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The DNA of Success

One of our most interesting findings is that if you strip away national identity, growth entrepreneurs from the Middle East, Africa, Asia, and the US look much the same. What the Arabia500 entrepreneurs have in common with each other, as well as with the US Inc. 500 and with AllWorld entrepreneurs from India and South Africa, is **experience**. Most are educated as engineers or in business and have graduate degrees. The stunning similarity we found is that 75% have worked for multinationals such as Pepsi, Unilever, Procter and Gamble, Aramco, Anderson Consulting,

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brilliant companies.

Stars of the new Saudi economy and the leaders driving them forward.



TAL NAZER EYAD MASHAT AL-HARITH AL-GURASHI ABDULLAH BAHABRI MOHAMMED ABBAS

RUMMAN

Jeddah's one stop media shop

When Enas Hashani, CEO of Rumman media publishing house, first set out to launch her company, she was immediately faced with a brick wall: the bureaucracy. She launched from her own living room with co-founders Bayan Esam Abuznada and Maria Mahdaly, but it took her two years to get a license and an additional year to finalize all the paperwork.

Rumman now pulls in \$1.5 to \$2 million per annum. The Jeddah-based company's business activities include a corporate communications agency (Lubi), a youth culture online platform and community (Fainak.com), a "one-stop guide to Jeddah's sights and attractions" magazine (Destination Jeddah) and a business competition to promote entrepreneurship (Grow Program).

This success is rooted in two main factors, explains Hashani. First, it's the passion the team has for what they do: "We cater to our readers and clients with sincerity," she notes, "we respect them

and we find out what they want." And second, it's what Hashani refers to as "a call to action": Whenever an article is written in print or online, it has to include information on how readers can be a part of whatever it is they're reading about. It can be a "how to apply" checklist or simply a listing of a venue where the item in question can be found. The tone of the writing has to equally entice readers to take a step forward.

"We are the number one English language publication in Jeddah," asserts Hashani, referring to Destination Jeddah Magazine. "And in March 2013," she discloses, "we will be releasing the very first issue of the magazine in Riyadh." Hashani adds that they have plans to expand into the Eastern Region of the Kingdom as of 2014.

Besides publishing, Rumman offers corporate identity development, digital solutions and web development, e-marketing and corporate and social event management.



RUMMAN IS AN ALLWORLD 2012 ARABIA500 WINNER. RUMMAN RANKS 8th IN SAUDI ARABIA AND HAS ACHIEVED 113 PERCENT GROWTH BETWEEN 2009-2011.

S-ME

SMS makes a comeback

The symbols \$, @, % and & may be the least used buttons on your mobile phone - unless you have S-me installed. These forlorn keys, in a patent-pending method, are the keys to accessing the innovative program.

S-me lets cellphone users use their own SMS services as a realtime social networking platform. Chatting, group messages, micro-blogs, voting, advertising, forums, interest classification and searching for people and content are now possible - without Internet connection. Abdullah Alzamli, CEO of the company, was still in the Al Faisal University's MBA program in Riyadh when he launched the service. Today, online commentaries have referred to it as a "substitute for social networking websites."

As of January 2013, there are 1,160,000 registered S-me users with 14,300,000 active micro-blogs and 2,000,000 daily hits. The service is now available on STC, Mobily and Zain.

"All our services are in one platform," says Alzamli, "this sets us apart from other services available out there." Another one, he adds, is that without needing to connect to the web,



ABDULLAH ALZAMLI

the service offers constant connectivity.

The company is, however, planning to launch a mobile app in 2013. "It will be our best marketing tool," notes Alzamli, "the app will attract many new users. It will complete the circle."

Being a heavily customer-based business, S-me had to develop a customer support system to compete on the market. For that, and for developing and improving the service, a highly skilled team is crucial. Tech companies are fiercely competing amongst themselves to attract and employ qualified staff, notes Alzamli, and even foreign staff. This has forced the company to outsource some of its work, an approach Alzamli is not very happy about: "It compromises time, budget and intellectual property."

S-ME IS AN ALLWORLD 2012 ARABIA500 WINNER. S-ME RANKS 1st IN SAUDI ARABIA AND HAS ACHIEVED 450% GROWTH BETWEEN 2009-2011.

AllWorld Summit@Harvard 2013

SUMMIT SPEAKERS



Kathleen Kennedy
Chief Strategy Officer at the
MIT Technology Review and Entrepreneurship Center and
President of the MIT
Enterprise Forum



Kenneth Morse
Founder of the MIT
Advisor to President Obama



Alan Lewis
Chairman and Owner of
Grand Circle Corporation



Tarun Khanna
Jorge Paulo Lemann
Professor at Harvard
Business School



Nava Ashraf
Associate Professor in the
Negotiations, Organizations
and Markets Unit at Harvard
Business School



George Gendron
Founder of Inc. Magazine
and the Inc. 500



Dr. Joshua N. Weiss
Co-Founder of the Global
Negotiation Initiative at
Harvard University and
Managing Director of the
Abraham Path Initiative





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Jordan, Amman

Market Research, Research



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Pakistan, Lahore

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Aqaba National Real Estate Projects company (ANREPCO)

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- ✓ be an independent, private, **for-profit** company.
- ✓ have a 3+ years of operations and sales of at least **\$500,000 USD**.
- ✓ Younger or smaller companies can qualify as **Start Ups to Watch**.
- ✓ **NOT be publicly traded, holding company**, franchisee, or company in which government is a majority stakeholder or sole customer.