FOR IMMEDIATE RELEASE

BootUp Launches Official Learning App at Web Summit After Transformative Impact Across MENA

Lisbon, Portugal – [Insert Date] – After transforming the learning landscape for thousands of young innovators across the Middle East and North Africa (MENA), BootUp officially announces the global launch of its learning app at Web Summit 2025.

Built for Scale, Powered by Impact

BootUp, the award-winning digital learning platform, is dedicated to making future-ready skills—such as STEM, entrepreneurship, and AI—accessible to every student, regardless of geography or background. With a presence in over 7 countries and partnerships with organizations including Dubai Chamber, World Bank, UNDP, and Microsoft for Startups, BootUp has impacted over 40,000 learners through hackathons, school programs, and immersive accelerator experiences.

"BootUp isn't just another edtech platform," said Mohammed Fawaz, Co-founder of BootUp. "It's a movement to democratize digital opportunity. We've tested, validated, and grown through on-ground programs, and this launch is the next step to scale that impact globally."

From Regional Pilot to Global Rollout

BootUp's journey to this point has included:
- Equipping 200+ schools with digital STEM kits in the UAE and Sri Lanka
- Training over 1,000 teachers to deliver AI and tech-based curriculum
- Hosting the PLEASE Hackathon with youth from 7 countries solving environmental challenges
- Onboarding grassroots innovation teams through the Create Apps Championship in collaboration with local municipalities

Live at Web Summit 2025

The BootUp app will officially go live on the Web Summit stage, with a live demo, founder Q&A, and panel discussions featuring partners and student innovators. Attendees will also get exclusive early access and a behind-the-scenes look at BootUp's hybrid no-code learning model.

What's Next

The app will initially launch for Android and web, with iOS support to follow. BootUp will continue to localize content for Arabic-speaking learners and deepen partnerships across Africa, South Asia, and the Gulf.

About BootUp

BootUp is a purpose-driven learning platform designed to unlock the next generation of builders, thinkers, and change-makers. By combining community-led delivery, no-code innovation, and real-world projects, BootUp is redefining the future of learning for underserved regions across the globe.

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