

Empretec Women in Business Awards
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Jordan

Dina Abdul Majeed

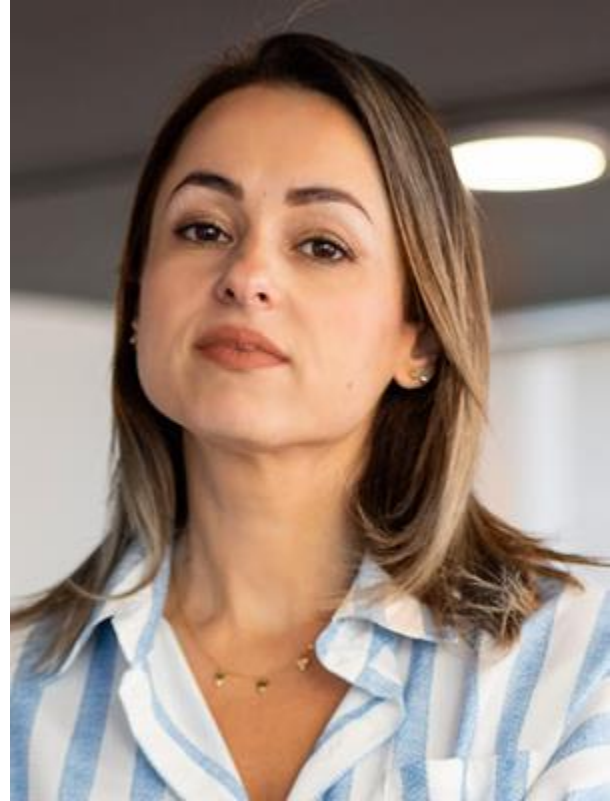
Founder & CEO, 360Moms

Sweifieh, Amman, Jordan

Website: www.360moms.net

"When you empower mothers, you empower generations ahead; it has a ripple effect."

After giving birth to her second son, Dina experienced challenges with her children's wellbeing and felt frustrated as she could not easily find the kind of support she needed to answer her questions. She realized that several other mothers were facing the same challenges in the Arab world. This is what pushed Dina to develop a digital tool (online platform and mobile app) that can provide professional answers to mothers' everyday doubts and concerns, through a personalized experience.



360Moms is an online platform and mobile application that connects mothers to more than 280 certified experts and practitioners, who can provide guidance on children's health and behavioural issues, from newborns to teenagers. The solution provides online consultations, courses and a reward programme that makes access to medical services in hospitals and medical centres more affordable.

Dina estimates that in the Arab region some 65 million young mothers would benefit from online health and parenting support, which may have a direct impact on the new generations' health and wellbeing. 360Moms contributes to achieving the United Nations Sustainable Development Goals 3 (Good health and well-being) and 5 (Gender equality).

The company, founded in 2016, is currently focusing on the Saudi market, which represents the largest economy and has a high internet penetration among the Gulf Cooperation Council (GCC)

countries. Sales doubled year over year during the past three years and employees at 360Moms doubled in the same time span. 80% of her staff are women. Three women (out of four people) hold management roles in the company.



During the Empretec Entrepreneurship Training Workshop (ETW) Dina realized that she needed to network more and connect with experienced businesspeople. She also learned how to draft a good business plan, which helped her company grow.

As a CEO she believes that *“the most important part of leadership is bringing the best out of the team, appreciating them and delegating the right responsibilities to each one of them.”* Respect, positivity and hard work are the features that best describe her attitude in the work environment.

This drive is what inspires Dima to believe that her company will be able to expand outside the Arab world in a couple of years and serve other markets.