market."



Efreshli is well positioned to leverage the best of Egyptian design to serve customers across MENA. We believe there's a lot to disrupt in this space and are thrilled to be partnering with Heba and Dina. Heba brings years of domain expertise to the table, having helped build Eklego, a leading furniture house, into the powerhouse that it is today. Dina is a technologist through and through, having spent many years in leadership roles at Google in the US before returning to Egypt," added **Hassan**.

Faysal Shair, co-founder and Director of Dar Ventures said: "We are thrilled to join Efreshli on this exciting journey. We believe that the Egyptian market, along with the broader MENA region, needs funding and innovation within the AEC industry. Having witnessed Heba's remarkable ability to build and disrupt the space, we are confident that with Dina's technological expertise now on board, Efreshli is set to elevate its products and services to new heights, enabling them to compete effectively on a regional scale."

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About Efreshli:

[Efreshli](#) provides convenient furnishing and decorating services to help create a more accessible journey, all online. By uniquely blending interior design with technology, Efreshli has revolutionized the industry, ensuring that elevated design is attainable regardless of style or budget. The platform showcases and sells thousands of products from over 150 of Egypt's top brands, creating a seamless home shopping experience for its customers.

About Algebra Ventures:

[Algebra Ventures](#) is a tech-focused venture capital firm that partners with bold and resilient founders building transformative companies in Egypt, and across the African continent. Algebra raised its first \$54M fund in 2016 and its second \$100M fund in 2022 from a diverse investor base including international DFIs, governmental institutions, corporate investors and family offices.

Among the most experienced venture investors in the Middle East and Africa, Algebra has backed some of the most notable startups in Egypt that have become category leaders in their markets. Algebra Ventures is a multi-stage investor supporting founders from seed stage to Series B. More than just a source of capital, Algebra acts as a comprehensive growth platform for startups, providing strategic guidance, access to co-investors, and talent development. Algebra's leadership team has invested in over 100 companies in the past 15 years.

About Dar Ventures:

Dar Ventures is the venture capital arm of [Dar](#), a world-class design and engineering consultancy and the founder of the award-winning top 10 international design firm [Sidara](#). We empower innovators and researchers to deliver exceptional and innovative solutions and products that reimagine the industry as more efficient, sustainable, resilient, and aligned with global goals for people and the planet.