

Wassl Venture Media Kit

We believe in a world where MENA entrepreneurs achieve their own version of success



Who we are?

Platform overview

Wasssl, "the Link or Bridge" in arabic, it's the leading professional media offering powerful insights and tools for the MENA startup ecosystem, on a mission to bridge it from Morocco to Pakistan. With our unwavering commitment to telling the region's tech ecosystem story, we provide our audience with depth and context in a global perspective:

- **III** Data-driven insights that cut through the noise
- Powerful narratives that demonstrate how technology influences cultures and economies
- Global reach to showcase MENA innovations on the world stage
- Engaging and understandable contact, simplifying complex tech narratives.

Unique value

Wasssl is the first professionally run **media**, that creates **high-quality content** for entrepreneurs, in **MENAP**, looking for **ecosystem & business insight**, so they **can grow their business and achieve their own version of success**.

Mission

Wasssl's mission is to offer powerful insights and tools to connect and enlighten the MENAP tech ecosystem.



Partnership

Being Wasssl's partner is **Reaching**



+50 k

Monthly audience

Web platform - Social Media -Newsletter - Podcast



+3000

Subscription to our newsletter

Exclusive community of Founders - Investors - Policy makers - Ecosystem builders



+ 700k

Monthly Impressions on our social media

LinkedIn / Facebook / Instagram

Among this **Audience**



Less than 44 years



+80%

are from the ecosystem



+30

Countries reached in MENA & Europe / USA





Target Audience & Impact

Target Audience

Our platform isn't just about reporting; it's about bridging between bold **Startup founders, visionary investors, ecosystem builders, and policymakers within the different countries of MENAP Region**. While also aiming to educate **aspiring entrepreneurs** and the **corporate sector** on the relevance of innovation. By providing actionable knowledge on how to engage with, integrate, and support startups, we help build a competitive edge for businesses and individuals alike.

+10 k

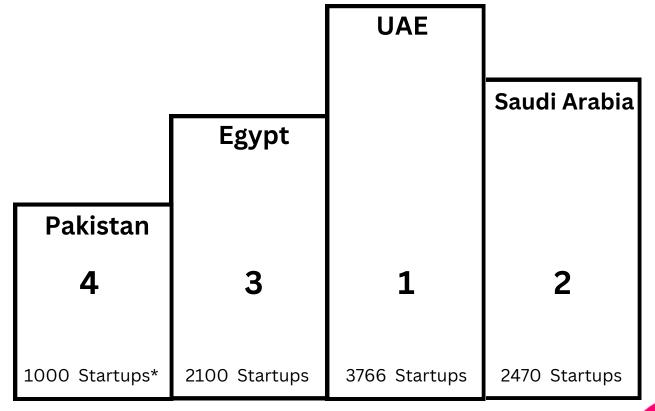
320M

Active Startups in MENA region

Youth under 30 in MENAP region

+ 500

Active VC, family offices, angel investment networks



Funded Startups



Our Best Sellers Operations

We believe in a world where MENA entrepreneurs achieve their own version of success

Podcast Production

Promote your company and set your brand as a thought leader in the Region



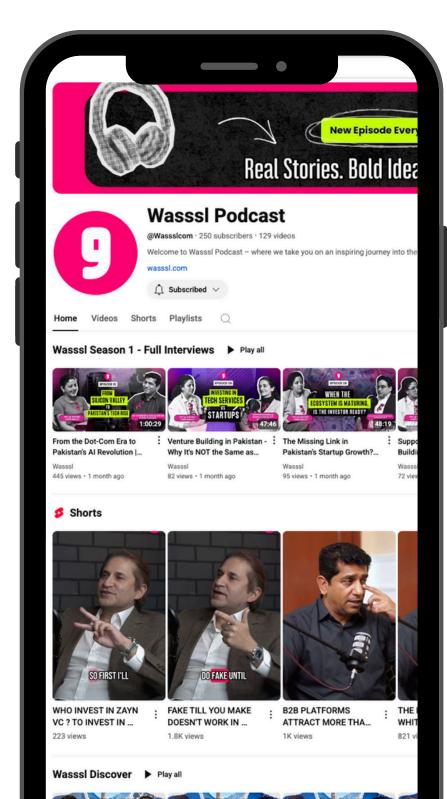
• **Concept Development** – By supporting in defining your podcast's theme, format, and guest strategy.

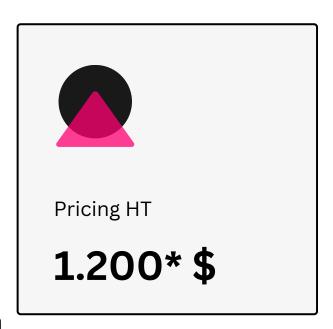


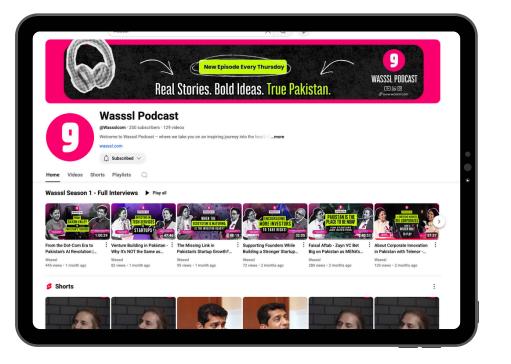
• **Production & Recording** – Handling scripting, recording, and full technical production.



• **Targeted Distribution** – Episodes distribution to the right audience across relevant channels.

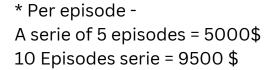






Which includes:

- **Pre-Recording Planning** Through defining the concept, format, guest lineup, and storytelling angles to ensure a compelling narrative.
- **Production & Recording** by handling audio/video recording, hosting setup, and guest coordination with a focus on quality and flow.
- **Post-Production Editing** by delivering polished episodes with editing, music, visuals and branded intros/outros.
- **Publishing & Promotion** through podcast distribution across platforms and amplify reach through curated social content, teasers, and audience engagement.





Social media Video Creative

Position your brand as an innovator by sponsoring a high-impact whitepaper



Brand Visibility

Logo and brand message prominently displayed on **the creative video** on our social media.

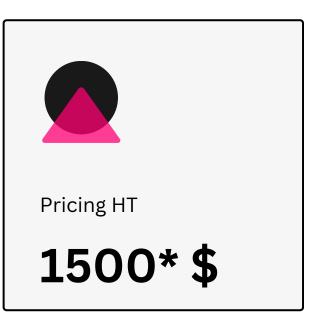


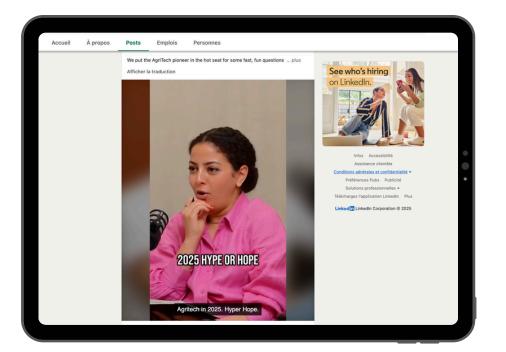
Content Collaboration

Opportunity to co-create the **content of the video with our creative team**

Integrate case studies or success stories relevant to the theme, positioning your company as a problem-solver and leader in your sector.









- Inclusion in our webplatform, featuring your logo and your Insights, Thoughts...
- Up to 2 rounds of validation
- Option to include a call to action
- Featured across our social media (LinkedIn / IG)



^{*}A serie of 3 videos for a campaign over 7 days

Newsletter Collaboration

Position your brand as a thought leader and/or innovator by sponsoring a high-impact newsletter



Brand Visibility

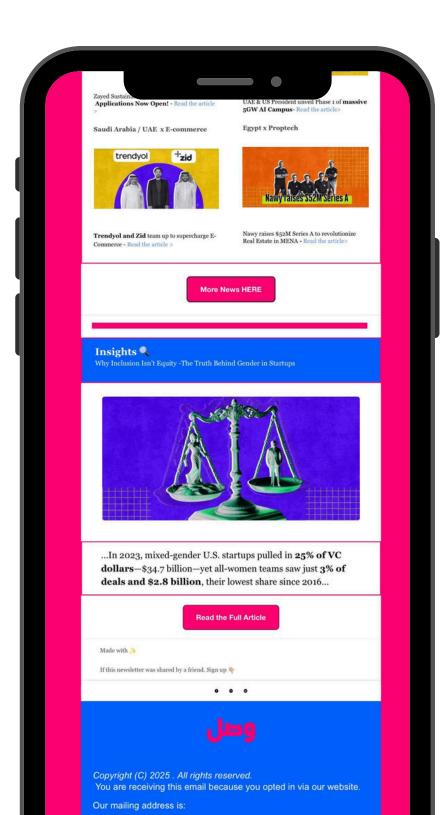
Logo and brand message prominently displayed on the Newsletter.

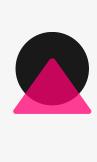


• Content Collaboration

Opportunity to co-create a section of the **Newsletter** to showcase your expertise.

Integrate case studies or success stories relevant to the theme, positioning your company as a problem-solver and leader in your sector.





Pricing HT

700\$





- Inclusion of **one section** in our weekly newsletter, featuring **your logo** and **your product.services, Insights...**
- Up to 2 rounds of validation
- Option to include a call to action
- Featured across our social media (LinkedIn / IG)



Editorial Article

Elevating your brand through our editorial voice.



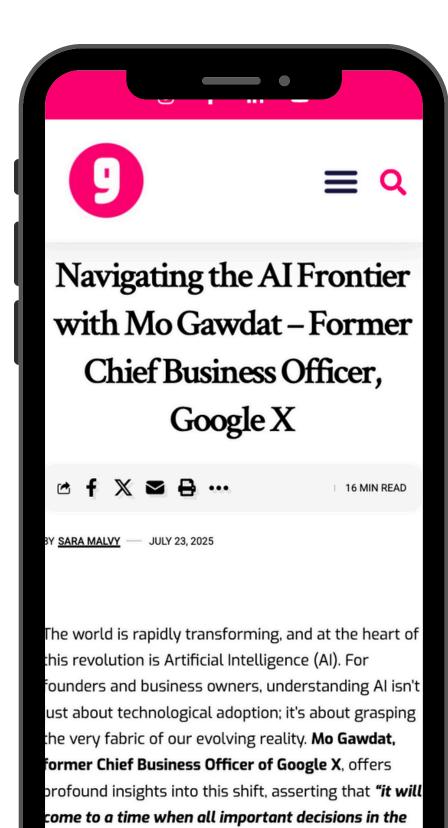
• In-depth Article - Sectoral analysis, insights and reviews, focus on ecosystem challenges, etc.

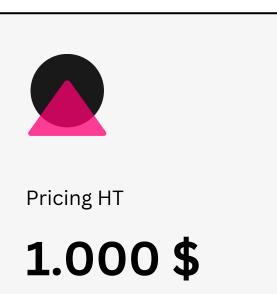


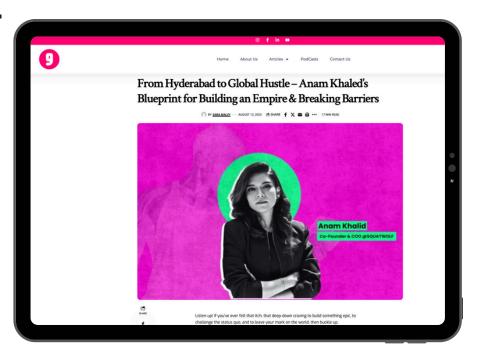
- Presentation of Your Open Innovation
 Strategy
- Set your company as a leader in the sector /activity within the ecosystem



 Coverage and Summary of Your Conferences / Round Tables









Which includes:

- Proposal of **2 to 3 angles** from our editorial team in response to your brief and key theme **Interview**, if relevant
- Up to 3 rounds of validation
- Option to include a call to action
- 2 **promotional posts** on our social media (1 IG sponsored, 1 LinkedIn, 1 Facebook + sponsored)
- Featured on the Home Page within 24 hours and in Wasssl weekly newsletter
- Average of 3,000 reads.



Event Advertising

Advertise your event or call for applications on our platform.



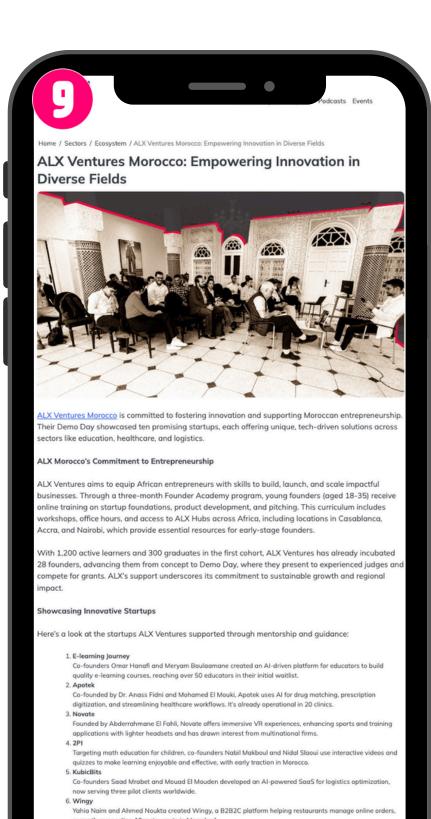
• **Pre-Event Buzz** - We'll create and share tailored promotional content across our media channels, building excitement and driving attendance.



• **Targeted Campaigns** - Reach the right audience with targeted campaigns, leveraging our strong network in tech, startups, and innovation.



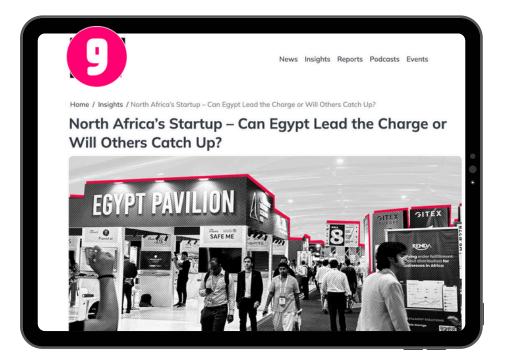
 Post-Event Coverage - Extend your event's life cycle with insightful recaps, key takeaways, and thought leadership articles shared across our platform.





Pricing HT

1.000\$



Which includes:

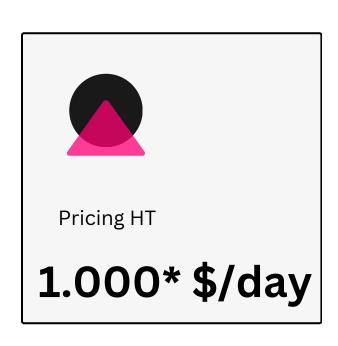
- **Pre-Event Promotion** Through engaging teasers, speaker highlights, and social media campaigns to build anticipation.
- **Live Event Coverage** by providing real-time content including photos, videos, interviews, and key takeaways.
- **Post-Event Content** By deivering recap articles, summary videos, and spotlight moments to extend the event's impact.
- Engagement & Performance Reporting We track and report audience reach, engagement, and insights across all Wasssl channels.



Event Moderation

Our top team members will moderate your event

- **Professional Moderation** Skilled moderators ensure engaging discussions, seamless panel coordination, and insightful audience interaction to bring your event to life.
- **Expertise** With years of experience in tech, entrepreneurship, and innovation, we ensure the conversations are both relevant and inspiring.
- **Tailored Approach** Moderation tailored to your event's goals, whether it's a conference, roundtable, or networking session







About the Founder

Sara is a Moroccan entrepreneur, global citizen with a robust background in **industrial engineering and technology sectors over the past ten years**. She spent the first years honing her skills in the industrial sector. Her hands-on experience in diverse industrial environments provided her with a solid foundation in problem-solving and project management, enabling her to navigate complex challenges and drive efficiency within organizations.

Recognizing the transformative potential of technology, Sara pivoted her career towards IT, immersing herself in the fast-paced world of digital innovation and technological advancement.

In addition to her professional endeavors, Sara has been the host of the @3jajpodcast since 2019 the **first podcast in morocco around entrepreneurship & Moroccan Diaspora (+15000 audience in 90 Countries)**. The podcast was a platform dedicated to highlighting the inspiring stories of Moroccan diaspora entrepreneurs from around the globe. Through this podcast, she has cultivated a rich network of innovators and changemakers, providing listeners with invaluable insights into the entrepreneurial journeys and success strategies of diverse founders.

This experience not only deepened her understanding of the global startup landscape but also fueled her passion for **fostering a supportive and interconnected entrepreneurial community**. Building on this momentum, Sara launched **Wasssl.com**, a comprehensive media platform focused on **the MENAP region**, aimed at empowering stakeholders in technology, innovation, and entrepreneurship by delivering critical data and actionable insights to drive informed decision-making and impactful change.

Beyond her roles as an engineer, podcaster, and media founder, Sara plays a pivotal role in helping startups & Corporates to navigate the challenges of scaling and achieving long-term success. Her commitment to empowering entrepreneurs and fostering a culture of innovation underscores her dedication to transforming the startup ecosystem from Pakistan to Morocco, positioning Wasssl as a key player in driving regional economic diversification and technological advancement.

Editorial Calendar - 2025

| January | February | March | April | May | June |
|--------------------------------|--|------------------------------------|---|------------|---------------------|
| Fintech / Insurtech | E-commerce /Retail Tech event coverage - Leap Ryadh - Saudi Arabia Web summit Doha - Qatar | Logistics, Delivery & Transport | Edtech Tech event coverage - GITEX Africa - Morocco | Healthtech | Agritech / Foodtech |
| July | August | September | October | November | December |
| Summer Bites - Guest stands | Artificial intelligence | Web 3 / Blockchain/ Gaming | Traveltech Tech event coverage - | Proptech | Energy |
| | | | GITEX Dubai - UAE | | |

They trust us!

Our Best Operations with the **Greatest Tech figures** in Pakistan



Faisal Aftab, Managing Partner at <u>Zayn VC</u> and a Shark on Shark Tank Pakistan – the country's largest VC fund. We support his mission to elevate Pakistani innovation on a global stage.



Monis Rahman, Serial tech entrepreneur (Rozee.pk, Dukan, SimSim Wallet, Nassim Network) – we collaborated to amplify his personal brand as a thought leader in AI in HRtech in the region and Globally

22 Ventures, an angel syndicate – we supported their communications and positioning within Pakistan and across the MENA region.



They trust us!

Our Best Operations with the **Greatest Tech figures** in Pakistan



<u>Farmdar</u> with Muhammed Bukhari, a fast-growing agri-tech startup expanding globally (Brazil, Thailand) and backed by multi-million dollar rounds. <u>Being Visible as a founder is a leverage to expand international</u>

The Boring Syndicate, active investor in tech services – partnering to highlight founders and success stories in their portfolio, and also attracts High potential profiles / companies



Our Best Operations with the **Greatest Tech figures in MENA**



Iliana Montauk, founder of Manara, a Palestinian entrepreneur based in San Francisco, building a transformative edtech platform focused on upskilling and reskilling future tech talent in the MENA region.

- We produced a founder spotlight article sharing her powerful journey as an immigrant entrepreneur.
- Our PR support helped her gain international visibility, attract investor interest, and position herself as a leader—not just a participant—in the global edtech space.
- This work elevated Manara's mission and placed Iliana as a rising voice in the conversation around education, equity, and the future of work in the region.



Talabat, a Kuwaiti-founded on-demand delivery platform that expanded to Egypt, the UAE and recently went public.

- We covered their Q1 2025 financial reporting, using it as a lens to showcase the strength of the MENA on-demand economy.
- The content contribute to strenghten Talabat's positioning as a regional leader in the delivery tech space, reinforcing their role at the forefront of the sector's growth and innovation.

Contact Us



sara@wasssl.com



wasssl.com



Wasssl Podcast

