

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.

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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\$

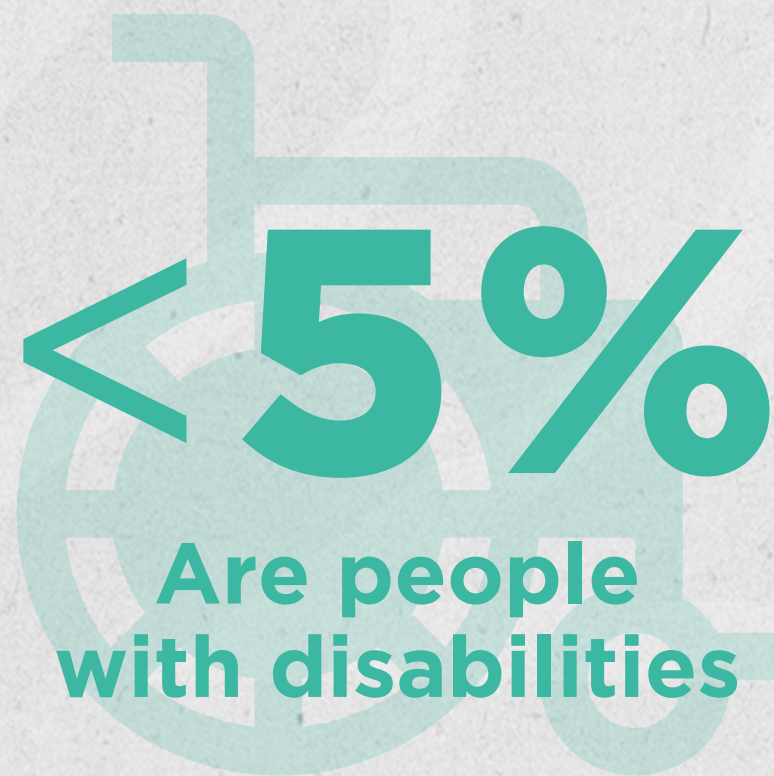
Supplemental income
disbursed to our workforce

622

Total number of active
freelancers since 2017

DEMOGRAPHIC

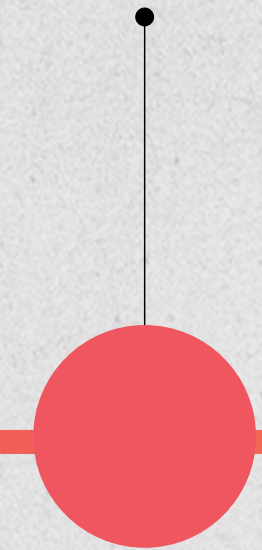
Out of all the people who worked with B.O.T



MILESTONES

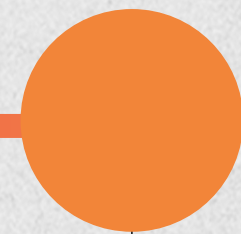
Created

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.

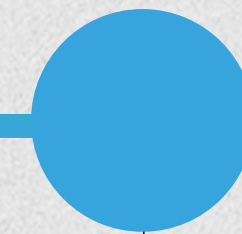
Rising Stars

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



2019

2020

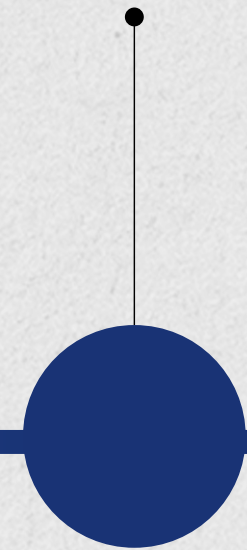


Professionals

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 QAHOUCH
Senior BD & Partnership Officer




KAREEM AL DAMEN
Workforce Specialist



JUDE KHALIL
Workforce Specialist

IN LEBANON



+

+

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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



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Play video

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

Karin Iskandarani



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“ 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



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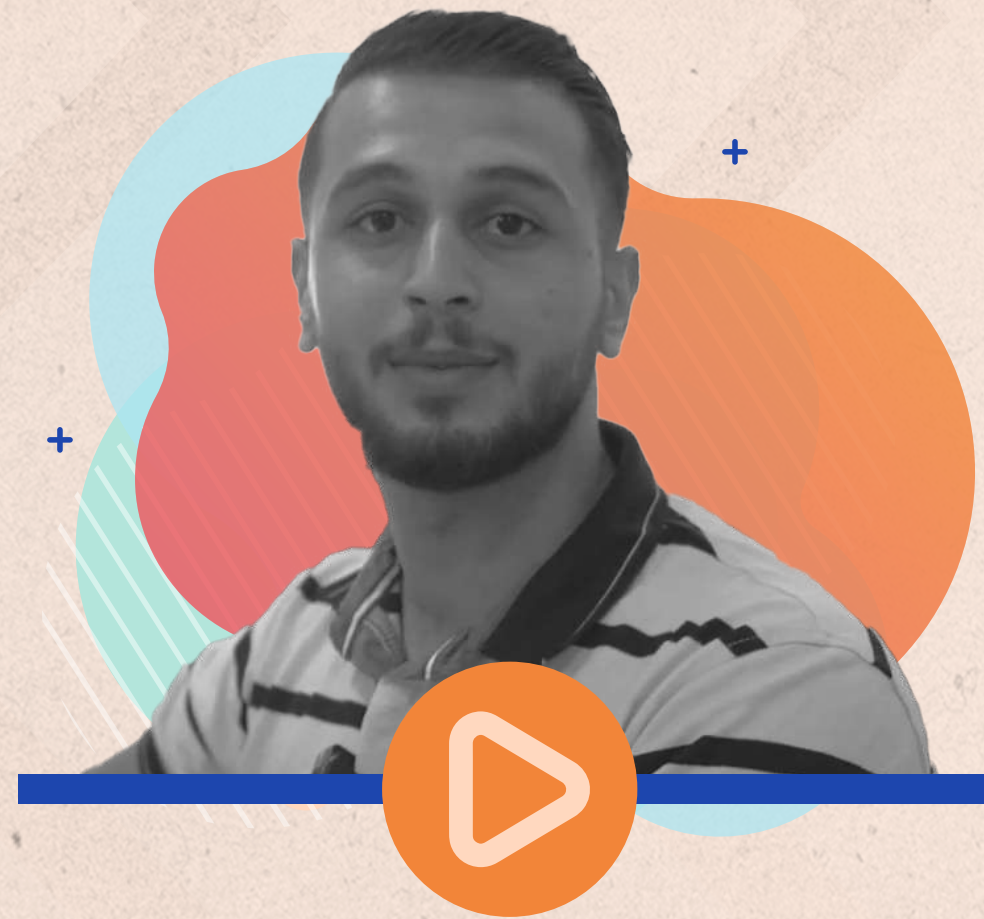
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Play video

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

Hassan Jawhar

IN JORDAN



Play video



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

Rezak Abazid



Play video



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

Sara Abu Soufa



Play video



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

Mohammad Shehadat



Play video



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

Khaled Eid



OUR CLIENTS



















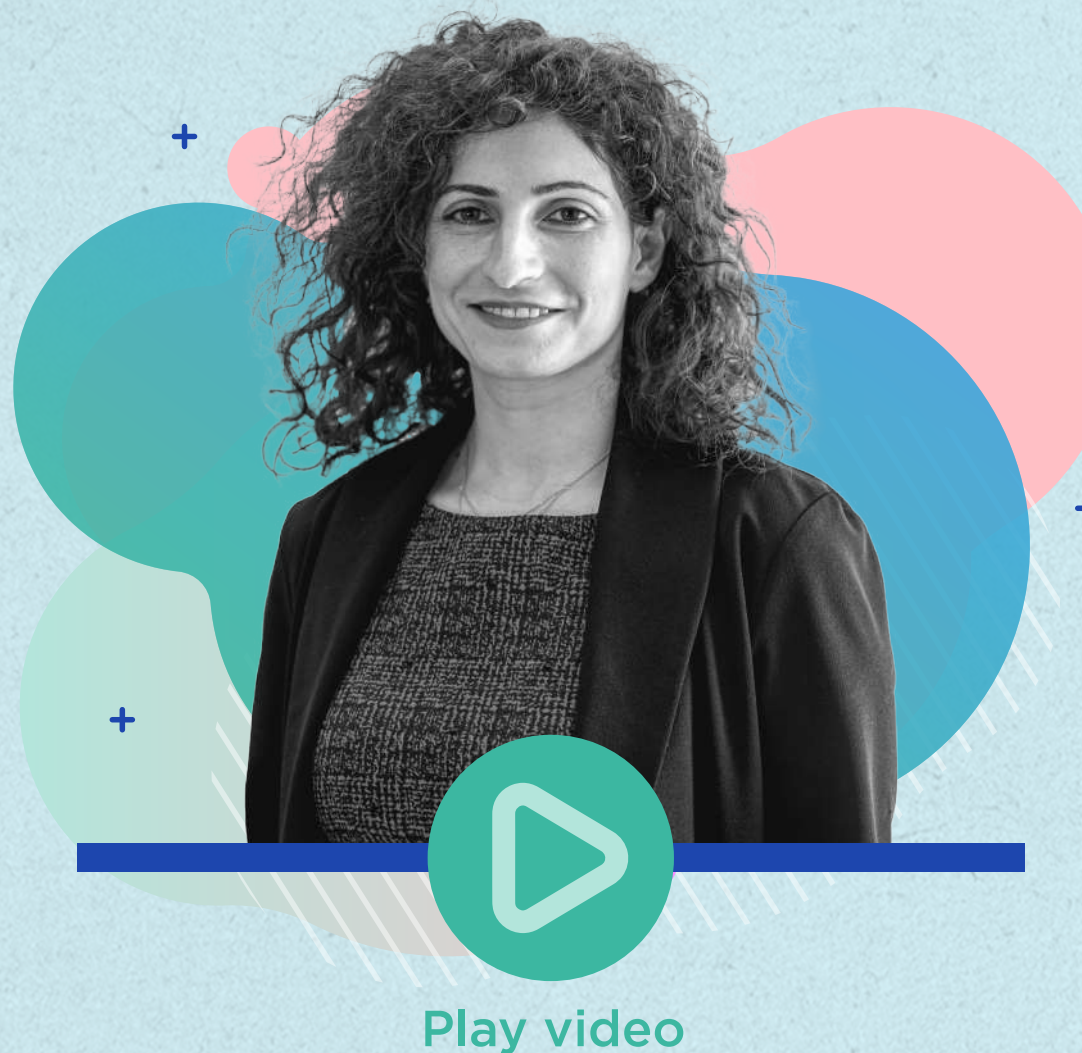
“What we really liked about working with B.O.T was the contextualization as they understood the problem and had a very interesting approach in presenting the methodology with transparent communication, continuous follow-up and update on any activity that was conducted, and most importantly, a dedication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

Alexandre Salha
Project manager at
Fair trade Lebanon



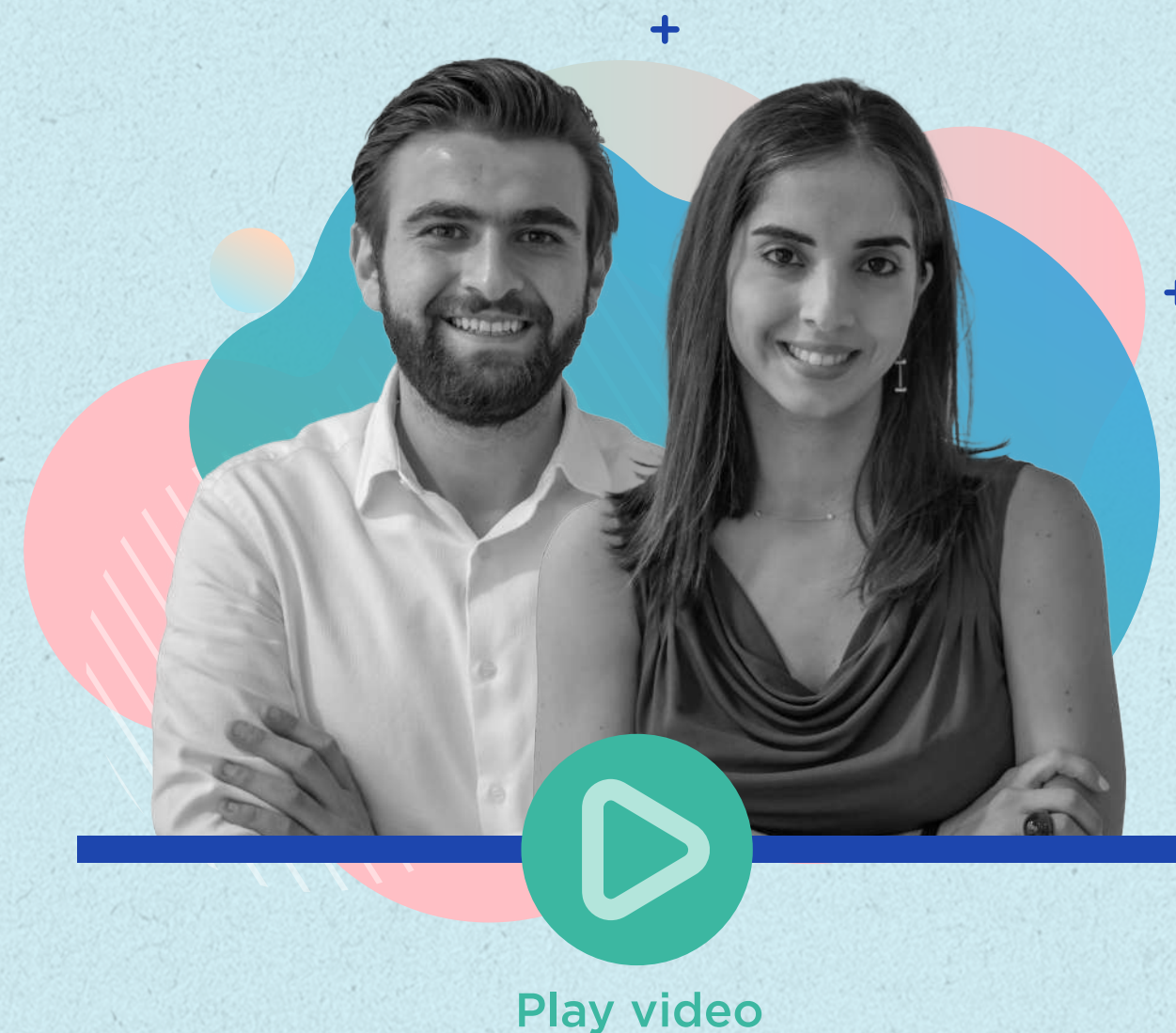
“Working with the Project Manager at B.O.T was very professional, it consisted of a lot of coordination and communication which were essential to the success of the program.”

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


الفنار
ALFANAR

life

drosos (...)

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dot.
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