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**PRESS RELEASE**  
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## **Food sharing application wins Carnegie Mellon Qatar's 2<sup>nd</sup> national annual business competition**

*'Quick Startup' saw 38 budding entrepreneurs conceive, develop and present ideas in 72 hours*

**DOHA, QATAR** – A mobile application called 'Basket,' which is designed to help prevent food waste, recently won the national business competition, 'Quick Startup 2015,' hosted by Carnegie Mellon University in Qatar and sponsored by QNB's SME Department.

Launched in 2014, Quick Startup challenges university students to conceive and develop a business idea within 72 hours for presentation to a judging panel of industry experts. This year's winning idea was designed to help prevent food waste through community outreach and food sharing.

"We came up with the idea for Basket a while ago and have always wanted to take it to the next level," said Sabih Bin Wasi, a computer science student at Carnegie Mellon Qatar. "At Quick Startup we only had three days to come up with our business plan, which gave us the push we needed to jumpstart our project, and take advantage of an opportunity to gain feedback from industry experts."

This year's competition saw 38 budding entrepreneurs participate, a third of whom were returning participants, bringing fresh ideas that address market gaps while maintaining unique selling points in areas such as the construction, nutrition and the health sectors.

"It's an impossible task to start a business in three days, however we provided students with a framework for the important steps needed to get started, focusing on business plan development, customer discovery and investor pitching," said Dave Mawhinney, co-director of the Carnegie Mellon University Center for Innovation & Entrepreneurship and executive director of the Donald H. Jones Center for Entrepreneurship.

'Safe.T,' a program that encourages employers to make use of workers' commuting times to provide safety training, came in second place, while 'PetApp,' a mobile application that provides comprehensive information about services for pet owners, came in third.

"Through Quick Startup, we try to help students get a sense of the process, opportunities and challenges involved in starting a business," said Thomas Emerson, distinguished career professor of entrepreneurship at Carnegie Mellon Qatar. "The competition also allows them to gain a sense of how in the real world successful entrepreneurship is a result of idea sharing by dedicated individuals. This is also a timely topic, and with Qatar now seeking economic diversification, entrepreneurship will play a major role in that diversification."

Emerson co-organized the event with George White, distinguished career professor of entrepreneurship at Carnegie Mellon Qatar.

Participants in 'Quick Startup 2015' comprised teams from Carnegie Mellon Qatar, College of the North Atlantic-Qatar (CNQ-A), Virginia Commonwealth University in Qatar, Qatar University, Stenden University Qatar, Weill Cornell Medical College in Qatar, ALSTOM and the pre-university Academic Bridge Program.

The judging panel comprised Peter Moore, College of the North Atlantic-Qatar; Rawan Al Fares, Qatar Business Incubation Center; Yasmeen Hasan, Bedaya Center; Michael Portz, The Shisha Company Ltd; Khalifa Al-Misnad, Al Misnad & Rifaat; Juha Peralampi, Qatar University; and John O'Brien, Carnegie Mellon Qatar.

# Carnegie Mellon University Qatar

QNB awarded the winning team 4 Apple MacBook laptops in recognition of their hard work and their achievements, wishing them success in their future endeavours. Commenting on the event, Hamad Al-Jamali, QNB's Acting Head of SME's said: "QNB is pleased to continue its support of this great event which yields great benefit to our beloved State of Qatar. As the largest bank in Qatar, and being a truly national bank, we take great interest in supporting the budding talents and intellects our country has to offer.

Congratulations to the winning team. We wish them success in their future endeavours, and hope that they and many others will contribute to Qatar's growth and prosperity and to helping this country achieve its Qatar 2030 national vision."

For more information about the business administration program at Carnegie Mellon Qatar, please visit: [www.qatar.cmu.edu/ba](http://www.qatar.cmu.edu/ba)

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## **About Carnegie Mellon University in Qatar**

As a global leader in education, Carnegie Mellon University is known for its creativity, collaboration across disciplines, and top programs in business, technology and the arts. The university has been home to some of the world's most important thinkers, among them 19 Nobel Laureates and 12 Turing Award winners.

In 2004, Qatar Foundation invited Carnegie Mellon to join Education City, a groundbreaking center for scholarship and research. The campus continues to grow, now providing a prestigious education to more than 400 students from 40 countries. The university offers five undergraduate degree programs in Biological Sciences, Business Administration, Computational Biology, Computer Science and Information Systems.

Students in Qatar join more than 13,000 Carnegie Mellon students across the globe, who will become the next generation of leaders tackling tomorrow's challenges. The university's 98,000 alumni are recruited by some of the world's most innovative organizations.

To learn more, visit [www.qatar.cmu.edu](http://www.qatar.cmu.edu).

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## **About QNB's SME Department**

QNB's SME Department is a department of the global QNB Group which specializes in supporting small to medium enterprises in Qatar as drivers of the economy and prime contributors to the Qatar 2030 vision. QNB's SME Department is pleased to receive all inquiries from entrepreneurs and to help them set up their businesses or provide them with the needed support, funding, and guidance to help them succeed.

To cater for all SME enquiries and requirements, QNB has dedicated business and corporate branches located in Ein Khaled, Wakra, Al Khor, Industrial City, Mesaieed Industrial City, and QNB Head Office.

For further information on QNB's comprehensive package of products for SME's, please visit one of our corporate branches or contact the QNB Call Centre on 44407777.