



إكسبو 2020
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DUBAI, UNITED ARAB EMIRATES

Press Release

Two Egyptian startups win Expo Live grant to develop 'Crowd-solving' innovation and tackle congestion through connectivity

- [Yomken.com](https://www.yomken.com) online 'Crowdsolving' helps all sizes of businesses find right solutions from the crowd
- Transport for Cairo maps city's formal and informal transport networks to help citizens travel more quickly, efficiently and sustainably
- Firm may get opportunity to showcase its solutions to millions at Expo

Cairo-based Yomken.com, a digital firm offering innovative and low cost research and development (R&D) solutions by connecting people with challenges to an online community of innovators, and Transport for Cairo, a digital platform mapping the city's formal and informal transport network, have each won an Expo Live grant from organisers of the next World Expo in Dubai.

Yomken.com, (the word means 'possible' in Arabic), is an online 'crowd-solving' platform for industrial, societal and environmental challenges. The platform harnesses the power of its users to provide professional solutions for small businesses across the Arab World that are unable to access other sources of advice.

By providing access to open innovation and knowledge-sharing information, online crowd-solving makes finding solutions affordable and time efficient, allowing small businesses to innovate and grow - supporting economies across the region.

Launched in 2015, **Transport for Cairo** connects commuters, formal and informal transport's data on a digital platform to optimise the traffic and transport services information in Cairo, relieving it from its daily congestion.

Transport for Cairo aims to directly and indirectly improve public service transit provision and ease of movement by harnessing simple, accessible mobile technology to map all of Cairo's formal and informal transport and to put that information into the hands of ordinary people, helping them to get around the city more easily, efficiently, and sustainably every day by encouraging the use of public transport.

Expo 2020 Dubai's Expo Live programme has an allocation of USD 100 million, to back projects that offer creative solutions to pressing challenges that impact people's lives, or help preserve the world – or both. Organisers are looking for projects that would not reach their full potential without its support.

Expo Live is not disclosing the amount for each project it is supporting but has said it would grant up to USD 100,000 per initiative for its Innovation Impact Grant Programme.

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Tamer Taha, CEO and Founder of Yomken.com, said: "Expo 2020 and Yomken.com share exactly the same vision: 'Connecting Minds, Creating the Future' is exactly what we do. We connect people with problems to people with solutions. It's important not to underestimate the power of the crowd."

"Innovation drives the modern economy, and this is an area where MENA countries lag behind. We are the only regional crowd-solving platform in Middle East and North Africa. We operate in three languages, we have over 10,000 users, 30% of them are actively involved, and to date we have an 80% implementation success rate, meaning the solution provided by the innovator matches the seeker's requirement and results in a partnership or job opportunity."

"With this grant from Expo Live, Yomken.com can continue its expansion across the region."

Mohamed Momtaz Hegazy, Director at Transport for Cairo, said: "Transport for Cairo was inspired by the collaborative mapping approach pioneered by a company called *Digital Matatus*, which in 2014 mapped the network of privately owned minivans that services the Kenyan capital, Nairobi."

"Expo Live gives us an excellent opportunity to team up with both *Digital Matatus*, and *Takween for Integrated Community Development* to work together towards implementing a large-scale mapping project of the Cairo, the Egyptian capital city."

World Expos, which trace their origins back to the 1851 Great Exhibition in London, have always celebrated the latest in innovation and technology.

The Expo Live programme was launched in January 2017, following a pilot phase last year. It aims to stimulate innovation that has a social benefit, by supporting winning projects with funding, business guidance and promotion. Successful applicants will also have the chance to showcase their work to many millions of visitors to Expo 2020 Dubai.

Expo organisers received 575 responses to their initial call for proposals. This was whittled down to just 29 winners.

Expo Live Vice-President, Yousuf Caires, said: "Innovation is key to unlocking a better future. What the team behind Yomken.com is doing is exciting because they are bringing new ideas on open innovation and crowd sourcing, to small businesses. This will help them to grow, to create jobs and to stimulate economic activity."

"Transport for Cairo embodies Expo 2020's theme, Connecting Minds, Creating the Future. By working collaboratively, with other experts and with ordinary people to map Cairo's complex transport system and to put that knowledge into the hands of those trying to get around the city, they are creating a solution that can benefit thousands by making their journeys quicker, easier and more sustainable."

"These are real change-makers addressing our world's most pressing challenges; they are visionaries who are determined to see their projects bring meaningful change to those that need it. We are fortunate to have them on our programme and look forward to walking by their side on their path to success."

"Their work speaks for itself and deserves the financial support from our programme, but it is their character, their drive and their reasons for choosing this path – the path of a change-maker – that earns them a place in our Expo Live family and the opportunity to inspire millions at Expo 2020 Dubai."

Expo Live's flagship Innovation Impact Grant programme is open for submission twice a year. The programme supports projects from around the world whose solutions generate social and environmental value and are in line with Expo 2020 Dubai's subthemes of Opportunity, Mobility and Sustainability. Interested applicants can find out more on: www.expo2020dubai.ae/expo-live

To find out more about the winning project visit: www.Yomken.com and <http://transportforcairo.com/>

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