



Oct 22, 2023

## **A student from the College of Business wins in Sandooq Al Watan competition**

Hamda Al Ameri, a student from the College of Business, successfully secured one of the five winning positions in the Higher Education Pre-Seed Pitch Competition by Sandooq al Watan with her project, "My Guide." This achievement granted her AED 25,000 in funding, enabling her to embark on her entrepreneurial journey and develop the initial prototype of her innovative application.

Out of a pool of 100 applicants hailing from various universities in the UAE, Hamda emerged as a finalist, competing alongside seven other teams. Her project was under the supervision of the Entrepreneurship, Innovation, and Small Business Development Center at Al Ain University.

"My Guide" is a pioneering software application designed to revolutionize the university experience for students in the dynamic world of higher education. It offers a comprehensive, all-in-one solution aimed at enhancing the overall academic journey by simplifying and streamlining

key aspects of student life.

The application addresses the daily challenges that students encounter in their academic lives, facilitating easy access to essential resources, efficient management of busy schedules, and optimization of time, energy, and financial resources.

This app provides students with the ability to stay informed about university activities, sports events, and e-books, navigate their campus, efficiently manage their time across various departments, and enjoy convenient mobility within the university premises.

Furthermore, "My Guide" incorporates features designed to consider the needs of individuals with determination and support charitable initiatives to assist students who require financial aid for their education.

It's worth noting that this initiative is organized by Sandoq Al Watan to bolster business incubators within the country's universities. Its primary goals are to foster innovation, encourage entrepreneurship as a career choice among higher education students in the United Arab Emirates, and empower them to turn their projects into reality.

[Press Release Link](#)