

Empowered Community. More Innovation. More Impact.

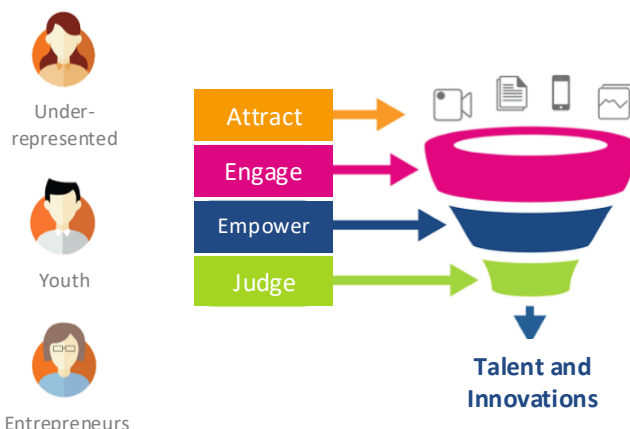
Potential.org's AI-powered empowerment programs will allow you to simply launch your sustainability program, innovation competition, or hackathon. You can align it to business priorities or to address UN SDG topics and in the process create a positive impact in your community.

Challenges Everywhere

Climate change, unemployment, inequality, diversity and inclusion - are some of the challenges we are facing all over the world.

Opportunities Everywhere

Empower the communities to turn these challenges into opportunities. Bring your stakeholders together to create impact using our AI-powered empowerment platform.



Launch your next community program with our ready-to-go templates and impact reporting tools.



Youth empowerment



SME and Startup development



Women empowerment



UN SDG related programs



Innovation programs



Future skills programs

The world's leading brands use Potential.com's empowerment platform and content. Why not you?

AIRBUS

Cartier

intel.

HSBC



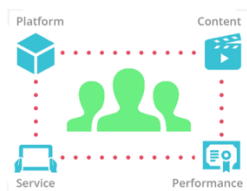
GOVERNMENT OF DUBAI

Nestlé

PEPSICO

Engagement Options

- Sponsor one of the Potential.org Foundation programs
- Customize our SaaS platform for your programs



What do you get from the engagement?

- A marketing platform
- A learning platform
- A competition platform
- An impact reporting tool

In an end-to-end empowerment and innovation platform

Looking for a partner that can deliver results? Let's talk

Contact us on empower@potential.com

www.potential.org

Hadafi: Women Entrepreneurship Program

The Challenge:

In the MENA region, women represent only 19.8% of the labor force — leaving a massive untapped economic opportunity — World Bank (2024).

The Opportunity:

A structured women entrepreneurship empowerment program, enabled by the Potential.com digital empowerment platform, can help women move from ideas to sustainable businesses

Target Audience: **Women**

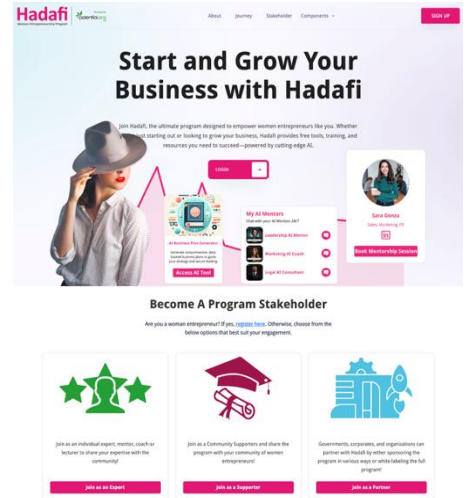
Focus Areas: **SDG 5, 9 & 10**

Incentive: **Prizes & Incubation**

The Solution:

Hadafi, meaning “My Goal” in Arabic, is a women entrepreneurship empowerment program that equips women with the skills, confidence, and tools to launch and grow real businesses.

This AI-powered program brings together women entrepreneurs, mentors, trainers, ecosystem partners, and supporters to grow women-led businesses and accelerate long-term impact.



Impact dimensions (Impact Management Project model)

What

Engagement, entrepreneurship education, business enablement and economic empowerment for women through the Potential.com platform on **UN SDGs 5 (Gender Equality), 9 (Innovation) and 10 (Reduced Inequalities)**

Who

Supporting **women entrepreneurs and aspiring founders** across the region and engaging **mentors, trainers, ecosystem partners** and sponsors to accelerate business success

How Much

Since its launch in 2013, Hadafi has empowered over **100,000 women** through structured cycles combining **self-paced learning, workshops, mentorship, and showcasing events to connect with investors**

Contribution

Hadafi provides a guided pathway that helps women turn ideas into sustainable women-led businesses through skills, confidence, and ongoing support

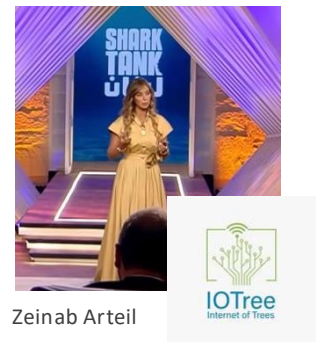
Risk

Without this intervention, women remain limited by barriers such as access to finance, mentorship and networks, reducing business growth and financial independence

Women's Journey



Some Success Stories



Program snapshots and some partners:



Check out the customized platform on:
<https://hadafi.potential.org/>



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Tatawwar: Building tomorrow's minds

The Challenge:

In the next 20 years 300 million jobs need to be created across Middle East and North Africa – World Bank.

The Opportunity:

Innovation & social entrepreneurship program enabled by the potential.com empowerment platform.

Target Audience: Youth/Students **Focus Areas:** SDG 3, 6 & 13 **Incentive:** Prizes & Incubation

The Solution:

Tatawwar, meaning "To Develop" in Arabic, is an exciting programme that brings together students, teachers, parents, schools, governments and the business community to help innovate for a shared future.

It gives students the chance to practice important business skills, understand sustainable commitments, connect with the corporate world, and hear from some extraordinary professionals along the way.



"For children and young people looking to gain an education and skills, COVID-19 has made a bad situation even worse. Focus needs to be on building capabilities rather than skillsets – this is across the board in all sectors. That's why Tatawwar is so important."

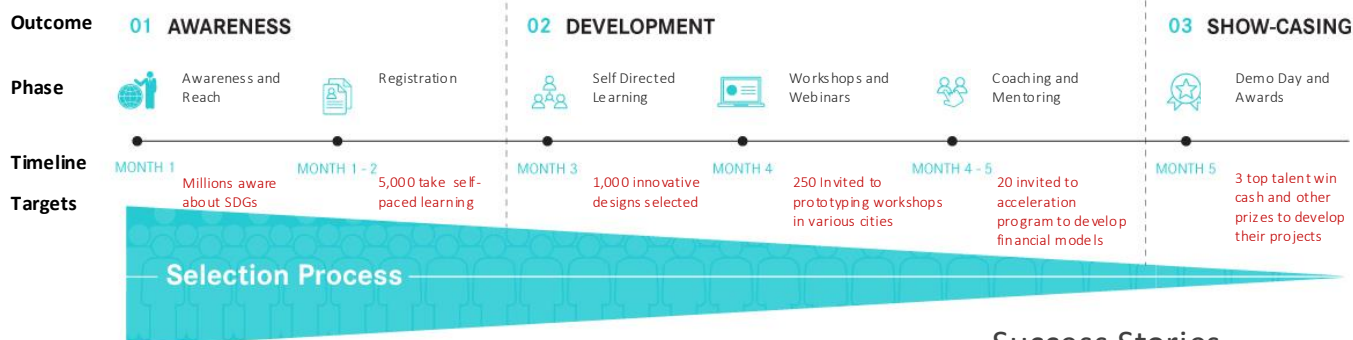
Sabrin Rahman, Regional Head Corporate Sustainability, HSBC, EMEA



Impact dimensions (Impact Management Project model)

What	Engagement (raising awareness), Education (self paced 2,000+ hours social entrepreneurship), Empowerment (coaching, innovation) on UN SDGs 3 (Good Health & Well-being), 6 (Clean Water & Sanitation) and 13 (Climate Action)
Who	Supporting students aged 15-18 in 7 MENA countries and engaging schools, teachers, industry, government and volunteers
How Much	Programme runs in 6-month yearly cycles where each cycle raises awareness on SDGs amongst millions , delivers over 80,000 self-paced learning hours , supports creation of 1,000+ prototypes and an acceleration program for top 70
Contribution	The empowering journey through the platform provides all users with a pathway to turn challenges in their community to opportunities through innovation design
Risk	If this intervention is not done, the youth would miss out on opportunities for a better future and might resort/be exposed to negative outcomes

Innovation selection and yearly rollout plan



Success Stories

Program snapshots:

- Launched: 2018
- Awareness: 91,000,000+ media impressions
- Development: 20,000+ youth innovators
- Showcasing: 70+ social entrepreneurs

Check out the customized platform and stakeholders on: www.tatawwar.com



Prototyping workshop



Virtual demo day and awards



Omaira Musharaf



Samah Abdullah



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