

Oasis500 Wraps Up 6th Wave of Start-Up Boot Camp

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AMMONNEWS – Oasis500, the MENA region's premier early stage and seed investment company, concluded the 6th wave of its Start-Up Boot Camp, a six-day intensive training workshop organized under the sponsorship of Arab Bank.



The Boot Camp is the first phase of Oasis500's funding program, and offers participants the opportunity to qualify for seed funding to finance the early stages of their businesses.

Oasis500 accepted a total of 65 out of 450 applicants into its 6th wave, where entrants represented both idea-stage entrepreneurs and established startups and pitched ideas that varied from e-commerce and online services to mobile applications and digital content. The bootcamp provided high-level training on technology marketing and investments, pitching techniques, business model creation, marketing and branding campaign creation, market segmentation, attracting investments and approaching investors.

Delivering the training was a team of Oasis500's experts headed by Dr. Usama Fayyad, Chairman of Oasis500 and previous Executive Vice President of Yahoo! Inc., as well as a group of seasoned entrepreneurs from Jordan and the region. Guest entrepreneurs included Imad Ayyoub of Cyberia, Majjed Qasem of D1G.com, Noor Khries of Maisalward, Saad Mouasher of Al-Nabil Investment Company and Jordan Ahli Bank, Mohammad Haj Hasan of Akhtaboot.com, and Afif Toukan of Wizards Productions.

Showing strong government support for startups and entrepreneurship, both Minister of ICT, Dr. Atef Tal, and Minister of Planning and International Cooperation, Dr. Jafar Hassan, met with the Boot Camp's trainees to discuss their needs as entrepreneurs and go over potential areas for the government to support them achieve their business aspirations.

"We are excited about the overwhelming number and quality of ideas that we are receiving at Oasis500, all of which testify to the ingenuity and ambition of Jordan's stock of budding

entrepreneurs. Thanks to the intensive training they received at the Oasis500 Boot Camp, our Wave 6 trainees can now pitch their ideas to investors with greater chances for success. There is no doubt in our minds at Oasis500 that the Boot Camp is helping set these entrepreneurs on the road to successfully accelerating their startups and gaining both profits and investments in a very short period of time. The fact that the government is also showing particular interest in supporting entrepreneurs is very encouraging and bodes well for the future of the Kingdom's business environment," Dr. Fayyad said.

Dr. Fayyad went on to thank Arab Bank for its support, saying, "Without the backing of major institutions like Arab Bank and the support of other public and private sector companies, we wouldn't have accomplished as much as we have this past year. We would like to thank all of our supporters, and look forward to starting our next wave of Boot Camp training."

In turn, Dina Shoman, Arab Bank's Executive Vice President of Branding, said, "It is great to see so many local entrepreneurs, all of whom will come to play an integral role in Jordan's economy, receive the guidance they need to make it in today's competitive business environment. Oasis 500 is an important initiative for the country, and a great opportunity for many to create successful businesses which in turn will support the Kingdom's economic and social development and advancement. We are very pleased to be part of it."

It is worth noting that the 7th wave of the Oasis500 Boot Camp will commence on 24th September, 2011. Applications are currently being accepted, and the submission deadline is on 5th September, 2011. "We urge all interested entrepreneurs and startups to start applying for the seventh wave as early as possible, as seats are limited," added Dr. Fayyad.

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