**CAREER ADVICE #366 | Mina Habashi | Product Manager\_Egypt\_21 April 2021**

**LinkedIn Premium Group**

\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*

Hi there! this is Mina, from the land of pharaohs (Egypt). I'm a job seeker and willing to relocate.
During the past months, I have been searching for jobs in Europe but unfortunately no luck.
I'm a Certified Scrum Product Owner / Business Analyst with 9+ years of total experience, with 4+ in-depth experience in PO and BA.
Do you have any recommendations increasing my chances to find the proper job, make interviews, and get hired?
[#jobseeker](https://www.linkedin.com/feed/hashtag/?keywords=jobseeker&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6790305422457761793) [#WillingToRelocate](https://www.linkedin.com/feed/hashtag/?keywords=willingtorelocate&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6790305422457761793) [#ProductOwner](https://www.linkedin.com/feed/hashtag/?keywords=productowner&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6790305422457761793) [#BusinessAnalyst](https://www.linkedin.com/feed/hashtag/?keywords=businessanalyst&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6790305422457761793) [#CareerDevelopmentCoaching](https://www.linkedin.com/feed/hashtag/?keywords=careerdevelopmentcoaching&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6790305422457761793)

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Good day Mina,

I lived and worked in the Middle East from 2009 to 2019 (Dubai and Qatar). A few suggestions for you to consider:

Gary Vaynerchuk

Active Interviewing

Innovation in Middle East

Venture capital in Middle East

Angel List in MENA

Clubhouse

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Gary Vaynerchuk

Gary repeatedly speaks about branding, awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts, livestreams on Facebook, TikTok & Instagram and Clubhouse chats.

You may want to consider starting with one or more of the following links:

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Gary Vaynerchuk trip to DUBAI and Sharjah in 2019:

Link to Dubai-Eye podcast: <https://apple.co/2EjZEio>

Link to Dubai 22 Nov 2019 keynote: <https://apple.co/2EQ61uc>

November 2018 trip to Sharjah Entrepreneur Festival:

1. Statement about overestimating what is outside of you and underestimating what is in front of you

2. Content production (15:45 minute mark)

3. Communicate to the world what is relevant to them not what is relevant to you

Link to Podcast | <https://apple.co/2setheN>

Link to YouTube feed | <http://bit.ly/2UPc7Af>

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Please see post 2 of 9 | Active Interviewing

POST 2

Hi Mina,

This is post 2 of 9

Active Interviewing

When you do find yourself preparing for an interview – live or on Zoom – you may want to consider the “Active Interviewing” book written by Eric Kramer. Eric wrote this book approximately 10 years ago and in my view, the principles remain relevant today. The book provides useful and practical tips to improve your chances before, during and after a job interview.

There are many “Interviewing” resources on-line and in fact, if you Google key “interview” words you will receive millions of possible results. After I Googled: “interview questions” (1.5 billion results returned); “Interview answers” (542 million), “strength and weakness interview answers” (10.3 million).

These are some links to the “Active Interviewing” book for you to consider as you navigate through the millions of resources available on the internet:

Eric Kramer on LinkedIn | https://www.linkedin.com/in/erickramercareerexpert/

Website | https://www.activeinterviewing.com/

Audiobook on Audible / Amazon | <https://adbl.co/2PFfugF>

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Please see post 3 of 9 | Innovation in Middle East

POST 3

Hi Mina,

This is post 3 of 9

Innovation in Middle East

During my investor relations work from 2018 to 2020 with tech startups Curaizon (UK), UnCloak (UK), Digipharm (Switzerland), AI Vali (Toronto) and MobbyPark (Mumbai) I came across many funding announcements that cover venture capital and private equity investments in Middle East-based startups.

These three announcements were included in recent tech newsletters I follow:

22 March 2021 | FinSME

**Grubtech**, a Dubai-based SaaS platform for cloud kitchens and delivery-centric restaurants, secured $3.4m in pre–Series A funding from large regional family offices, a US-based VC firm as well as angel investors led by Ghassan Oueida and Gry Loseth | https://bit.ly/2PxaTgD

9 March 2021 | StrictlyVC & FinSME

**Koinz**, a Cairo, Egypt-based customer engagement platform catering to the food and beverage industry, has raised $4.8 million in seed funding led by Tinder founder **Justin Mateen**, with participation from **4DX Ventures**, among others | Wamda article: https://bit.ly/3nj0mSR

**Service My Car**, a Dubai-based tech-enabled car-servicing platform, raised $10m in seed funding led by Bahwan from Oman | https://bit.ly/3rNHf3L

Please see post 4 of 9 | Innovation in Middle East (cont)

POST 4

Hi Mina,

This is post 4 of 9

Innovation in Middle East | continued

You may want to consider subscribing to various tech news feeds that feature funding announcements covering innovation in Egypt and regional publications in Arabic and English such as:

Wamda | <https://www.wamda.com/about>

Entrepreneur Middle East | [https://www.entrepreneur.com/](%22)

The free tech publications I subscribe to include funding from a multitude of sectors and regions:

StrictlyVC | [https://www.strictlyvc.com/](%22)

Techcrunch | https://techcrunch.com/tag/newsletters/

VentureBeat | https://venturebeat.com/newsletters/

UKTN | https://www.uktech.news/

FinSME’s | <https://www.finsmes.com/the-daily-deal-newsletter>

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Venture capital in Middle East

You will notice that tech funding announcements typically highlight the VC’s that participated in the round.

During my investor relations work from 2018 to 2020 with tech startups Curaizon (UK), UnCloak (UK), Digipharm (Switzerland), AI Vali (Toronto) and MobbyPark (Mumbai), I came across many Venture capital companies across the globe including in the Middle East

Please see post 5 of 9 | Venture Capital in MENA (cont)

POST 5

Hi Mina,

This is post 5 of 9,

Venture Capital in MENA | continued

The following is a sample of VC’s based in the MENA region. It is not meant to be a complete list. Google or other search may reveal additional entities in Egypt and across the Middle East.

Egypt-based

1864 Accelerator | https://flat6labs.com/

Sawari Ventures | https://sawariventures.com/

Other Middle East

BECO Capital | https://becocapital.com/

Crescent Enterprises | https://www.crescententerprises.com/ce-ventures/

Dtec Ventures | https://dtec.ae/ventures/

Gulf Capital | https://www.gulfcapital.com/en-US/1/1/Home

Gulf International Bank |Bahrain | https://www.gib.com/

Kaaf Investments | http://www.kaafinvestments.com

Kuwait Investment Authority | http://www.kia.gov.kw/en/Pages/default.aspx

Manafa Capital (KSA) | https://www.manafa.co/

Middle East Venture Partners | https://www.mevp.com

Modus Capital | https://modus.vc/

Naseba | <https://www.naseba.com>

NCB Capital (KSA) | https://www.alahlicapital.com/Pages/Home.aspx

Ominvest | https://ominvest.net/

Omnia Ventures | http://www.omniaventures.com/

Phoenician Funds | http://phoenicianfunds.com/

Privity LLC | http://www.privitylle.com

Please see post 6 of 9 | Venture Capital in MENA (cont)

POST 6

Hi Mina,

This is post 6 of 9,

VC’s in MENA | continued

Raed Ventures | http://raed.vc/

Riyad Capital | http://www.riyadcapital.com/en/

Saudi Tech Ventures | https://stv.vc/

Shorooq Invest | http://shorooq.ae/

Sokotra Capital | https://www.sokotracapital.com

STC Ventures | https://stcventures.com

Swicorp | http://www.swicorp.com/

Waha Capital | https://www.wahacapital.ae

Wamda Capital | http://wamdacapital.com/

Women's Angel Invest Network | http://bit.ly/2Jiafi7

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VC’s and Portfolio companies

Consider scrolling through the websites of the VC’s to find the “Investments” or “Portfolio” links to find the companies you are interested in. Follow them on LinkedIn & Twitter. Subscribe to newsletters.

Consider reaching out to specific companies and/or individuals for advice, mentorship and/or job openings.

Consider both the VC’s and the portfolio companies. In fact, some of the larger VC firms tend to hire for “Support over the Platform” roles (marketing, HR, accounting, administration, etc).

Stephanie Manning Cohen from Lerer Hippeau, a NYC-based venture capital firm, describes this trend in a Forbes article: [http://bit.ly/2vNF9X6](%22)

Please see post 7 of 9 | Angel List in MENA

POST 7

Hi Mina,

This is post 7 of 9,

Angel List in MENA |https://angel.co

Angel List is an extension of the Middle East innovation examples I highlighted. This site is primarily used by tech startups to list tech & non-tech roles here. Quick search revealed:

21,000+ startups globally list open roles (includes remote & non-remote)

17,800+ startups globally list open roles (non-remote only)

115 in UAE

98 in Dubai

23 in Saudi

17 in Egypt

7 in Kuwait

6 in Tunisia

5 in Bahrain

4 in Morocco

NOTE 1: The global total is down from the pre‑Covid19 period in which 30,000+ startups listed open roles on the Angel List site.

NOTE 2: The low numbers in MENA represent significant potential given the growth and commitment by MENA governments to adopt emerging technologies (including the UAE government 2018 and 2019 commitments to adopt Blockchain and AI across its functional areas).

I recommend that you consider spending time on the site. Set up your profile. Set search agents. Startups may not always use traditional recruiting sites. When they scale, they will need experienced staff.

Please see post 8 of 9 | Clubhouse

POST 8

Hi Mina,

This is post 8 of 9,

Clubhouse

Link to website | [https://www.joinclubhouse.com/](%22)

You may be aware of the Clubhouse App that is increasingly becoming popular and frequently being used by celebrities and influencers to talk about everyday issues with everyday folks. In fact, it became even more popular when Elon Musk and Mark Zuckerberg separately blew up the chat rooms when they came “Clubbing”.

Tanisha Cherry, a #podcaster here in #Calgary was a guest on #CalgaryBusinessPodcast to talk about her chatroom “Welcome to Clubhouse”. This is a link to that podcast: <https://bit.ly/37k9TC9>

Tanisha also prepared a #YouTube explainer video: [https://bit.ly/2Z41e2e](%22)

How is all of this “Clubbing” relevant to you?

You could invite experts from one or more of the tech companies in Cairo and across the Middle East that have recently received funding and get them to talk about their tech stack; key UI/UX features that make them unique; front-end and back-end integration with existing tech (ie. AWS, Chrome extensions, low-code no-code integration, etc)

Please see post 9 of 9 | Clubhouse (continued)

POST 9

Hi Mina,

This is post 9 of 9,

Clubhouse | continued

Maybe you could first reach out to Tanish Cherry to obtain her advice on inviting such people. She recently hosted an influencer marketing session which included Cristina Cordova, the head of Product, Platform & Partnerships at Notion (https://www.notion.so/)

How does a Clubhouse chat room relate to job search?

Imagine the discussions you will have with recruiters and potential future employers AFTER running these thought-leader sessions over the next 6, 12 or 18 months?

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Have fun researching!