Internal analysis

**Who are we**

At بزرة, we believe every great business starts with a seed. We are a student-led initiative focused on guiding startups in their early journey. We aim to empower Gen Z startups by crafting high-quality content that highlights their vision, potential, and value. We support them in establishing a unique identity and building a strong digital presence, ensuring they are well-positioned for growth and prepared to attract essential funding. Acting like an online Shark Tank for Egypt, Bezra helps founders turn bold ideas into investable, high-potential ventures through storytelling, pitch development, and brand-building

**Target Market**

Founders 18–30 (Gen Z entrepreneurs)

Age: 18–30

Geography: Egypt

Industry focus: Early-stage startups

Distribution Channels: LinkedIn, Facebook, Instagram, TikTok

**Resources**

Our Core Team:

Content and Marketing Strategy, social media creatives, copywriters

Tools: Canva, Capcut

Social media page/brand presence

**Financial Resources**

Initial Funding: Self-funded

Main Expenses.

Creative tools (Canva Pro, AI tools)

Freelance design fees

Paid marketing & ads budget

**Value of the Business**

Entirely focused on Gen Z founders — a niche that is underserved in Egypt.

More than just “content creation.” We create content that helps startups look professional and trustworthy, so they can attract investors.

For Startups → Saves time, elevates their brand, and makes them *investor-ready*.

For investors → We give them a clear and professional view of young startups that are well-prepared and easy to understand.

**Strengths:**

Our biggest strength is our cultural affinity with the Gen Z market

Clear niche positioning: an agency specialized in startup → investor connections

Focused goal (attracting investment), unlike typical broad marketing agencies

Highly attractive for early-stage startups (seed or pre-seed) looking for investor exposure

**Weaknesses**

Lack of direct investor connections

No role in providing financial or marketing solutions

Being a small and relatively new team limits reach and resources