



**Impact Report 2021**  
MITEF Saudi Arabia





# The Report **2021**

## About

With the 5<sup>th</sup> successful cycle of MITEF Saudi Startup Competition, Community Jameel Saudi continues its commitment to providing transparent and in-depth reporting on the socio-economic impacts of its operations on Saudi Entrepreneurial Ecosystem.

**Please get in touch with us on:**

-  @MITEFSaudi
-  @MITEFSaudi
-  @MITEFSaudi
-  [www.mitefsaudi.org](http://www.mitefsaudi.org)
-  [info@mitefsaudi.org](mailto:info@mitefsaudi.org)



Enterprise Forum  
Saudi Arabia



# MIT ENTERPRISE FORUM (MITEF) SAUDI ARABIA



# INTRODUCTION

MITEF Saudi Arabia is part of a global network of chapters dedicated to the promotion of entrepreneurship and innovation worldwide. We inform, connect, and coach Saudi entrepreneurs —enabling them to rapidly transform ideas into world-changing companies.

Founded in 2015 with the goal of promoting and enriching the entrepreneurship ecosystem, we aim to celebrate and support all potential Startups, Entrepreneurs and Social Enterprises in the Kingdom through our Saudi Startup Competition.



## MISSION

Is to build a better world by accelerating the creation and growth of world-class businesses and social enterprise.



## VISION

Is to inform, connect and coach local entrepreneurs enabling them to rapidly transform ideas into world-changing companies. We are a global network of local organizations, inspired by MIT, and open to the world.



**Enterprise Forum**  
Saudi Arabia



## MIT TECHNOLOGY REVIEW

MITEF Global is affiliated with Massachusetts of Technology (MIT) through MIT Technology Review



MITEF and its chapters are led by dedicated staff and volunteers who share a passion for making a difference and achieving global outcomes through tailored local and regional programs.



MITEF has chapters in major markets worldwide

Saudi Startup Competition is organized annually by MITEF Saudi. It focuses on attracting high potential business projects across the following three tracks:



**Ideas Track:** Entrepreneurs who have a social or business idea can apply for this competition



**Startup Track:** Entrepreneurs with established social or business companies can apply for this competition



**Social Track:** Entrepreneurs with life changing social enterprises in Saudi Arabia can apply for this track

Participating in this competition gives entrepreneurs local and international exposure and recognition through MIT Enterprise Forum Global, as well as through MIT Technology Review. The winners of the MITEF Saudi Startup Competition are invited to participate in the MIT Enterprise Forum Arab Startup Competition.

# 8500+

Individuals have applied to MITEF Saudi Startup Competition to date



56%  |  44%



## SR 1.44 Million

Equity-free investment awarded to winners to take their projects to the next level



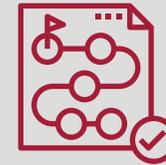
## Average 4

Additional employees hired by Startups within the first year of being awarded



## 6,000+

Entrepreneurs received top tier training, mentorship, great networking opportunities, media exposure and access to funds



## 120+

Established Startups as result of the competition



## 200+

Jobs created by the Competition Startups

Our Impact



**ROADMAP TO 5<sup>TH</sup>  
SAUDI STARTUP  
COMPETITION**



**Ideas Track**  
275 teams



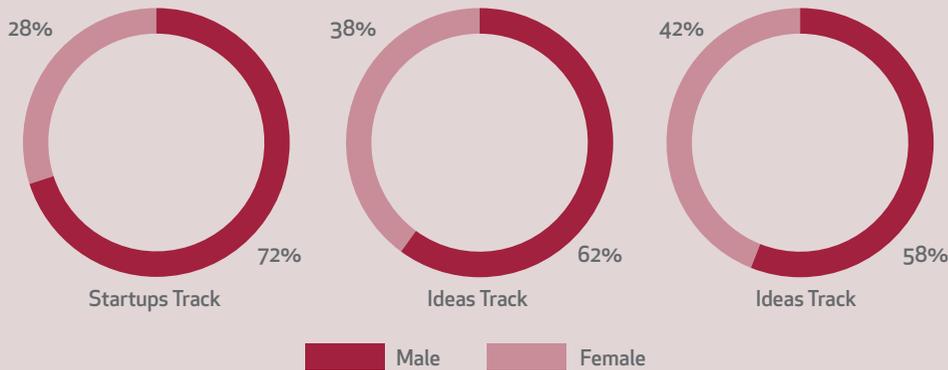
**Startup Track**  
112 teams



**Social Track**  
46 teams



997 applicants



**Female Entrepreneurs** were driven more into **Social Track**

**Male Entrepreneurs** were driven more into **Startups Track**

**Social Track** consisted a near-to-balanced portfolio of applicants

# Applications 2020

## Top 5 application fields

E-Commere	9.7%
Digital Technologies	7.6%
Education Technology	7.4%
Consumer services & Productivity apps	4.8%
Healthcare	3.7%

NOT TOMORROW  
TODAY!

# SEMI-FINALIST TEAMS STARTUPS TRACK

MIT Enterprise Forum  
Saudi Arabia  
Smart Conference & exhibition  
INNOVATING  
TOMORROW  
TODAY!

المبلغ  
Ghallah  
الثالث SAR  
ريال 10,000

الفائز بالمركز الثالث لمسار الأفكار في مسابقة منتدى MIT للشركات  
الناشئة في السعودية في دورتها الرابعة

Strategic Partners  
INVEST SAUDI  
KAEC  
Another World

شركات  
EROC Entrepreneur DESTINATION  
Abdul Latif Jameel  
EY  
THE SPACE  
المركز الثالث  
SAUDHA  
GAB RIZO  
Community Jameel

Startup	Field	Bio
Al Meeza	Digital Technology	Al Meeza specializes in building smart self-serviced devices that reduce the use of electronic equipment and rely on cloud solutions. Through this system, Al Meeza can customize users' experiences and sell a wide range of products.
BashQash	FinTech	BashQash is an integrated payment solution (hardware + backend and application) designed for a variety of businesses and sectors including events, exhibitions, shopping malls, food court, residential compounds, schools and universities in addition to FMCG distributors.
Future Platform	Digital Technology	Future Platform is a Virtual Reality service company. It provides VR solutions across different fields. The platform was designed to develop VR applications including googles like Oculus Quest, 360 VR tours, and Web VR services. It also includes training programs for individuals and groups. The platform is currently focused on education and engineering, with plans to expand to other sectors soon.
Hisbah	PropTech	Hisbah Real Estate Technology Services provides specialized offerings that include real estate appraisals, application submission and tender and evaluation processes. It also offers a real-estate calculator to inquire about properties' estimated values.
Hudhud AI	Digital Technology	Hudhud is an artificial intelligence system that utilizes the latest learning algorithm through Chatbots services. The system prides itself in its accuracy in analyzing texts of complaints and tonality in Arabic while selecting the most appropriate responses to customers within seconds. The solution can process 80% of all requests, with no limits to the number of orders/tickets. Without any human intervention, ensuring the responses abide by the organization's standards and values.
Jirah	Education Management	Jirah is a C2C platform that connects home nurseries and parents. Designed to resolve challenges faced by working parents who are always in the lookout for the best childcare. Jirah offers flexible hours, and availability throughout the week.
Linkets IoT	Digital Technology	Linkers is a system that enables retailers to automate decisions based on shop floor IoT sensors' real-time information. Through this system and cloud technology, customers can increase revenue by automating location-based marketing campaigns, controlling staff numbers based on real-time showroom traffic, and automating maintenance based on machine real-time performance.
Logexa	Events, Logistics, and Transportation	LOGEXA is an on-demand warehousing platform that provides storage services to small and medium enterprises.

Startup	Field	Bio
Nuggtah	Food & Beverage	Nuggtah is a customer engagement platform, established to supply customers with a digital, and customizable experience. The offerings include: Digital Menu, pick up order experience, loyalty programs and payment gateway. In addition, Nuggtah offers both analytics and marketing campaigns for its customers.
Physiohome	Healthcare	Physiohome is a system that provides specialized home-physiotherapy services that connect patients with physiotherapists through a system that enables users to follow up, review and evaluate the process accordingly.
Spider Connect	Consumer services and productivity apps	Spider Connect offers a one-tap solution for all contact information and social media accounts. It provides a contemporary alternative to traditional business cards and an easy solution to all networking challenges.
Shgardi	Consumer services and productivity apps	Shgardi is a system that connects people to the products desired through affordable and fast delivery options. Launched in 2019, Shgardi prides itself in providing the most competitive prices in the market and offering both on-demand and integrated food deliveries. It serves over 1.4 million customers through a network of 400,000 freelance drivers in 85+ cities across Saudi Arabia.
Smart Podium	Education Technology	It is a platform that facilitate the online live training journey, by providing the following services on top of the zoom as a video conference platform..
Taffi	Fashion Technology	Taffi is an application that offers online personal styling services, designed for women. The application provides curated outfits online based on budget, style and sizes. With expert stylists' customizable services, Taffi offers various local and international brands options and offers different subscription options.
WiNCH	Events, Logistics and Transportation	WiNCH, established in Jeddah in 2019, is a platform that provides factories, companies and individuals, heavy transport services and assistance through a dedicated application. It is a one-stop-shop that offers transportation and essential services, including roadside assistance and repair services estimations.



Startup	Field	Bio
Aquash	Digital Technology	Aquash is a smart system that enables aquaculture solutions for farmers. Using cloud technology and AI, the system offers insights and guidance for harvesting production, feeding optimisation, water quality management and remote monitoring.
Carissimi	PropTech	Carrissimi is a digital intelligent experience that offers project management frameworks designed to help individuals and small business owners plan, design, and execute their decoration, furnishing and small construction projects.
Estidama Industry - Sustainable Protein	Biotechnology	Estidama is a Saudi company established to address two main challenges: a scarcity of quality protein products, and excessive organic material waste streams in the region. Since it was founded in 2018, It has made strides in designing industrial solutions and is recognized locally and regionally for its accomplishments.
Genomez	Healthcare	Genomez is a project of dedical diagnostic assays that designs PCR tests & integrate data science powered by Artificial Intelligence and Machine Learning technologies to multiply capacity of existing molecular laboratory infrastructure.
Hakawati	Media and Audio Visual Arts	Hakawati is a storytelling game that allows players to complete a series of stories. Players can create, explore, and learn in a joyful environment to inspire good manners and encourage curiosity.
Hareef	Digital Technology	Hareef is a software tool, available on both mobile and desktop, designed to raise freelancers' efficiency, organize work, and facilitate communication with different clients using artificial intelligence algorithms.
Hydrojeen	Consumer services and productivity apps	Hydrojeen is a solution that resolves high-water bills for homeowners, by providing a small-monitoring device to observe daily water consumption and notify homeowners once leaks are detected.
Mesaha	E-Commerce	Mesaha is a platform that provides office solutions for individuals and establishments in residential and commercial projects. Through solutions of leasable spaces, Mesaha can offer a variety of solutions across different sectors that include: small warehouse offices, collection centres, distribution points and electronic game rooms.

Startup	Field	Bio
Mthmr	FinTech	Mthmr is a savings app that enables users to round up purchases and save the rounded up amount in a savings account. It also allows users to deposit money to accounts directly. Mthmr offers its users several cashback offers that directly go to their savings account. Mthmr also analyzes user spending behavior and provides personalized advice to manage better finances, including investment, transfers and other services.
Qawam	Healthcare	Qawam provides state of the art, smart invisible hardware that can be easily fixed into different headgear, to correct posture. The Qawam sensor monitors back and neck postures and alert users when slouching and tilting occurs, through mobile notifications and gentle vibration. The app then generates daily, weekly and monthly reports for the users and medical professionals to track progress.
Sawty	Digital Technology	Sawty creates augmentative and alternative communication (AAC) aids for people with complex communication needs. All solutions are co-created with users and practitioners early in the ideation and inception, to provide an approach and philosophy grounded in the solid scientific understanding of the physical and cognitive challenges of the individuals with speech and language impairments, and aligned with the participatory design models.
SARsat	Construction & Engineering	SARsat designs and builds small satellites to launch them into Space. They can observe the earth and sell images to multiple sectors, such as Security & Defense, Oil & Gas, Vessel Tracking, Agri, Urban & City Planning, and Environment & Ocean Monitoring.
Themar	FinTech	THEMAR is a Sharia-compliant peer to peer purchase financing network. Its mission is to connect small & micro business purchasers to investors through its online funding platform, with the aim to diversify the investment portfolio while helping the short-business in the local.
Vending Machine Layer	Retail	Vending Machine Layer offers a new vending machine model that could help customers in maintenance, transportation and upgrading solutions. The product consists of different layers that can be easily replaced or upgraded based on customers' needs, rather than replacing the entire machine.
WhiteHelmet	Construction & Engineering	WhiteHelmet is a platform that allows project owners, engineering consultancy offices and contracting companies to remotely do progress tracking, inspection and digital documentation of construction sites.



**SEMI-FINALIST  
TEAMS  
SOCIAL TRACK**

Startup	Field	Bio
Ad Astra	Education Technology	Ad Astra is a platform for children with special needs that offers in-home therapeutic services, provided by experienced pediatric specialists.
Baleegh Education	Education Technology	Baligh Education is an Arab educational platform designed for the youth, to offer skill training in logic, linguistics and sports. Baligh offers both limited and unlimited packages for more than a million students across the Kingdom in a freemium work model. Baligh currently works with more than 50,000 students, making it one of the premier educational resources for high-school students.
Cube Dx	Healthcare	Cube Dx, a Saudi Austrian partnership, was founded in 2015 to provide medical solutions for Sepsis disease, powered by an IP protected Highly Multiplexed Molecular Based Testing.
CoCreate	Digital Technology	The CoCreate Fellowship is the Saudi cohort of the Humanistic Co-Design Initiative. A cooperative of individuals, organizations and institutions, working together to increase awareness about how designers, makers, and engineers can apply their skills in collaboration with people with disabilities. Together, they can develop new and innovative assistive technologies through the humanistic co-design process.
Connect SA	Education Technology	Connect is a platform that has been recognized locally and regionally, bringing together high school students (mentees) and professors (mentors) to provide graduate-level research projects opportunities. Connect has collaborated with various universities and research centres in different STEM fields, including the Center of Excellence for Aeronautics and Astronautics at the King Abdulaziz City for Science and Technology, which works directly with Stanford University's Aeronautics and Astronautics department.
Ethnein	Healthcare	Ethnein is a platform that connects both people suffering from chronic diseases with trained specialists. The platform aims to help them overcome obstacles that can lead to further complications.
Helper Robot	Robotics	Helper Robot is an entity specialized in robotics and technologies by the Saudi youth. Recognized for some of the most notable projects in leadership and entrepreneurship.
Iqsoosa	Education Technology	Iqsoosa provides designed programs and products in innovation for children to encourage reading and skill development. An affordable platform that considers the lack of motivation for younger generations to read, and utilizes technology for optimal educational solutions

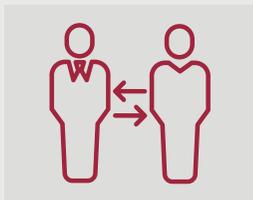
Startup	Field	Bio
Ithraa	Digital Technology	Ithraa is an educational company that offers a range of programmes, and courses specialised in twenty-first-century skills, including innovation, media, culture and technology needed for children. It provides the framework necessary to educate future generations on the important skillsets required for the future labour market in Saudi Arabia.
Raya	Education Technology	Raya is the first platform to teach innovation, using design thinking methodology through storytelling. At Raya, students (over seven years old) will learn different ways of thinking, to find creative solutions to the problems they face in their daily lives.
Tadweer al-Khair	Renewable Energy and Greentech	Tadweer al-Khair is an Empowering Corporate Social Responsibility through Circular Economy Solutions by recycling Surplus Materials & Obsolete Inventory for Sustainable Resources.
The Chef	E-Commerce	“The Chef” is the largest online platform that brings together Saudi productive families to provide healthy and unconventional meals in all the Kingdom regions. Through safe and easy payment methods, The Chef offers a one-stop-shop for users and has provided sustainable solutions to support productive individuals and families across the Kingdom.
Tawasal	Digital Technology	Tawasal is an association that offers assistive technologies targeting people with disabilities. It provides software and technological systems that would fill the gaps and complete the services provided by the relevant rehabilitation centres, ministries and associations concerned with people with disabilities.
The Arab Institute for women’s empowerment Nusf	Education Technology	The Arab Institute for Women’s Empowerment-Nusf is a female leadership organization, established to help Saudi women develop professionally, lead in the corporate world, and make a positive impact on the economy. The work of the organization is based on three pillars: Equip, Research and Connect, and through a series of public programming, it is able to build capacity and inspire empowerment.
TAGitGames	Events, Logistics, and Transportation	TAGitGames is a platform that uses phone technology to create fun real-life engagements between different users online—creating IRL experiences.

# Roadshows

Due to the operational restriction expedited by Covid-19 situation, MITEF Saudi conducted virtual 'Roadshows' which are designed to introduce the competition, provide exposure and reach out for the Saudi Entrepreneurs of tomorrow.

**With over 10 presentations, 16 competition Roadshows** were delivered by the MITEF Saudi team members and various key business professionals at several institutions and organization around the Kingdom.

The Mentorship program is a professional development tool conducted during the Saudi Startup Competition for the 45 selected teams in Round 2



One-to-one sessions conducted between Mentors and participating teams



Mentors provide guidance on specific aspects of businesses

VIRTUAL SESSIONS conducted through Mashora platform launched by BRJ Services

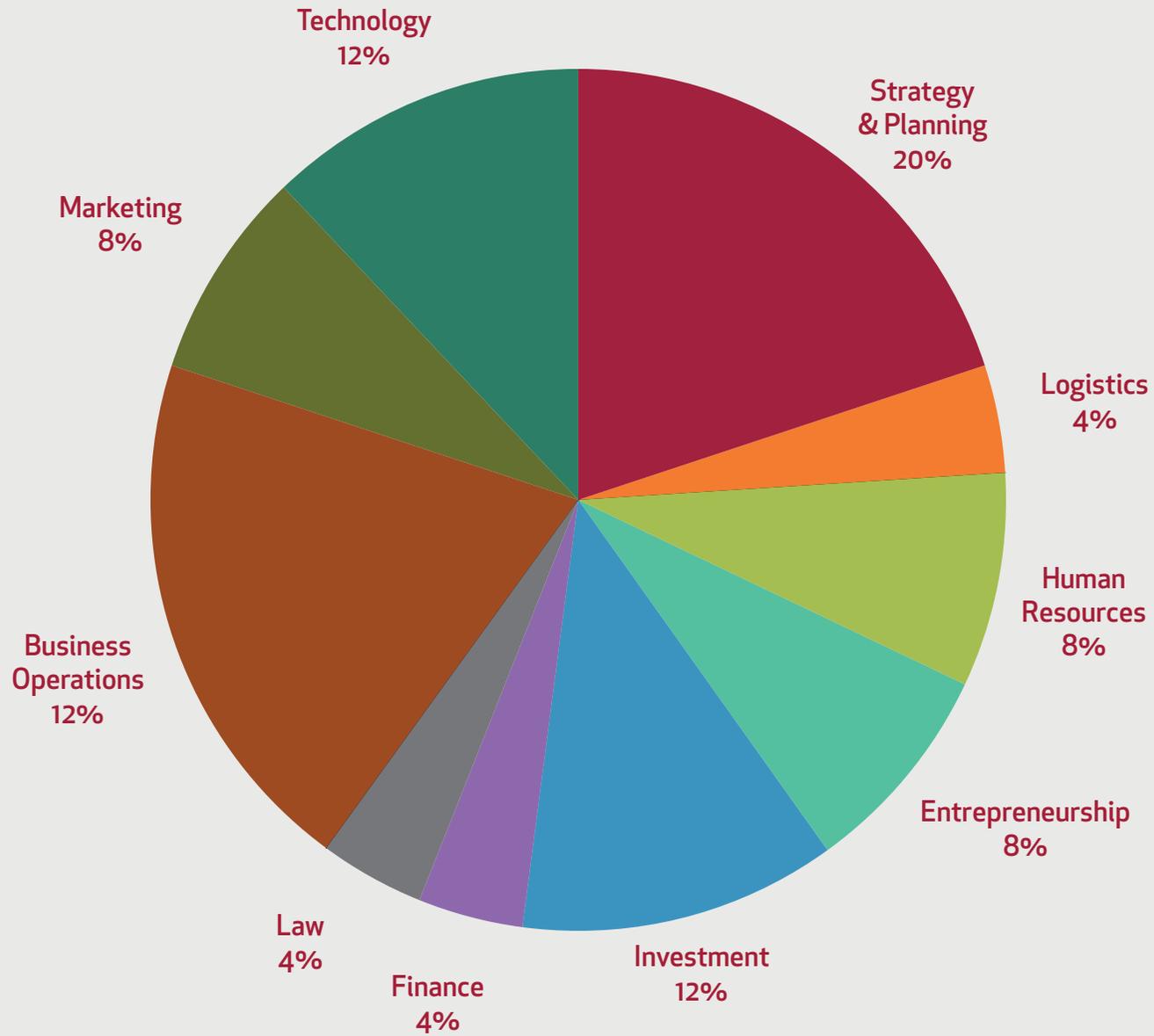
The MIT Enterprise Forum Saudi Mentorship Program: The Attributes of The Total 101 Sessions Materialized from January 9, 2021 – February 19, 2021



# Mentors

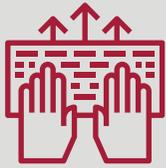
Name	Position	Organization	Number of Sessions Given
1. Mohammed Malisho	Operations Manager	Upgrade SA	7
2. Alhossain Felemban	Chief Financial Officer	Qawam Incubator	17
3. Omar Rebhan	Chief Executive Officer	Tasaru Holding	5
4. Adel Al-Saadi	Chief Technical Officer	Qawam Incubator	8
5. Wael Al-Torabi	Chief Executive Officer	Qawam Incubator	11
6. Sultan Sabr	Managing Partner	Chef & Chef	1
7. Ziyad Organgi	Founder and Managing Partner	Brand Consultancy	5
8. Abdulaziz Al-Eisa	Founder and Legal Advisor	Abdulaziz Al-Eisa Law Firm	7
9. Lateefa Al-Waalan	Managing Director	Endeavor Saudi	1
10. Muhannad Al-Ghanmi	L&D Senior Manager	Nahdi Medical Co.	1
11. Osamah Al-Amri	Executive Director of Strategy	SVC	5
12. Ayman Al-Sanad	Co-Founder & CEO	Mrsool	4
13. Hussien Attar	Investment Manager	Tech Invest Com	9
14. Latifa BaNaser	Chief Executive Officer	Oqal	1
15. Ahmad Mushtaq	Founder & Chief Tech Architect	Sohoby	1
16. Abdulrahman Al-Jiffry	Accelerator Manager	KAUST	2
17. Mohamad Alwan	Startup Financial Analyst	KAUST	2
18. Nawaf Al-Gain	Manager of Research and Technology	KAUST	4
19. Haitham Al-Humsi	Online Learning Manager	KAUST	3
20. Saleh Al-Shehri	General Manager	Wadi Makkah	1
21. Mohammed Siraj	Head of Investments	TasHeel Holding Group	1

# Mentors: Areas of expertise

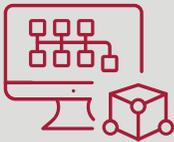


# BootCamp

The BootCamp is a professional coaching session conducted during the Saudi Startup Competition for the 45 selected teams in Round 2.



Program conducted virtually



6 weeks program Jan – Feb

## 6 Coaches

Conducted collective and 1 to 1 sessions with the team

## 1:5

**Coach-to-Team ratio**  
On average, 1 coach was available for 5 individuals

## Average 60 min

coaching session duration

## 36 hours

Combined hours spent on coaching

TODAY!

**STARTUP  
INVESTMENT  
FORUM (SIF)**



The Kingdom generated **USD\$46.21 Billion** in new investment from overseas, at a time when the world was fighting the coronavirus. Out of this, **\$152 Million** was invested in Saudi SMEs sector

As part of the 2030 vision, Saudi Arabia believes in the role of the small and medium businesses towards the economic growth and hence is willing to support these organizations by opening up investment opportunities to them by establishing an SME Authority, which works on providing business-friendly regulations, easier access to funding, international partnerships and a greater share of national procurement and government bids.

The Ministry of Investment of Saudi Arabia (MISA) issued **466** foreign investor licenses in the fourth quarter of 2020 (**52%** increase from previous quarter and **60%** increase over the same period in 2019).

Foreign Direct Investment (FDI) flowed up to **20%** over the year.

MISA's COVID-19 Response Center (MCRC) was cited as an example of global best practice to mitigate the financial effects of the pandemic on the private sector.

Sources: Magnitt, Ministry of Investment, Saudi Arabia (MISA)

# 2020

was a record year for investment portfolio for Startups in Saudi Arabia



## 3rd in MENA region

Rank for Total funding & No of deals behind UAE & Egypt



## 88 Venture deals

105% increase from 2019



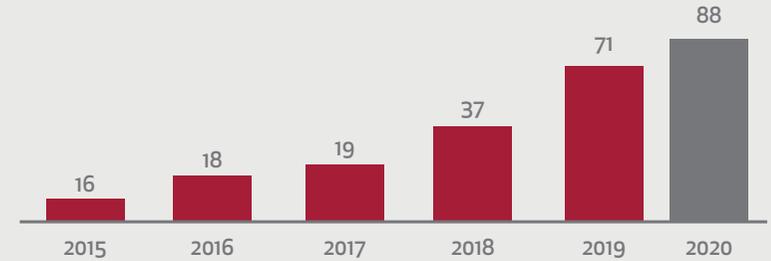
## \$152M invested in Saudi Startups

127% increase from 2019



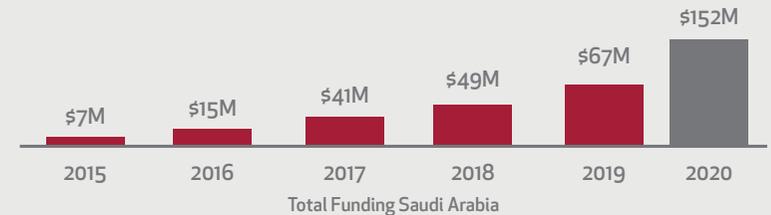
## 47 institutions invested in Saudi Startups

15% increase from 2019  
39 are local institutions  
8 are international institutions



Top 5 industries by number of deals in 2020

	% of 2020	YoY Change
E-Commerce	20%	+6%
FinTech	10%	+13%
IT Solutions	8%	+75%
Education	6%	+25%
Enterprise Services	5%	+1%
Others	51%	-



Top 5 industries by number of deals in 2019

	% of 2020	YoY Change
E-Commerce	45%	+86%
FinTech	10%	+2748%
IT Solutions	9%	+34%
Education	8%	+3,021%
Enterprise Services	7%	+92%
Others	21%	-

Sources: Magnitt

## Startup Investment Forum (SIF) 2021

A three (3) days exhibition that provided opportunities to Startups from around globe to expand their businesses to the Saudi market and meet investors. More than 65 international Startups applied from different parts of the world, such as UAE, Egypt, Lebanon, Turkey, Poland and Greece; in addition to 27 innovative Saudi Startups from MITEF Saudi.



5th March to 7th March 2021



- Venture Capitalists
- Capital Firms
- Individual Investors



- Project exhibition
- Startup pitches
- Investment deal sessions



## Exposure to Investors

An exposure to Entrepreneurs' product/service to a huge network of investors, business people, and government bodies.



## Investment opportunities

An opportunity to raise funds and meet investors.



## Insights

Insights from the StartSmart conference that takes place at the same time of the exhibition.



## Bringing Local, Regional and International Investors to Saudi Arabia

The current Startup Investment portfolio is diluted with investors portfolio. Through SIF, potential investors gain an insight to understand audacity of Saudi Entrepreneurial Ecosystem.



## A win-win situation

Through interaction and partnerships between local and international portfolios, benchmarks can be set for pitching and investment processes. This will help in easing the process flow and create a win-win situation for all.



## Supporting Vision 2030 mandate: Boosting GDP Through SMEs

Through this platform, Entrepreneurs will win the opportunity to get investments and develop their business and eventually, boost the country's economy further.

Country	Startup Name	Startup Website
Bahrain	Dawsat	<a href="https://www.dawsat.com">https://www.dawsat.com</a>
Egypt	Chefaa	<a href="http://www.chefaa.com">http://www.chefaa.com</a>
Egypt	Ordera	<a href="https://www.ordera.co">https://www.ordera.co</a>
Egypt	TechieMatter	<a href="https://www.TechieMatter.com">https://www.TechieMatter.com</a>
Egypt	Odiggo	<a href="https://www.odiggo.com">https://www.odiggo.com</a>
Hong Kong	OpenCBS	<a href="http://www.opencbs.com">http://www.opencbs.com</a>
India	Datacultr Fintech limited	<a href="https://datacultr.com/">https://datacultr.com/</a>
Lebanon	Lexyom, Inc	<a href="https://www.lexyom.com">https://www.lexyom.com</a>
Lebanon	Moodfit	<a href="http://www.moodfit.com">http://www.moodfit.com</a>
Lithuania	Tourastio	<a href="http://www.tourastio.com">http://www.tourastio.com</a>
North Macedonia	singular capital	<a href="http://www.singular.to">http://www.singular.to</a>
Palestine	Iris Solutions	<a href="http://www.iris.ps">http://www.iris.ps</a>
UAE	CarSwitch	<a href="https://www.carswitch.com">https://www.carswitch.com</a>
UAE	PlantShop.me	<a href="https://www.plantshop.me/ae-en/">https://www.plantshop.me/ae-en/</a>
UAE	Stornest Solutions	<a href="https://stornest.com/">https://stornest.com/</a>
UAE	FortyGuard Holding Ltd.	<a href="http://fortyguard.com">http://fortyguard.com</a>
UAE	CyberTalents	<a href="https://cybertalents.com/">https://cybertalents.com/</a>
UAE	Geek Express	<a href="https://geekexpress.com/en/">https://geekexpress.com/en/</a>
UAE	Activ	<a href="http://www.getactiv.co">http://www.getactiv.co</a>
USA	Solactron, Inc.	<a href="https://www.solactron.com/">https://www.solactron.com/</a>
USA	Proteinea	<a href="https://proteinea.com/">https://proteinea.com/</a>
UK	VAPULUS	<a href="https://www.vapulus.com">https://www.vapulus.com</a>



## 1,034 attendees at SIF

477 attendees- Day 1  
331 attendees- Day 2  
226 attendees- Day 3



## 10 Educational Workshops

Conducted by Entrepreneurial institutions  
professionals



## 248 beneficiaries of workshops



## More than 100 Startups exhibited their projects to Investors



## 294 Investment meetings



## 114 Team pitches

## 22 International Startups

### 11 Countries

#### Bahrain

01 Startup

#### Hong Kong

01 Startup

#### Lebanon

02 Startups

#### North Macedonia

01 Startup

#### UAE

07 Startups

#### UK

01 Startup

#### Egypt

04 Startups

#### India

01 Startup

#### Lithuania

01 Startup

#### Palestine

01 Startup

#### USA

02 Startups

A one-day conference that inspires, connects, coaches and informs Entrepreneurs to succeed faster and smarter. It is a place where all Entrepreneurs, angel investors, venture capitalist firms, students, business organizations and high leadership and executives from private and Government sectors meet and engage. Winners of the Saudi Startup Competition are announced at the StartSmart Conference.



7th March 2021



**Around attendees (including 1,034 attendees at SIF)**

- General Pubic
- Entrepreneurs
- Partners
- Students
- High ranking
- Governmental officials



- Engagements & Interactions
  - Keynote speeches from 10 key industry players
  - Announcement of 9 winners from the Saudi Startup Competition
- A panel discussion on Impact of FinTech on MENA economies

# SPEAKERS





**H.E. AHMED ALTHENEYAN**  
DEPUTY MINISTER FOR FUTURE JOBS  
AND DIGITAL ENTREPRENEURSHIP,  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY  
OF SAUDI ARABIA



**MOHAMMED AL MULLA**  
ENTREPRENEURSHIP HUBS  
GENERAL MANAGER, MONSHAAT



**DR. KEVIN CULLEN**  
VICE PRESIDENT OF INNOVATION  
AND ECONOMIC DEVELOPMENT,  
KING ABDULLAH UNIVERSITY OF  
SCIENCE AND TECHNOLOGY



**HASSAN JAMEEL**  
VICE CHAIRMAN,  
COMMUNITY JAMEEL SAUDI



**HUSSEIN JAMEEL**  
DEPUTY CEO,  
BAB RIZQ JAMEEL



**OSAMA ASHRI**  
CHAMPION,  
MIT REAP



**EDWARD B. ROBERTS**  
FOUNDER AND CHAIR, MARTIN  
TRUST CENTER FOR MIT  
ENTREPRENEURSHIP



**PHIL BUDDEN**  
SENIOR LECTURER,  
MIT'S MANAGEMENT SCHOOL



**BILL AULET**  
MANAGING DIRECTOR, MARTIN  
TRUST CENTER FOR MIT  
ENTREPRENEURSHIP AT MIT - MIT  
SLOAN SCHOOL OF MANAGEMENT



**KATJA WALD**  
EXECUTIVE DIRECTOR, MIT  
ENTERPRISE FORUM CAMBRIDGE



**NILÜFER GÜNHAN**  
CHIEF FINANCIAL SERVICES  
OFFICER, ABDUL LATIF JAMEEL



**NEZAR ALHAIDAR**  
FINTECH HUB MANAGER,  
FINTECH SAUDI



**WALID DANIEL DIB**  
FOUNDER AND CEO,  
HALA



**AHMED BOKHAMASIN**  
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SENIOR ASSOCIATE, STV



**MARK CHAHWAN**  
CO-FOUNDER AND CEO,  
SARWA

**OUR  
PARTNERS  
IN SUCCESS**

## الراعي الرسمي OFFICIAL PATRON



وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY

شريك الاستثمار  
GOVERNMENT PARTNER

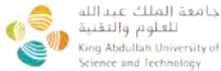
الشريك الحكومي  
INVESTMENT PARTNER



شريك الأثر  
INNOVATION PARTNER



شريك الابتكار  
IMPACT PARTNER



شريك النظام البيئي  
ECOSYSTEM PARTNERS



شريك داعم  
SUPPORTING PARTNERS

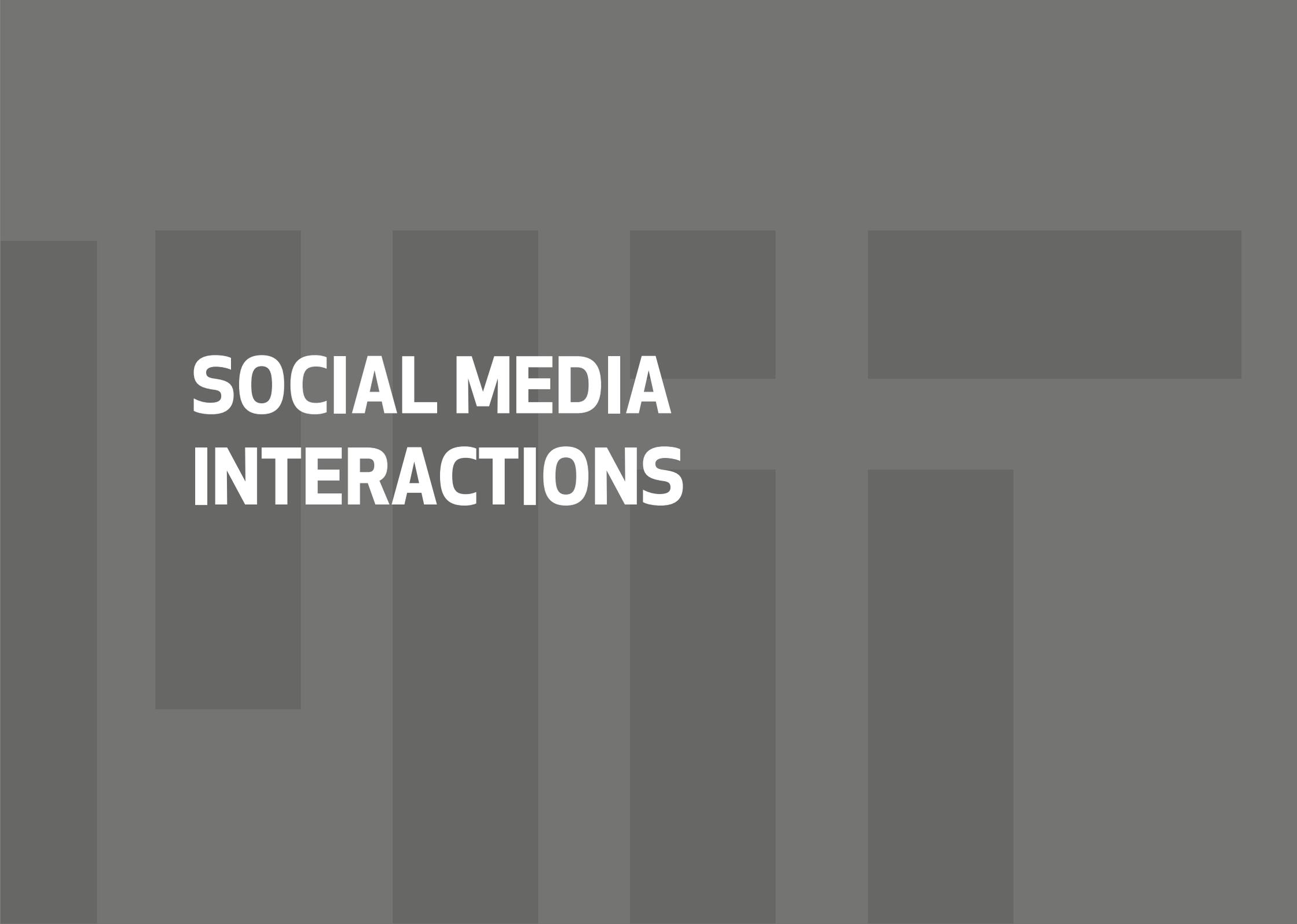


شريك الجولات التعريفية  
ROADSHOW PARTNERS



الشريك الإعلامي  
MEDIA PARTNERS

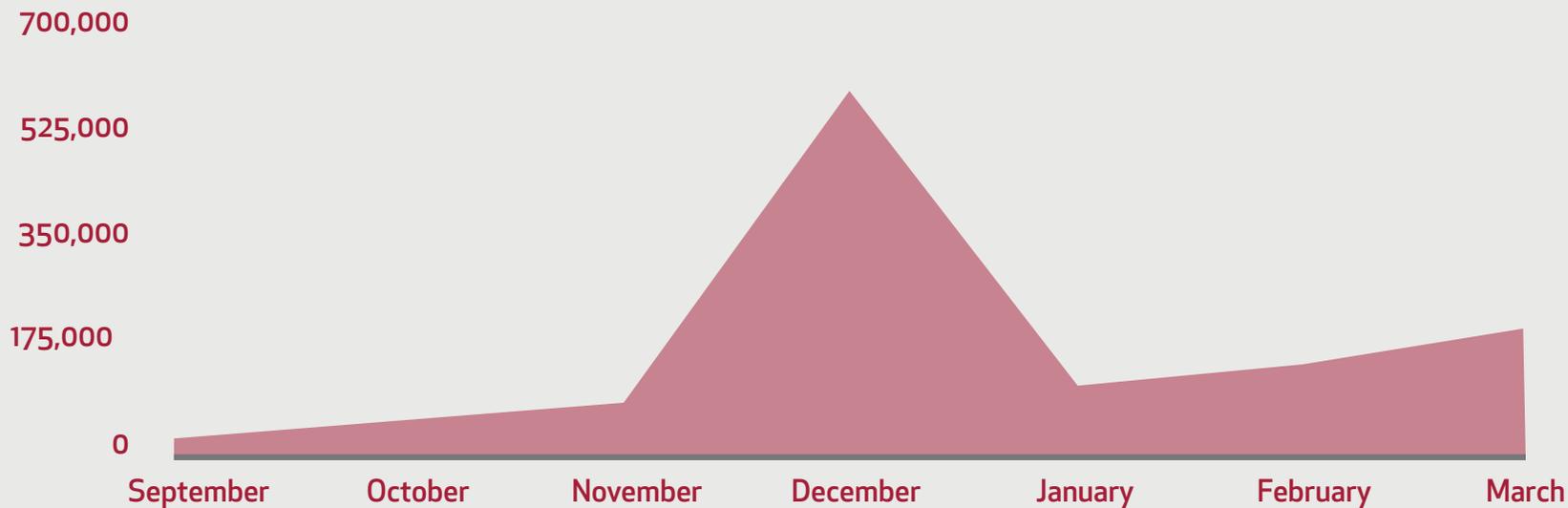
startup  
SCENE R/O/U/Y/A.  
raising standards



# **SOCIAL MEDIA INTERACTIONS**

# Twitter

Impression cycle



**345**

Number of tweets shared



**+872**

Added followers



**65**

Total mentions

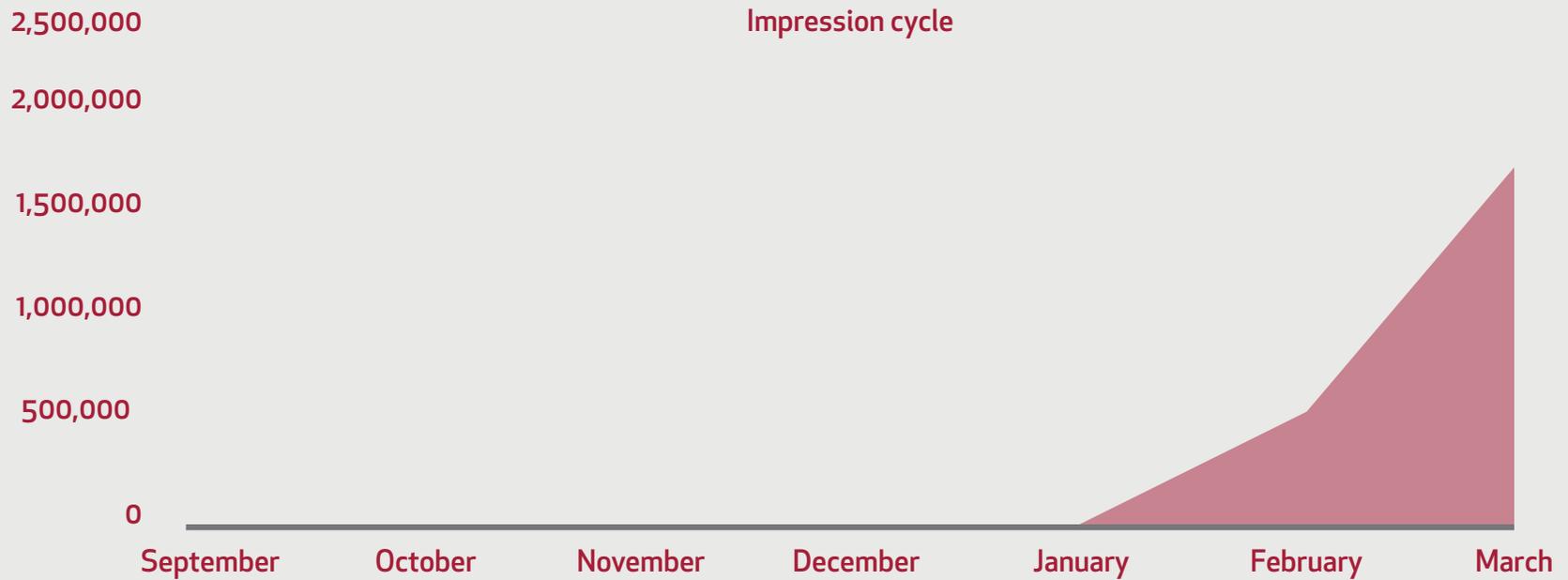


**1.33M**

Impressions

	#StartSmart20	#MITEFSaudi
Posts	172	173
Users	60	94
Engagement	1.65k	302
Reach	300k	99k
Impressions	760k	570k

# Facebook



**154**

Number of posts shared



**+93**

Added followers

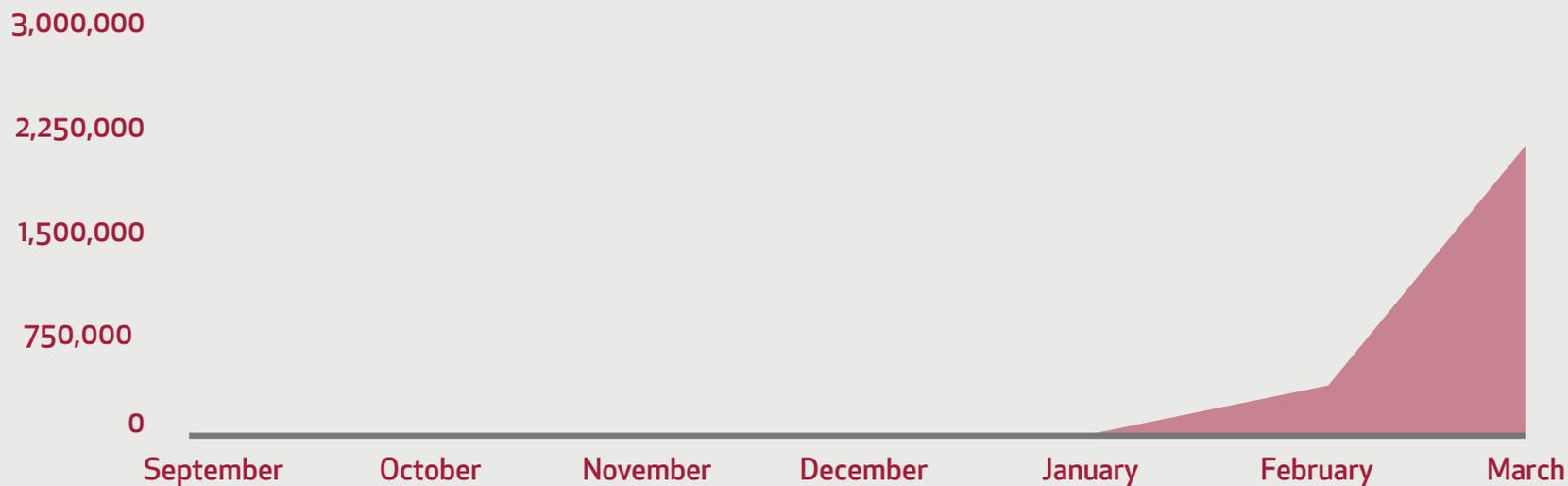


**2.52M**

Impressions

# Instagram

Impression cycle



**285**

Number of posts shared



**+799**

Added followers



**2.71M**

Impressions

### Hashtag analysis

	#StartSmart20	#MITEFSaudi
Posts	33	24
Engagement	506	300

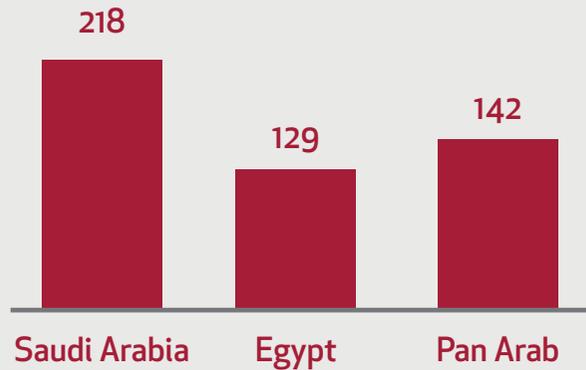


**PUBLIC  
RELATIONS  
& MEDIA**

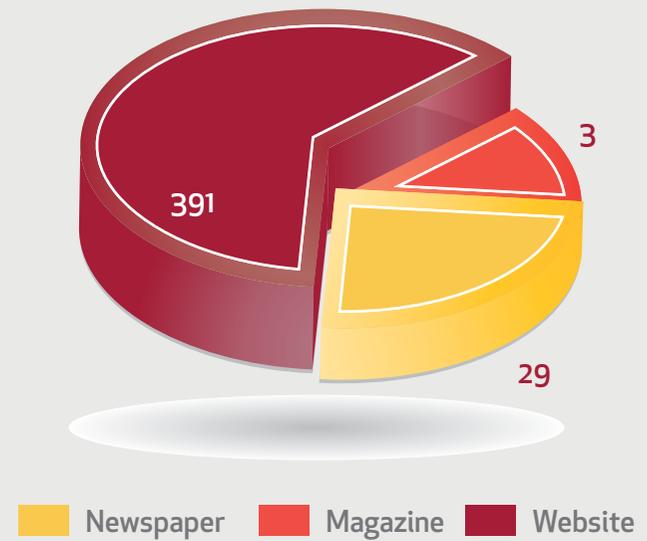
Total Entries Interval

All All	No. of clippings	AVE (\$)
	104	1,200,000

No. of clips- Market wise



Media Type



AVE: Advertising value equivalent

# DISCLAIMER OF LIABILITY

## GENERAL

The data contained in this report is sourced from General Authority of Statistics (GaStat), Vision 2030 and VRPs, Monsha'at, MAGNiTT, Ministry of Investment (MISA), Global Entrepreneurship Index (GEI), and other national and International sources unless otherwise stated. For the MITEF Saudi 2015-2020 surveys and results, the data has been derived from MITEF Saudi database management system and admin platform. MITEF Saudi makes no warranty, representation or undertaking whether expressed or implied, nor does it assume any legal liability, whether direct or indirect, or responsibility for the accuracy, completeness, or usefulness of any information that is contained in the report. It is not the intention of MITEF Saudi Impact report to be used or deemed as a recommendation, option or advice for any action(s) that may take place in future.

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The responsibility for the preparation and presentation of the MITEF Saudi Impact Report 2020, the development of its content, including the choice of Key Performance Indicators (KPIs), is that of MITEF Saudi's management. This responsibility includes establishing and maintaining internal controls relevant to the preparation and presentation of the information in the Impact Report 2020, that is free from material misstatement, whether due to fraud or error, selecting or applying appropriate reporting criteria, maintaining adequate records, and making estimates that are reasonable in the circumstances.