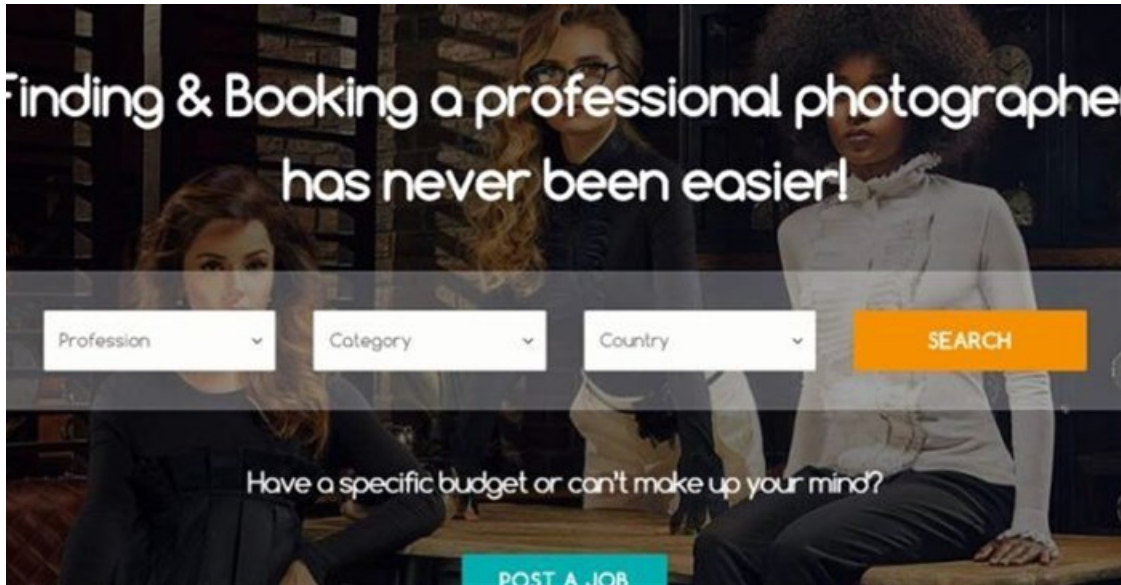


Egypt's Mosawer launches online photography platform

By [Tom Jackson](#)

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Egyptian startup Mosawer has launched what it claims to be the MENA region's first comprehensive platform allowing photographers and videographers to manage their workflow and gain exposure.



Launched in May, [Mosawer](#) aims to close the gap between photography professionals and clients by allowing photographers to showcase their work, add rates and packages, manage their schedules, accept bookings and receive payments.

Clients can easily hire the right photographer by browsing photographers by category, location and availability, as well as their different portfolios, while checking other clients' reviews.

Mosawer co-founder and chief executive officer (CEO), Mohab Elmandouh, says the startup – which is being incubated at the Technology Entrepreneurship and Innovation Centre (TIEC) in Cairo, already has over 1,529 photographers and videographers signed up to the platform, and over 200 clients.

“Our business model is commission-based, charged to the photographer and completely free for clients. We also have a freemium subscription model for photographers. However, we haven’t launched payments yet as we’re currently focused on building traffic and customer acquisition,” he said.

Elmandouh said the platform was the first of its kind, with no direct competitors in the Egyptian market, has been supported by the TIEC in a variety of ways, including funding, but that Mosawer will soon be seeking further investment to expand across the MENA region.

“Our platform is open for photographers and clients from all over the MENA region, having said that we’re currently focusing our marketing efforts on Egypt until we secure an investment that will allow us to further grow regionally,” he said.

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