

# F-founder

EVENT PROPOSAL · AMMAN, JORDAN · AFTER EID AL-FITR 2027

# The F-founder Event

35 Jordanian companies. 35 founders on stage.  
Two days. Five hours per day, including a break.

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Project Lead, F-founder



INSIDE THIS PROPOSAL

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## SUMMARY

### One stage for 35 Jordanian companies

The F-ounder Event brings together 35 leading Jordanian companies over two days in Amman, after Eid al-Fitr 2027. Each company takes part as a sponsor, and its founder takes the stage to tell its success story to business leaders, investors, students and media.

Participation goes beyond the talk: every company attends with its team, its booth and its marketing materials, making the event a direct opportunity to showcase, close deals and meet the media.

Organised by F-ounder. Proposed venue: The Ritz-Carlton, Amman; not confirmed. Confirmation expected soon.

- 35 sponsor companies, each with a founder on stage
- A booth and marketing materials for every company
- Media meetings, interviews and structured networking
- Tickets for attendees outside the participating companies



## ROOTS

# From events to a bigger stage

F-founder did not start from zero. It builds on four previous events that brought companies together and documented their stories, including the published editions shown on the next pages:

- 2023, Amman: 33 companies, Jabri Halls Jordan
- 2025, Lebanon: 20 companies
- 2025, Amman: 15 companies, at Talal Abu-Ghazaleh Global
- 2026, Amman: 10 companies, launch at Jordan Ahli Bank
- 78 participations from 68 different companies across four events. F-founder is the next, bigger step: a live stage where founders speak for themselves.



# F-founder

A JORDANIAN NATIONAL PROJECT

## The F-founder: Jordan's message to the world

It began with an idea: include Jordanian company case studies in a university textbook and bring local experience into the global business conversation. That idea has now grown into a major public event: The F-founder.

The project draws inspiration from His Majesty King Abdullah II's message of support for the Jordanian market and its potential. Its ambition: the message of every Jordanian founder, shared with the world.

Previous publishing projects and events paved the way. This is a distinct project: 35 founders will stand before the public and speak about their own businesses, in their own words.

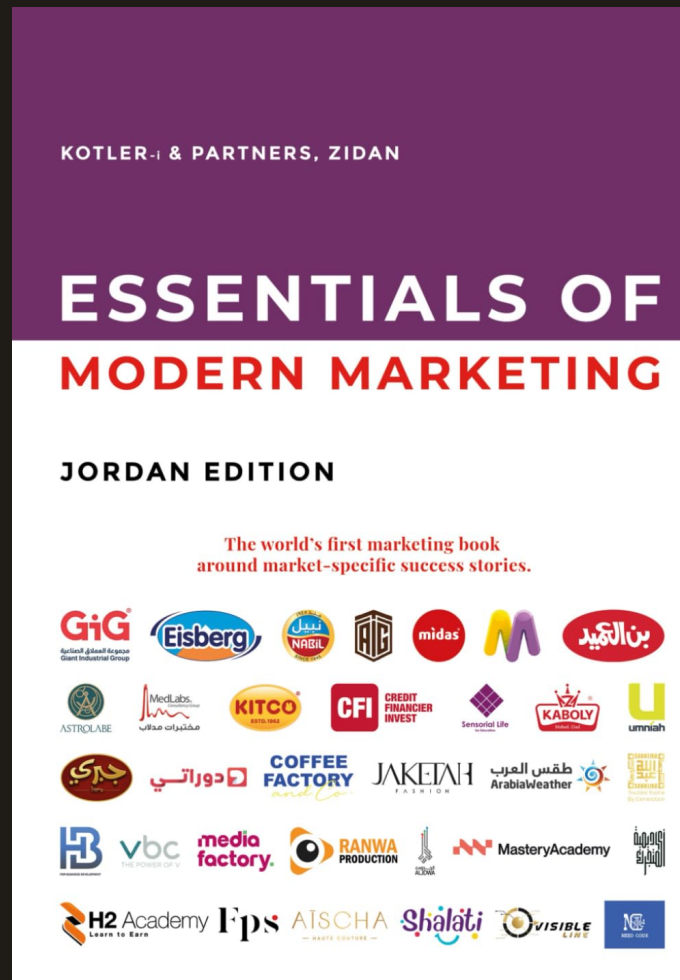
A distinguished Jordanian figure will launch the project; the name will be announced. No royal attendance, patronage or endorsement is announced.



His Majesty King Abdullah II of Jordan

## PUBLISHED EDITIONS

# Jordan on global shelves



Essentials of Modern Marketing  
Jordan Edition



Social Media Marketing  
First Jordan Edition

Each edition features Jordanian companies as official case studies, side by side with global brands.

Companies featured in these editions are the first to be invited to The F-ounder Event, with priority booking for their seats.

LATEST EDITION

# B2B Brand Management



PROVEN TRACK RECORD

# The book launch in Amman



Founders, authors and partners gathered on stage to launch the Jordan edition — the model the F-ounder Event now takes to a bigger stage.

PURPOSE

# Vision & mission

## Vision

To carry Jordan's message to the world through its founders, making their stories part of the global business record.

## Mission

To gather 35 Jordanian companies on one stage, let their founders address the market directly, and document every story.

## Values

Authenticity, recognition, collaboration and lasting documentation.

WHAT IT IS

# A founders' talk, live in front of the market

Founders tell their journey on stage: how they started, the decisions that shaped them, and the lessons worth passing on.

Over two days: seven-minute talks, a case-study panel and networking. Five hours per day, including a break.



KEY FIGURES

# The event in numbers

35

Sponsor companies & founder speakers

2 days

5 hours per day, including a break

1

Host company

4

Previous events behind the project

35 sponsor companies of every size and sector, their teams, and ticketed attendees. After Eid al-Fitr 2027.

WHO TAKES PART

# Who takes part

## Sponsor companies (35)

Jordanian companies of every size and sector. The founder speaks on stage and the team attends.

## Company teams

Each company's staff attend as part of its participation.

## Ticketed attendees

Business leaders, investors, entrepreneurs, students, partners and media.

**FORMAT**

# A programme designed around founders

## **Opening**

Welcome by the host company and the F-founder team.

## **Founder Talks**

35 founders, one per sponsor company. Seven-minute stories: journey, stumble, breakthrough.

## **Case Study Panels**

Companies from previous events discuss the impact of documentation and visibility.

## **Founders' Wall**

Every participating company showcased with its logo.

## **Networking**

Structured meetings between founders, investors and media.

## **Recognition**

Certificates and published content for all participants.

**SPONSOR COMPANY PACKAGE**

# What's included, and what we expect

**WHAT YOU GET**

- Founder talk: on-stage slot to tell the company's success story
- Booth: a company stand in the exhibition area
- Visibility: logo on the Founders' Wall, screens and materials
- Published profile: company and founder story on f-ounder.com
- Meetings: structured meetings with founders, investors and media
- Interviews: a media interview during the event
- Content: photos and video for the company's own channels
- Access: entry for the company team
- Certificate of participation

**WHAT WE EXPECT FROM YOU**

- The founder, or a representative, on stage at the scheduled time
- The company team present across the event days
- Booth and marketing materials ready: roll-up, print, ads, presentations
- Logo, bio and photos delivered before the deadline set at reservation

## BE IN THE ROOM

# Attendance & tickets

Attendance from outside the sponsor companies is by ticket.

- Sponsor company teams attend as part of their company's participation, with no separate ticket
- Tickets for business leaders, investors, entrepreneurs, students and others
- A ticket gives access to the talks, the exhibition area and networking with founders
- Registration via link or WhatsApp, shared when registration opens
- Ticket prices and categories announced when registration opens



AT A GLANCE

# The essentials

## When

After Eid al-Fitr 2027

## Where

Proposed: The Ritz-Carlton, Amman. Not confirmed; confirmation expected soon.

## Format

Two days, five hours each including a break.  
18 founder talks on Day 1; 17 on Day 2.

## Companies

35 sponsor companies

## Attendees

Business leaders, investors,  
entrepreneurs, students and media

## Organised by

F-founder

# Two-day schedule

Proposed running order · elapsed time from each day’s start, not clock times. Five hours per day, including a 30-minute break.

## Day 1 · Launch & 18 founder stories

- 00:00 Registration, exhibition & Founders’ Wall · 30 min
- 00:30 Launch by a distinguished Jordanian figure (name to be announced) & opening remarks · 30 min
- 01:00 9 founder talks + transitions · 75 min
- 02:15 Break, exhibition & media conversations · 30 min
- 02:45 9 founder talks + transitions · 75 min
- 04:00 Meetings, networking & interviews · 60 min
- 05:00 Day 1 closes

## Day 2 · 17 founder stories & recognition

- 00:00 Arrival, exhibition & networking · 30 min
- 00:30 9 founder talks + transitions · 75 min
- 01:45 Break, exhibition & media conversations · 30 min
- 02:15 8 founder talks + transitions · 65 min
- 03:20 Case Study Panel · 30 min
- 03:50 Networking, interviews & meetings · 45 min
- 04:35 Recognition, closing & group photo · 25 min
- 05:00 Day 2 closes

Seven-minute stories from all 35 founders. Final start times and programme will be confirmed.

FEATURES

# What each company gets

Being among the participants is a public statement of your leadership.

## Visibility

Logo on the Founders' Wall, screens and materials.

## The stage

The company's founder speaks in front of the audience.

## The booth

A stand for direct contact with potential customers.

## Partnerships

Structured meetings with founders and investors in one place.

## Media

Interviews, coverage and publication of the company's story.

## Content

Photos and video for the company's own channels, plus a certificate of participation.

# A stronger brand, a story that keeps working

## Brand development

A clear founder narrative strengthens brand identity and gives sales, recruitment and communication a consistent story.

## Photography & filmed stories

Professional photographs and filmed founder talks create material for company profiles, presentations and future campaigns.

## Social-media publication

Published profiles, event coverage and shareable clips extend visibility through F-founder and company channels.

## Trust through a human voice

Hearing directly from the founder can strengthen credibility with customers, partners and future employees.

## Business connections

The booth and structured meetings create opportunities with customers, suppliers, investors and collaborators. Outcomes are not guaranteed.

## Market insight & lasting visibility

Audience conversations offer feedback. The published founder profile remains a reference for regional and international audiences.

HOSTING

# Hosted by a leading Jordanian company

A host partner will be announced. Proposed venue: The Ritz-Carlton, Amman; not confirmed. Confirmation expected soon.

- Title: "The F-founder Event, sponsored and hosted by ..."
- Opening keynote
- Featured cover story on F-founder
- Top brand presence across all materials
- Direct access to Jordan's founders in one place



**ABOUT THE FOUNDER**

# The person behind the project

## **Abdullrahman Zidan**

- Marketing and B2B sales solutions expert and trainer of more than 3,000 professionals.
- Co-author of the B2B Brand Management Jordan Edition with Philip Kotler and Waldemar Pfoertsch.
- Project Lead of The F-founder Event.



COVERAGE

# Media & publication

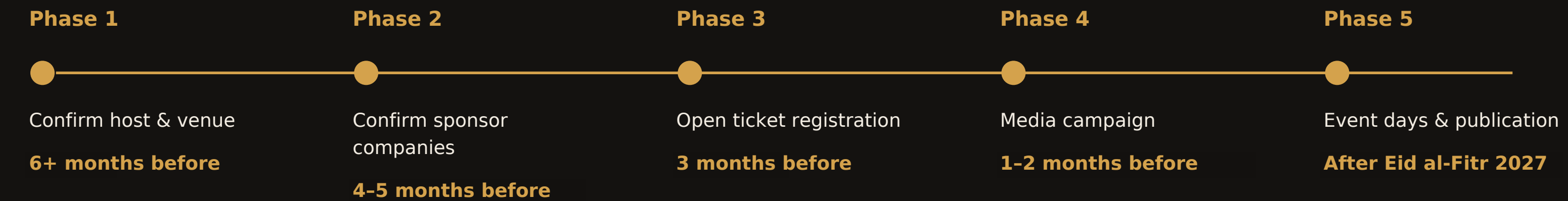
Every founder becomes content that lives beyond the day.

- Pre-event founder announcements on social media
- Live coverage across the two days
- Published founder profiles on f-founder.com
- Post-event video and photo album
- Press release to Jordanian and regional media



IMPACT & TIMELINE

# Impact and roadmap



# F-founder

## NEXT STEPS

# Reserve your seat among the 35.

- Register your company's interest
- Receive the sponsorship details
- Reserve your seat and submit your company profile

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