

NAWA

NAWA



وزارة الاتصالات
وتكنولوجيا المعلومات



رواد مصر الرقمية

TABLE OF CONTENTS

1. Team Members -----	1
2. Group Information -----	2
3. COMPANY OVERVIEW -----	3
3/1. About Nawa -----	3
3/2. Main Goal -----	4
3/3. Project Name-----	5
3/4. Target Audience -----	6

TABLE OF CONTENTS

3/5.VISION -----	9
3/6.MISSION -----	10
4.Distributing tasks to team members -----	11
5.Gantt Chart -----	12

1.TIME MEMBERS



malak samir



sohila Amin



Ali Hassan Ali



Mohamed eldesoky
ibrahim



Madonna Mamdouh
Rateb

2.GROUP INFORMATION

Track: Graphic Designer

Group Code: YAT580-ONL3_DRT4_S2_DEPI3

Group Name: The Branding crew

Instructor: Eng. Mohammad Ahmad Jamea



3. COMPANY OVERVIEW

3/1. ABOUT NAWA

The idea focuses on showing that Digital Egypt is not just about government services, but also a platform that helps young people and small & medium business owners enter the digital world. It enables them to sell their products online instead of being limited to the local market, creating awareness among entrepreneurs that digital transformation is the gateway to growth and expansion.

3/2 .MAIN GOAL

The main objective is to empower young people and small & medium business owners to benefit from digital transformation by making it easier for them to enter the e-commerce market, and by positioning Digital Egypt as the key to expanding their businesses and turning their projects into greater growth opportunities.

3/3 .PROJECT NAME

The name Nawa is inspired by the word Nawah / Nucleus, which symbolizes the first seed or the starting point of anything big.

It reflects the idea that every project or startup begins with a small step,
·just like a seed that grows into a strong tree over time

The symbolic meaning delivers a clear message: Nawa = The starting
·point of every successful project

The name is short, simple, and easy to pronounce in both Arabic and
·English, which makes it powerful for branding and marketing

3/4.TARGET AUDIENCE

1. Young Entrepreneurs (Startup Founders)

Age: 20 – 35 years

Needs: Transforming innovative ideas into officially registered
.companies

Motivations: Looking for fast, digital solutions instead of complex
.paperwork and bureaucracy

2. Small & Medium Business Owners (SMEs Owners)

Needs: Officially establish their companies to expand operations.

Motivations: Have limited tech knowledge, seeking clear, simple, and step-by-step guidance.

3. Freelancers & Small Investors

Needs: Open a company or legal entity to work with bigger clients and corporations. Motivations: Want to build professional credibility and gain clients' trust.

4. Students & Fresh Graduates

Needs: A simple, fast tool to launch startups without complicated procedures. Motivations: Afraid of delays or frustration due to lack of legal or business knowledge.

5. Entrepreneurship Support Institutions (Incubators / Accelerators)

Needs: A digital partner to simplify the company formation process for the startups they support.

Motivations: Boost the success rate of their programs and provide founders with a ready-to-grow environment.

3/5.VISION

To become the leading platform that empowers young people and small & medium business owners to enter the digital world, transforming their ideas and products into real opportunities for growth and expansion.

3/6.MISSION

Our mission is to support entrepreneurs and artisans through innovative Branding & Awareness campaigns, introducing them to e-commerce and digital payment solutions, and helping them build a strong identity for their projects – making digital transformation the main gateway to their success.



4. Distributing tasks to team members

malak samir

- * Logo Design.
- * Color palette & Typography (Brand Identity).
- * Business Card + Letterhead + Envelope.
- * ID Cards + Folder.
- * Branding Mockups.

sohila Amin

- * Social Media Posts (6–10 posts).
- * Instagram Stories + Reels Graphics.
 - * Facebook & LinkedIn Covers.
- * Sponsored Ads Mockups.
- * Digital Flyers.

Madonna Mamdouh

- * Printable Flyers.
- * Advertising Posters.
- * Roll-up Banners.
- * Billboard Mockups.
- * Calendar + Ramadan Emsakeya.

Ali Hassan

- * Target Audience Personas.
- * User Journey Mockups.
- * Short Motion Graphic Explainer Video.
- * Landing Page UI Mockup for the app.
- * Final Review & Unifying the Visual Style.

Mohamed eldesoky

- * Company Profile.
- * PowerPoint Presentation.
- * Concept Paper / Idea Note.
- * Infographic for the Startup Journey.
- * Brochure.

5.Gantt Chart



12

Thank You

