

# PORTFOLIO OF PROJECTS & EXPERTISE

**Euro-Mediterranean & MENA Focus: Innovation, Green Transition, SME Development, and EU Project Management**



- EU-Funded Project Management
- Plan Bitexous & Circularity
- Innovation Ecosystem Development
- Digitalisation & Business Intelligence
- Green Economy & Circularity
- Entrepreneurship & SME Support

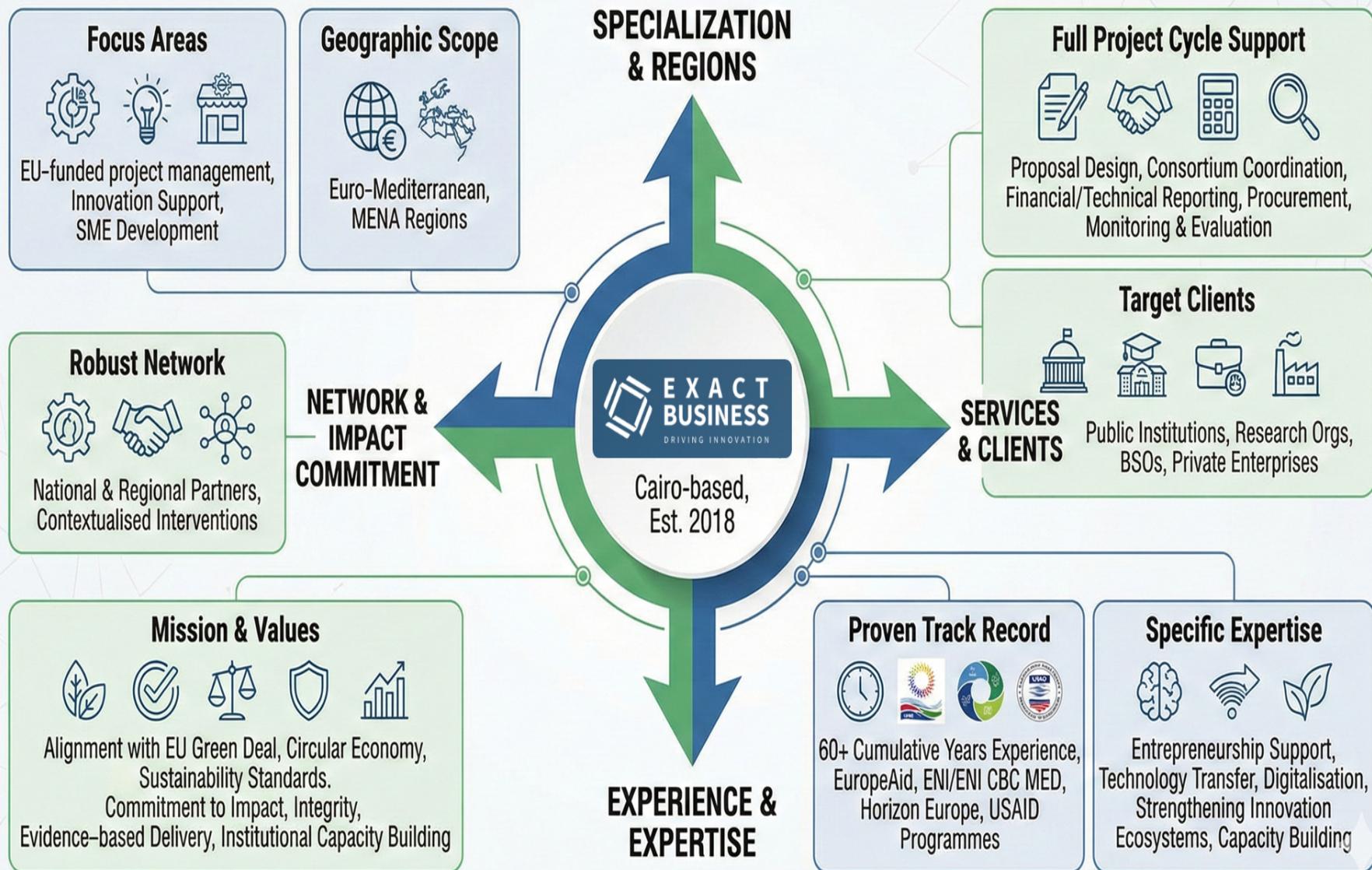
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At EXACT BUSINESS, we bridge research, innovation, and investment to empower sustainable growth across the Euro-Mediterranean, Africa and beyond.

We turn ideas into impact through tailored consultancy, strategic partnerships, and data-driven solutions.

# EXACT BUSINESS: Cairo-based Consultancy for EU Projects & Green Transition



# ANNEX – TECHNICAL OFFER

## COMPANY PORTFOLIO – EXACT BUSINESS

### 1. ORGANISATIONAL PROFILE

**EXACT BUSINESS Consultation** is a private consultancy firm established in Cairo, Egypt in 2018. The company specialises in **Research & Innovation (R&I) management, EU-funded project implementation, entrepreneurship and SME support, green innovation, and digital transformation** across Egypt, the Euro-Mediterranean region, and MENA countries. The firm provides **technical, administrative, financial, and strategic Support** to projects funded by various donors.

EXACT BUSINESS combines **policy expertise, business intelligence, and digital tools** to deliver compliant, high-quality, and impact-oriented services.



### 2. ORGANISATIONAL CAPACITY

#### 2.1 Human Resources

- **Total staff:** 11–50
- **EU project-dedicated staff:** 6 FTE\
- **Permanent experts:** 4
- **Part-time consultants:** 10
- **Cumulative experience:** 60+ years across EU-funded programmes

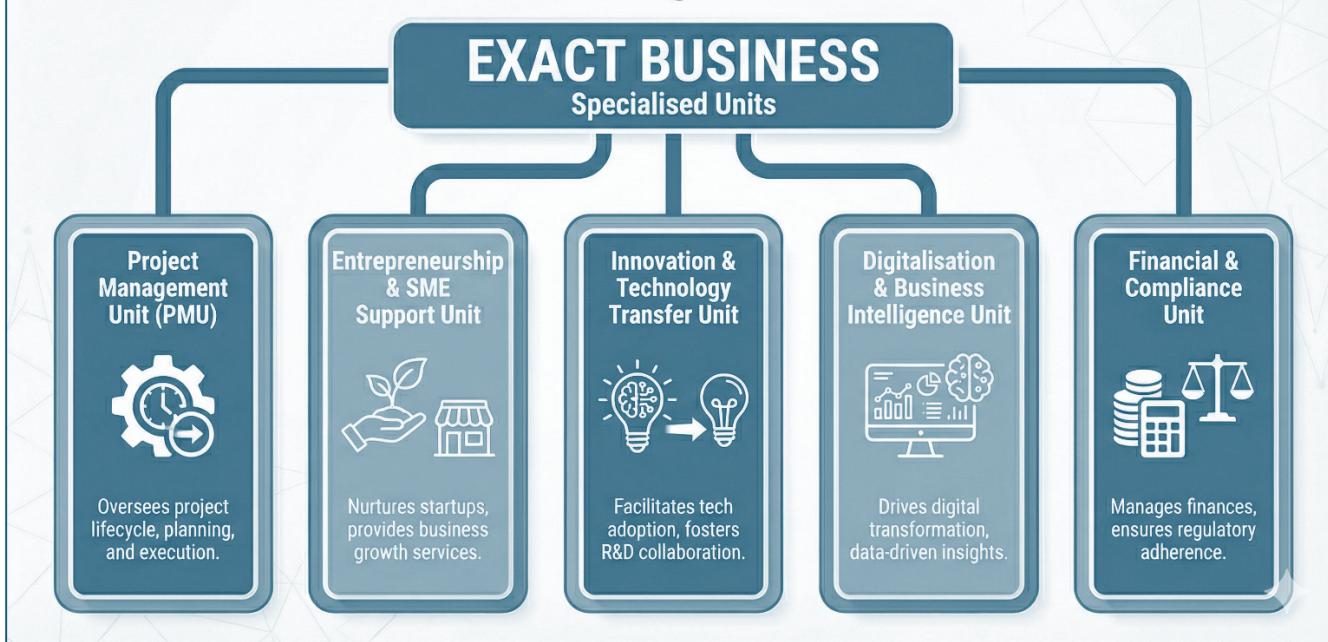
#### 2.2 Areas of Expertise

- EU project design & proposal development
- Project management & coordination
- Technical and financial reporting
- Monitoring, Evaluation & Learning (MEL)
- Procurement & compliance with EU Financial Regulation
- Entrepreneurship, incubation & SME acceleration\
- Technology transfer & innovation management
- Green economy, WEF Nexus & climate-smart solutions
- Digitalisation, dashboards & business intelligence
- Fundraising, investment readiness & access to finance

#### 2.3 Organisational Structure

EXACT BUSINESS operates through specialised units:

## EXACT BUSINESS: Organisational Structure



## 3. TECHNICAL EXPERTISE AND SERVICES

### 3.1 EU Project Consultancy

- ⌚ Strategic proposal design (*Horizon Europe, Interreg NEXT MED, ENI CBC MED, etc.*)
- ✖ Logical frameworks, work packages, KPIs & impact pathways
- 🤝 Consortium building & partner matchmaking
- 💻 Budgeting, financial planning & compliance
- ✍ Full proposal writing aligned with EU evaluation criteria
- 📁 Administrative support & audit-ready documentation

### 3.3 Entrepreneurship & SME Support

- ✖ Business model design & validation
- 💹 Financial modelling & due diligence
- 🎓 Mentorship & coaching programmes
- 💰 Investment readiness & fundraising strategy

### 3.2 Project Management & Implementation

- 🤝 Coordination of multi-partner consortia
- 💻 Periodic & final reporting (technical & financial)
- 📊 Monitoring of KPIs, deliverables & milestones
- ⚖ Procurement procedures (*direct award, restricted & open tendering*)
- 📅 Organisation of events, workshops, study visits & training
- 🔔 Stakeholder engagement & communication
- 🛡 Risk management & mitigation planning

### 3.4 Green Innovation & Technology Transfer

- 🧠 IP strategy, licensing & technology valorisation
- 📐 Feasibility studies & scalability assessments
- 💡 Pilot deployment & demonstration projects

-  Market assessment & go-to-market planning
-  Support to incubators, accelerators & BSOs
-  Industry-academia-policy matchmaking
-  Support to WEF Nexus innovations & green transition
-  Climate adaptation solutions for agriculture & SMEs

### 3.5 Digitalisation & Business Intelligence

-  Digital monitoring systems for project implementation
-  Interactive dashboards for donors and partners
-  Data analytics and visualisation
-  Learning & matchmaking platforms (*developed with ITWORX & EL MENTOR*)
-  AI-powered forecasting & decision-support tools

## 4. TRACK RECORD IN EU AND INTERNATIONAL PROJECTS

### 4.1 Projects with Budgets

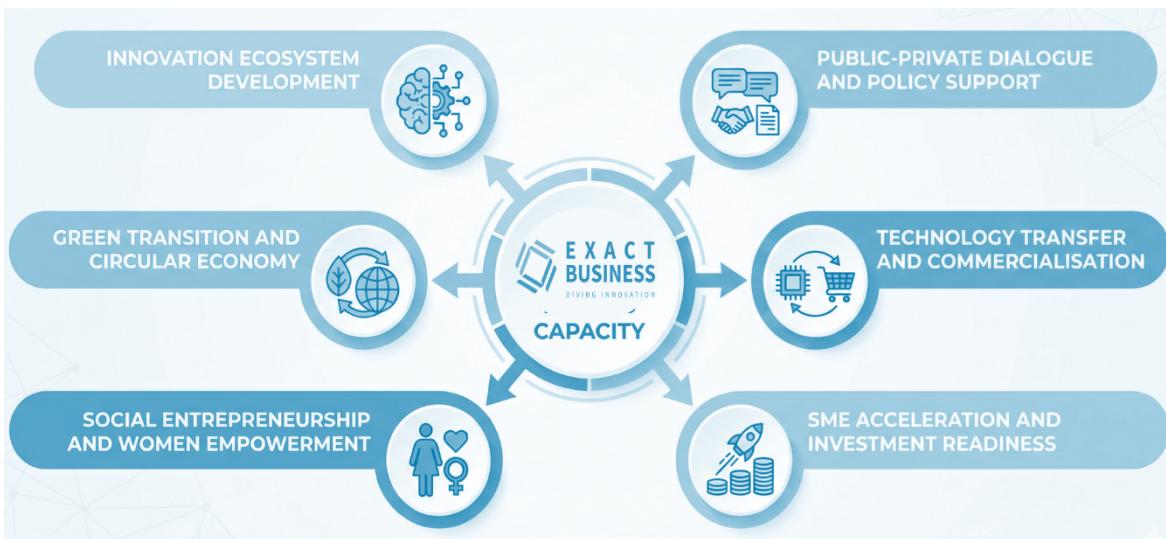
 PROJECT TITLE	 TOTAL BUDGET	 ROLE & CONTRIBUTION
 CLUSTER ATLAS4MED Data-driven Rural Sustainable Tourism for MED SMEs	€1,748,488	 Project Partner – Rural tourism benchmarking, spoke office setup, living labs
 High-Quality TVET Training Programme 12 Technical Sectors – 2,500 Beneficiaries	€225,000	 Partner – Training delivery for 2,500 TVET students across 12 sectors
 EiTESAL – Technical Training for Entrepreneurs	€13,000	 Service Provider – Entrepreneur training & study tour organisation
 Robbiki Leather City – Technical Assistance PIN (Florence) – Egypt	€39,000	 Local Focal Point – Field support, coordination, admin & activity backstopping
 ECOSYS+ – Egypt Innovation Ecosystem Accelerator	€1,297,900	 Sub-contractor – Studies, M&E frameworks, digital tools
 MC2 – Green-Tech Competitiveness	€560,066	 Technical Expert – SME support & green capacity building
 INNOEGYPT – Business Incubation & Start-ups	€1,873,143	 Implementation Partner – Incubation, mentorship & reporting
 WEF-CAP – Water-Energy-Food Nexus Capitalisation	€1,100,000	 Innovation Lead – Tech transfer & innovation mapping
 INTECMED – Tech Transfer & BRIM Methodology	€3,600,000	 Mentor & Facilitator – Mentorship programmes & innovation exhibitions
   NEX-LABS – Water, Energy & Food Nexus	€3,400,000	 Ecosystem Builder – Innovation ecosystem development & Support

## 4.2 Additional EU/ENI/ENPI Projects

- StandUp! - Sustainable Textile Action for Networking and Development of circular economy business ventures in the Mediterranean, an EU-funded project under the ENI CBC Med program.
- TEC-MED – Social-ethical care model for dependent populations
- PPI4MED – Public procurement of innovation & living labs
- ECOSYS – National innovation ecosystem strengthening
- TED-PPP – Public-private dialogue for business environment reform
- WOMEN-UP! – Women entrepreneurship & microbusiness support
- MEDUP – Social entrepreneurship in the Mediterranean
- INNOEGYPT (ENPI/TVET II) – Start-up incubation & job creation

These projects demonstrate **EXACT's Capacity** in:

- **Innovation ecosystem development:**
  - Fostering collaboration, supporting incubators & accelerators, strengthening regional innovation networks.
- **Green transition and circular economy**
  - Promoting sustainable practices, resource efficiency, waste reduction, and renewable energy adoption
- **Social entrepreneurship and women's empowerment**
  - Supporting social enterprises, advancing gender equality, and empowering women leaders and business owners.
- **Public-private dialogue and policy support**
  - Facilitating stakeholder engagement, advising on policy formulation, and building consensus for reform.
- **Technology transfer and commercialisation**
  - Bridging the gap between research and market, facilitating lab-to-market transition, and IP management
- **SME acceleration and investment readiness**
  - Providing growth support, mentorship, access to finance, and preparing SMEs for investment.



## 5. TERRITORIAL EXPERTISE

EXACT has deep knowledge of the **Mediterranean and MENA context**, particularly:

-  Water scarcity & climate stress
-  Green transition challenges for SMEs
-  Limited access to green technologies
-  Financial barriers & lack of tailored instruments
-  Fragmented innovation ecosystems
-  Policy gaps in sustainable agriculture & WEF Nexus

The company aligns its work with:

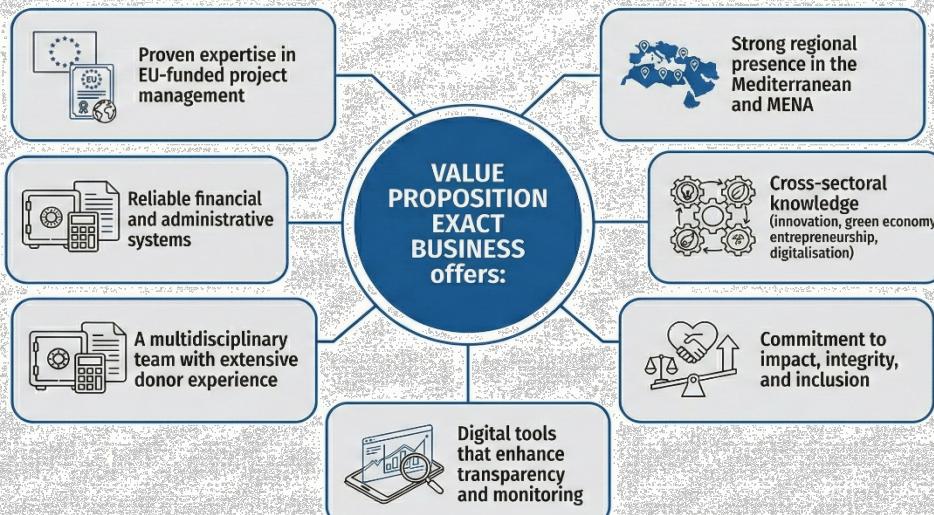
- **Egypt Vision 2030 – Sustainable Development Strategy**
- **Mediterranean Green Economy Initiatives**
- **International Olive Council (IOC) standards**
- **EU Green Deal, Farm to Fork, Circular Economy Action Plan**

## 7. VALUE PROPOSITION

EXACT BUSINESS offers:

- **Proven expertise** in EU-funded project management
- **Strong regional presence** in the Mediterranean and MENA
- **Cross-sectoral knowledge** (innovation, green economy, entrepreneurship, digitalisation)
- **Reliable financial and administrative systems**
- **Digital tools** that enhance transparency and monitoring
- **A multidisciplinary team** with extensive donor experience
- **Commitment to impact, integrity, and inclusion**

## VALUE PROPOSITION EXACT BUSINESS offers:



EXACT BUSINESS is a **trusted partner** for international consortia seeking high-quality implementation, compliance, and measurable results.

## 6. STAKEHOLDER NETWORK

### National Authorities

- Ministry of Agriculture
- Ministry of Environment
- Ministry of Higher Education & Scientific Research

### Research Institutions

- National Research Centre (NRC)
- Agricultural Research Center (ARC)
- Academy of Scientific Research and Technology

## CONTACT INFORMATION

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- **Instagram:** <https://www.instagram.com/exactbusinesscompany?igsh=ZnNyNDR1Z3ByMW5s>
- **Facebook:** <https://www.facebook.com/share/1TWa5mSGFi/?mibextid=wwXIf>