



bluworks Fundraising Announcement - English

Tags

bluworks (bluworks.io), a Cairo-based HR tech startup specializing in workforce management solutions, has closed a \$1 million seed funding round to accelerate growth across Egypt and expand regionally. The round was led by A15, with participation from Enza Capital, Beltone VC, Acasia Ventures, and strategic angels.

Led by cofounders Hussein Wahdan and Farah Osman, bluworks has shown strong growth since its launch in 2022. The platform addresses blue-collar workforce management challenges through employee scheduling, attendance tracking, payroll processing, real-time salary disbursement, and compliance management tailored for Egyptian regulatory requirements. The company's focus on simplifying workforce management for businesses aligns with the growing digitization needs of SMEs across the region, particularly in industries with significant blue-collar workforces where traditional HR processes often lack efficiency and transparency.

"We've known the bluworks team for a few years and have been consistently impressed by their focus and execution," noted Bassem Raafat, Principal at A15. "Blue-collar workforce management is a massive yet overlooked segment, still dependent on pen and paper, spreadsheets, or outdated software. bluworks is changing that with a high-engagement platform that streamlines shift

management, attendance, payroll, and more, while creating a powerful entry point into a large, hard-to-reach segment that represents the majority of the working population in our markets. We're thrilled to back the team on this journey and support them in building the digital backbone for this underserved market."

The funding will support three strategic objectives: deepening Egyptian market penetration by expanding the SME client base and platform capabilities; forging strategic partnerships for additional services; and geographic expansion across MENA markets.

"Labor is the backbone of African economies, yet remains underserved by technology," notes Abdelrahman Hassan, Principal at Enza Capital. "bluworks is transforming how millions of frontline workers are paid, managed, and empowered. By focusing on this segment, bluworks unlocks new economic productivity and drives financial inclusion across Egypt and beyond. With strong traction, a stellar team, and a vast market opportunity, bluworks is poised to become the platform of choice for employers and employees alike."

"This investment marks a pivotal step for bluworks," said Hussein Wahdan, CEO. "We've proven the strength of our model in Egypt, and now we're ready to scale faster — both by deepening our presence locally and by exploring regional opportunities. Our mission remains unchanged: to give companies the tools to manage their workforce more efficiently while creating better outcomes for employees."
