Given Miral’s vast background, she is able to tailor her talk to fit the message and audience. One topic she focuses on is **Women in Technology**, with presentations to both young girls in school interested in pursuing technical careers and women in the work force. As a successful Entrepreneur she can speak about her experiences and the ups and downs of starting and running iLuminate, either focusing on **Women Entrepreneurs** or general **Entrepreneurship and Business Management.** iLuminate itself is the result of a seamless merge of **Art and Technology** and **Dance and Technology,** giving Ms. Kotb to expertise to address audiences in the field of **STEM (Science, Technology, Engineering and Math) and STEAM (Science, Technology, Engineering, Art and Math).** With this merge of two worlds Ms. Kotb has a presentation that emphasizes the importance of **Teamwork and Collaboration** and the importance of **Co-Inspiration**. Ms. Kotb is a **Cancer Survivor** and she has told her story of the struggles of fighting Cancer and how she allowed this life changing event to inspire her to pursue her dreams. The tone of her presentations are usually meant to inspire and encourage audiences to continuously find a way to love what they do in everyday life, follow their dreams, and never get intimidated by life.