

Alexandria-
The Jewel of the
Mediterranean
and Its Economic
Renaissance

Who is the
Richest Footballer
in the World You
Might Be Surprised

The Most

Inspiring Leader
Shaping the

Future of EdTech

★★★★★ in 2025

The Code Catalyst: How

COO and VP of Marketing
CodeMonkey

Boaz Zaionce
is Engineering the Future of
Education through **CodeMonkey**

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A NEW PERSPECTIVE OF BUSINESS

This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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FROM EDITOR'S DESK

Empowering the Next Generation of Creators!

The Enterprise World magazine's 2025 issue, "The Most Inspiring Leader Shaping the Future of EdTech," shines a spotlight on a critical question: Are we preparing our children to be creators or merely consumers in an increasingly digital world? With a glaring gap between the demand for digital literacy and current classroom offerings, the answer lies with visionary leaders like **Boaz Zaionce, COO and VP of Marketing at CodeMonkey.**

Boaz Zaionce is at the helm of a mission to transform screen time into skill time, without compromising on fun or curiosity. His journey from digital marketing innovator at Wix.com to an EdTech visionary reflects a deep-seated passion for building platforms that genuinely serve human needs. Under his dynamic leadership, CodeMonkey has blossomed into a globally recognized and awarded EdTech platform, empowering millions of learners across over 75 countries to become proficient in real-world coding languages.

CodeMonkey's unique gamified approach turns complex coding concepts into engaging puzzles, fostering computational thinking and problem-solving skills in students as young as six. With recent prestigious awards and the launch of a comprehensive Digital Literacy Curriculum, Boaz is not just teaching kids to code; he's preparing them to be confident, ethical digital citizens. His dual role in operations and marketing ensures a seamless integration of product development with user experience, cementing CodeMonkey's position as a trailblazer in the future of learning.



Utkarsh D.

A NEW PERSPECTIVE OF BUSINESS, INDEED!

The Magic We Make

At The Enterprise World, we turn untold business stories into impactful narratives. Our team combines industry insight with creative storytelling to craft engaging features that inspire. We cover leaders and companies across sectors like tech, finance, healthcare, and more—reaching audiences in the Americas, Europe, the Middle East, Africa, and APAC, from startups to global enterprises.

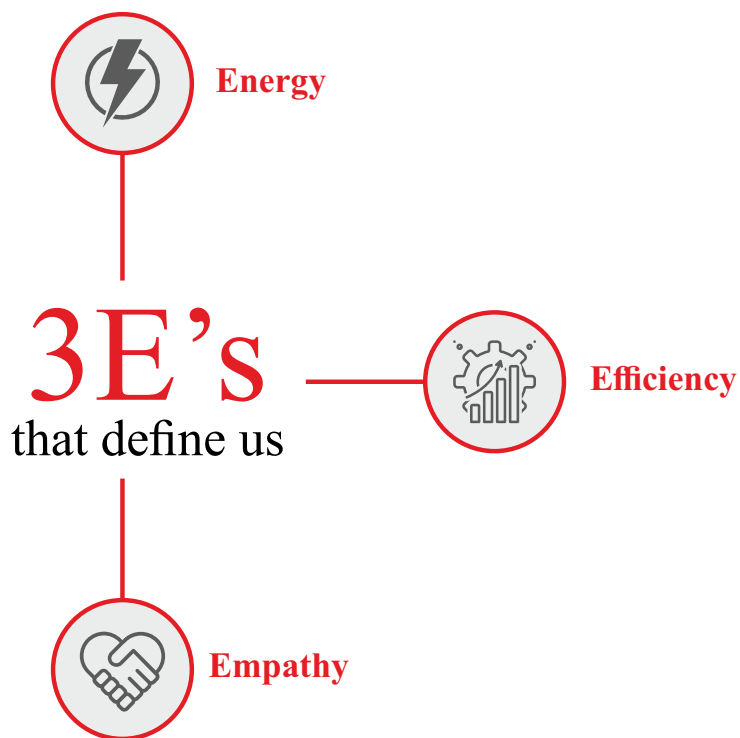
The Future We See

We propel forward-thinking individuals and organizations by showcasing their triumphs, transforming accomplishments into a source of motivation and converting latent possibilities into tangible progress.

Energy: Passion is our power source. Every story we tell and every project we deliver is fueled by unwavering dedication. We go beyond expectations—because when energy meets purpose, great things happen.

Efficiency: We don't just meet deadlines—we elevate them. With precision and intent, we deliver quality work, on time, every time. Our commitment to consistency keeps our clients coming back.

Empathy: Behind every business is a human story. We listen, we understand, and we connect. Whether it's a client or a colleague, we build relationships grounded in care, trust, and mutual respect.



How We Power Stories Through Teamwork

At *The Enterprise World*, every impactful story is the result of true collaboration. Behind each feature lies the combined effort of our editorial, design, marketing, and research teams—each bringing their unique expertise to the table. From spotting powerful business journeys to crafting their tone and visual identity, our teams operate as one cohesive unit. Fueled by shared goals, open dialogue, and deep mutual respect, this synergy ensures that every piece we publish is not only informative but creatively compelling and consistently high in quality.

10

**Boaz
Zaionce**



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A woman with a short orange haircut is walking on a city street. She is wearing a blue, white, and red Honda racing suit with various sponsor logos including 'Honda', 'Castrol', 'Michelin', and 'Arco'. She is also wearing black leather pants with cutouts and high-heeled sandals. She is holding a white handbag. The background shows a city street with trees and buildings.

**WE ALSO DO
MOTORCYCLES.**



Paris - London - Milan - Le Mans.



The Code Catalyst: How

Boaz Zaionce

is Engineering the Future of Education through CodeMonkey

COO and VP of Marketing |



CODEMONKEY

Is Your Child Learning to Code—Or Just Consuming Content?

Today, we face a critical question: Are we equipping our children to be creators or simply consumers? While global demand for digital literacy is skyrocketing, studies show that fewer than 35% of students globally are exposed to coding before high school. Meanwhile, employers list computational thinking, problem-solving, and tech fluency as top skills for the future workforce. The gap between what kids need and what classrooms offer continues to widen.

What if there were a way to turn screen time into skill time—without sacrificing fun, creativity, or curiosity?

This is exactly the mission behind **CodeMonkey**, and the vision being brought to life by **Boaz Zaionce**, its dynamic **COO** and **VP of Marketing**. With a background in digital innovation and startup growth, he has helped transform CodeMonkey into one of the world's most beloved and impactful EdTech platforms, reaching millions of learners in over 75 countries. Under his leadership, CodeMonkey recently earned a trio of prestigious 2025 awards, signaling not just success but true global influence in the way coding is taught to the next generation.

But how did Boaz's journey lead him from digital marketing campaigns to reinventing classrooms through gamified education? And how is CodeMonkey redefining what it means to learn in the digital age? Let's dive into his story, his philosophy, and the future he's building—one playful line of code at a time.



Cover Story



Boaz Zaionce

 COO & VP of Marketing
 CodeMonkey, 2014

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The Journey from Digital Disruptor to EdTech Visionary

Boaz's path into the EdTech sector wasn't linear—it was forged through a fusion of digital innovation and entrepreneurial grit.

“My career began in digital marketing at Wix.com,” he recalls. “It was there I learned how to scale user acquisition globally, manage multimillion-dollar budgets, and build marketing teams from scratch. I even got to be part of the company's first Super Bowl ad campaign.”

But Boaz wasn't content just building brands—he wanted to build value. After co-founding Covercy, a B2B fintech startup, and spearheading product-led growth, he discovered the deeper joy of creating platforms that serve real human needs.

That passion brought him to CodeMonkey in 2017. What started as a VP of Marketing role quickly expanded. His influence in reshaping the company's go-to-market strategy and introducing a successful B2C model unlocked new revenue streams. Before long, he was driving operational strategy as COO.

And under his leadership? CodeMonkey didn't just grow. It transformed.

CodeMonkey: Turning Kids into Coders, Creators, and Problem-Solvers

CodeMonkey isn't your average coding platform. It doesn't hand kids syntax and expect results. It hands them a monkey, a banana, a set of puzzles, and lets them code their way to mastery.

“We make coding fun,” Boaz says simply. “But we also make it real. The courses use real languages—Python, CoffeeScript, JavaScript, HTML, and CSS—wrapped in stories and game-based challenges.”

Serving students as young as six and as old as eighteen, CodeMonkey offers both block-based and text-based learning environments. Teachers are equipped with structured lesson plans, offline worksheets, and real-time dashboards to monitor progress and personalize learning.

And the results speak for themselves.

Today, CodeMonkey serves users in over 75 countries, impacting millions of students and working with tens of thousands of schools. With a 93.75% educator approval rating and rapidly expanding adoption, it's not just a product. It's a movement.

Bridging Operations and Creativity: The Dual Role Advantage

In most companies, marketing and operations sit on opposite ends of the table. Not at CodeMonkey.

As both COO and VP of Marketing, Boaz operates in dual lanes. “It's about alignment,” he says. “Marketing isn't just about messaging—it's about product fit, user behavior, and scalability. And operations isn't just logistics—it's about experience delivery.”

This duality has empowered CodeMonkey to stay nimble in a fast-evolving market. “Every campaign we launch is tied to a real product benefit. Every operational decision supports the brand's promise.”

*Cover
Story*



Innovation with Purpose: Making an Impact in 2025

In February 2025, CodeMonkey rolled out its most ambitious launch yet: a comprehensive Digital Literacy Curriculum for K–8 students. With over 130 lessons on internet safety, digital identity, cyberbullying, and media literacy, the program goes far beyond just coding.

The platform also introduced over 100 typing lessons, ensuring that foundational digital skills are covered alongside conceptual ones.

These expansions reflect a deeper commitment. “We’re not just teaching kids to code,” says Boaz. “We’re preparing them to be confident, ethical digital citizens.”

It’s an approach that’s earned the company its awards in 2025—and the trust of teachers and parents alike.

AI, Gamification, and the Future of Learning

Technology is changing. So is the way children learn.

Boaz and his team are pushing hard on integrating AI and gamification in meaningful, age-appropriate ways. “We’re using AI to create adaptive learning paths,” he explains. “If a child struggles with a specific concept, the platform now knows and adjusts the content dynamically.”

But that’s not all. CodeMonkey’s gamified model, with characters, achievements, and rewards, taps into motivation systems that keep learners engaged for longer. “It’s not just learning—it’s discovery.”

Scaling Sustainably: Challenges and Triumphs

Scaling an EdTech company isn’t without its hurdles.

“The biggest challenge was maintaining educational integrity while expanding,” Boaz says. “There’s always the temptation to grow fast, to cut corners. But we refused to sacrifice the learner’s experience.”

He attributes their successful scale to a culture of iteration. “We test, we listen, we improve. Whether it’s a new course or a UI tweak, we take feedback seriously—from students, teachers, even parents.”

That philosophy has paid off. Since Boaz joined, CodeMonkey’s user base has multiplied, its product line expanded, and its impact deepened across multiple continents.

Looking Ahead: Strategic Vision for 2025 and Beyond

When asked about CodeMonkey’s long-term vision, Boaz doesn’t hesitate.

“We want to be the default learning platform for foundational digital skills globally. That includes coding, yes—but also literacy, safety, ethics, and creative problem-solving.”

To reach that goal, CodeMonkey is pursuing **key partnerships** across education ministries, NGOs, and private-sector initiatives. “We’re in active talks with partners in Latin America, Asia, and Europe. Localization is a big part of our 2025 strategy.”

He also hints at potential acquisitions to expand the platform’s capabilities. “We’re exploring tools in STEM, storytelling, and even early AI education.”

KIDS WILL LOVE LEARNING TO CODE WITH CODEMONKEY



READY TO GO COURSES

With CodeMonkey’s teacher kit and support team, anyone can teach the basics of computer science



REAL CODING LANGUAGES

CodeMonkey’s courses teach text-based coding so students learn to program like a real developer



GAME-BASED LEARNING

Kids learn coding in an engaging and rewarding environment that utilizes gaming elements



Priorities for 2025: What's Next?

Boaz outlines his
top priorities for
2025:

1 Expanding
multilingual
offerings for
non-English
speaking
regions

2 Enhancing
teacher training
modules to
maximize
classroom
success

3 Doubling
down on AI
personalization
to improve
learning
outcomes

4 Building
more global
partnerships
to scale
adoption

5 Launching
storytelling-
based coding
games to bridge
creativity and
logic

He concludes with a simple yet powerful ambition: “We want to give every child, no matter where they live, the tools to shape their future. And we’ll do it through play, purpose, and code.”

Leading with Empathy and Data

So, what kind of leader is Boaz Zaionce?

A rare hybrid. Part strategist, part storyteller. He leads with data, but makes room for intuition. “I don’t micromanage,” he says. “I empower. I surround myself with people smarter than me and give them space to lead.”

His team at CodeMonkey reflects that belief—diverse, agile, and deeply mission-driven. “We’re here because we believe education should be joyful, inclusive, and transformative.”



Shaping the Post-Pandemic Classroom

The COVID-19 pandemic changed everything in education. But for Boaz, it accelerated a transformation already underway.

“Remote and hybrid models aren't temporary solutions,” he says. “They're part of the future. And platforms like ours must evolve to serve teachers in all environments.”

That means offering both synchronous and asynchronous tools, offline support, and tools that integrate with classroom platforms like Google Classroom and Clever.

The Future is Playable—and Programmable

Boaz didn't set out to be an EdTech leader. But in following his passion for meaningful innovation, he's become one.

Under his leadership, CodeMonkey has evolved from a niche coding tool into a comprehensive learning universe, where kids don't just learn how to program software, but how to program their lives.

In a time when digital skills are the new literacy, CodeMonkey is doing more than teaching code. It's creating coders who will change the world.

And Boaz? He's writing the playbook.



An Open Letter to Future EdTech Innovators

By Boaz Zaionce, COO & VP of Marketing, CodeMonkey

To the next generation of visionaries redefining learning—this is for you.

If there's one truth I've learned in my journey through the world of EdTech, it's this: impact is everything. In a sector driven by data, dashboards, and daily KPIs, it's easy to forget who we're building for. But never lose sight of that student, that teacher, that moment when understanding clicks—and a future changes forever.

Build with empathy. Start by truly listening—especially to your users. Let their experiences guide you. Be curious. Be open to being wrong. Some of our best decisions came from pivoting when our assumptions didn't match the real-world need.

Know that you can't innovate in isolation. Education is a shared mission. Collaboration between engineers, marketers, educators, and policy advocates isn't just nice—it's necessary. The diversity of voices will only sharpen your vision and deepen your reach.

And most importantly, be patient. Real educational transformation doesn't happen overnight. But when you stay committed to value, keep adapting, and continue to lead with heart, the results are profound. It's not just about scaling a company. It's about empowering a generation.

So to every dreamer shaping tomorrow's classrooms—I see you. And I believe in what you're building.

Warmly,

Boaz Zaionce

COO & VP of Marketing, CodeMonkey





JUST IN TAKT
CREATE WORK FLOW



ARAB TAKTING
MANAGEMENT
JUST IN TIME

ALEXA

The



ALEXANDRIA

the Jewel of the Mediterranean and Its



Economic Renaissance

Imagine a city with rich cultural significance built on ancient stones that tells a story of its bygone era. Founded by Alexander the Great, Alexandria, the second-largest city in Egypt and an important economic hub, is a place where the past and present intertwine, from the grandeur of the Bibliotheca Alexandrina, to the feel of warm sand between your toes. Once home to the Great Library, the city was the intellectual hub of the ancient world.

With a population of 5.2 million, it is the biggest city on the Mediterranean Sea, the sixth-largest in the Arab world, and the ninth-largest in Africa. The city stretches about 40 kilometers along Egypt's northern coast and is a popular destination for tourists. The city plays a key role in the industry, especially because of its natural gas and oil pipelines from Suez. It is also Egypt's main seaport and a significant industrial center.



The History Rich with Economic Growth

Founded in 332 BCE, Alexandria quickly became a pivotal city in the ancient world. It was established as the capital of Alexander's new dominion in Egypt and served as a strategic naval base to control the Mediterranean Sea. It was renowned for its great library, the *Library of Alexandria*, which became a center of learning and scholarship, attracting scholars from various cultures.

For over a millennium, the city thrived as a cultural and economic hub. It was the capital of Egypt until 642 CE, when it fell to Arab forces, leading to a decline in its status and influence. After losing its capital status, it experienced a long period of decline, particularly during the late Ottoman period, when it was reduced to a small fishing village.

Historically, Alexandria's economy was heavily reliant on its port, which facilitated trade across the Mediterranean. The city's strategic location allowed it to become a major trading center, connecting Europe, Africa, and Asia. This trade network contributed to its wealth and cultural diversity, making it a cosmopolitan hub.

During the Hellenistic period, the city was a center for trade, manufacturing, and agriculture. The fertile lands spread across the city supported the production of grain, which was crucial for feeding the population and exporting to other regions. It also became known for its production of textiles and glass, which further enhanced its economic significance.



Alexandria Port





The Economic Powerhouse of Egypt

Alexandria contributes significantly to the national GDP of Egypt, as it is considered one of its major economic powerhouses. The city's economy is diverse, including sectors like manufacturing, trade, tourism and services.

'Approximately 40% of Egypt's industrial activity occurs within the city's metropolitan area, making it an essential player in the country's economic landscape.'

Petrochemicals, textiles, food processing, and cement production are key components of the city's strong industrial sector. The commercial sector thrives because of its strategic location as a trading hub, where imports and exports flow through its ports. Tourism also plays an important role in its economy as the visitors flock to see historical sites like the Catacombs of Kom el Shoqafa and modern attractions such as Mediterranean beaches.

Agriculture is also significant in the regions surrounding the city. The government has initiated land reclamation projects to boost food production and provide jobs for people moving from crowded cities. One such project allows university graduates to buy parcels of reclaimed land with long-term loans, encouraging them to engage in farming.

In the 1820s, Europe's rising demand for cotton greatly benefited Alexandria, leading to increased wealth for the city. By the 1840s, the city had become an important center for banking and commerce. The Alexandria Stock Exchange, established in 1883, was a key development, followed by the Cairo Stock Exchange in 1903. These two exchanges eventually merged to form the Cairo and Alexandria Stock Exchanges (CASE).

The Business Environment

Alexandria has a supportive business environment thanks to strong government backing aimed at encouraging industrial growth. The General Authority for Investment (GAFI) plays a key role by providing incentives for foreign companies that want to set up operations in free zones or industrial parks. One major benefit is a fast registration process that allows multinational companies to start their businesses in just three days, making it easier and quicker for them to operate. The city also has a young workforce that comes from many educational institutions, producing skilled graduates in various fields.

It is Egypt's leading trading city and serves as the main center for importing and exporting goods. The city is home to the country's largest seaport, which handles over 40% of Egypt's trade traffic. It has a well-developed infrastructure, including roads, communication systems, electricity, and water and sewage networks. It also has convenient access to the International Northern Coastal Road.

The King Marriout area offers a healthy, dry climate ideal for businesses like spas and specialized hospitals. It also features tourist villages that attract year-round investment. The city has two international airports that enhance its investment opportunities and facilitate the movement of imports and exports.

Tourism in Alexandria

Known for its beautiful location, pleasant climate, and elegant architecture, blending ancient history with modern attractions, the city offers its tourists a unique experience. There are about 41 tourist sites catering to various interests, including leisure, religious, medical, sports, and cultural tourism.

Notable religious sites include the *Abul Abbas Mosque*, *Al Busayri Mosque*, *Mar Mina Monastery*, *Church of St. Mark*, *Pompey's Pillar*, and *Kum Al Shukafa Cemetery*. Important archaeological sites include the *Roman Amphitheater* and the *Qait Bey Citadel*. The recently revived Library of Alexandria, also known as the *Bibliotheca Alexandrina*, has become a significant cultural landmark.

In terms of agriculture, it has about 162,100 acres of farmed land, along with 133,000 acres of arable land, contributing to its diverse economy.

What Makes it a Great Destination for Foreign Investment?

The city has become a popular choice for foreign investments in recent years. Here are some key factors that make the city appealing to investors.

- **Strategic Location**

Alexandria's location on the Mediterranean coast is one of its biggest advantages. As Egypt's main port, it acts as a vital gateway for trade with Europe and the Arab world. The city is only three to four days away from European markets by ship, which helps businesses save on shipping costs and time. This makes it easier for companies to reach international markets.

- **Infrastructure Development**

The city has well-developed transportation systems that are essential for business operations. It has two major seaports—Port of Alexandria and Port of El Dekheila—which handle about 75% of Egypt's foreign trade. It is also connected by extensive road and rail networks to Cairo and other regions, which enhances its logistical capabilities.



Mosque in Alexandria



Recent infrastructure improvements, such as the Alexandria Development Project supported by the World Bank, aim to enhance accessibility and streamline business processes, contributing to a better business environment.

- **Economic Diversity**

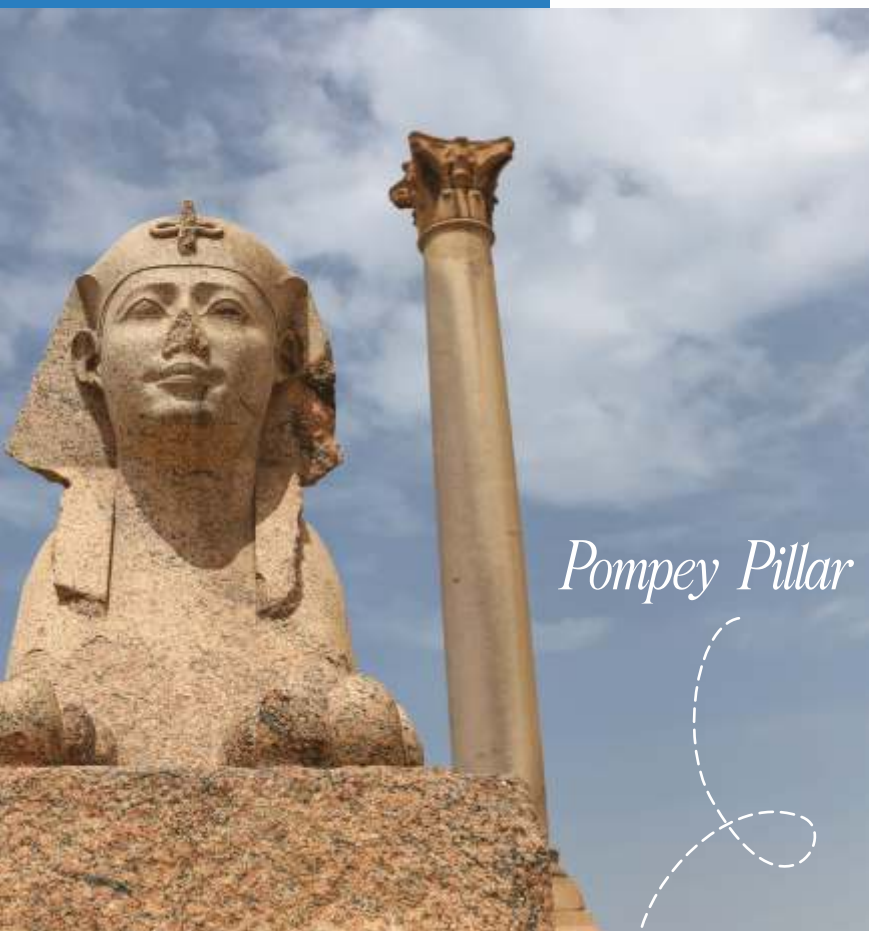
Its economy is diverse, featuring various industries like chemicals, textiles, food processing, petrochemicals, and pharmaceuticals. Its manufacturing industry has been growing at rates of 5-8% in recent years, indicating a healthy economy with potential for further growth. There are also opportunities in emerging sectors like renewable energy and technology startups, supported by the Egyptian government's efforts to diversify the economy.

- **Government Incentives**

The Egyptian government has introduced reforms to make the investment climate more favorable. For example, a new investment law enacted in 2017 simplifies procedures for foreign investors and offers various incentives. The General Authority for Investment (GAFI) has set up a one-stop shop in the city to help businesses register and establish operations in just three days. It also has several free zones that provide tax exemptions and other benefits to businesses operating there, encouraging foreign direct investment (FDI) and boosting economic growth in the region.

- **Skilled Labor Force**

Another important factor attracting foreign investment is the availability of a skilled workforce. The city has many educational institutions that produce qualified graduates with the skills needed for various industries. This ensures that businesses can find suitable employees to support their operations.



Pompey Pillar

Key Industries in Alexandria

The city's economy is supported by several important industries that contribute to its growth:

Textiles
284
companies

Food Industry
350
companies

Chemical production
176
companies

- **Textiles:** This industry has been significant since ancient times and is still one of the largest employers in the area. There are over 284 registered companies that produce textiles, making the city a leader in this sector.
- **Food Processing:** The food industry has grown quickly because of rising domestic demand and opportunities for exporting products. Around 350 companies are focused on processing vegetables. This factor highlights the city's role in food production.
- **Chemical Production:** There are about 176 companies that specialize in making chemical products. This sector is essential for meeting local needs and supplying international markets.
- **Technology Startups:** The rise of technology-driven businesses is creating new avenues for innovation in areas such as logistics, finance, and e-commerce. Investors can explore opportunities in this rapidly evolving sector.
- **Real Estate Development:** With many tourists attracted to the city's historical sites and beautiful Mediterranean beaches, there is significant potential for real estate development, particularly in hospitality services. This includes hotels, resorts, and other accommodations that cater to visitors.

Opportunities for Investment in Alexandria

Alexandria offers a variety of investment opportunities for those looking to take advantage of emerging trends:

- **Renewable Energy Initiatives:** As Egypt moves towards more sustainable energy sources, there is a growing interest in investing in solar and wind energy projects. This shift presents a promising opportunity for investors focused on renewable energy.

Along with the calm and relaxing presence of beaches and rich historical and cultural background, Alexandria, Egypt, is an important business center with great potential in the Mediterranean region. The blend of rich history and strong economic activities creates a unique environment that supports growth in many sectors. Stakeholders can gain many benefits from the city by taking advantage of the investment opportunities. As interest in emerging markets like Egypt continues to rise, the city is well-positioned as a strategic location where history blends with modern business.





BRING THE BEAT

To those who fill them enthusiasm ... To those who beat their heart always win Challenge to living with each heartbeat and are looking for creativity always Dedicate them this work.

It's how we feel, and how we want people to feel. We're an independent ideas agency and we believe great ideas combined with standout design connects our clients with their Normal and Simple Life. Sports, Actions, above and below the line, we propel you across the finish line like a rocket ship to Venus! With an unwavering commitment to creativity, we deliver real-life, tangible results for our clients.

Rhythm
creations
change your rhythm

Who is the **RICHEST FOOT** **in the World?**

You Might Be Surprised

When it comes to global sports, few games can boast the same amount of passion, prestige, and paycheck as football. From the legendary stadiums in Europe to the manic crowds in South America, footballers are not just players. They are an icon. But who is the richest footballer in the world? In addition to players like Messi, Ronaldo, and Neymar, you're also wondering about other names, and the answer could surprise you, because it goes well beyond goals and assists. Brand deals, family wealth, and business ventures help their astronomical net worths.

In this article, we will explore the current holder of the richest footballer in the world title as well as a narrowed down list of the richest footballers in the sport today.



BALLER



10 Richest F

10. Andrés Iniesta

About:

A legend at FC Barcelona, Iniesta extended his career in Japan and then the UAE. Known for his elegant playing style, Iniesta has also been smart about business, co-owning a winery and other ventures that supplement his football earnings.

- **Net Worth:** \$120 million
- **Salary:** \$8 million
- **Team:** Emirates Club (UAE Pro League)



ANDRÉS INIESTA

9. Mohamed Salah

About:

The Egyptian King of Liverpool, Mohamed Salah's rise to stardom has been accompanied by a significant increase in wealth. From performance bonuses to lucrative brand endorsements like Adidas and Pepsi, Salah continues to be one of the sport's top earners.

- **Net Worth:** \$90 million
- **Salary:** \$35 million
- **Team:** Liverpool FC (Premier League)



MOHAMED SALAH

8. Wayne Rooney

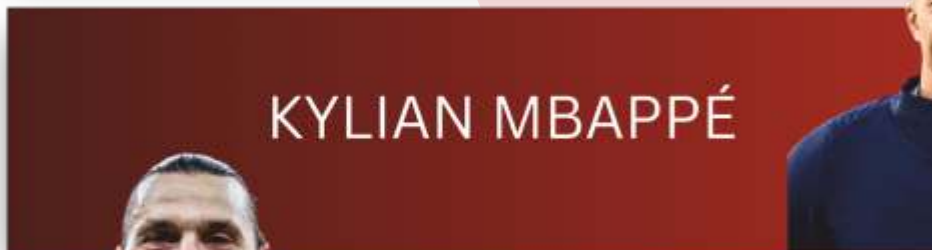
About:

An English football icon, Wayne Rooney earned his fortune from a successful career at Manchester United and later in Major League Soccer. Since retiring, he's moved into coaching, but his past endorsements and salary earnings still contribute to his wealth.

- **Net Worth:** \$170 million
- **Salary:** N/A (Currently coaching)
- **Team:** Formerly with Manchester United, D.C. United



WAYNE ROONEY



KYLIAN MBAPPÉ



ZLATAN IBRAHIM

List of the Footballers in the World



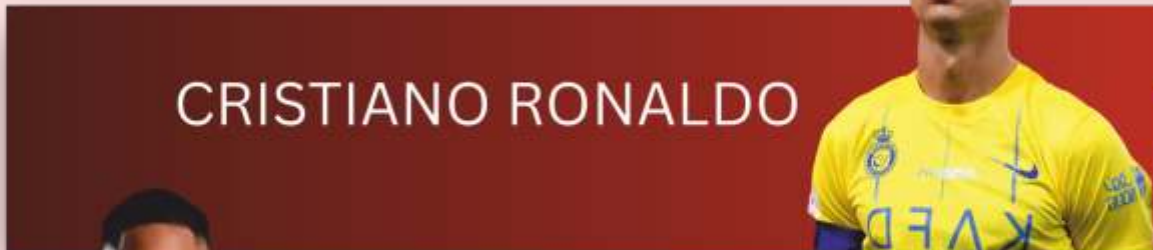
NEYMAR JR.



DAVID BECKHAM



LIONEL MESSI



CRISTIANO RONALDO



FAIQ BOLKIAH

7. Kylian Mbappé

About:

Considered the future of football, Kylian Mbappé has already amassed immense wealth despite his young age. With a massive salary from PSG and endorsement deals with Nike, Hublot, and others, he's set to climb even higher in the rankings in the coming years.

- **Net Worth:** \$180 million
- **Salary:** \$110 million
- **Team:** Paris Saint-Germain (expected Real Madrid move)

6. Zlatan Ibrahimović

About:

Charismatic and confident, Zlatan has played for top clubs across Europe, from AC Milan to Manchester United. His earnings come from club salaries, endorsements, and personal ventures like his clothing line and investments. Even in retirement, Zlatan remains a lucrative brand.

- **Net Worth:** \$200 million
- **Salary:** N/A (Retired in 2023)
- **Team:** Formerly with AC Milan, PSG, LA Galaxy

5. Neymar Jr.

About:

Brazilian star Neymar has consistently been one of the top-paid footballers in the world. Known for his flashy lifestyle and incredible footwork, Neymar also cashes in through endorsements, including deals with Puma, Red Bull, and other global brands. His move to Al Hilal in Saudi Arabia came with a jaw-dropping salary.

- **Net Worth:** \$250 million
- **Salary:** \$100 million (including bonuses and endorsements)
- **Team:** Al Hilal (Saudi Pro League)

4. David Beckham

About:

Though he's now retired, David Beckham remains a football legend—and a marketing genius. Known for his

style and flair, Beckham has endorsed everything from Armani to Adidas. His ownership stake in Inter Miami and other ventures contributes significantly to his immense wealth.

- **Net Worth:** \$450 million
- **Salary:** N/A (Retired)
- **Team:** Formerly with LA Galaxy, Manchester United, Real Madrid

3. Lionel Messi

About:

A magician with the ball, Lionel Messi has amassed his fortune through a mix of club salaries, sponsorships, and commercial deals. A seven-time Ballon d'Or winner, Messi's deals with Adidas, Pepsi, and other giants, along with his move to the U.S. MLS, keep his net worth climbing steadily.

- **Net Worth:** \$550 million
- **Salary:** \$65 million (plus endorsements)
- **Team:** Inter Miami (Major League Soccer)

2. Cristiano Ronaldo

About:

Often considered one of the greatest footballers of all time, Cristiano Ronaldo has turned his athletic success into a massive business empire. From fashion to fitness, his brand "CR7" brings in millions. Add to that his massive social media following and lifetime Nike deal, and you get a financial juggernaut.

- **Net Worth:** \$600 million
- **Salary:** \$200 million (including Saudi club deal)
- **Team:** Al-Nassr (Saudi Pro League)

1. Faiq Bolkihah

About:

Born into Brunei royalty, Faiq Bolkihah is not just known for his footballing skills but for his royal lineage. Nephew to the Sultan of Brunei, his wealth isn't just from his football contracts but largely from his inheritance. While he hasn't made headlines for on-field performances, his status as a footballer, combined with vast family wealth, makes him stand out.

Net Worth: \$20 billion

Salary: Reportedly modest in football terms

Team: Ratchaburi FC (Thailand)

Who is the Richest Footballer in the World?

While many people may think of Cristiano Ronaldo or Lionel Messi due to their enormous salaries, brand endorsements and the intense level of fame that they enjoy, the richest footballer in the world is technically Faiq Bolkiah. Given his royal Bruneian lineage, Bolkiah's net worth far exceeds that of every other footballer. Even though his image as a player is pretty low and he is relatively unknown in the world of footballers, Bolkiah's estimated value leaves every other player's wealth in the dust.

It is an interesting reality that the richest footballer in the world may not be the most famous player or even the most decorated when it comes to trophies, but certainly is the richest simply by inheriting it. It re-establishes what we think about sports success and how differently we can acquire wealth.

That being said, if we are to consider wealth acquired solely from performance, brand, and global following through the sport of football, players like Ronaldo, Messi, and Neymar take the cake and are the absolute best in the world at gaining wealth. They enjoy what they do to spread a wealth of talent, charisma, and consistency to build their empires.

Conclusion

The world of football is not just about who scores the most goals or lifts the most trophies. It's also about legacy, influence, and sometimes, lineage. The question of who is the richest footballer in the world opens up a broader discussion on what contributes to a footballer's fortune, be it personal skill, smart financial moves, or royal birthright.

From Faiq Bolkiah's astonishing net worth to Cristiano Ronaldo's empire and Messi's continuing reign, football's elite have shown that the pitch is just one part of their journey. Whether you're a fan of raw talent, business acumen, or fairy-tale fortunes, there's no denying that the financial game in football is as competitive as the one played on the field.





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Dior

The Pinnacle of Haute Couture Culture

fashion has become a way of life. From lush fragrances to stunning gowns, each offers a moment of pause and us brands help make these moments unforgettable. Owning products from luxury brands brings satisfaction and s. One of the brands that has a big influence on our lifestyle is Dior. From the iconic 'New Look' that rmed post-war fashion to the modern-day collections that grace the runways of Paris, it holds a legacy of over ecades and continues to influence our lives.

case study, we will learn more about the brand that is synonymous with timeless sophistication and elegance, its sustainable initiative, iconic products, marketing strategies, and current revenue.

Christian Dior SE, often just known as Dior, is a French luxury goods company. It is led by *Bernard Arnault*, a prominent entrepreneur who also runs LVMH, the largest luxury group in the world.

French fashion designer Christian Dior founded the iconic brand in 1946, which focused on high-end fashion. Born in Granville, Normandy, in 1905, Christian initially pursued a career in art and opened a gallery before turning to fashion. His first collection, launched in 1947, introduced the revolutionary "New Look," which transformed women's fashion by emphasizing femininity with features like rounded shoulders, a cinched waist, and full skirts. This collection was a direct response to the austerity of wartime fashion, marking a significant shift towards luxury and elegance.

After its success, Christian expanded his brand. In 1949, he introduced his first fragrance, Miss Dior, which was inspired by his sister, Catherine. By the early 1950s, he began licensing his name for various accessories, including ties, stockings, and handbags, which allowed the brand to reach a broader audience and establish itself as a comprehensive luxury lifestyle brand. The 1950s were a pivotal decade. In 1955, the brand ventured into cosmetics with the launch of its first lipstick and shoe line, collaborating with renowned designer Roger Vivier.

In 1956, Christian published his autobiography, titled *Christian Dior et moi* (or Dior by Dior). Sadly, the following year, he passed away from a heart attack while on vacation in Italy. After his death, his assistant, Yves Saint Laurent, took over as head of the fashion house. Saint Laurent led the company until 1960, when he was called to serve in the French army. Since then, several notable designers have served as creative directors, including Marc Bohan, Gianfranco Ferré, and John Galliano.

The Rise of The Iconic Brand





Initiatives to Support Sustainability

Dior is part of LVMH, a large fashion group that leads environmental initiatives for all the brands under its umbrella. In 2020, LVMH launched an environmental plan called LIFE. This roadmap focuses on important areas like protecting biodiversity, fighting climate change, promoting a circular economy, and ensuring transparency. The brand has launched several initiatives to implement sustainability in its products and services.

Beauty as Legacy

In early 2023, the brand introduced Beauty as a legacy initiative, which builds on sustainable efforts made over the years. Since 2006, it has worked to restore the Grasse region in France with the help of female flower farmers. The brand also committed to restoring La Petite Provence and financed the planting of 600 rose bushes at the Queen's Grove in Versailles in 2021.

This initiative focuses on four main areas: women's empowerment, regenerative farming, responsible beauty, and eco-design. For example, it now offers refillable containers for products like the popular Rouge Dior lipstick and Sauvage perfume.

Supporting Women

The brand has always celebrated women, starting with Catherine, who was a member of the resistance during World War II. To support women globally, the brand launched the Women@Dior initiative in 2017 to mentor young women from underprivileged backgrounds. Another campaign, #DiorStandsWithWomen, was created to honor strong women through portraits.

Inspired by Christian's love for gardening, designer Maria Grazia Chiuri transformed the setting for the Spring Summer 2020 Paris Fashion Week into a forest, which was replanted after the event to help enhance biodiversity in the area. There were signs that read 'planting for the future'.

Iconic Look

Throughout the Decades

1947 - New Look

This silhouette celebrated femininity with structured designs, including the famous Bar suit.



1949 - Princess Margaret's Dress

A silk organza dress designed for Princess Margaret's birthday became a symbol of its connection to British royalty.



1953 - Tulip Collection

This marked a shift to more streamlined designs with floral prints, moving away from the voluminous New Look.



1958 - Trapeze Collection

Yves Saint Laurent introduced youthful fluidity, focusing on lighter fabrics and wearable designs.



1967 - Dior Oblique Motif

Marc Bohan created a recognizable pattern that became a hallmark of the brand.

ks ecades



1989 - Gianfranco Ferré

Known for structural flamboyance, he introduced voluminous gowns and intricate designs.



1996 - John Galliano's Era

Galliano brought theatricality and romance, creating memorable pieces like Princess Diana's Met Gala gown.

2013 - Raf Simons' Elegance

Introduced refined aesthetics with simple yet elegant designs, highlighted by Jennifer Lawrence's Oscar gown.

2016 - Maria Grazia Chiuri

As the first female creative director, she infused activism into fashion with slogan tees promoting feminism.

The Most **Iconic Dresses and Perfumes**

The Bar Suit

It was the highlight of the New Look Collection. It featured a fitted jacket with a cinched waist and a full, calf-length skirt. The Bar Suit marked a shift away from the boxy, masculine styles popular during the war, celebrating the feminine shape instead.

The A-Line Dress

This dress had a slim-fitting top, and a flared skirt resembling the letter "A." It moved away from the fuller skirts of the New Look and gained popularity in the 1950s.

The Houndstooth Dress

This dress showcased a classic houndstooth pattern and was a favorite of actress Audrey Hepburn. It was simple yet elegant and has become a timeless piece in its own right.



In 1947, the brand launched its perfume line, and 'Miss Dior' became one of its classic and iconic perfumes. Over the years, more of its perfumes became popular and gained the title of being iconic. Some of them are -



Diorissimo

Introduced in 1956, this women's fragrance was created by perfumer Edmond Roudnitska and inspired by the lily of the valley. It has floral notes like lily of the valley, jasmine, and ylang-ylang.



J'Adore

Launched in 1999 by perfumer Calice Becker, this women's fragrance has become one of the most well-known perfumes globally. It features floral and fruity notes like ylang-ylang, jasmine, pear, and melon.

Eau Sauvage

This men's fragrance was introduced in 1966 and quickly became a classic. Created by perfumer Edmond Roudnitska, Eau Sauvage combines citrus, floral, and woody notes such as bergamot, lemon, rosemary, jasmine, and patchouli.



Diorella

It was introduced in 1972 and created by perfumer Edmond Roudnitska. Diorella combines citrus, floral, and woody notes like lemon, peach, jasmine, oakmoss, and patchouli. It was designed to be a fresh, youthful scent and was popular among fashion icon Diana Vreeland for its lightness and versatility.



Poison

Launched in 1985, this women's fragrance was an instant success. Created by perfumer Edouard Flechier, Poison features a bold mix of spicy, floral, and fruity notes, including coriander, plum, jasmine, tuberose, and vanilla. It was seen as daring compared to lighter fragrances of the time and has been favored by stars like Madonna and Cher.





Marketing Strategies it Implements

The brand has a wealthy consumer base who appreciates luxury and has a taste for sophistication. They range from young professionals to established elites. Its global influence connects with people who want to embrace high fashion, no matter where they are. To cater to these audiences, the brand has several marketing strategies.

Brand Identity and Consistency

It has a strong brand identity, which it maintains across all its marketing efforts. Its team ensures that all products align with the brand's vision, and all communication, whether in advertising or messaging, reflects this consistent identity.

Multimedia and Omnichannel Marketing

As a luxury brand, it knows how to use different media effectively. You can find the brand name on every social media platform, in print ads, and even in virtual exhibitions and reality shows.

It also uses targeted strategies, such as having multiple accounts on platforms like Instagram. There's a main account for general consumers and a separate account called Dior Homme that focuses specifically on male consumers.

Influencer Marketing

Influencer marketing is a powerful way to reach consumers because people often connect with the products that influencers promote. The brand has effectively used the

influence of many celebrities, including Johnny Depp, Robert Pattinson, Rihanna, and Natalie Portman, to enhance its visibility.

Ambitious and Alluring Fashion Shows

One of the brand's standout marketing strategies is its stunning fashion shows and exhibitions. For instance, in the Esprit Dior exhibition, the brand showcases captivating pieces while exploring various themes. These interactive and creative displays allow fans to fully experience the brand's style and attract new audiences who may not be familiar with the brand.

Recent Revenue Stats and Growth

Christian Dior SE has recently shared its financial results for the first half of fiscal year 2024. The brand experienced a 2% organic growth in revenue, reaching about \$45.21 billion compared to the previous year. This growth was driven by steady increases in Europe and the United States, while Japan saw impressive double-digit revenue growth thanks to increased spending from Chinese customers in these regions.

The company's profit from ongoing operations for the first half of FY24 was €10.6 billion, leading to a strong operating margin of 25.6%, which is significantly higher than levels seen before the COVID-19 pandemic. However, profits from the fashion and leather goods segment dropped by 6%, totaling €20.77 billion. The overall net profit for the group was reported at €3 billion, which is a decrease compared to the previous year.

BIRKENSTOCK PRESENTS

BEYOND *The* Critics

"The new 'Ugly' that's actually
a statement on comfort over
conformity."

- **DAZED**



Canva in 2025: How a \$40B Startup Everyone a Designer

Can Anyone Be a Designer? Canva Thinks So.

What if there were a world where graphic design is no longer reserved for professionals with years of training and expensive software? Where a student, a startup founder, or a non-profit director could create a stunning visual in minutes, without ever opening Photoshop. That world exists today because of Canva.

With more than 135 million monthly users in 2024 and a valuation of \$40 billion, Canva has disrupted the traditional design market, it has democratized it. But how did a startup from Sydney, Australia, become one of the world's most impactful design platforms? And is it really the ultimate tool for business design needs in 2025?

This is the story of Canva: a platform, a business model, and a revolution.

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Made

Founder

Melanie Perkins, Cliff Obrecht, Cameron Adams

Founded Year

2013

Headquarters

Sydney, Australia

No. of Employees

3,500+ (2024)

Website

<https://www.canva.com>

Overview

Canva is a web-based visual communication platform that enables anyone, from students to CEOs, to create professional-grade designs with zero prior experience. Built on the belief that “design should be simple for everyone,” Canva offers an intuitive drag-and-drop interface that allows users to build graphics, videos, presentations, social content, marketing materials, websites, and more.

Founded in 2013 by Melanie Perkins, Cliff Obrecht, and Cameron Adams, Canva started as a tool to simplify the complex world of design software. By 2024, it boasts over 135 million monthly active users, supports over 100 languages, and serves clients ranging from small startups to 90% of the Fortune 500.

Canva operates on a freemium model. Its free version offers plenty for individuals and students, while Canva Pro and Canva for Teams cater to growing businesses with features like AI-powered Magic Studio, Brand Kits, collaboration tools, and social media scheduling. Additional revenue streams come from Canva Print and enterprise licensing.

Now valued at \$40 billion, Canva is not just a tool—it’s a design revolution. With acquisitions like Affinity, Flourish, and Kaleido, and a roadmap that includes AI, 3D design, and AR, Canva continues to push the boundaries of what’s possible in do-it-yourself design. Its mission remains bold but clear: *empower the world to design*.

The Origin Story: A Simple Idea with a Big Vision

The Canva journey began in 2013 with co-founders Melanie Perkins, Cliff Obrecht, and Cameron Adams. Perkins, a former design tutor at the University of Western Australia, noticed her students struggled to learn complex design software. Her goal? To make design simple for everyone, everywhere.

That vision became Canva—a free-to-use, drag-and-drop design platform built on simplicity, accessibility, and user empowerment.

By 2015, Canva had already reached 4 million users. By 2022, it had over 100 million. Today, it's a staple in homes, schools, startups, Fortune 500 boardrooms, and everything in between.

What is Canva, Really?

At its core, Canva is a visual communication platform. It allows users to design social media graphics, presentations, posters, resumes, videos, infographics, marketing collateral, and more—all within a highly intuitive, browser-based interface.

Think of it as Microsoft Office meets Adobe Creative Suite—only much, much simpler.

And while it began with static design, Canva now supports:

- **Video Editing**
- **Presentation Tools (like Google Slides or PowerPoint)**
- **Whiteboards for collaboration**
- **Social media schedulers**
- **Website building**
- **Brand kits and team workflows**

It's not just a design tool anymore. It's a business productivity ecosystem.

Who Is Canva For?

Everyone. But especially:

- **Small Businesses** looking to avoid hefty agency fees
- **Entrepreneurs and Startups** needing fast, professional branding
- **Social Media Managers** creating content across platforms
- **Educators and Students** building engaging classroom materials
- **Nonprofits and Advocacy Groups** amplifying their voice
- **Enterprise Teams** managing brand consistency at scale

More than 85% of Fortune 500 companies now use Canva. From Zoom and Salesforce to PayPal and Marriott, global brands rely on it to maintain design continuity across departments.

Key Features That Set Canva Apart

Let's break down what makes Canva a standout:

Features that Set Canva Apart

- 1 Drag-and-Drop Simplicity
- 2 Massive Template Library
- 3 Canva AI & Magic Studio
- 4 Brand Kit & Team Collaboration
- 5 Content Planner
- 6 Print and Publish

1. Drag-and-Drop Simplicity

Even the most tech-averse users can produce eye-catching designs. Just pick a template, drag elements, and hit download.

2. Massive Template Library

With over 610,000+ templates (and counting), Canva has designs for everything—from business cards to TikTok reels.

3. Canva AI & Magic Studio

Launched in 2023, Canva's Magic Studio is a suite of AI-powered tools:

- **Magic Write:** An AI content assistant
- **Magic Design:** Instantly generate layouts from a prompt
- **Magic Edit & Erase:** Edit images with the brush of a digital wand
- **Magic Presentations:** Build decks from scratch with just a topic

It's like having a designer and copywriter in your pocket.

4. Brand Kit & Team Collaboration

Upload your logo, brand fonts, and colors to keep everything on brand. Teams can comment, share, and assign access levels for seamless collaboration.

5. Content Planner

Canva Pro allows users to plan and schedule posts across social media platforms—a dream for marketers.

6. Print and Publish

From printing flyers and t-shirts to publishing websites and video ads, Canva's reach extends beyond digital.

Canva for Business: The True Game Changer

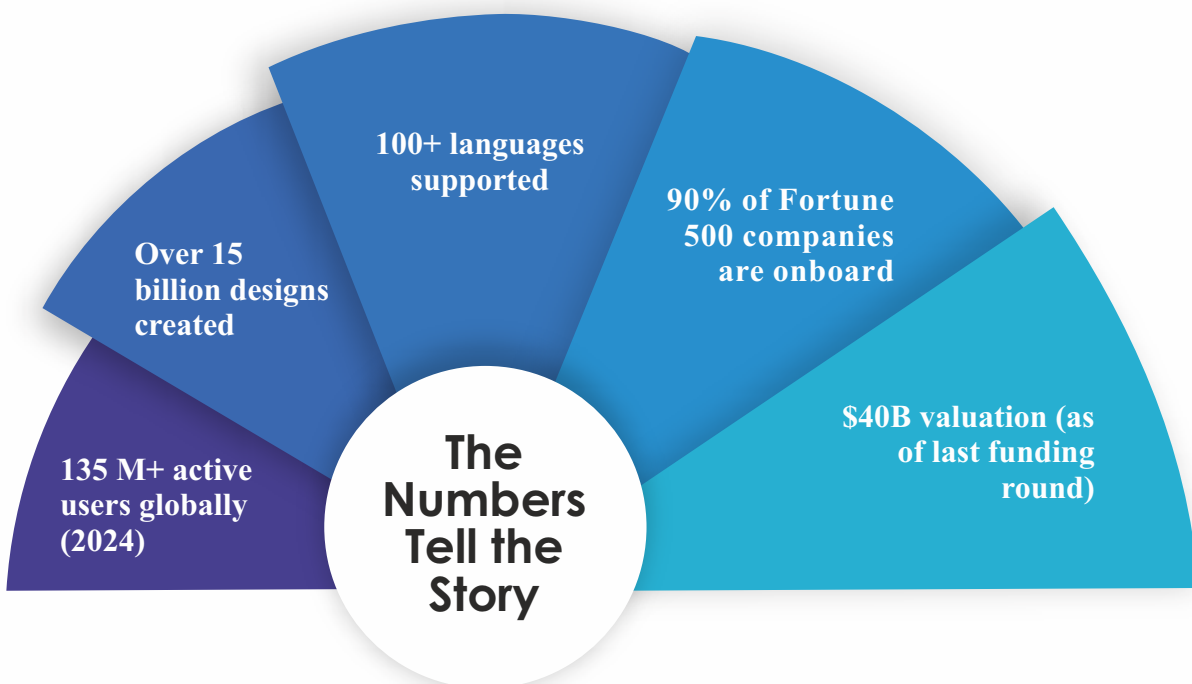
Canva's value for business lies in its ability to centralize brand design, save costs, and speed up content creation.

According to a Wyzowl report, Canva reduces design turnaround time by up to 75%. That's not just convenience—it's operational efficiency.

Companies no longer need large design teams or agency contracts for everyday visuals. And because it's cloud-based, distributed teams can work together in real time.

Canva's business offering includes:

- Unlimited storage
- Admin controls and audit logs
- Single Sign-On (SSO) for security
- Analytics dashboards
- Priority support



How Does Canva Make Money?

Canva operates on a freemium model:



There are also revenue streams from Canva Print, the content marketplace, and enterprise licensing.

Challenges and Criticism

Of course, no tool is perfect.

1. **Limited customization vs. Adobe Suite** – Professional designers may find Canva restrictive.
2. **Template overload** – Beginners can struggle to find the best option among so many choices.
3. **Brand dilution risk** – When “anyone can design,” brand consistency can slip if guidelines aren’t enforced.

But for its audience, non-designers who want results, these are minor trade-offs.

Canva’s Impact on the Design Industry

Canva has sparked both praise and debate. Some argue it’s “cheapening” design; others hail it as a force for good.

Here’s the truth: Canva isn’t trying to replace professional designers—it’s empowering the 99% who never had access to design in the first place.

It has carved a new category: “DIY Professional Design.”

In doing so, it has redefined what design means for business, education, and everyday communication.

Canva in 2025: What’s Next?

According to co-founder Melanie Perkins, Canva’s mission is “to empower the world to design.” And they’re not slowing down.

What to expect:

- **More AI integrations**
- **3D design and augmented reality content**
- **Deeper enterprise tools and integrations**
- **Expanded educational initiatives in developing countries**
- **Sustainability-focused print operations**

With acquisitions like Flourish (data visualization), Kaleido (image background remover), and Affinity (creative design software), Canva is quickly building an ecosystem that could rival Adobe on multiple fronts.

Final Verdict: Should You Use Canva in 2025?

If you're a:

- Business owner wanting fast, professional-looking marketing materials
- Teacher creating lesson plans or visual content
- Startup founder needing pitch decks and branding
- Social media manager juggling campaigns
- Team collaborating across time zones
- *Then yes—Canva is essential.*



It blends function with flair, giving non-designers the confidence to create. And it keeps evolving—adding AI, automation, and scalability without losing its intuitive edge.

As a tool, it's excellent. As a business case study? It's legendary.

4.8/5
Ratings



- ✓ Intuitive Interface
- ✓ AI-powered tools
- ✓ Deep Business Use Cases
- ✓ Huge Template Library
- ✓ Seamless Collaboration
- ✓ Slightly limited for expert designers



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