

# RISEUP SUMMIT 2015

DECEMBER  
12TH-13TH

THE WORLD IS COMING  
TO THE HEART OF  
DOWNTOWN CAIRO!

#RISEUP15

//MENA  
& AFRICA'S TOP  
ENTREPRENEURSHIP  
EVENT//

TECH GIANTS  
MAJOR MEDIA  
ENGAGING LEADERS  
DIVERSE SPEAKERS  
ENTERTAINMENT

RESULTS OF

## #RiseUp15 Feedback Survey



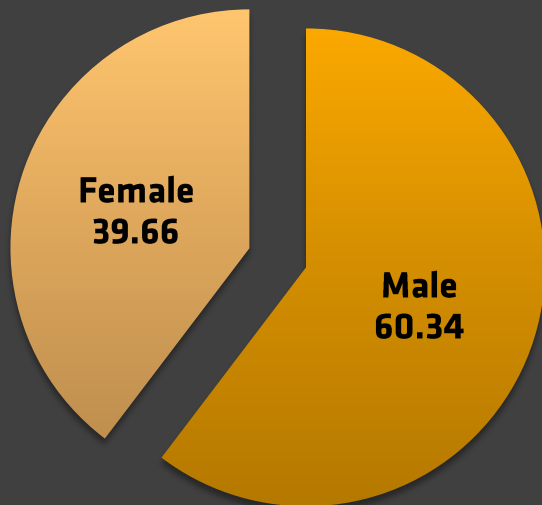
Results:  
**General  
Data**

# THE BASICS...

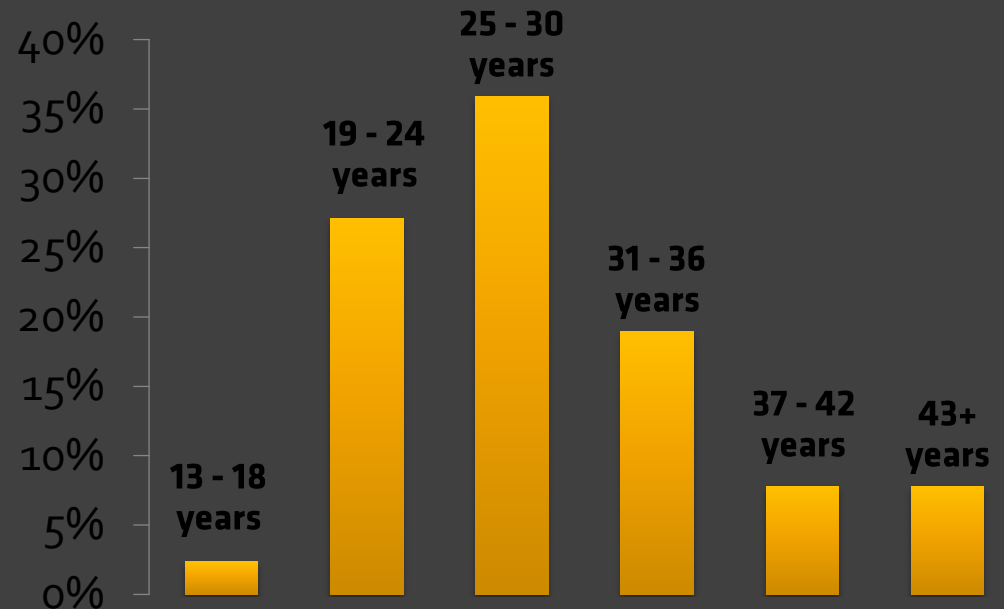


**TOTAL NUMBER OF RESPONDENTS: 297**

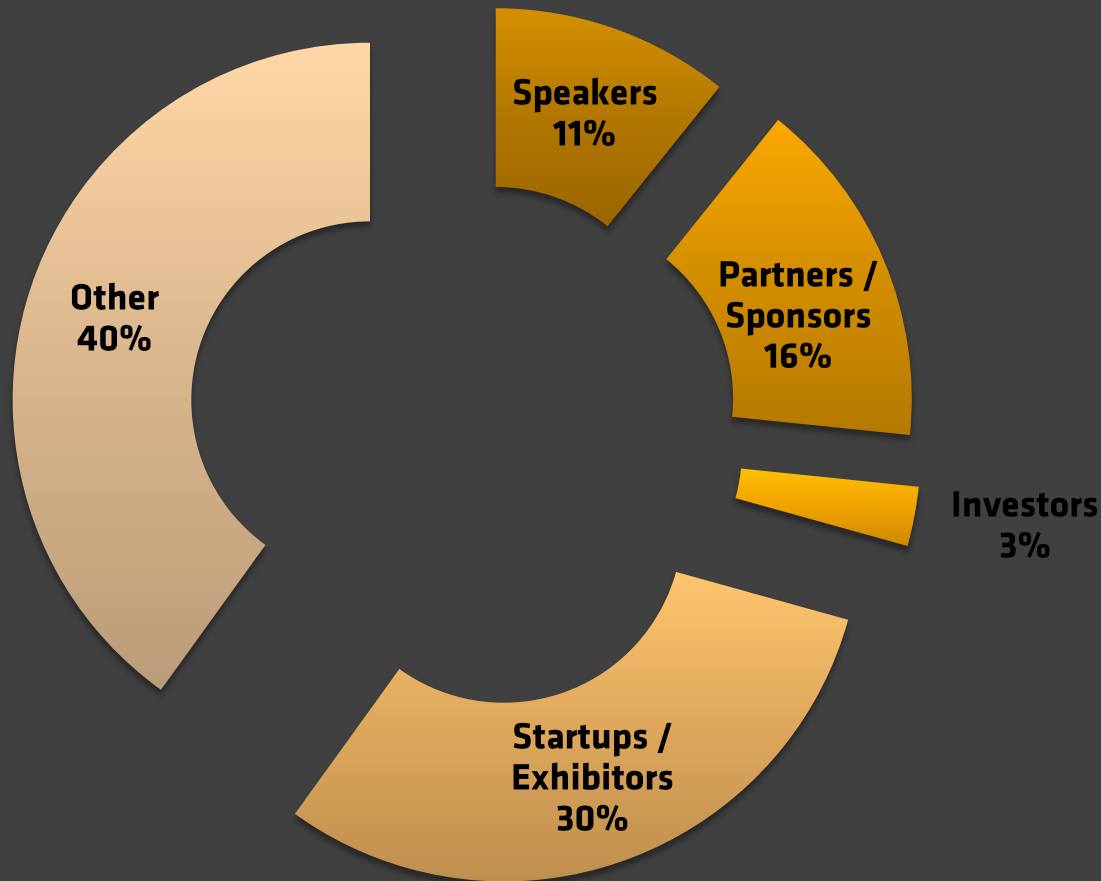
## GENDER:



## AGE:



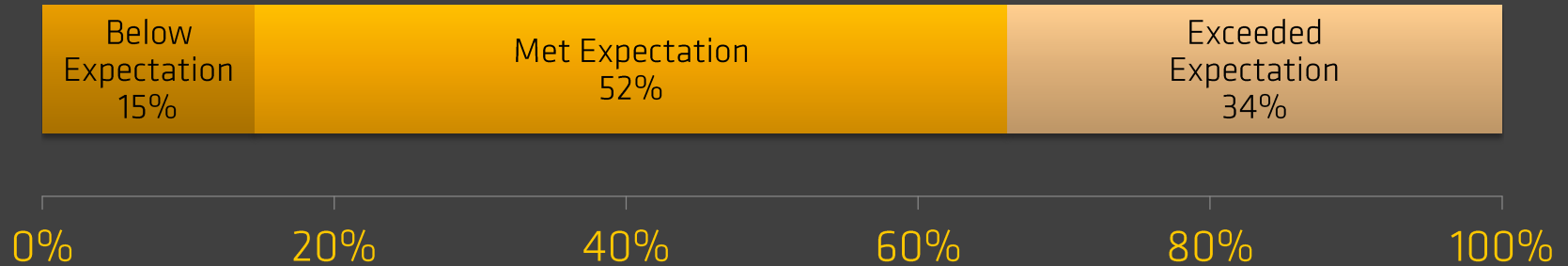
# Who were the respondents?



## WHO WERE THE "OTHERS"?

- Attendees (Majority)
- Volunteers
- Media
- Potential Mentors / Investors / Trainers
- People interested in Entrepreneurship
  - Students
  - Corporates
  - Freelancers

# Overall evaluation of #RiseUp15



## Evaluation of Content

Very Bad  
1%



# General Impression...



**How many would recommend  
RiseUp to their network?**

**Speakers:**

**100%**

**Investors:**

**100%**

**Partners / Sponsors:**

**98%**

**How many would come back to do the  
same next year?**

**Speakers:**

**94%**

**Investors:**

**100%**

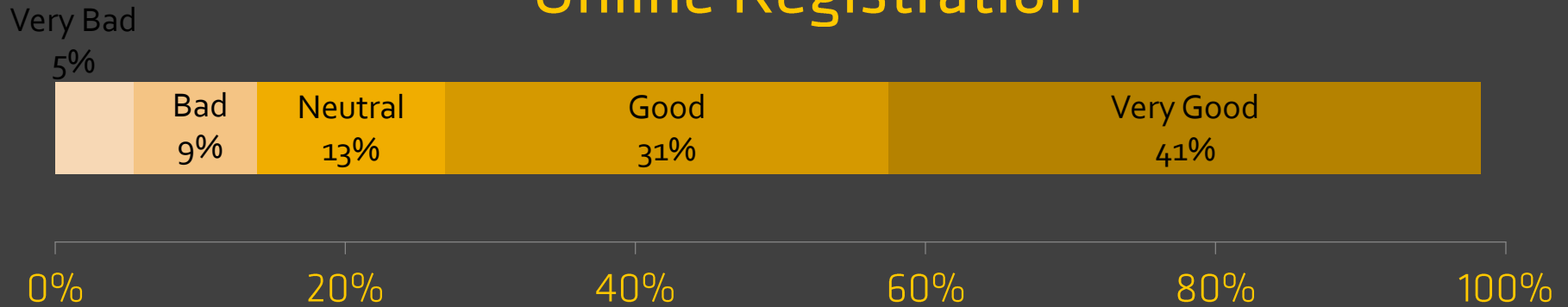
**Partners / Sponsors:**

**93%**

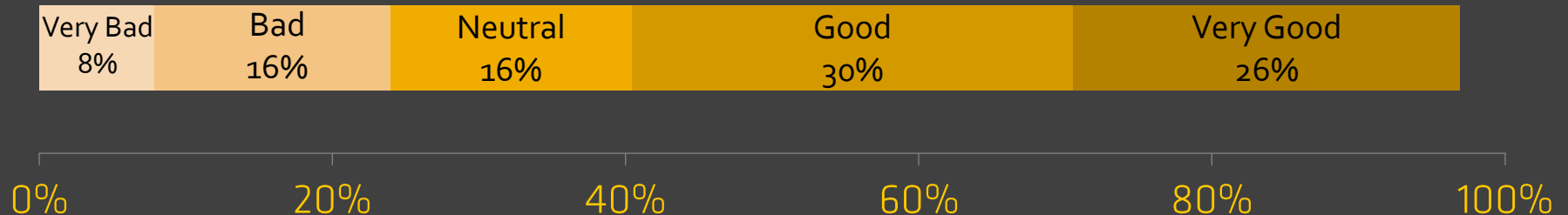
# Evaluation of Registration



## Online Registration



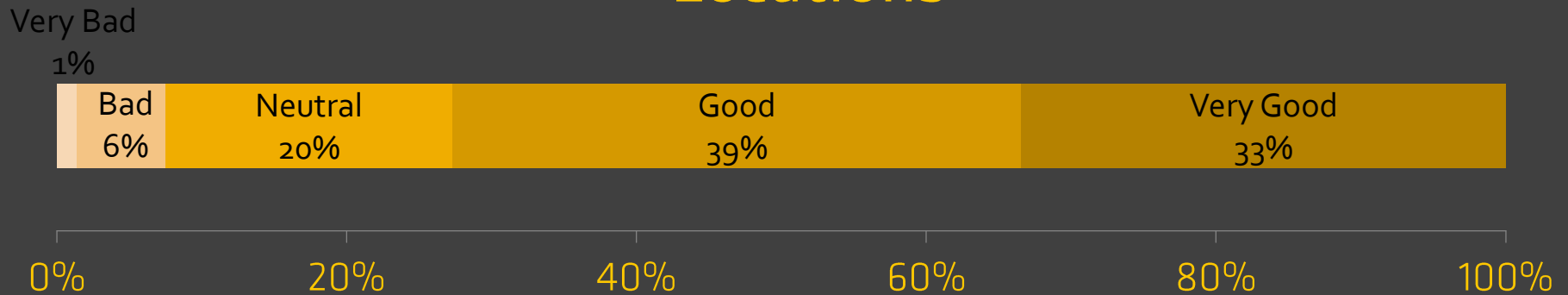
## On-site Registration



# Locations and Venues

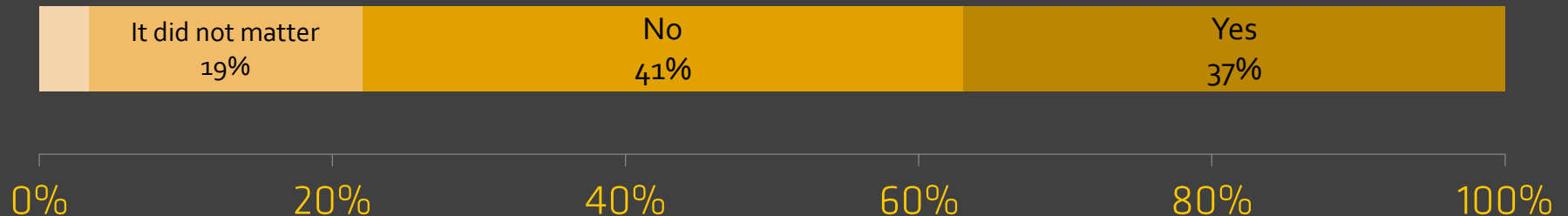


## Locations



## Multiple Venues – Good Idea?

Did not know that there were multiple venues  
3%

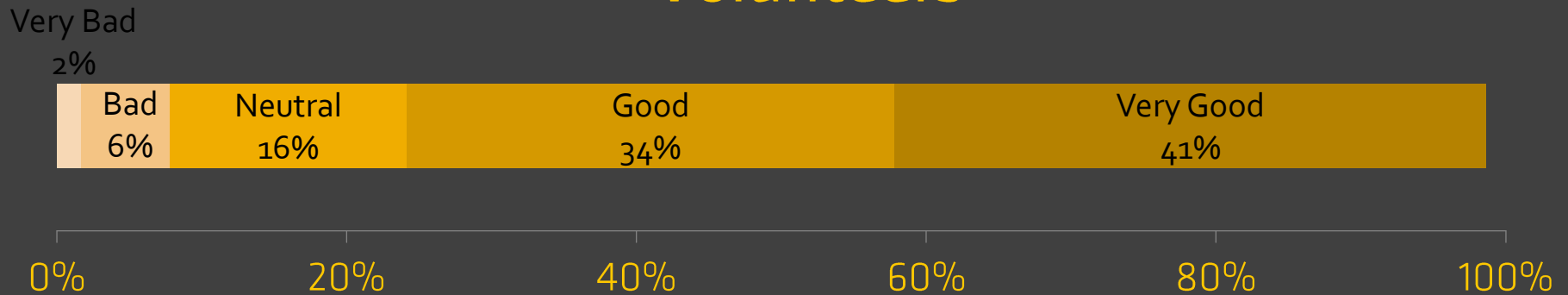




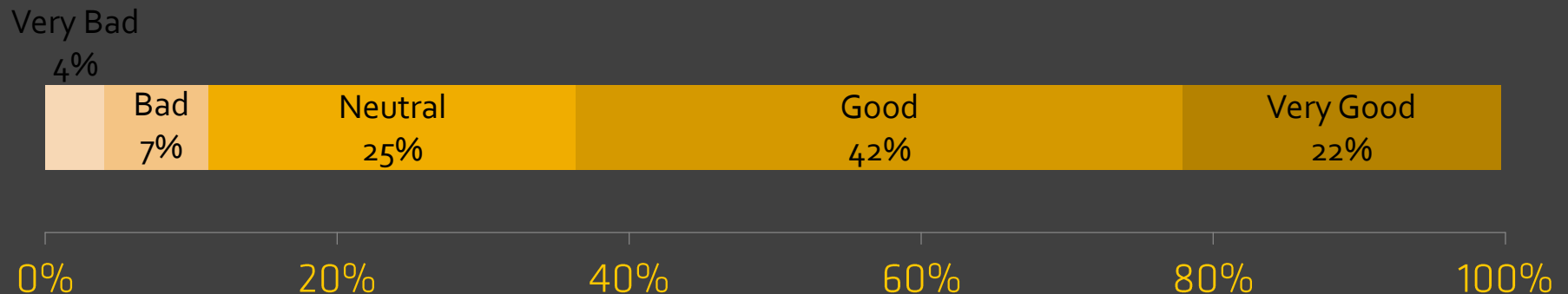
# Operations – Part 1



## Volunteers



## Facilities (Toilets, Event Spaces, Entrances etc.)



# Operations – Part 2



## Signage / Directions

Very Bad

4%

Bad

13%

Neutral

29%

Good

34%

Very Good

19%

0%

20%

40%

60%

80%

100%

## Connectivity at Venues

Very Bad

6%

Bad

13%

Neutral

25%

Good

31%

Very Good

17%

0%

20%

40%

60%

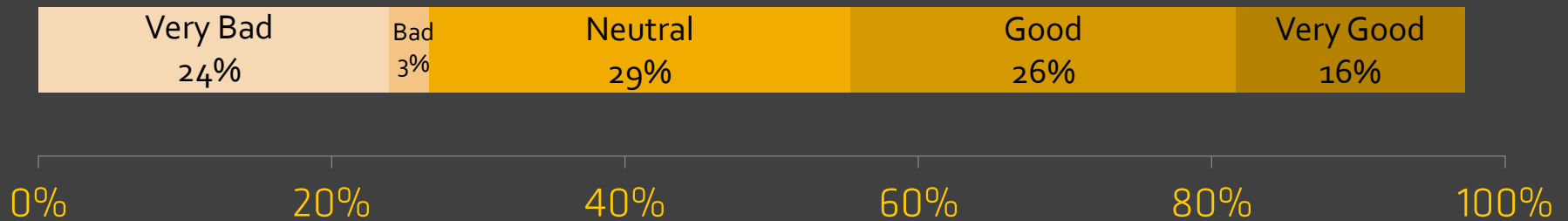
80%

100%

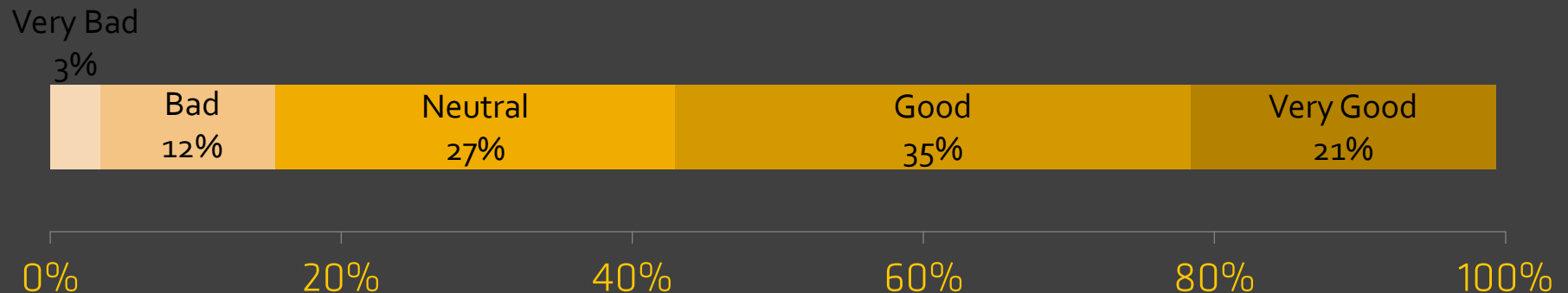
# Operations – Part 3



## Concierge Services



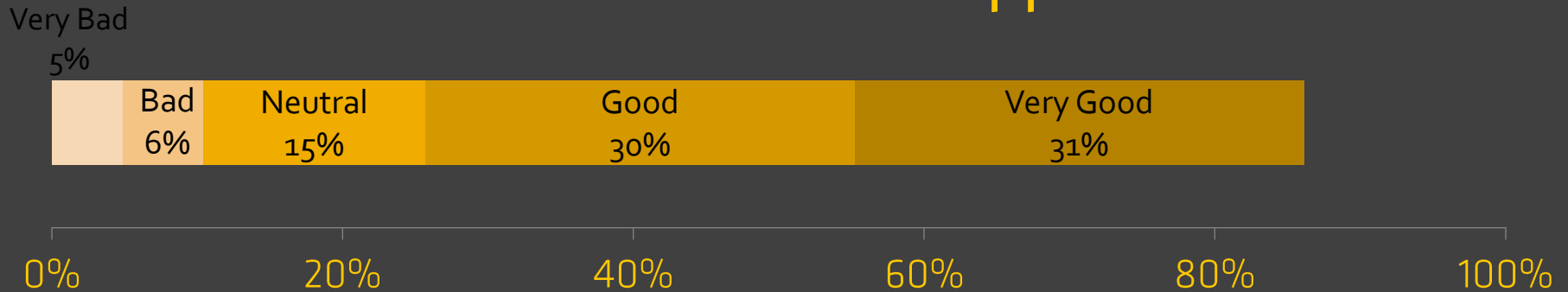
## Timings



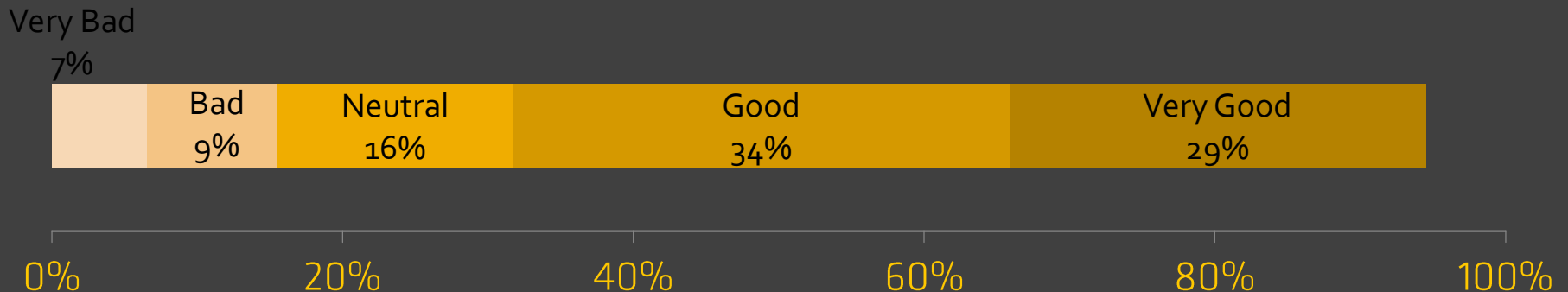
# Evaluation of other services



## Event Mobile App



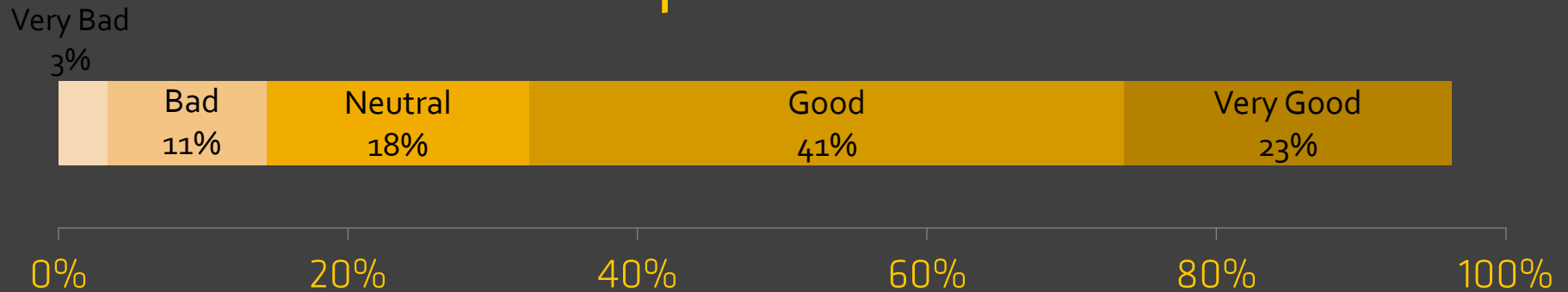
## Printed Agenda



# Evaluation of other services



## Startup Exhibition Area



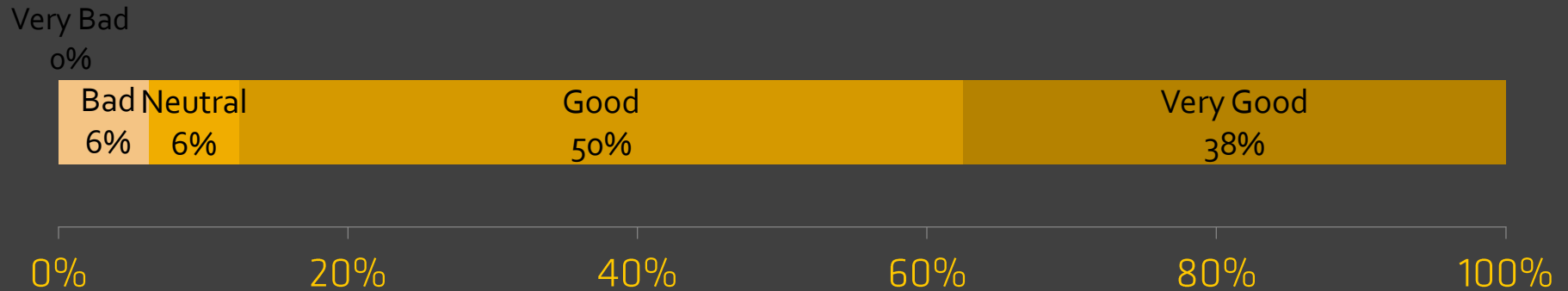


Results:  
**Speakers**

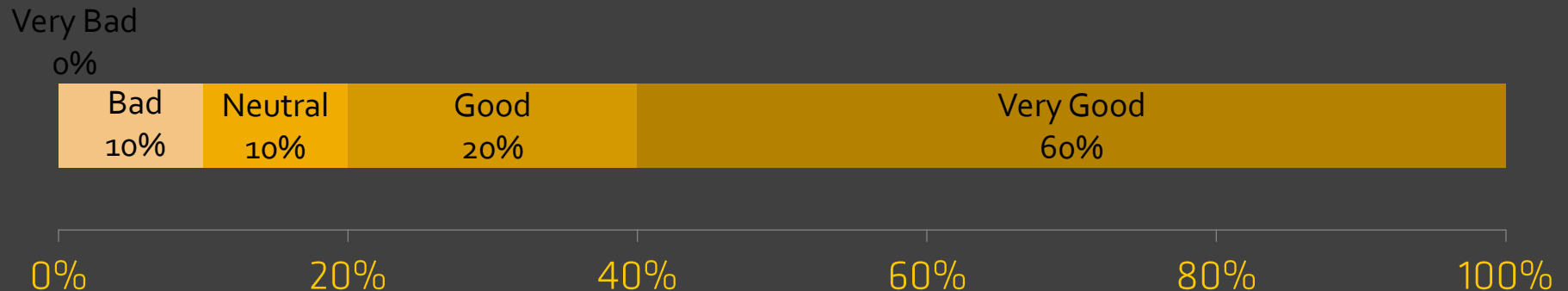
# What did the speakers think?



## Pre-event Communication



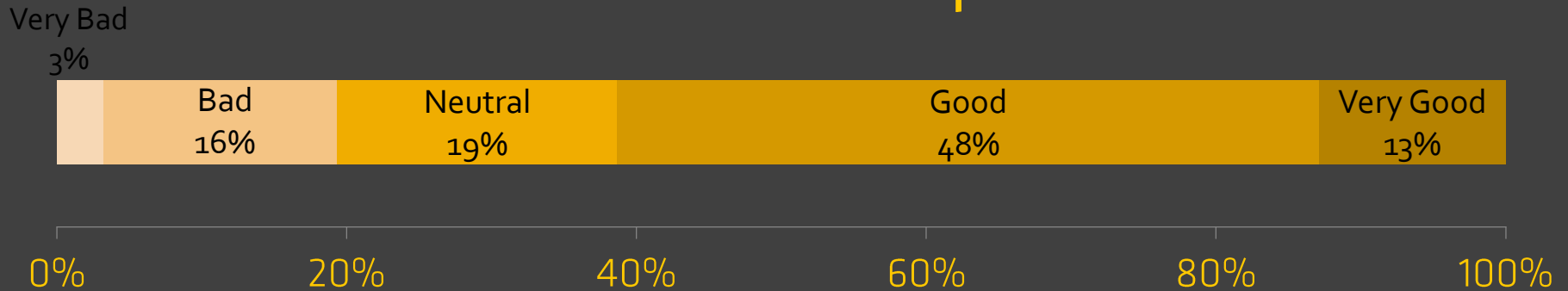
## Turnout / Attendance



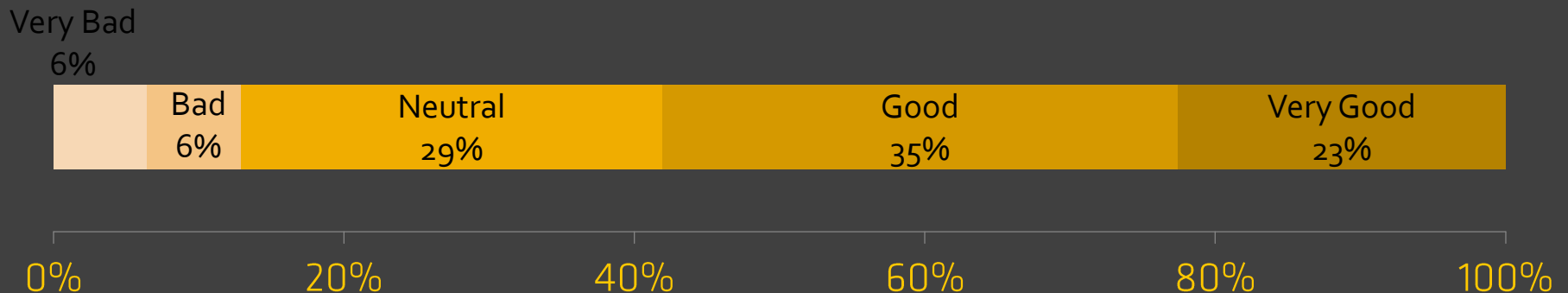
# What did the speakers think?



## Room Setup



## Punctuality





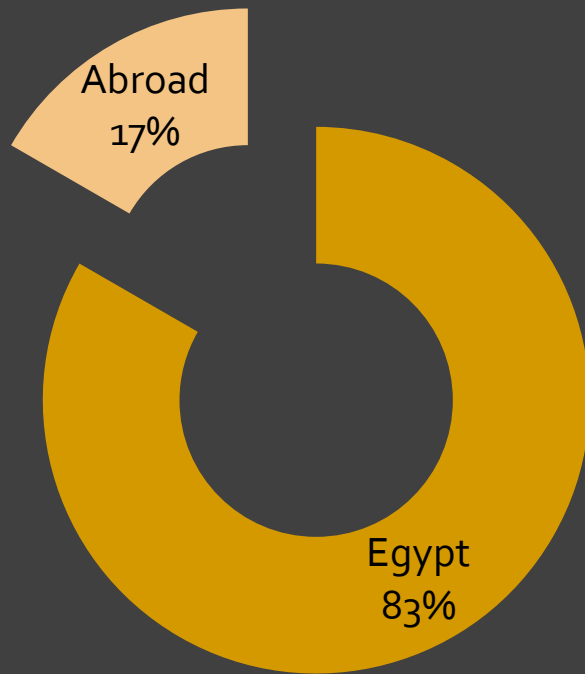


Results:  
**Sponsors /  
Partners**

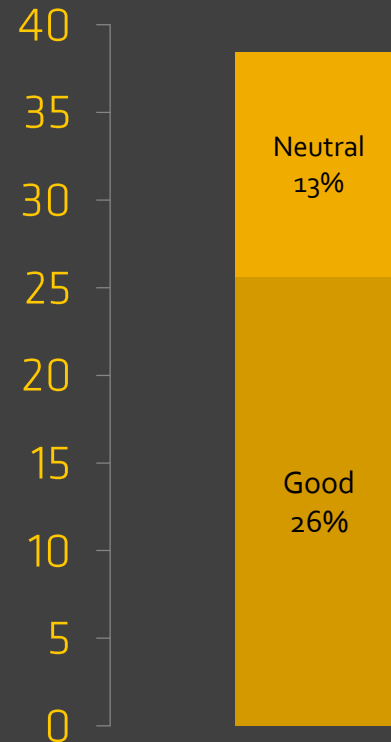
# General info...



## Where are these partners / sponsors based?



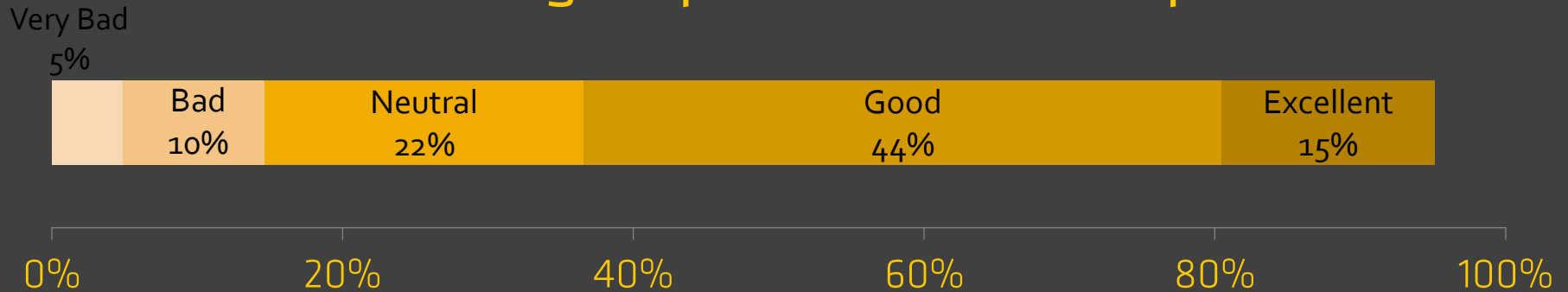
## How did the country delegations evaluate their experience?



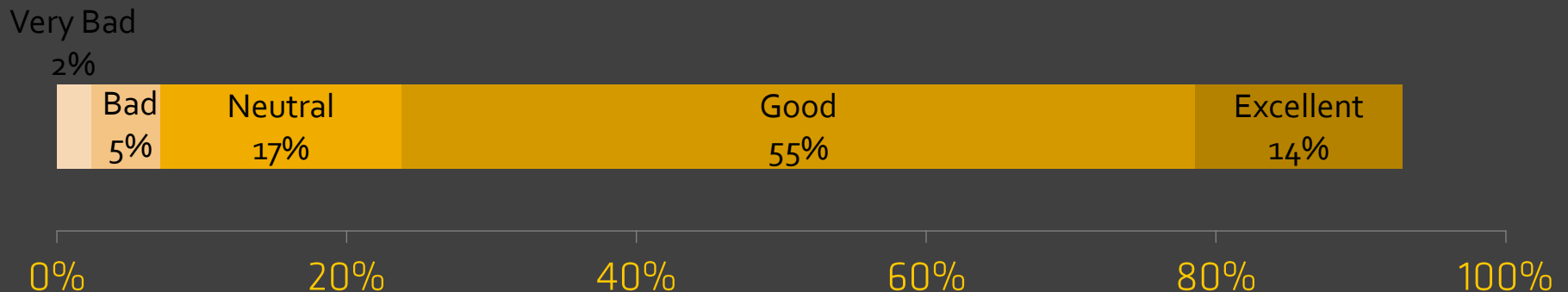
# What did the partners / sponsors think of...



## Their overall digital presence on RiseUp Channels



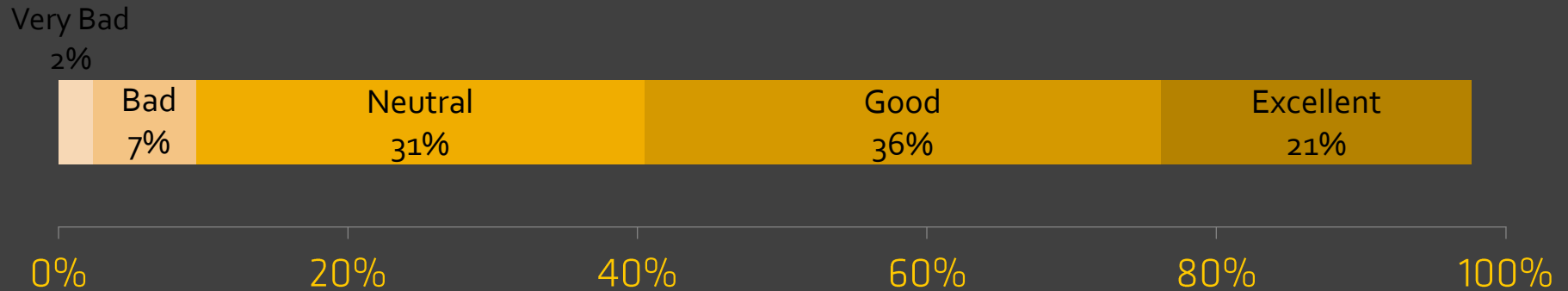
## Their overall offline presence at RiseUp Summit



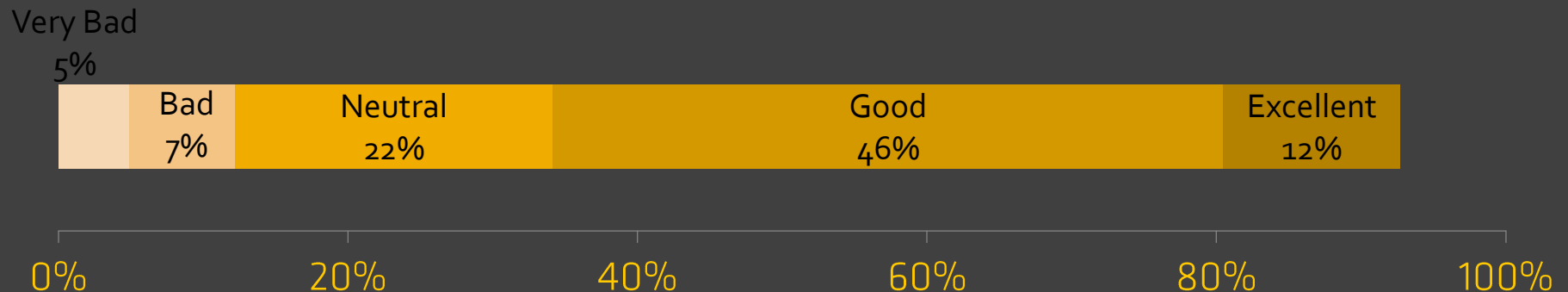
# What did the partners / sponsors think of...



## The Pre-Event Communication



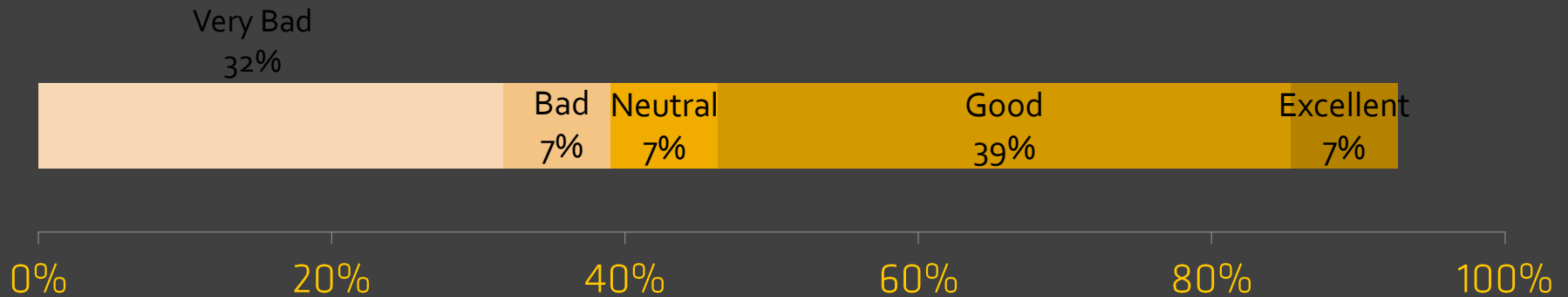
## Delivery of Promised Benefits



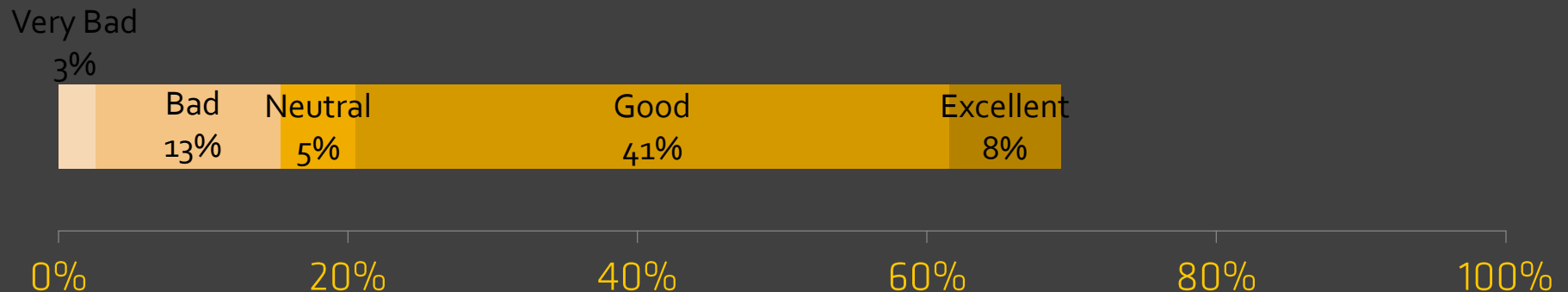
# What did the partners / sponsors think of their booths?



## Booth Traffic



## Booth Setup





Results:  
**Investors**

# What did Investors find?



**Did they find opportunities in the startups they met?**

**Yes**  
**100%**

**Did they meet new fellow investors during #RiseUp15?**

**Yes**  
**100%**

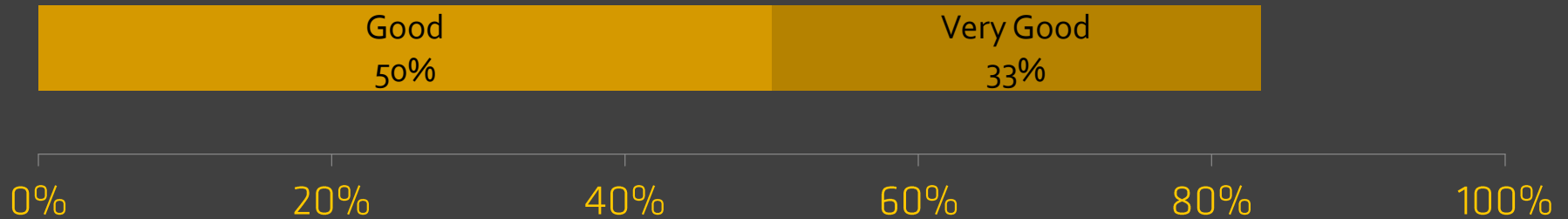
**Did they attend Investors Day on the 11<sup>th</sup> of November?**

**Yes**  
**71%**

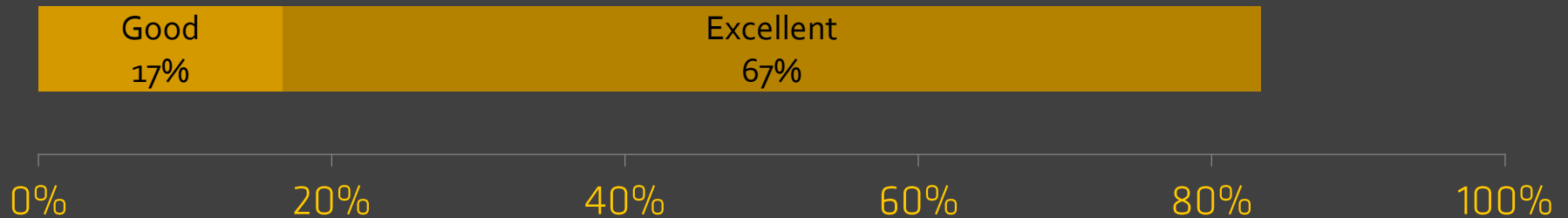
# How was Investors Day perceived?



## Overall Evaluation



## Networking

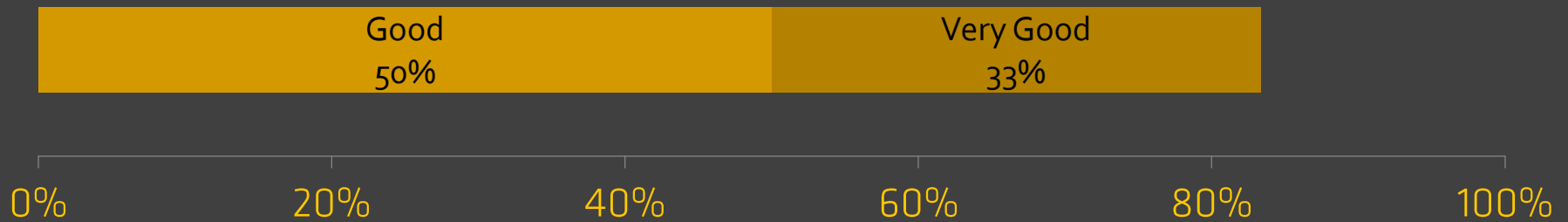




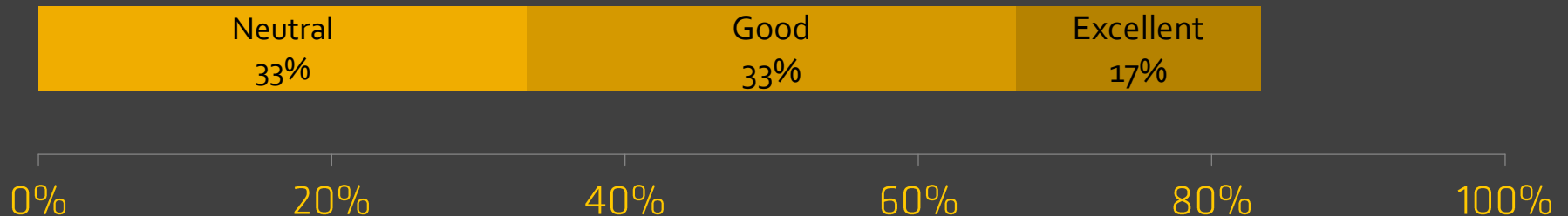
# How was Investors Day perceived?



## Organization

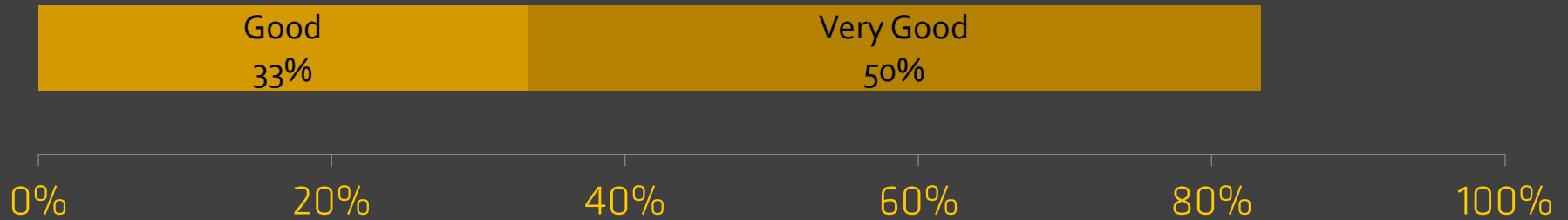


## Content



# How was Investors Day perceived?

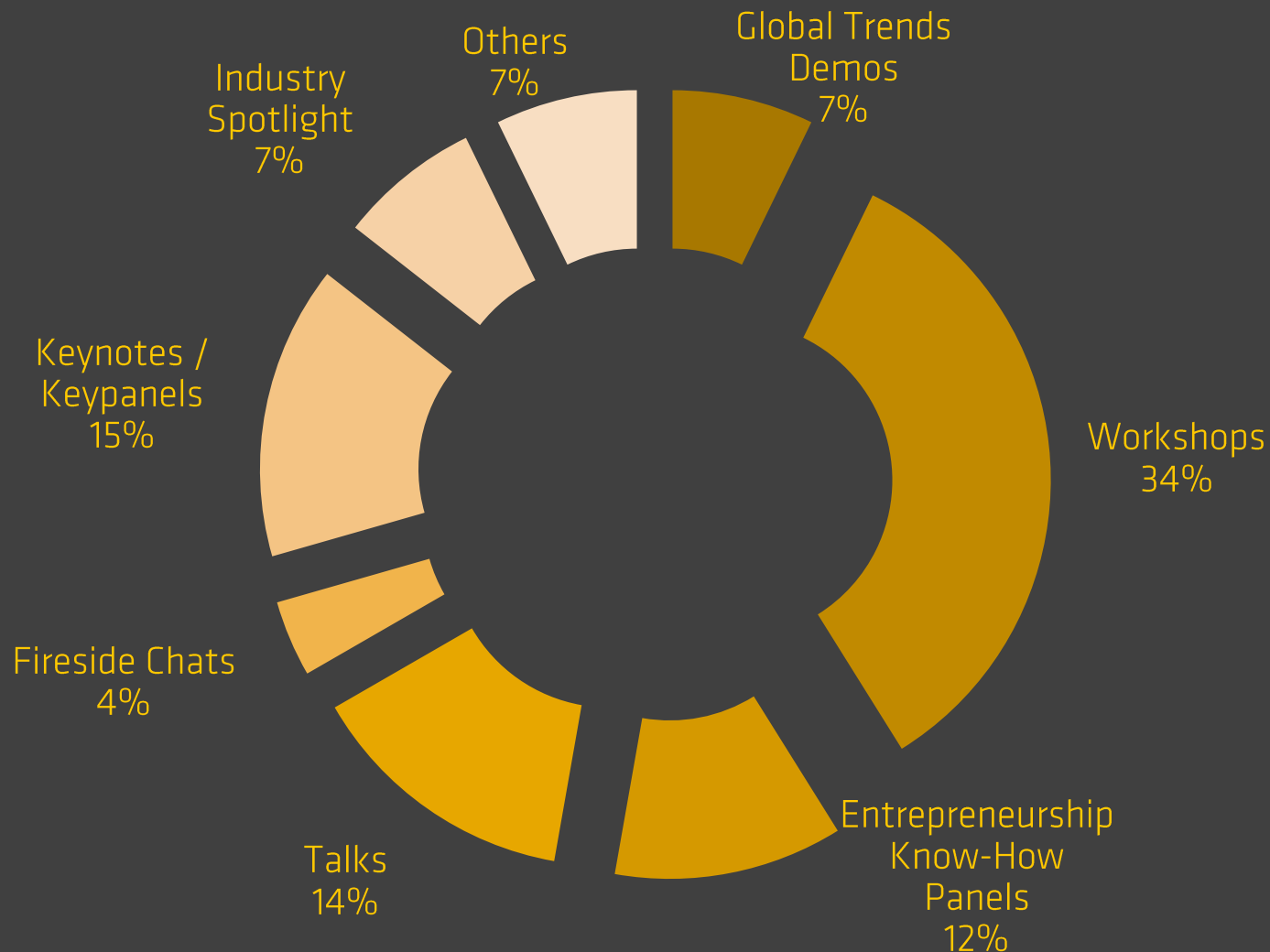
## Vibe





Results:  
**Exhibitors /  
Attendees**

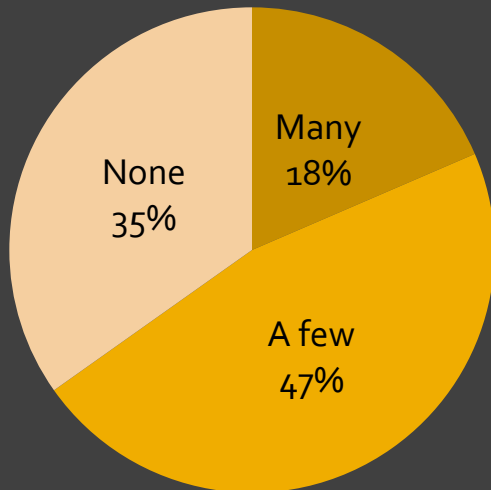
# Which sessions were most enjoyed?



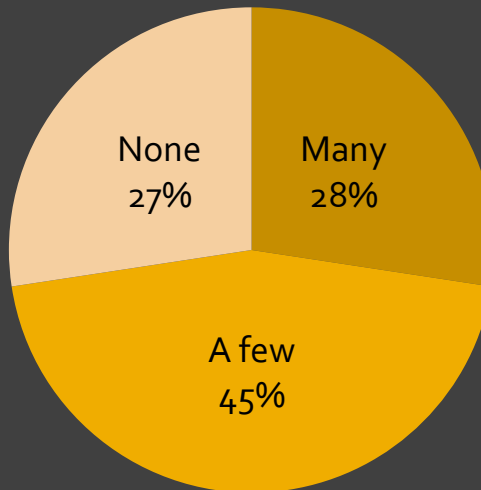
# What did Startups find?



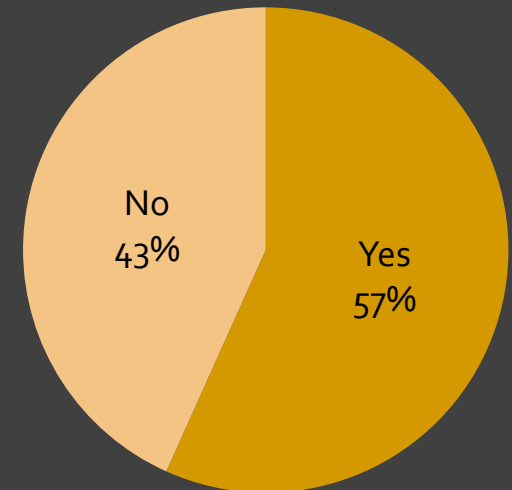
**Did Investors show interest in their business?**



**Did they find potential customers?**



**Were they satisfied with their media exposure?**



# What did the startup exhibitors think?



## Booth Setup

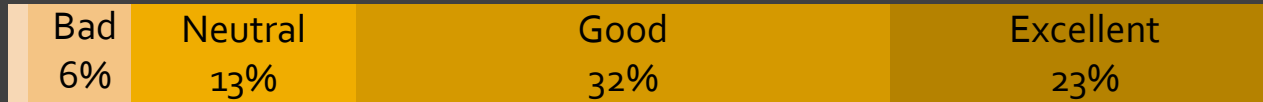
Very Bad  
10%



0% 20% 40% 60% 80% 100%

## Pre-event Communication

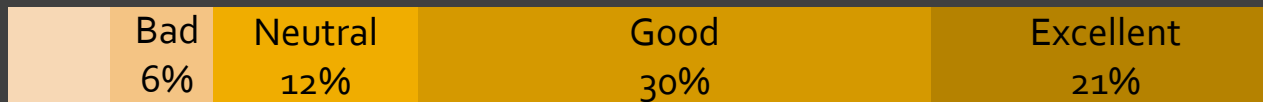
Very Bad  
1%



0% 20% 40% 60% 80% 100%

## Booth Setup Timing

Very Bad  
6%



0% 20% 40% 60% 80% 100%

# Statistical Groundrules



- Not all statistics add up to a perfect 100% due to the “Not Applicable”-category.
- Decimals of percentages were rounded up or down, depending on the case.