

B.O.T

# IMPACT STORIES

**Bridge.Outsource.Transform**  
2021 Impact Report

This is not a report, this is a journey that included some amazing people coming together to create one of the Arab world's first Impact Sourcing Platforms.



01

Director's Message

03

Milestones

02

Overview

04

Our People

CONTENT



# Director's Message

Dear Reader,

Although today marks our second year in isolation, it feels like we've spent a lifetime using digital tools to meet, shop, learn, work, and even have fun (I can't even remember how we used to do all of these before...).

And whether we like it or not, our world is fast becoming digital-first and personal-second and this seems to be the new norm we're going to have to get used to.

We at B.O.T have never shied away from a challenge before and 2020 was not the year to start. So, we faced it head on by becoming **more innovative, further inclusive, better connected and much more technologically advanced.**

Although a scary journey amidst a triple crisis of political unrest, isolation and an increasingly deteriorating economy, we insisted on making it work in our favor. Therefore we put all our resources to work on changing our entire operation in a way that could serve our clients remotely as well as gain their trust to launch new projects and continue working with us on various data management projects.

As companies all over the world embraced a digital-first mindset, they also adopted the remote outsourcing model, understood the importance of digital transformation and realized that managing their data was key to their sustainability and success. All of which worked in our favor luckily and helped us catapult into one of our best years to date.

Today, our social impact continues to be our biggest driver. B.O.T now boasts a workforce of over 2,000 young women and men from low-income communities working from their hometowns to support themselves and their families without needing to commute to the city on a daily basis.

We have successfully completed more than 183 projects which generated over 680,000 USD in revenue to our workforce. And much more which you will read about in this report.

Our self-developed technology platform has allowed us to easily transfer knowledge while expanding into new markets and our Quality Management Systems has helped us optimize workflows while maintaining the highest levels of Quality. Today and thanks to the trust of our amazing partners, B.O.T has reached 2 new markets, Jordan and the UAE, both of which show a big potential for our industry.

As we continue to base our work on our company values, Trust, Adaptability, Diversity, Respect and Ownership, and as our teams in Lebanon and Jordan continue to provide a solid infrastructure for our growth, we proceed while looking into a future that will make our stakeholders proud to be part of our success.

But, we can't do it alone, we need YOU decision-makers and decision-influencers to embrace social procurement by advocating and working with Social Enterprises that are consistently providing high quality deliverables while supporting in the alleviation of the world's biggest problems be it social, environmental or others.

Wishing you an Amazing and Impactful New Year.

**Marianne Bitar Karam, B.O.T's Managing Director**





# OVERVIEW

Projects & Demographics



# PROJECTS

183

Total number of projects  
we have worked on

681,000\$

Supplemental income  
disbursed to our workforce

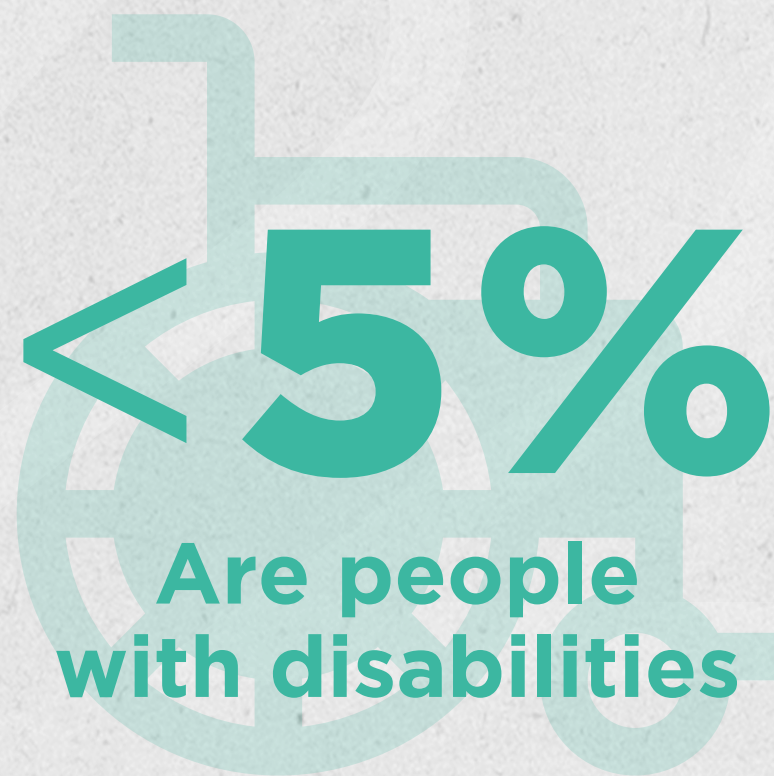
622

Total number of active  
freelancers since 2017



# DEMOGRAPHIC

Out of all the people who worked with B.O.T





# MILESTONES

## Created

B.O.T is created within the GIL Program powered by UNICEF & DOT Lebanon and funded by the Deutsh and German Embassies in Lebanon.

2017

2018

## Beginners

B.O.T is officially launched and operation began in Lebanon with the execution of its first projects.

## Rising Stars

B.O.T got accepted into Alfanar venture philanthropy's portfolio, won Total Startupper of the year award and GSVC regional competition.

2019

2020

## Professionals

B.O.T acquires a large section in the Data Collection Market in Lebanon working alongside some of the biggest names in the humanitarian field in Lebanon.

## Expansion beyond borders

B.O.T expands to Jordan.

2021



# OUR PEOPLE

Team, Workforce & Clients





**MARIANNE BITAR KARAM**  
Managing Director



**CHARBEL SALIBA**  
Operation Director



**CHARBEL KARAM**  
Business Development  
& Marketing Director



**KATYA EGOROVA**  
Product Development  
Manager



**MARIE-JOSE CHAMOUN**  
Talent Management Officer



**PIA CHOUAIFATY**  
Data Scientist



**IMAD HTEIT**  
Senior Project Manager



**GEORGES KARAM**  
Project Manager



**MELISSA SALAMEH**  
Project Manager



**CARLO AL HADDAD**  
Project Manager



**BEDROS HOSSEBIAN**  
Business Development  
Coordinator



**MARIE-JOE GEAGEA**  
Marketing Coordinator



**URSULA JREIDY**  
Graphic Designer





**HAMZA AL-SHRAIDEH**  
Country Director



**MOHAMMAD HEJJAWI**  
Project Manager



**HAMMAM HADDAD**  
Account Executive



**IHSAN KURDI**  
Marketing Specialist



**ANAS QAHOUC**  
Senior BD & Partnership Officer




**KAREEM AL DAMEN**  
Workforce Specialist



**JUDE KHALIL**  
Workforce Specialist



# IN LEBANON



A black and white portrait of Mahmoud El Habhab, a man with a beard and mustache, wearing a light-colored button-down shirt. The portrait is set against a background of overlapping orange and teal circles. A red play button icon is overlaid on the bottom center of the portrait.

Play video

“After being a B.O.T freelancer for a year, and working on projects for Assurex, Assurex recruited me in the IT department. I don't think that I could have found this position without B.O.T.”

Mahmoud El Habhab



A black and white portrait of Karin Iskandarani, a woman with long dark hair and glasses, wearing a grey sweater. The portrait is set against a background of overlapping orange and teal circles. A red play button icon is overlaid on the bottom center of the portrait.

Play video

“I'm so happy about my experience with B.O.T and very enthusiastic about the upcoming projects.”

Karin Iskandarani




A black and white portrait of Angy Mattar, a woman with long dark hair, wearing a black and white patterned shirt. The portrait is set against a background of overlapping orange and teal circles. A red play button icon is overlaid on the bottom center of the portrait.

Play video

“Working with B.O.T helped me a lot in all aspects of my life as it enabled me to be more responsible, to love working as part of a team and to improve my time management skills.”

Angy Mattar



A black and white portrait of Hassan Jawhar, a man with short dark hair, wearing a grey sweater over a collared shirt. The portrait is set against a background of overlapping orange and teal circles. A red play button icon is overlaid on the bottom center of the portrait.

Play video

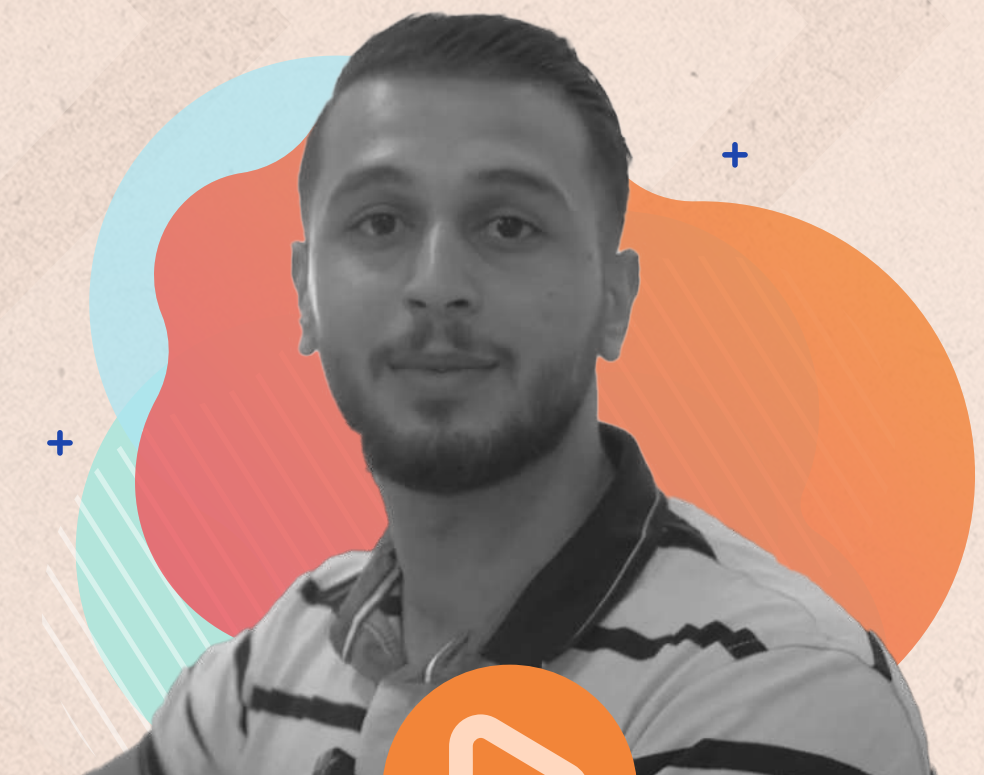
“The B.O.T team members were very helpful. Working with B.O.T strengthened my personal and technical skills.”

Hassan Jawhar





# IN JORDAN



A portrait of Rezak Abazid, a man with a beard and short dark hair, wearing a light-colored polo shirt with dark stripes on the sleeves. He is positioned in front of a background of overlapping orange and teal circles. A blue horizontal bar is at the bottom of the portrait area.

Play video

“ B.O.T was a fantastic experience. It helped me gain the necessary skills where I worked on 3 projects. ”

Rezak Abazid



A portrait of Sara Abu Soufa, a woman wearing a grey hijab and a black and white patterned top. She is smiling and positioned in front of a background of overlapping orange and teal circles. A blue horizontal bar is at the bottom of the portrait area.

Play video

“ B.O.T was an excellent experience, it helped shape my abilities and personality. ”

Sara Abu Soufa




A portrait of Mohammad Shehadat, a man with a beard and short dark hair, wearing a light-colored button-down shirt. He is positioned in front of a background of overlapping orange and teal circles. A blue horizontal bar is at the bottom of the portrait area.

Play video

“ I got to meet a great team and talented and passionate youth freelancers from different backgrounds. ”

Mohammad Shehadat



A portrait of Khaled Eid, a man with short dark hair, wearing a black and white checkered shirt. He is positioned in front of a background of overlapping orange and teal circles. A blue horizontal bar is at the bottom of the portrait area.

Play video

“ My experience with my colleagues was nice where we collaborated well and helped each other solve challenges. ”

Khaled Eid



OUR CLIENTS





















“What we really liked about working with B.O.T was the contextualization as they understood the problem and had a very interesting approach in presenting the methodology with transparent communication, continuous follow-up and update on any activity that was conducted, and most importantly, a dedication to high quality deliverables that were delivered on time.”

**Alexandre Salha**  
Project manager at  
Fair trade Lebanon



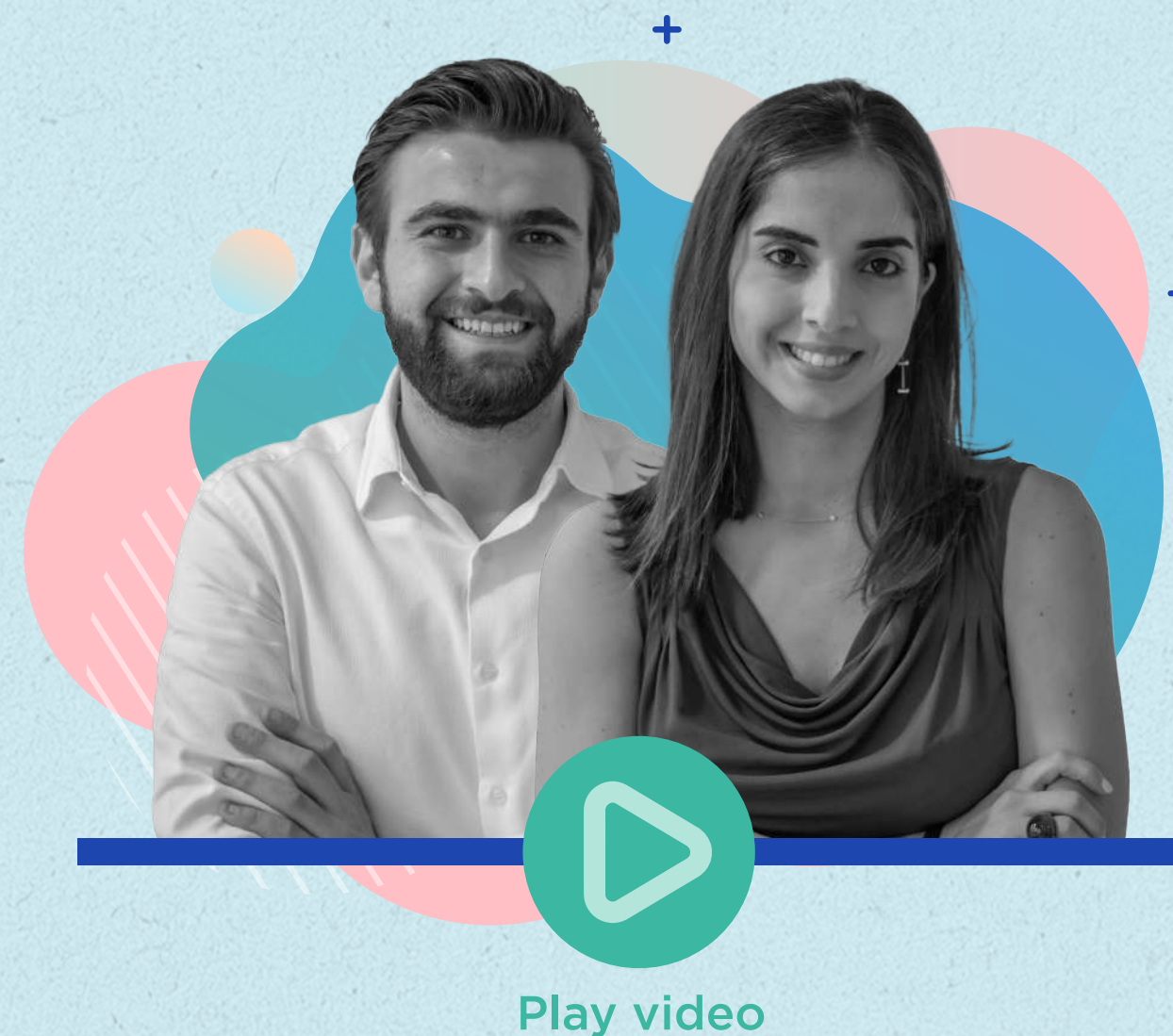
“Working with the Project Manager at B.O.T was very professional, it consisted of a lot of coordination and communication which were essential to the success of the program.”

**Habbouba Aoun**  
Director of the department of  
“Community Engagement” at  
the University of Balamand



“The success of our project mainly depended on B.O.T’s contribution. B.O.T provided us with quality data.”

**Ghina Tabsh**  
CEO & Managing  
Partner at RPS MENA



“When approached by B.O.T, we were immediately impressed by the mission of the social enterprise, that is bringing value to the private sector while creating a positive impact in the community.”

**Maria Nehme**  
Country director  
at OLX





# THANK YOU

Our amazing partners

unicef   
for every child



life

drosos (...)

dot.  
LEBANON

dot.  
JORDAN

Talk to us on



sales@letsbot.io



+961 81 313 875

Follow us on

