Platform Learning Materials

1. Nawal Al-Nuaimi: In the video attached, Nawal delivers a very inspiring speech on pursuing dreams. The idea of her project stemmed from her love for cakes and coffee. Although she had been working for 8 years in the field of computer science, she resigned from her job and started working very hard to let her dream come true. As a mother of two, Nawal struggled endlessly to balance between family and business, but her husband kept encouraging her until she could open a cake shop.
2. Sarah Wada'ani: Sarah talks about how she turned her passion for makeup into a source of income. The most important message she wanted to convey to the audience was that they should focus on what they like to do, regardless of any social pressure.
3. Om Zain: Om Zain is a mother, seamstress, and patroness of a charity. She is running an upholstery business, but since the start of the pandemic of Coronavirus, she transported all the materials she uses in her work to her house. She also points out that people should use social media to promote their work.
4. Fatma Ashour: Fatma is the founder and manager of Ultimate Company in Gaza. While talking about her experience, she mentions some of the challenges women face in business and the steps one should follow to start his/her own business as an entrepreneur.
5. In the following link, Fatma Nasser's story represents how technology can help run a business. Fatma designed an application that allows women who prepare food in their homes to find and communicate with customers. She deals with 300 women, 20 of whom successfully increase their income by using the app. <https://bit.ly/3eb2rvs>