

Mostafa Mahmoud: The Young Entrepreneur Redefining HealthTech, and Fitness in the MENA Region

Founder of iTrainer, FITXPERT, Circles Association, Enrich Academy, and Codebase Solutions, Mostafa Mahmoud's digital ventures empower 70,000+ people and employ over 350 professionals across the Arab world.



al-Mansurah, ad-Daqahliyah May 1, 2025 ([IssueWire.com](https://www.issuewire.com)) - Egyptian entrepreneur Mostafa Mahmoud (born August 24, 1997) is rapidly emerging as one of the leading innovators in the MENA region's digital health and education space. As one of the region's most prominent under-25

entrepreneurs, Mahmoud is widely recognized for his visionary thinking and early contributions to the "prosumer" movement — a shift empowering users to actively design their own health, fitness, and educational journeys. Having founded five thriving ventures — iTrainer, Circles Association, FITXPERT, Codebase Solutions, and Enrich Academy — his integrated ecosystem now serves over 70,000 users across the region and employs more than 350 professionals spanning fitness, technology, and education sectors. His ideas consistently anticipate user needs before they become market trends, making him a standout figure in tech-enabled human development. ([G2](#))

Mostafa's journey began at the age of 16 with the creation of Gym Messenger, one of the earliest AI-powered fitness bots on Facebook Messenger. Unlike static blog articles or one-off fitness tips, Gym Messenger solved a widespread problem: the chaotic, scattered access to reliable fitness information for Arabic-speaking youth. It enabled users to type in common fitness terms like "cutting" or "bulking" and receive instantly personalized guidance derived from scientific resources — all automated via chat. Reaching over 800,000 users organically, the tool became a viral success across the MENA region. For Mostafa, it wasn't just a project; it was the first proof that a product, built with empathy and engineered for clarity, could bridge the gap between science and daily human action. It also marked the beginning of his commitment to building intelligent platforms that serve the "prosumer" — people who want to learn, do, and evolve on their own terms. ([Podu Podcast](#))

iTrainer – A mobile-first fitness app launched in 2021, inspired by Mostafa Mahmoud's belief in the power of the "prosumer" — individuals who take control of their own health and results, rather than relying solely on traditional experts. Drawing from his early experience with Gym Messenger and his study of behavior trends in fitness, Mostafa envisioned a tool that empowers users to become their own personal trainers. The app utilizes AI-driven algorithms that adapt based on inputs like weight, goal, gender, and available equipment to generate holistic weekly programs that evolve with the user's progress. With over 600,000 users and an average rating of 4.8/5, iTrainer has become one of the most popular fitness apps in Egypt and Saudi Arabia, proving that a personalized, self-guided experience can transform fitness across the MENA region. ([App Store](#))

Circles Association – Founded in 2019 in partnership with Dr. Osama El Sheref and Salah Seleem, Circles integrates a digital academy for health professionals and two physical clinics offering personalized nutrition and recovery plans. The platform has served more than 20,000 clients and hosts educational programs for fitness coaches and dietitians. ([Instagram](#))

FITXPERT – A SaaS platform launched in 2024 designed to streamline operations for personal trainers. Used by over 400 coaches managing 150,000+ clients, FITXPERT handles client onboarding, check-ins, programming, and billing. Registered in London, it's now expanding into Gulf and European markets as the region's first localized coach management system. ([G2 FITXPERT Profile](#))

Codebase Solutions – The in-house tech engine of Mostafa's ecosystem and his Partner, Salah Seleem, Codebase develops and maintains the core products including iTrainer and FITXPERT. The company specializes in Laravel/Vue.js full-stack development and AI integrations, with projects delivered across Egypt, UAE, KSA, and Sweden. ([Codebase Website](#))

Enrich Academy – A forward-thinking English language and soft skills academy co-founded with Essam Wageh and Salah Seleem. Enrich blends in-person training with virtual mentorship for university students and young professionals. With 15,000+ graduates, Enrich now offers CV writing, communication training, and IELTS preparation through its Tanta and Mansoura branches and online portals. ([Enrich Instagram](#))

"We are not just building businesses — we are creating systems that enable personal transformation," says Mostafa Mahmoud. His integrated vision continues to influence how young people in the Arab world access better health, education, and opportunity through personalized, tech-driven experiences.



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