



ConnectArabs
The First Arab Innovation Social Network



www.connectarabs.com



The First Innovation Social
Network that gathers Arabs'
around the world under one
umbrella



The Network



- What do we mean by Arabs?
- What exactly Arabs are Missing?
- How to Connect Arabs?
- Why ConnectArabs?



Important Questions

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Are the Arab population existing all over the world estimated to be approximately

430,000,000



Network Members

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1.28 Billion Active Users
81 Million are Arabs Users



645 Million Active Users
4 Million are Arabs Users



200 Million Active Users
5 Million are Arab Users

9 Million Targeted Active Users
in the coming 3 – 5 Years



Arab Social Media Report May 2014
Arab Social Media Report March 2014

The World in Communication



- 375 (Arabs) Million @ their homes:
37.6% are internet users: That calculates about 141 Million Arab internet users @ their home
- 55 Million (Arabs) are immigrants:
65% are internet users: That calculates about 36 Million immigrant Arabs internet users
- Total no. of Arabs using the internet in the world: is about 177 Million



Members in Numbers

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We Strongly believe that the idea behind ConnectArabs network IS a unique one and not like any other available networks



Network Idea



S TRENGTHS

The Power &
Uniqueness of
the Idea

W EAKNESSES

High Investment

O PPORTUNITIES

Wealth of Arabs'
Innovations

T HREATS

Geographical
Arabs'
Distribution

SWOT Analysis



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Members



Sponsors

Challenges



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So far, NO similar Multilingual (Arabic/ English) social network for

Arab's Creativities & Novelties

Network Model



In **1** Place

- a. **Arabs Innovative Candidates** will be sharing their Ideas, talents, inventions, researches and projects in a single platform (single database) not only to show but to benefit as well.
- b. **Sponsors, Granting Agencies and Fund Organizations** will find the right ideas or projects to sponsor, grant or fund.
- c. **Academies and Research Centers** will find the proper support and sponsors for under graduate students and post graduate researchers.
- d. **Organizations and Individuals** whom are facing problem will find experts and specialists to offer them the best solutions to their problems.
- e. **Problem Solvers Experts** will not only help others in problem solving but gain more experience and professionalism as well.



It is one STOP

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In 1 Place

- Share dreams & hopes
- Contribute to your Arab Countries Development (Society)
- Create mutual beneficial relationships "Personal/ Business"
- Find partner, financing and/or sponsor for project, research / idea



It is one STOP

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User Generated Content

All ideas, talents, inventions, researches, projects, problems or success stories will come from network member's submissions & interactions



Network Content

Other Related Valuable Content

The network administrators are also adding other interesting valuable content such as:
Learning & Training Materials / Helping Tools / Guidelines / Innovation News/ Events/ Information/ Tips/ Blogs



Network Content

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- Targeting
Arabs around the world
- Identifying
Arabs Location
- Building
A wealthy Database
- Connecting
Arabs in single Network
- Creating
An Engaging Portal for Arabs Community

We are



A statistics tool that tracks and analyzes demographics, engagement, referrals, click-through, and more for *ConnectArabs* pages.

- *How users engage with specific content
- *How well individual posts are doing.
- *Overall network page activity
- *Richness of content (the people who “like” specific content, and insights on how content is shared).

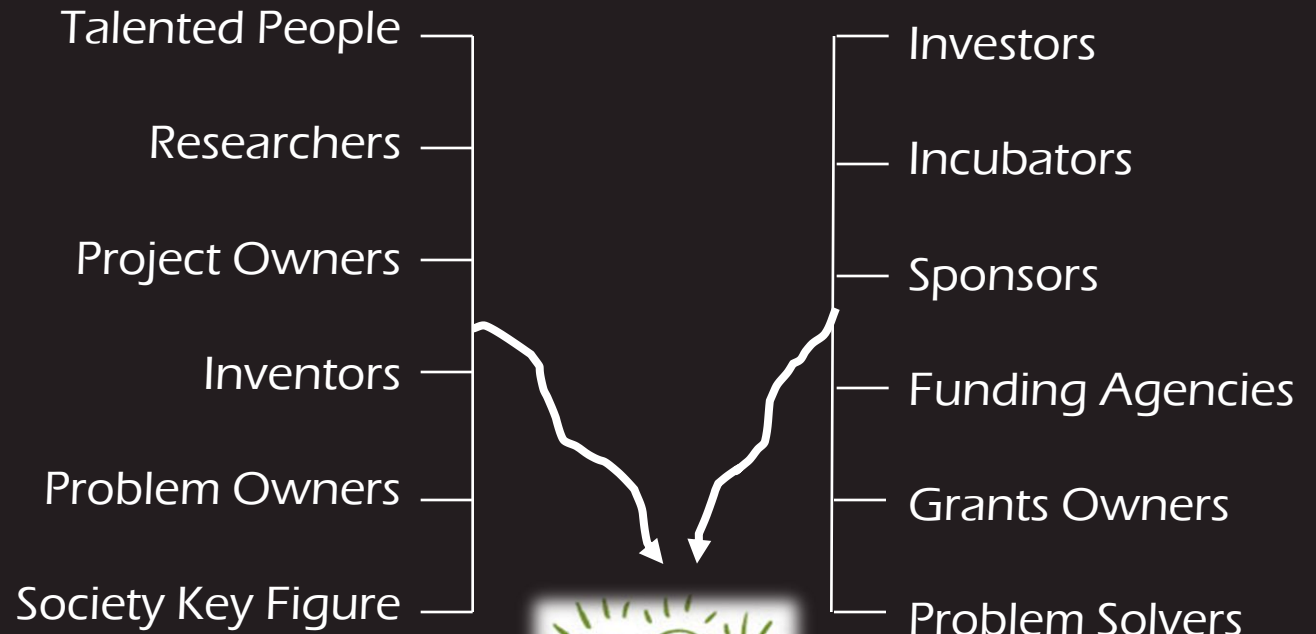
Another tool will be used to get a very good picture of how visitors and members are interacting with the network:

- *Which of the posts are the most popular
- *Where incoming referrals are coming from
- *Which key terms visitors/ members are using to find the network
- * Which outgoing links are clicked, and more.

The tool will allow drilling down to get more details on many of the users' status

Network Monitoring & Control





Pool of Innovations

Stakeholders



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REGISTER



Build



CSR Programs

Serve your community

Submit



Your Brand

Be an innovation leader

Create



Competition

Guarantee exact needs

Navigate



All Innovations

Help your business needs

Get



Knowledge about latest trends & needs

Modify your R & D and develop your business

AS A SPONSOR or FUNDING AGENCY

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Submit

➔ Research & Projects
Serve your community

Navigate

➔ Innovation Trends
Be an innovation leader

Create

➔ Request
Get funded and support

Know

➔ What others are talking about
Be exposed to all innovations of tomorrow

Attache

➔ Yourself with the innovation communities
Modify your R & D and develop your business

AS A RESEARCH CENTER or ACADEMY

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Submit

➔ Your problem
Get a solution

Navigate

➔ All problems
See around innovative solutions

Create

➔ Request
Response from researcher or expert

Know

➔ What others are talking about
Be exposed to all innovations of tomorrow

Attache

➔ Yourself with the industrial communities
Dialogue around benefits

AS AN INDUSTRIAL ORGANIZATION



**Research, Inventions,
Innovation, Talents &
Success Stories**

Competitions

**Industry &
Community**

**Potentials
Development**

**ConnectArabs
Innovation & Talent
Social Network**

**Consultants,
Experts & Problem
Solvers**

**Investors,
Incubators &
Sponsors**

**Entrepreneurs'
Projects**





Innovation Side

Which allow users to submit and share their creativity with all network members.

Social Side

Which allow users to communicate & socialize the same way they used to do over other social networks.

Match-Making System

Which allow for auto match-making between users according to their request and based on the category and interest



Network Components

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Whether you have:

Idea

Invention

Project

Success Story

Talent

Research

Problem Solving

Whether you are:

Investor

Entrepreneur or Start-up

Sponsor

Granting Agency

Funding Organization

Incubator



Network Features



Do

- Post
- Comment
- Share
- Tag
- Like
- Recommend
- Add to Favorite
- Rank & Rate
- Search
- Survey

Navigate

- Partners
- Sponsors
- Deals
- Problems
- Problem s' Solutions
- Most Recent
- Top Scored
- Of the Month
- Success Stories

Create

- Event
- Groups
- Photo Albums

- Be a Sponsor
- Find a Sponsor
- Request a Sponsor
- Deal with a Sponsor
- Earn Money 4 Problem Solving
- Gain Real Experience
- Gain Accurate Indications
- Reach Information & options

Benefit

Network Features



- **Development:** Java Language (as main programming language)
- **Database Layer:** MySQL and Neo4j
- **GUI framework :** Java Server Faces, RESTful Web Services, Prettyfaces, JQuery, JQuery Tools, JQuery UI, Log4j and CSS.
- **Security Architecture :** JSF Mechanisms and AES Encryption.
- Spring Framework and Hibernate Search Engine **based on Lucene.**
- **MySQL and Neo4j** graph database.
- Apache Tomcat Server 7.



Technical Aspects



JSF Mechanisms

- Centralized security gateway to all network contents
- Security filter for access roles all over network contents.

Encryption Mechanisms

- All passwords and sensitive data highly encrypted .
- All system web services are secured through hashing parameters to avoid system penetration.

Network Security

- Server secured by Linux security firewall.
- Server secured by Hostgator network security filters.
- No access to application server databases from any machine, and all database servers ports are closed.
- No access to application server by IP.

Technical Aspects



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It is expected that this network will have an average of **5 Million Users** in the first 3-5 years



Network Future Expansion

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Thank You

