



## COMPANY PROFILE

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## The *SheFighter* story

Came as a result of real situation

Our story began in 2004 when the founder **Lina Khalifeh** was attending a lecture at the University. Lina saw her friend, as she walked into the lecture with bruises on her face. Lina looked at her and she could only see sadness and tears in her eyes, even though she was acting strong. They talked after the lecture, and her friend told her that her brother and father were beating her up, and she couldn't do anything about it. Lina advised her friend to do something about the situation, but her friend refused saying "No" and walked away. Lina understood that her friend could not do much about her situation, and that perhaps her friend felt weak and powerless.



However, Lina believed that women should never be abused in any way, physically and/or emotionally. Women are much more than that! In fact, women are strong; they are capable in making a positive impact in this world.

Since Lina has a background in Martial Arts, she decided to stand up for women. After her friend's incident, she started teaching women self-defense at the basement of her house. She began to teach women how to defend themselves from different types of violence that they can face. To empower them to have a voice, to become leaders, change makers and influencers. With time, many girls became interested in the training that she began, and in 2012 Lina opened her own Self-Defense Studio.

*SheFighter* was born in Lina's mind in January 2010, however the legal registration and formal birth of *SheFighter* was in April 2010, in Amman, Jordan.

Lina took a risk to open *SheFighter*.

*SheFighter* is the 1<sup>st</sup> and only Self-Defense studio for women in Jordan and the Middle East region.

## Vision

To end violence and harassment against females globally.

## Mission

- ✦ To teach females self-defense techniques in every country, city and village by providing them with *SheFighter* training, workshops and seminars.
- ✦ To increase the number of certified *SheFighter* trainers in order to train Females globally.
- ✦ To empower females to take on active roles in society, through eliminating gender based violence.
- ✦ To empower females around the globe to discover their internal-strengths and capabilities.

## Core Values

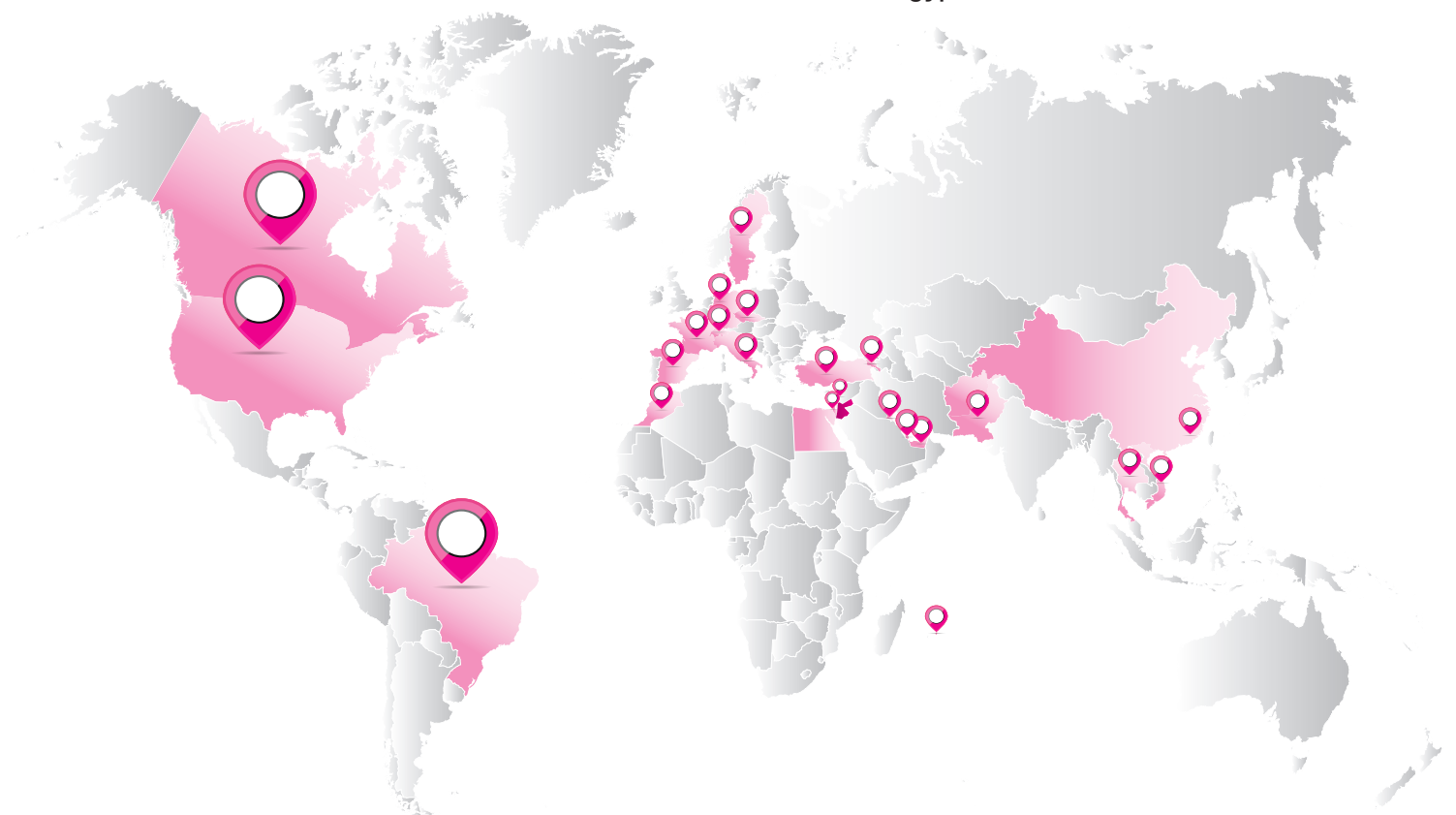
- ✦ Change-Maker
- ✦ Cause Believer
- ✦ Power Driven



## Where we have been

**SheFighter** is growing and becoming recognized locally and internationally for several factors including; its cause, achievements and female empowerment. We have given workshops, attended seminars and certified Training of Trainers (“**TOT**”) all in:

- |                  |             |
|------------------|-------------|
| ✦ Canada         | ✦ U.A.E     |
| ✦ United States  | ✦ Armenia   |
| ✦ Turkey         | ✦ Qatar     |
| ✦ Czech Republic | ✦ Lebanon   |
| ✦ Switzerland    | ✦ Sweden    |
| ✦ Vietnam        | ✦ Brazil    |
| ✦ Thailand       | ✦ Morocco   |
| ✦ France         | ✦ Italy     |
| ✦ Pakistan       | ✦ Spain     |
| ✦ HongKong       | ✦ Palestine |
| ✦ Germany        | ✦ Mauritius |
| ✦ Kuwait         | ✦ Egypt     |



## Our Awards & Achievements

**SheFighter** has great achievements and has been supported by many countries, businesses and NGO's globally:

- ✦ **2018 Awarded Economic Empowerment Global Award** by Hillary Clinton and Vital Voices
- ✦ **2017** Carrying the Torch at the **Olympic Games** in PyeongChang
- ✦ **2017** Provided Training to **Kung fu Masters** at the Pyrenees Mountains in Spain
- ✦ **2017** Provided presentations to **Universities in Hong Kong**
- ✦ **2017** Toured **Italy** for SheFighter awareness and training
- ✦ **2016 FAM2016 Program** in France
- ✦ **2016** Spoke at **ONE YOUNG WORLD** in Ottawa
- ✦ **2016 Delivered a workshop and spoke** in Vietnam
- ✦ **2016 Trained Emma Watson** Actor & UN Women Global Goodwill Ambassador
- ✦ **2016** Won an award “**Female Entrepreneur of the Year 2016**”
- ✦ **2015 Recognized by President Barak Obama** during his Speech at the White House
- ✦ **2015** Spoke at **ONE YOUNG WORLD** in Thailand
- ✦ **2014 EMPRETEC Women in Business Gold Award** (Geneva, Switzerland)
- ✦ **2014** Winning the Challenge Cup for **Entrepreneurs** in the MENA Region
- ✦ **2014** Invited to speak at the **European Parliament** in Brussels
- ✦ **2014 Women in Business Global Award**
- ✦ **2013 Social Entrepreneurship Award** in Sao Paulo
- ✦ **2013 She Entrepreneurs Program** in Sweden
- ✦ **2013 BADIR** Social Entrepreneurship Program

## How do we Work and expand?

If you are an owner of a:

- ✦ GYM
- ✦ Martial arts center
- ✦ NGO

and would like to start the **SheFighter** classes/ System at your place.

All you need is:

- ✦ Royalties for the license to use the **SheFighter** brand
- ✦ Training of Trainers (TOT) course
- ✦ **SheFighter** equipment's



## SheFighter Trainer levels systems

**SheFighter** trainer level systems is fully established by Lina Khalifeh. Lina designed each level based on its intensity and complexity with intention for each level to be adaptable to the trainer and the trainee.

Each level is a mixture between kick boxing and self-defense at different levels of complexity.





## **Pink Level** [Beginner Level]

**SheFighter** Pink Level is the beginner Level in **SheFighter** Self-Defense System

### **Description:**

- ✦ Basic Self-Defense Skills.
- ✦ Basic Kicking and Punching.
- ✦ Managing Group Exercise Classes.
- ✦ Program Design.
- ✦ Introduction to Lifestyle Fitness.



## **Silver Level** [Intermediate Level]

In order to register in the Silver Level, you have to pass the Pink Level.

### **Description:**

- ✦ Defenses against Weapons.
- ✦ Ground Attacks.
- ✦ High Speed Kicks.
- ✦ Boxing Combos.
- ✦ Fight Training.
- ✦ How to provide workshops 101.





## Black Level [Advanced Level]

The Black Level is an advanced Level, which qualify you to be a Padvanced Martial Arts and Self-Defense Expert.

### Description:

- ✦ Advanced Kicks and Punches.
- ✦ Advanced Escaping Attacks.
- ✦ Defense against 3 to 5 Attackers.
- ✦ Advanced Self-Defense Training.
- ✦ Fight Training and Techniques.
- ✦ How to provide Workshops 102.



## Gold Level [Professional Level]

The Gold Level is a professional Level in Self-Defense, which qualify you will become faster and you will develop reaction.

### Description:

- ✦ Professional and advanced Kicks and Punches.
- ✦ High and fast Kicks.
- ✦ Professional Fighting Techniques.
- ✦ Focus and accurate training.





## Projects

Over the years, SheFighter has been actively spreading awareness among women through holding seminars and workshops in different organizations and groups of society. These workshops aim to empower women and educate them through Self-Defense in a very simple, interactive, and efficient style.

With great efforts and unmatched devotion, the team strives to reach 1 million women globally from different age groups.

### Schools:

SheFighter has been to both public and private schools across Jordan, aiming to educate young girls and raise their awareness, teaching them basic self-defense techniques, and empower them both physically and mentally.

The techniques are broken down to simple steps fully explained. Then the students are given space to practice them to make sure they got them right.



### Universities and Colleges:

Lina Khalifeh, owner and founder of SheFighter, aims to get college students to engage themselves in empowerment and positive change. Lectures that are provided are an eye opener to new concepts in terms of entrepreneurship, financial independence and social development. The lectures also raise their awareness of daily challenges of the society problems and figuring out the best solutions.



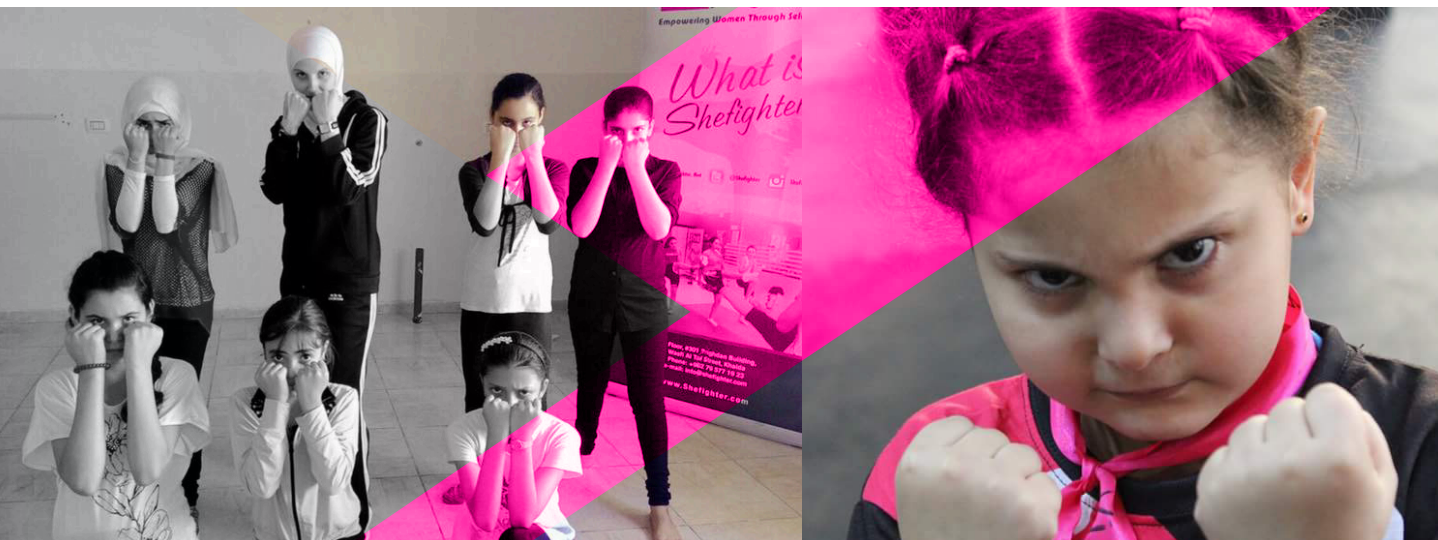
On the other hand, self-defense workshops are also held in universities to support university girls against any verbal or physical harassment they may face in their daily lives, and to raise their self-confidence, by opening their eyes to their inner strength.



### NGO's and Refugee Camps:

SheFighter worked on empowerment where it is most needed to overcome emotional trauma and violence, providing women refugees with self-defense/Martial arts training, and a space to share their painful experiences to allow them to express their negative emotions and empower them.

More projects like that are taking place, and they aim to Train Trainers (TOT) of the refugee camps so that they reach a bigger number of women and for the training to be more consistent and on-going



The training also includes the female staff of different organizations that work in camps, crisis locations and remote areas. The goal is to empower them to defend themselves through Self-Defense to feel more secure and confident in the pressure of such sensitive job positions.



### Orphanages:

The SheFighter studio also hosts different Self-Defense activities for local female orphanages every year. The girls spend some hours at SheFighter, learn self-defense, have fun and discover new potentials.

