



**MENTEE**

**Laila Ayman**

Co-founder, CEO, Mesori Tech



Egypt

Laila is a passionate biosciences researcher with a focus on leveraging technological advancements to improve human life and the environment. This passion drives her to develop interdisciplinary solutions and manage products and projects in biomedicine, biotechnology, and agriculture.

Laila started her career going horizontally where she held different roles related to R&D, management and entrepreneurship across different industries in startups, NGOs and social enterprises. In 2022, she leveraged her experiences and passion for transforming the African Food ecosystem to co-found and spearhead the product development at Mesori Tech, an agricultural technology company developing smart farming and precision agriculture solutions to support food security and accelerate the transition to sustainable agriculture. Laila's accomplishments have garnered recognition in various arenas. She is a Leading African Woman in Food Fellow (LAWFF). She was acknowledged by Raconteur UK in The Sunday Times as one of the promising African entrepreneurs working towards Africa's future and has received accolades from GIZ Egypt for her entrepreneurial endeavors. Additionally, she has been awarded by the European Institute of Technology and Innovation for her innovative research in utilizing aquaculture and agriculture waste to develop eco-friendly materials.

**Mesori Tech**

Developed data driven IoT based smart farming and precision agriculture solutions and currently offers 2 products: MTPRO, an automated crop monitoring and advisement solution with a B2B business model targeting large export farms and food production companies. The 2nd is MTD, a handheld device for measuring soil and water quality parameters with a B2C model targeting small-holder farmers, agricultural consultants and researchers.



**MENTOR**

**Veronica Tiburcio**

Country Manager and Site Leader,  
FMC Philippines