



FOR IMMEDIATE RELEASE

Ibtikar Fund, Vision VC Announce Pre-Seed Investment in Vidmass

Ibtikar Fund and Vision VC are pleased to announce their latest investment in Vidmass, an easy-to-use marketing video creation tool

RAMALLAH, PALESTINE (18/09/2018) – On September 18, 2018, Ibtikar Fund and Vision VC announced their joint pre-seed investment in Vidmass, an easy-to-use marketing video creation tool for individuals and organizations.

Vidmass was created to empower small and medium enterprises throughout the MENA region to utilize the power of video in their marketing and sales efforts. Prior to Vidmass, the options were either expensive agencies or platforms that do not support the creation of videos in Arabic.

“Anyone can log on to Vidmass, choose a template from our library, personalize it with their logo, brand’s colors, images, and messages, and upload it throughout their social media platforms *within minutes*,” said Abdulhameid Alfayoumi, Co-Founder and CEO of Vidmass.

As an increasing number of businesses go online, e-commerce gains a stronger foothold, and video becomes the go-to medium for sales and marketing efforts, it is important for SMEs in the Arab world to have the ability to quickly, easily, and affordably create videos to promote their products and services.

As Habib Hazzan, Managing General Partner of Ibtikar Fund, explained: “although do-it-yourself video creation platforms exist, trying to create on them Arabic-language videos is nearly impossible—text is garbled, font options are minimal, and the user has to be able to navigate the platform in a different language. Vidmass empowers anyone in the region to create videos using an intuitive, easy-to-use platform, with affordable pricing—helping differentiate them from their competition, better promote their products and services, and, ultimately increase sales.”

Kais Al Essa, Founding Partner and CEO of Vision VC, commented: “most startups, small and medium companies as well as individuals who own ecommerce shops in the region are having nightmares trying to find professional agencies or freelancers who can create eye-catching videos, so they can use them for the different campaigns or for special occasions. They end up spending time and money and never getting a suitable video on



time. Vidmass, today, makes it easy for anyone to create the video they want for the occasion or campaign they need in minutes. Vidmass even offers videos for the Saudi national day!”.

Ibtikar and Vision’s joint investment in Vidmass has helped develop the minimum viable product, which is now live at www.vidmass.com.

End of Press Release

About Ibtikar Fund

Ibtikar Fund is a disruptive fund that invests in innovative Palestinian companies at their earliest stages. Ibtikar’s investments begin at the seed level through local accelerators, continue in post-acceleration phases and can also include series A investments in its portfolio companies. Through this investment strategy, we bridge a critical funding gap between acceleration and VC and other later-stage investors. For more information, please visit www.ibtikarfund.com.

About Vision VC

Vision VC is an early stage VC that invests in innovative and ground-breaking startups in the MENA region and around the world. It focuses on Seed and Series A stages. Vision brings to startups the experience of its founders being the pioneers of Internet in Saudi Arabia along with its strong advisory board of the leaders in different verticals. Vision has been one of the most active funds in the region in the past couple of years. For more information, please visit www.visionvc.co.

About Vidmass

Vidmass is an easy-to-use and affordable video creation platform targeting individuals and organizations in the MENA region. It was founded in Gaza by Abdulhameid Alfayoumi and Mohammed Abualqomboz. Learn more at www.vidmass.com.



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