

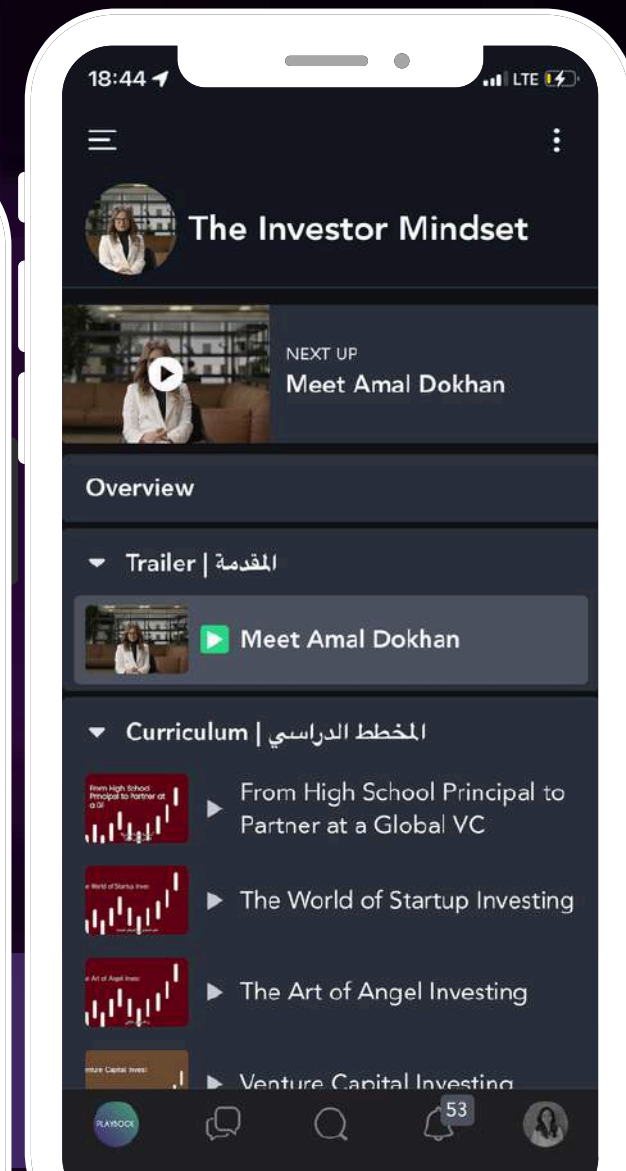
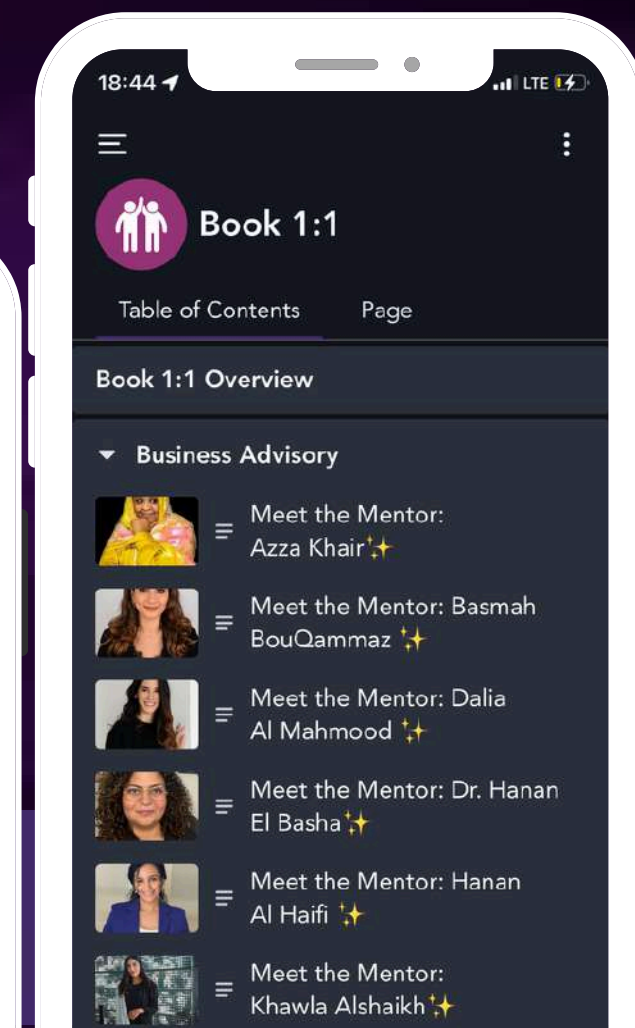
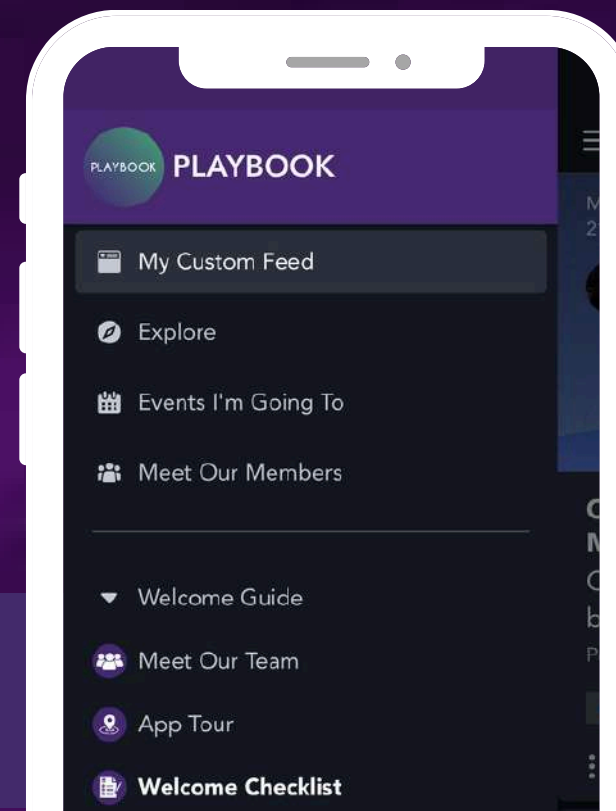


# PLAYBOOK

The ultimate career toolkit for **women leaders**



Seed Investment Deck | July 2024





# Problem

LESS THAN

**1/3**

of leadership positions **GLOBALLY**  
are held by women.





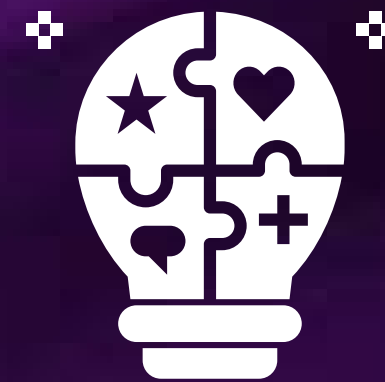
# *As Women Transition Into Their Career,* **What's Missing?**



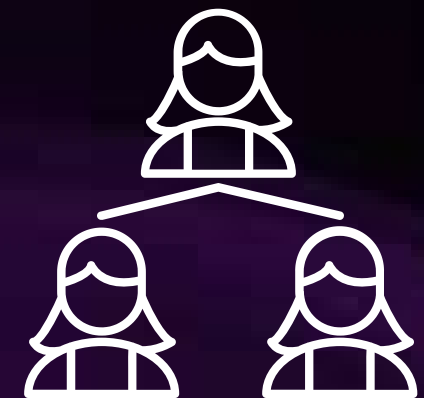
**Representative**  
Role-Models



**Relevant**  
Coaches & Mentors



**Necessary**  
Soft-Skill Pivots



**Flexible & Dynamic**  
Networking

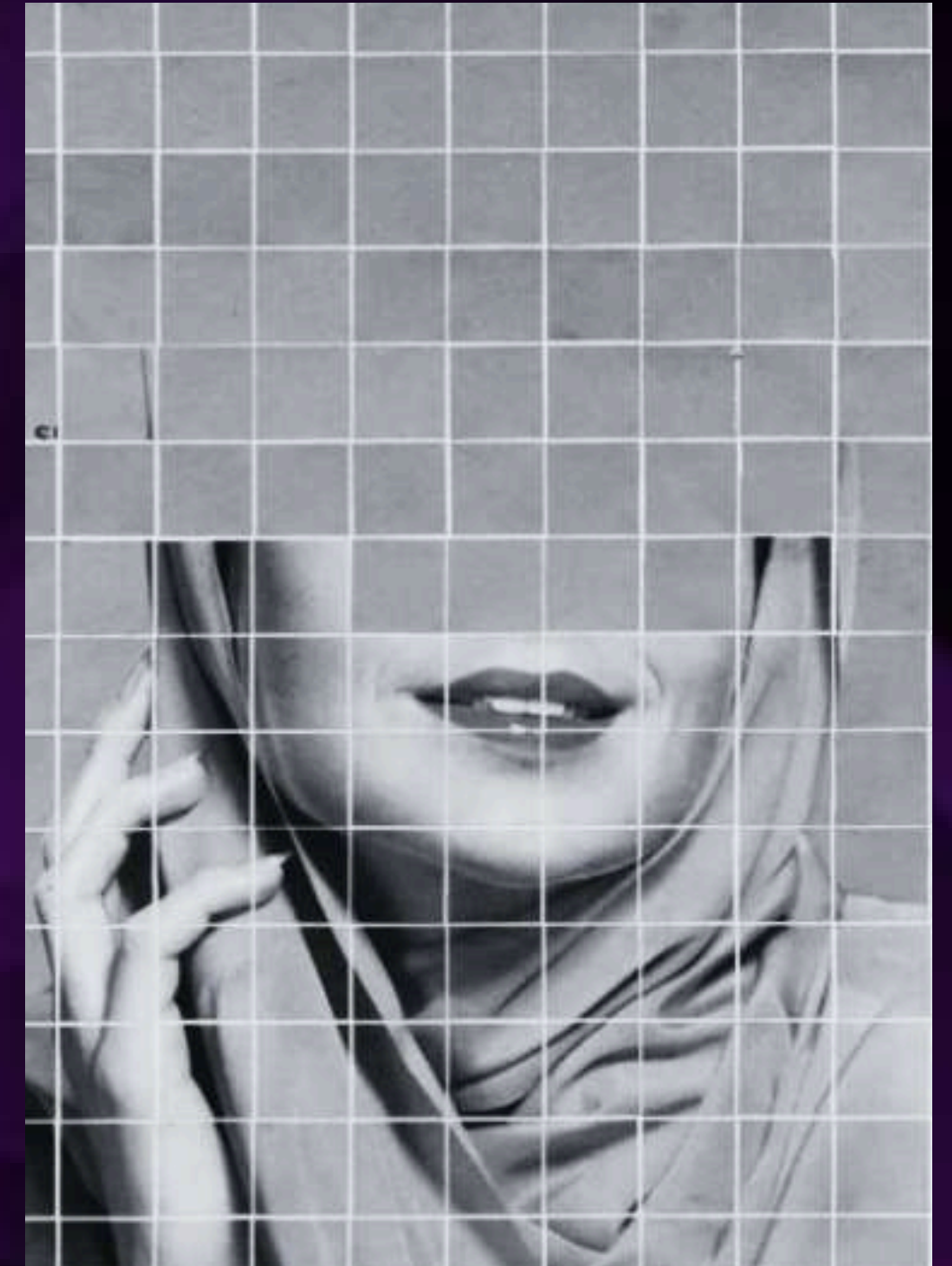
# MENA...

Needs more female leaders to close 115 year gender gap

Has some of the widest gender gaps, in 7 out of 10 countries globally

Promising policy changes for women with Saudi Vision 2030 of 1 million jobs

SDG Commitments in the region with private and public sector growth





# Solution

A powerful EdTech Solution & Networking Platform that is curated to support women on their leadership journey through:



Expert-led  
Learning Content



One-on-One  
Coaching & Mentoring



Glocalised  
Community Networking



# Introducing **PLAYBOOK**

The Tech-Enabled Solution that is  
**the ultimate career toolkit**

Specially designed for...

**every woman and young girl...**

- starting out
- climbing up
- building a legacy
- and much more!



# Main Business Model

We operate on 2 main revenue streams to engage our members



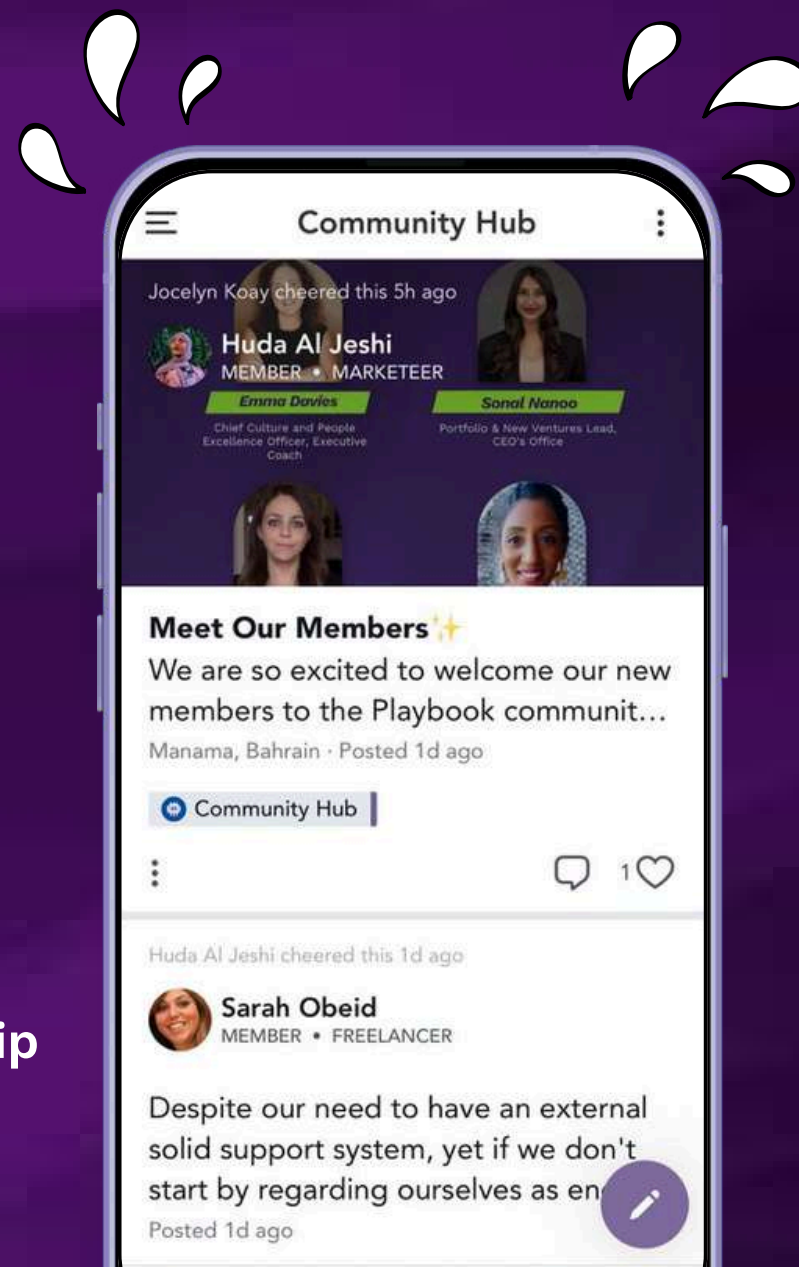
**B2C**

## Subscription Fees

- \$350 : Annual Subscriber
- \$1375 : Lifetime Subscriber
- \$475 : Female Founder Club
- \$945 : Angel Investor Membership

## Partnerships & Affiliates

**B2B**



## Mentorship Fees

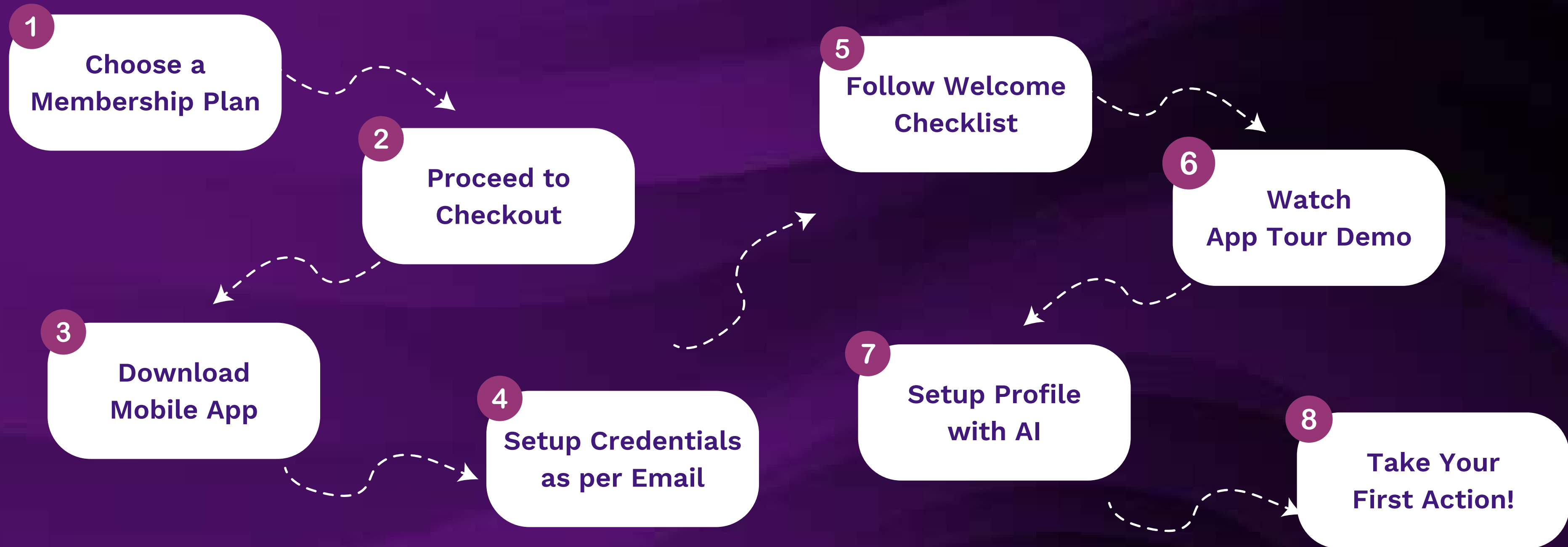
**20%** : Facilitation Fee per Transaction

**B2C**

**B2B**



# Member Onboarding made **simple** and **seamless**







# B2B Corporate Onboarding

## Finance

01

Invoicing,  
Corporate  
Agreement and PO  
Issuing to initiate  
Onboarding Steps

## Enrolment

02

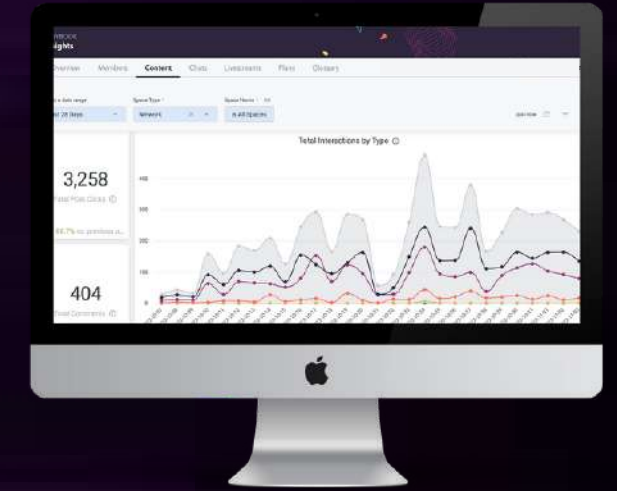
Personalised  
Communications  
Inviting Corporate  
Teams to Join  
PLAYBOOK

## Onboarding

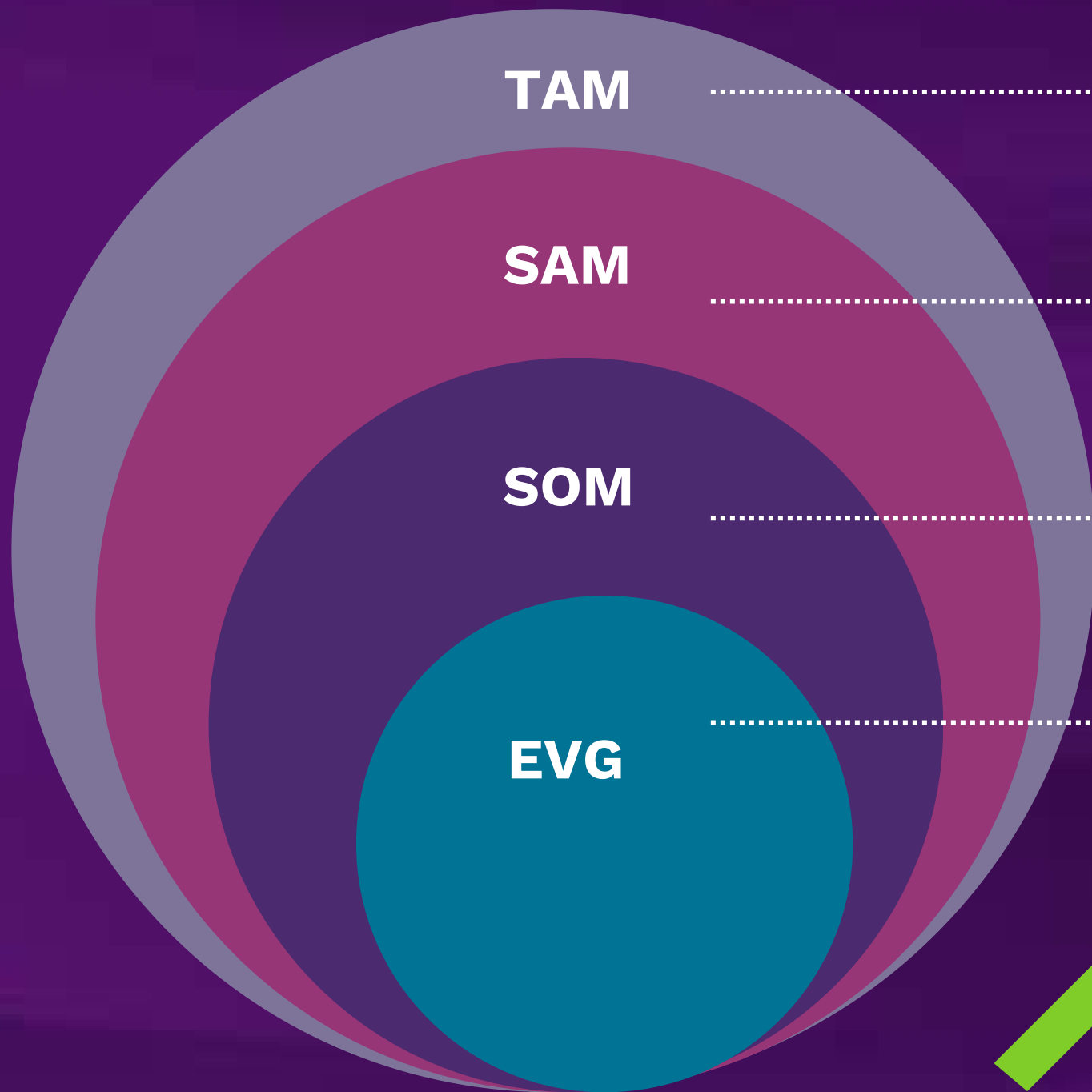
03

Main Onboarding  
Event in-person  
(or)  
Key Virtual  
Onboarding Event

## Quarterly Reporting



# Market Size



**Total Addressable Market**

● **158.36 M Working Women Globally \$285B**  
 (largest market we can reach through scaling and expansion)

**Servicable Addressable Market**

● **41 M Working Women in MENA \$7.38B**  
 (market we can reach now and are actively targeting) (Potential ARR)

**Servicable Obtainable Market**

● **Pipeline Revenue \$2,987,235**  
(Potential ARR)  
 (market we can reach with our current resources)

**Earlyvangelists**

● **Revenue \$1,029,578**  
 (customers we've closed thus far as initial advocates)

1% of 41M  
 410K x \$350  
 =  
**\$143.5 M**



**Growth 2.5 X**

By 2025 at growth rate of **3.9%**

**Global Education Expenditure on Workforce \$498B**

\*Revenue calculations are based on \$180 Membership Fees with a 1 year period

Source: <https://www.holoniq.com/notes/sizing-the-global-edtech-market>; <https://www.arabianbusiness.com/opinion/comment/462597-edtech-is-the-silver-bullet-to-the-middle-east-education-sector-post-pandemic>



# Customer Profile Segments Engaged

## B2C



**Corporate Executives**



**Founders/CEOs**



**Mentors/Coaches**

## B2B



**HR Managers**



**T&D/L&D Managers**



**DEI Managers**



# Trusted by Sector Leading Organisations



بنك دبي الإسلامي  
Dubai Islamic Bank



Asia Jewellers

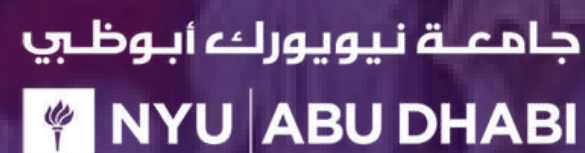


مجموعات آسيا



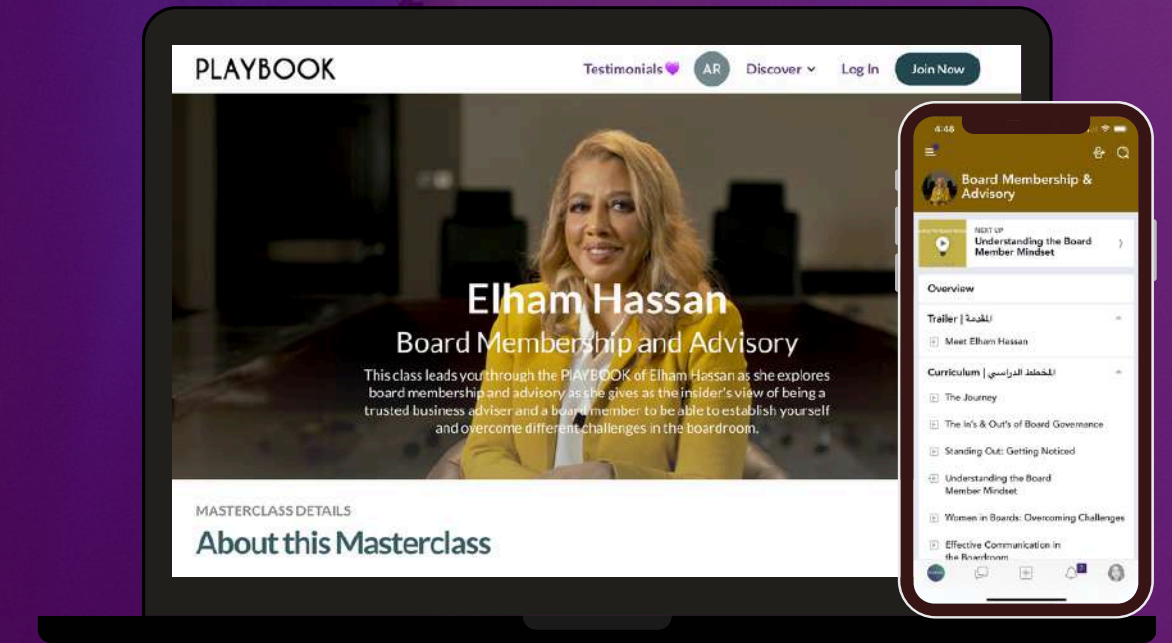
talabat

nybl.



فندق الخليج - البحرين  
THE GULF HOTEL  
BAHRAIN  
CONVENTION & SPA

# Join The **Most Powerful** Global Network For Ambitious Career-Driven **Leaders** From **950+** Companies such as...

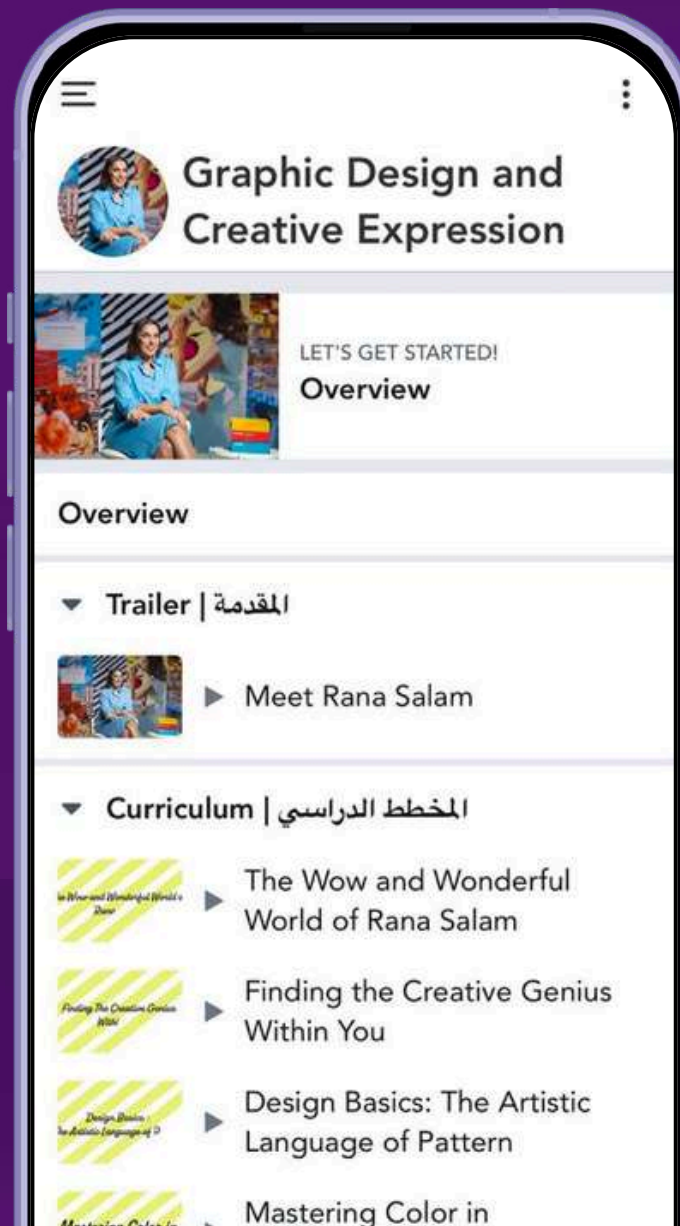




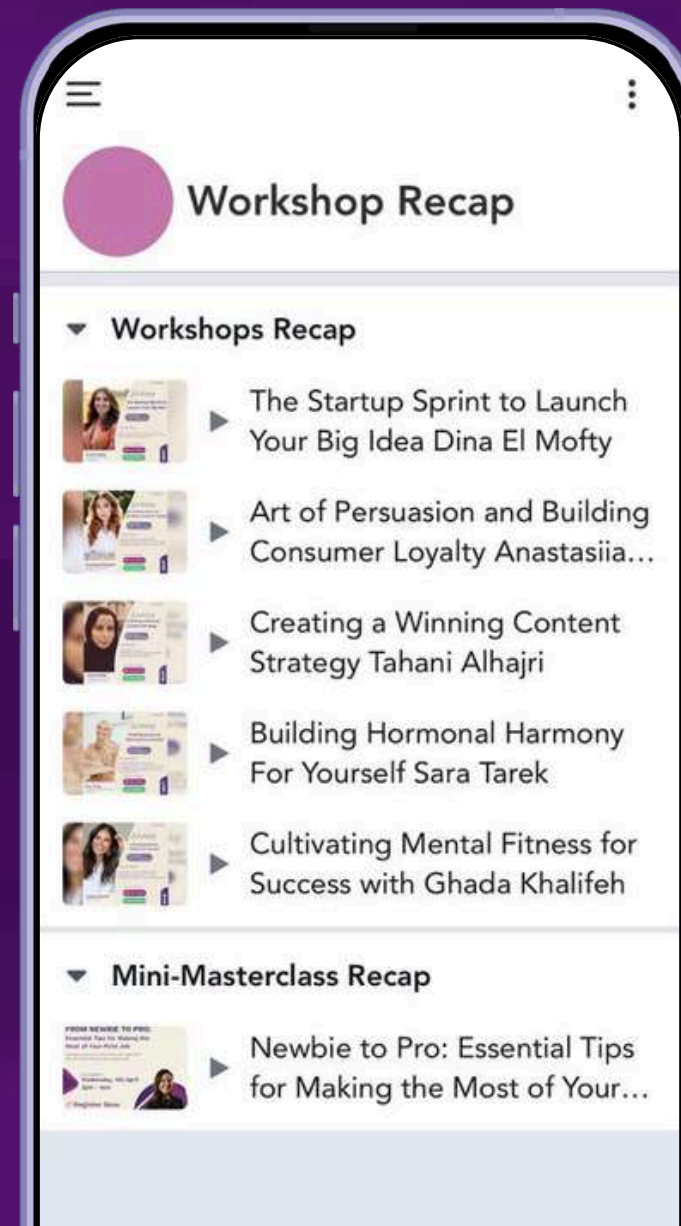
# WHAT TO EXPECT FROM OUR MEMBERSHIP

PLATFORM FEATURES

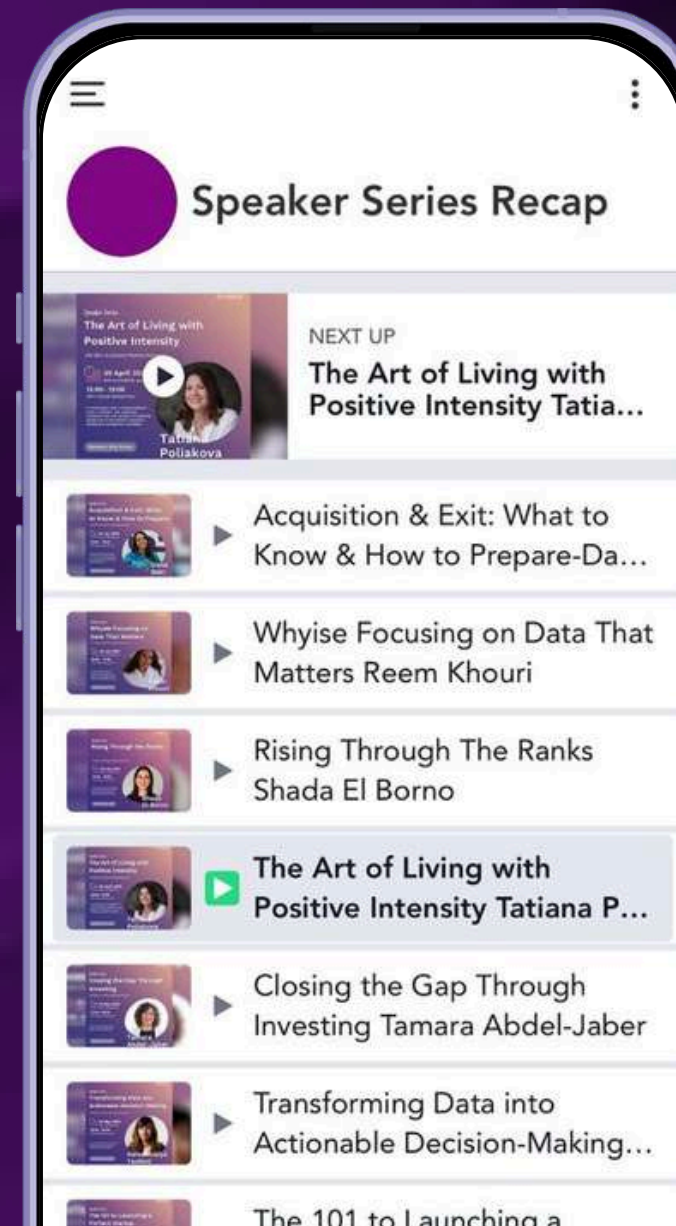
Masterclasses



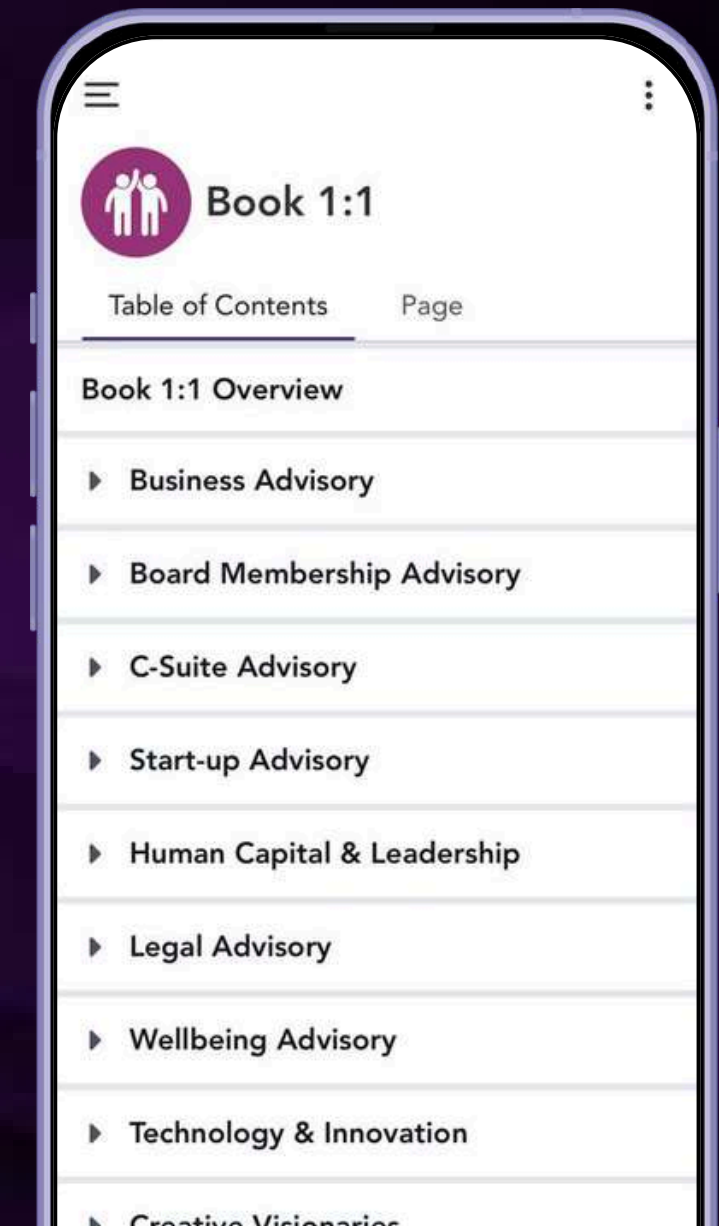
Workshops



Executive Speaker Series



1:1 Mentorship/Coaching

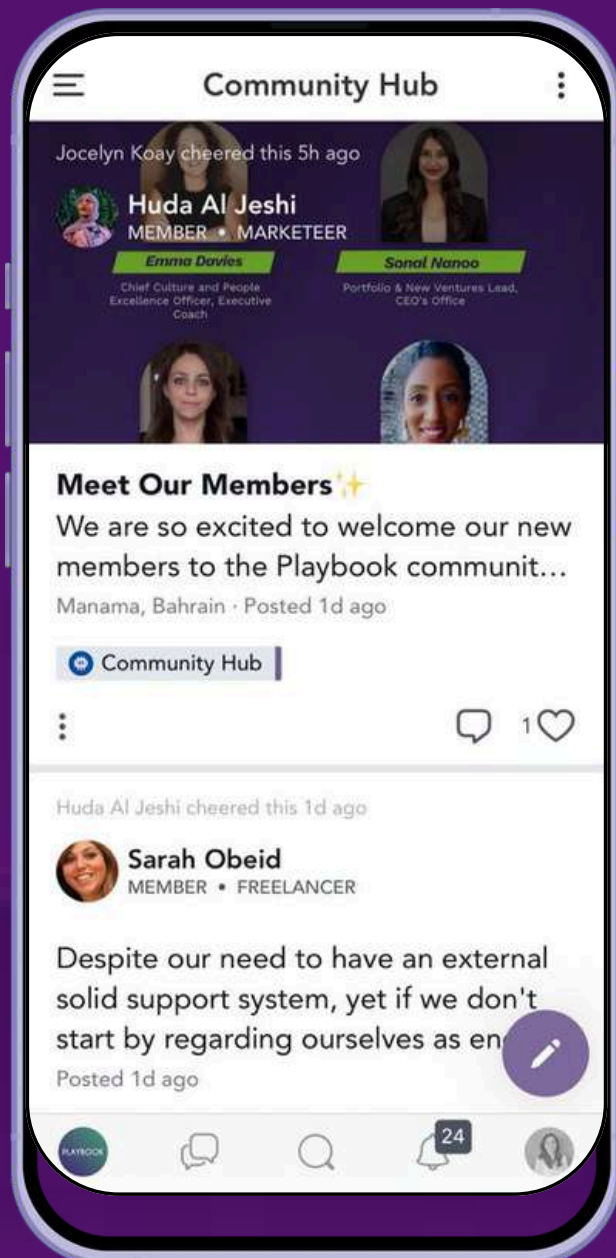




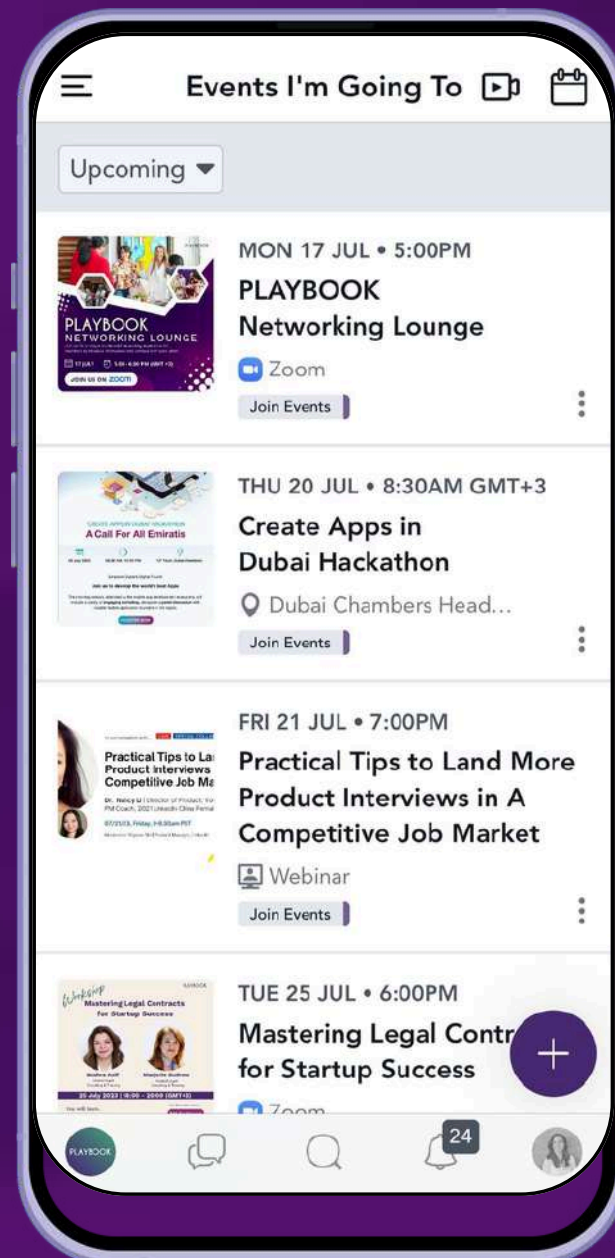
# WHAT TO EXPECT FROM OUR MEMBERSHIP

PLATFORM FEATURES

Community Hub



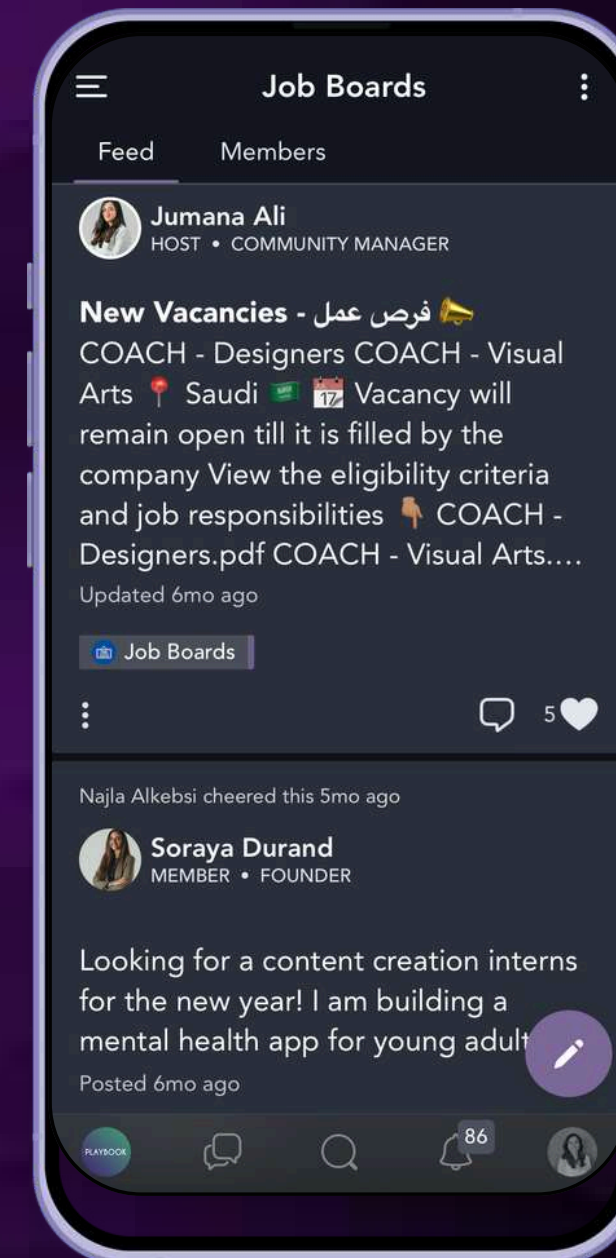
RSVP to Events



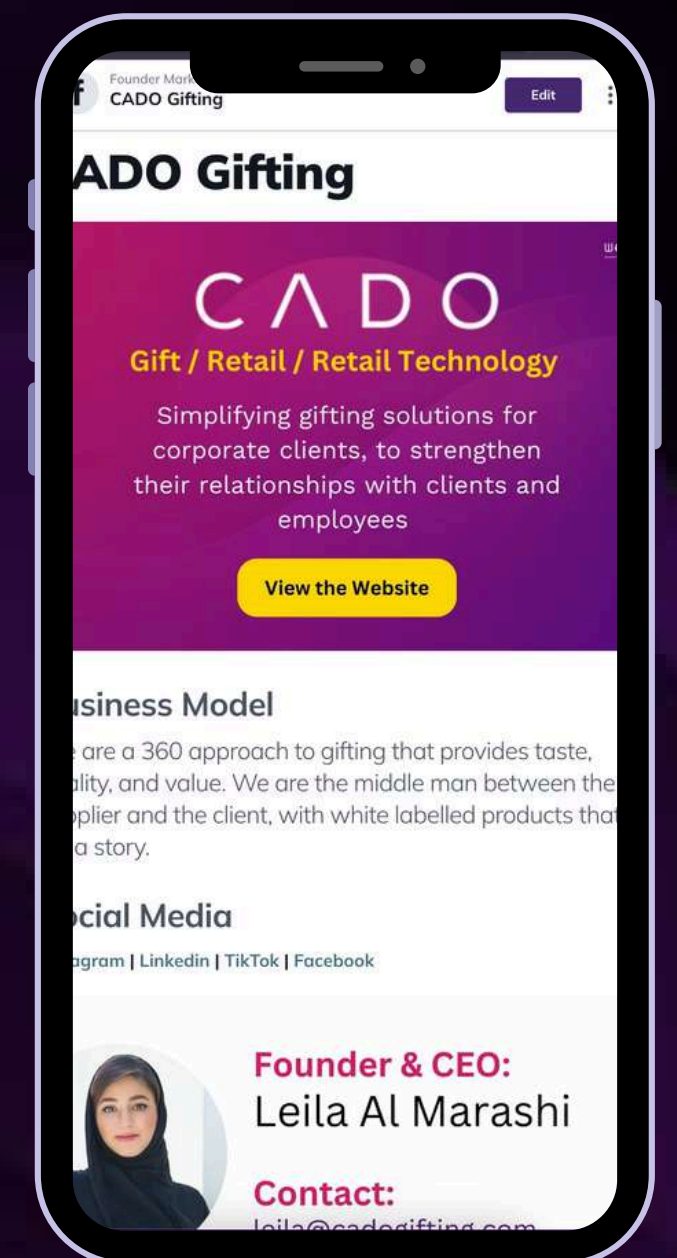
Networking Lounge



Job Board



Founder Marketplace



# Upgrading

WOMEN SPARK  
powered by PLAYBOOK

# Memberships

## Angel Investor Membership

**\$945 + VAT** per year



For \$945 per year, enjoy an annual long access to:

- ✓ Access to Playbook's amazing features, perks, and more!
- ✓ Priority Demo Day Access (4x/Year)
- ✓ Monthly Curated Workshops (12x/Year)
- ✓ Investor Membership Certificate
- ✓ Exclusive Investor Lounge Channel
- ✓ Personal Mandate Advisory Session
- ✓ Access to Investor/Founder Mixers
- ✓ Curated Deal Flow
- ✓ Investor/Founder Matching
- ✓ Exclusive Networking Events Access
- ✓ Collaboration Opportunities within the Network
- ✓ 1 scholarship in your name to a woman and students through NGOs/institutions

## Female Founders Club

**\$475 + VAT** per year



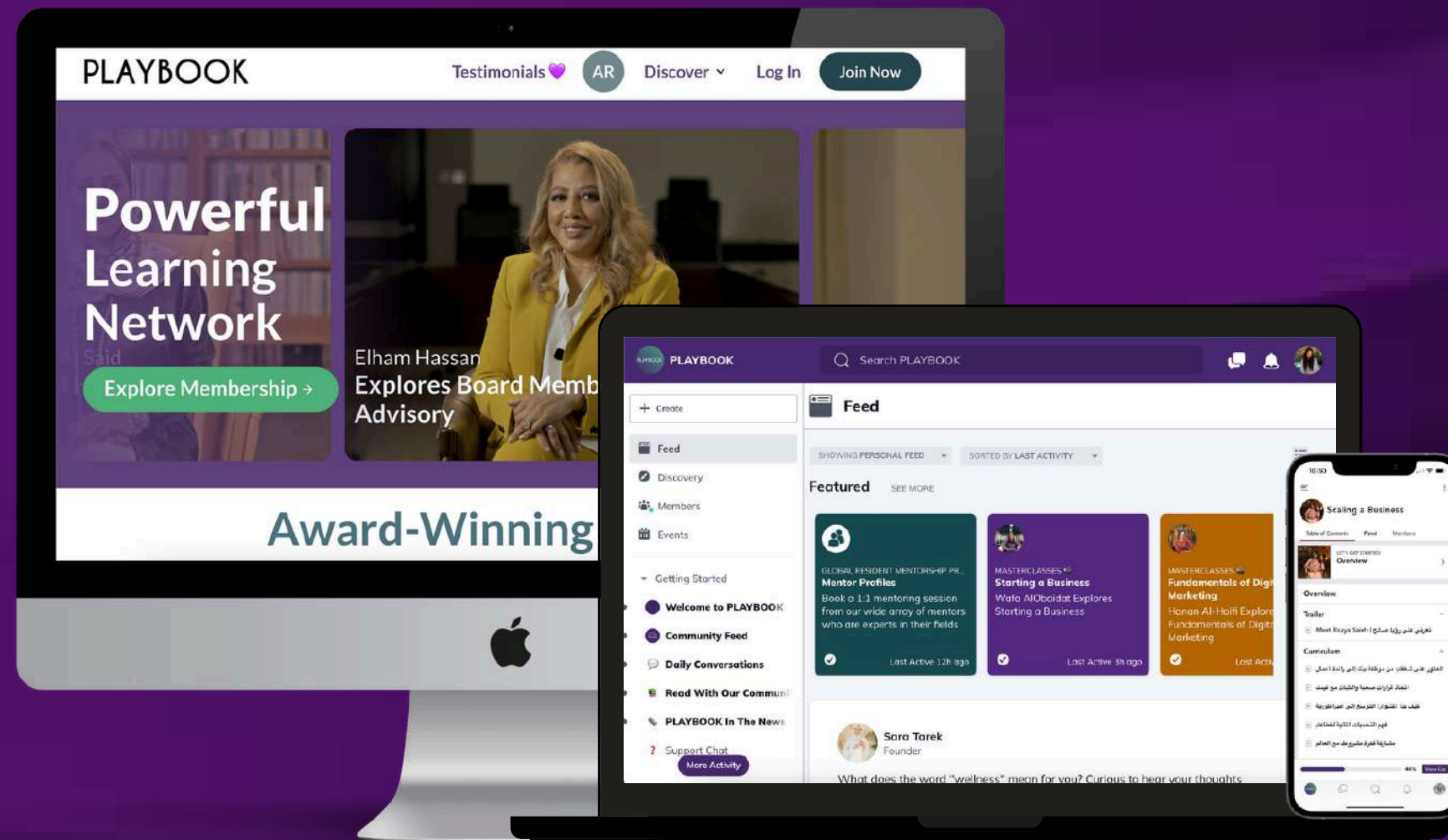
For \$475 + VAT per year, enjoy an annual long access to:

- ✓ Access to Playbook's amazing features, perks, and more!
- ✓ Demo Day Participation
- ✓ Calendar Events
- ✓ Strategic Networking
- ✓ Founder Community Lounge
- ✓ Startup Marketplace Exposure
- ✓ Founder Visibility Boost
- ✓ Access to Investor/Founder Mixers
- ✓ Exclusive Invites to Founder meetups
- ✓ Access to Private Communication Channel with Female Founder Club
- ✓ Investor/Founder Matching
- ✓ Co-Founder Matching
- ✓ Exclusive Networking Events Access
- ✓ Quarterly Workshops
- ✓ 1 scholarship in your name to a woman and students through NGOs/institutions





# Personalised **Career Toolkit** that focuses on **personal** and **professional well-being**



**6,000+ members**

to build meaningful connections with globally

**11,000+ minutes**

of training content to level up in your career through masterclasses

**165+ experts**

to book coaching/mentoring/therapy sessions with

**40+ micro communities**

to share knowledge and interests with

**Unlimited Speaker Sessions**

with industry pioneers, change-makers, experts

**Unlimited Workshops**

delivered by the wider community to power your mindset

**Unlimited Perks**

powered by our partners



# Featuring **Leading Experts** that focus on **300+ Pain Points** that **female executives** are actively **seeking solutions for**



Amal Dokhan  
Explores The Investor Mindset



Emaan Abbass  
Explores Feminine Health and Wellness



Rana Salam  
Explores Graphic Design and Creative Expression



Amal Al-Kooheji  
Explores Climbing The Corporate Ladder



Fatima Al Shirawi  
Explores Colour Consulting and Expression



Roaya Saleh  
Explores Scaling a Business



Ameena Bucheeri  
Explores Early-Stage Fundraising



Hanan Al-Haifi  
Explores Fundamentals of Digital Marketing



Suzy Kanoo  
Explores Leading a Family Business



Deena Al-Ansari  
Explores Stepping into Feminine Power and Scaling



HH Sayyida Basma Al Said  
Explores Mental Health



Wafa AlObaidat  
Explores Starting a Business



Dr. Fatima Al-Balooshi  
Explores Thriving in Government



Mary-Justine Todd  
Explores Feminism and Women's Crisis Advocacy



Yalda Golsharifi  
Explores Social Media Influence and Authenticity



Elham Hassan  
Explores Board Membership and Advisory



Nada Alawi  
Explores Authenticity in Sales



Enas Asiri  
Explores The A-Player Mindset



Deemah Alyahya  
Explores Managing Stakeholder Relations



Nandini Joshi  
Explores Building Financial Independence



Enjoy our Masterclasses  
on the Big Screen



Casting available to  
any Smart TV & Device

## Explore Masterclasses In...

Mindfulness &  
Wellness

Marketing &  
Communication

People & Culture

Finance &  
Investment

Sports & Fitness

Film & Design

Business &  
Leadership

**STEM**

Creativity & Writing

Politics &  
Diplomacy

**English**  
Masterclass  
Content

**Arabic**  
Masterclass  
Content



# Our Growing Content Library



**21** Filmed Masterclasses

**367+** Lessons Produced

**11,000+** Total Learning Minutes

**360+** Completion Certificates

**5791** English Content Minutes Produced

**1044** Arabic Content Minutes Produced

**81.29%** Members that Finish a Masterclass Watch Another

**19%** Completion Rate of Masterclasses



# Gamified Learning Experience

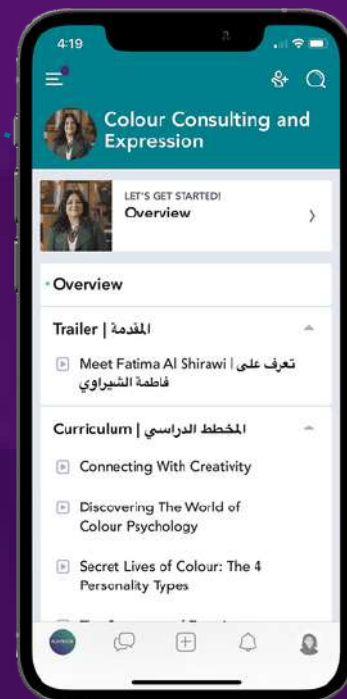
## Create Learner Profile

Setup Personal Learner Profile to Engage with Other Learners



## Progress Tracker

Back-end + Marker on Masterclass Episode List



### MASTERCLASS DETAILS

## About this Masterclass

Instructor Name Amal Al Kooheji

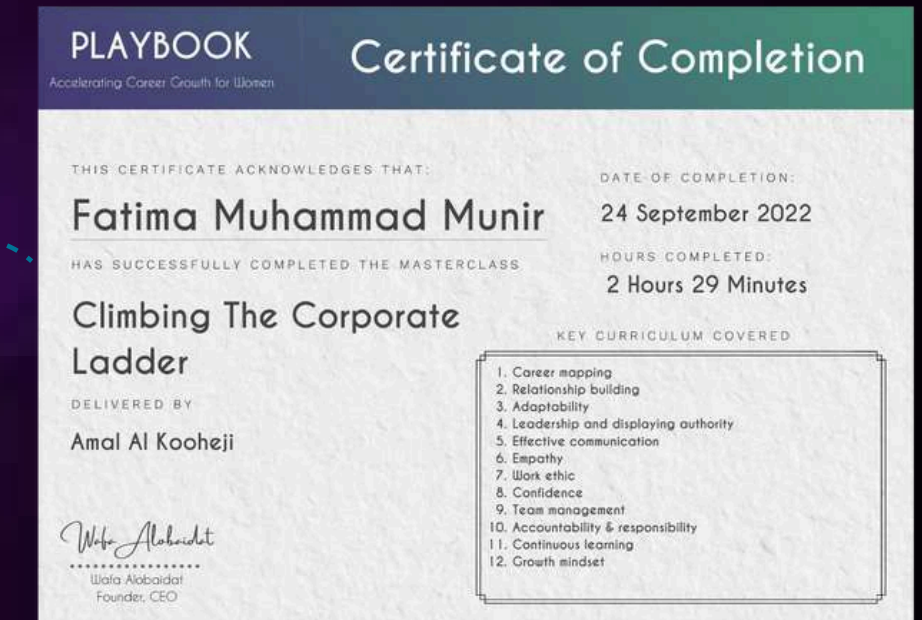
Total Runtime 2 hrs 29 min 51 sec (16 lessons)

## Collect Training Hours

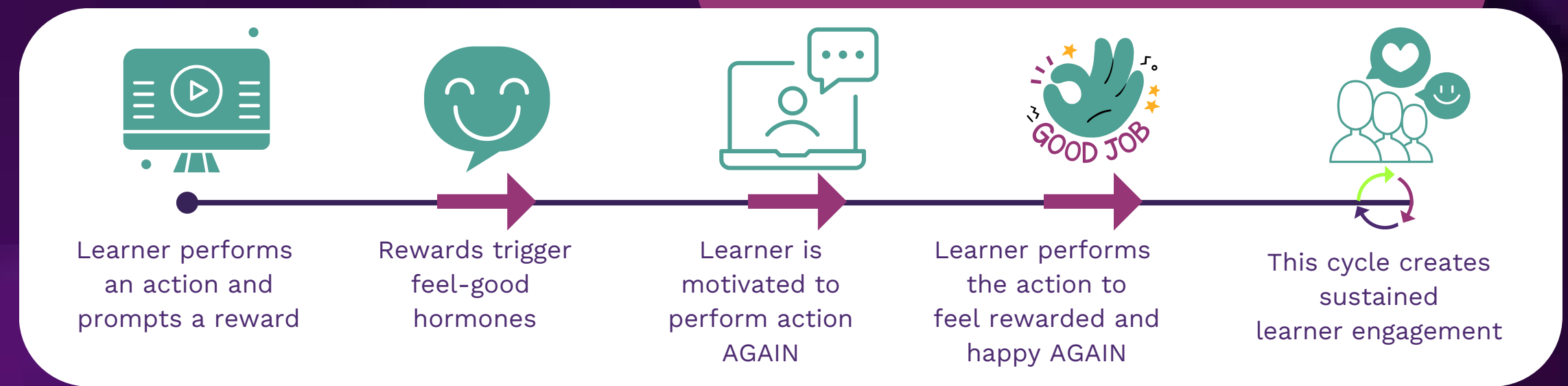
Accumulate Learning Hours

## Earn Certificates

Virtual Acknowledgement of Achievement



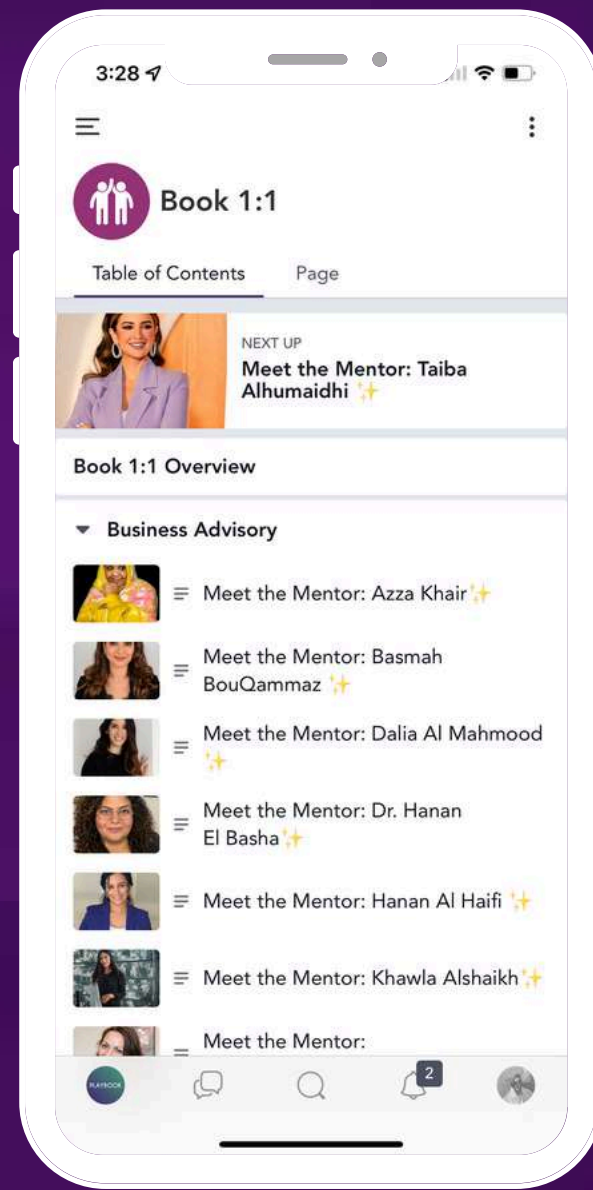
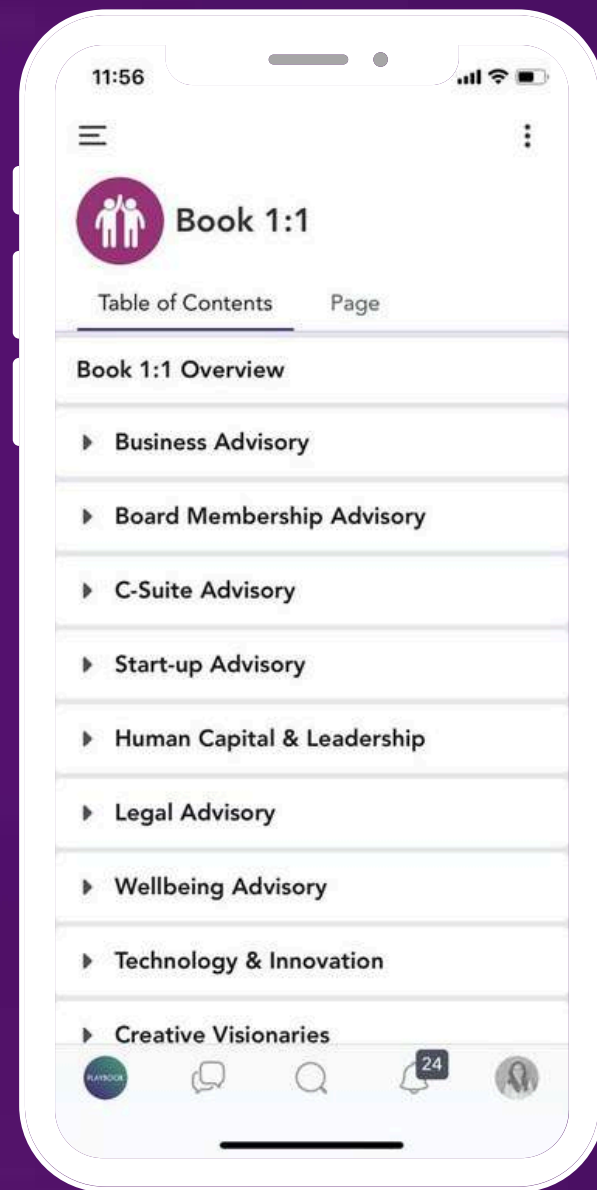
## Increased Learner Engagement



## Pipeline Features:

- Personal Leaderboards
- Creative Badges to Display
- Points to earn Perks

# Book 1:1s with Expert Coaches and Mentors



Choose from powerful women leaders who are industry experts to advise you on different facets of your development

# 165+

## Experts to Choose From



Book 1:1 sessions with mentors/coaches/advisors



Build your personal board of advisors on different aspects of your life



Soundboard and arrive at solutions to complex challenges



# WOMEN SPARK

**THE MOST POWERFUL ANGEL INVESTOR  
NETWORK IN MENA**

**Leading the Change in Angel Investing**



**17 FUNDED STARTUPS ON THEIR JOURNEY TO SUCCESS**

**75% PARTICIPATION RATE IN OUR ANGEL NETWORK**

**1 SUCCESSFUL EXIT**



# PLAYBOOK



Playbook is proud to announce the acquisition of Queen Mode, a vibrant community of 226 distinguished women who are pioneers and leaders in their respective fields. This group, predominantly composed of C-suite executives, founders, and vice-presidents, represents a dynamic network of influential decision-makers.

## Strategic Rationale for Acquisition:

### 1. Targeted Community Engagement:

- The Queen Mode NFT community is not merely a collection of digital assets but a robust ecosystem of leaders who are reshaping industries. Integrating this community into Playbook's ecosystem allows us to engage directly with top-tier professionals who are potential users and advocates for our fintech products.

### 2. Market Penetration:

- By tapping into this community, Playbook gains immediate access to a high-caliber network, enhancing our market penetration strategies. This is particularly impactful as 90% of the members are in leadership roles that influence enterprise-level decisions, providing a direct channel to introduce our fintech solutions.

### 3. Leveraging Synergies:

- The acquisition facilitates a seamless alignment between Queen Mode's empowering platform and Playbook's strategic objectives to diversify and strengthen our user base. This synergy will drive innovation and user engagement across both platforms.

### 4. Enhanced Brand Reputation:

- Associating with a community known for leadership and excellence elevates Playbook's brand in the fintech space, positioning us as a forward-thinking leader committed to empowering women in business.





# How Does It Work?

A seamless digital process to review available mentor profiles and assess which mentor would be best suited to unblock your challenge. This is followed by filling out a mentorship booking form, processing the relevant payment, scheduling the session and submitting a post-session feedback form.

Step 1

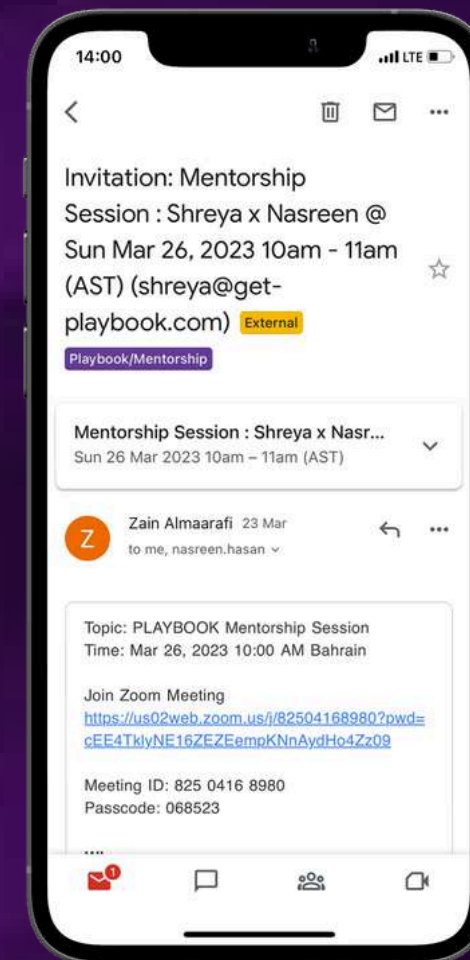
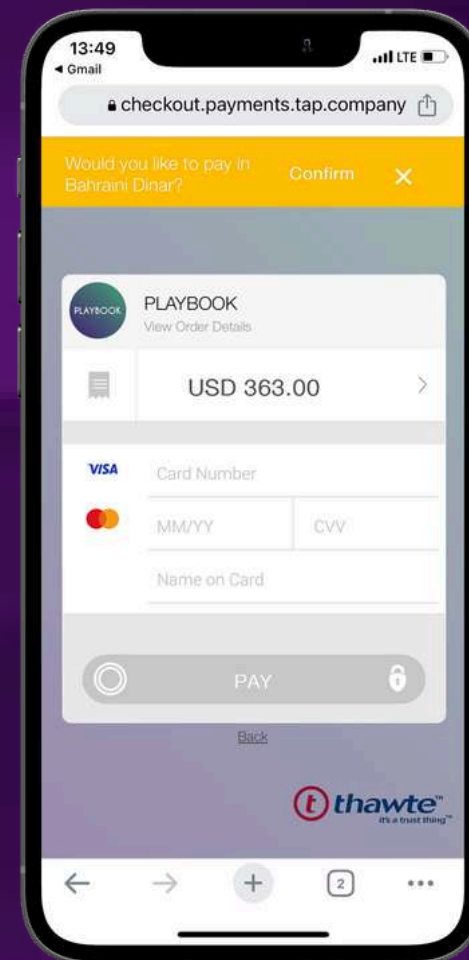
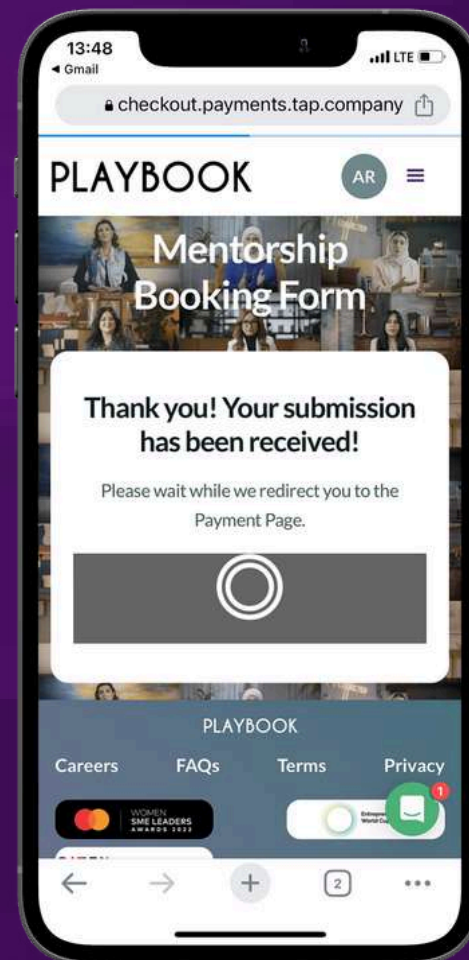
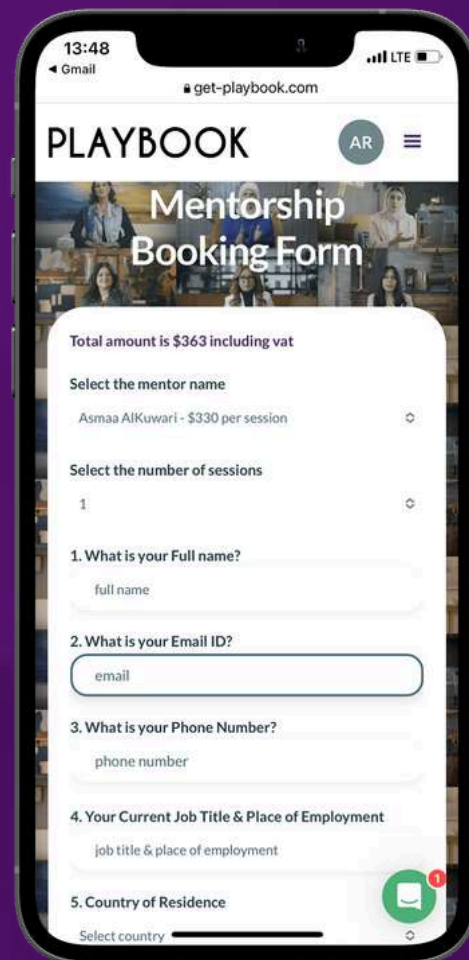
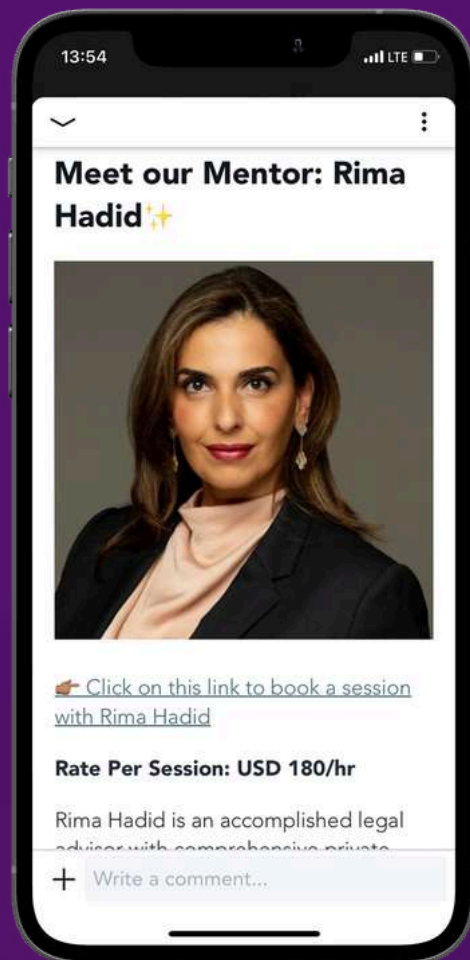
Step 2

Step 3

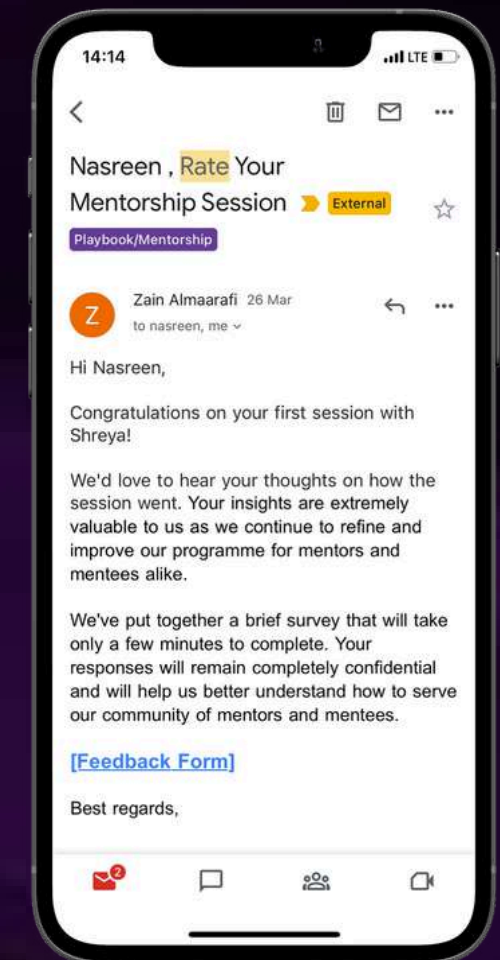
Step 4

Step 5

Step 6



Session  
Conducted  
Virtually



Browse Mentor Profiles  
On The PLAYBOOK App

Fill Out Form On  
The Booking Link

Submit & Proceed  
To Payment

Process The Payment  
Securely Using Card

Schedule The Session  
Based on Availability

Feedback Forms:  
Mentor & Mentee

# Strong Vetting Process of Masters & Mentors

## Master Selection Checklist

- ✓ Industry/subject matter expert
- ✓ Effective communicator
- ✓ Charismatic storyteller
- ✓ Holds influence over an audience
- ✓ Relatable to our Members
- ✓ Relevant to our content focus
- ✓ Confident on camera
- ✓ Appealing public persona
- ✓ Aligns with Playbook's Mission
- ✓ MENA, to be of Arab & North African origin ideally

## With the support of **Global** Advisors

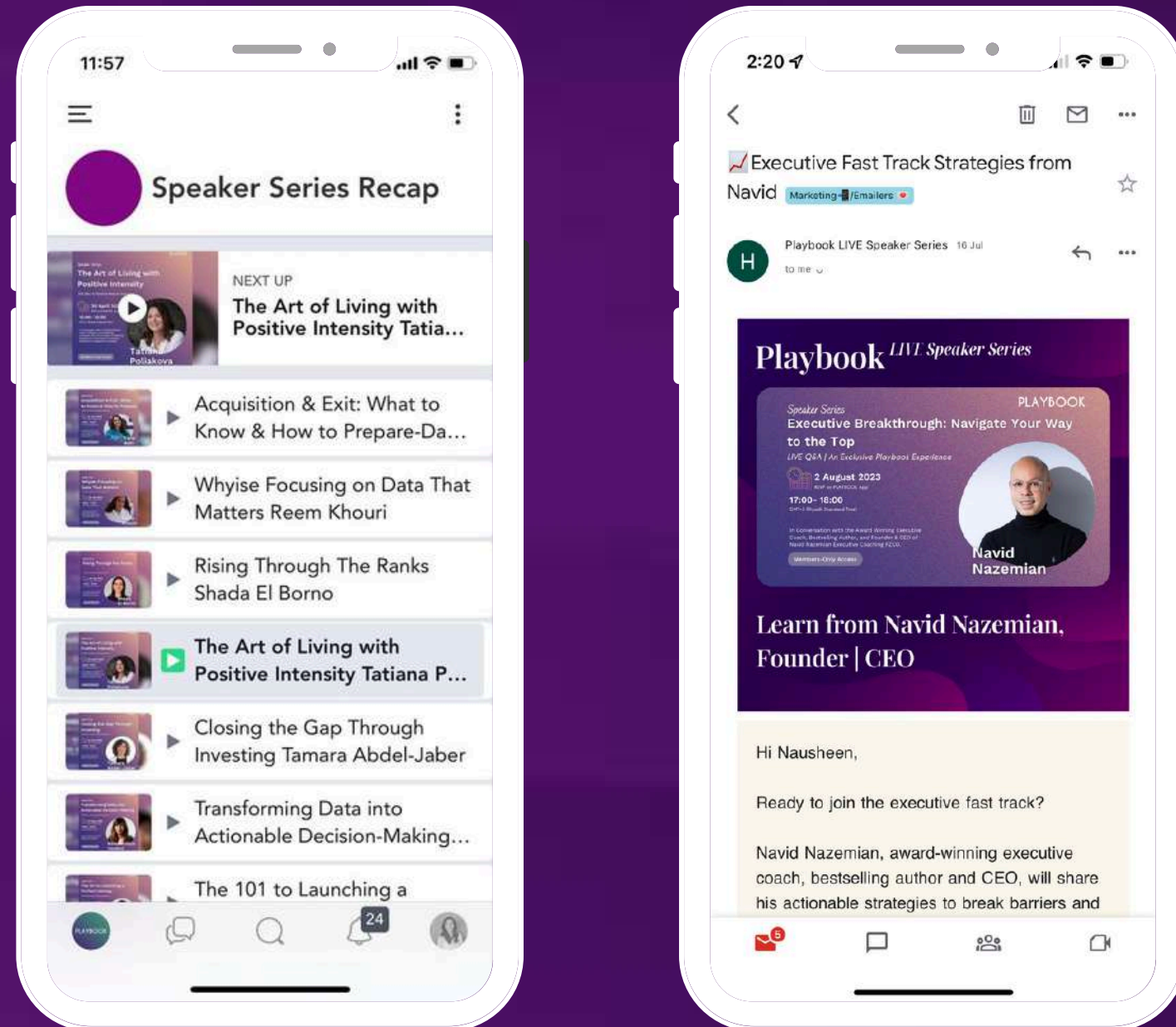


## Mentor Selection Checklist

- ✓ Industry/subject matter expert
- ✓ Must be a Playbook Member
- ✓ Effective & respectful communicator
- ✓ Experienced coach or mentor
- ✓ Non-judgemental & creates safe space
- ✓ Aligns with Playbook's Mission
- ✓ Eagerness to invest in growth of others
- ✓ Alignment & relatability to member goals
- ✓ Positive role-model & accountability partner
- ✓ Possesses skills - leadership, advocacy, listening, teaching, connector, honest communicator, emotional intelligence, enthusiasm to share



# Executive Speaker Series



Listen in to the most influential leaders, change-makers, innovators and academics on their areas of expertise.

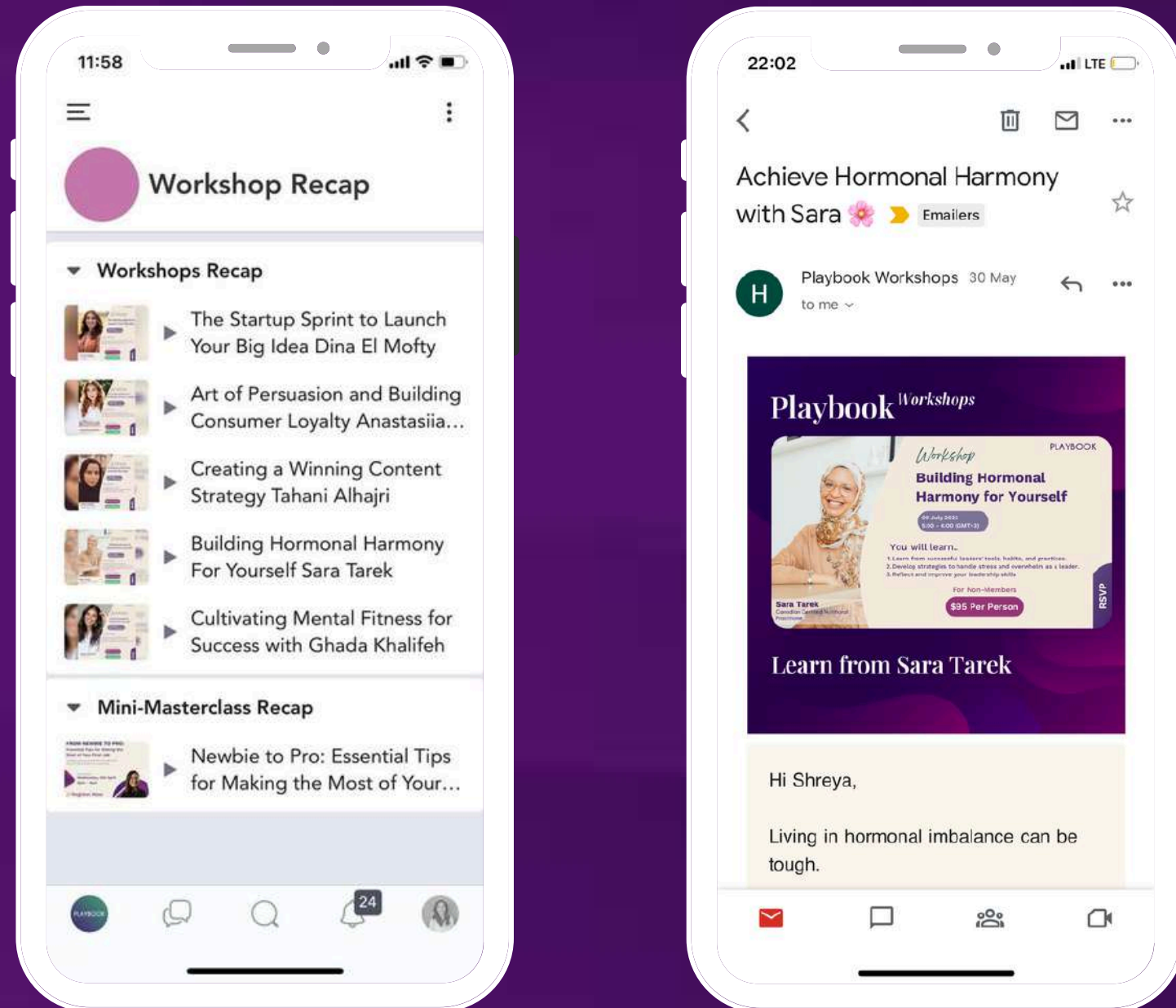
**45mins Interview + 15mins Q&A**

Some of the most influential leaders, change-makers, innovators and academics to join us in conversation about the subjects that matter. Each month, Playbook Members get exclusive access to LIVE moderated sessions where they can engage with industry experts and visionaries on topics such as:

- Transforming Data into Actionable Decision-Making
- The Art of Living with Positive Intensity
- Rising through the Ranks
- Navigating Career Transitions
- The 101 to Launching a Fintech Startup
- Acquisition & Exit: What to Know and How to Prepare

And much more!

# Playbook Workshops



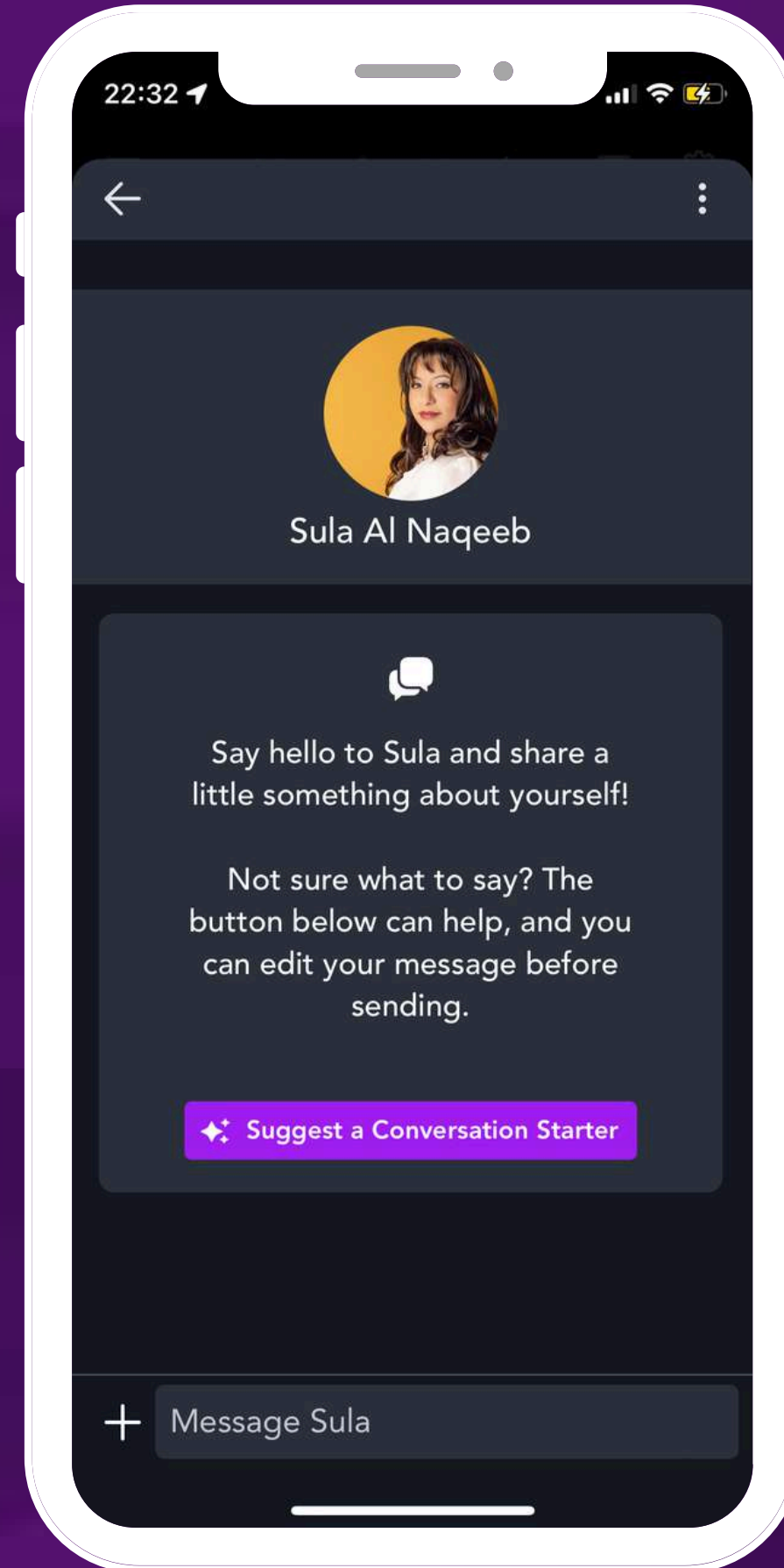
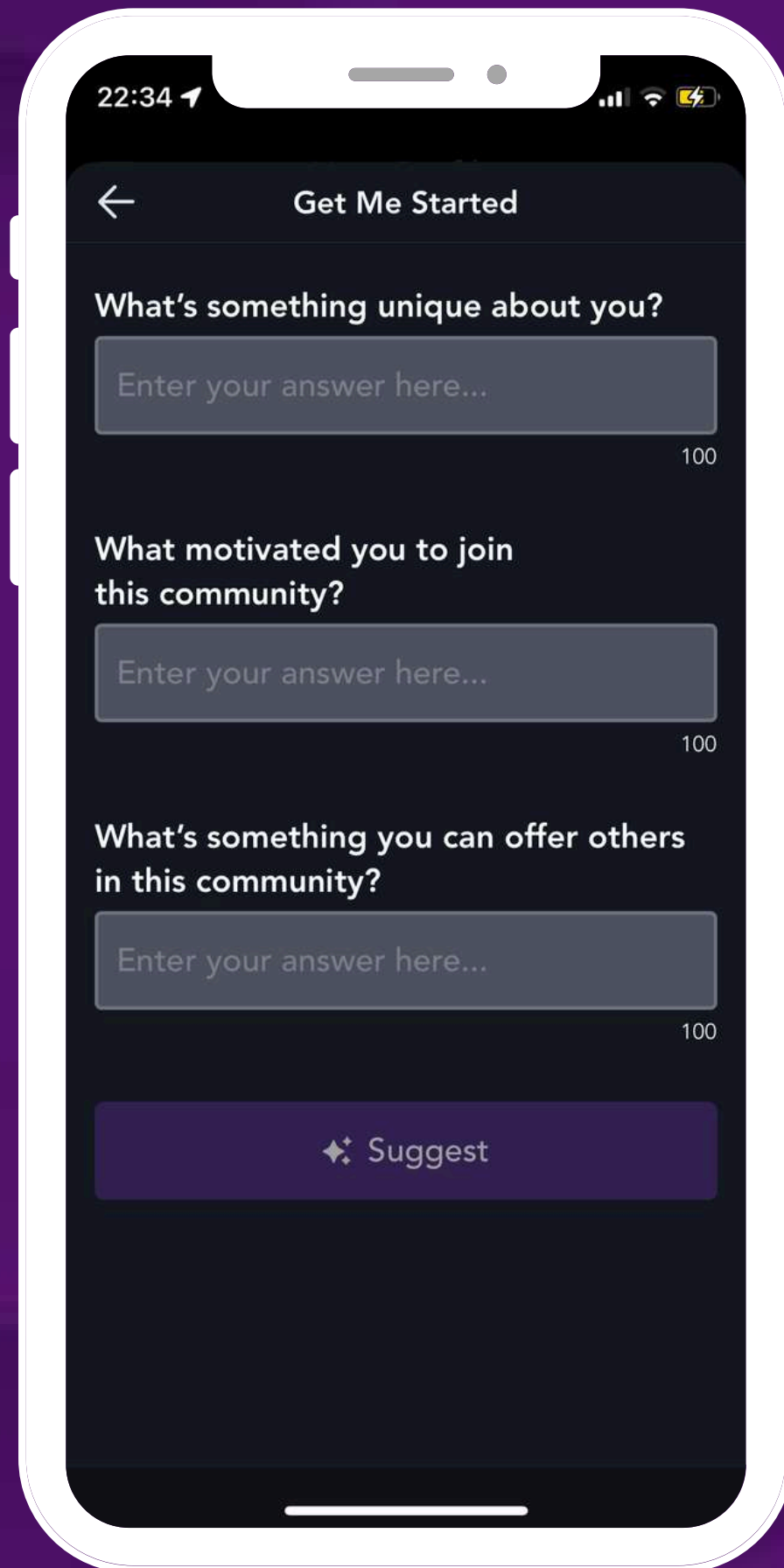
Learn from coaches, mentors, trainers how to enhance specific skills and apply specific tactics.

**1 Hour Workshop, Post-Session Takeaway**

Certified Coaches, Expert Mentors, Industry Experts and Thought Leaders take to the spotlight with our Playbook Workshops. These sessions bring heightened engagement, Q&A and the follow-through to booking 1:1 sessions with the experts to resolve specific challenges. Some of the workshops that members get to tune into are:

- Art of Persuasion and Building Customer Loyalty
- The Startup Sprint to Launch Your Big Idea
- Creating a Winning Content Strategy
- Building Hormonal Harmony
- Mental Fitness to Thrive Through Challenges

And much more!

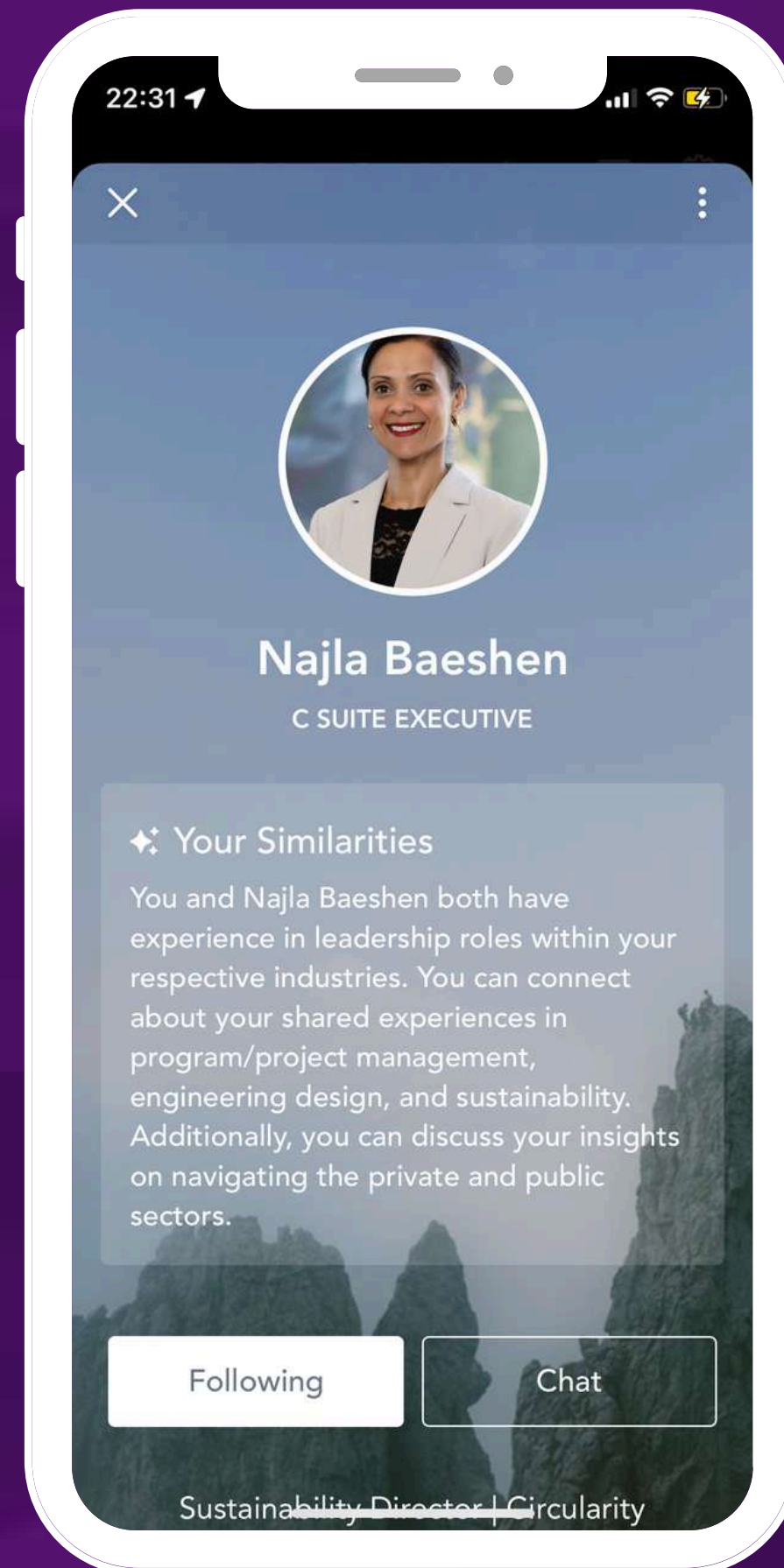
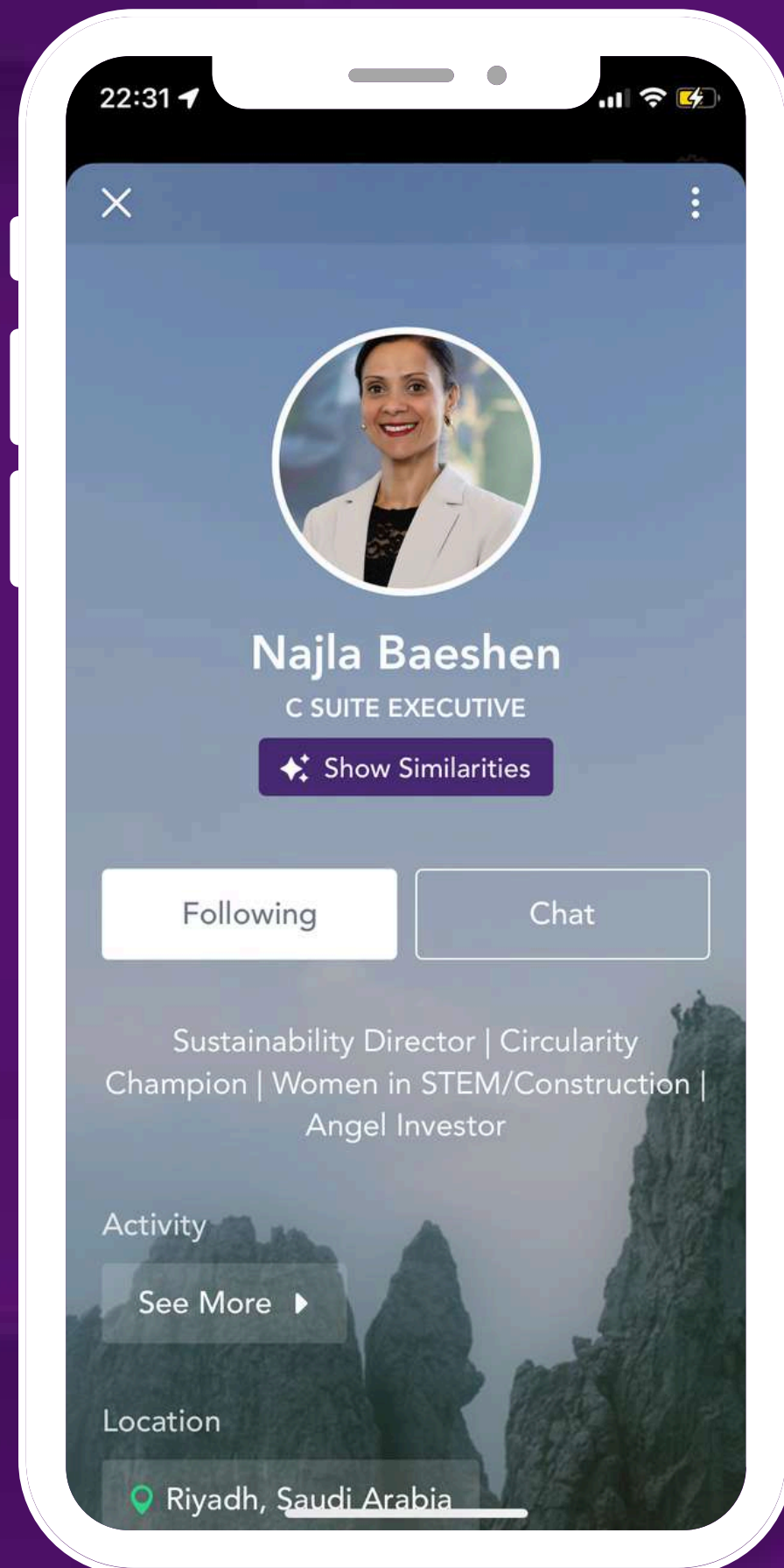


## Level Up with GPT-4

Use our **Profile Assist** to answer 3 simple questions to fill out your entire learner profile because we value your time!

Once your profile is set, slip into the DMs of any of our members to connect with them and expand your network.

Not sure what to say?  
Let's help you with a **Conversation Starter**.



# AI Powered Networking

**Show Similarities** surfaces to a member what they have in common with one another. This brings our community closer without any extra effort.

Networking just got:



- convenient
- clear
- and super easy!

# Our Impact and Growth

 **91.9%** 

 **7.4%**

 **4,896**   
Messages Shared



 **2,541**   
Posts Created



 **183**  
Jobs Posted

 **40**  
Perks Offered

Members have found:

- Full-Time Roles
- Part-Time Roles
- Internships at VCs
- Advisory Roles

 **305**   
Member Cities

 **73**   
Member Countries

 **1,000**   
Companies

**6,000**   
Members

**\$40,000**  
Savings

**Our Community Experience Team has:**

- made warm introductions
  - facilitated sales fo member products
  - connected members to speaking opportunities
  - collected interviews for member's book
  - supported research projects/campaigns
  - connected a member to a crisis hotline
- And much more!

**PLAYBOOK Activation Rate** **58.9%** 

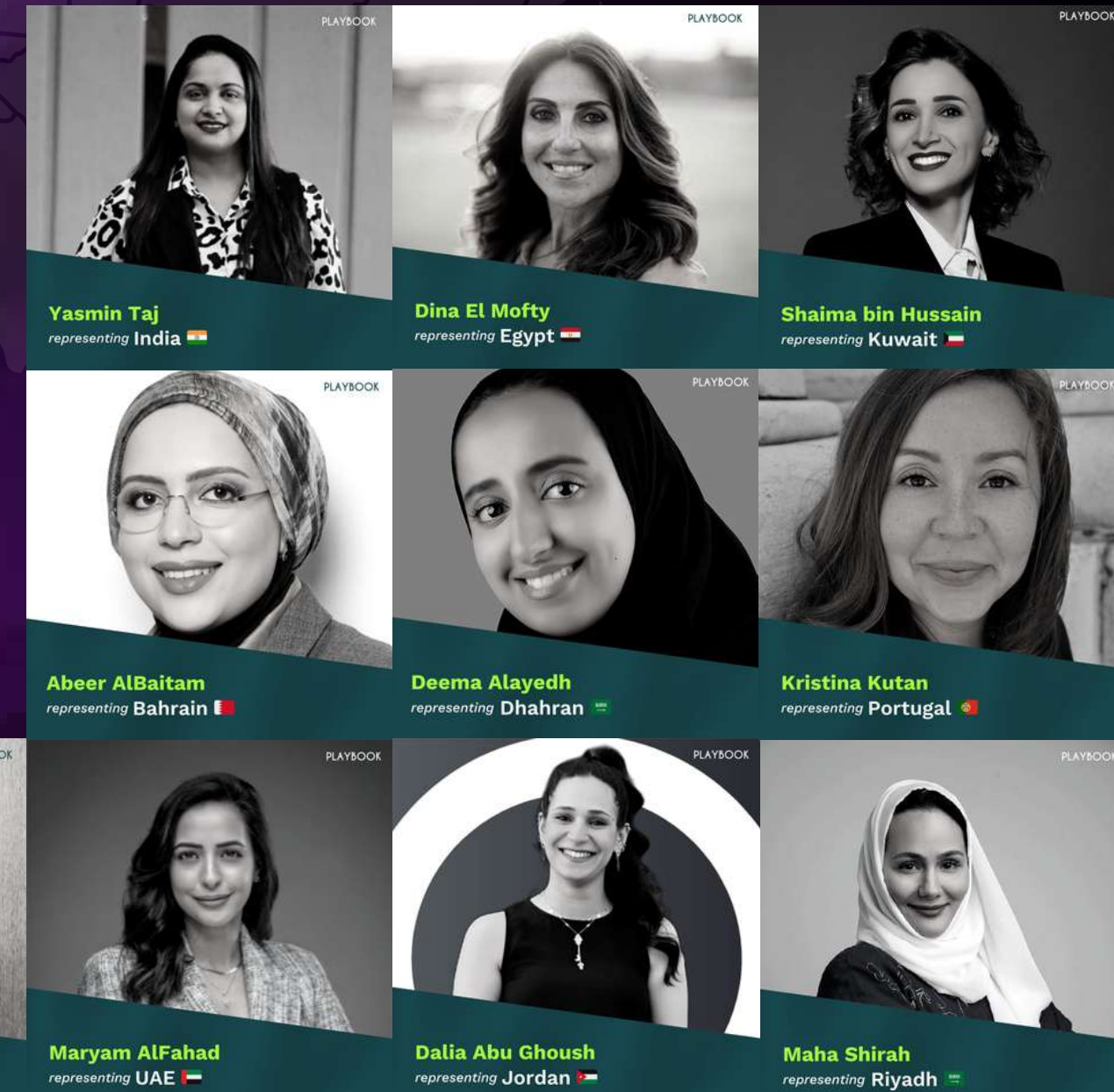
**Global Avg. Activation Rate** **50%**



# Playbook Community Ambassadors



These ambassadors, carefully selected based on their passion, leadership skills, and commitment to drive positive change, will serve as **local champions of Playbook's** values and initiatives while amplifying the core intention of building a community and tribe around the brand and its goals.

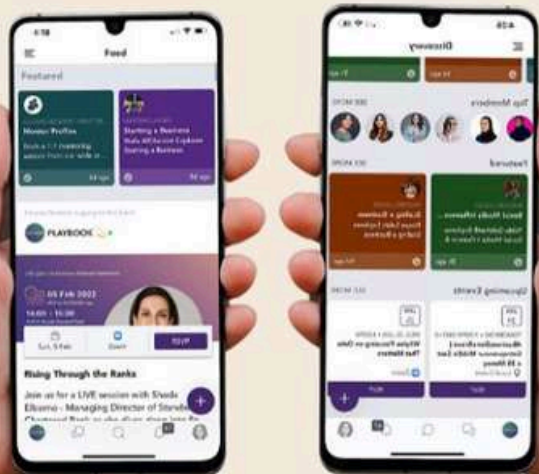






# Playbook Catalyst Programme

## Be The Catalyst



Introducing Our Exciting  
Catalyst Programme

Members are invited to join our exciting referral programme that takes our community global and enables our Community Ambassadors especially to scale Playbook with us.

Through simple agreement process, training toolkit and asset provision, our Catalysts are empowered to bring in referrals and earn a 20% commission on each referral.



# Playbook Luminary Programme

We've developed a program that is curated, collaborative, coaching-driven and exclusive. Peer group experience designed to help you navigate and accelerate your journey as a leader. You are matched with a diverse group of powerful executives who make up your own personal board of advisors.

## A Personal Board of Advisors:

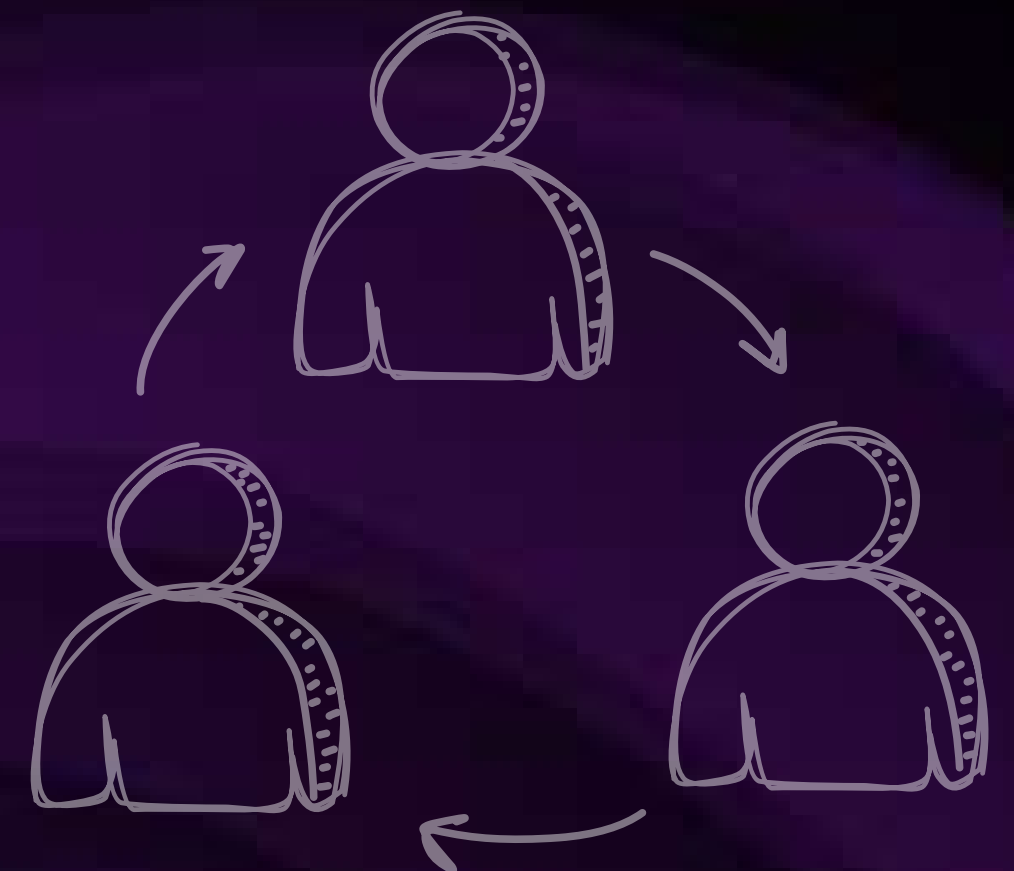
- Your curated group of peers at your seniority level.
- Support and advice from a diverse group of powerful executives.
- Foster trust, vulnerability, and commitment.

## A Confidential and Trusted Space:

- Problem-solve, develop self-awareness, and hone your leadership acumen.
- Normalize shared challenges within a safe environment.

## An Experienced Facilitator:

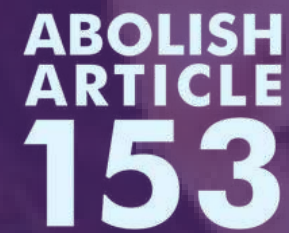
- Your Coach leads powerful conversations.
- Facilitates constructive peer coaching sessions.





# Playbook Academy Scholarships

Distributed in coordination with our NGO and NPO Affiliates, we match every paid membership to a free access scholarship pass that can be granted to a woman or student from an underserved community or underprivileged circumstances through an organisation or educational institution that supports economically challenged groups.



## Commitment to the United Nations Sustainable Development Goals



# Traction

**\$1,029,578 - Cumulative Revenue**



Revenue

**USD \$24,513 on average**



Avg. Revenue per Corporate

**15.5% Conversion**



B2B Conversion Rate

**USD 108 per lead**



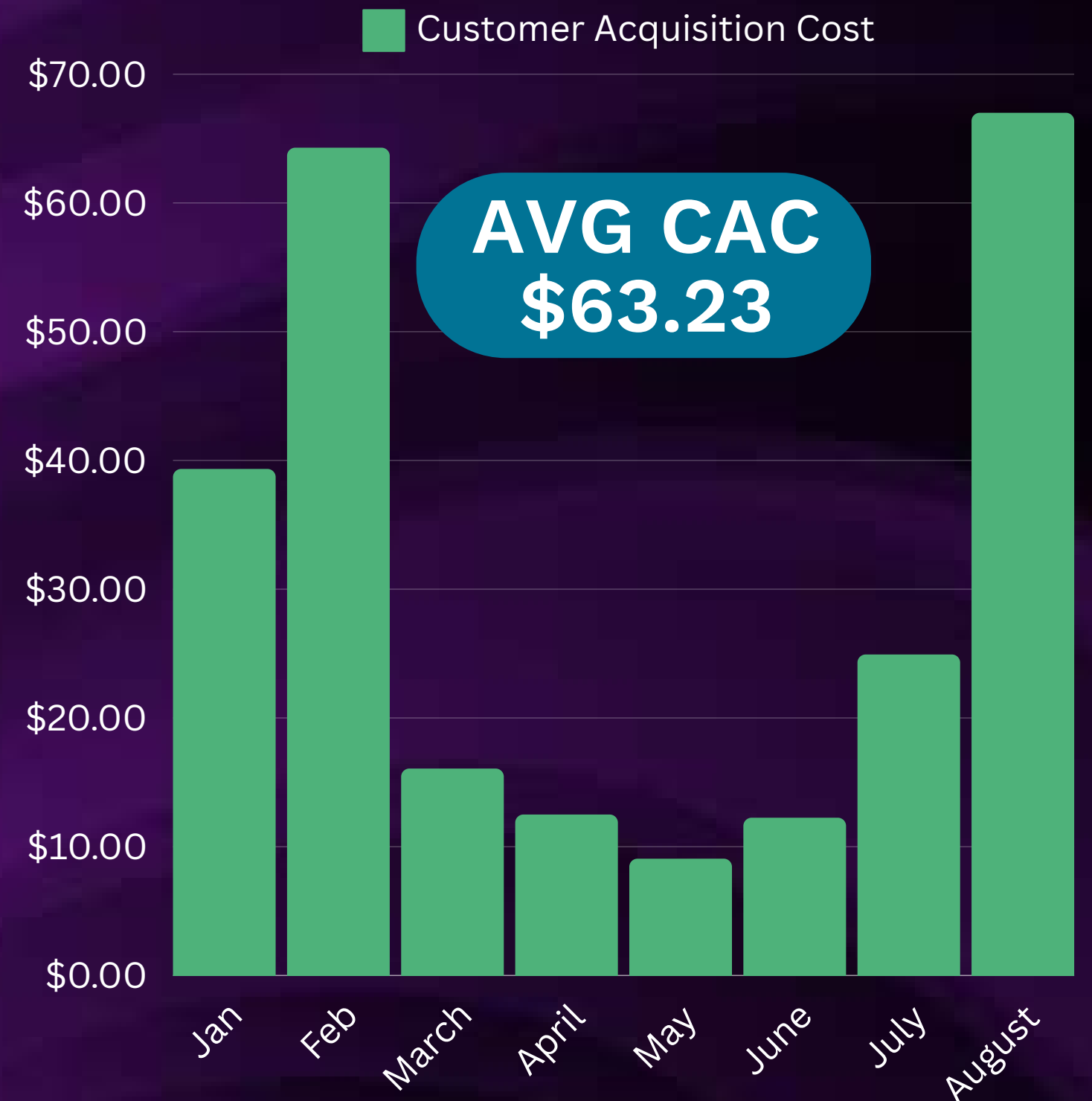
B2C Cost Per Acquisition

**USD 350 per year\***



Lifetime Value

# B2C Sales Conversion Cycle





# Current Sales Pipeline Value and Distribution - B2B

Current Sales Pipeline Value

**\$2,935,335**



**24%**

Kingdom of Bahrain

**37%**

Kingdom of Saudi Arabia

**16%**

State of Kuwait

**18%**

United Arab Emirates

**5%**

Other

USD \$16,997 per deal on average



# Current Sales Pipeline Value and Distribution - B2C

Current Sales Pipeline Value

**\$3,422,800**





# Our Investors

Pre-seed funded by

500

500 Global

سنابل للاستثمار  
SANABIL INVESTMENTS

Sanabil Investments

FAITH  
CAPITAL

Faith Capital



Women Spark

Strategic  
Angel Investors

Angel Investors



**HRH Prince Abdulaziz bin Talal bin Abdulaziz Al-Saud**

Chairman, Arab Gulf Program for Development - AGFUND. Chairman and Founder, Arab Open University.



**Deemah Al-Yahya**

Secretary General, Digital Cooperation Organization, KSA. Founder and CEO, Women Spark.



**Amal Dokhan**

General Partner, 500 Global. Former CEO, Global Entrepreneurship Network Saudi.



**Mohammed Jaffar**

Deputy Chairman & CEO, Faith Capital Holding. Former CEO of Talabat before he sold it for \$170 million.



**Courtney Powell**

COO and Managing Director of 500 Global. Former CEO of Real HQ.



**Muna Al Hashemi**

Former CEO of Batelco Bahrain and Group Deputy CEO. Board member, Fintech Committee (SCW).



# FUNDING

USD 1,500,000

## Funding

38%

20%

32%

10%

## Allocation

RECRUITMENT AND  
TEAM ONBOARDING

FILM PRODUCTION AND  
CONTENT CREATION

PLATFORM DEVELOPMENT

MARKETING INITIATIVES





# From Members to Investors

27

Members  
Invested

## Why a Community Raise?

*What if we told you that...*

- **Only 2%** of global venture capital went to women-led enterprises in 2021 (Source: Bloomberg).
- Women-led start-ups deliver **on average higher revenue**—more than twice as much per dollar invested (Source: BCG).
- In 2021, \$3 billion was raised by startups in MENA—but **less than 1%** of that went to women-led startups (Source: Wamda).
- In MENA, **only 25%** of Private Equity and Venture Capital firms have a gender balanced portfolio (Source: IFC).





# A Vision of a Great Exit

Traditional Educational Institutions

Wealth Management Companies

Aakash

skillsoft

APOLLO EDUCATION GROUP

GEMS EDUCATION

Pearson

جامعة الأميرة نورة بنت عبد الرحمن  
Princess Nourah Bint Abdulrahman University

gfh

Finalsite

ellucian

koofers

CHIEF

MasterClass

SMART SPARROW

mindvalley

LinkedIn Learning

otn

mbc GROUP

NBC

hello sunshine

Competing EdTech Entities

Media or Streaming Networks

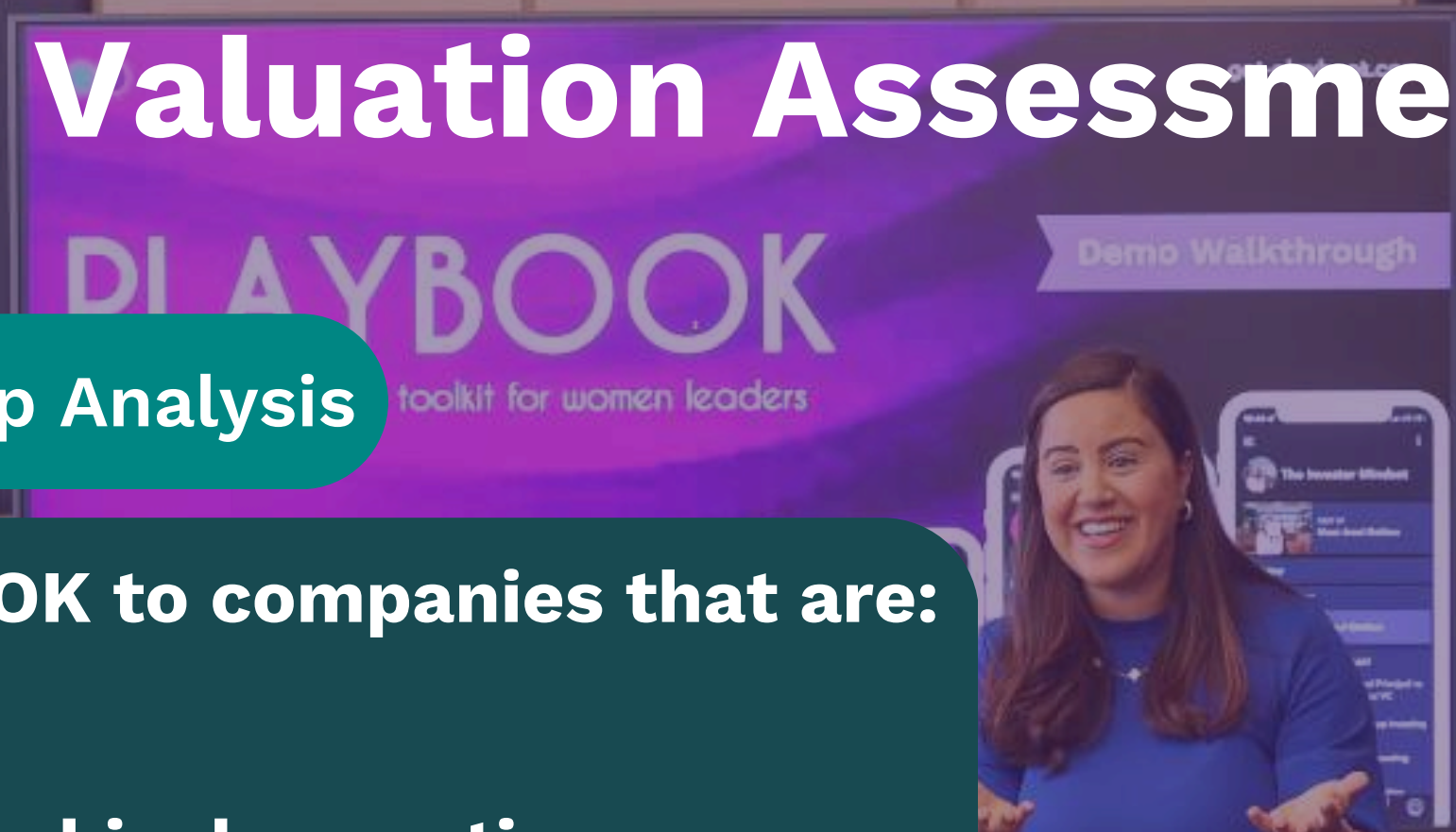


# Enterprise Valuation Assessment Methodology

## Comparable or Comp Analysis

### Comparing PLAYBOOK to companies that are:

- Similar in size
- Similar in geographical operations
- Similar in market focus
- Same sector or industry
- Stage of growth
- Product development maturity
- Customer engagement/interest
- Founding team credentials



# Meet The Founding Team



**WAFALOB AIDAT**  
FOUNDER & CEO



**ISMAHAN AR AL SAAD**  
CO-FOUNDER & COO



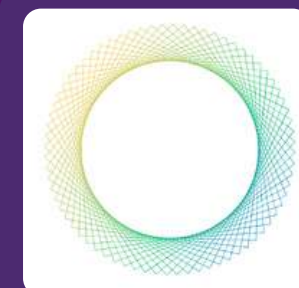
**SHREYA RAMMOOHAN**  
CO-FOUNDER & CMO



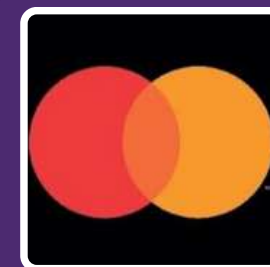
## With an Award Winning Team of 25+ Members



## Awards



Entrepreneurship World Cup  
National Winner 2022



Women SME Leaders  
Awards 2022  
Leader of Tomorrow



Fast Female Founder  
Supernova 2022

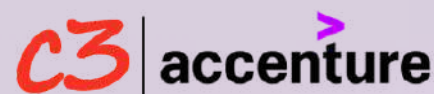


Ibtikar Award  
Al Saad Foundation &  
MEWINN



AVIATRIX Award  
LEAP

## Affiliations





# Hear From Our Cheerleaders 🎉

Our community champions us, as much as we champion them

**Noor Abdulla Al Buhmaid** · 2nd  
Senior Analyst-Tamkeen  
6m · 📍

A great experience to take part in the Entrepreneurship World Cup National Finals! A place that showcases the talent, innovation, and determination of Bahraini entrepreneurs. Congratulations to **PLAYBOOK** on winning the nationals and well done to all the other finalists!

**Nourah Feteih** · 1st  
Successful Published Author/  
Communication /Business Development Ex...  
9h · 📍

It is such an honour to be part of **PLAYBOOK**. A team of inspiration, creativity and productivity by definition! Thank you **PLAYBOOK**!

#inspiration #thankyou #productivity

**Fatima Al Shirawi** · 2nd  
Colour Consultant For Branding & Marketing |  
Leading Colour Psychology Expert | Keynote Spea...  
1d · 📍

Congratulations so proud of all of you. **PLAYBOOK**

**PLAYBOOK**  
2d · Edited · 📍

EXCITING NEWS! We won the Entrepreneurship World Cup National finals in Bahrain. **PLAYBOOK** now qualifies to the next stages that ...see more

**Anissa Bendjeriou-Sedjerari**  
R AND D MANAGER KAUST  
2h · 📍

Million Thanks !! Very proud to be part of this amazing community!! Let's build together a better future for us and our kids. A new Journey begins !!

📍 2 · Reply

**Mona Al-Fajem** · 1st  
Training Specialist  
4d · 📍

When I became a Founding Member I did so to support this powerful learning platform that aims to accelerate career growth for women in the MENA region. Little did I know that I benefited and benefit not less .and already learned a lot in this supportive network of accomplished women and those at the beginning of the career. I am honored to be part of this group

**Muneera Albuainain, PhD Researcher** · 2nd  
Chief, Public Transportation Monitoring & Enforcement at Ministry of Tr...  
1d · Edited · 📍

The masterclass "board membership and advisory" by Elham Hassan via **PLAYBOOK** was a great experience for me. This class was very touching with many valuable advices. Thank you so much **Elham Hassan** for all your wonderful thoughts and advices. #boards #boardmembers #womenonboards #playbook #masterclass #elearning #selfdevelopment #careerdevelopment #careergrowth

**Fatima Muhammad...** · 2nd + Follow  
BSc. Business Administration -  
Management (major), Marketing (...  
16h · 📍

I completed the masterclass by Mary-Justine Todd on Feminism and Women Crisis Advocacy. The masterclass provided an insider's view on the journey of Mary-Justine Todd, the founder and executive director of Shamsaha which is the first and only domestic and sexual violence crisis response program in the Middle East. The masterclass covered topics including advocating for women in daily life, becoming a compassionate support, mastering bystanders intervention, fostering psychological wellbeing, embracing healthy boundaries and so much more. Truly grateful to **PLAYBOOK** for bringing across and offering such amazing and insightful content.

**PLAYBOOK** Certificate of Completion

**Fatima Muhammad Munir**  
13 September 2022  
2 Hours 29 Minutes

Feminism and Women Crisis Advocacy  
delivered by: Mary-Justine Todd

**Yasmin Abdulghafour**  
Dear Playbook Team

I am excited to connect with you all. I am very impressed with the set-up. 😊

📍 5 · 2 · Reply

**Asma Saeed S. Al-Kuwari** · 2nd  
Women Executive Coach | Embodiment Coach |  
Transformational | Digital Humanist | Entrepreneur  
1mo · 📍

With the Little miss trend taking over social media... the ones **PLAYBOOK** have done are all that matter!!

#socialmedia #Trend #women #womeninbusiness #womenentrepreneurs #womenempoweringwomen

**PLAYBOOK**  
1mo · Edited · 📍

أردنا ان نشارك في آخر صيغة تدور على الانترنت LittleMiss# في ما يلي بعض الأمثلة التي اعتقدنا ان ...see more

See translation

**Ola Qambar** 1w  
Career Professional  
📍 2

**Maryam Alhabab** 2d  
Career Professional  
Very impressive  
📍 2

**Jumana Ali** now  
Community Manager

~ Lamiaa

Thank you for setting this up ❤️ it was great to start meeting people from this group since I am located in the UK and unable to attend the in-person events in Bahrain. Looking forward to the future rounds:!)

8:58 PM

**Hala Nsour** · 1st  
Chief of Love at nybl | it's time to fall in love with B2F (Business to ...  
2d · 📍

A huge thank you to **Noor Alnahhas** for providing each of the female members a #lifetime membership to the platform. It is inspiring to be part of a company that values growth, forever.

**Sruthy Sunish** · 2nd + Follow  
Senior Recruitment Manager at Masafi LLC  
2d · 📍

I'm excited to be part of this incredible platform **PLAYBOOK** that provides access to unlimited masterclasses, personalized coaching, and exclusive events. Here's to embracing growth, connecting with inspiring professionals, and shaping a brighter future together! A heartfelt thank you to **Masafi LLC** and **Emma Davies MCIPD** for this amazing opportunity.

#PlaybookJourney #CareerEmpowerment

**Dana Alhanbali** · 1st  
Founder | Creative Consultant | Writer | Speaker | Podcast Host  
2d · 📍

It is an absolute pleasure to be part of a community like **PLAYBOOK** The energy of this community really reminds me of the kind of spirit you find with starting a business from scratch. Although the members are all very accomplished and have reached senior roles within their career, I think it is the urge to celebrate wins that makes them different. Playbook is a place that celebrates your accomplishments and roots for you.

#entrepreneurship #femalefounder #leadership

**Asma Khair** 1d  
Reply to be in Playbook network: communicating , sharing experience and knowledge with all.

**Jumana Ali** 2d  
Community Manager  
We're happy to have you in our community!

**Suman Ali Sayed** 2w  
Director and Culinary Leader

**LITTLE MISS**  
النسخة المهنية  
تستطيعين فعل أي شيء  
You've Got This



# INVEST IN OUR GROWTH STORY



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+973 17536092



Playbook



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2nd Floor | 500 Global | Alia Plaza | Riyadh | Kingdom of Saudi Arabia

Level 12 | Ma'an | Al Khatem Tower | Al Maryah Island | Abu Dhabi | UAE