

INTERVIEW

ELSHADAY WUBETU  
FOUNDER

**SHEGER GEBETA**

Abyssinia Design  
Digital Art  
Page 19

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MAY, 2020 | ISSUE #1

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**ADVERTISE  
YOUR  
PRODUCT  
HERE**



## DISCOVER PEOPLE

Interview with the founder of

## Sheger Gebeta

4

## MOTIVATIONAL STORIES

6

## SOCIAL MEDIA BUZZ

9

## ARTIST HUB

Abyssinia Designs



20

## MOVIES & MUSIC

12

## GAMES & CHALLENGES

26

# DISCOVER PEOPLE



## ELSHADAY WUBETU

The founder of **Sheger Gebeta**

“When life gives you lemons, use them to add a little zest to your life”

Elshaday Wubetu is one of those who have lived up to the saying, “When life gives you lemons, use them to add a little zest to your life”. Oftentimes planning to go out with his friends and exploring new restaurants, “how much money do we need? What meals and services do they provide?” were the questions that derived the entrepreneur to start the roaring online page Sheger Gebeta. Sheger Gebeta was created 4 years ago on a social media platform, Viber, but then he figured out that Telegram and Instagram are the perfect platforms to engage more people.

Elshaday dropped out from Mekelle University because he wanted to learn in Addis Ababa, so he started learning computer science at Hilco University, but he also left his study there once he realized his interest was in digital marketing.

Elshaday then focused on short courses in marketing at AAU - commerce and some online courses because he found them to be constantly updated.

Sheger Gebeta page, which has daily average views of 20,000 to 24,000 that operates by making advertisements for other companies, is a business but doesn't take any money from the restaurants. He said "We want them to feel free" and avoid prejudice. "The best thing about it is that everyone is part of Sheger Gebeta; people share their experience and services, in a restaurant, to our bot or directly to me."

People that use these platforms said that it helped them know suitable, affordable and closest restaurants in the areas they live in. One user stated saying "Sheger Gebeta is a blessing, it saves time, it is an easy way to find locations of places. Usually, I had a hard time picking what to eat and where to go, but it helps me figure out restaurants that I don't dare to go in before."

The founder plans to elevate his business by expanding to other cities other than Addis Ababa. There are already around 13 channels in different cities which are based on Sheger Gebeta.

Elshaday appreciating the support he received from his parents,



## SHEGER GEBETA'S TELEGRAM CHANNEL

Click the image to join their channel

advices to anyone who looks to walk on a similar path is

**"Trust the process, not focus on money, build a brand and keep learning."**

# MOTIVATIONAL STORIES

# THE COCKROACH THEORY FOR SELF DEVELOPMENT

At a restaurant, a cockroach suddenly flew from somewhere and sat on a lady. She started screaming out of fear. With a panic stricken face and trembling voice, she started jumping, with both her hands desperately trying to get rid of the cockroach. Her reaction was contagious, as everyone in her group also got panicky. The lady finally managed to push the cockroach away

but... it landed on another lady in the group. Now, it was the turn of the other lady in the group to continue the drama.



**MORAL STORIES**

Click the image to join their channel

The waiter rushed forward to their rescue. In the relay of throwing, the cockroach next fell upon the waiter. The waiter stood firm, composed himself and observed the behaviour of the cockroach on his shirt. When he was confident enough, he grabbed it with his fingers and threw it out of the restaurant. Sipping my coffee and watching the amusement, the antenna of my mind picked up a few thoughts and started wondering, was the cockroach responsible for their histrionic behavior? If so, then why was the waiter not disturbed? He handled it near to perfection,

without any chaos. It is not the cockroach, but the inability of those people to handle the disturbance caused by the cockroach, that disturbed the ladies. I realized that, it is not the shouting of my father or my boss or my wife that disturbs me, but it's my inability to handle the disturbances caused by their shouting that disturbs me. It's not the traffic jams caused by the traffic jam that disturbs me. More than the problem, it's my reaction to the problem that creates chaos in my life. Speech by Sundar Pichai - an IIT-MIT Alumnus and Global Head Google Chrome on the road that disturbs me, but my inability to handle the disturbance.

“ .....  
*More than the problem, it's my reaction to the problem that creates chaos in my life.*  
**SUNDAR PICHAI**  
.....”

Oh yeah and the morale of the story (there's always one right), Our reaction to the covid-19 pandemic should not be panic. In order to handle the “disturbance”, as it is called in the story, we must stay calm and follow the necessary precautions provided by the government and health officials. “How hard can it be?” we understand it can get difficult sometimes but we have to bare with it for the sake of survival.

Stay home, stay safe

# SOCIAL MEDIA BUZZ



ਫਿਰਿਬੇਸਕ  
@firfirbesak

ਹੈ ਲੋਡ ਪਟਾਲੇ ਦਾ ਪ੍ਰਾਪਤ ਹੋਣ ਵਿੱਚ ਹੋਮਿਨਿਜ਼  
ਪਾਲਕ ਲਾਭ ਹੋਣਾ..... ਪ੍ਰਾਪਤ terror 😂



Abel Asrat  
@AbelAsrat11

ਹੈ - ਹੋਲੀਵੁਡ ਹੈ ਹੀ ਹੀਨ੍ਹ ਨੂੰ ਸਾਡਾ ਗੁਰੂ  
ਹੋ ਗਏ  
ਡੱਬਿੰਗ - ਉਹਾਂ ਹੀਨ੍ਹ ਸਾਡਾ ਹੈ

Translate Tweet

1:39 PM · 4/5/20 · Twitter Web App



ਸਮੇਰਾਂ  
@sam\_erg

I was about to shave my head  
completely and my dad said  
"ਪਾਧੁਗੁਝੁ ਹੋਤ ਹੋਣੇ ਸਾਡਾ" 😂  
😂

4:13 PM · 4/4/20 · Twitter for Android



ਤੇਲੁਮ  
@tbereketeab

ਹੈ ਸਾਡਾ Maths ਤ੍ਰਿਗੁਣਾ ਰਿਣਾ ਸਾਡਾ  
ਫਾਲੀ ਸੇਟ ਨਿਹਾਂ



Translate Tweet

11:32 AM · 4/5/20 · Twitter for Android



ਚਿਫਾਨ ਮਾਮੋ  
@MamoSifan

ਲੋਕਾਂ ਦੇ ਅਨੁਸਾਰ ਲੋਕਾਂ ਦੇ ਅਨੁਸਾਰ ਲੋਕਾਂ ਦੇ ਅਨੁਸਾਰ 😊 🎂  
ਲੋਕਾਂ ਦੇ ਅਨੁਸਾਰ ਲੋਕਾਂ ਦੇ ਅਨੁਸਾਰ 😊 🎂

Btw I'm one of them 😊

Translate Tweet

9:41 PM · May 6, 2020 · Twitter for iPhone



The Weeknd  
@theweeknd



ਅਮੈਨੇ ✅ @heyamine · Apr 20  
melkam fasika 🇯🇪



4:23 AM · Apr 20, 2020 · Twitter for iPhone



Lina Shitaye Zewdu  
@JoeExoticcc

The government: Work from home  
ਪ੍ਰੈਕਾਂ to his wife: ਹੀਨ੍ਹ ਸਾਡਾ ਹੈ

1:17 PM · 4/5/20 · Twitter for Android



የፍሮች  
@firfirbesak

በት ወሃ ከመጥፁኑዋ የተናገደ ይህው ቅስ  
በልጽ በንክ ፖቂ ነው ምታዎች::

[Translate](#) [Tweet](#)

3:12 pm · 01 Apr 20 · Twitter for Android



Lina Shitaye Zewdu  
@JoeExoticc

Absolutely no one:  
Moms የተፈቀሙትን ስው በስልክ ስያውር: 😢😢😢

1:05 PM · May 1, 2020 · Twitter for Android



Yun  
@ahoefor2d

SOMEONE SAID SHORT PEOPLE ARE SAD BECAUSE  
THEY CANT REACH HAPPINESS CIDBDJDDJ BLOCKT

11:23 PM · May 5, 2020 · Twitter for iPhone



Catalin Pit 🇹🇭  
@catalinmpit

If you leave your company, leave on good terms.

Don't burn your bridges.

10:39 AM · May 7, 2020 · TweetDeck



\*sigh\*clops  
@aotakeo

[homeschooling]

me: what is 345 minus 127?

daughter: 218

me: \*filling in taxes\* thanks

4:51 PM · Apr 22, 2020 · Twitter for iPhone



ታ-ሰንጀራ  
@fatallyatraktiv

Before quarantine      After  
quarantine



6:31 PM · 4/3/20 · Twitter for iPhone



Act Like Ethiopian

@Actlikeethiopia

Me going to my friend house to ask how he is doing  
with out having any hidden agenda of eating ተምር 😂



9:44 PM · May 4, 2020 · Twitter for Android



Akilah Hughes ✅  
@AkilahObviously

The pandemic has also highlighted my need to marry a  
hairdresser-nail-artist-chef-dentist who lives on a secret  
island.

8:17 PM · Apr 29, 2020 · Twitter for iPhone



Dereje T. Abzaw  
@DerejeAbzaw

The government: Work from home  
መስላ መንግስት to his wife: መሸጻ  
እናዚት ነው ይህ የሰጠል? 😊



Roastafarian ✨  
@gentlehobo

Have you guys heard about the guy who invented KNOCK-KNOCK jokes?

He won the NO-BELL prize for it.

@reckuza 😂🥩

7:43 PM · May 5, 2020 · Twitter for Android



etsu solomon and Amira liked  
the office ✅  
@theofficenbc

"That's what she said."

Twitter Sports 🏈 @TwitterSports · 12h  
greatest comeback

12:58 AM · May 7, 2020 · Twitter Web App

6.2K Retweets 33.2K Likes



ZÉ TAYLOR ✅  
@FATHERBONNET

social media stops a lot of people from thinking for themselves... which is very dangerous.. read.. comprehend.. and make your own decisions

7:11 PM · May 6, 2020 · Twitter for iPhone



Lina Shitaye Zewdu  
@JoeExoticc

Absolutely no one:  
Isayas during this global pandemic:



መኮንን ብቻዎች  
@MekonenTeka3

በታ ሆይ አሳኑ ለይተው ጥሩ 😊🙏

Translate Tweet



11:10 PM · May 6, 2020 · Twitter for Android



Big Tuna  
@kaleab\_b

Wifi: \*connected\*  
Me: then act like it

11:31 AM · May 5, 2020 · Twitter for Android



RODASS ✨  
@rod\_ass

Who else tried to “የበረር” that ብቻ from the screen of the PC using the cursor?

My ብቻ was dumb enough to freak out and fly 😂😂  
😂 የዚ ለወጥ

2:17 AM · May 7, 2020 · Twitter for Android

# MOVIES

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# MUSIC



MARION  
**COTILLARD** MATT  
**DAMON** LAURENCE  
**FISHBURN**E JUDE  
**LAW** GWYNETH  
**PALTROW** KATE  
**WINSLET**

# NOTHING SPREADS LIKE FEAR C O N T A G I O N

WARNER BROS. PICTURES PRESENTS

IN ASSOCIATION WITH PARTICIPANT MEDIA AND IMAGINATION ABU DHABI A DOUBLE FEATURE FILMS/GREGORY JACOBS PRODUCTION "CONTAGION" MARION COTILLARD  
MATT DAMON LAURENCE FISHBURNE JUDE LAW GWYNETH PALTROW KATE WINSLET BRYAN CRANSTON JENNIFER EHLE SANA LATHAN EDITED BY CARMEN CUBA, C.S.A.  
DIRECTOR LOUISE FROGLEY WRITTEN BY CLIFF MARTINEZ PRODUCED BY STEPHEN MERRIONE, A.C.E. PRODUCED BY HOWARD CUMMINGSS EXECUTIVE PRODUCERS JEFF SKOLL, MICHAEL POLAIKE, JONATHAN KING  
WRITTEN BY SCOTT Z. BURNS DIRECTED BY MICHAEL SHAMBERG STACEY SHIRI, GREGORY JACOBS DIRECTED BY STEVEN SODERBERGH

Contagion released in 2011 by Oscar Winning filmmaker Steven Soderbergh is a global action thriller that revolves around the threat of a deadly outbreak of a fatal disease and the people determined to keep it at bay. As you all know we are living in a time of an active pandemic. We believe this movie could show what we are facing today and why we should all do our part.

**CONTAGION**

**GET MOVIE**



Seberg is a 2019 political thriller film directed by Benedict Andrews, from a screenplay by Joe Shrapnel and Anna Waterhouse based on the life of Jean Seberg. It stars Kristen Stewart, Jack O'Connell, Margaret Qualley, Zazie Beetz, Anthony Mackie and Vince Vaughn.

**SEBERG**

**GET MOVIE**

# THE GENTLEMEN



The Gentlemen is a 2019 action comedy film written, directed and produced by Guy Ritchie, from a story by Ivan Atkinson, Marn Davies, and Ritchie. The film stars Matthew McConaughey, Charlie Hunnam, Henry Golding, Michelle Dockery, Jeremy Strong, Eddie Marsan, Colin Farrell and Hugh Grant. It follows an American marijuana kingpin in England who is looking to sell his business, setting off a chain of blackmail and schemes to undermine him.

**THE GENTELMEN**

**GET MOVIE**



Dr. John Dolittle lives in solitude behind the high walls of his lush manor in 19th-century England. His only companionship comes from an array of exotic animals that he speaks to on a daily basis. But when young Queen Victoria becomes gravely ill, the eccentric doctor and his furry friends embark on an epic adventure to a mythical island to find the cure.

**DOLITTLE**

**GET MOVIE**

## S E R I E S



Murder, Mayhem and Madness (titled onscreen as simply Tiger King) is a 2020 American true crime documentary miniseries about the life of zookeeper Joe Exotic.<sup>[1]</sup> It was released on Netflix on March 20, 2020.

**TIGER KING**

# ALBUMS



## IT WAS GOOD UNTIL IT WASN'T

Kehlani

Released on May, 2020, It Was Good Until It Wasn't is an album so concise and focused that songs regularly clock in just a shade over two minutes, and which offers a succession of 21st-century reboots of the old-fashioned R&B slow jam.

GET  
ALBUM

## DARK LANE DEMO TAPES

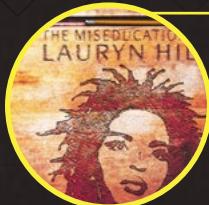
Drake



GET  
ALBUM

## THE MISEDUCATION OF LAURYN HILL

Lauryn Hill



For our third choice we decided to go back in time a little. Released on August 25 1998, The miseducation of Lauryn Hill is the debut solo Album by American singer and Rapper Lauryn Hill. The Miseducation of Lauryn Hill is a neo soul and R&B album with some songs based in hip hop soul and reggae.

GET  
ALBUM

# LOLINE MUSIC LIST



1

TOOSIE SLIDE

Drake



6

DELA MOVE

Chronixx



2

BLINDING LIGHTS

The Weeknd



7

KATA

Tekno



3

DON'T START NOW

Dua Lipa



8

DONNE MOI L'ACCORD

Dadju, Burna boy



4

DANCE MONKEY

Tones and I



9

RAIN

Aitch x Aj tracey



5

SAY SO

Doja Cat



COFFIN

Jessie Reyez, Eminem

Click on the images to get the songs

Use telegram apps to get contents rather than a browser



# A R T I S T H U B

Featuring Abyssinia Design

Abyssinia Design is a team inspired by the culture of Ethiopia and the whole African, mainly with the color, typography, patterns and much more and we like to communicate those things with our designs.

Our designs mainly focus on communicating with the idea of minimalism, because when a design is simpler and clean it gives the watcher a soothing feeling.



*Harar*  
Ethiopia



Abyssinia Design 

click the icons to see more



Abyssinia Design



click the icons to see more



Abyssinia Design



click the icons to see more





**GAMES**

**CHALLENGES**

**&**

# CROSS WORD PUZZLE

## ACROSS

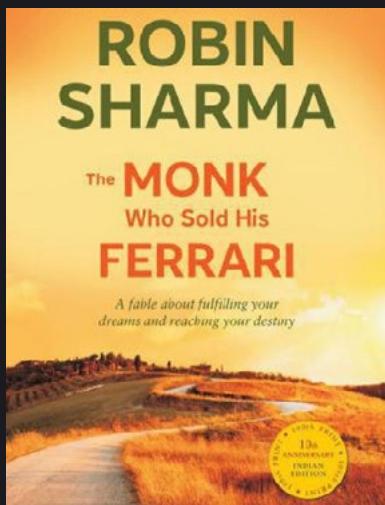
4. a disease that have symptoms like dry cough, fever, and trouble to breath
5. michael jakson wears it a lot
10. it's not the week, 2nd on billboard
12. men who treat a lady right
13. something ethiopian meal is served with
17. being in one place for some time
18. confinement of people
20. a black or brown insect, page 6

## DOWN

1. sequence of real or fictional events
2. A closed box
3. provides resistance to ill-health
6. in 2020 you dab when you \_\_\_\_\_
7. the \_\_\_\_\_ of zoro
8. director of 2019 political theater movie
9. a disease spread by contact
11. an interruption
14. a micro-organism that causes disease
15. a respirator
16. someone who's gonna shave his head, page 8
18. something sweet and sticky, found from nature



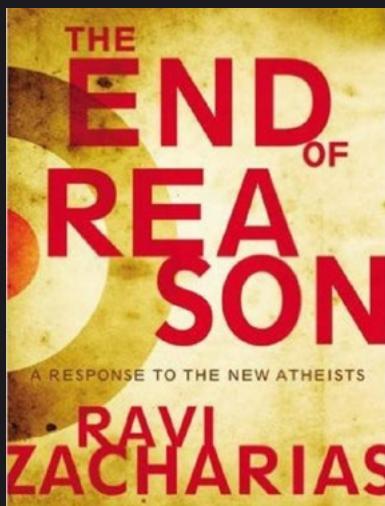
# READING CHALLENGE



## THE MONK WHO SOLD HIS FERRARI

The Monk Who Sold His Ferrari, is the story of a highly sought litigator, Julian Mantle, who turned Monk. His high flying career was put to a halt after a heart failure while he was representing in the court. He was left with two choices — ending his career or ending his life.

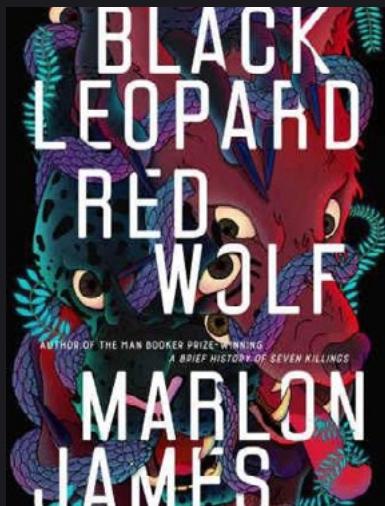
By Robin Sharma

[GET BOOK](#)

## The End Of Reason

In The End of Reason, Zacharias underscores the dependability of the Bible along with his belief in the power and goodness of God. He confidently refutes Harris's claims that God is nothing more than a figment of one's imagination and that Christians regularly practice intolerance and hatred around the globe.

By Ravi Zacharias

[GET BOOK](#)

## Black Leopard, Red Wolf

Drawing from African history and mythology and his own rich imagination, Marlon James has written an adventure that's also an ambitious, involving read. Defying categorization and full of unforgettable characters, Black Leopard, Red Wolf explores the fundamentals of truths, the limits of power, the excesses of ambition, and our need to understand them all.

By Marlon James

[GET BOOK](#)

# EDITORIAL

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**WUDASE G.**  
Founder



**ENKUMICHAEL D.**  
Software



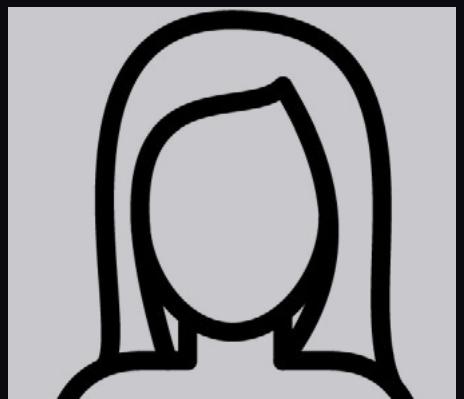
**ABDULAZIZ Y.**  
Marketing



**EYUEL S.**  
Designer



**AMANUEL S.**  
Designer



**YEABSIRA K.**  
Journalist



## THANK YOU!

Loline is a digital magazine that focuses on the entertainment and youth scene of Ethiopia. We feature young influential people who are trying new things and making a difference. Each issue will contain something new and will try to shine light on the people and things that we think should be known.



**WOSSENEYELEH T.**  
Game Developer



contact us through



@LOLINE\_MAG

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ADDIS ABABA, ETHIOPIA