

Social Innovation Starts With YOU

Today there are more than 16.5 million* Internet users in Egypt, representing one of the largest** Arab Internet populations. The "Social Innovation Starts With YOU" campaign is aimed at inspiring and motivating young online Egyptians. Starting in April, two successful Egyptian social entrepreneurs will be featured on the "Social Innovation Starts With YOU" website (<http://eg.socialinnovation.yahoo.com>), sharing their compelling stories and providing advice to up-and-coming entrepreneurs. In June, up to 10 entrepreneurs will be featured, and visitors to the website can vote for the entrepreneur who they think has made the biggest impact on their communities. The winner will be featured on the front page of Maktoob.com and invited to be a judge for the campaign's Social Innovation Competition.

In the Social Innovation Competition, launching in June, Yahoo! and Nahdet El Mahrousa will invite individuals from across Egypt to be the next social entrepreneurs of the year by developing new ideas in the fields of education, health, environment, and a wildcard category. The campaign's website will serve as an entry point for aspiring entrepreneurs by providing an online toolkit of inspirational stories, advice, resources, and Web services to get them started. Ten winners will be honored with monetary grants and technical and management support to help bring their ideas to life. Among the winners will be already existing social entrepreneurs who will receive support to scale their efforts and achieve wider impact. In total, Yahoo! will contribute \$500,000 to the campaign, and as part of that, will provide close to \$250,000 in monetary grants to awardees. In addition to monetary support, the awardees will receive training and mentoring support for three years to help ensure their success.