

Title: Winners of ‘Together Apart Hackathon’ Announced

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Under the patronage of the Egyptian Ministry of Communication and Information Technology (MCIT), and in collaboration with the Technology Innovation & Entrepreneurship Center (TIEC) of the Information Technology Industry Development Agency (ITIDA), Ericsson (NASDAQ: ERIC) announces the five winning teams and the grand prize winner of the “Together Apart” Hackathon.

The grand winner of the “Together Apart” Hackathon is Team Nabtah. Nabtah is a solution that follows an inevitable course, where the inclusion of Artificial Intelligence becomes the high caliber in modern-day smart agriculture systems. Its main objective is to maximize the productivity of agricultural land with the least effort and the highest efficiency, which in turn provides high quality crops for consumers.

The winning teams in order are Team Nabtah in the first place, Team Your Passion in second place, Team Poseidon in third place, Team Mastoura in fourth place and Team SANAD in fifth place. The five winning teams delivered unique solutions that are in line with Egypt Vision 2030 tackling key topics including healthcare, sustainable environment, and education. The theme-based hackathon aims to identify innovative solutions using technology, connectivity, and 5G to create tomorrow’s solutions from today’s challenges.

The five winning teams will receive the necessary support to qualify them for TIEC’s business incubator and pre-incubation and acceleration programs. Team Nabtah will visit Ericsson’s headquarters in Sweden to pitch the team’s solution and interact with the entrepreneurial community.

Amr Mahfouz, Chief Executive Officer of the Information Technology Industry Development Agency (ITIDA) says:” Congratulations to all the teams. We’re committed to promoting entrepreneurship and innovation in the field of Information Technology in order to drive sector growth, support sustainable national development and position Egypt as a regional technology and entrepreneurship hub. The solutions proposed by the participants touch upon very vital needs of our society. We will support the winning teams to scale their solutions through our expert mentoring and coaching to help them transform their ideas into commercially viable products and services”.

"The Egyptian entrepreneurial and startup ecosystem continue to grow exponentially as the volume of investments in local startups grew from \$190 million in 2020 to \$491 million in 2021. Thus, we've detailed a comprehensive five-year strategy in cooperation with Deloitte, to further support the ecosystem's capabilities to access foreign markets, attract finance and more VCs, and ensure greater access to talent which receives high priority on our agenda," , ITIDA CEO added.

Eva Andren, Country Manager of Ericsson Egypt says: “The Together Apart Hackathon sparkles innovation to get the best out of technology. Strengthening our collaboration with ITIDA, the hackathon is a means to demonstration the ability of innovation to reach the Egypt Vision 2030. The innovative ideas that have come to life are a source of pride to us and the nation. We congratulate the winners and look forward to seeing the ideas turn into reality”.

### **The winning solutions are:**

#### **First Place: Team Nabtah**

**Members: Sara El-Shatby, Noha Mohammad, Rohanda Hamed, Omar Safwat**

Quote about solution: Nabtah is a solution that follows an inevitable course, where the inclusion of Artificial Intelligence becomes the high caliber in modern-day smart agriculture systems. Its main objective is to maximize the productivity of agricultural land with the least effort and the highest efficiency, which in turn provides high quality crops for consumers. Nabtah implements a formula by identifying harmful weeds and pests through images then determines their spreading rate, range and provides a connection between farm owners and solution providers, achieving a community where Nabtah can alarm landowners of the presence of infection in adjacent lands, so they can take the necessary safety measures”.

## **Second Place: Team Your Passion**

**Members: Sandra Ehab, Andrew Ramzy, Mariam Abobasha, Gehad Ahmed**

Quote about solution: “Our idea aims to share a better future for the younger generation by helping them to find their passion, helping them to develop their skills, and introducing them to the professions of the future to land the jobs they really love to build the life they deserve. Our platform integrates diverse technologies like Artificial Intelligence, Virtual Reality, and 5G technology”.

## **Third Place: Team Poseidon**

**Members: Youssef Kandil, Zahra Saadawy, Farah Yousef, Omar Azzam**

Quote about solution: “Poseidon will lead Egypt and the world to cleaner water. Poseidon is an automated clean energy powered boat that will turn a dream into reality. Poseidon's main goal is to traverse the Nile and rid it of floating and submerged trash. This is done by utilizing cutting edge technology and by integrating Internet of Things and Artificial Intelligence. Poseidon is the water's friendly doctor and it will lead the Nile to the future that we all want to see”.

## **Fourth Place: Team Mastoura**

**Members: Bassam Ramadan, Marwan Zaghoul, Mohamed Abdelwahab, Mohamed Ramadan, Mohammad Othman**

Quote about solution: “Mastoura is a personal financial management application that takes the decision for you and plans your finances. Understanding how and when to spend your money depends on your payments by the application. The application is an integration of Artificial Intelligence and digitalization of financial operations. Our application is the key to a healthier financial life. So, with Mastoura, it is always enough”.

## **Fifth Place: Team SANAD**

**Members: Ahmed Arnous, Abdullah Omar, Sherif Eldeep**

Quote about solution: “SANAD is an innovative solution that empowers visually-impaired people through extending their understanding of the world by providing a personalized audible experience powered by Artificial Intelligence. It allows instant surrounding analysis of face, colour, currency, and text recognition. Our mission is to improve the quality of life for the visually-impaired especially in developing countries and to remove the boundaries between sighted and visually-impaired people, thereby supporting them to practice their daily activities individually which aligns with Egypt Vision 2030”.