

02
SESSION

From the Field: Leading Entrepreneurs

Rajai Nuseibeh



What You Will Take From This Session

01

Real Founder Journeys

Learn from those who started before you.

02

Failures, Pivots & Turning Points

Understand what changed and why.

03

One Clarity Model

A lens to read any story.

04

Takeaways & Action.

Leave with something real.

Everything is possible from here.

Every founder journey starts with a real problem,
a decision, and the courage to continue.

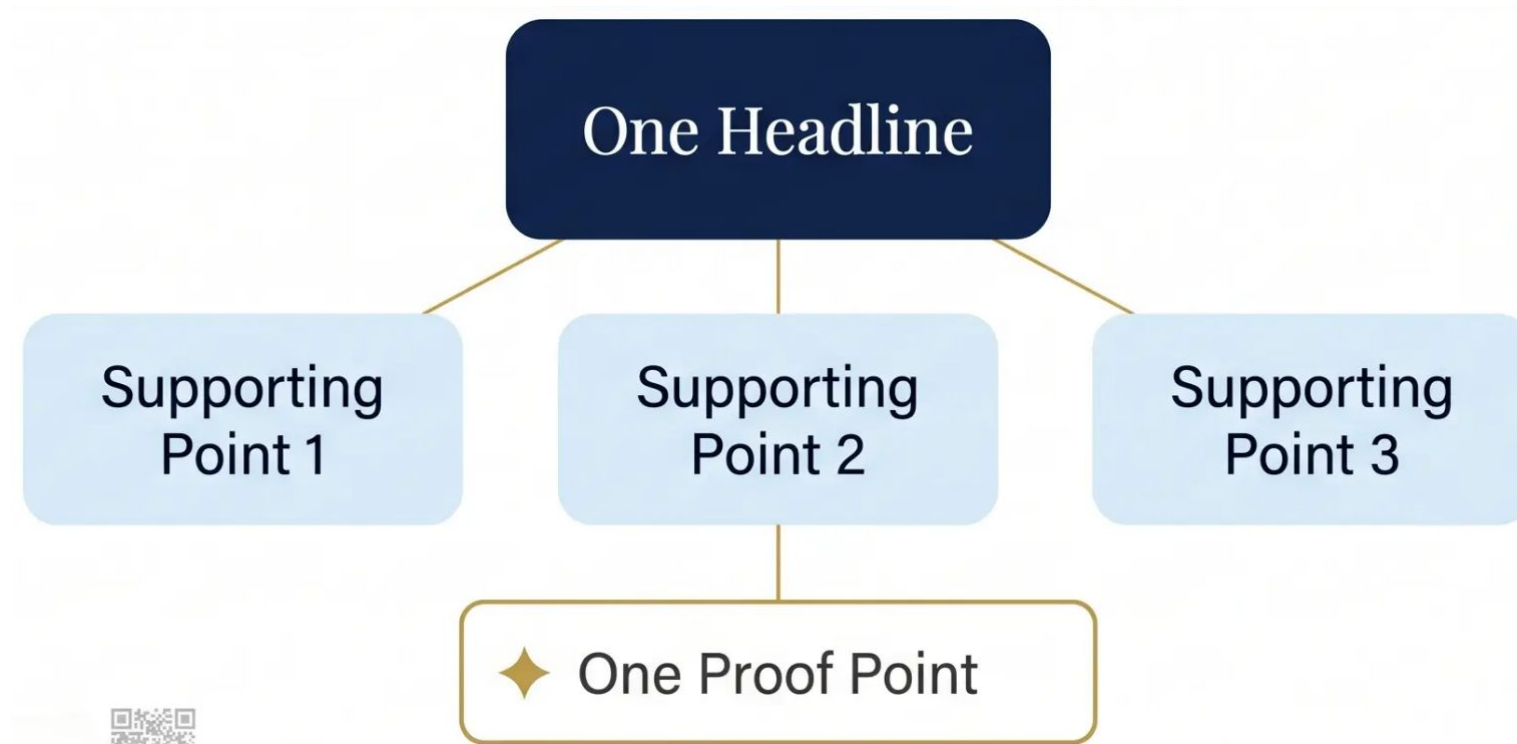
What comes after the WHY

- **What are you building?**
- **Who is it for?**
- **What do you need next?**



30 seconds. No editing.

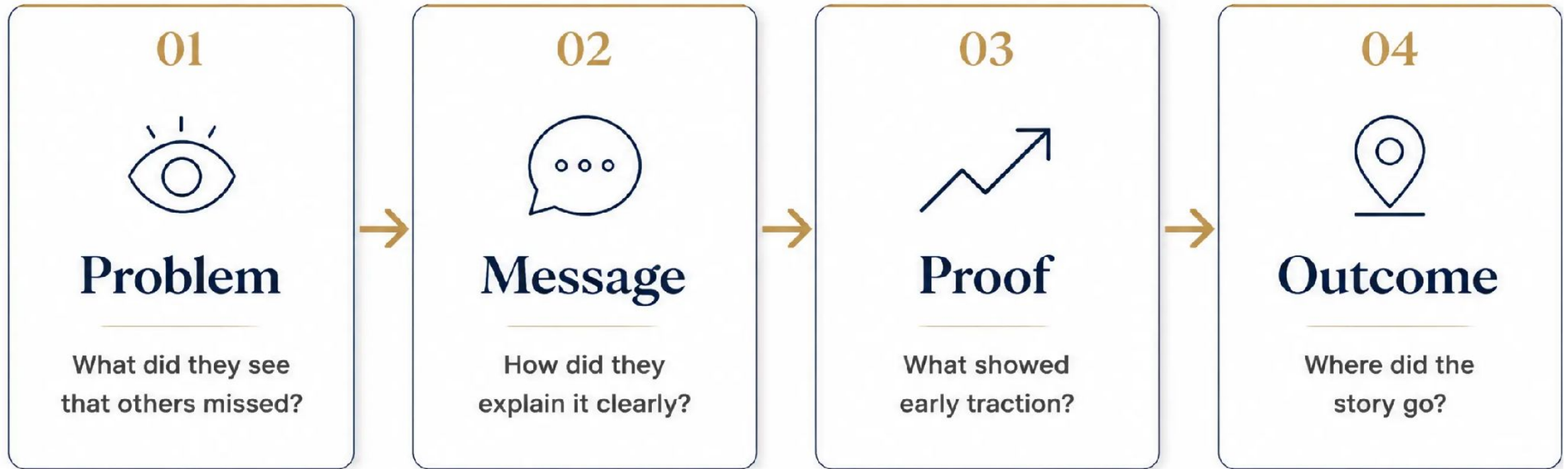
The Forbes Message Map



► Watch: Forbes Message Map
youtube.com/watch?v=phyU2BThK4Q



Problem → Message → Proof → Outcome



Use this lens on every founder story — including your own.

ARAMEX

Arabic-American Express Global Shipping Company

Jordan, 1982



Fadi Ghandour & Bill Kingson

- MENA First.
- 70 Countries
- First Arab-based company to be listed on the NASDAQ

OUTCOME

Enterprise Value - \$4.05 billion



Maktoob.com

Arabic-first internet for the region.

Jordan, 1998



Samih Toukan & Husam Khoury

- Arabic email.
- Local language.
- Regional trust.

OUTCOME

Yahoo acquisition — \$164M

► Watch: Maktoob.com Story — youtube.com/watch?v=EewoEig4tUw



Maktoob through the clarity lens

One story. One framework. Four clear answers.



A local language gap became a regional digital opportunity.

Souq.com

E-commerce built for regional realities.

Founded in Dubai, 2005 — Ronaldo Mouchawar



Local Shopping Behavior

Built around how the region actually shops — not how Silicon Valley assumed it would.



Payment & Logistics Gaps

Cash-on-delivery, fragmented shipping, no trust infrastructure
Souq solved what others ignored.



Customer Trust

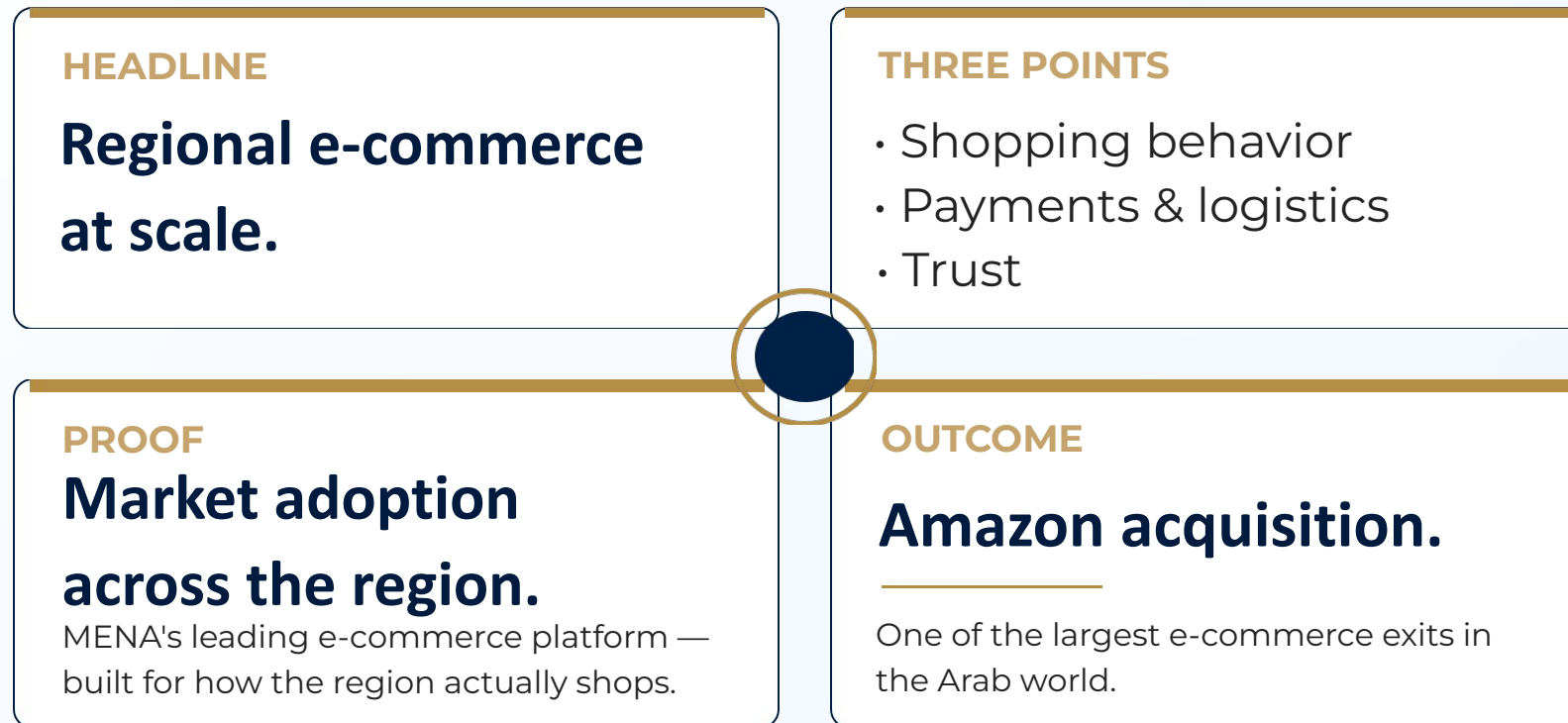
Not a feature.
It was the product.

Watch: Souq.com Story
<https://souq.com/watchces-story>

Acquired by Amazon — 2017

Souq through the clarity lens

Regional e-commerce, built on what others refused to solve.



Like Maktoob — a regional problem, solved with regional understanding.

Listen for what changed everything.

Ibrahim Sana

COMMUNITY ENTREPRENEUR & BUSINESS LEADER

Ibrahim is a community entrepreneur and business leader with experience building and growing ventures from within the local ecosystem. His story will focus on the real path of entrepreneurship: decisions, failures, pivots, relationships, and the moments that change direction.



Ibrahim Sana

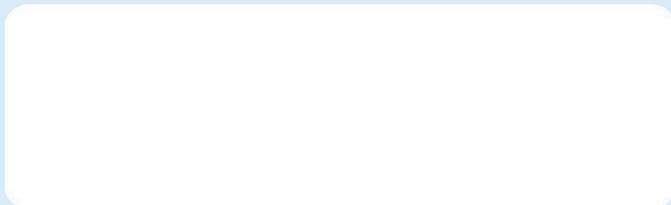
My Inspiration Map

***What did today change for you?**

1

Takeaways

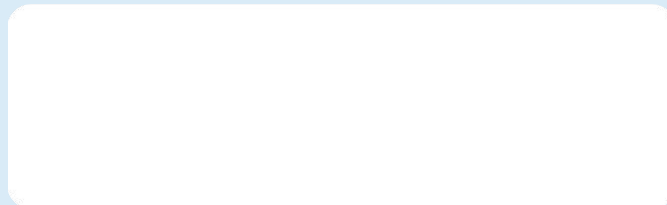
What did you learn today that you will carry forward?

A large, empty white rectangular box with rounded corners, intended for writing reflections on takeaways.

2

Belief That Changed

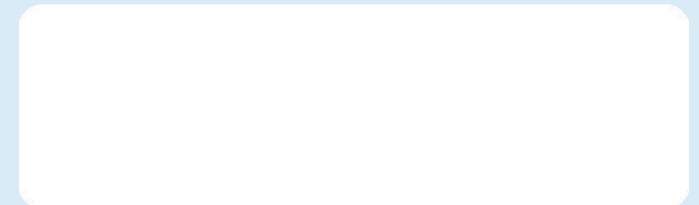
What do you now see differently about entrepreneurship?

A large, empty white rectangular box with rounded corners, intended for writing reflections on beliefs that changed.

3

Action This Week

What will you do before the next session?

A large, empty white rectangular box with rounded corners, intended for writing reflections on actions for the week.