

Dear Eden,  
Thank you for helping Caravan out with our marketing and growth strategies. I've always enjoyed our discussions and it's a pleasure interacting with you. You have helped us ground our decision making on solid verifiable data and educated us about robust frameworks that we could utilize. Your clarity of thought and focus on the end goal has kept us steady as we navigated (and continue to navigate) the murky waters of startup growth.

Apart from your deep knowledge base, your professionalism, kindness and generosity has made you an absolute delight to work with and I look forward to continue working with you. Wishing you the very best!

Kind regards,

Syed Karim

Founder @ Caravan.



Syed Karim

Founder

7 years of experience

“Your clarity of thought and focus on the goal have kept us steady as we navigate the murky waters of startup growth.

Apart from your knowledge base, your professionalism, kindness and generosity has made you an absolute delight to work with.”



**Caravan** Dubai - founded 2017  
Mobility & Transportation

Engaged November 2018 - August 2019

Eden always exhibits enthusiasm in mentoring by providing guidance and constructive feedback. He is always willing to share his skills, knowledge and expertise. Best of all, he is always available when he is needed. A super mentor!

Ines Mena  
QIDZ LLC



Ines Mena

Co-founder

18 years of experience

“Eden always exhibits enthusiasm in mentoring by providing guidance and constructive feedback.

He is always willing to share his skills, knowledge and expertise.

Best of all, he is always available when is needed.

A super mentor!”



Dubai - founded 2017  
Entertainment

Engaged October 2018 - April 2019



"Eden is incredibly knowledgeable and strategically creative. Working with him has allowed us to gain further clarity and obtain new insights on our business from both a macro and micro level. I thank him for his guidance and would recommend Eden to anyone who is eager to bring their business to next level"

— Hongbo Sun



Hongbo Sun

Co-founder, CEO

7 years of experience

"Eden is incredibly knowledgeable and strategically creative. Working with him has allowed us to gain further clarity and obtain new insights on our business from both a macro and micro level.

I thank him for his guidance and would recommend Eden to anyone who is eager to bring their business to next level"

**BONFLITE**

Ireland - founded 2014  
Aviation, travel and tourism  
Engaged April - August, 2019

Dubai, October 23<sup>rd</sup> 2019.

I met Eden as part of Sheraa's program to support early-stage startups. My company, ShalaOnline, was allocated mentorship hours, and I chose to work with Eden to define a go-to-market strategy and brand positioning. I met Eden twice, and during those sessions, he proved to be particularly insightful and helpful. Eden is enthusiastic about sharing his expertise and experience. He is very structured and empirical in his approach. Eden gave me clear guidance and a clear roadmap to achieve my targets/find answers to my questions and make informed decisions. His mentorship style creates a safe environment to share opinions and points of view. His mentorship has helped me take my business a step forward.

TAMARA HACHEM  
Co-founder & CEO  
ShalaOnline.com



**Tamara Hachem**

Founder, CEO

9 years of experience

“Eden gave me clear guidance and a clear roadmap to achieve my targets, find answers to my questions and make informed decisions.

His mentorship style creates a safe environment to share opinions and points of view. His mentorship has helped me take my business a step forward.”



**ShalaOnline Dubai** - founded 2014  
Fitness & Lifestyle platform

Engaged May-August 2019



Eden was great in introducing us to the start-up economy, its do's and don'ts, as well as in helping us quantify our somewhat qualitative ideas. He has been a mentor, guide, and advisor throughout our journey until this date and has added valuable insights and help. Thanks Eden!

Referbility · October 2019

**referbility.com**

**Referbility** Dubai - founded 2017

Tech; Recruitment

Engaged January-August 2019



**Clemens Mielke**

Founder

7 years of experience

“Eden was great in introducing us to the startup economy, its do's and don'ts, as well as in helping us quantify somewhat qualitative ideas.

He has been a mentor, guide, and advisor throughout our journey until this date and has added valuable insights and help.

Thanks Eden!”

Thanks Eden for all The  
challenges, you put us in.  
we would never grow & learn  
without them.

Your words & guidelines  
will always be The core  
of our motivation to bring  
the best version of our  
Startup & ourselves as well.

Thanks  
f

SARA RAMADAN  
CEO & FOUNDER

+971(0)561520882  
sara@pharmaVgate.com  
pharmaVgate.com



Sara Ramadan

Founder, CEO

12 years of experience

“Thanks Eden for all the  
challenges you put us in.  
We would never grow & learn  
without them.

Your words & guidelines will  
always be the core of our moti-  
vation to bring the best version  
of our startup & ourselves”



**PharmaVgate Academy** Dubai - founded 2017  
Edtech, Pharmacy

Engaged February-May 2019



Memo No. \_\_\_\_\_  
Date / /

I first got to know about Eden on LinkedIn when he was actively discussing and sharing his views on PMF.

Anyone who is active in the startup scene in U.A.E knows SHERA. After a few days I saw Eden joining team SHERA.

Being a startup with MVP and early traction, I was desperate to join one of SHERA's program.

It just took me a LinkedIn message to reach Eden.

Memo No. \_\_\_\_\_  
Date / /

He was kind enough and invited me to SHERA.

He asked me to come prepared with

- Business Model Canvas
- Value Proposition Canvas
- Top 3 Person Profiles
- Customer Journey Map

and few more other metrics.

He is like a Dr. for businesses. For the first time a mentor was asking me the right questions.

The one hour which I spent with Eden at SHERA was only focused

Memo No. \_\_\_\_\_  
Date / /

on how to make our startup a success.

For the first time a startup mentor was selfless.

I loved his approach and how he asked me to describe our product in a few words.

Eden is full of empathy, understands businesses and is capable of being an entrepreneur's emotional anchor too.

I wish him all the best.

Looking forward to work with him one day...

Jitendra Alwani



Jitendra Alwani

CMO, Co-Founder  
8 years of experience

"[Eden] is like a doctor for businesses. For the first time a mentor who was asking the right questions. For the first time a startup mentor was selfless.

Eden is full of empathy, understands businesses and is capable of being an entrepreneur's emotional anchor too."



Engage | Retain | Measure

Engauze Dubai - founded 2018

Analytics; Marketing

Engaged October 2018 - August 2019

Date: 18/10/19

### Testimonial for Eden

I was very fortunate to have met with Eden and work with him for a few mentoring sessions. 3Dinova was running for almost 1 year, and I needed an insight on the activities I have going on in my start-up, and that is exactly what Eden has given me; a new perspective. Eden listened carefully and tried to understand what it is I am trying to achieve, and asks you questions that will make you pause and think.

Funny to say that I have a tendency to skip on certain items or points, Eden makes sure that I take a step back and address the points I skipped. I highly recommend Eden for quality mentoring, which will help you in just an hour take a step back, pause, think and then move forward and onwards.

Regards,

Ruba Hasan

Founder of 3Dinova



**Ruba Al Nashash**

*Founder and Manager*

*9 years of experience*

“Eden listened carefully and tried to understand what it is I am trying to achieve, and asks you questions that will make you pause and think.

I highly recommend Eden for quality mentoring, which will help you in just an hour take a step back, pause, think and then move forward and onwards.”



**3Dinova Dubai** - founded 2017  
Edtech, Hardware

Engaged November 2018 - August 2019



When you meet Alaa for the first time  
you will feel that you know him for a long  
time

He listened to me with attention to all details  
and then gave me his advice which helped me  
a lot and opened new doors for me

Ahmed Shady

Mutamers Startup

mutamers.com



Ahmed Shady

Co-Founder

9 years of experience

“When you meet Ala [Eden] for the first time you will feel that you know him for a long time.

He listened to me with attention to all details and then gave me his advice which helped me a lot and opened new doors for me.”



**Mutamers** Saudi Arabia - founded 2018

Aviation, travel and tourism

Engaged April-July 2019



**Wafa Khan** • 4:56 PM

I had the pleasure of meeting and working with Eden during SmartCrowd's participation in Sheraa's accelerator programme. Eden's role involved helping start-ups like SmartCrowd to implement growth-hacking tactics and marketing strategies to improve customer retention and accelerate growth. Eden's approach was comprehensive when it came to ideas on the type of growth-hacks we could use. One of the things that stuck with us during our time working together is to continually think of our clients/customers' needs before launching a major campaign. We have learned to continuously document our marketing efforts and come up with processes in place to measure success and failures. Eden was very polite, professional, and engaging during our programme. His contribution was very insightful for our team!



**Smart Crowd** Dubai - founded 2018  
Fintech, Real Estate

Engaged October 2018 - April 2019



**Wafa Khan**

Founding Team, Marketing

10 years of experience

“One of the things that stuck with us during our time working together is to continually think of our clients/customers' needs before launching a major campaign.

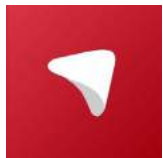
Eden was very polite, professional, and engaging. His contribution was very insightful for our team!”



Thank you for your continued support and mentorship during our brainstorming sessions.

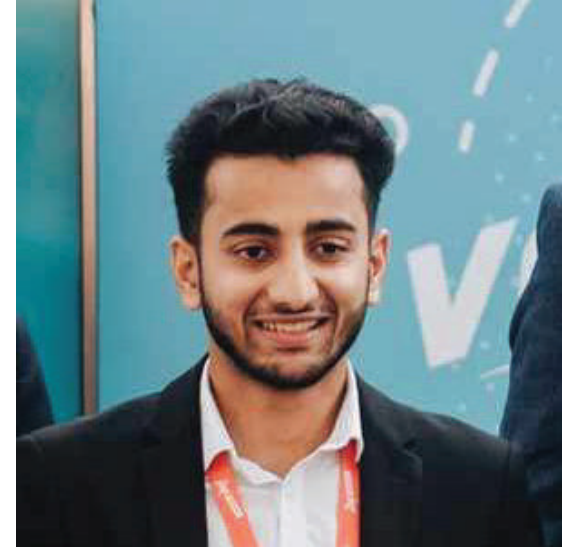
Your insights related to growth hacking, growth experiments and go-to-market strategy were truly invaluable!

I wish you all the best for your next challenge and I'm sure any organization will be very lucky to have you as part of the team!



**Arcab** Dubai - founded 2018  
Transportation

Engaged November 2018 - August 2019



**Bilal Shabandri**

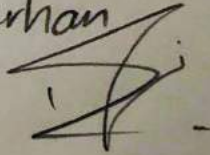
Co-Founder

2 years of experience

“Your insights related to growth hacking, growth experiments and go-to-market strategy were truly valuable.

I wish you all the best for your next challenge and I'm sure any organization will be very lucky to have you as part of the team!”

I've known Eden for a relatively short period of time. We had few discussions about my startup "flexbees". Eden was an eye opener; he gave me the positive criticism I needed to face the current challenges at that time. It's been really a pleasure to have had met a friendly, knowledgeable and supportive person like Eden. I would always count on him as a friend.

Burhan  




Burhan Alomari  
Founder  
2 years of experience

"Eden was an eye opener; he gave me the positive criticism I needed to face the current challenges.

It's been really a pleasure to have met a friendly, knowledgeable and supportive person like Eden.

I would always count on him as a friend."



**Flexbees Dubai** - founded 2018  
Tech, Recruitment  
Engaged November 2018 - May 2019