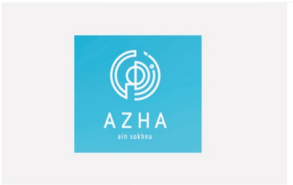
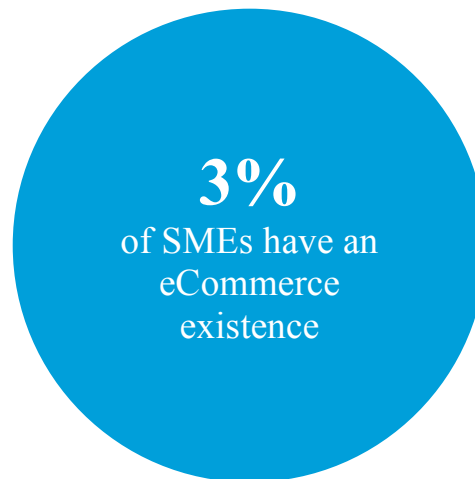
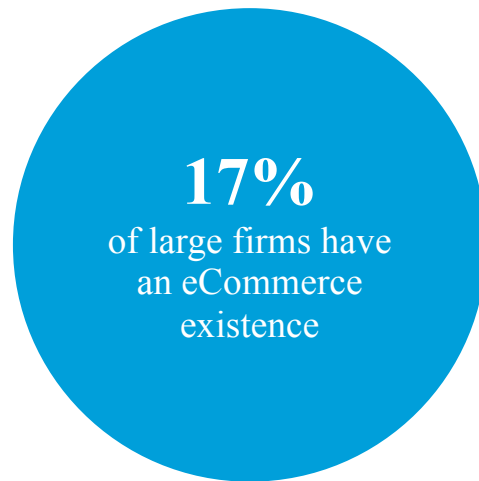


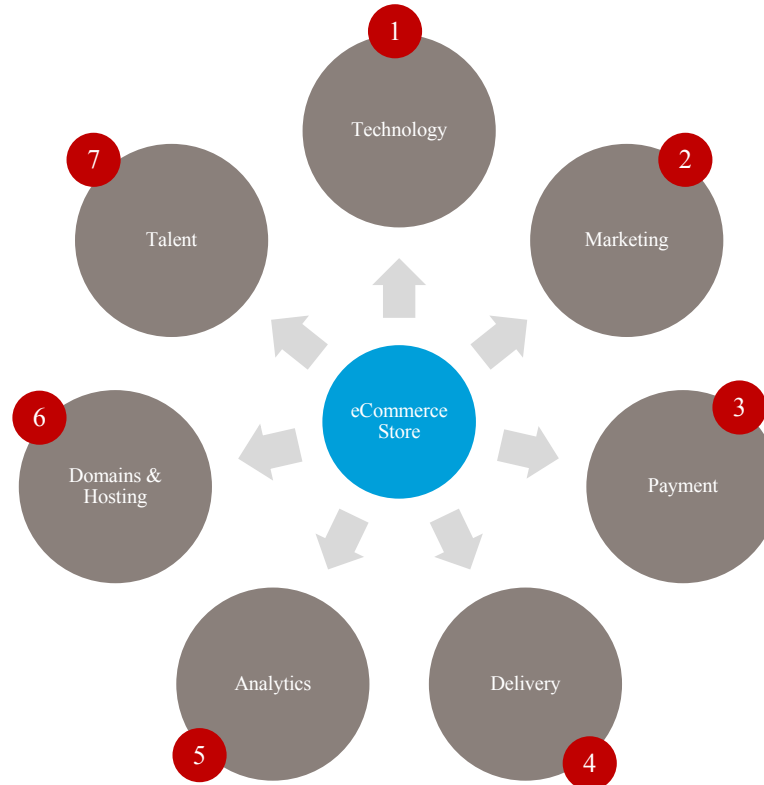
 unplugged



eCommerce Opportunity



eCommerce Ecosystem



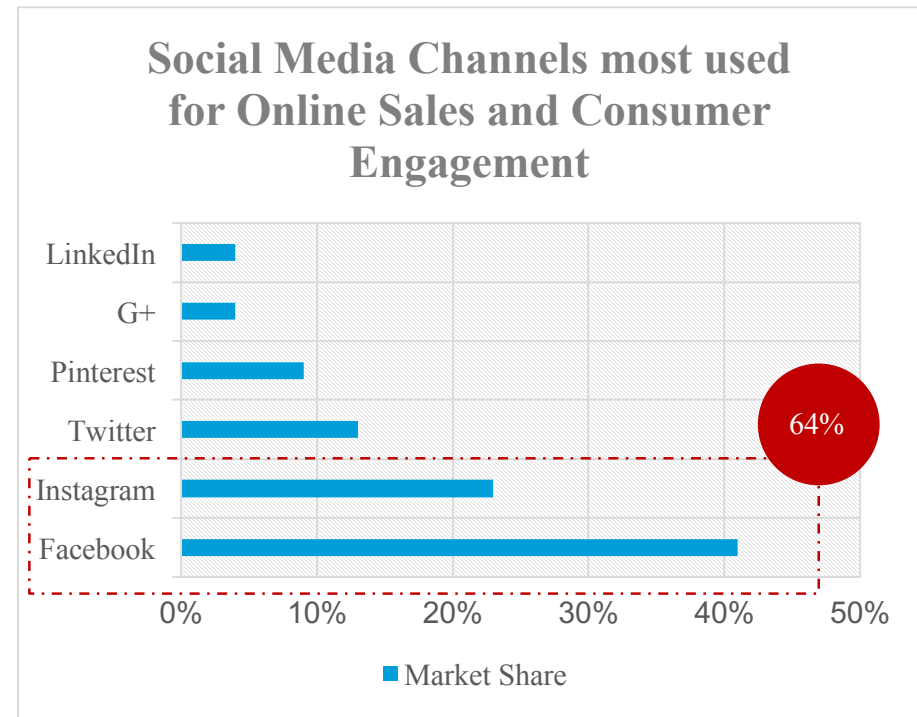
Conversion Funnel



Technology



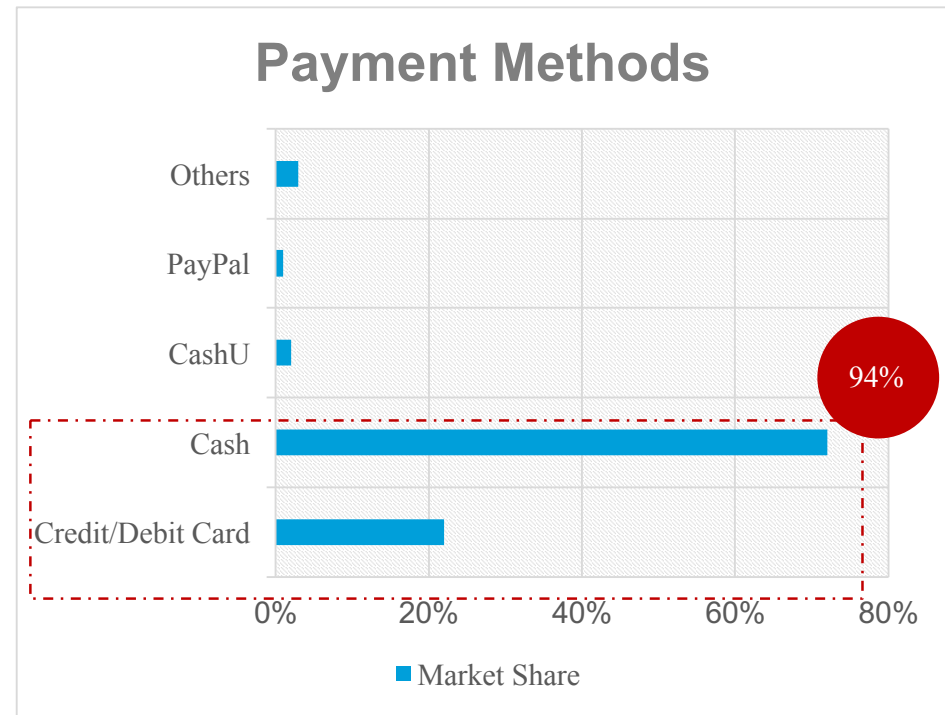
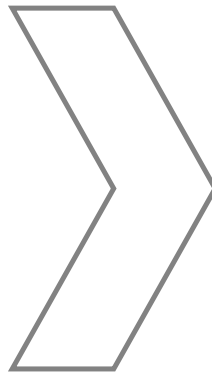
Marketing



Credit: PayFort Report 2015

Payment

- Cash on Delivery
- Credit/Debit Card
- PayFort
- Fawry
- Pay at Store
- CashU
- PayPal
- Bank Transfer
- Vodafone Cash



Delivery

- On demand startups:
Bosta, VOO, Uber, Careem, PQ
- Couriers:
Aramex, Fedx, UPS, etc

Analytics

Why do we use analytics?

- Having access to statistical information from all areas of your online marketing and sales activities gives you an advantage over competitors.
- Understanding trends and which marketing channels are no longer profitable allows you to maneuver as a business before damage is done to your bottom line.
- Understanding shifts in consumer behavior gives you insights into the demands of your market.



Hosting & Domains

- Hosting in the region are not focused on eCommerce
- No strong support or understanding of how to manage and help launch ecommerce platforms
- Domains consultation and explanation. A right domain could really help a business with it's SEO

Talent

26%

of Egyptian Youth
wanted to startup
their own business
versus 4% in the US

1000s

of Engineering
graduates a year

Thank You
