



The world's largest FinTech accelerator is now in Cairo to foster innovation in Financial Inclusion and the Startup Ecosystem

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[Pride Capital](#) and [Startupbootcamp](#), in partnership with key industry giants, including [the International Finance Corporation \(IFC\)](#), [Pharos Holding](#), [AlexBank](#), [German Agency for International Cooperation and Sustainable Development \(GIZ\)](#), [Visa](#), [Ayady](#), [Sanad's Entrepreneurship Academy](#), and [Export Development Bank of Egypt \(EBE\)](#), bring together 'FinTech Cairo' as the first of its kind FinTech accelerator program to Egypt. The program will develop across four years and will nurture forty FinTech startups selected among the best in Egypt's ecosystem.

The Startupbootcamp-Pride FinTech Cairo program aims to provide industry expertise, exposure, and exclusive access to a network of mentors and experts that most early-stage FinTech startups would not be able to access otherwise.

With the Government of Egypt's commitment to financial inclusion and the recent focus on digital finance, FinTech is emerging as one of the key verticals in the country's entrepreneurship ecosystem. Individuals and businesses, especially in lagging regions around Egypt are mostly unbanked and face challenges accessing the traditional financial infrastructure. FinTech solutions could address these issues by providing more affordable easy to access solutions, dramatically reshaping the financial services industry through digitization and inclusion.

The intensive six-month program is currently accelerating eleven FinTech startups selected from a total of more than a hundred applications received. Startups will benefit from hands-on expertise in business model development, mentorship from industry experts, office space in the heart of Cairo, seed-funding - with the current round being fully funded by Pharos Holding - and access to a global network of investors and corporate professionals from across the financial industry. In addition to the acceleration program, the startups will be taken through a three-month Proof-of-Concept phase to scale their products in collaboration with Startupbootcamp-Pride's program partners. FinTech Cairo also focuses on accelerating startups in the fields of Payments, Capital Markets, Identity Authentication, Small- and Medium-sized Enterprises (SMEs) Lending, Microfinance, and Insurance.

Pride Capital is a joint venture between Pharos Holding and Kamelizer. It is Egypt's first venture capital and early stage fund focused only on FinTech. Pride Capital's mission is to invest in startups, from Egypt and Africa that provide effective and convenient access to financial services. Pride Capital's founders demonstrate a collective experience of over seventy years in the financial and technology industries.

Ranked by Forbes as one of the top ten 10 accelerators in the world, Startupbootcamp is the world's largest global network of multi-corporate backed innovation programs, which counts over twenty-two accelerators globally and over half of them support startups in the FinTech industry. Startupbootcamp boasts an impressive global track record of accelerating over 700 startups with an average funding amount of 1.168M Euros, at a 76% success rate.

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About Pride Capital

Pride Capital is Egypt's first Venture Capital and early stage fund focused only on Fintech, it was established in early 2017 as a joint collaboration of reputable partners in the financial services (Pharos Holding) and technology industries (Kamelizer).

Pride Capital's mission is to invest in startups, from Egypt and Africa, that provide effective and convenient access to financial services.

Pride Capital's focus areas cover the following:

Payments & Transfers, Consumer Banking, Insurance, Capital Markets & Advisory.

For more info please visit: <https://www.pride-capital.com/>

About Startupbootcamp

Founded in 2010, Startupbootcamp is the world's largest global network of multi-corporate backed innovation programs with 22 programs in key location hubs including Amsterdam, Berlin, San Francisco, London, New York, Mexico City, Cape Town, Melbourne, Dubai, Cairo, and Singapore and a mentor and alumni network in more than 30 countries.

Startupbootcamp has a track record of more than 700 startups accelerated around the world who raised half a billion euro in investment and over 200 corporate partners and almost 3,000 jobs created.

For more info please visit: <https://www.startupbootcamp.org/>

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