

F-founder

EVENT PROPOSAL · AMMAN, JORDAN · 15-17 DECEMBER 2026

The F-founder Event

49 Jordanian companies. 49 founders on stage. Three days.

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Project Lead, F-founder



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SUMMARY

One stage for 49 Jordanian companies

The F-founder Event brings together 49 leading Jordanian companies over three days, 15-17 December 2026 in Amman. 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.

Hosted by a leading Jordanian company, to be announced soon, and organised by F-founder.

- 49 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

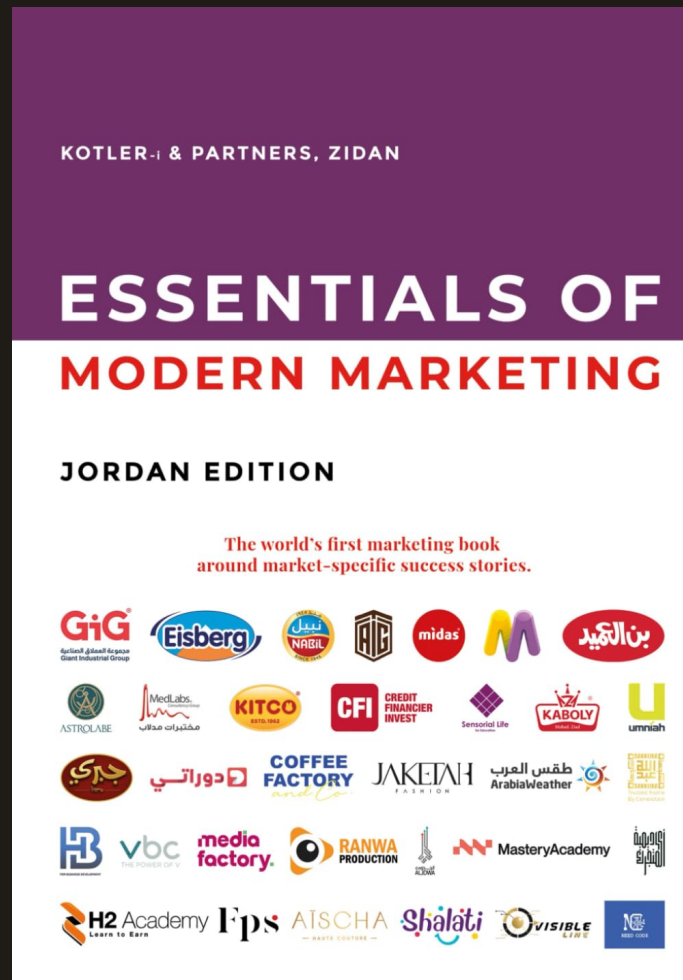
F-founder did not start from zero. It builds on four previous events that brought companies together and documented their stories, including the published editions shown on the next pages:

- 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.



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

For Jordan's founders to be visible to the world, and their stories part of the global business record.

Mission

To gather 49 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 three days the programme combines short talks, panel sessions and structured networking, so every participating company gains both a voice and connections.



KEY FIGURES

The event in numbers

49

Sponsor companies &
founder speakers

3 days

15-17 December 2026

1

Host company

4

Previous events behind
the project

49 sponsor companies of every size and sector, their teams, and ticketed attendees.

WHO TAKES PART

Who takes part

Sponsor companies (49)

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

49 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

15-17 December 2026

Where

Amman, Jordan. Venue to be announced with the host company.

Format

Three days. Day 1 opening and networking. Days 2 and 3 founder talks.

Companies

49 sponsor companies

Attendees

Business leaders, investors, entrepreneurs, students and media

Organised by

F-founder

PROPOSED SCHEDULE

Three-day schedule

Day 1 · 15 December
Opening & networking

09:00 Registration & Founders' Wall

10:00 Opening by the host company

10:30 Keynote: Arab stories in global markets

12:30 Networking lunch

14:00 Founder-investor meetings

Day 2 · 16 December
Founder Talks

10:00 Founder Talks, session one

12:30 Networking lunch

14:00 Case Study Panels

15:30 Founder Talks, session two

Day 3 · 17 December
Founder Talks & recognition

10:00 Founder Talks, session one

12:30 Networking lunch

14:00 Founder Talks, session two

16:45 Recognition & group photo

Indicative timings; the final programme is set with the host company.

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.

HOSTING

Hosted by a leading Jordanian company

To be announced soon. One Jordanian company opens its venue and name to Jordan's founders.

- 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 three 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

49

Founders on stage

3

Days

1

National showcase

Phase 1



Confirm host & venue

October

Phase 2



Confirm sponsor companies

October to November

Phase 3



Open ticket registration

November

Phase 4



Media campaign

November to December

Phase 5



Event days & publication

15-17 December 2026

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NEXT STEPS

Reserve your seat among the 49.

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

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