

## ENDEAVOR ENTREPRENEURS

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### **Diwanee**

Diwanee is a digital media company building one of the largest female audiences in the Middle East through its specialized web portals [3a2ilati.com](http://3a2ilati.com) (motherhood, health) and [Yasmina.com](http://Yasmina.com) (beauty, fashion, celebrities).

Through its offices in Beirut, Dubai and Belgrade, Diwanee capabilities cover all steps of the digital content value chain, from content creation (editorial, video production, Beirut), to technical development (Belgrade), community management (Beirut), traffic management (Beirut), sales and account management (Dubai).

Diwanee monetizes its audience through display advertising, brand partnerships, and user transactions ([mooda.com](http://mooda.com) e-commerce platform and affiliation partnerships).

### **Nymgo**

Nymgo offers a high-quality, low-cost Voice over IP (VoIP) service enabling underserved immigrant communities from emerging markets to make calls from Internet or mobile broadband connections to mobile phones and landlines in their home countries where Internet infrastructure is often under-developed or non-existent.

Nymgo started operating in late 2008. With revenues of US\$7.3M in 2012, Nymgo has grown at a CAGR of 33% since 2009. Today, the company has 32 employees mostly located in Beirut.

Nymgo is available for download free of cost on Windows PCs, smartphones that run on iOS and android, and tablets that operate on iOS and Symbian.

### **Apstrata – Subsidiary of ElementN**

Apstrata puts mobile operators at the center of the smartphone app value-chain. The Company enables operators to cater to the needs of app developers, giving

operators access to new revenue channels and opportunities not currently possible.

Through Apstrata, operators will provide developers with all fundamental back-end services needed to build apps, in addition to network services such as operator billing, messaging, location services and more.

The Apstrata solution includes technical, support and marketing infrastructure. Apstrata can be delivered from the cloud removing the need for investment in infrastructure & operation.

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## ENDEAVOR CANDIDATES

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### **Dermandar – DMD**

Dermandar is specialized in image processing software. Its mobile application "DMD Panorama" has reached 7M downloads since its launch in June 2011 on both iOS and Android. Early this year, it won the World-Summit Award in the category m-Entertainment and Lifestyle.

### **Green Studios – GS**

Green Studios (GS) is a landscape architecture and technology platform, co-founded by an architect, a landscape architect, a landscape engineer and an economist. Winner of the MIT enterprise forum of the pan Arab region competition for its innovation in the field of Green Walls and Roof Gardens, GS always tackles design and technology together within the thinking process and seeks to influence the field of landscape architecture with this innovative approach.