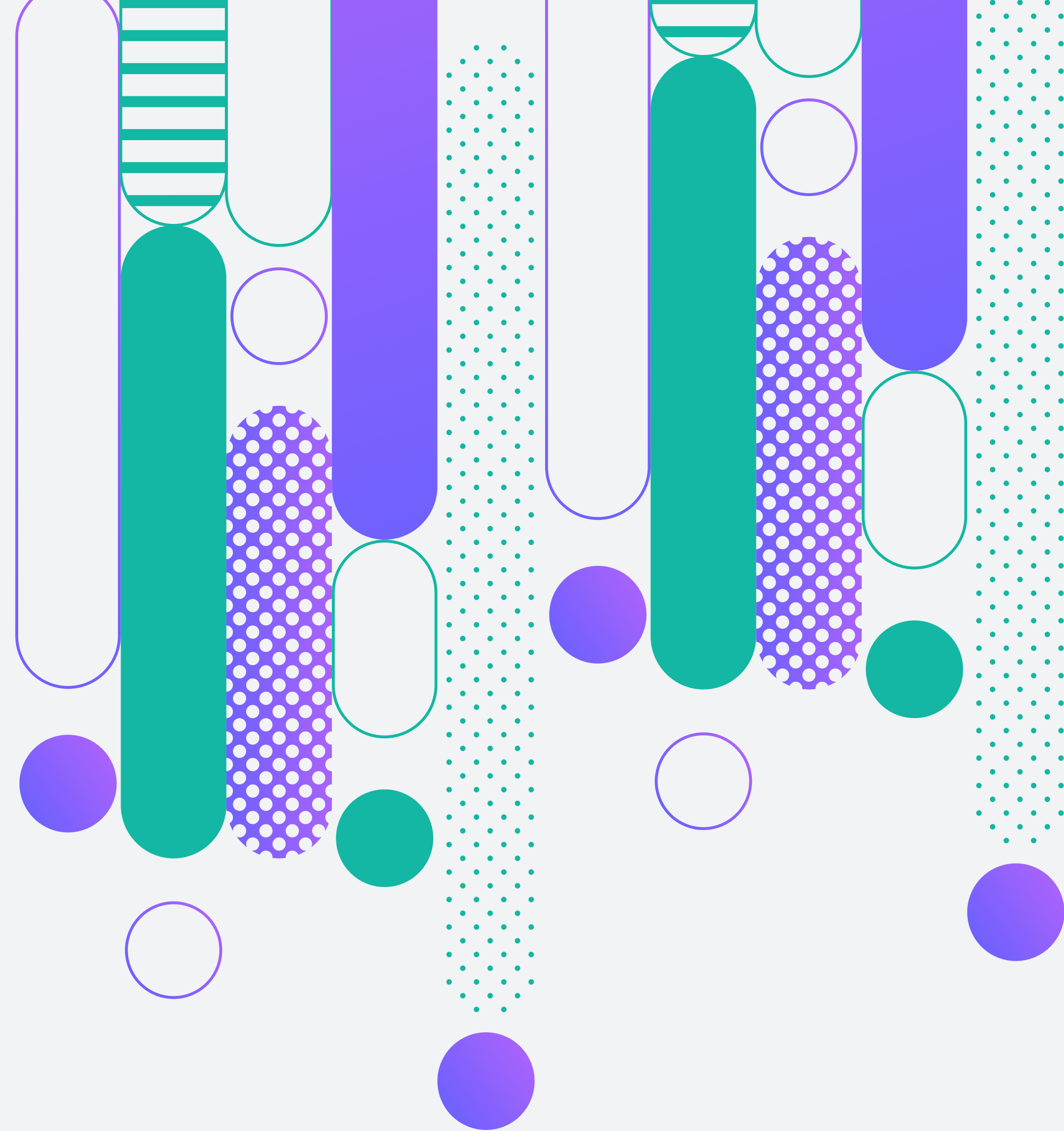




STARTUP COMPETITION SUMMARY 2022



BROUGHT TO YOU BY



Enterprise Forum
Pan Arab Region



Enterprise Forum
Saudi Arabia

UNDER THE PATRONAGE OF



ORGANIZED AND SUPPORTED BY



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- TRAINERS

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— STATS

- NO. OF APPLICATIONS, SEMIFINALISTS, FINALISTS, AND WINNERS
- NO. OF ATTENDEES TO WORKSHOPS AND INVESTMENTS PITCHES
- NO. OF VISITORS TO THE EXHIBITION
- NO. OF DEALS AND INVESTMENT MEETINGS.
- NO. OF LICENSES ISSUED TO SIF PARTICIPANTS; COUNTRIES PARTICIPATED.

— STARTSMART CONFERENCE

- NO. OF ATTENDEES
- SPEAKERS
- PANEL DISCUSSION

— PR COVERAGE

- NEWSPAPERS
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— MARKETING

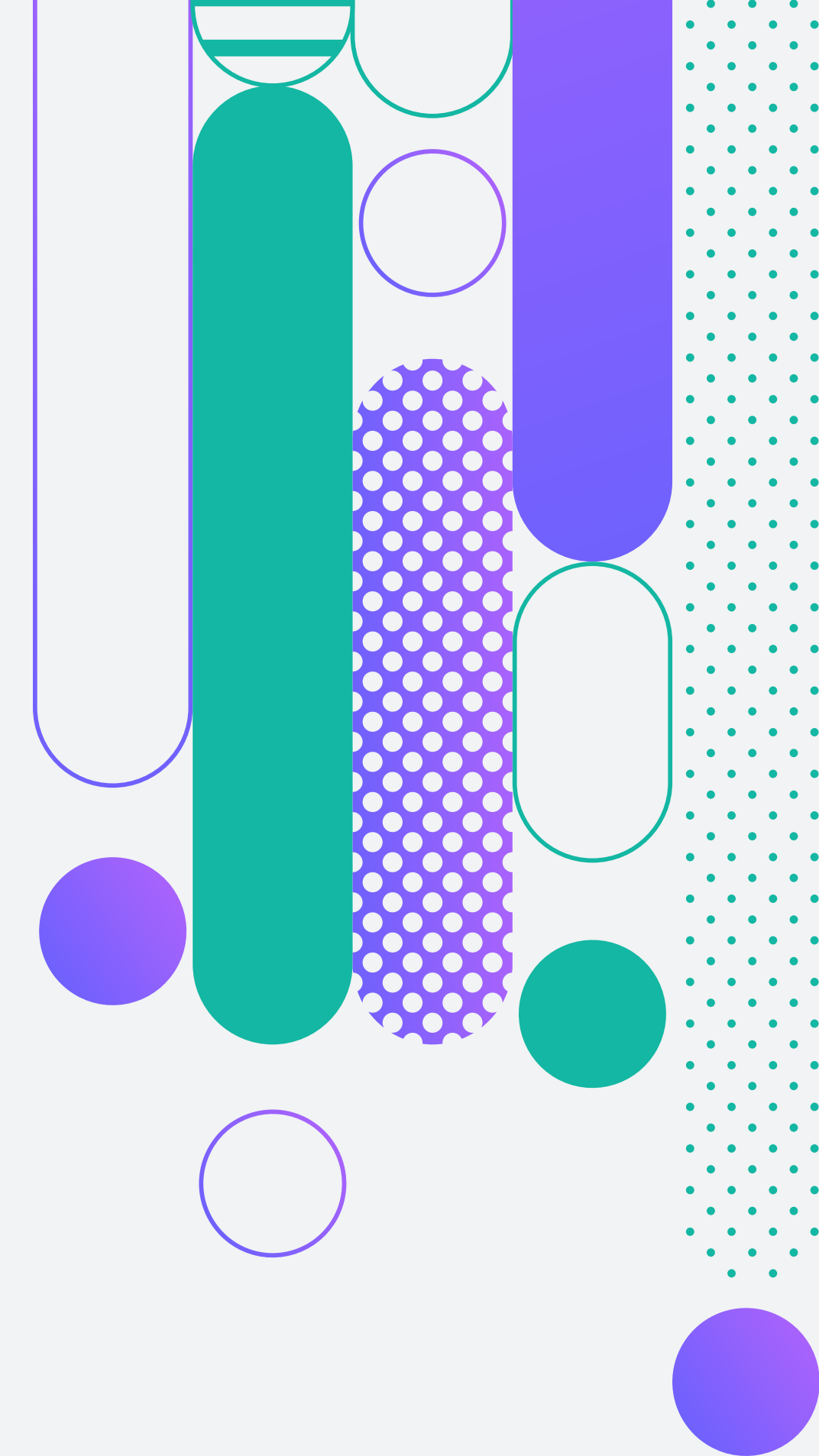
- SOCIAL MEDIA COVERAGE
- MARKETING COLLATERAL
- OUTDOOR ADS



ABOUT THE REPORT

The Entrepreneurial landscape in the Arab world and international is expanding with bigger investment opportunities and focus on leaving marks of success stories for the global entrepreneurship domain. The ever-growing entrepreneurial ecosystem in the Arab world is seeing more foreign investments in the region.

The MITEF startup competition; with its 16 years of support journey successfully concluded the recent cycle contemplating magnanimous results. With the success of the MITEF Startup Competition, Community Jameel Saudi and MIT Enterprise Forum Pan Arab Region continue their commitment to providing transparent and in-depth reporting on the socio-economic impacts of their operations on both the Saudi and Arab Entrepreneurial Ecosystem. This report describes operational strategy, related performance and associated achievements of this year's MITEF program.



MIT ENTERPRISE FORUM (MITEF)

MIT Enterprise Forum is a global network of chapters dedicated to the promotion of entrepreneurship and innovation worldwide. We inform, connect, and coach entrepreneurs – enabling them to rapidly transform their ideas into world-changing companies.



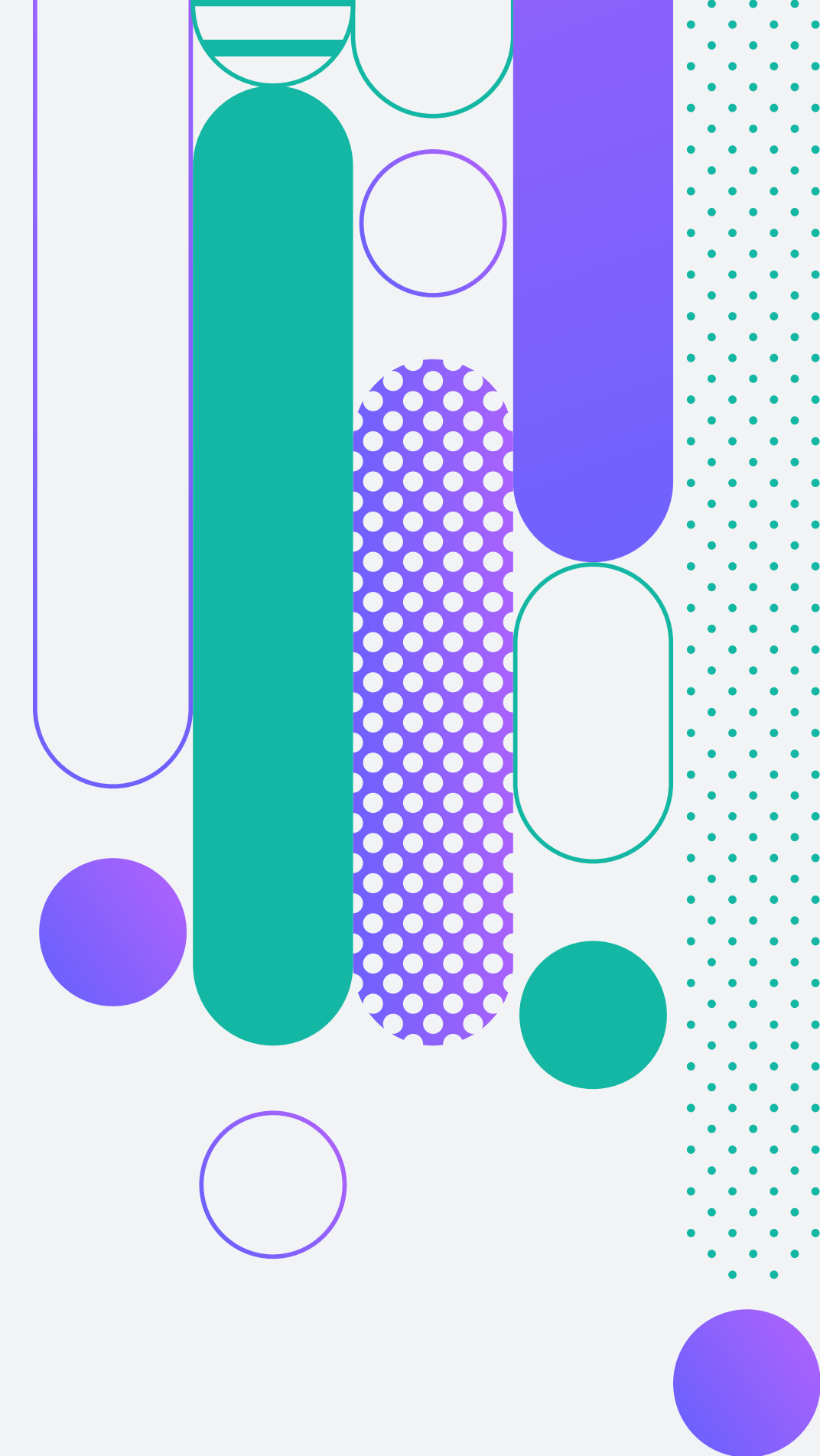
MISSION

To build a better world by accelerating the creation and growth of world-class businesses and social enterprises.



VISION

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.



MIT TECHNOLOGY REVIEW

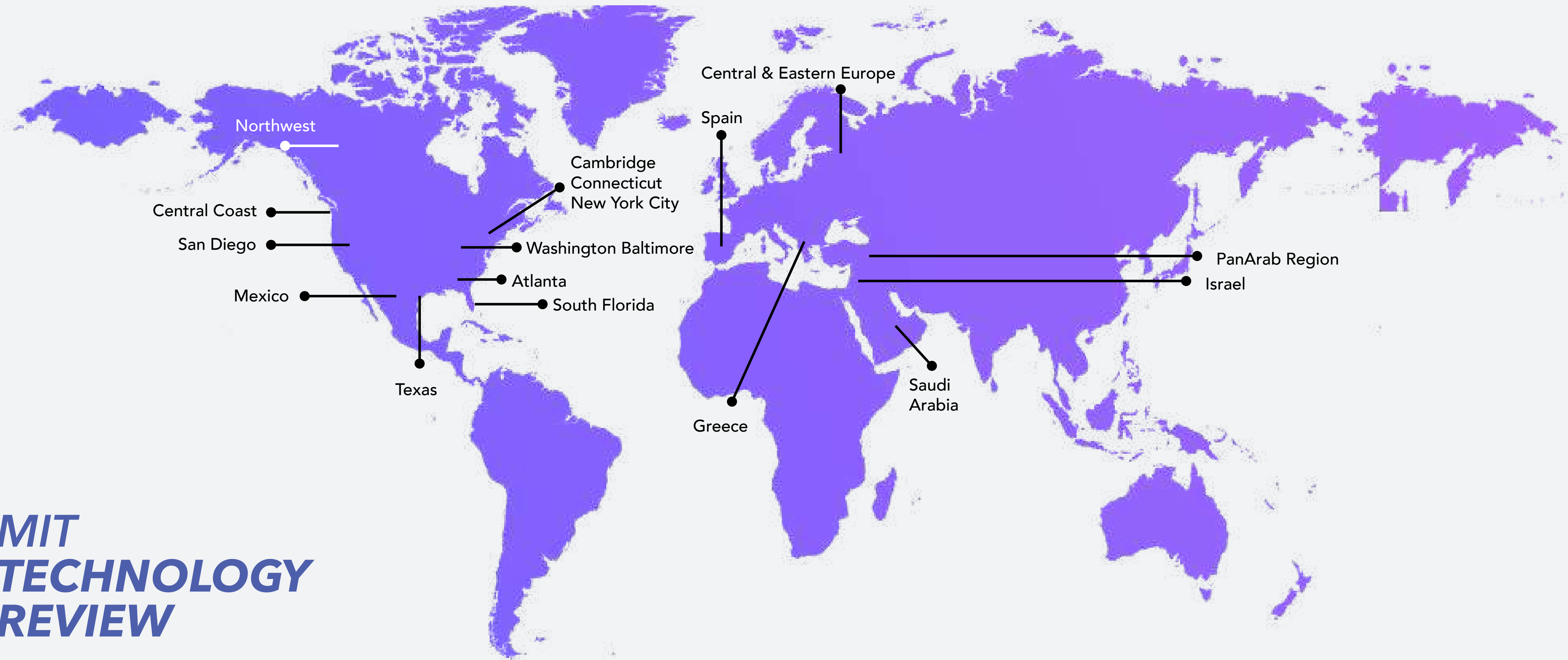
MITEF Global is affiliated with Massachusetts Institute of Technology (MIT) through MIT Technology Review



MITEF has chapters in major markets worldwide



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

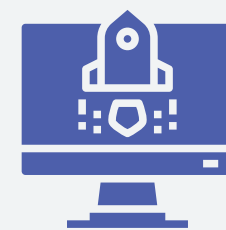


The MITEF Startup Competition 2021/2022 was a merge between MIT Enterprise Forum Arab Startup Competition and MIT Enterprise Forum Saudi Startup Competition to foster, nourish and support the regional Entrepreneurs and innovators. It focused on attracting high potential business projects across the following three tracks:



IDEAS TRACK

Entrepreneurs who have a social or business idea can apply to this track



STARTUP TRACK

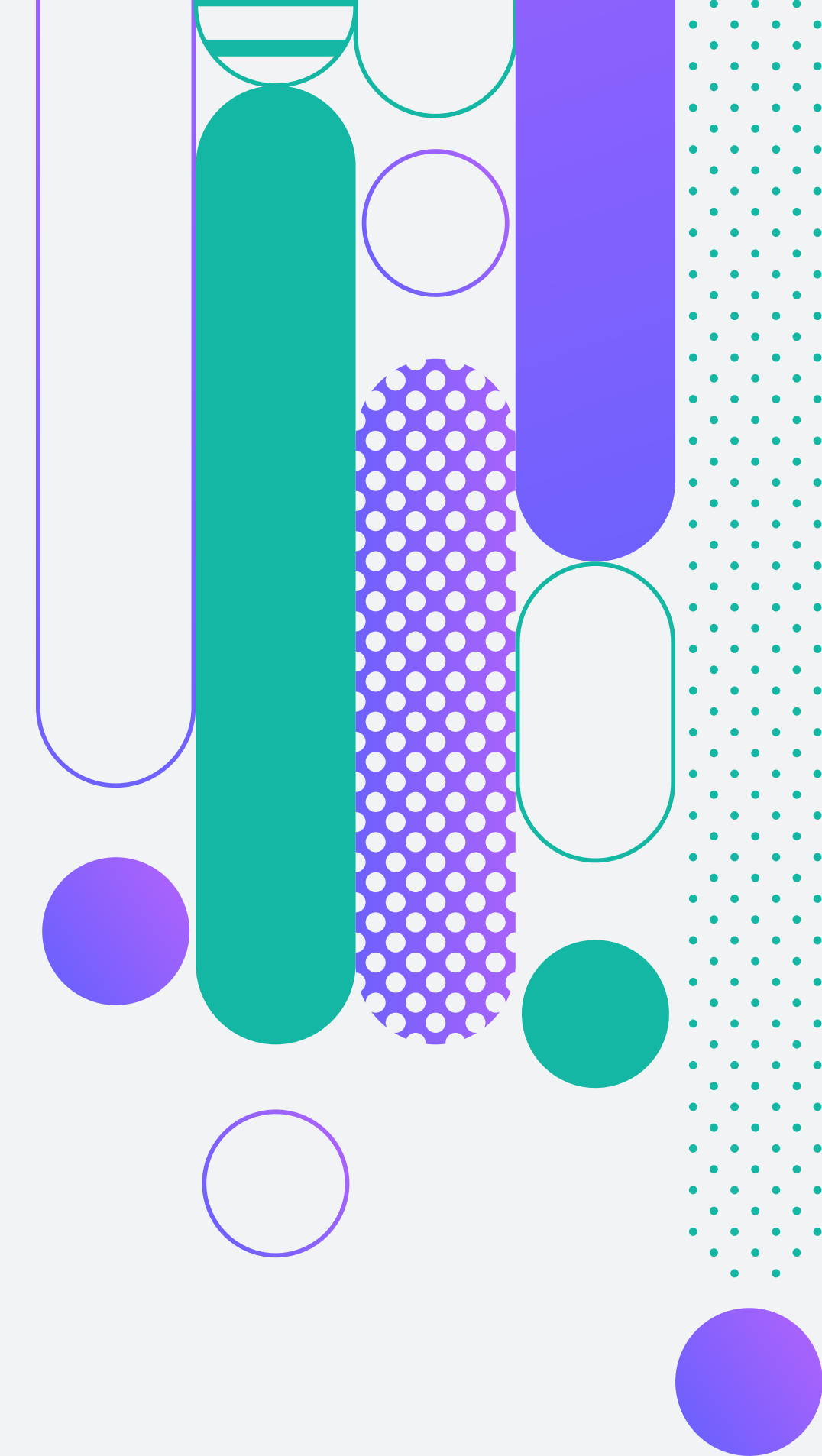
Entrepreneurs with established business companies can apply to this track



SOCIAL ENTREPRENEURSHIP TRACK

Entrepreneurs who have a social or business idea can apply to 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.



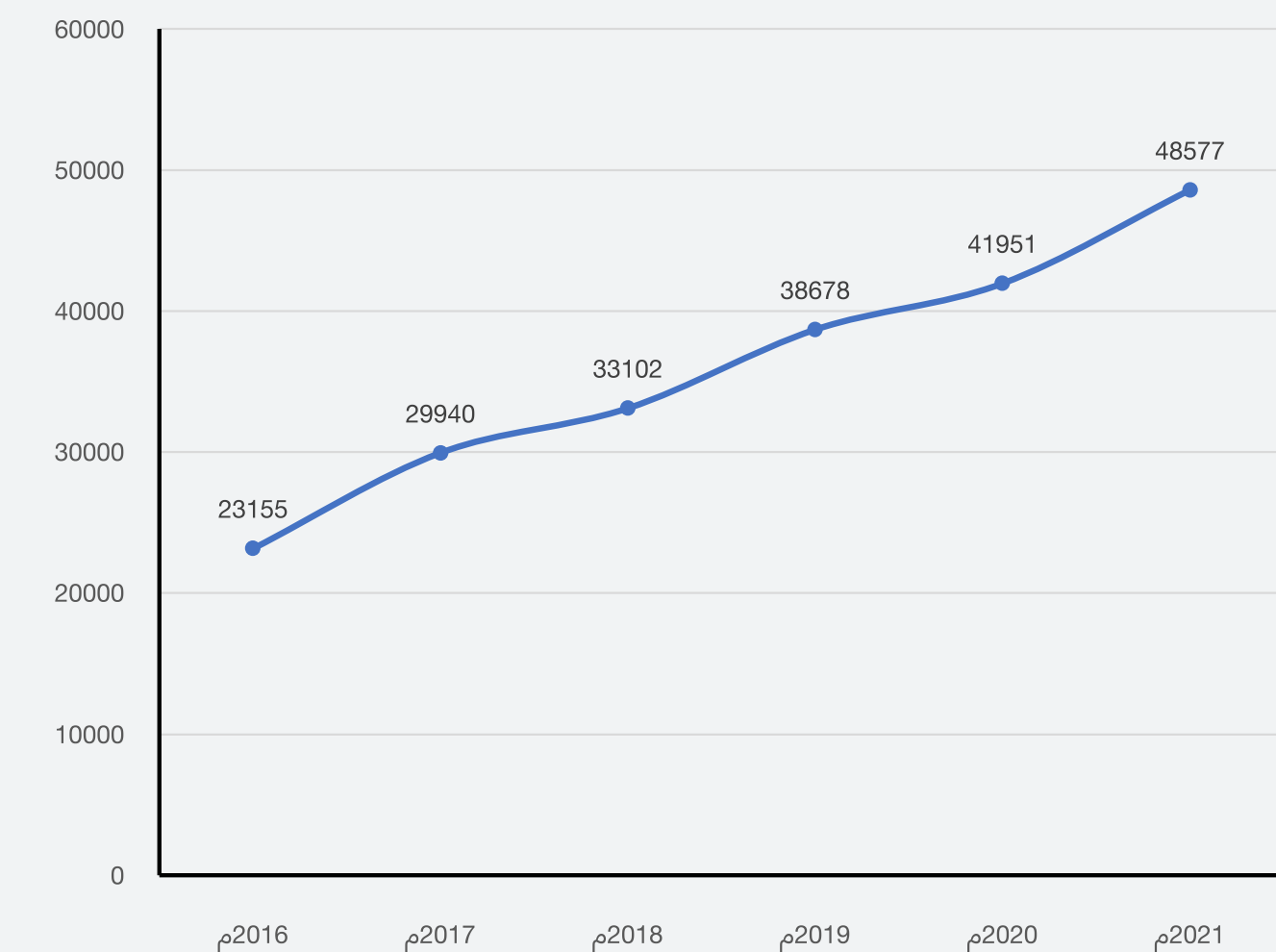
AL MADINAH AL MUNAWARAH

TRENDING HUB FOR ENTREPRENEURIAL DEVELOPMENT IN SAUDI ARABIA

Al Madinah region aims at strengthening socio-economic sustainability, given that it falls in line with Saudi Arabia's developmental renaissance, under the leadership of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz and HRH Crown Prince Mohammed Bin Salman. Al Madinah region aims to spark and boost support and empowerment of the SME sector in KSA as SMEs are the life blood of all economies and a vital component and a key vehicle for improving economic conditions and expanding job creation. They account for approximately *90% of the total local companies registered with the Ministry of Commerce.*



The increase number of issuing CR at Almadinah al Munawarah



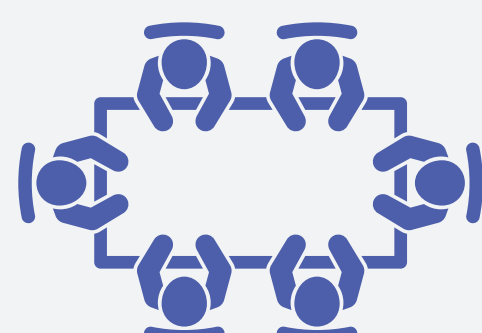
Source: Almadinah Almunawarah Chamber

15 YEARS OF IMPACT CREATION (2006-2022) THROUGH MITEF ARAB STARTUP COMPETITION AND SAUDI STARTUP COMPETITION



50,000+

APPLICATIONS
received to date



5,000+

ENTREPRENEURS
received top tier
training



USD 1,709,000

EQUITY-FREE FUNDING
to winners



600+

ESTABLISHED
Startups



53%

OF SEMI-FINALISTS
TEAMS HAVE AT LEAST
1 female member with
a leading role



31.8x

INCREASE
in number of total
applications received to date

Startups attracted more than **\$30 million**
in foreign direct investment

16,000+ jobs have been created by the
participating Startups in Saudi Startup
Competition and Arab Startup Competition,
a **6.4% increase on 2019 figures**

Startups contributed more than **\$500**
Million to the national economies

Startups database grew by **24.0% over the past**
two years and **12.2% of Startups expanded**
into new geographic markets



A TOTAL OF **2,607 STARTUPS** FROM AROUND **23 COUNTRIES** APPLIED TO MITEF STARTUP COMPETITION 2021/2022 CONTEMPLATING TO AROUND **7,623 ENTREPRENEURS** (5,222 (68.5%) MALE ENTREPRENEURS + 2,401(31.4%) FEMALE ENTREPRENEURS)

TOTAL APPLICATIONS PORTFOLIO

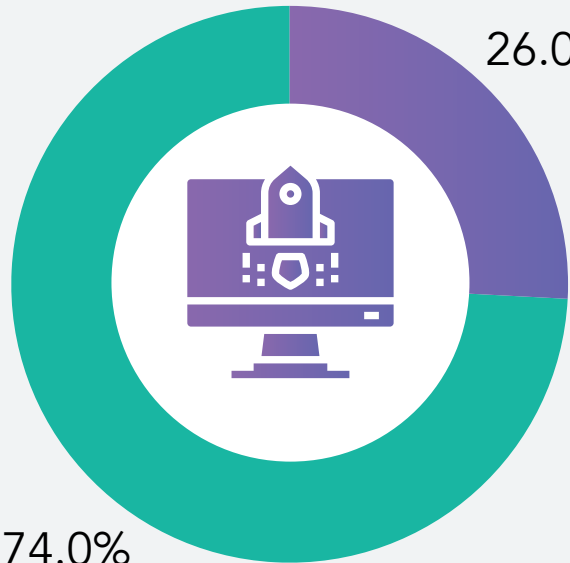
TRACK	SAUDI	PAN-ARAB	TOTAL	*Vs. 2020	%
STARTUPS TRACK	143	710	853	681	%25.2
IDEAS TRACK	250	1216	1,466	1,323	%10.8
SE TRACK	30	258	288	201	%43.2
TOTAL	423	2,184	2,607	2,205	%18.2

* Combined results of physical events from Saudi and Pan Arab competitions

GENDER PORTFOLIO

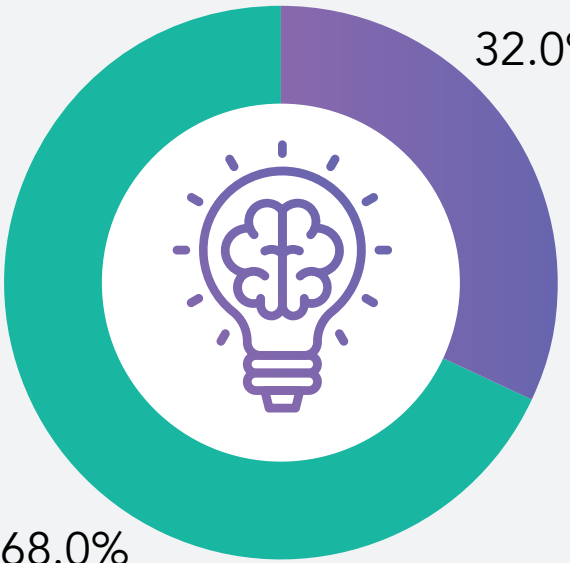
TRACK	MALE	FEMALE	TOTAL	MALE	FEMALE
STARTUPS TRACK	629	224	853	%74.0	%26.0
IDEAS TRACK	999	467	1,466	%68.0	%32.0
SE TRACK	166	122	288	%58.0	%42.0
TOTAL	1,794	813	2,607	%69.0	%31.0

TOTAL APPLICATIONS PORTFOLIO



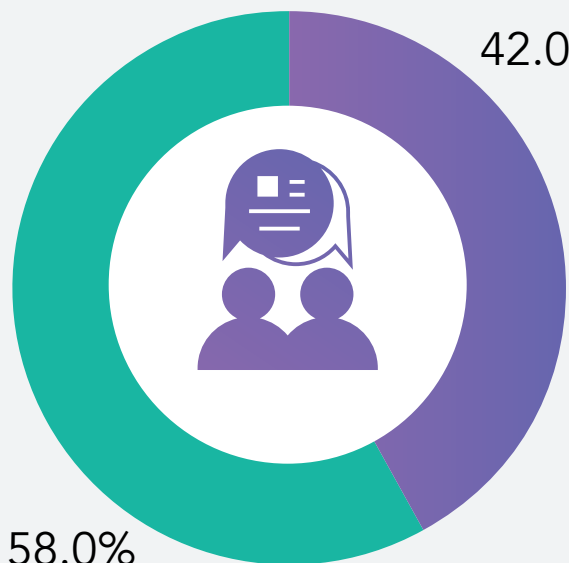
74.0%

STARTUPS TRACK



68.0%

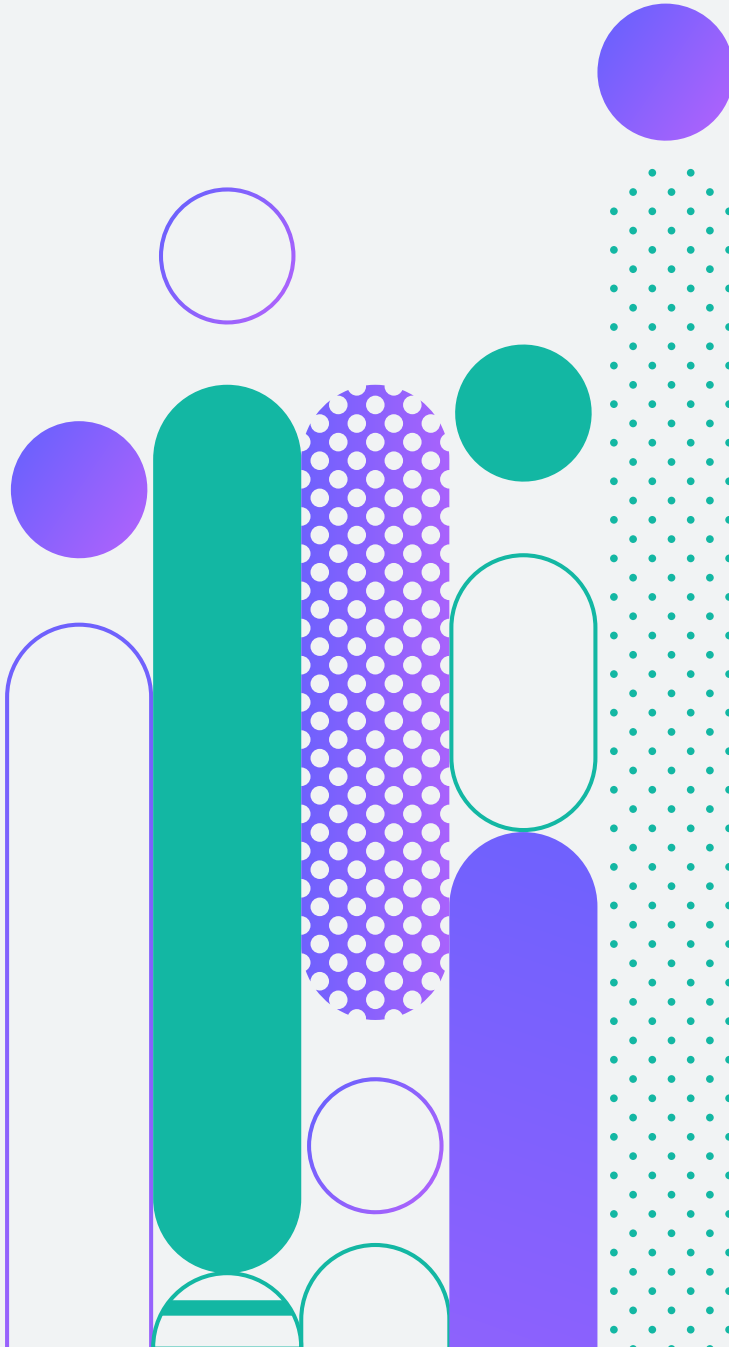
IDEAS TRACK



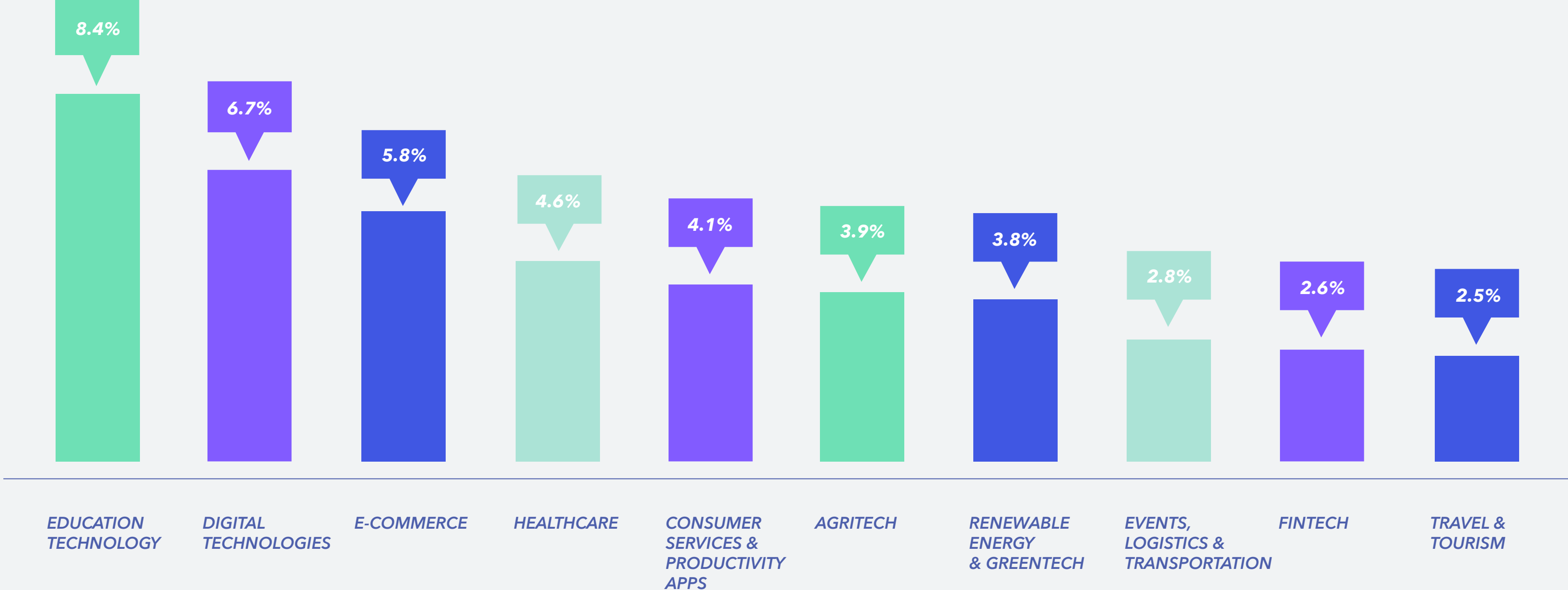
58.0%

SOCIAL TRACK

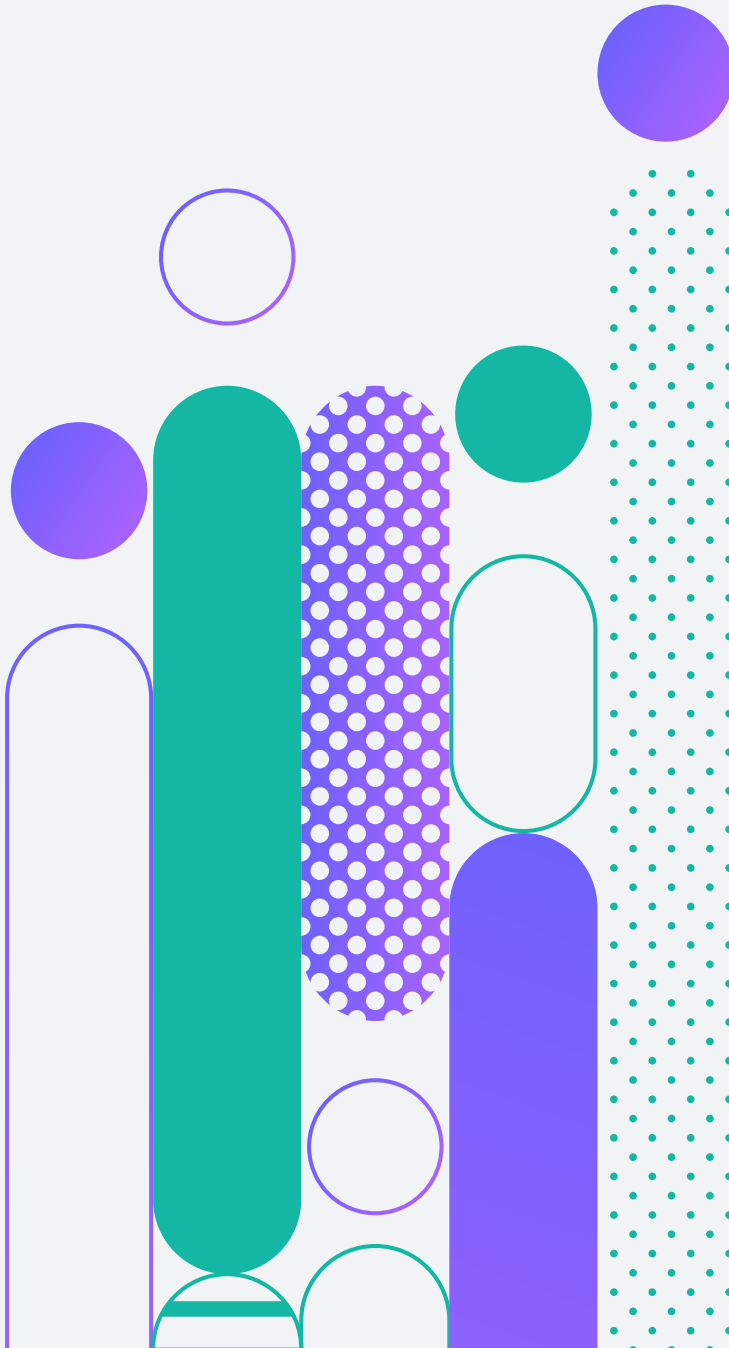
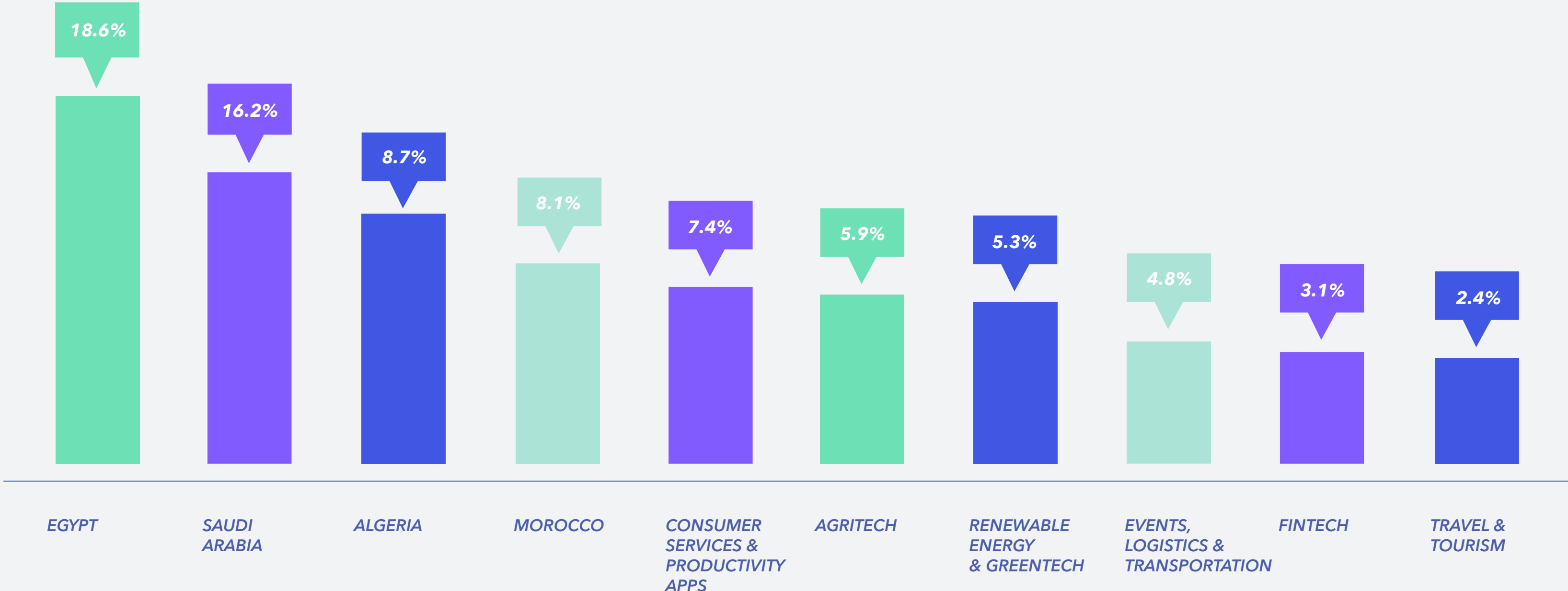
● FEMALE
● MALE



TOTAL APPLICATIONS PORTFOLIO



TOP 10 COUNTRIES



BOOTCAMP



BOOTCAMP

The Bootcamp was a 2-day intensive training that was conducted during the MITEF Startup Competition for the semifinalist teams and it covered topics such as Defensibility, Financial Sustainability, Pitching & Storytelling, and Fundraising.



Program conducted in collaboration with KAUST & Taibah University



Physical coaching sessions took place at the Taibah University Campus in Madinah Al Munawwarah



جامعة الأمير مقرن بن عبد العزيز
University of Prince Muqrin

Staff Support and hospitality was provided by Volunteers of Prince Muqrin University

BOOTCAMP IN NUMBERS



10 COACHES

Conducted collective and 1-to-1 sessions with the teams



22.3 HOURS

Combined hours spent on coaching



1:12 RATIO

Coach-to-individual ratio
On average, 1 coach was available for 12 individuals



TRAINERS



ABDULRAHMAN ALJIFFRY
Accelerator Manager
King Abdullah University of
Science and Technology

عبد الرحمن الجفري
مدير مسرعة الأعمال تقدم
جامعة الملك عبدالله للعلوم والتقنية



ARWA SHAFI
Accelerator Lead
King Abdullah University of
Science and Technology

أروى شافي
قائد برنامج مسرعة الأعمال تقدم
جامعة الملك عبدالله للعلوم والتقنية



HAITHAM AL HUMSI
Online Learning Manager
King Abdullah University of
Science and Technology

هيثم الحمصي
مدير التعليم الإلكتروني
جامعة الملك عبدالله للعلوم والتقنية



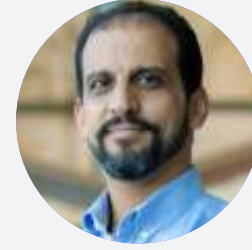
MOHAMAD ALWAN
Startup Financial Analyst
King Abdullah University of
Science and Technology

محمد علوان
محلل مالي للشركات الناشئة
جامعة الملك عبدالله للعلوم والتقنية



AFNAN KOSHAK
Founder & CEO
Atharonaa

أفنان كوشك
المؤسس والرئيس التنفيذي
اثارونا



OMAR KHASAWNEH
Innovation Incubation Lead
King Abdullah University of
Science and Technology

عمر خصاونه
قائد حاضنة الشركات الناشئة
جامعة الملك عبدالله للعلوم والتقنية



OZAN SONMEZ
Co-Founder
SAGE HQ & Zillion Pitches

أوزان سونميز
شريك مؤسس
سيج ه.ق. وزيليون بيتشس

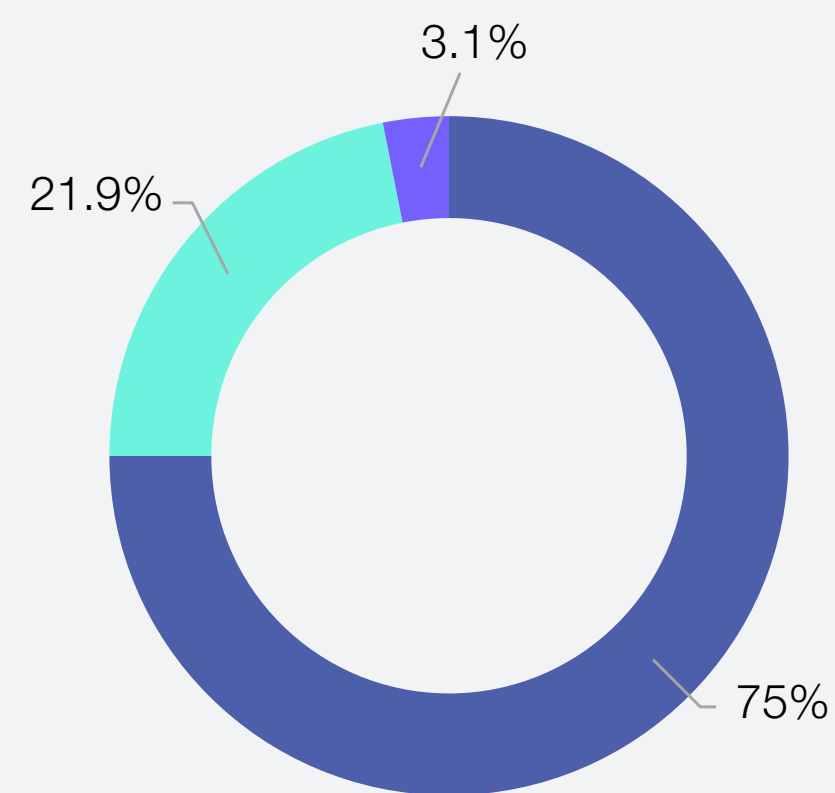


AMAL DOKHAN
Partner
500 GLOBAL

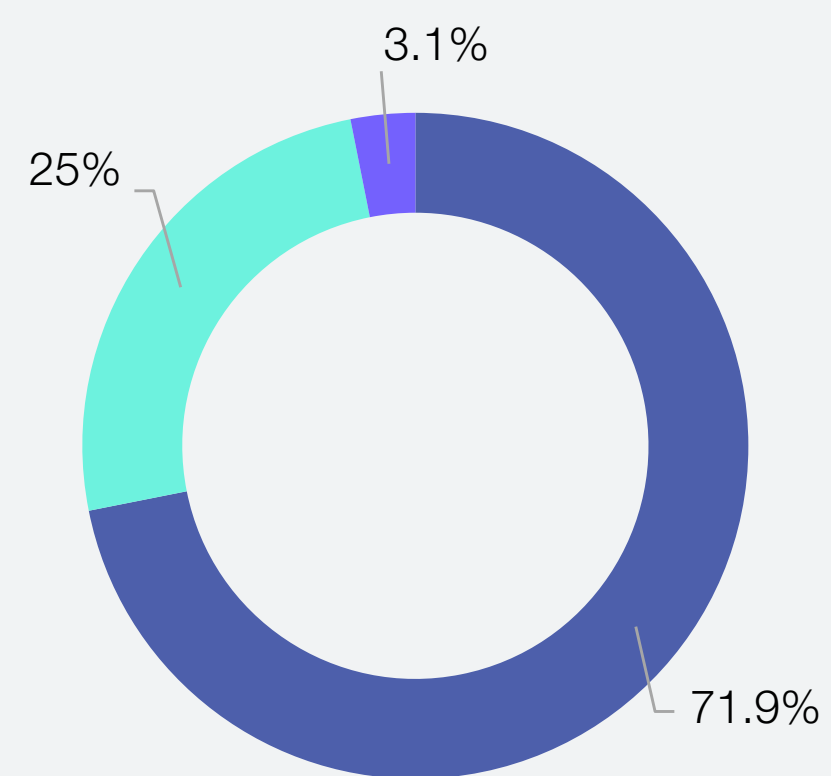
أمل دخان
شريك
500 غلوبال

SURVEY

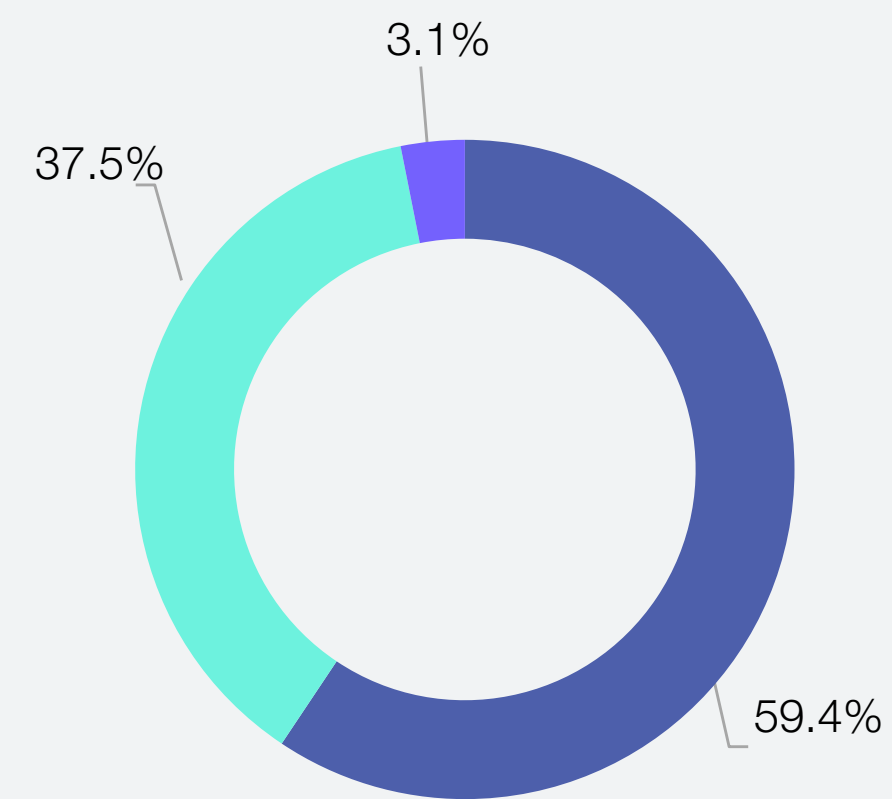
How was the overall BootCamp organization?



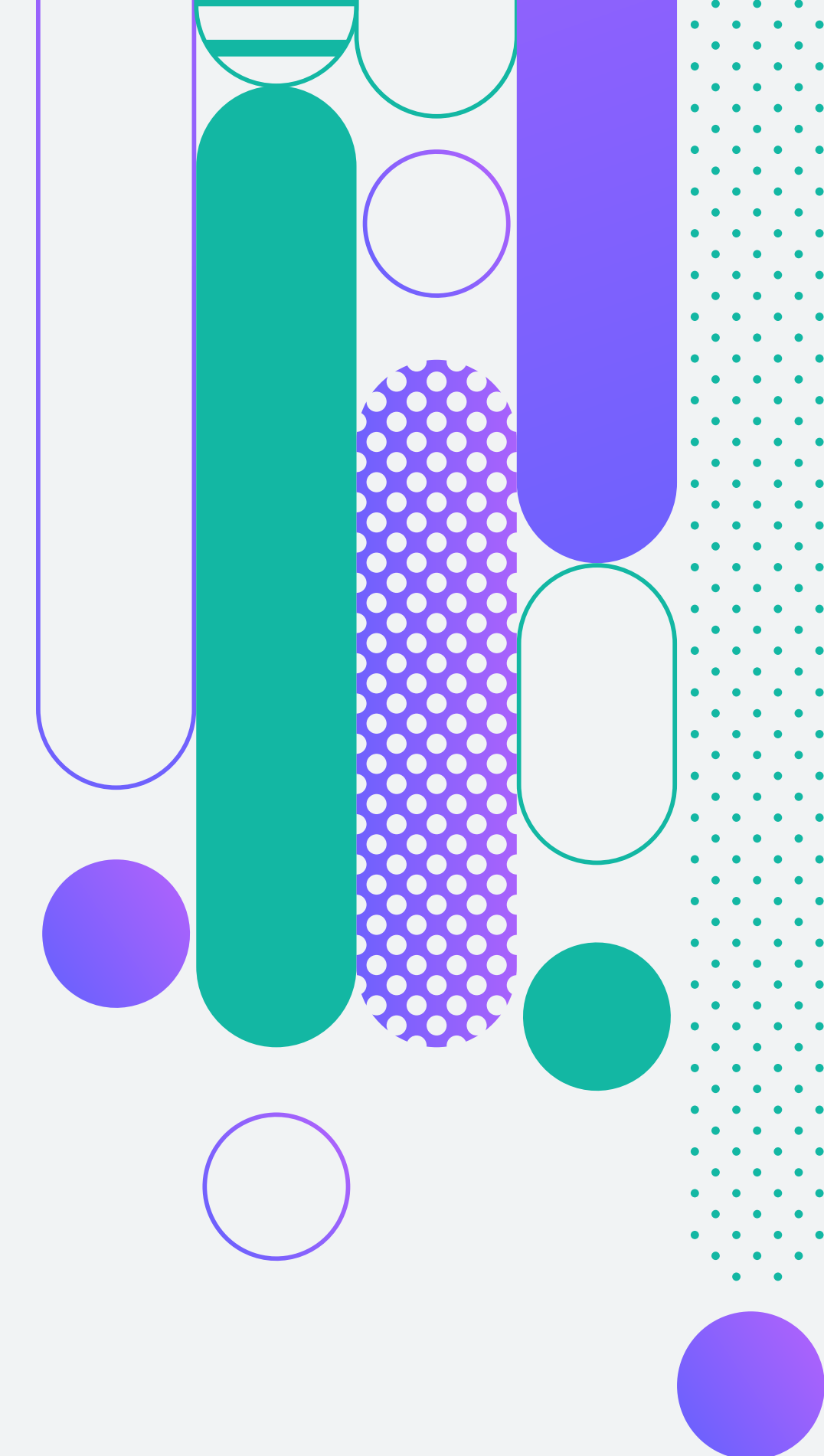
Was the training and content up to your expectations?



How were the coaches experience and delivery methodology?



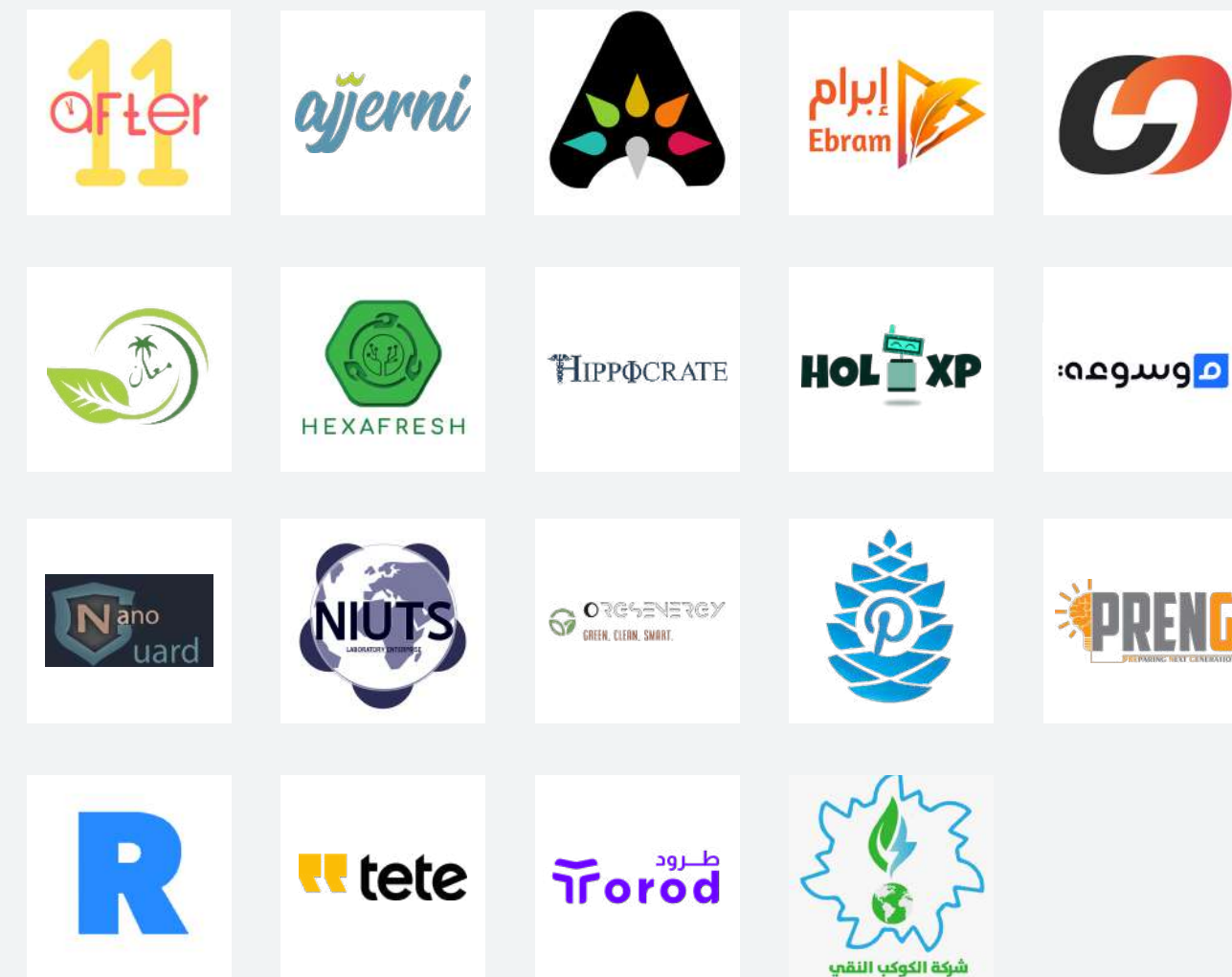
● EXCELLENT ● GOOD ● UNSATISFACTORY



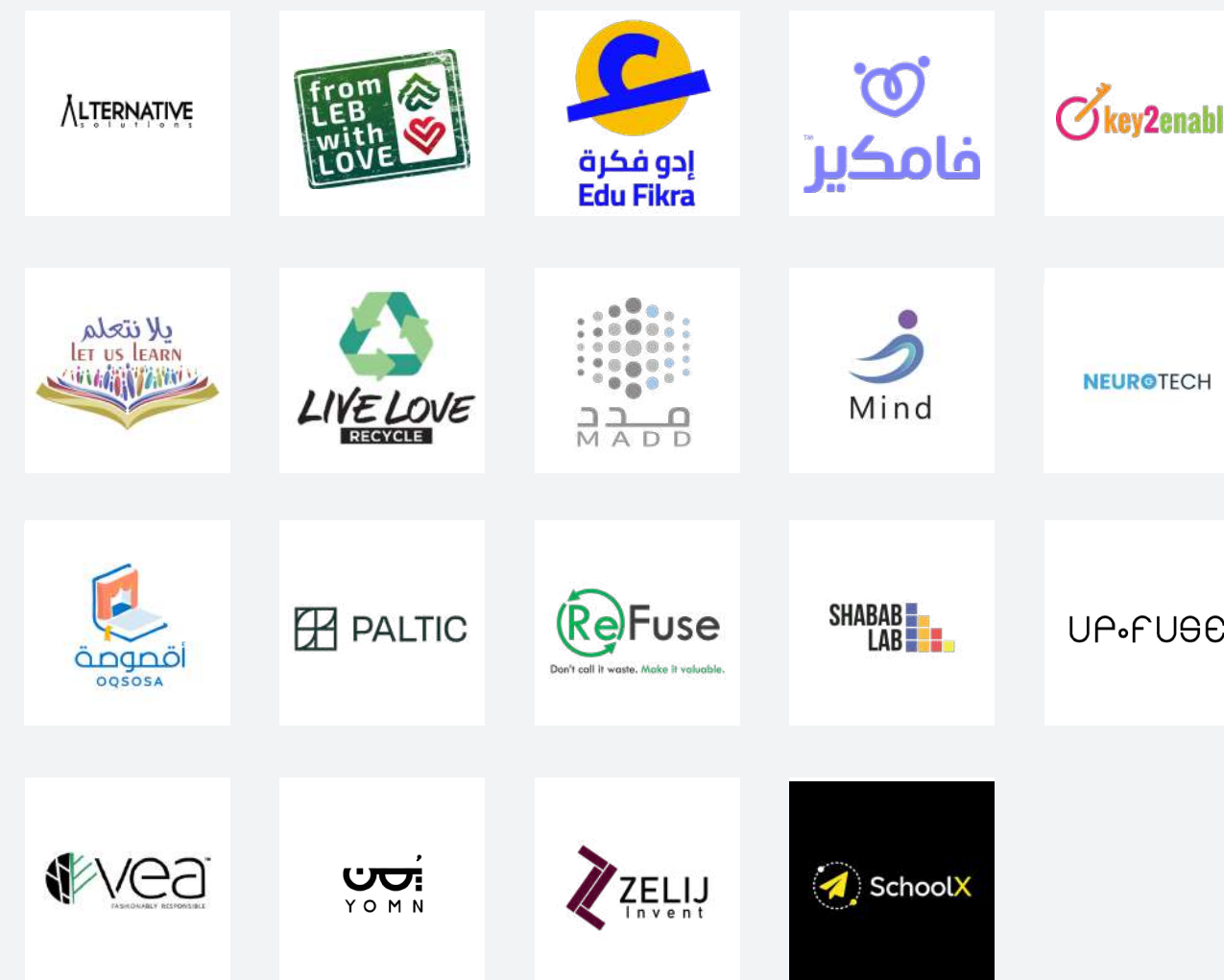
60 SEMIFINALISTS

45 PAN-ARAB - 15 KSA

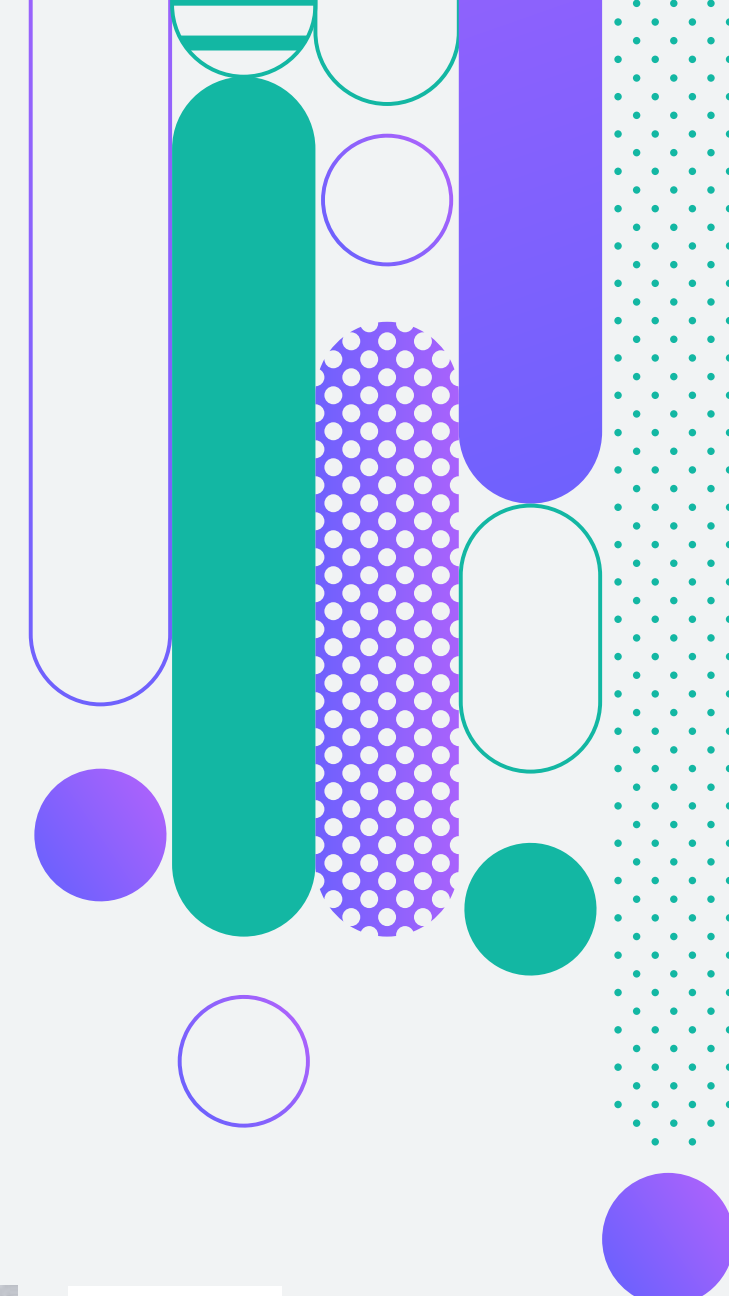
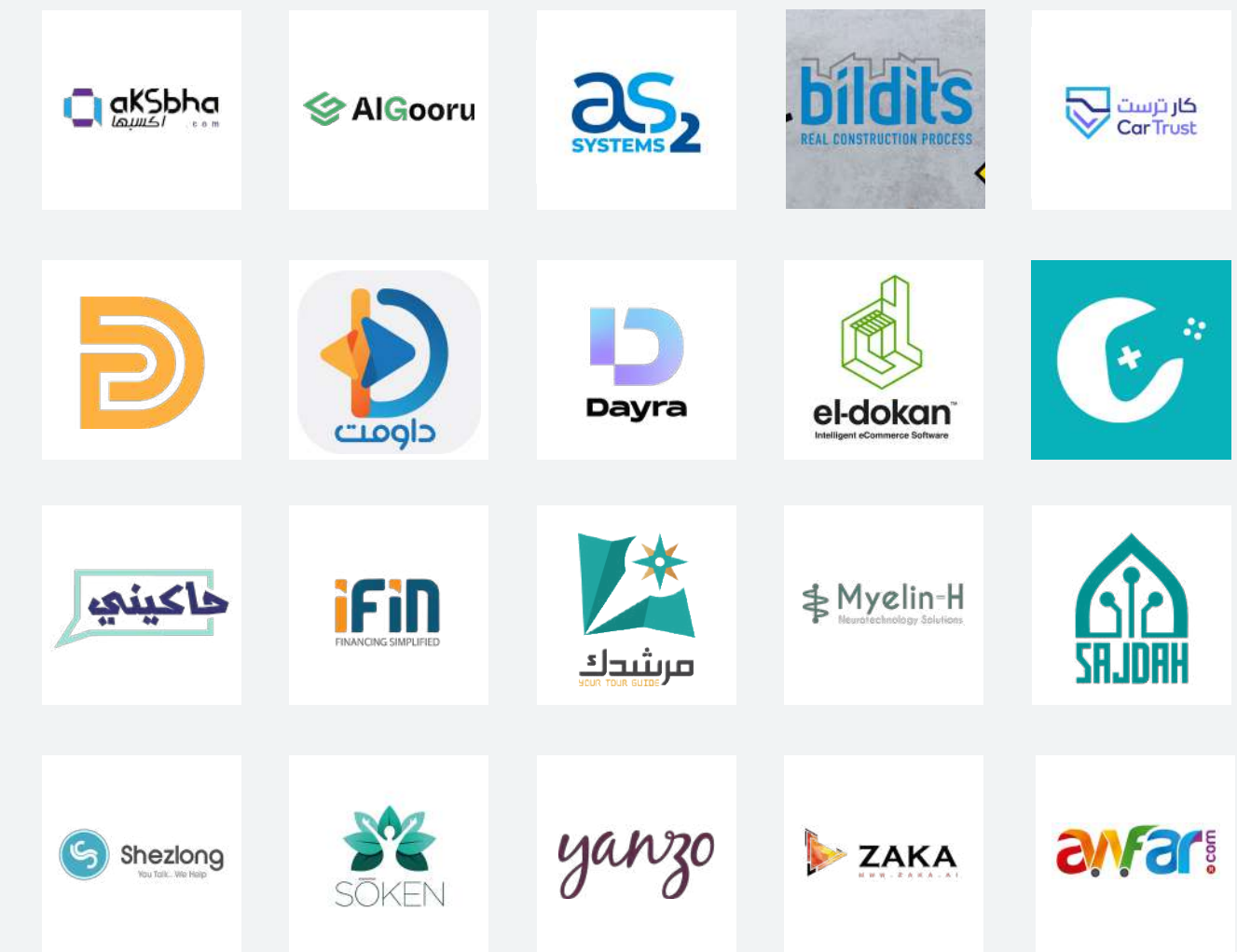
IDEAS TRACK



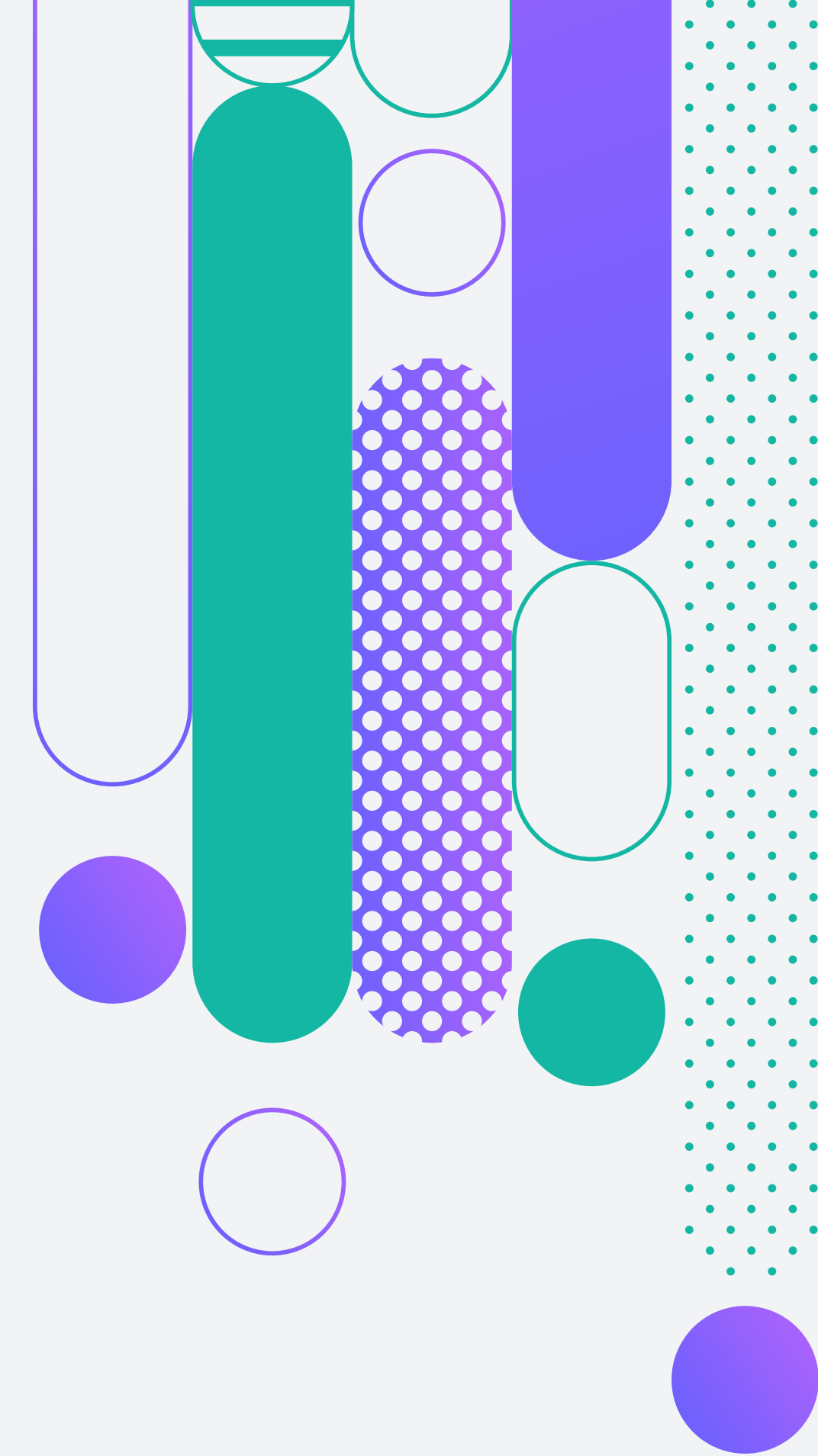
SOCIAL TRACK



STARTUP TRACK



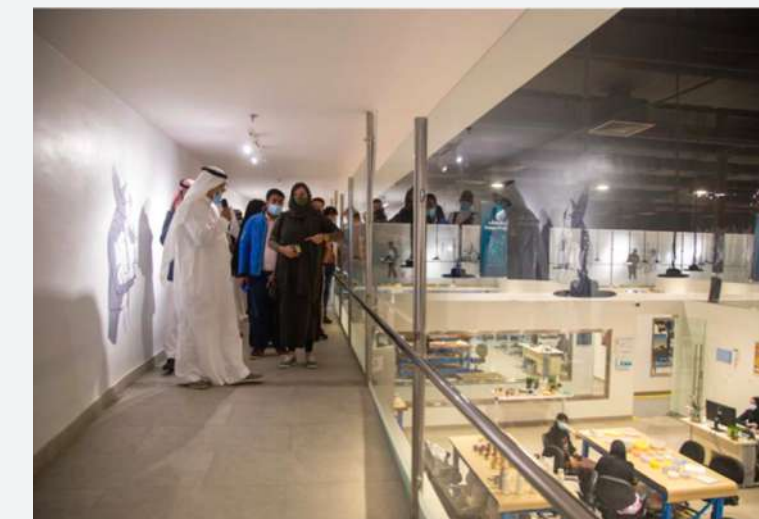
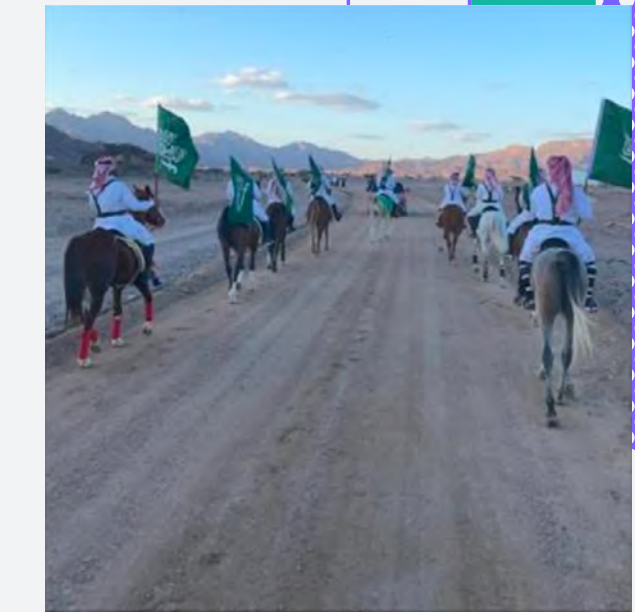
ACTIVITIES **& PROGRAMS**

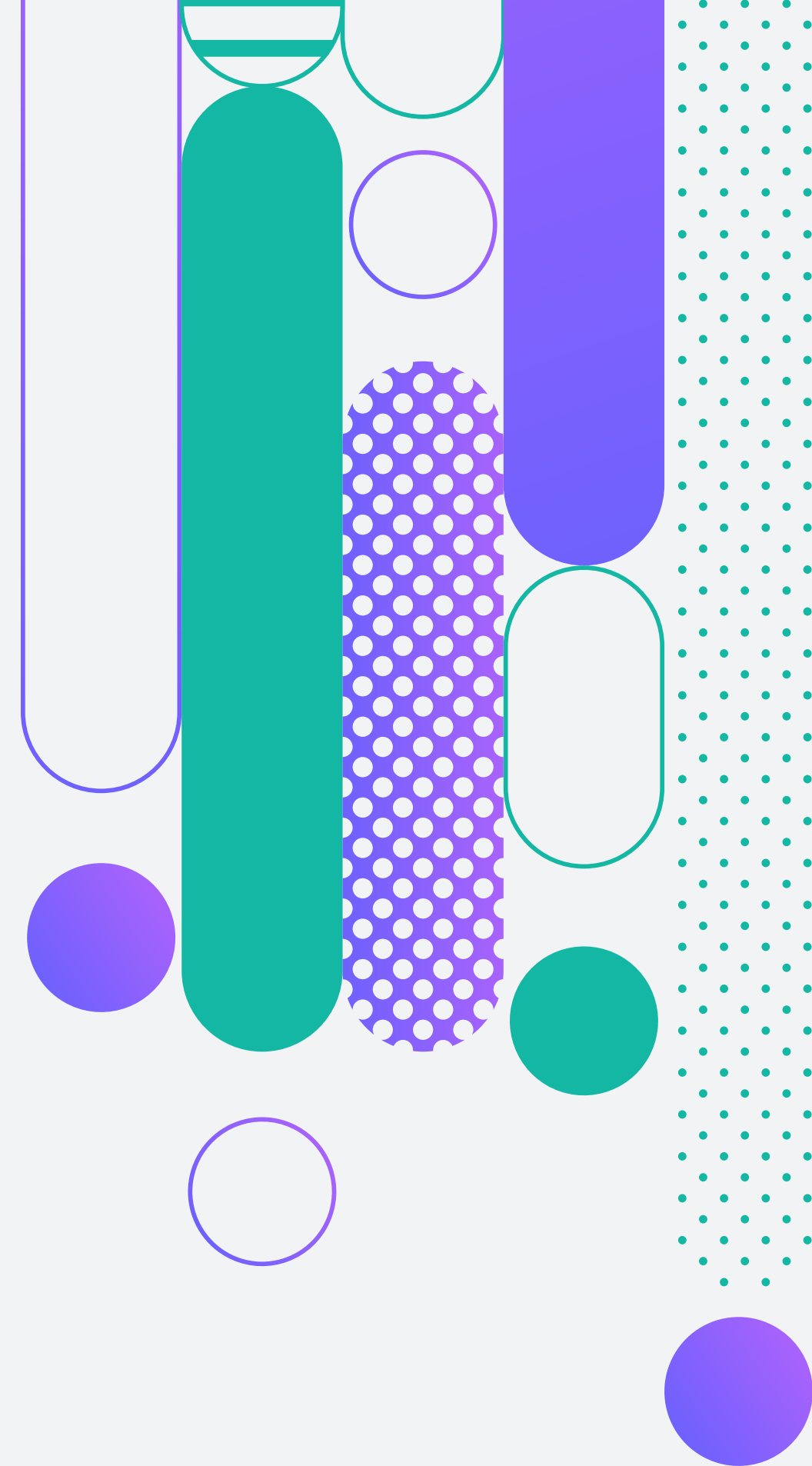
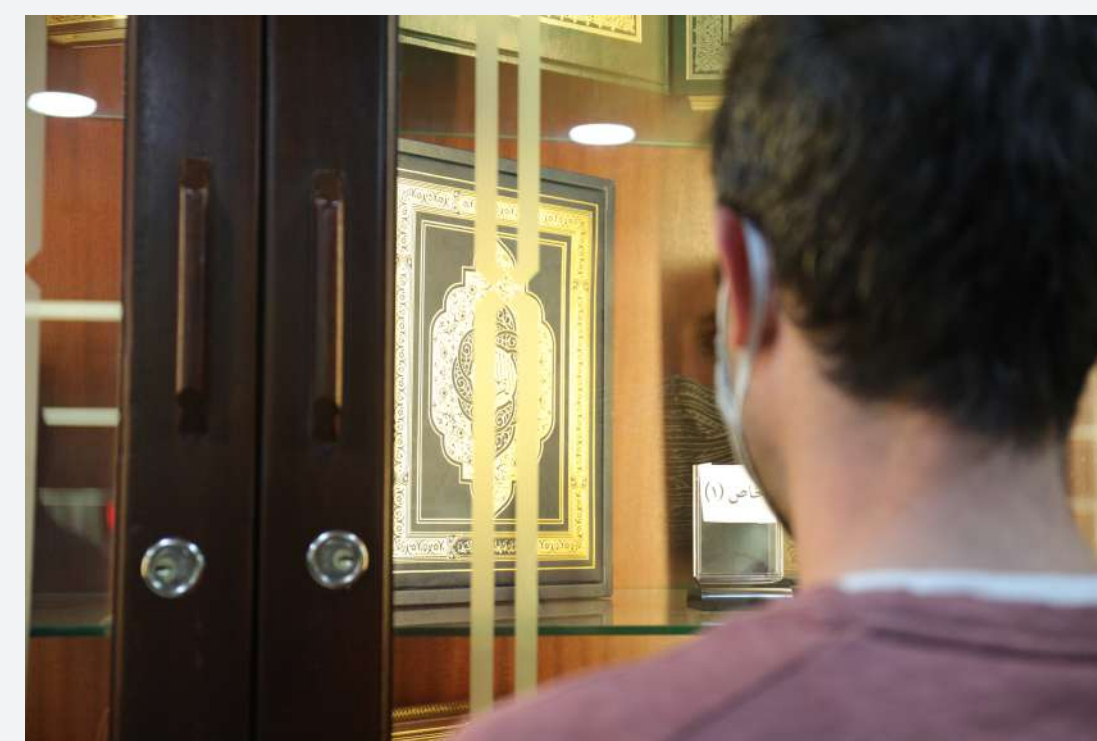
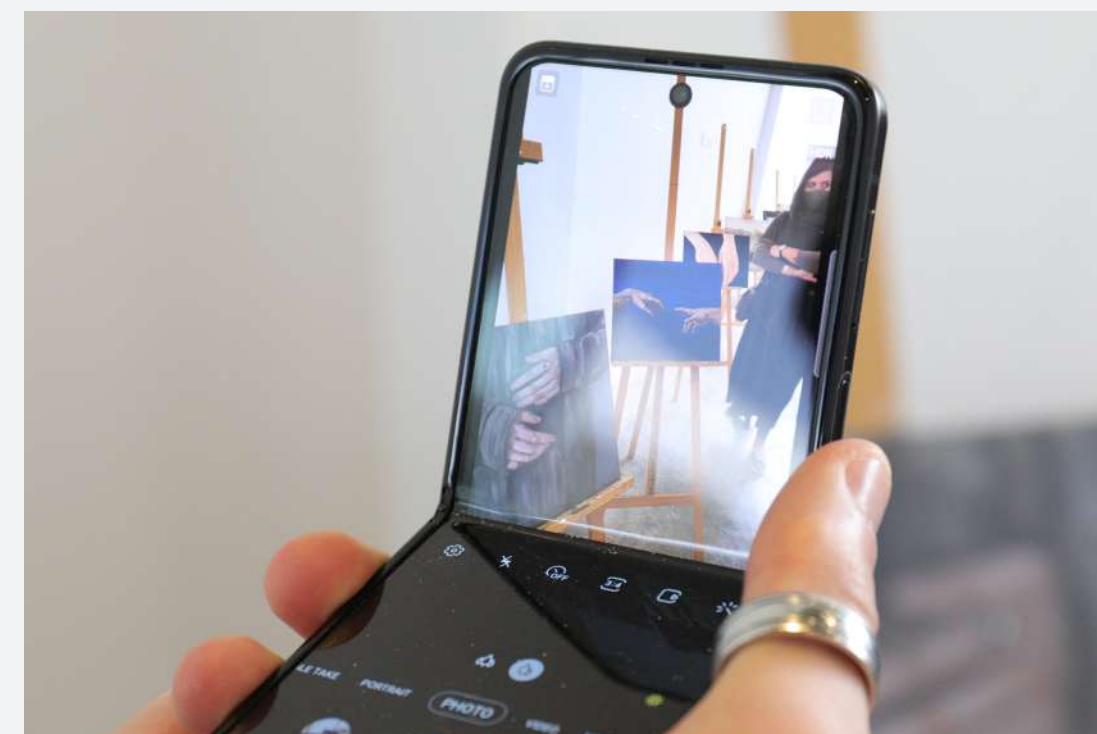


ALMADINAH ALMUNAWARAH CULTURAL TOUR

A cultural tour of Al Madinah Al Munawwarah city was arranged by AlMadinah Almunwarah Chamber and the Economic Development Center for the participants to highlight the cultural, social and entrepreneurial value of the city:

- *International Fair and Museum of the Prophet's Biography and Islamic Civilization*
- *King Fahd Complex for the Printing of the Holy Quran*
- *Namaa Almunawarah (Suwaiqah Market)*
- *Madinah Art Center*
- *Reef Albustan Farm*
- *Abu Aljoud Resort*
- *Albaidah Public Park*





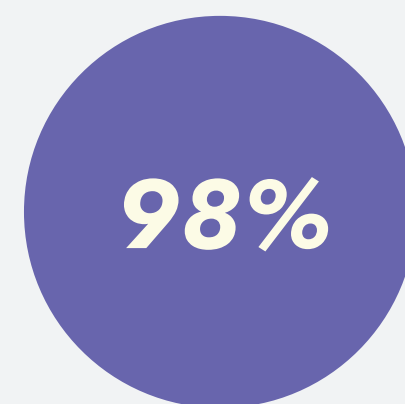
SURVEY

64%

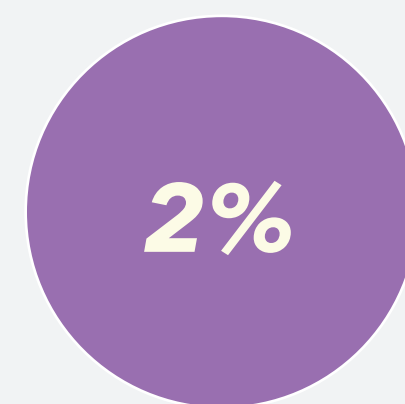
of the participants visited Madinah Al Munawarah for the first time

A survey was conducted with 47 visiting participants on Madinah hospitality

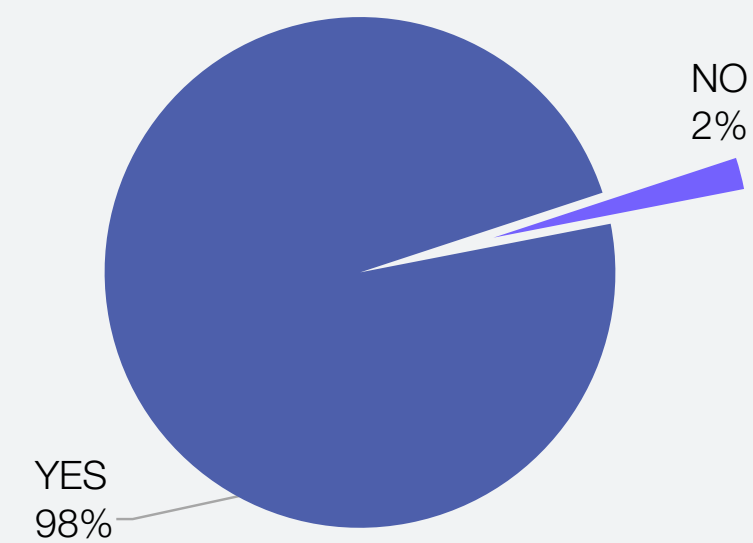
Overall experience was amazing



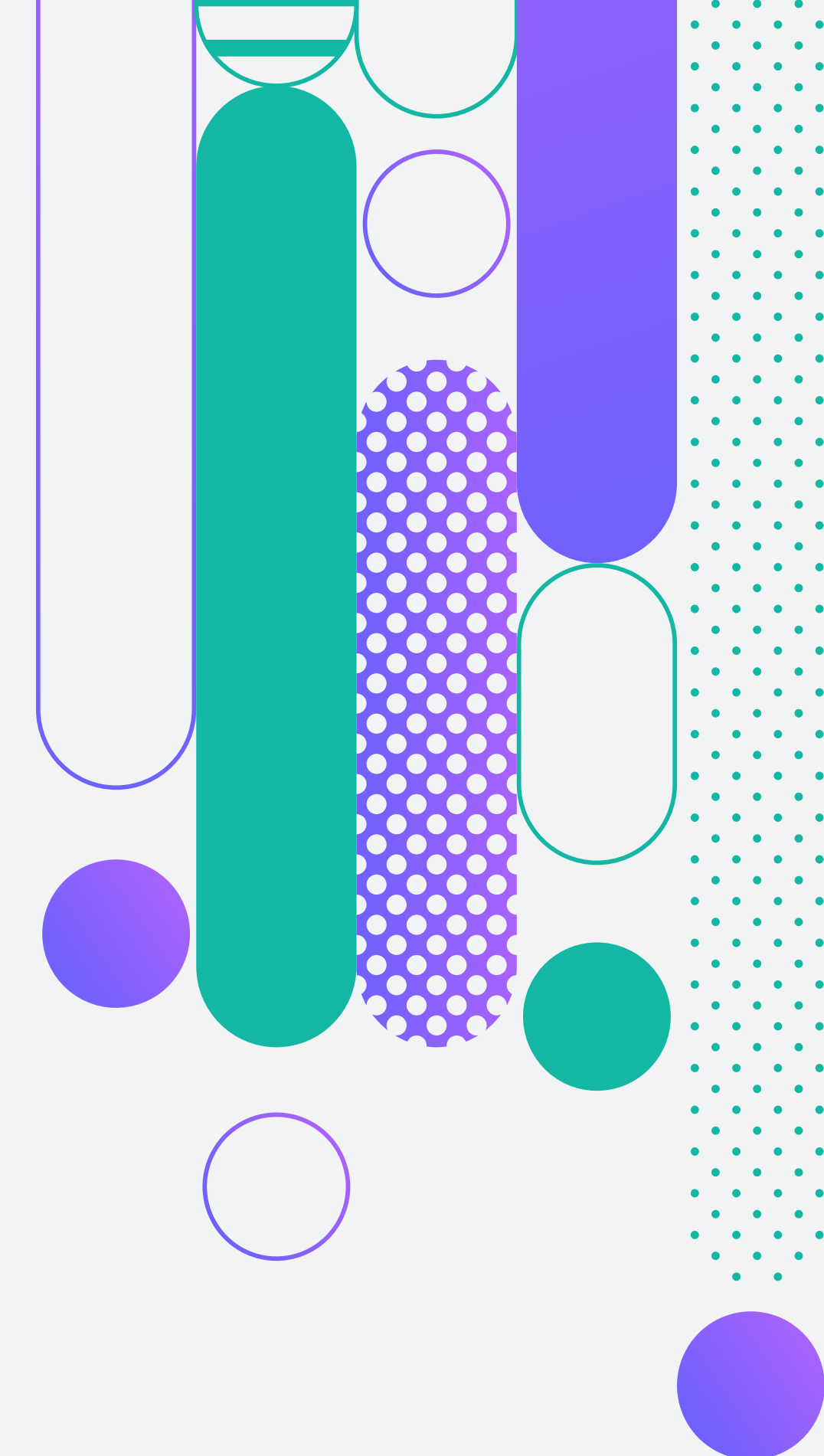
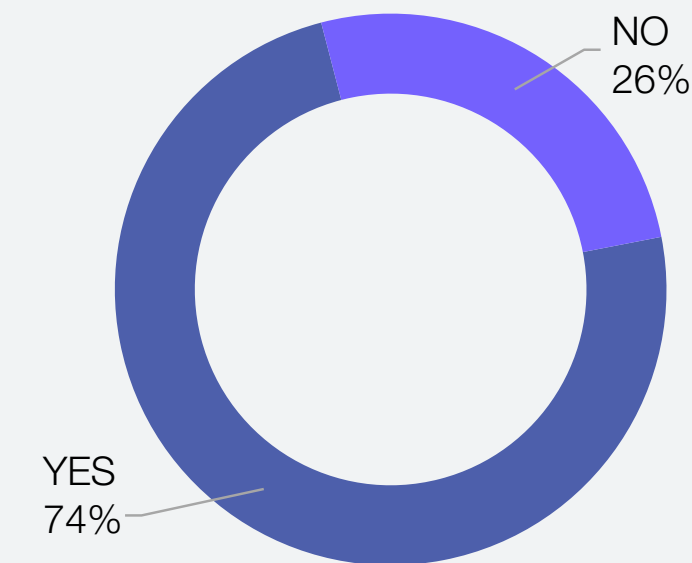
Overall experience was unsatisfactory



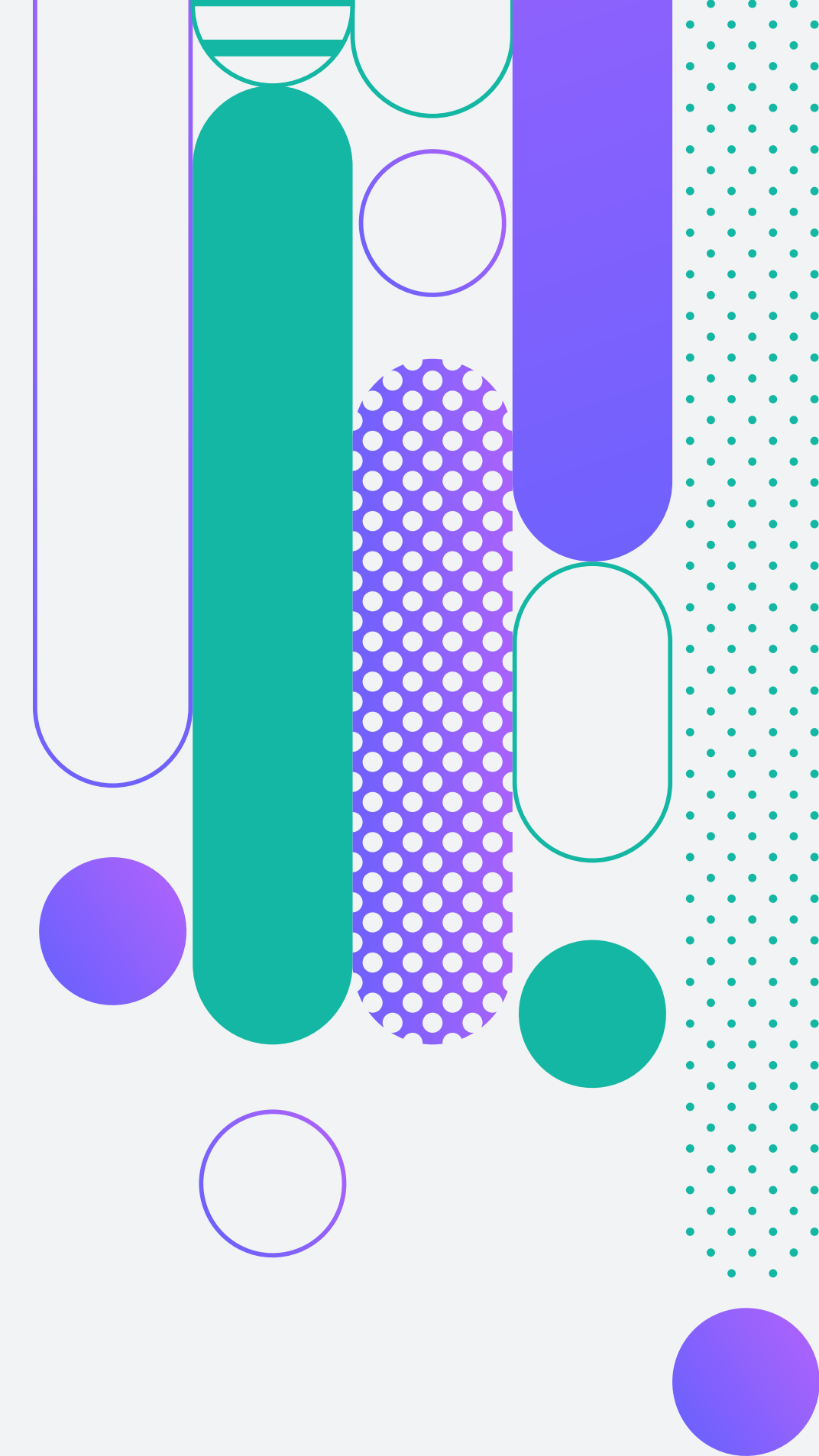
Would you like to visit Madinah Al Munawarah again?



Does Madinah Al Munawarah have any religious or cultural significance to you?



STARTUP **INVESTMENT FORUM** **(SIF)**



INVESTMENT SITUATION IN KSA

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 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.

— KEY HIGHLIGHTS

SAUDI ARABIA SAW A **SIGNIFICANT JUMP** IN VENTURE CAPITAL INVESTMENTS IN THE FINANCIAL TECHNOLOGY SECTOR, **HITTING 16 DEALS** IN THE FIRST EIGHT MONTHS OF 2021, TOTALING **\$157.2 MILLION**.

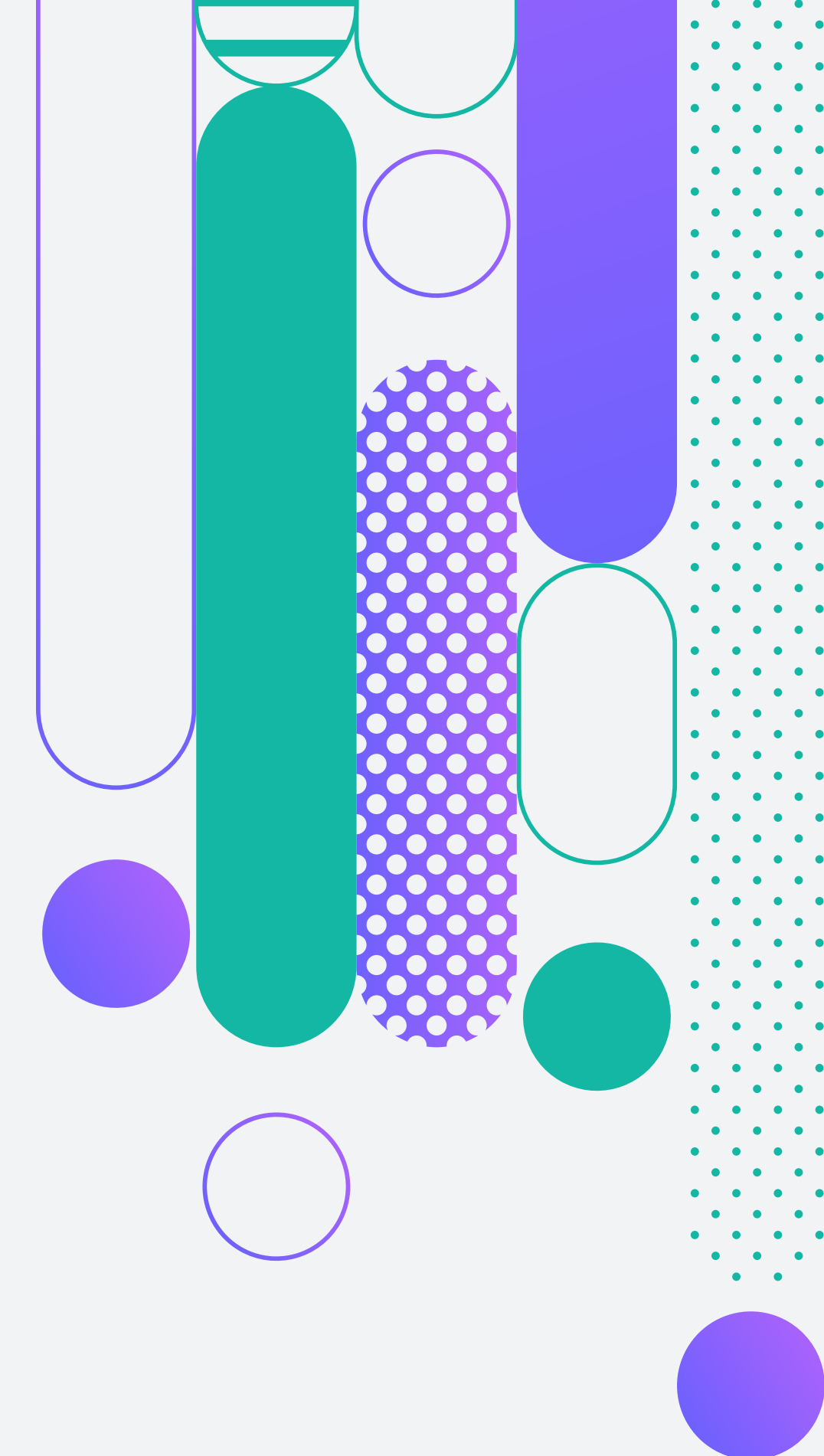
SAUDI ARABIAN VC ECOSYSTEM IS GROWING BY **270%** YEAR-OVER-YEAR AS STARTUPS HAVE ACCUMULATED **\$548M** IN FUNDING.

THE TOTAL NUMBER OF DEALS ROSE TO ANOTHER HIGH OF **139**.

FINTECH AND E-COMMERCE WERE LEADING INDUSTRIES IN THE COUNTRY IN 2021. **FINTECH STARTUPS CLOSED 19%** OF TOTAL DEALS WHILE **E-COMMERCE VENTURES ACCOUNTED FOR 31%** OF CAPITAL DEPLOYED IN THE COUNTRY IN 2021.

SAUDI ARABIA OVERTOOK EGYPT TO RANK SECOND BY FUNDING IN MENA, DRIVEN BY A **270% INCREASE** IN CAPITAL YEAR-OVER-YEAR.

A **RECORD-HIGH 76 INVESTORS** PARTICIPATED IN DEALS CLOSED BY SAUDI-BASED STARTUPS IN 2021.



STARTUP INVESTMENT FORUM (SIF) 2022

A three (3) day exhibition that provided opportunities to Startups from around the globe to expand their businesses to the Saudi market and meet investors. 142 regional and international Startups applied from different parts of the world including Bahrain, Jordan, Egypt, Tunisia, Algeria, Lebanon, Poland, Cyprus, UAE, Slovakia, Oman, USA and UK.



21st February to
23rd February, 2022



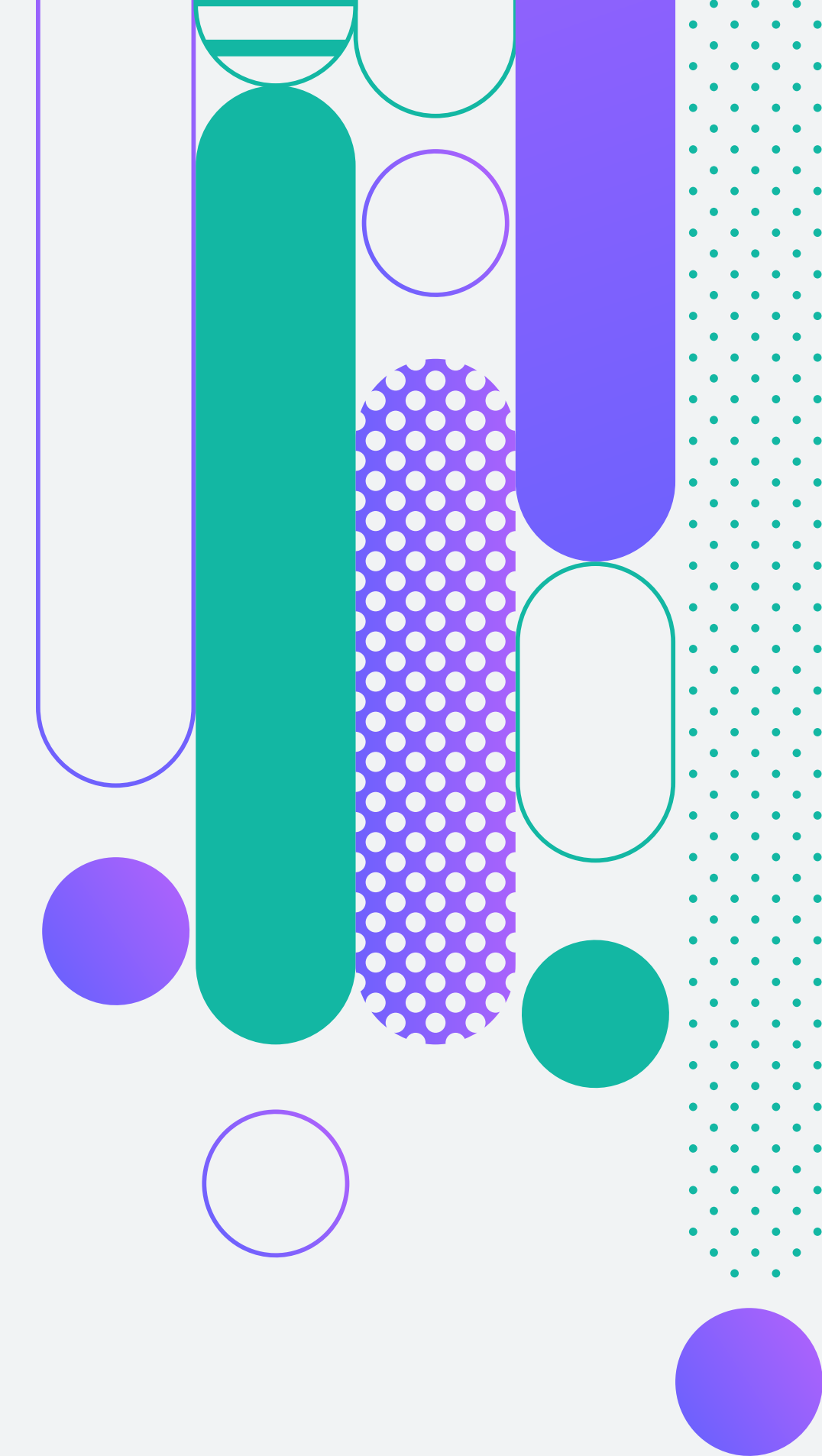
King Salman Convention Center,
Al Madinah Al Munawarah



- Venture Capitalists
- Capital Firms
- Individual Investors



- Project exhibition
- Startup pitches
- Investment deal sessions



THROUGH OUR COLLABORATION WITH MISA
(MINISTRY OF INVESTMENT SAUDI ARABIA), **40 SAUDI
ENTREPRENEURSHIP LICENSES** WERE ISSUED TO
INNOVATIVE STARTUPS TO EXPAND AND KICK-START
THEIR BUSINESSES FROM THE SAUDI ARABIAN REGION.



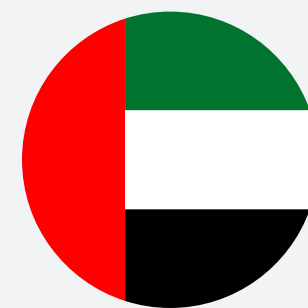
Egypt: 16



Jordan: 6



Lebanon: 5



UAE: 4



Tunisia: 3



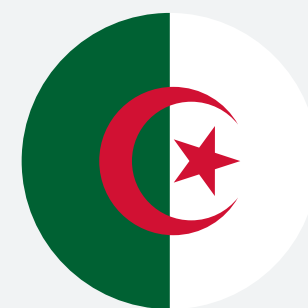
USA: 2



Greece: 1



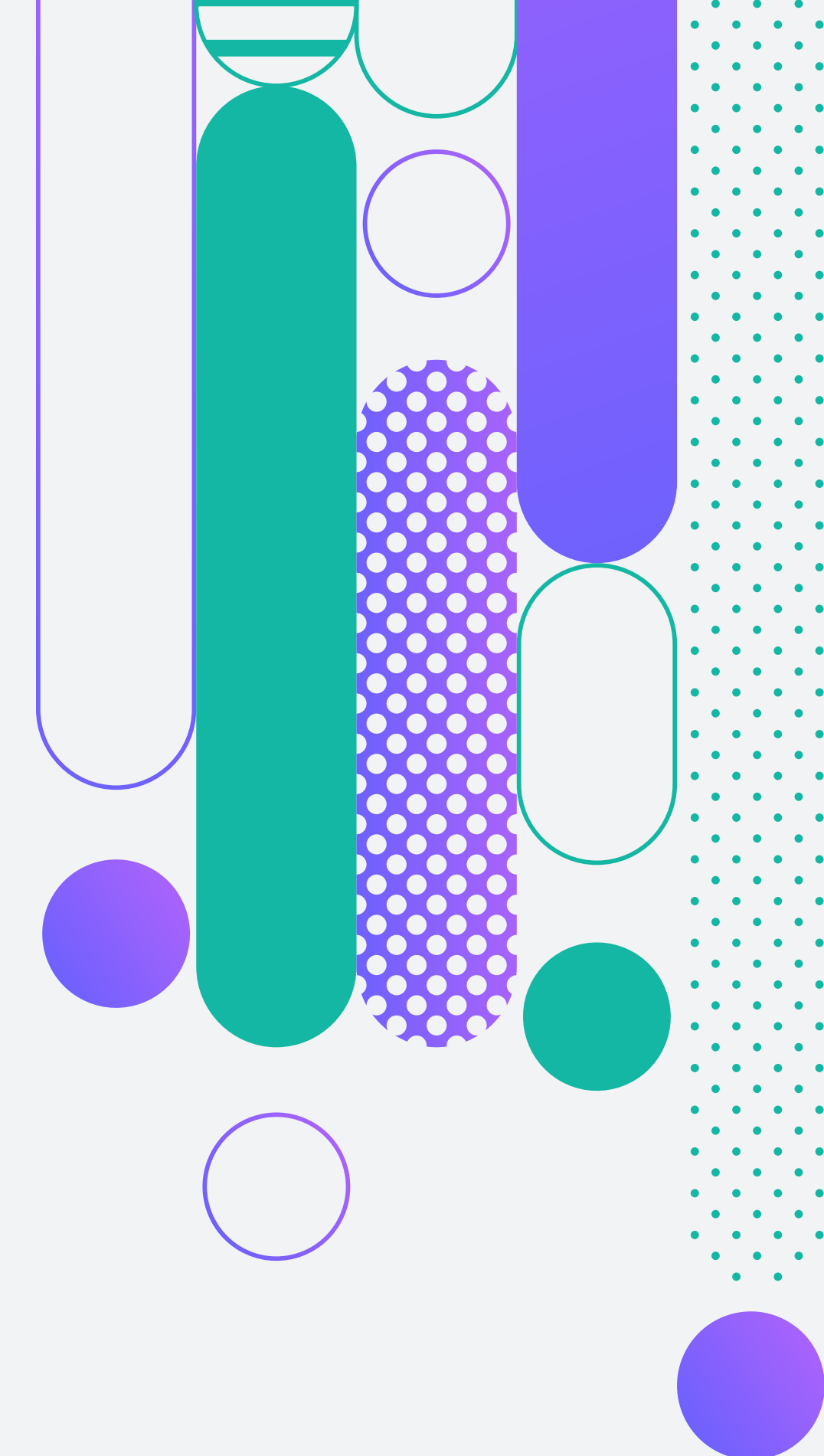
Cyprus: 1



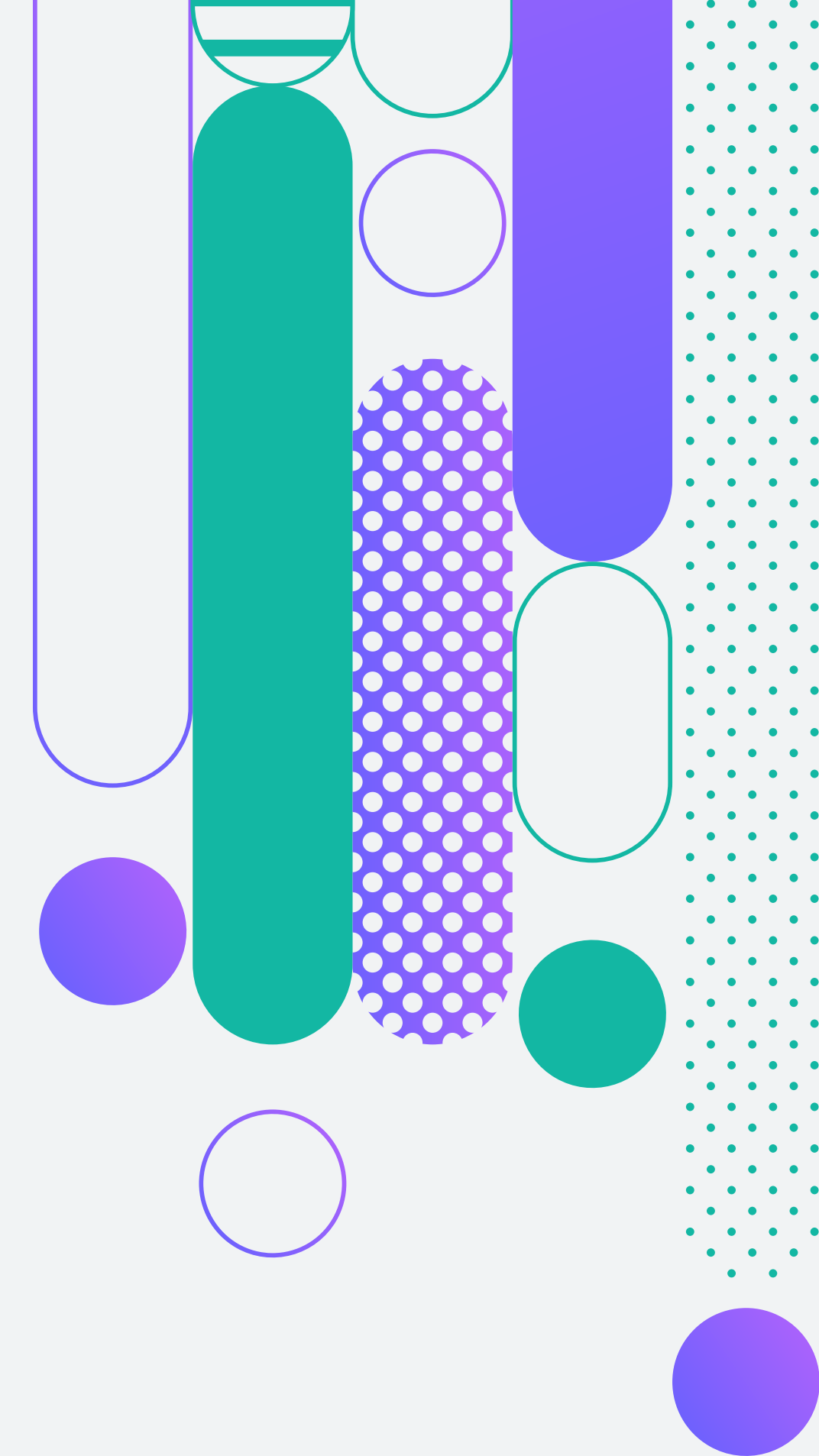
Algeria: 1



Slovakia: 1



OBJECTIVES





EXPOSURE TO INVESTORS

An exposure of Entrepreneurs' products/services to a huge network of investors, businesses, 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 as 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 the value of the Saudi Entrepreneurial Ecosystem.



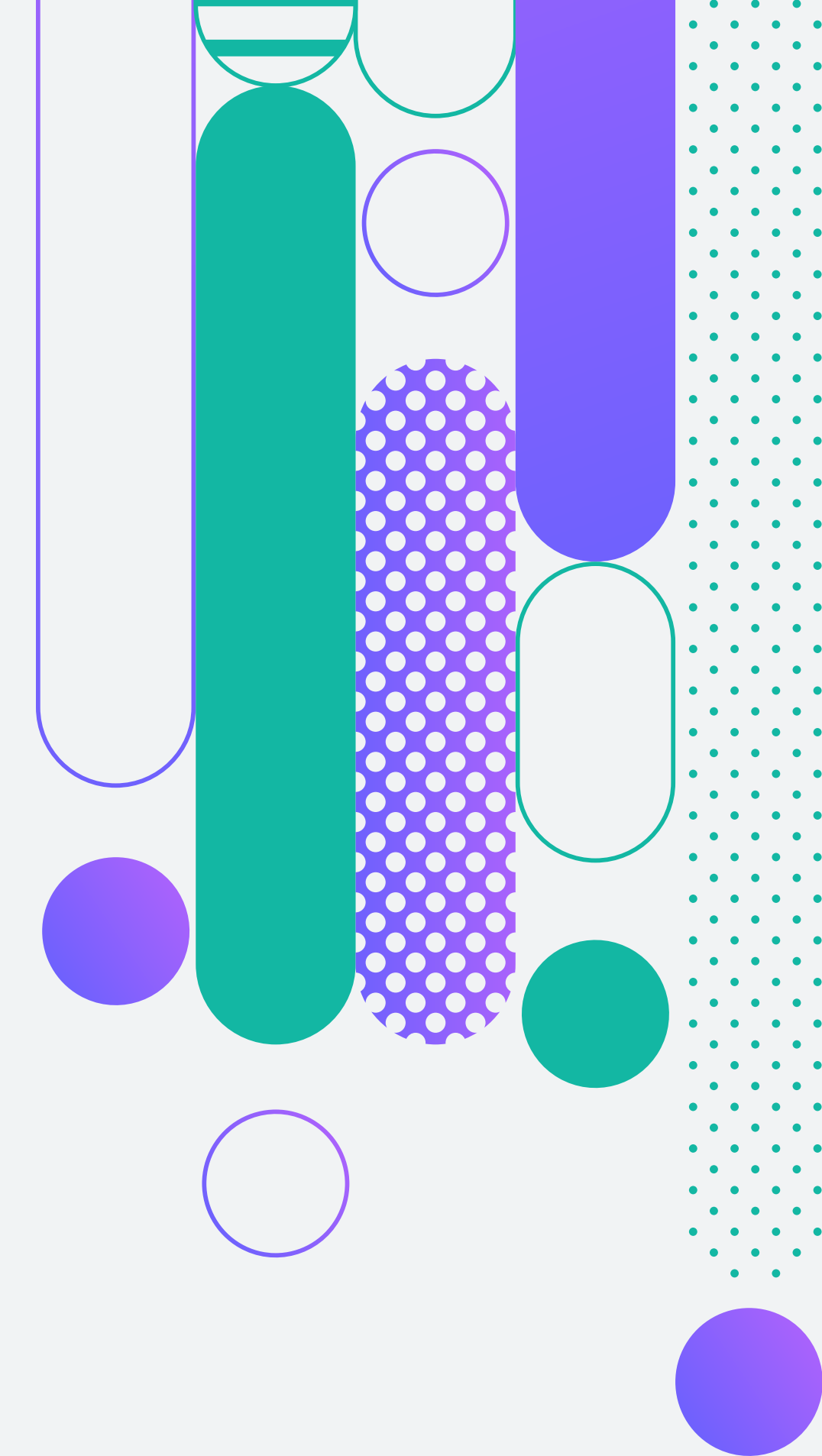
A WIN-WIN SITUATION

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 creating a win-win situation for all.

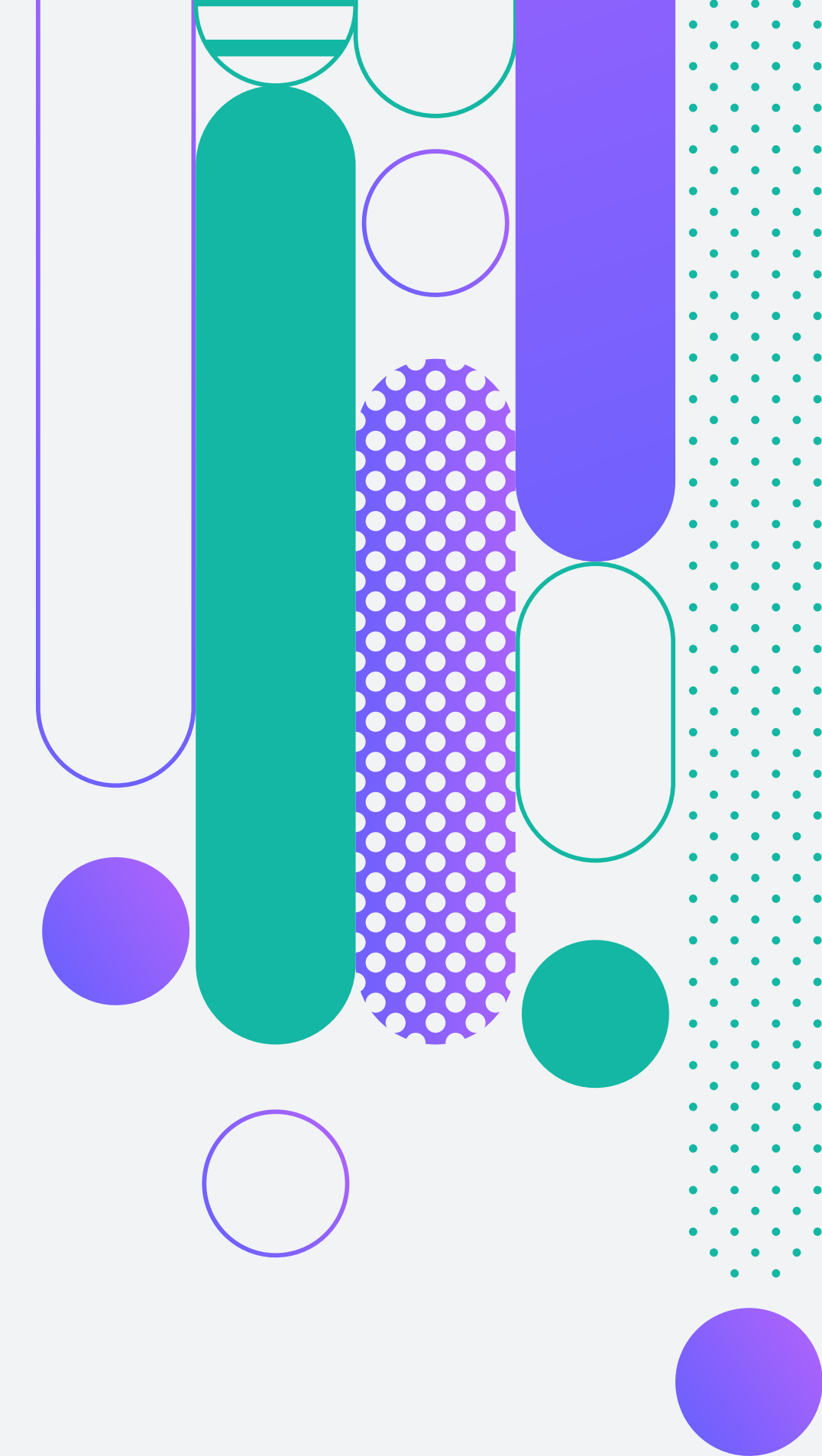


SUPPORTING VISION 2030 MANDATE: BOOSTING GDP THROUGH SMES

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



HIGHLIGHTS





4,073 ATTENDEES AT SIF

1,511 ATTENDEES - DAY 1
1,319 ATTENDEES - DAY 2
1,243 ATTENDEES - DAY 3



45
STARTUPS EXHIBITED THEIR
PROJECTS TO INVESTORS



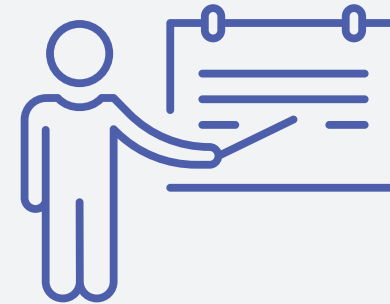
6 EDUCATIONAL WORKSHOPS
CONDUCTED BY ENTREPRENEURIAL
INSTITUTIONS AND PROFESSIONALS



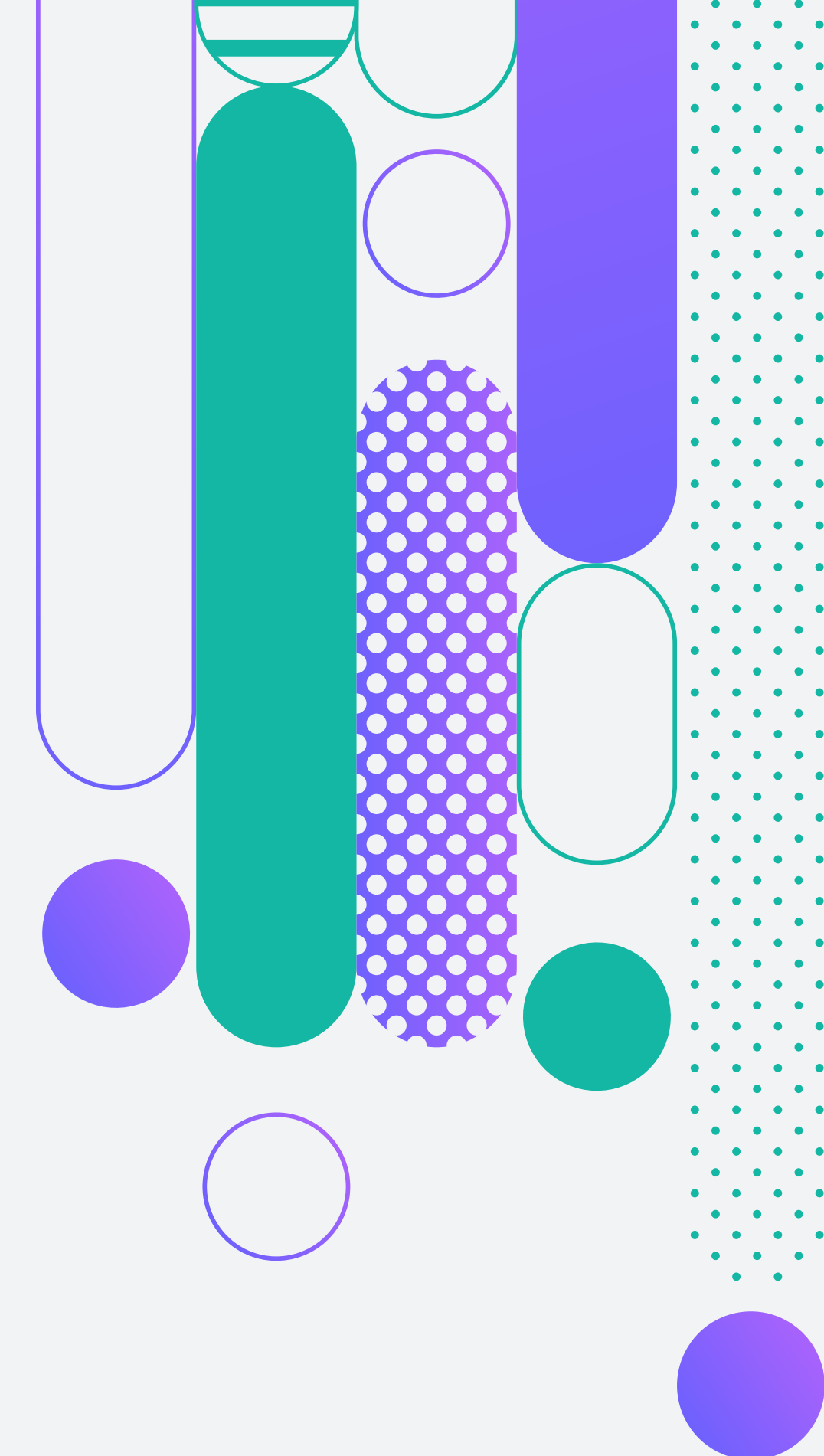
45
INVESTMENT MEETINGS



1000+
BENEFICIARIES OF WORKSHOPS



47
TEAM PITCHES



44 INTERNATIONAL STARTUPS AND 3 LOCAL STARTUPS

17 COUNTRIES

ALGERIA

02 STARTUPS

BAHRAIN

01 STARTUP

CANADA

01 STARTUP

CYPRUS

01 STARTUP

EGYPT

14 STARTUPS

GREECE

01 STARTUP

JORDAN

04 STARTUPS

LEBANON

03 STARTUPS

MALAYSIA

01 STARTUP

OMAN

01 STARTUP

POLAND

03 STARTUPS

KSA

03 STARTUPS

SLOVAKIA

01 STARTUP

TUNISIA

04 STARTUPS

UAE

04 STARTUPS

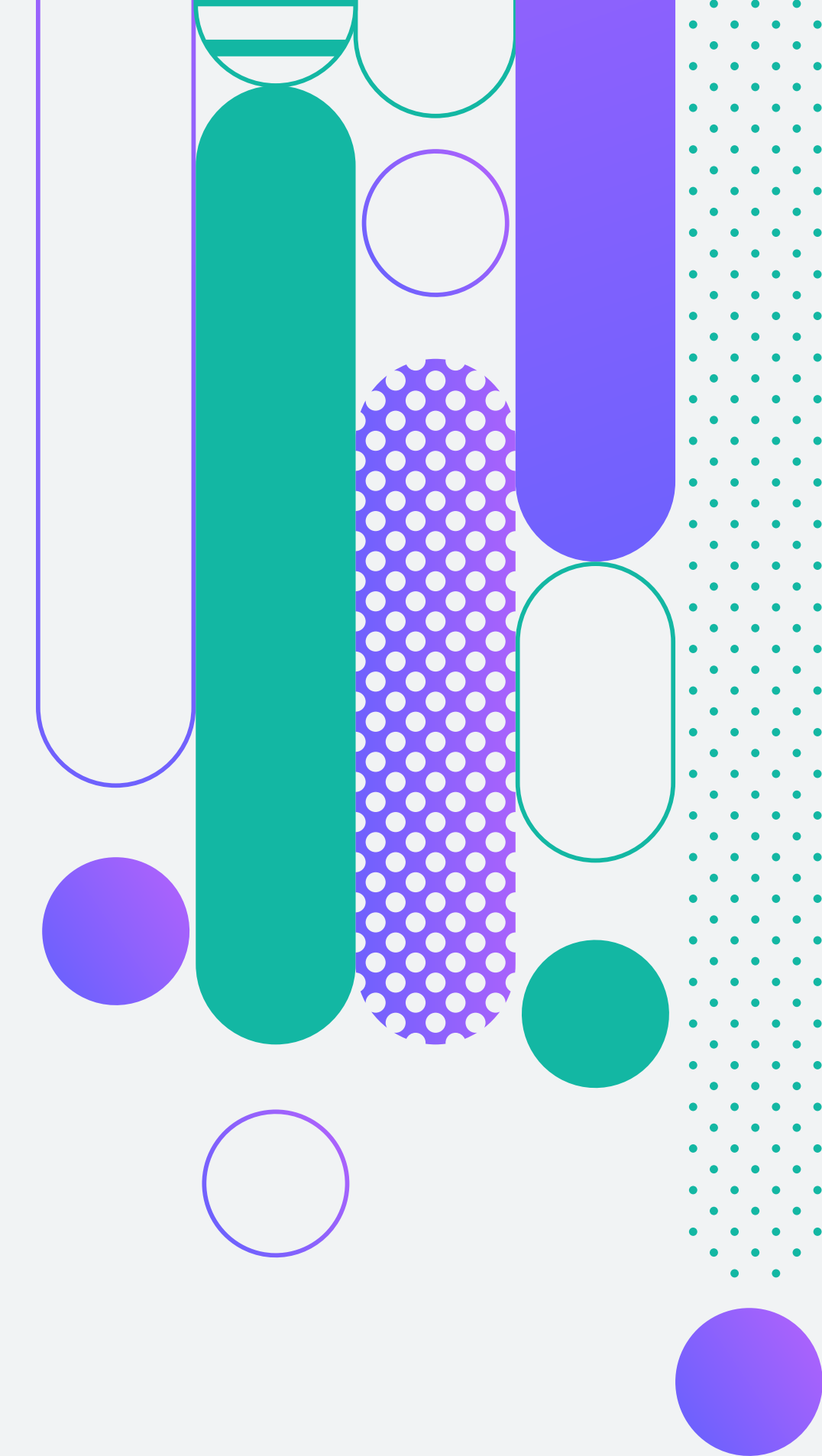
UK

02 STARTUPS

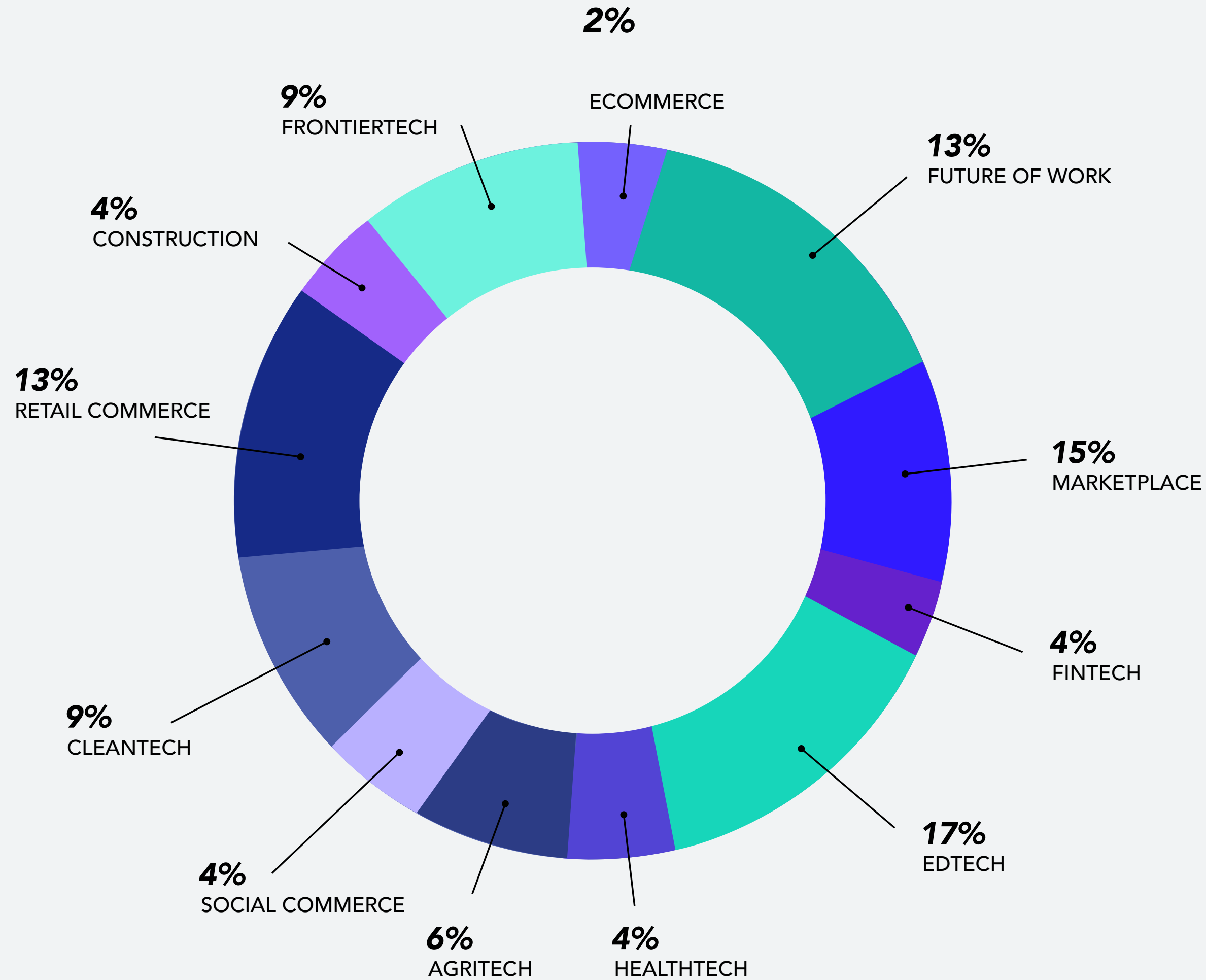
US

01 STARTUP

IMPACT



STARTUPS SECTOR



46 INVESTMENT MEETINGS TOOK PLACE IN TOTAL; OUT OF WHICH:

16 meetings for seed-funding
 7 meetings for Series A funding
 23 meetings did not disclose

EXPECTED VALUATION OF DEALS

Based on Startups and Investors survey

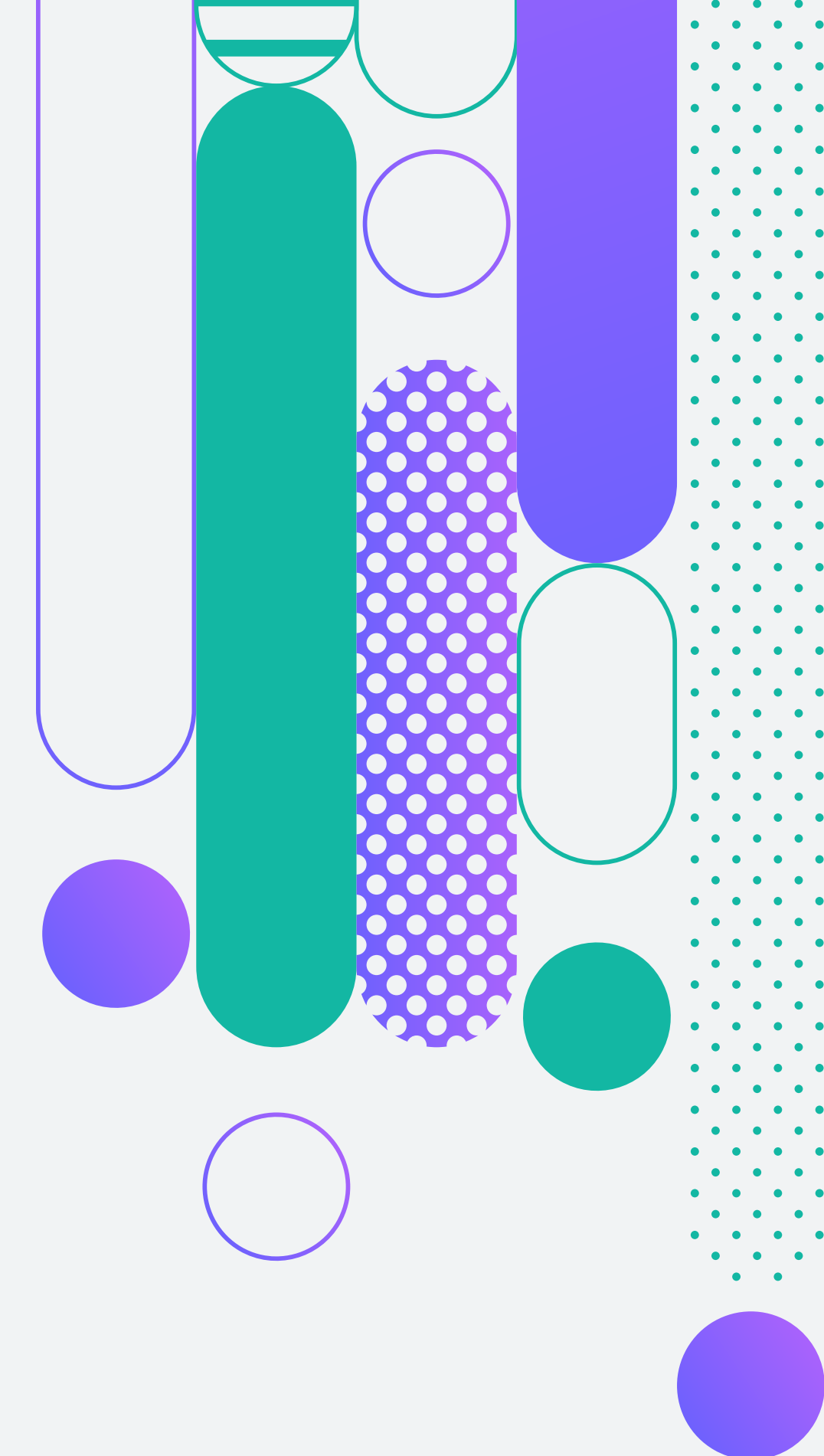
AMOUNT	NO. OF DEALS
\$30,000	1
\$200,000	1
\$400,000	7
\$700,000	1
\$750,000	6
\$1,000,000	4
\$2,500,000	1
\$5,500,000	2



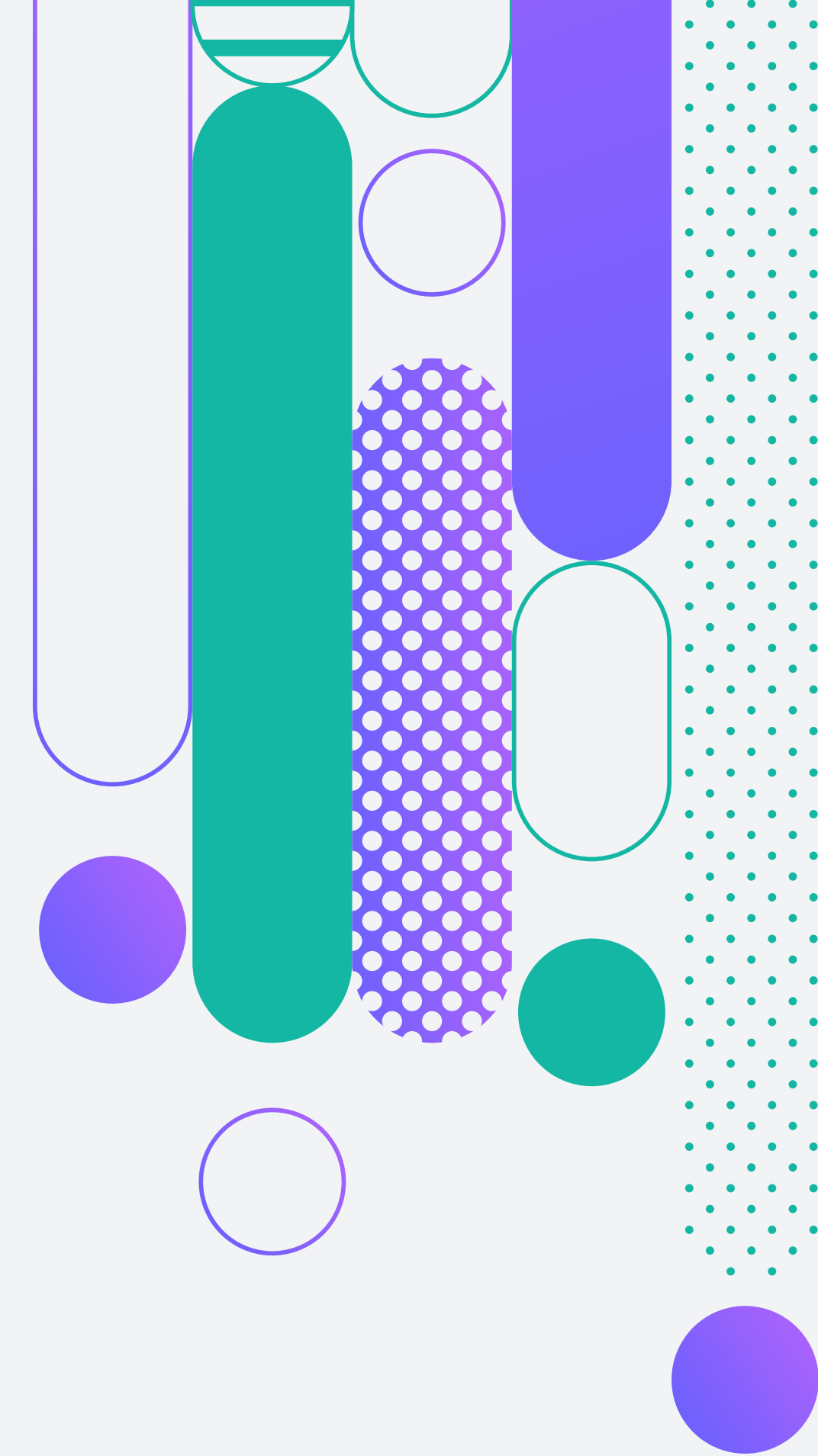
LIST OF PARTICIPATING STARTUPS IN SIF

#	NAME	LOCATION	WEBSITE
1	MAYKIHA	Algeria	maykiha.com
2	BO PLUG	Algeria	hakbon.com
3	BUNKERING AT SEA	Greece	bunkeringatsea.com
4	SALEEM TELEMEDICINE WLL	Bahrain	tellsaleem.com
5	DAIMLAS	Canada	daimlas.com
6	ABLASONIC	Cyprus	cut.ac.cy
7	WIDEBOT	Egypt	widebot.net
8	CYBERTALENTS	Egypt	cybertalents.com
9	CARBOCYCLE	Egypt	-
10	THE BABY GARAGE	Egypt	thebabygarage.com
11	EYOUTH	Egypt	eyouthegypt.com
12	TASMIMAK	Egypt	tasmimak.com
13	AKHISAIE	Egypt	akhisaie.com
14	MICROSYSTEM HOTSPOT	Egypt	microsystem.com.eg
15	NEXTERA BUSINESS DEVELOPMENT	Egypt	nexterabd.com
16	ISCHOOL	Egypt	ischooltech.com
17	ZEEW	Egypt	zeew.eu
18	APPGAIN INC.	Egypt	appgain.io
19	STLLR	Egypt	stllr.io
20	ELMAWKAA	Egypt	Elmawkaa.com
21	TALEBPRO	Jordan	talebpro.com
22	SMARTWTI	Jordan	smartwti.com
23	SALASIL SOLUTIONS	Jordan	salasil.com

24	IVVEST	Jordan	ivvest.com
25	QAWAFEL	KSA	qawafel.sa
26	GENOMEZ	KSA	-
27	O-ENVIRON	KSA	-
28	COMPOST BALADI SAL	Lebanon	compostbaladi.com
29	PALTIC	Lebanon	palticstudio.com
30	BOUSTAN SALMA	Lebanon	boustansalma.com
31	NEUXP GROUP	Malaysia	neuxp.com
32	BON	Oman	boncoffee.store
33	CODEALL	Poland	codeall.fun
34	MTAP SMART CITY	Poland	mtapsmartcity.com
35	HUSTRO	Poland	hustro.com
36	AGEVOLT	Slovakia	agevolt.com
37	BRANPER	Tunisia	branper.com
38	ARSELA TECHNOLOGIES	Tunisia	arsela.co
39	TRUSTIT	Tunisia	trustit.tn
40	HACKUP	Tunisia	hackup.io
41	MADRASTOK	UAE	madrastok.online
42	HAYI	UAE	hayi.app
43	TACCATO	UAE	taccato.com
44	RESTHERO	UAE	resthero.io
45	SCHOOLX	UK	app.schoolx.co
46	YESAGAIN	UK	yesagain.com
47	APPLIED VISION SOLUTIONS (AVS)	US	marqavs.com



STARTSMART **CONFERENCE**



STARTSMART CONFERENCE 2022

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 MITEF Startup Competition 2022 were announced at the StartSmart Conference.



February 23, 2022



King Salman
Convention Center
**Madinah Al
Munawarrah**

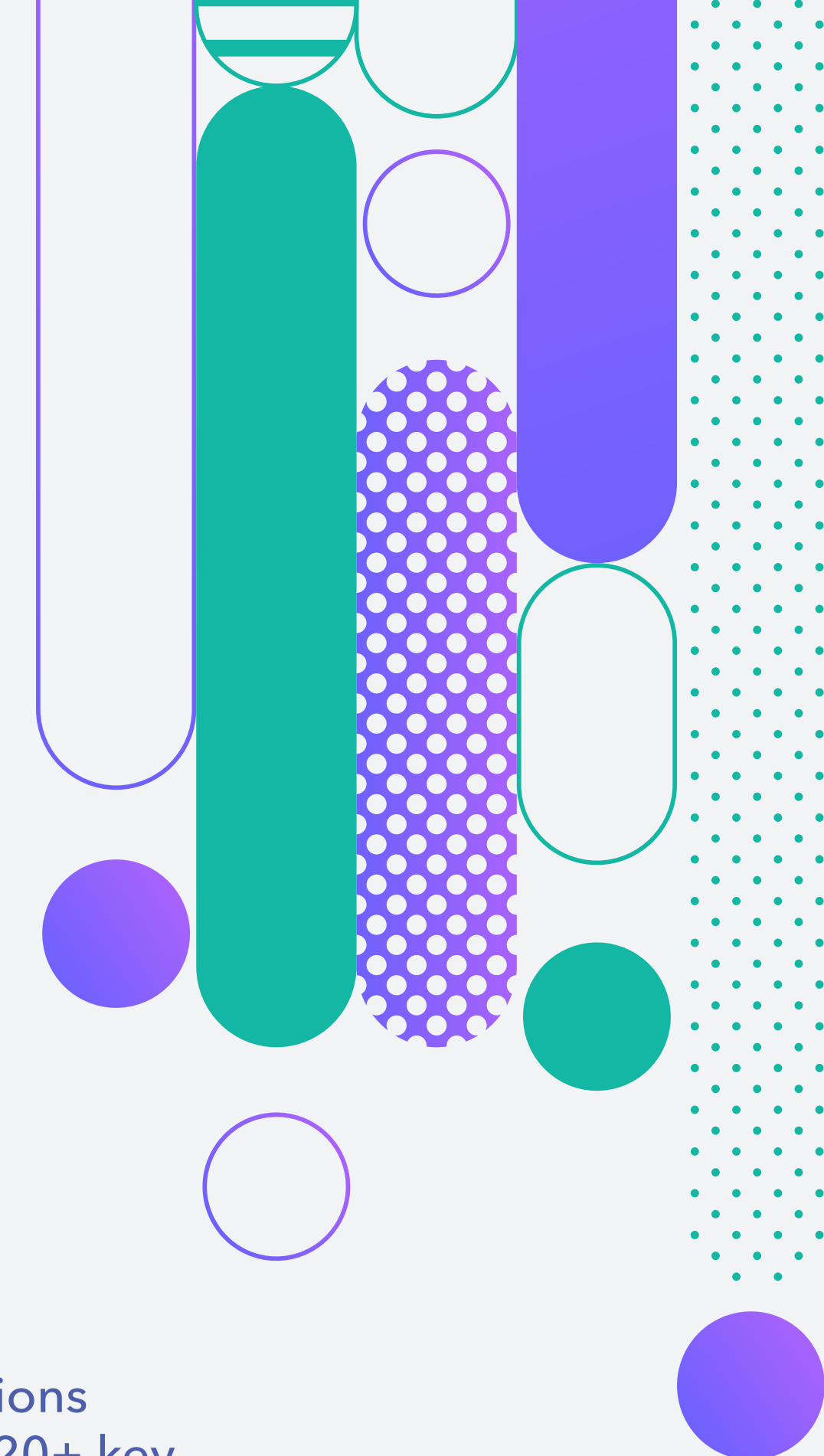


**More than 10,000+
visitors for the entire
event days:**

- General Pubic
- Students
- Entrepreneurs
- High ranking Govt. officials
- VCs & Investor organizations
- Esteemed Partners



- Engagements & Interactions
- Keynote speeches from 20+ key industry players
- Announcement of 9 winners of Startup Competition
- 2 Panel discussions on sustaining green economy and the role of Entrepreneurship to encourage it



WITH OVER **10,000+ ATTENDEES** AND OVER **130 STARTUPS** (**60 INTERNATIONAL STARTUPS, 45 COMPETITION STARTUPS AND 25 STARTUPS FROM ALMADINAH**) THIS WAS ONE OF THE BIGGEST EVENTS IN SAUDI ARABIA AND THE REGION TO TAKE PLACE IN THE HEART OF **ALMADINAH ALMUNAWARRAH AT KING SALMAN INTERNATIONAL CONVENTION CENTER**

HIGHLIGHTS



155

VISAS ISSUED
issued for the
international attendees



150

**ACCOMMODATION
ARRANGED**
at LeMeridien Hotel in
Madinah Al Munawwarah



145

EXHIBITORS
at the Conference



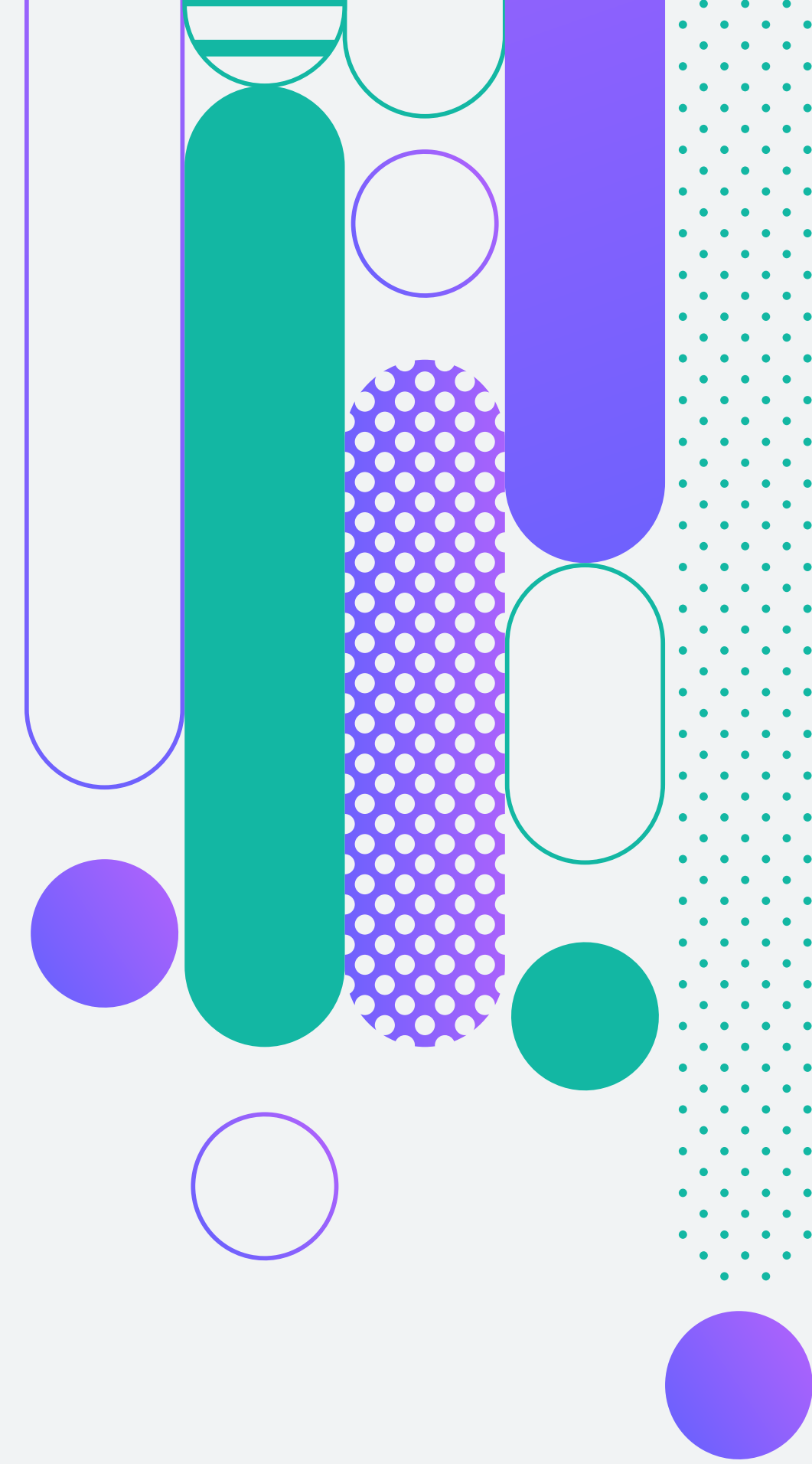
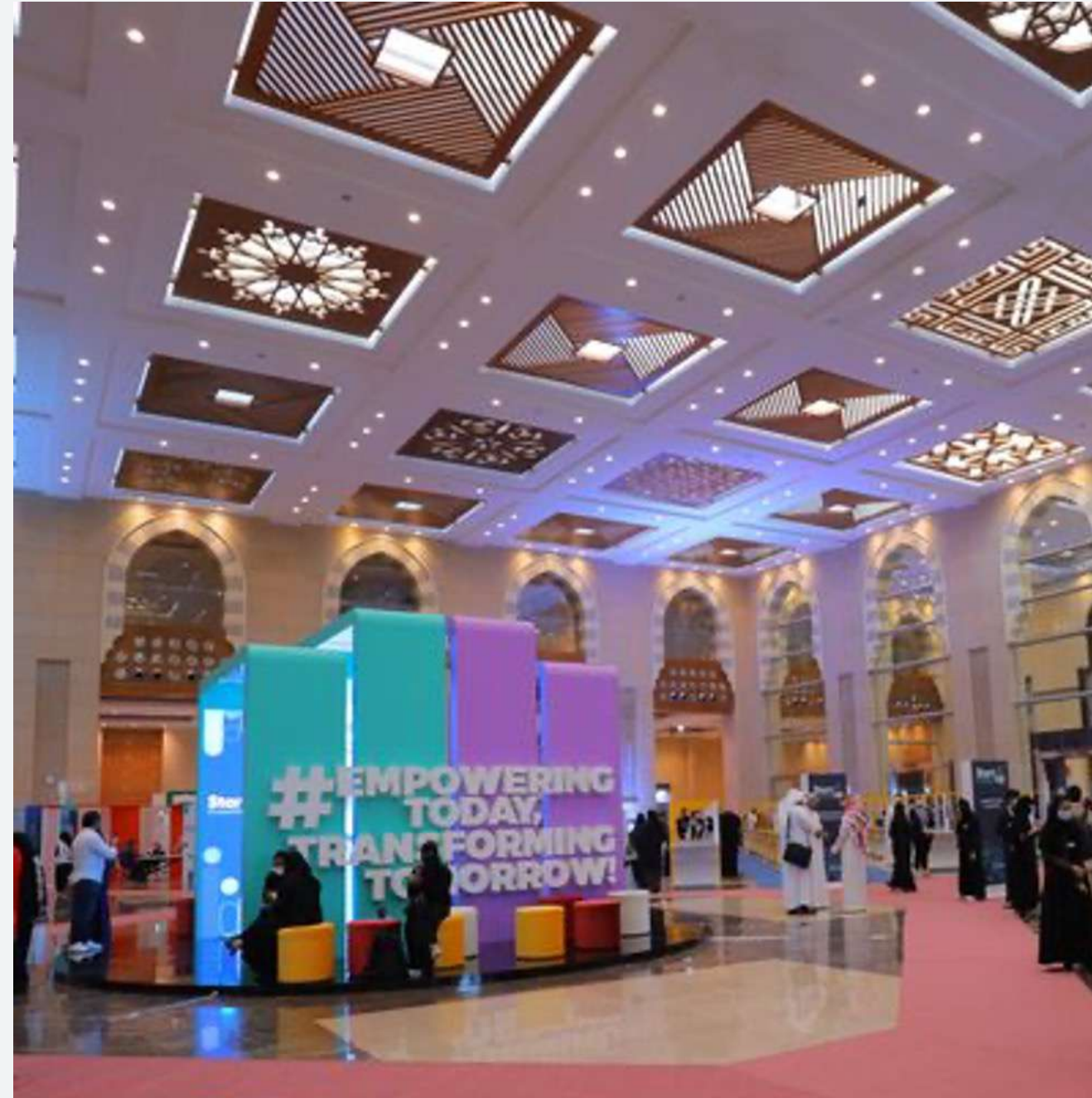
117

**STAFF AND
VOLUNTEERS**
to serve and guide
attendees



6

**ENTREPRENEURIAL
WORKSHOPS**
with over 1,233 attendees



SPEAKERS



**معالي الأستاذ الدكتور
عبدالعزیز السرانی**

رئيس
جامعة طيبة

**H.E. DR. ABDULAZIZ
AL SARANI**

PRESIDENT
TAIBAH UNIVERSITY



**المهندس صالح
الرشيد**

محافظ الهيئة العامة للمنشآت
الصغيرة والمتوسطة

**ENG SALEH
AL RASHEED**

GOVERNOR
MONSHA'AT

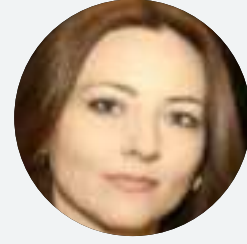


**هالا
فاضل**

رئيسة مجلس إدارة منتدى MIT
لريادة الأعمال في العالم العربي

**HALA
FADEL**

CHAIRPERSON
MIT ENTERPRISE
FORUM PANARAB



**دومينيك
روسو**

المستشار الوطني ومدير مجلس الإدارة
والمؤسس (SocietAI (DIFC للتكنولوجيا

**DOMINIQUE
RUSSO**

NATIONAL ADVISOR, BOARD
DIRECTOR, & FOUNDER-
SOCIALAL TECHNOLOGIES (DIFC)



**عبدالله
الرخيص**

رئيس مجلس الأمناء
برنامج التنمية الوطنية

**ABDULLAH
AL RAKHIS**

CHAIRMAN, BOARD OF
TRUSTEES NATIONAL
DEVELOPMENT PROGRAM



**أسامة
عشري**

مشرف
مبادرة منظومة ريادة الأعمال السعودية

**OSAMA
AL ASHRI**

FOUNDER
SAUDI ENTREPRENEURIAL
ECOSYSTEM



**كاتارينا أوهروفا
حاصباني**

شريك ومدير عالمي للاستراتيجية
والاستشارات إي إس جي

**KATARINA UHEROVA
HASBANI**

PARTNER & GLOBAL
DIRECTOR OF STRATEGY &
ADVISORY AT AESG



**هتان
أحمد**

رئيس مركز ريادة
الأعمال - كاوست

**HATTAN
AHMED**

HEAD OF THE
ENTREPRENEURSHIP
CENTER



**فيل
بودن**

محاضر أول ومستشار معهد إم
أي تي سلون للإدارة

**DR. PHIL
BUDDEN**

SENIOR LECTURER & ADVISOR
MIT SLOAN SCHOOL OF
MANAGEMENT



**حسين
جميل**

نائب الرئيس التنفيذي
باب رزق جميل

**HUSSEIN
JAMEEL**

DEPUTY CEO
BAB RIZQ JAMEEL



**الدكتور
دانيال إيزنبر**

أستاذ في ريادة الأعمال
جامعة بابسون

**DR. DANIEL
ISENBERG**

PROFESSOR OF
ENTREPRENEURSHIP
BABSON COLLEGE



**محمد بن
سند اليوسف**

الرئيس التنفيذي لمركز التنمية الاقتصادية
بأمانة منطقة المدينة المنورة

**MOHAMMED
S. ALYOUSIF**

CHIEF EXECUTIVE OFFICER
ECONOMIC DEVELOPMENT
CENTER GOVERNORATE OF
MADINAH REGION



**المهندس عبد الله
أبو النصر**

أمين عام الغرفة التجارية
الصناعية بالمدينة المنورة

**ENG ABDULLAH
ABOALNASR**

SECRETARY GENERAL
MADINAH CHAMBER
OF COMMERCE



**محمد
العمرو**

مدير عام قطاع ريادة الأعمال
والابتكار وزارة الاستثمار

**MR. MOHAMMED
S. ALAMRO**

ENTREPRENEURSHIP &
INNOVATION SEGMENT
DIRECTOR - MINISTRY
OF INVESTMENT

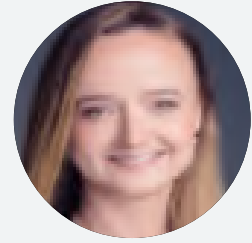


**د. علي
السبهان**

المدير العام لريادة الأعمال
وزارة البيئة والمياه والزراعة

**DR. ALI
ALSABHAN**

GM-ENTREPRENEURSHIP
MINISTRY OF ENVIRONMENT,
WATER AND AGRICULTURE



**فلورنس
بولت**

الرئيس التنفيذي للاستدامة
مجموعة شلهوب

**FLORENCE
BULTE**

CHIEF SUSTAINABILITY
OFFICER
CHALHOUB GROUP



**الدكتور
محمد رومي**

أستاذ ريادة الأعمال كلية الأمير
محمد بن سلمان للإدارة وريادة الأعمال

**DR. MUHAMMAD
ROOMI**

PROFESSOR OF
ENTREPRENEURSHIP
PRINCE MOHAMMED BIN
SALMAN COLLEGE



**مارك
عون**

رئيس تنفيذي
لشركة كومبوست بلدي

**MARC
AOUN**

CEO
COMPOST BALADI



**رمانة
دادا**

شريك مؤسس
شريك اداري FLYFWD Ventures

**ROMANNA
DADA**

CO - FOUNDER
FLYFWD VENTURES

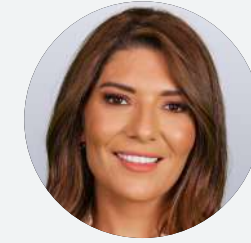


**باسم
البلادي**

رئيس تنفيذي
لتطبيق "ليه" (السعودية)

**BASIM
ALBILADI**

CEO
LABAYH (KSA)



**مايا
حجيح**

مستشار ومدرب الشركات الصغيرة والمتوسطة
مقدمة برامج إقتصاد الشرق مع بلومبرغ

**MAYA
HOJEIJ**

SENIOR BUSINESS ANCHOR
ASHARQ BUSINESS WITH
BLOOMBERG

WINNING TEAMS OF *THE MITEF STARTUP COMPETITION*

IDEAS TRACK

1ST
LEBANON



A bilingual subscription-based e-learning platform that enables learners to use simple natural language in order to code, build and run a variety of hardware projects using microcontrollers.

2ND
KSA



A web platform that enables E-commerce Store Owners (Merchants) to connect their store, sync orders, and assign them directly to the best-fit shipping provider in KSA.

3RD
LEBANON



Portable personal climate control technology device that cools, warms, purifies, dehumidifies and refreshes a specific zone.

STARTUP TRACK

1ST
UAE



On-demand personal assistant, to process B2C requests; connecting retail sector and customers.

2ND
BAHRAIN



Shariah-compliant fintech app connecting Islamic financial institutions, retail sector and customers.

3RD
EGYPT



eCommerce software solution for retail stores enabling them to sell online beside optimizing their operations and improve their conversion rates with Ai retargeting and machine learning.

SOCIAL TRACK

1ST
UAE



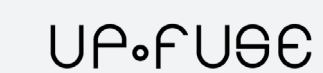
Providing innovative assistive technology tools for healthcare, special education and parents to develop skills and health.

2ND
MOROCCO

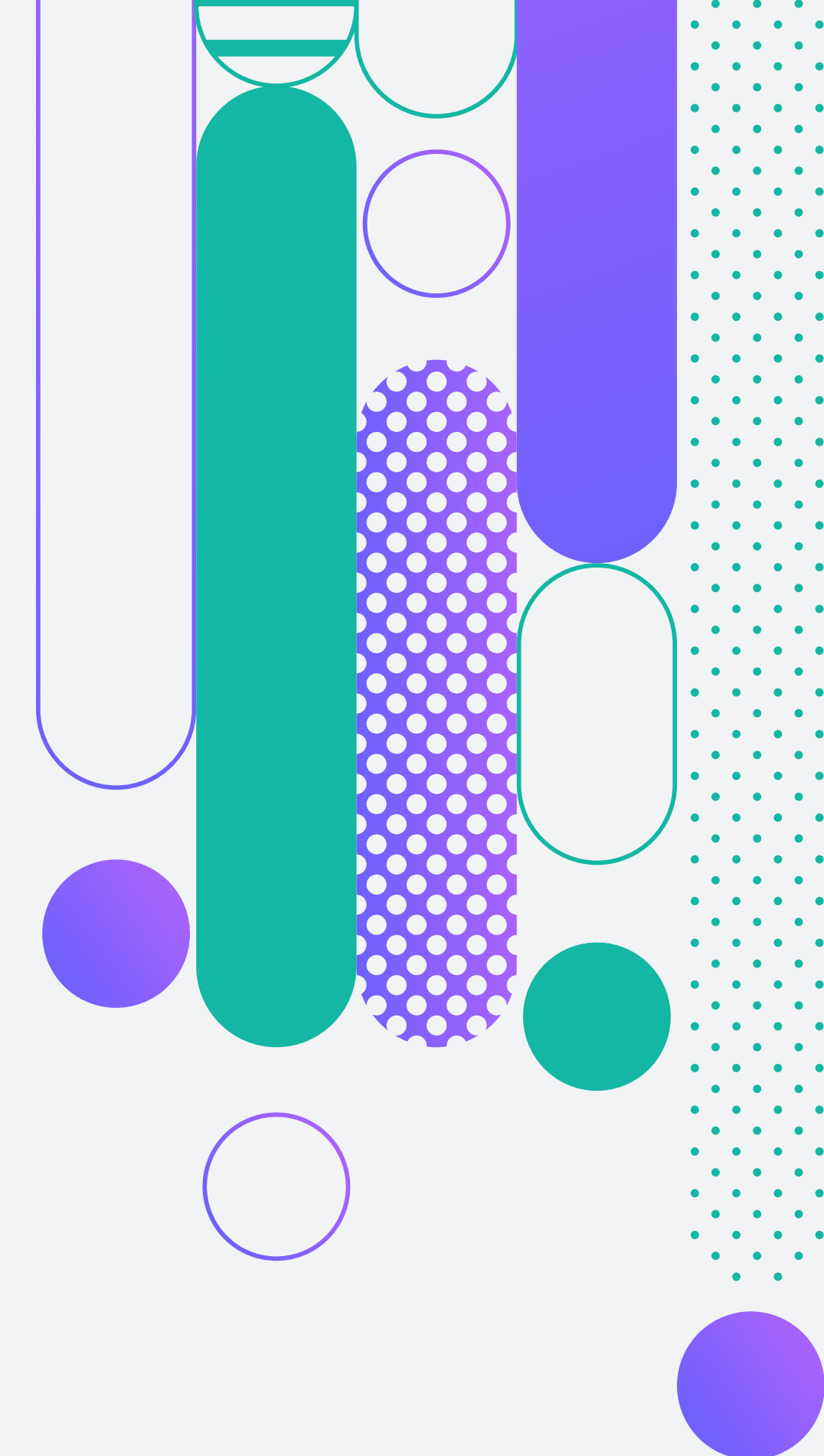


Innovative provider of building and housing material solutions that integrates eco-friendly practices and green technologies in its products through recycling.

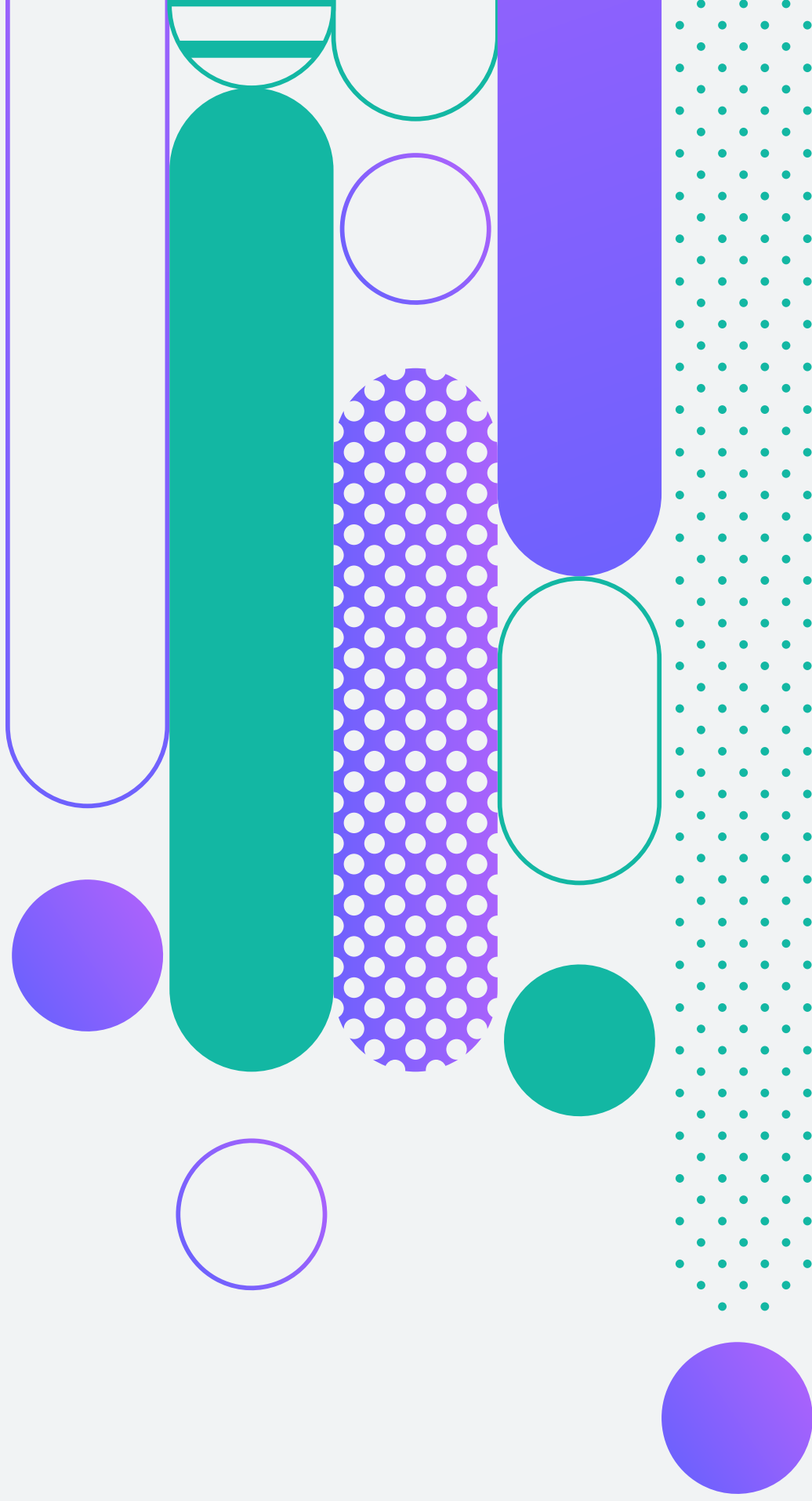
3RD
EGYPT



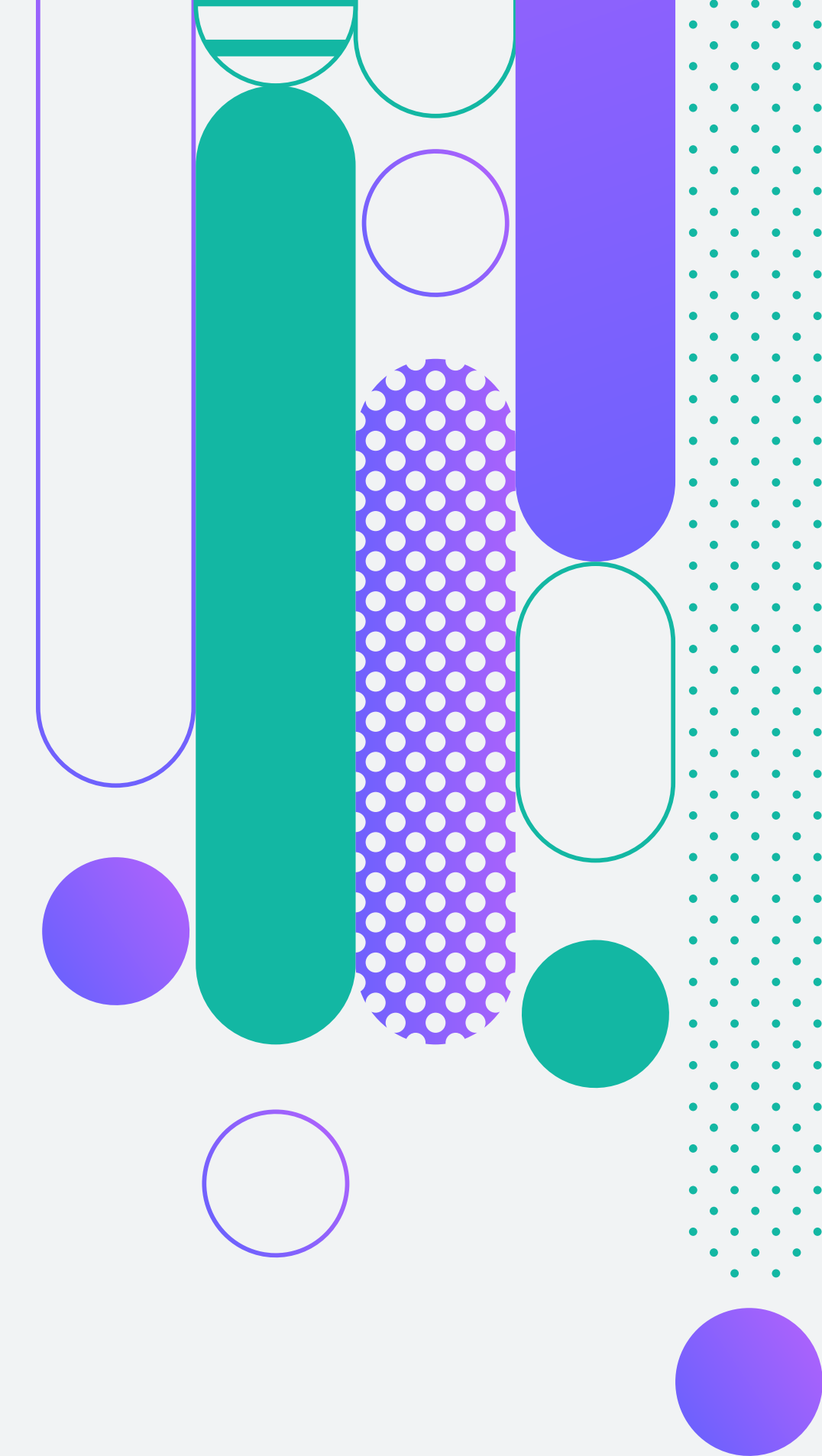
Creates lifestyle products like Bags, footwear, and Apparel made from recycled waste.



EQUITY-FREE PRIZE MONEY OF **USD 160,000** WAS DISTRIBUTED AMONGST THE WINNERS.



STARTUP COMPETITION **IN NUMBERS**



STARTUP COMPETITION IN NUMBERS

2607

SUBMITTED APPLICATIONS

10,002

TOTAL ATTENDEES

Total Registration : 3981
Walk-in Visitors: 6,021

171

JUDGES

Round 1: 141
Round 2: 15
Round 3: 15

145

EXHIBITORS

155

VISAS ISSUED

for our International
Participants + Speakers

161

TOTAL FLIGHTS

Local: 64 Flights.
International: 97 Flights.

150

ROOMS ARRANGED

117

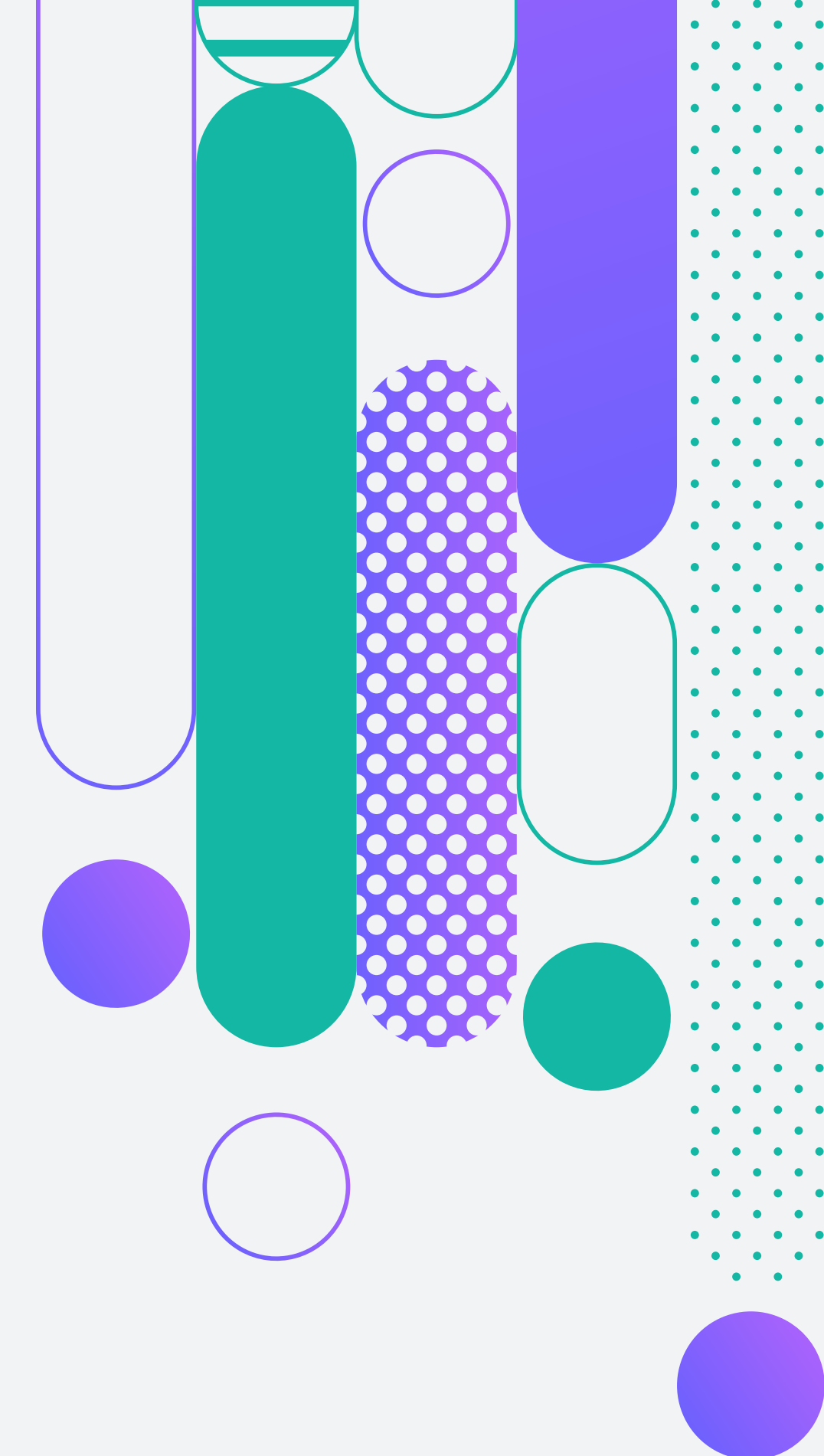
STAFF & TEAM MEMBERS

Startup Investment Forum (SIF):

- **40** International Startups received their Saudi Entrepreneurship License
- **45** Investment Meetings
- **47** Investment pitches conducted
- **46** Investment deals

Workshops:

- **6** Workshops conducted during the event
- **1,200+** Workshop Registrations

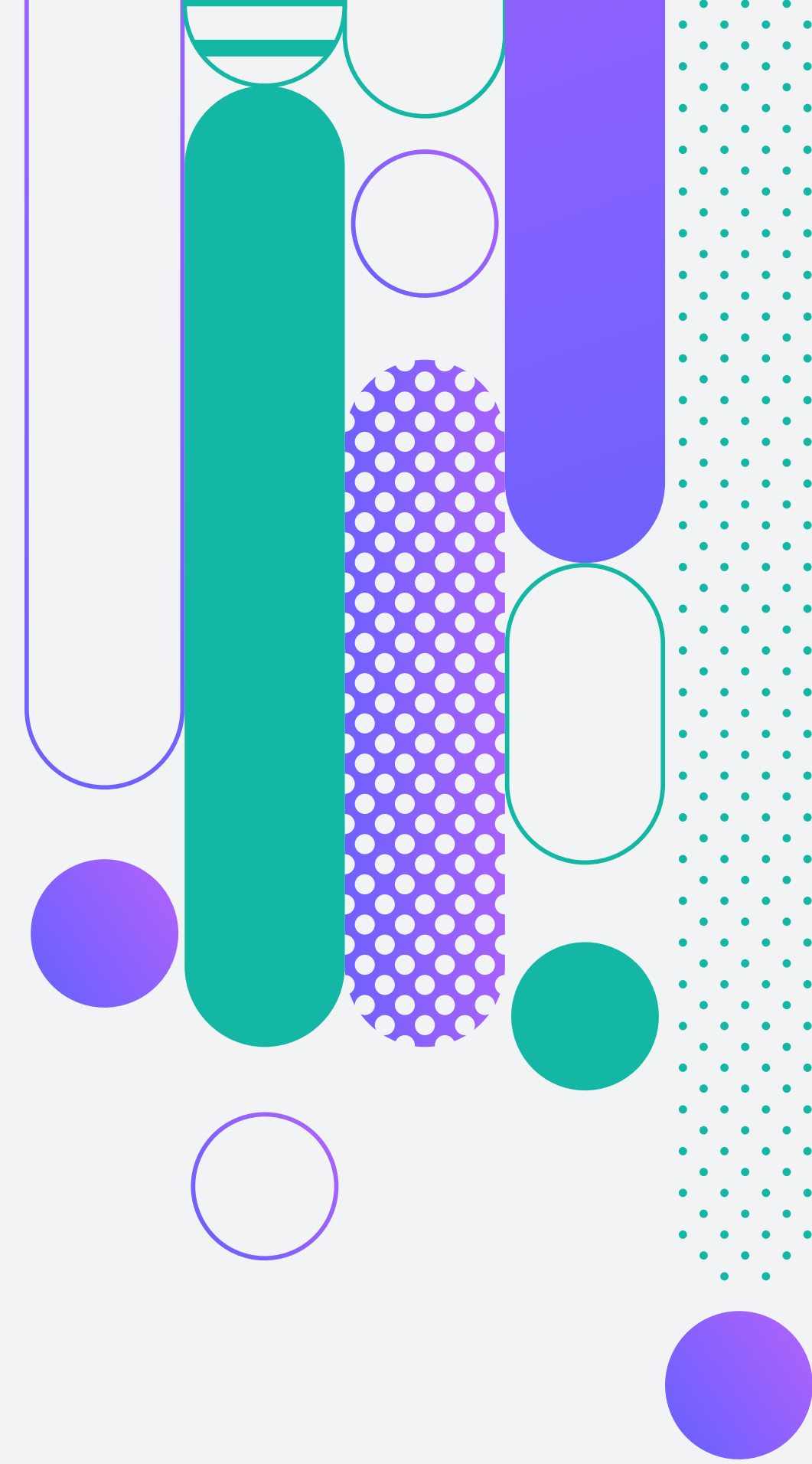


STARTUP COMPETITION IN NUMBERS

2 CO-STRATEGIC SPONSORS



أرامكو السعودية
saudi aramco



STARTUP COMPETITION IN NUMBERS

17 PARTNERS (SUPPORTING/IN-KIND)

الراعي الرسمي
OFFICIAL PARTNERS



الشريك المضيف
VENUE PARTNERS

وزارة المالية
nistry of Finance



شريك ثقافة ريادة الأعمال
ENTREPRENEURSHIP
KNOWLEDGE PARTNER

نماء المنورة
namaa almunawara



الراعي الإعلامي الرسمي
OFFICIAL MEDIA
PARTNER



الشريك الإعلامي
MEDIA PARTNERS

startup
SCENE



شريك الابتكار
INNOVATION
PARTNER



الشريك الحكومي
GOVERNMENT
PARTNER



شريك الاستثمار
INVESTMENT PARTNER



شريك الأعمال
BUSINESS ALLIANCE
PARTNER



شريك التدريب
BOOTCAMP
PARTNER



الشريك الداعم
SUPPORTING PARTNERS



شريك الضيافة
ECOSYSTEM PARTNER



شريك منظومة ريادة الأعمال
HOSPITALITY PARTNER



STARTUP COMPETITION IN NUMBERS

20+ SPEAKERS



H.E. Dr. Abdulaziz Al Sarani
President
Taibah University



H.E. Eng Saleh Al Rasheed
Governor Monsha'at



Hala Fadel
Chairperson
MIT Enterprise Forum
PanArab



Hussein Jameel
Deputy CEO
Bab Rizq Jameel



Mohammed S. Alyousif
Chief Executive Officer
Economic Development Center
Governorate of Madinah Region



Mr. Mohammed S. Alamro
Entrepreneurship &
Innovation Segment
Director



Dr. Ali AlSabhan
GM-Entrepreneurship
Ministry of Environment,
Water and Agriculture



Katarina Uherova Hasbani
Partner & Global
Director of Strategy &
Advisory at AESG



HATTAN AHMED
Head of the
Entrepreneurship Center



Dr. Phil Budden
Senior Lecturer & Advisor
MIT Sloan School of
Management



Dr. Daniel Isenberg
Professor of
Entrepreneurship
Babson College



Dominique Russo
National Advisor, Board
Director, & Founder -
SocietAI Technologies
(DIFC)



Abdullah Al Rakhis
Chairman, Board of
Trustees National
Development Program



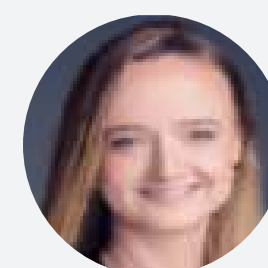
Osama Al Ashri
Founder
Saudi Entrepreneurial
Ecosystem



Eng Abdullah Abu AlNasr
Secretary General
Almadinah Almunawarah
Chamber



Romanna Dada
Co - Founder
FLYFWD Ventures



Florence Bulte
Chief Sustainability
Officer
Chalhoub Group



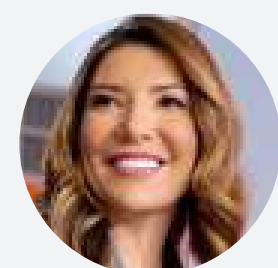
Dr. Muhammad Roomi
Professor of
Entrepreneurship
Prince Mohammed Bin
Salman College



Marc Aoun
CEO
Compost Baladi

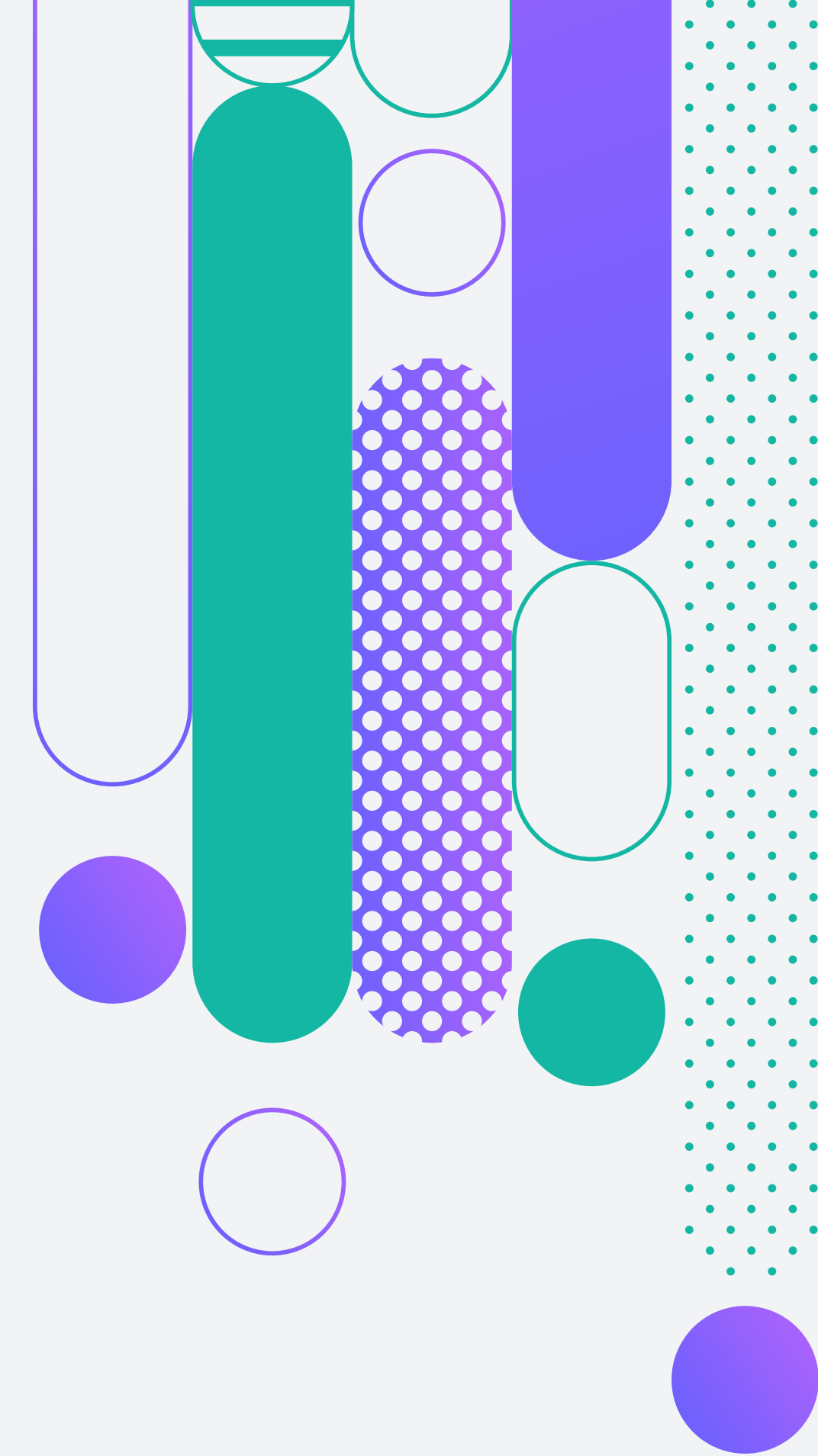


Basim Albiladi
CEO
LABAYH (KSA)



Maya Hojeij
Senior Business Anchor
AlSharq & Bloomberg
(MC)

ROADMAP TO **STARTUP COMPETITION**



ROADSHOWS

MITEF Saudi Arabia and MITEF Pan Arab conducted virtual 'Roadshows' which were designed to introduce the competition, provide exposure and reach out for the Saudi and Arab entrepreneurs of tomorrow.

A total of 23 Roadshows were delivered by the organizers and various key business professionals at several institutions and organizations around the Kingdom and online with more than **1000+ attendees** in total.



ROADSHOWS

Top-notch leading Universities in KSA opened their doors for the MITEF Startup Competition team to conduct promotional Roadshows that helped reach a higher number of applications.



King Abdulaziz University



Prince Mohammed Bin Fahd University



King Faisal University



Jubail University College



University of Hail



University of Tabuk



King Fahd University of Petroleum and Minerals



Taibah University



Prince Mohammed bin Salman College



Jubail Industrial College



Prince Sultan University



University of Jeddah



Imam Abdulrahman Bin Faisal University



Princess Nourah Bint Abdulrahman University



University of Prince Mugrin



Arab Open University

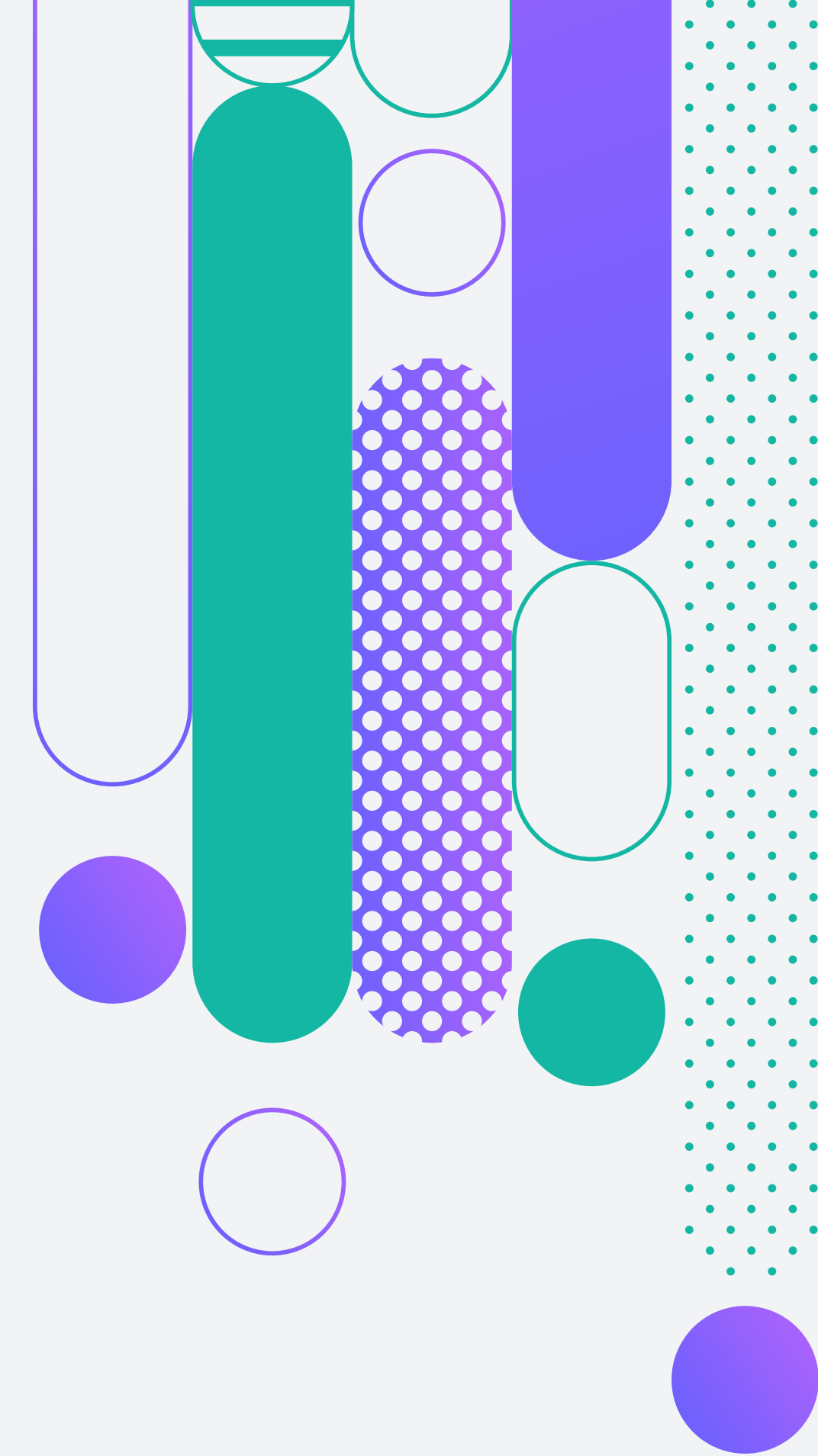


Umm Al Qurra University



King Saud University

MEDIA COVERAGE



MEDIA COVERAGE

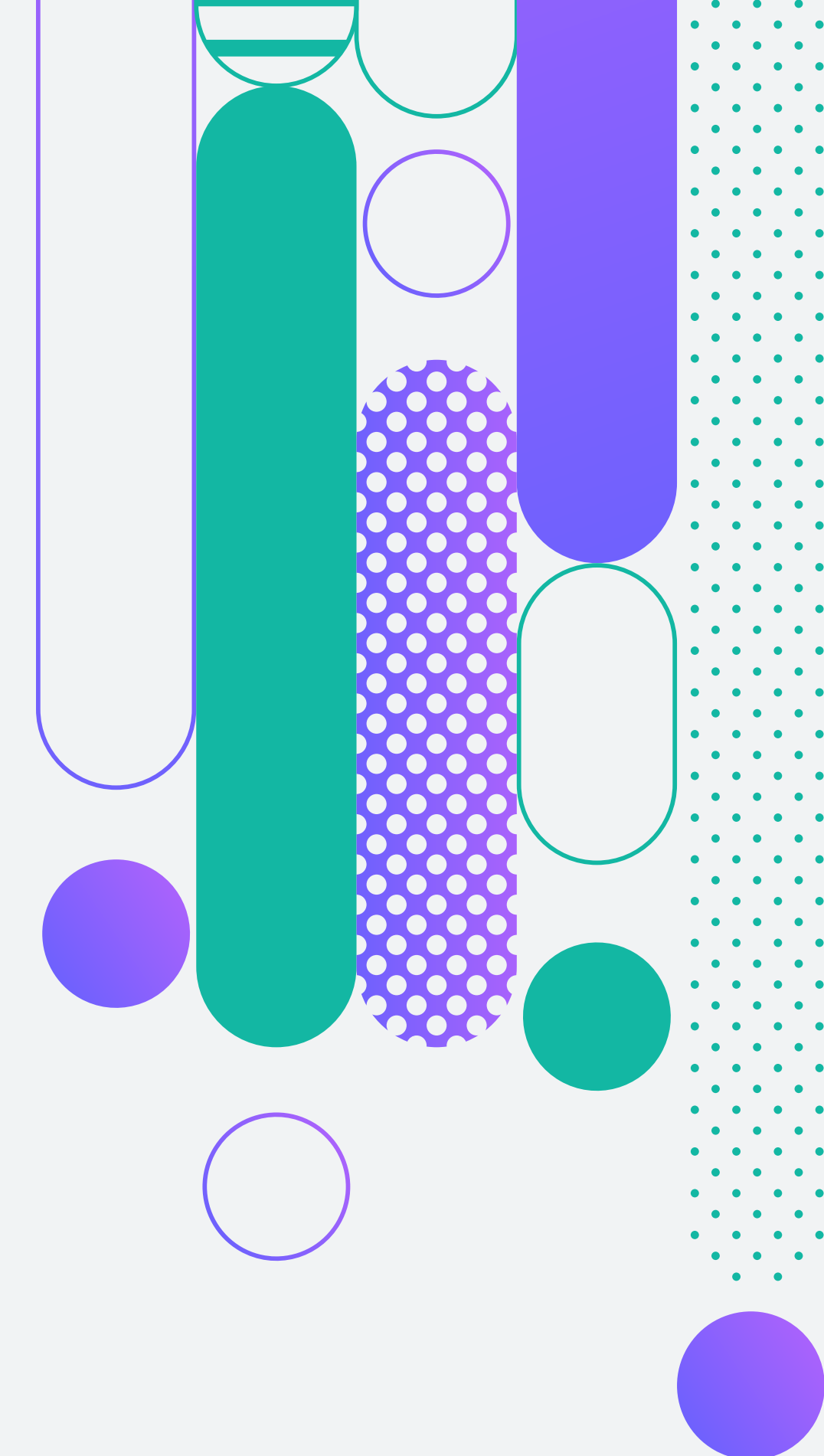
THE TOTAL PR VALUE FOR THE COMPETITION WAS MORE THAN **USD\$ 3 MILLION**; WITH MORE THAN **400+** ONLINE AND PRINT CLIPPINGS

— PARTICIPATING TV CHANNELS:



— OTHER MEDIA CHANNELS

*SAUDI PRESS AGENCY
ALSHARQALAWSAT
ARABNEWS
EQTISADIAH
ALWATAN
ALRIYAD
ALMADINAH*

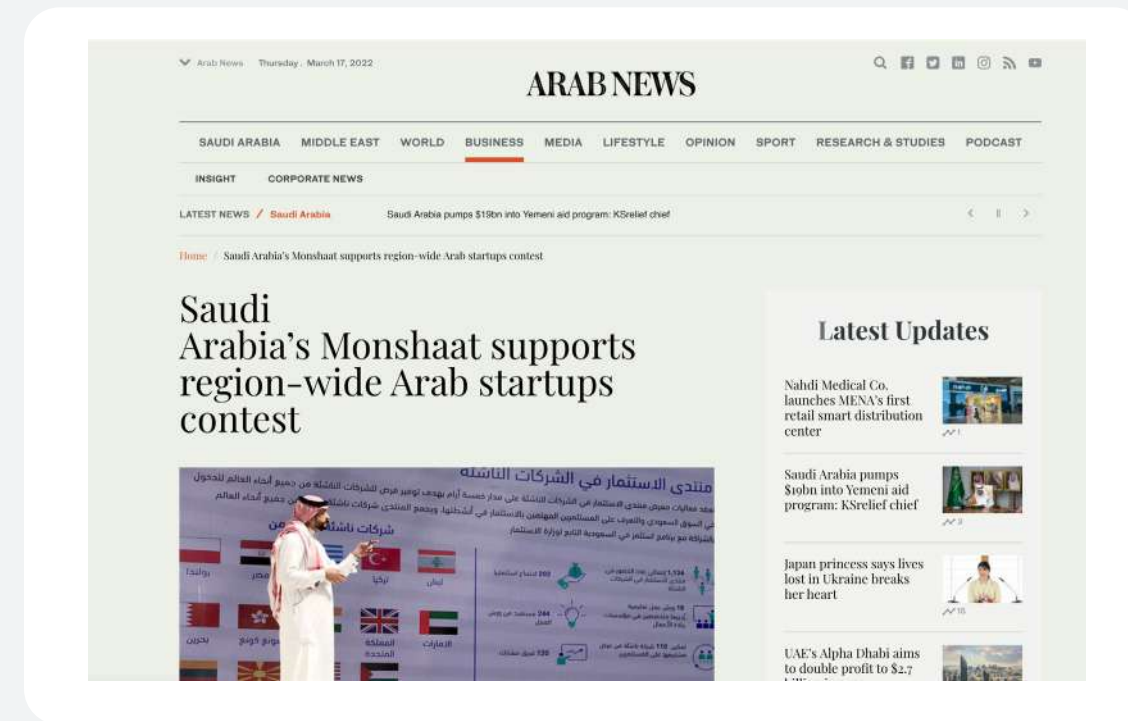


MEDIA COVERAGE

Clippings:
30 - Online & Print

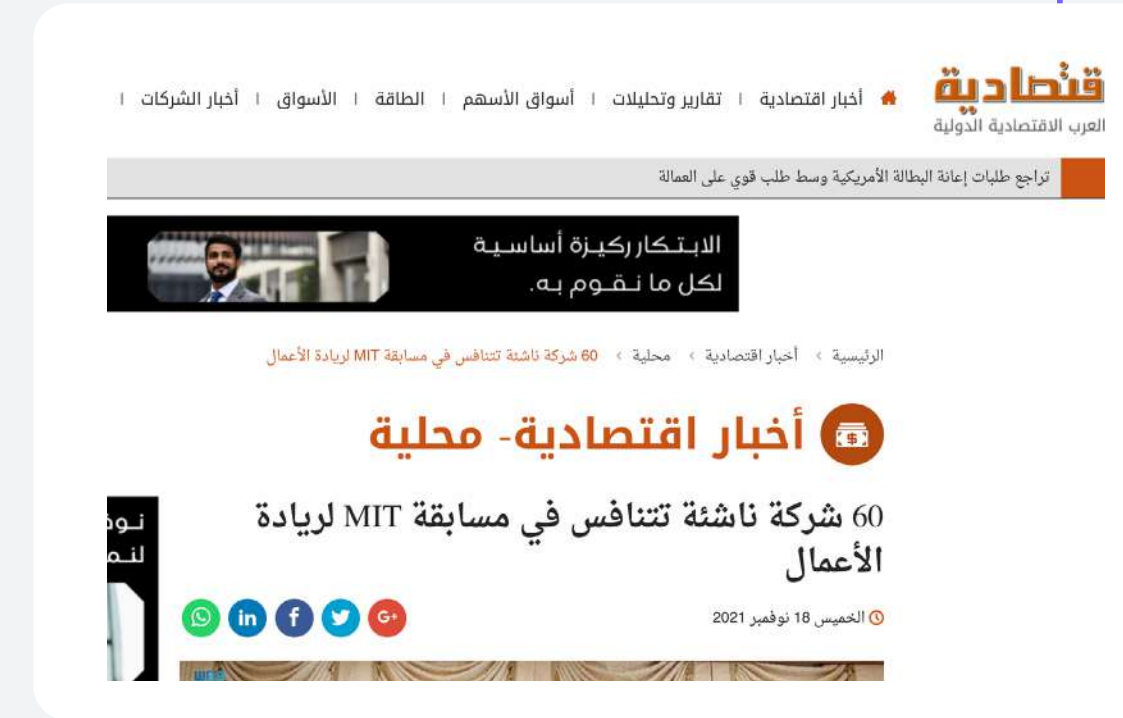
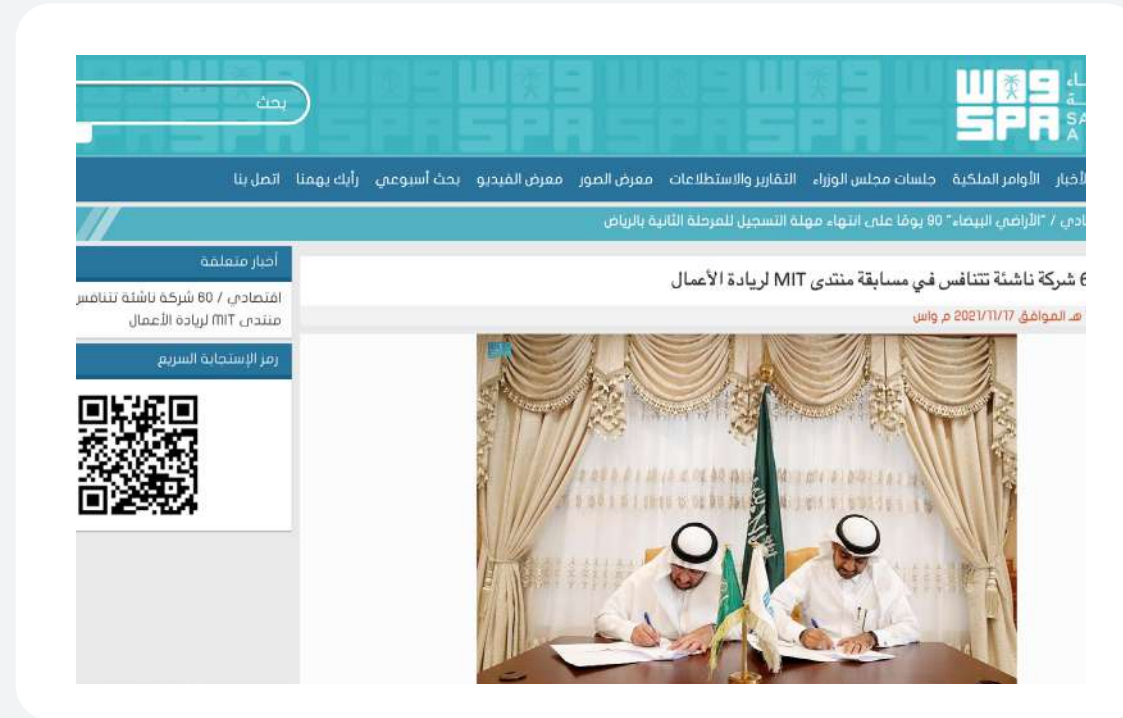


Clippings:
48 - Online & Print



MEDIA COVERAGE

Clippings:
37 - Online & Print

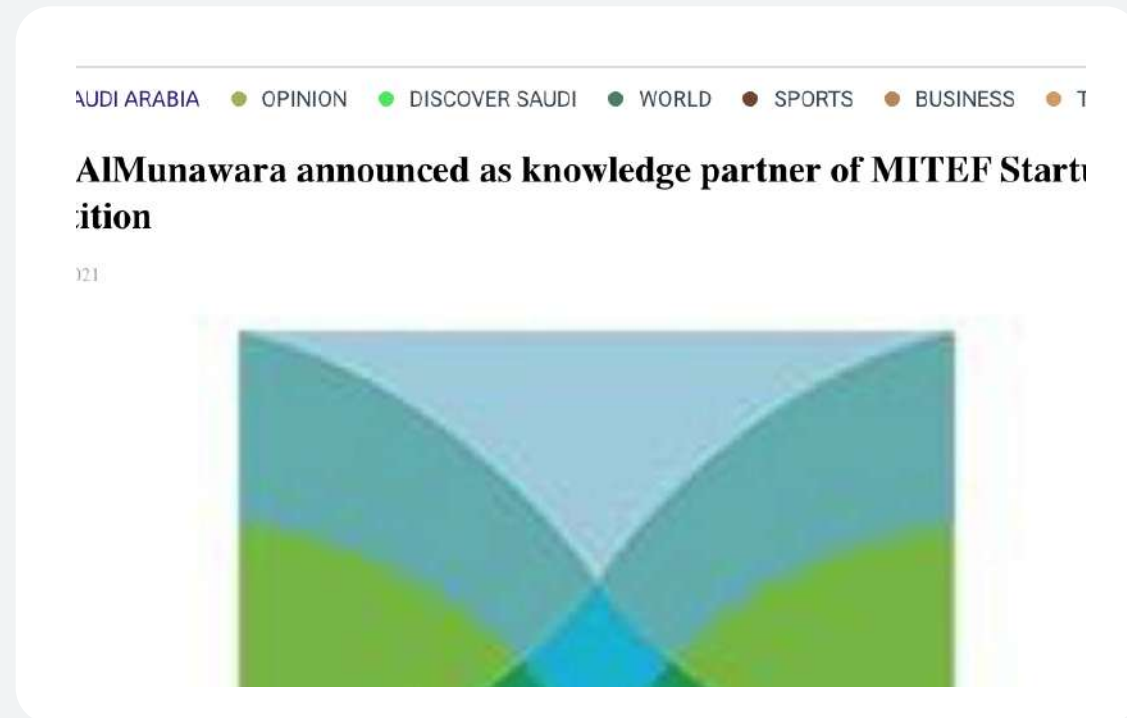


Clippings:
43 - Online & Print

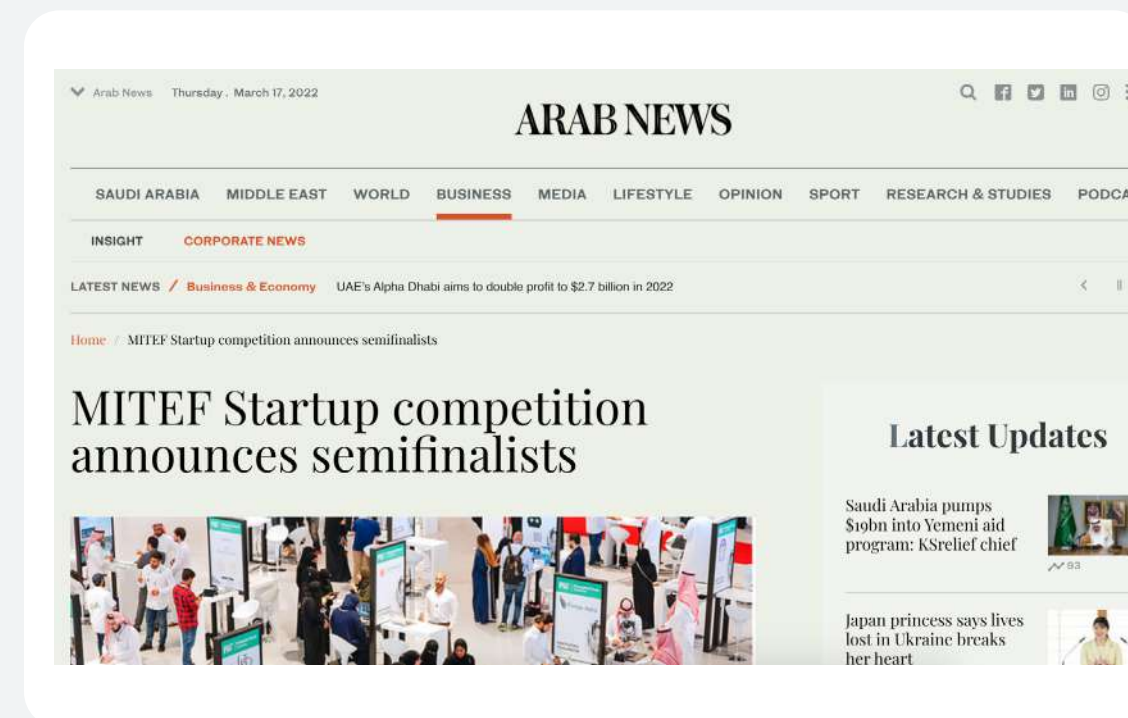
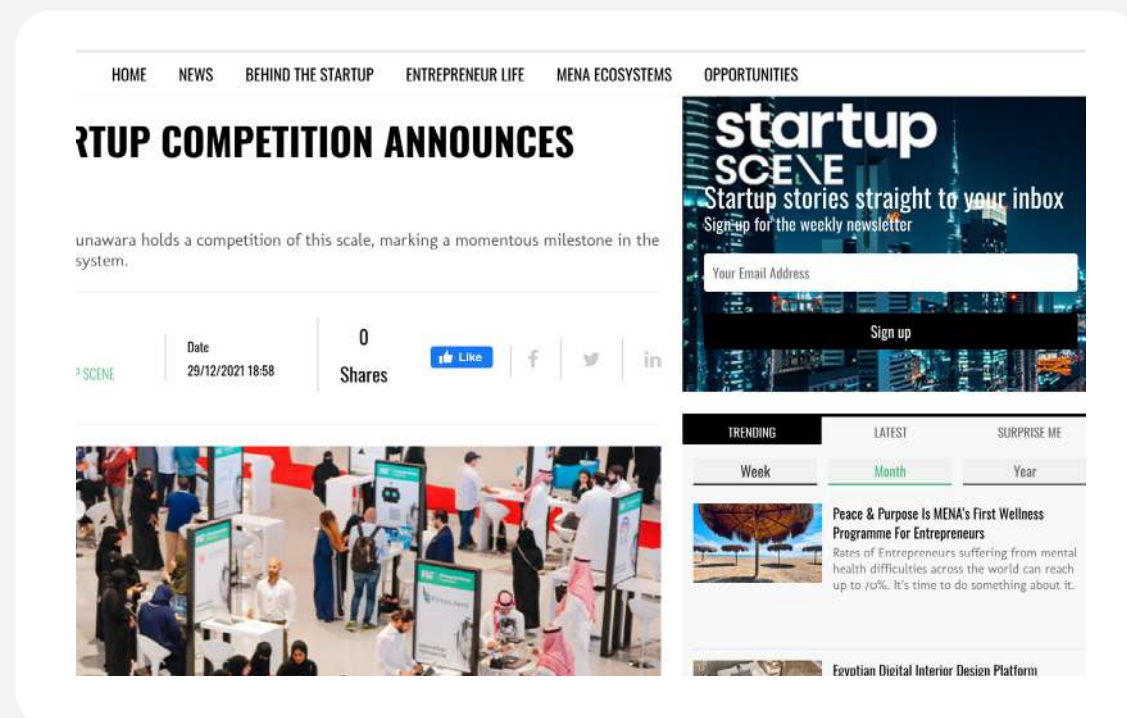


MEDIA COVERAGE

Clippings:
10 - Online & Print



Clippings:
26 - Online & Print



MEDIA COVERAGE

Clippings:
123 - Online & Print



نيابة عن أمير المدينة المنورة..
سمو نائبه يدشن منتدى الاستثمار
في الشركات الناشئة

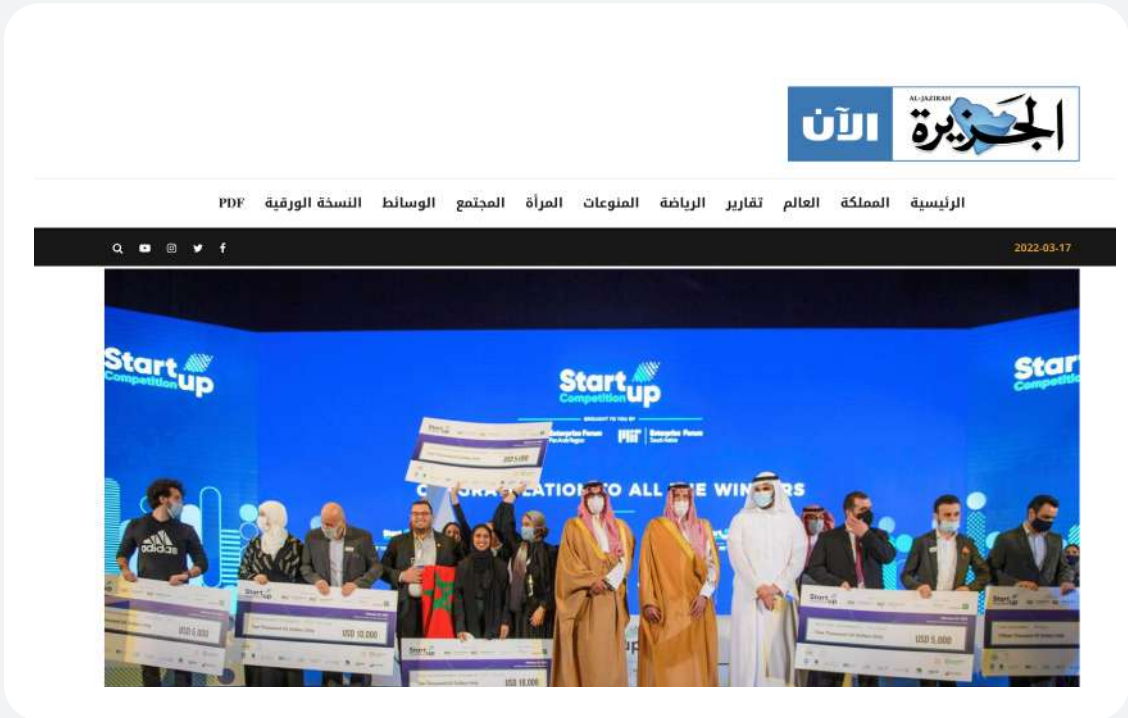
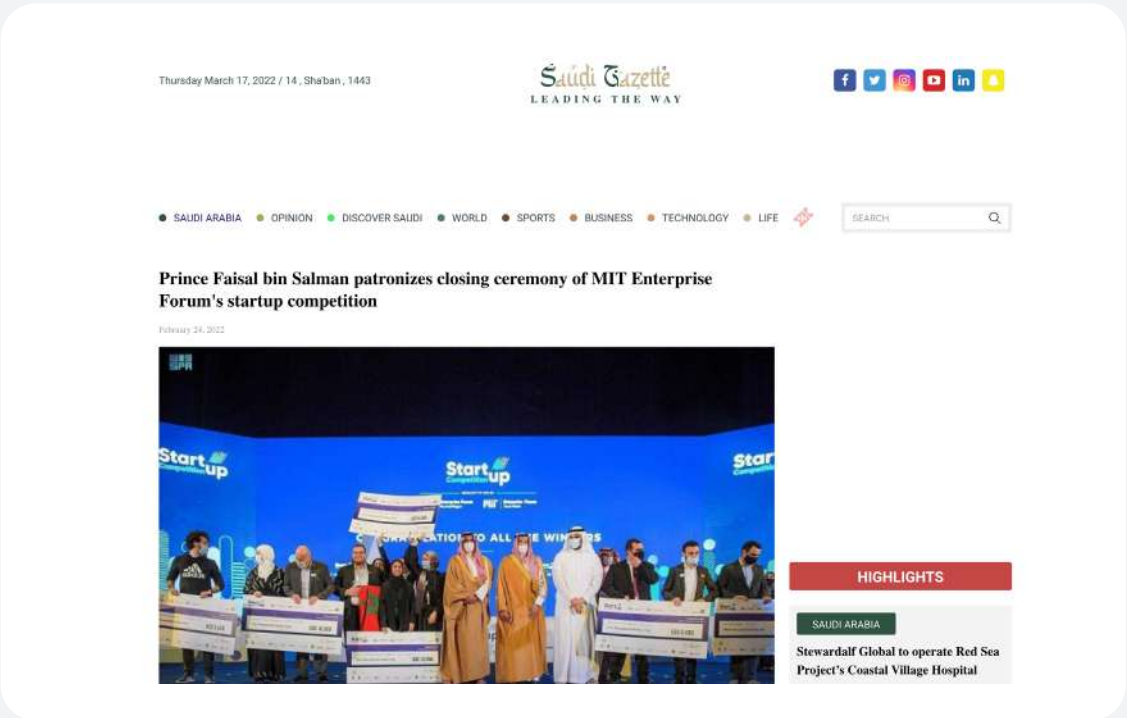


Clippings:
7 - Online & Print



MEDIA COVERAGE

Clippings:
32 - Online & Print



MEDIA COVERAGE

MBC TV & RADIO



Episode to highlight the competition on Sabah Al Kheir Ya Arab

— November 21



Episode to highlight the Startup Investment Forum on Lifestyle show/MBC

— February 10, 2022



Interview on El Ekhbariya TV

— February 16, 2022

MEDIA COVERAGE

MBC TV & RADIO



Bootcamp at Taibah University
17-18 FEBRUARY



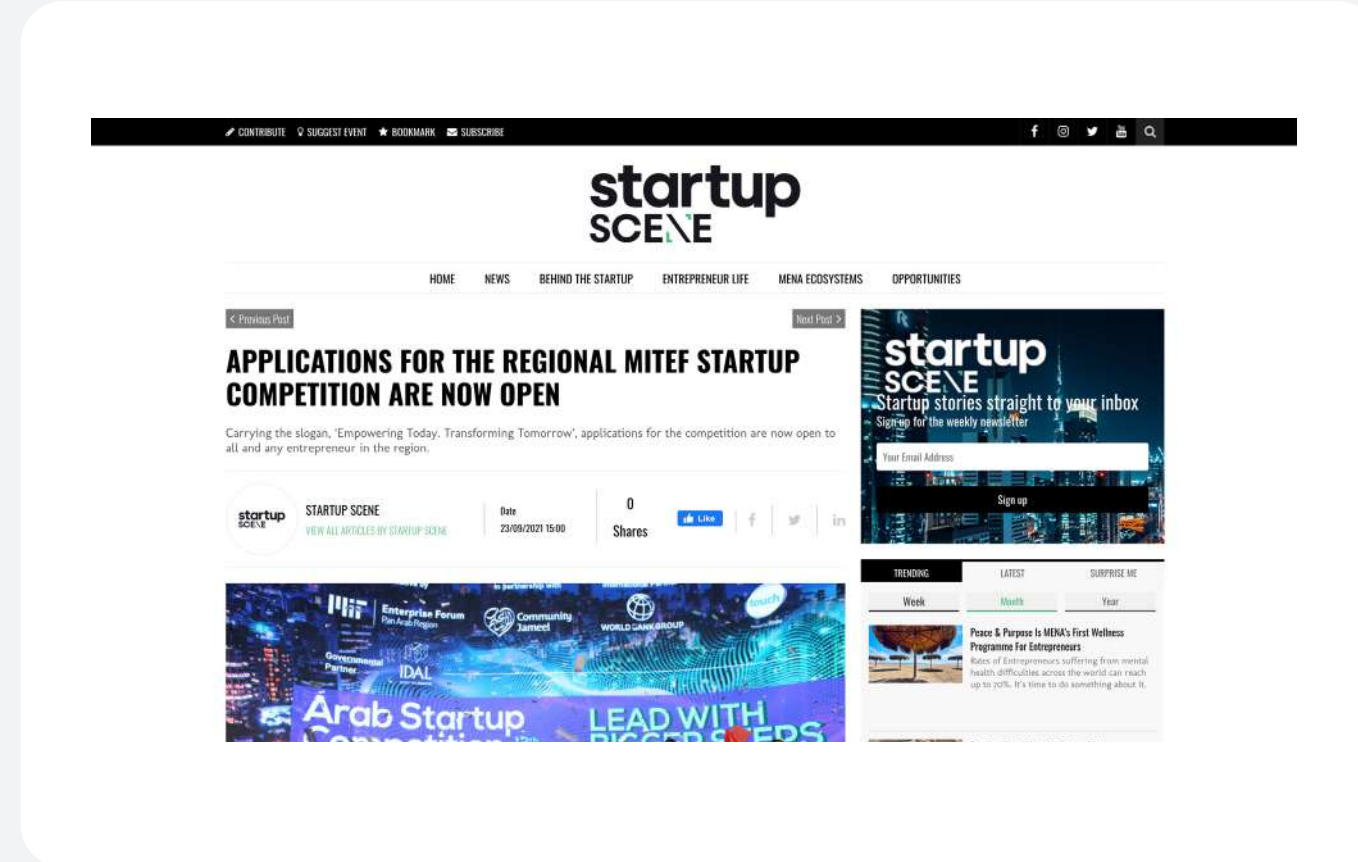
Startup Investment forum
21-23 FEBRUARY



Startsmart Conference
23 FEBRUARY

MEDIA COVERAGE

MBC TV & RADIO



Startup Scene Banner

— Running on Startup Scene website from Nov 8 to Dec 6, 2021

RADIO DJ MENTIONS ON MBC FM & PANORAMA FM

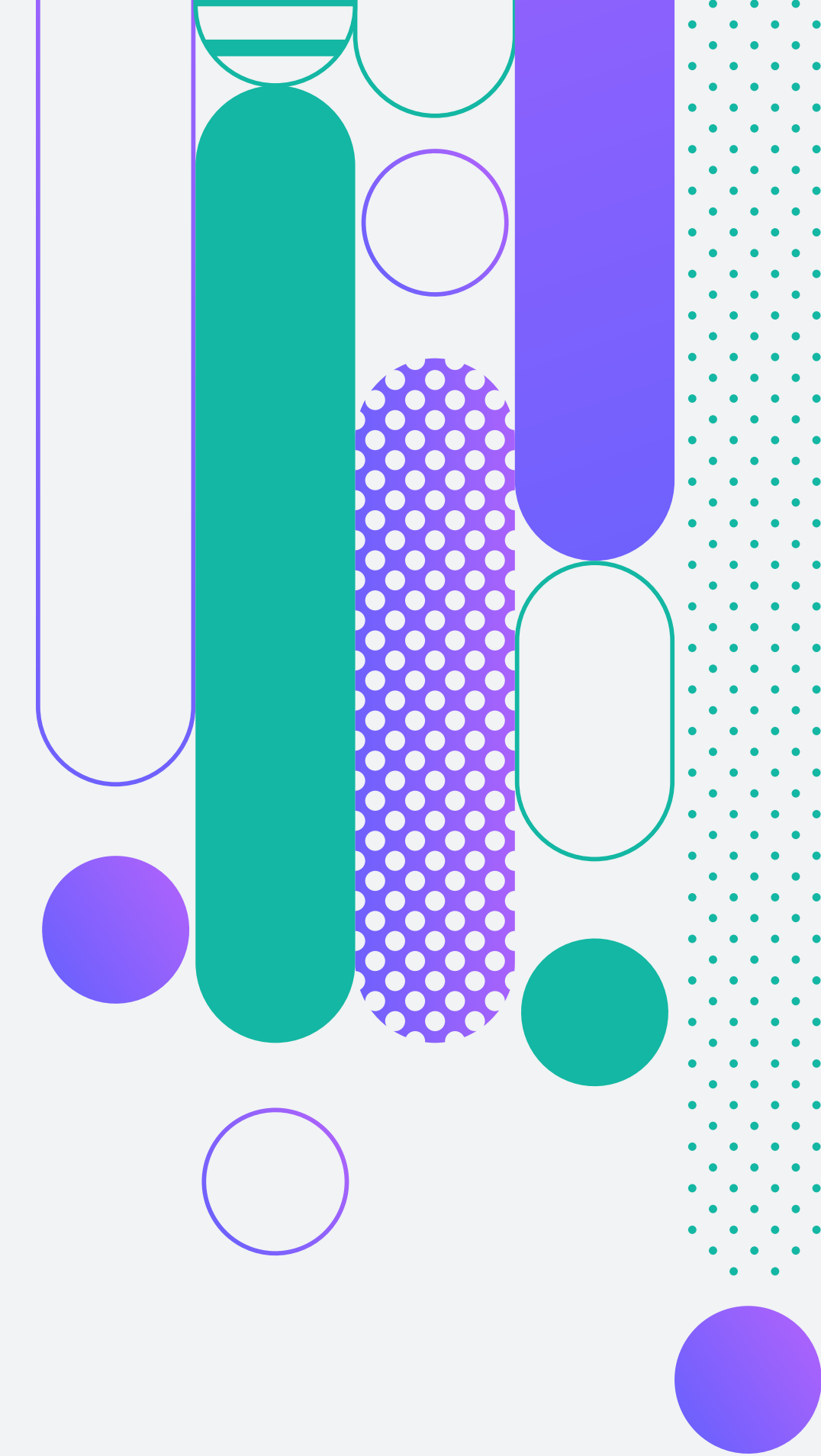
Programs: Huda wa Huna on Panorama FM || Hele el Kalam on MBC FM.

Frequency: 5x Mentions Total (1x daily) on each station

— Nov 7t - Nov 11t,

— Nov 21- Nov 25

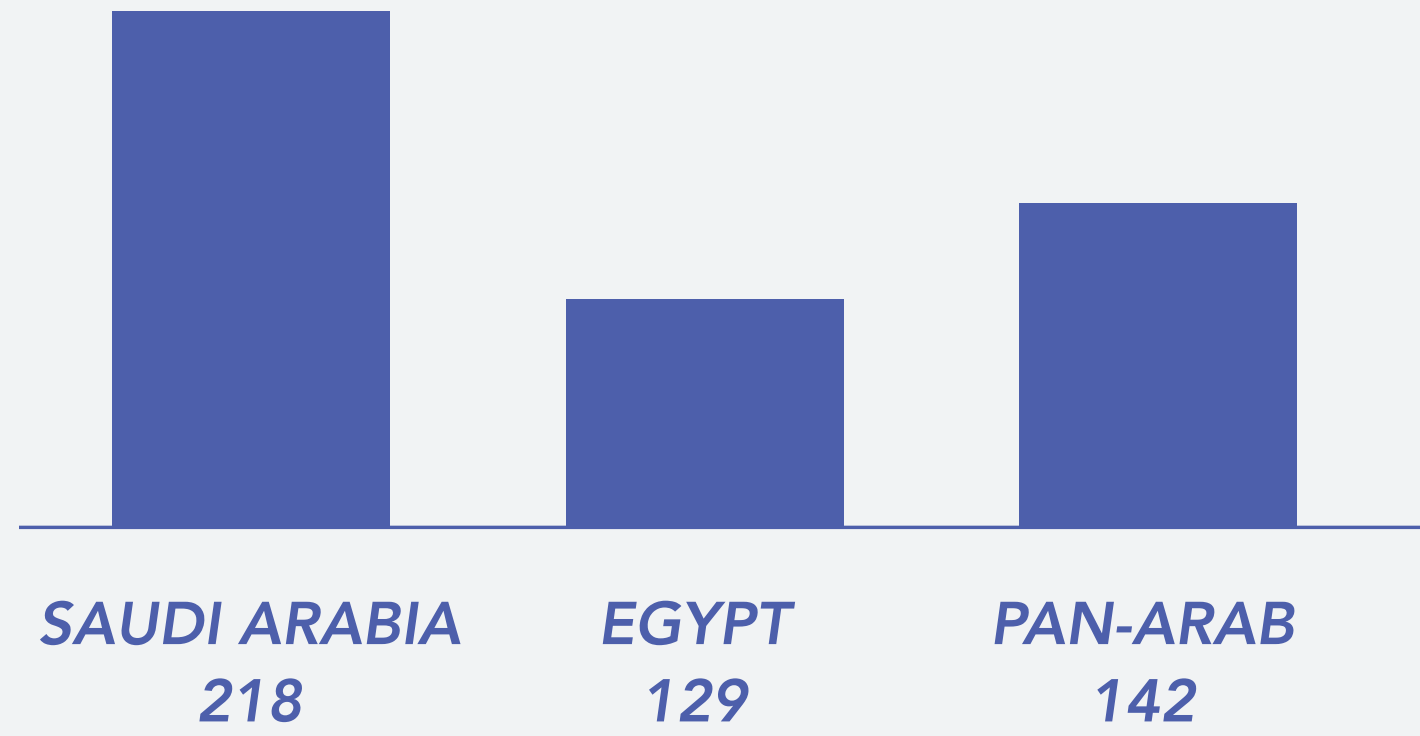
— Nov 28-Dec 2



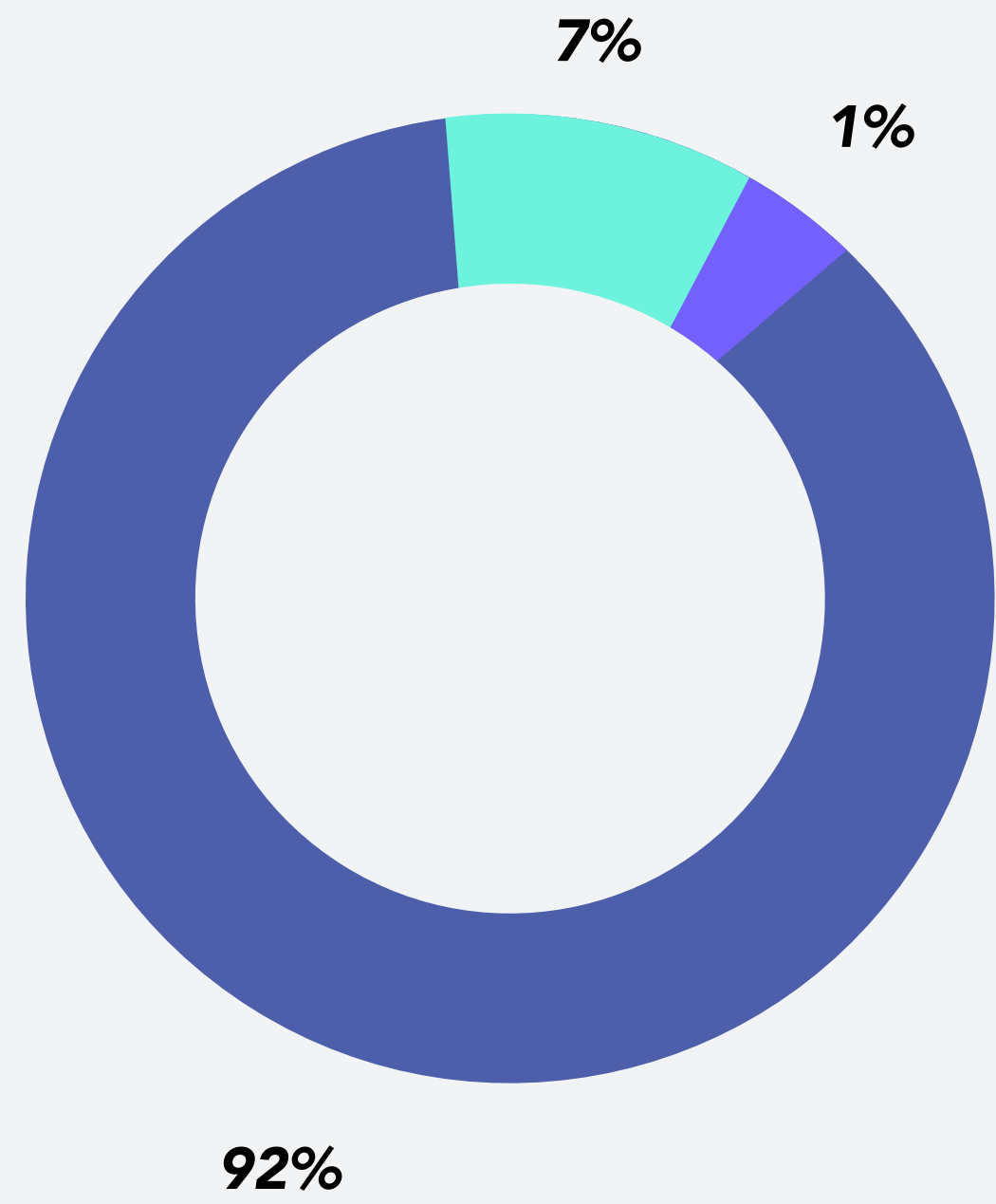
PR ANALYTICS

NO. OF CLIPPINGS	AVE USD \$
423	\$3,000,000

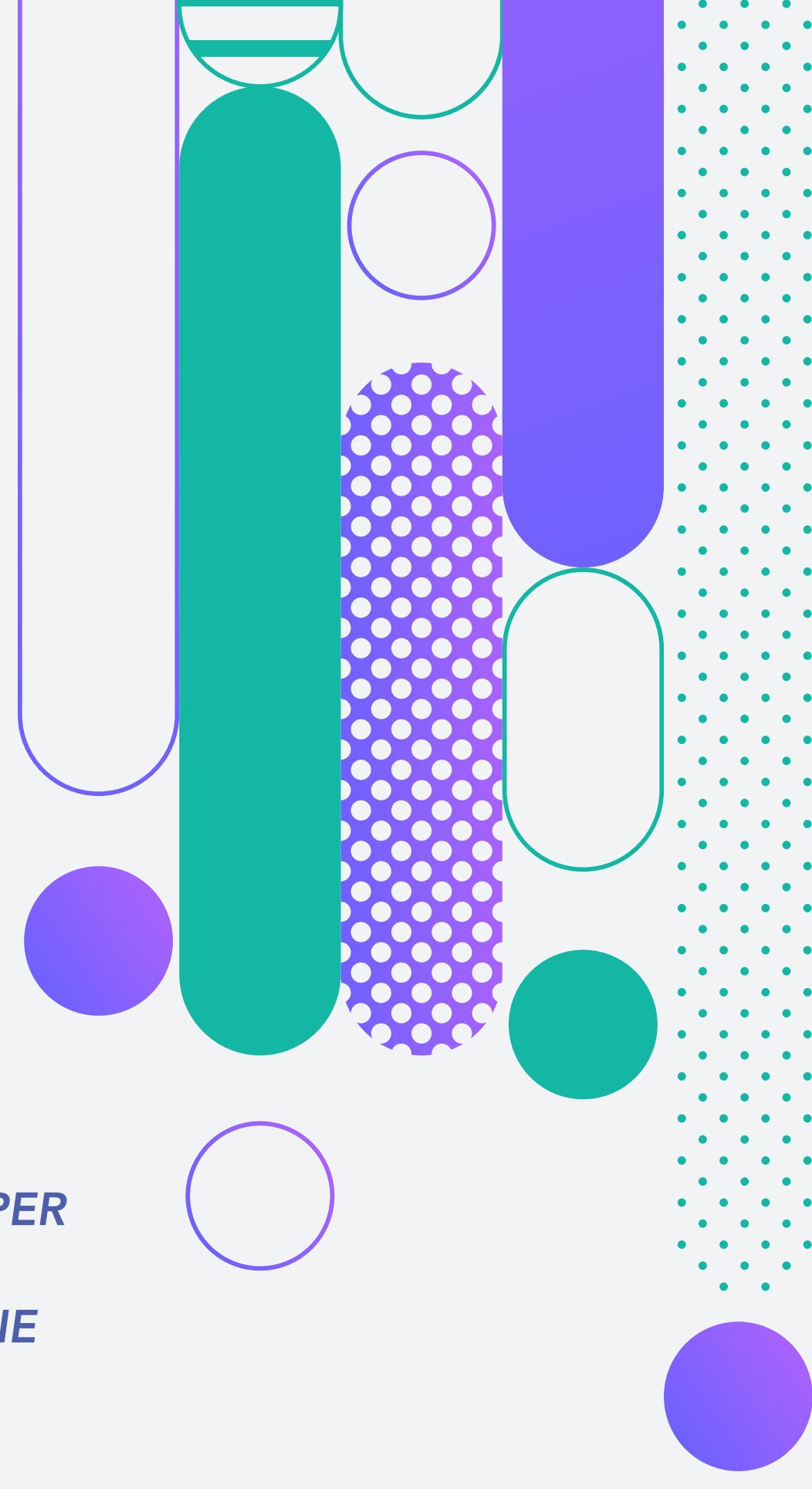
NO. OF CLIPS MARKET-WISE:



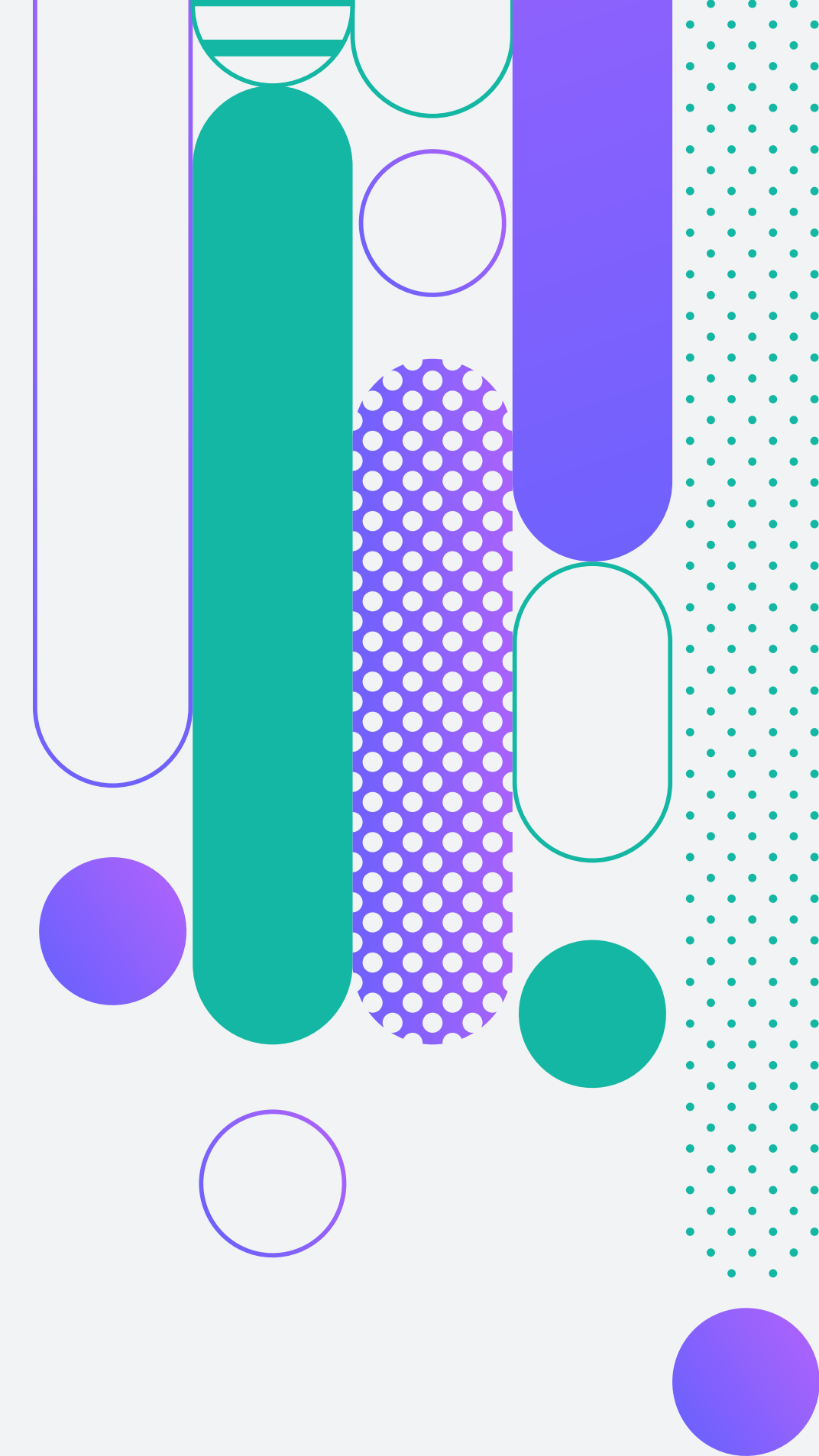
MEDIA TYPE:



- NEWSPAPER
- MAGAZINE
- WEBSITE



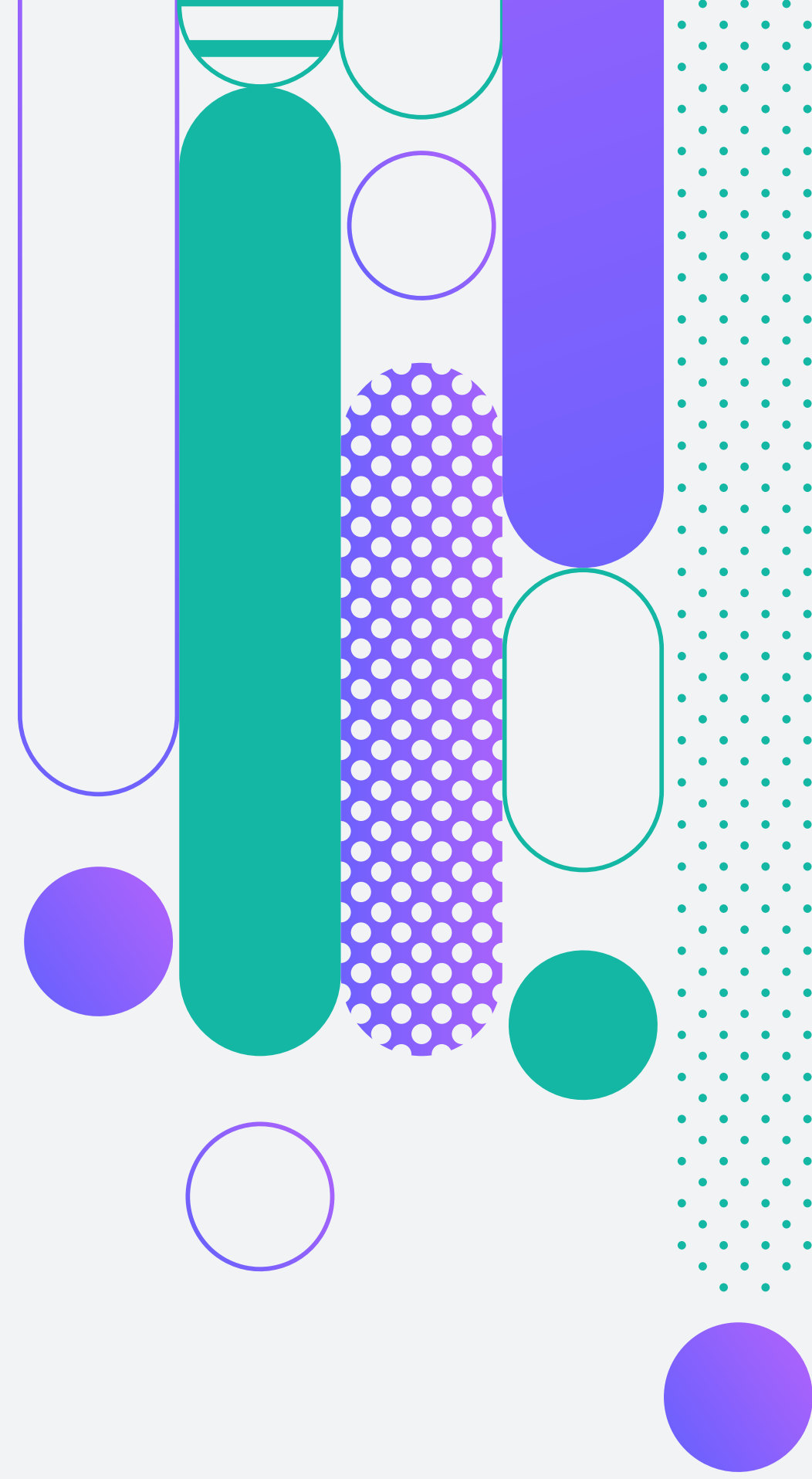
SOCIAL MEDIA **HIGHLIGHTS**



OVERALL PERFORMANCE





6TH CYCLE REVIEW IN NUMBERS

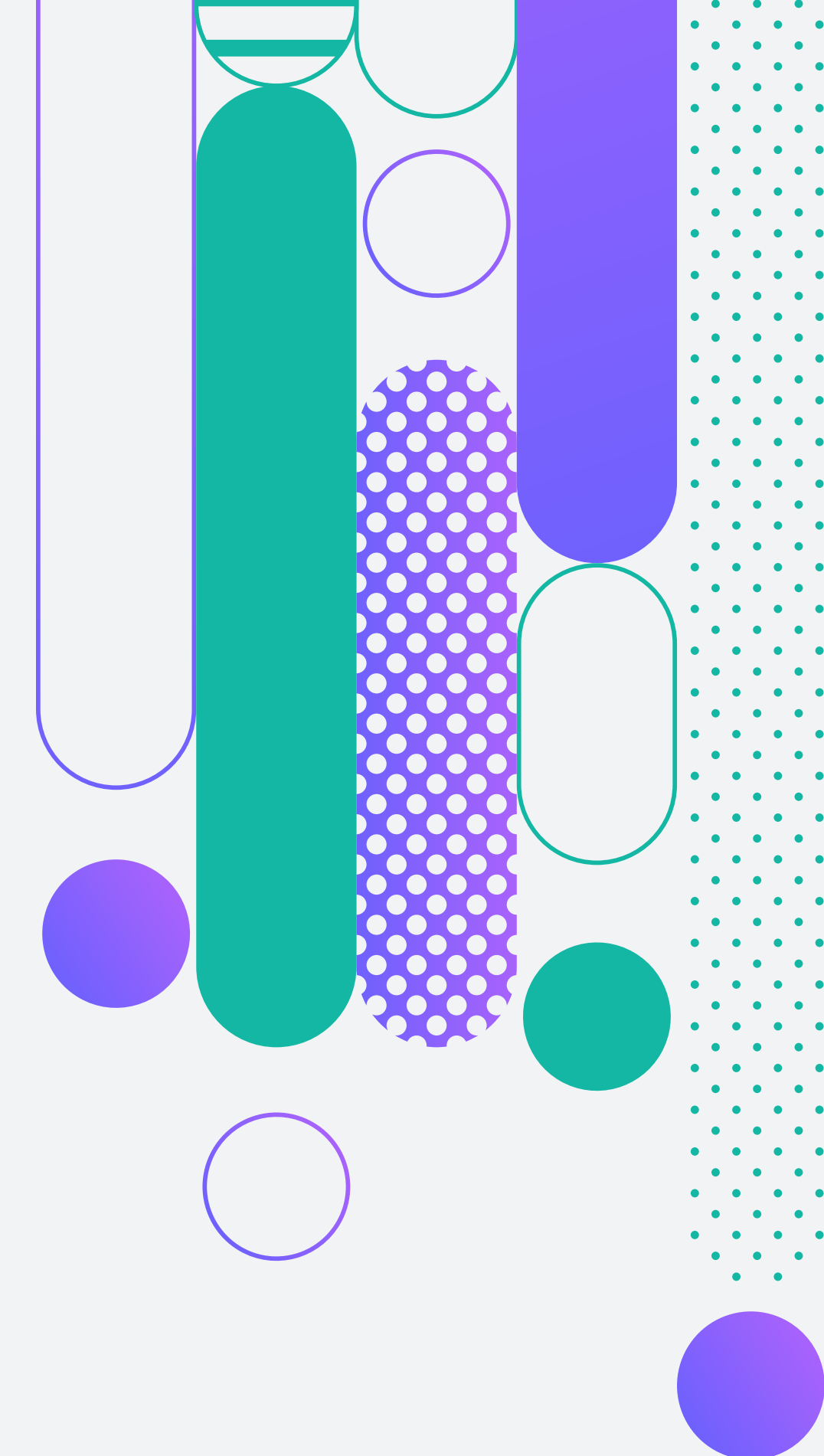
	Video Views	Engagement	Impressions	Number of posts	Net Audience Growth	Audience
6 th Cycle 2021 - 2022	162,634	96,634	11,083,564	1,087	1,933	47,737



OVERALL PERFORMANCE

6TH CYCLE (2021-2022) BREAKDOWN

	Video Views	Engagement	Impressions	Number of posts	Net Audience Growth	Audience
	22,038	24,417	1,030,063	386	637	14,243
	132,800	62,473	14,285,802	186	146	22,808
	4,240	2,637	4,248,540	370	677	9,321
	3,611	6,107	97,859	145	473	1,365



STARTUP COMPETITION SOCIAL MEDIA HIGHLIGHTS



● **TEASER**



● **ANNOUNCEMENT**

STARTUP COMPETITION SOCIAL MEDIA HIGHLIGHTS



● **REGISTRATION
OPENED**



● **ROADSHOWS**

STARTUP COMPETITION SOCIAL MEDIA HIGHLIGHTS



BROUGHT TO YOU BY

Enterprise Forum Pan Arab Region | Enterprise Forum Saudi Arabia

Startup Competition

MEET US LIVE ON IGTV

NOVEMBER 24
7:00PM KSA TIME
4:00PM GMT

UNDER THE PATRONAGE OF

ORGANIZED AND SUPPORTED

منشآت monsha'at | Community Jameel

A hand cursor icon is positioned at the bottom right of the post.

● **IG LIVE - Q&A**



Start up Competition

الشركاء الاستراتيجيين

نساند | سابك | aramco

هل تبحث عن فرصة لتوسيع شبكة علاقاتك؟

منتدى الاستثمار في الشركات الناشئة

23-21 فبراير 2022

مركز الملك سلمان الدولي للمؤتمرات

سجل الآن

MITEFSAUDI.ORG

لجنة رعاية وإشراف | بتنظيم ودعم

مجتمع جميل | مجتمع جميل

A hand cursor icon is positioned at the bottom right of the post.

● **PROMOTING SSC & SIF**

STARTUP COMPETITION

SOCIAL MEDIA HIGHLIGHTS



● CELEBRATING PARTNERS



● SEMIFINALIST ANNOUNCEMENT

KEY TAKEAWAYS

MENTIONS

MIT EF Pan Arab @MITEFarab · Sep 8, 2021

هل أنت رائد عمل أو صاحب شركة ناشئة مميّرة؟ هل نبحث عن النجاح؟ فرص تشايلد؟ إستثمار؟ إرشاد؟ تمويل؟ تغطية إعلامية؟ نحن هنا لمساعدتك في تحقيقها! ترقب صفحاتنا لمعرفة المزيد عن مسابقتنا قريباً! #MITEFSC_2022 @mitfsaudi

نحن هنا لكل رائد أعمال

0:23 47 views

Sbq News @NewsSbq · Sep 15, 2021

عاجل... انطلاق التسجيل في مسابقة منتدى MIT للشركات الناشئة في السعودية والعالم العربي #sbqnews.com/13539 #انطلاق #التسجيل #في #مسابقة #منتدى MIT للشركات الناشئة #في #السعودية #والعالم العربي @mitfsaudi

sbqnews.com

عاجل... انطلاق التسجيل في مسابقة منتدى MIT للشركات الناشئة في السعودية والعالم العربي #sbqnews.com/13539 #انطلاق #التسجيل #في #مسابقة #منتدى MIT للشركات الناشئة #في #السعودية #والعالم العربي @mitfsaudi

MBC1 @mbc1 · Sep 19, 2021

ها هي فرصك لتحويل أحلامك إلى الحقيقة وترك بصمتك على عالم ريادة الأعمال. تم منح مسابقتين منتدى MIT للشركات الناشئة في السعودية والعالم العربي تحت شعار ومسابقتها واحدة لهذا العام لتقديم أكبر حدث لريادة الأعمال #MITEF_SC2022

بدأ التسجيل

والأفكار المبدعة

0:36 954 views

Qasem Al-Ali @AlaliQasem · Oct 3, 2021

Recently named by Forbes Middle East 30 Under 30 list for 2021! @ForbesME forbesmiddleeast.com/lists/30-under... #MITEFSaudi @mitfsaudi @KAUSTInnovation

forbesmiddleeast.com

Asrar Damdam

Age: 27 Occupation: CEO and founder of Uvera Nationality: Saudi Residence: Saudi Arabia Category: Technology Uvera is a biotech ...

MIT EF Pan Arab @MITEFarab · Sep 20, 2021

Do you have what it takes to transform tomorrow? We teamed up with MITEF Saudi Arabia to bring YOU one of the biggest Entrepreneurial events! Register now: mitarabcompetition.com @mitfsaudi @CJSaudiArabia @imarat_almadina #MITEFSC_2022

Startup Competition

BROUGHT TO YOU BY

Enterprise Forum Pan Arab Region Enterprise Forum Saudi Arabia

APPLY NOW!

Deadline | December 6, 2021

MITARABCOMPETITION.COM

MIT EF Pan Arab @MITEFarab · Oct 5, 2021

Why is this event like No Other? Watch the video till the END #MITEFSC_2022

Apply now: mitarabcompetition.com/en/competition... @mitfsaudi @CJSaudiArabia @imarat_almadina

2X INSPIRATION

0:20 32 views

SAYA_Show @SAYA_Show · Nov 16, 2021

لا تفوتوا الجولة التعريفية الافتراضية لمسابقة الشركات الناشئة من تقديم @mitfsaudi و @MITEFarab مباشرة عبر استيفرام لفرصة طرح أسئلتكم على الخبراء لمشاركونا في المسابقة #MITEF_SC2022

سجل اليوم عبر mitfsaudi.org أو عبر mitarabcompetition.com

Startup Competition

Enterprise Forum Pan Arab Region Enterprise Forum Saudi Arabia

APPLY NOW!

0:18 372 views

SAYA_Show @SAYA_Show · Nov 21, 2021

مجتمع جميل يدعم الشركات الناشئة من خلال مسابقة MIT #صاح_الخبر_يا_عرب #MBC1 #MITEF_SC2022 اشترك الآن وتابع الحلقات على Shahid VIP bit.ly/3e0BRp3 @mitfsaudi @MITEFarab

0:32 1,357 views

KEY TAKEAWAYS MENTIONS

Alahad | @Alahadstore · Nov 25, 2021

@NamaaAlmunawara
@mitfsaudi
@C.SaudiArabia

Riyadh Daily | @alriyadhdaily · Nov 18, 2021

60 Semifinalist Teams To Compete for Startup Competition of MIT Enterprise Forum

alriyadhdaily.com/article/dc943f...

@mitfsaudi

Saudi Gazette | @Saudi_Gazette · Nov 19, 2021

60 teams to test their skills at MITEF Startup Competition semifinal

@mitfsaudi

saudigazette.com.sa

60 teams to test their skills at MITEF Startup Competition semifinal

غرفة المدينة المنورة | @madinahchamber · Feb 21

متنزه البيضاء البري | @imarat_almadina
@mitfsaudi
@CSaudiArabia
#باب_الأعمال

0:01 443 Views

Bassam Almohammadi | @imBassam · Feb 21

أسعد هذا الأسبوع بالتعرف على أكثر من 60 شركة ناشئة من مختلف دول العالم في منتدى الاستثمار بمركز الملك سلمان الدولي للمؤتمرات بـ #المدينة_المنورة

شكراً @mitfsaudi على تنظيم مثل هذا الحدث المميز من نوعه في طيبة الطيبة

Startup Competition | @mitfsaudi · Feb 20

لا تفوت فرصة الانضمام إلى منتدى الاستثمار في الشركات الناشئة لحضور ورش عمل ملهمة وللتعرف على رواد الأعمال.

سجل الآن عبر mitfsaudi.org/startsmat-reg...

Show this thread

Murshdk | @MurshdkO · Feb 21

سعيدين بالتواجد في معرض #Start_ups_competition المقام في المدينة المنورة، وعرض أبرز إنجازاتنا وآخر المستجدات لمنصة مرشدك

حياكم الله

@mitfsaudi
#mitf

Taibah U | @taibahu · Feb 21

صاحب السمو الملكي الأمير سعود بن خالد الفيصل نائب أمير منطقة المدينة المنورة يزور جناح الخاص بشركة #وادي_طيبة التابعة لـ #جامعة_طيبة خلال افتتاح أعمال منتدى الاستثمار في الشركات الناشئة.

@mitfsaudi

Hussein A. Attar | @HusseinAttar · Feb 22

هذا الأسبوع كان منتدى الاستثمار @mitfsaudi والمقام لأول مرة في #المدينة_المنورة شركات ناشئة من السعودية والدول العربية وأيضاً عالمية تم اختيارهم وتصفيتهم للعرض أمام حكام من مستثمرين ومسؤولين من جهات حكومية وتعليمية في مسار الأفكار والشركات الناشئة والاجتماعية #ريادة_الأعمال

أحمد الشافري and 9 others

KEY TAKEAWAYS MENTIONS

...
@ammar_a_eloufi · Feb 22
عمر العربي

سعدت اليوم بتجربة جميلة جدا في منتدى الاستثمار الذي أقيم في قاعة خادم الحرمين الشريفين الملك سلمان للمؤتمرات...
وكانت التجربة مليئة بالشغف والطموح، زادني من المعرفة والأفكار الشبيهة الكثير.
ولا سيما المنعة التي عشتها وأنا في هذه الأجواء الرائعة
شكرا @mitfsaudi
#المدينة_المنورة



...
@362td · Feb 23
جمعيّة حياة الخيرية
Start Up

#جمعيّة_حياة_الخيرية تشارك بمؤتمر الإستثمار للشركات الناشئة Start Up
@mitfsaudi
@BabRizqJameel
@CJSaudiArabia



...
@SAYA_Show · Feb 23
صباح الخير يا عرب

60 شركة سعودية وعربية تتنافس للفرز بجوائز مسابقة منتدى MIT للشركات الناشئة

#صباح_الخير_يا_عرب
#MBC1
اشترك الآن وتابع الحلقات على
#ShahidVIP
bit.ly/3e0BRp3

@MITEFarab
@mitfsaudi
#المدينة_المنورة



...
@MARoomi · Feb 23
Muhammad Azam Roomi

Vision and leadership of Crown Prince HRH Mohammed bin Salman bin AbdulAziz has triggered the progress by some amazing strategies implemented by #ksa. Right steps in the right direction, the journey has just started. Future is bright, InshaAllah!

#saudivision2030 @mitfsaudi



...
@Abualnaser · Feb 24
عبدالله ابوالنصر

سعدت بالمشاركة في أعمال #منتدى_الاستثمار_في_الشركات_الناشئة الذي تنظمه @mitfsaudi بالشراكة مع @madinahchamber للحدث دور #غرفة_المدينة_المنورة، في مجال ريادة الأعمال و المبتعثات الناشئة استعرضنا الخدمات التي تقدمها الغرفة لتطوير القطاعات المستهدفة



...
@ebn_humaid · Feb 24
عبد الله الحميد

#إنجاز
سعدت و تشرفت بالعمل و على مدار 3 أيام مع شركة @Ze2030ro في تنظيم منتدى @mitfsaudi للاستثمار في الشركات الناشئة ، الذي نستضيفه #المدينة_المنورة في مركز الملك سلمان الدولي للمؤتمرات بمشاركة 60 شركة ناشئة من مختلف أنحاء العالم .

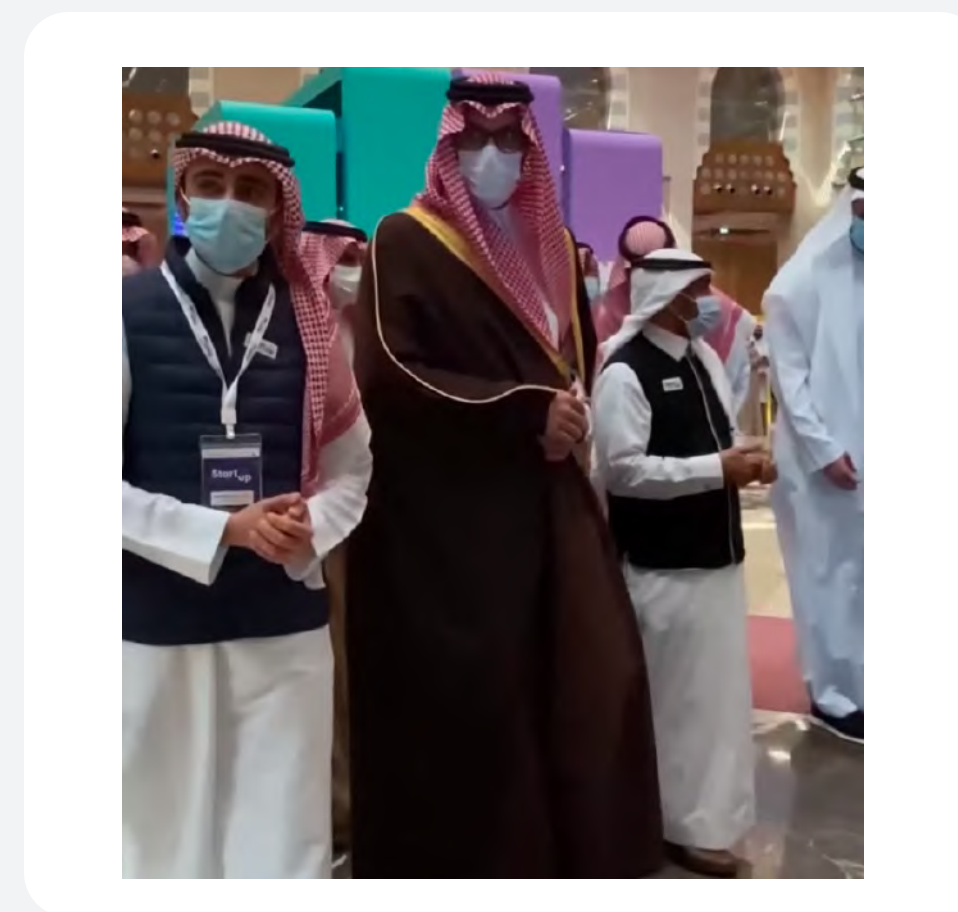
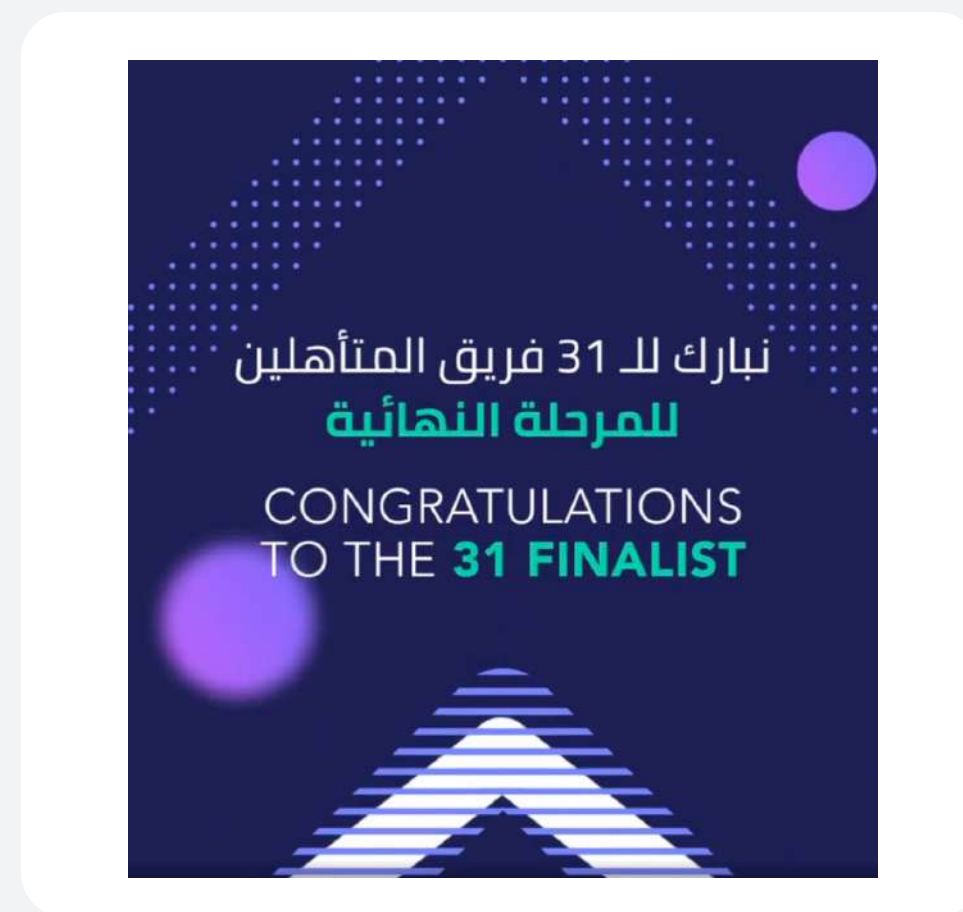
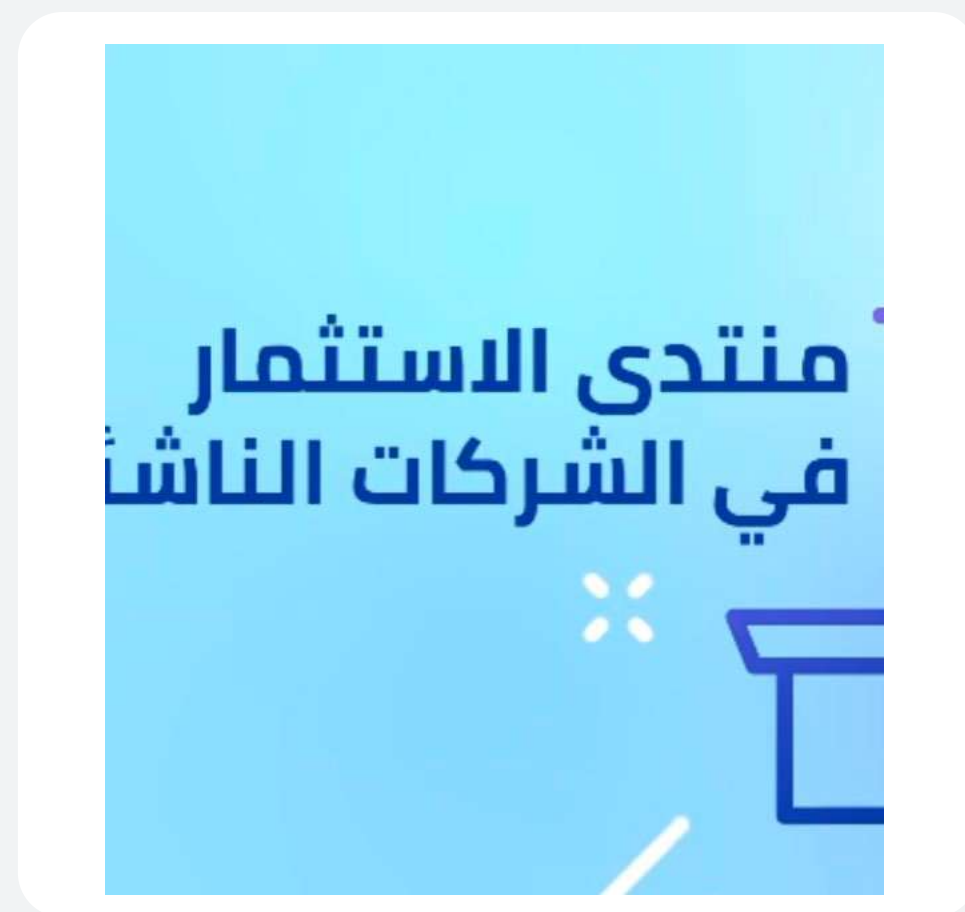
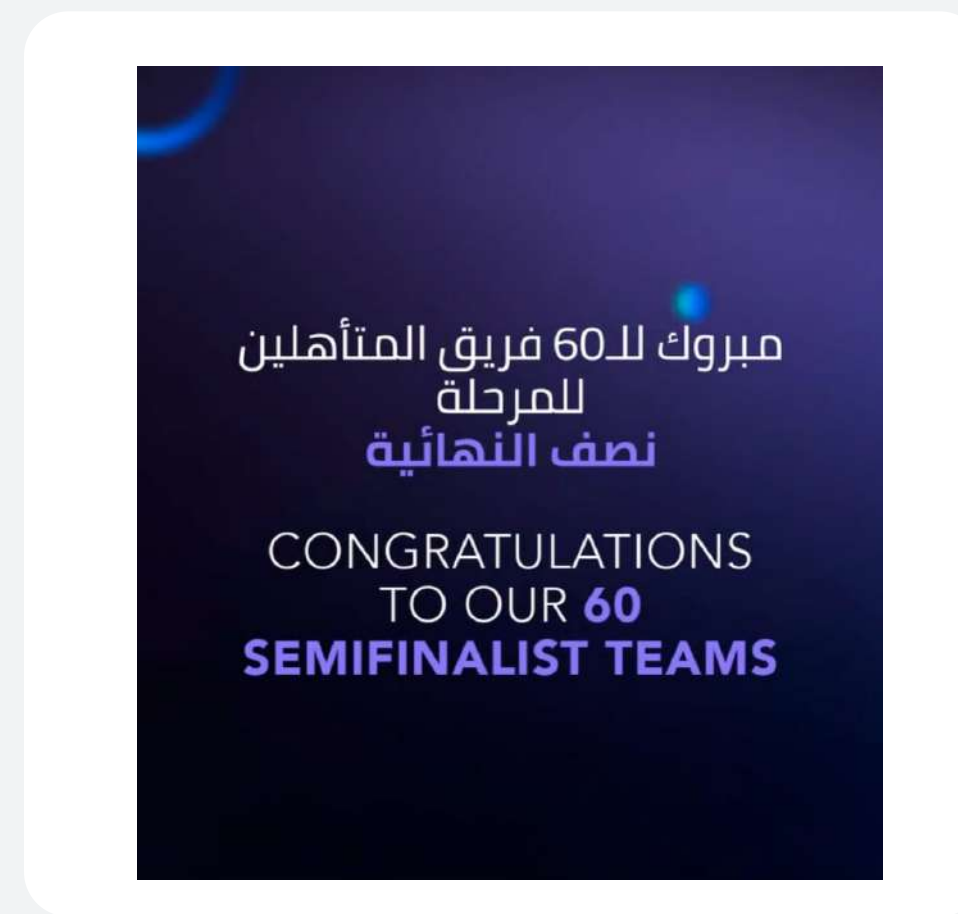
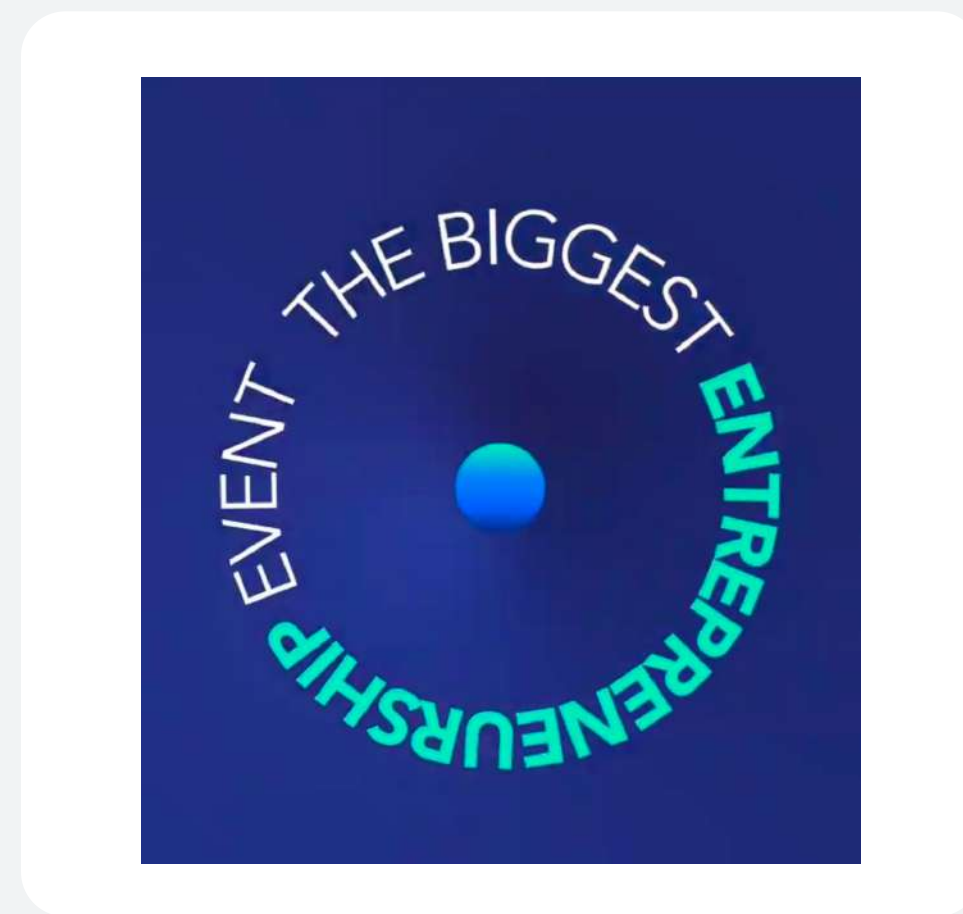
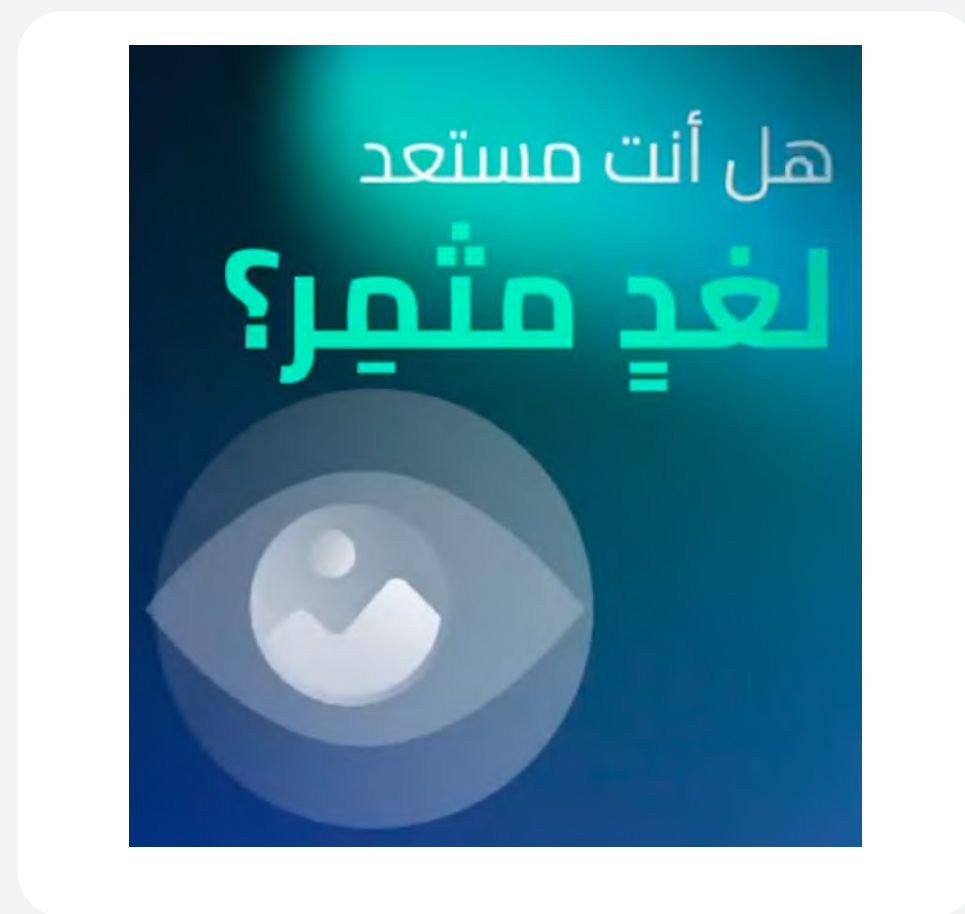


...
@MITEFarab · Feb 24
MIT EF Pan Arab
CONGRATULATIONS to the winners of the Startup Competition
@mitfsaudi @CJSaudiArabia @imarat_almadina @aramco



KEY TAKEAWAYS

OUR CONTENT



TOP PERFORMING MENTIONS

صباح الخير يا عرب
@SAYA_Show · Feb 22

مجتمع جميل يدعم الشركات الناشئة من خلال مسابقة MIT
للشركات الناشئة الدولية المشاركة في الفعالية

#صباح_الخير_يا_عرب

#MBC1

اشترك الآن وتابع الحلقات على

#ShahidVIP

bit.ly/3e0BRp3

@MITEFarab

pic.twitter.com/0gDPsIIp51 @mitfsaudi



MIT EF Pan Arab
@MITEFarab · Dec 27

🎉 CONGRATULATIONS to this year's
Startup Competition semifinalists!

Hit the link in our bio to know more details
about them.

@mitfsaudi @imarat_almadina

@CJSaudiArabia

pic.twitter.com/uPjCzvShTR



Saudi Gazette
@Saudi_Gazette · Dec 20

The MIT Enterprise Forum Pan Arab and
#SaudiArabia announced an agreement
with @NamaaAlmunawara whereby the
latter is nominated as the Entrepreneurship
Knowledge Partner of the MITEF Startup
Competition in Saudi and Arab world 2021-
2022. @mitfsaudi
saudigazette.com.sa/article/614961

صباح الخير يا عرب
@SAYA_Show · Nov 21

مع جميل يدعم الشركات الناشئة من خلال مسابقة MIT
صباح الخير يا عرب

#MBC1

#MITEF_SC20

شارك الآن وتابع الحلقات على

Shahid VIP

bit.ly/3e0BRp3

@mitfsaudi

pic.twitter.com/g9GzRWS4PA @MITEFar



Qasem Al-Ali @AlaliQasem · Oct 3, 2021
Recently named by Forbes Middle East 30 Under 30 list for 2021!
@ForbesME forbesmiddleeast.com/lists/30-under... #MITEFSaudi
@mitfsaudi @KAUSTInnovation



forbesmiddleeast.com
Asrar Damdam
Age: 27 Occupation: CEO and founder of Uvera Nationality: Saudi
Residence: Saudi Arabia Category: Technology Uvera is a biotech ...

MBC1
@mbc1 · Sep 19

ها هي فرصتك لتحويل أحلامك إلى الحقيقة وترك بصمتك على
عالم ريادة الأعمال

تم دمج مسابقتين من MIT للشركات الناشئة في السعودية
والعالم العربي @MITEFarab @mitfsaudi تحت
شعار ومسابقة واحدة لهذا العام لتقديم أكبر حدث لريادة الأعمال

#MITEF_SC2022

بدأ التسجيل pic.twitter.com/1Ytllmtj4o



TOP PERFORMING POSTS



BRANDING



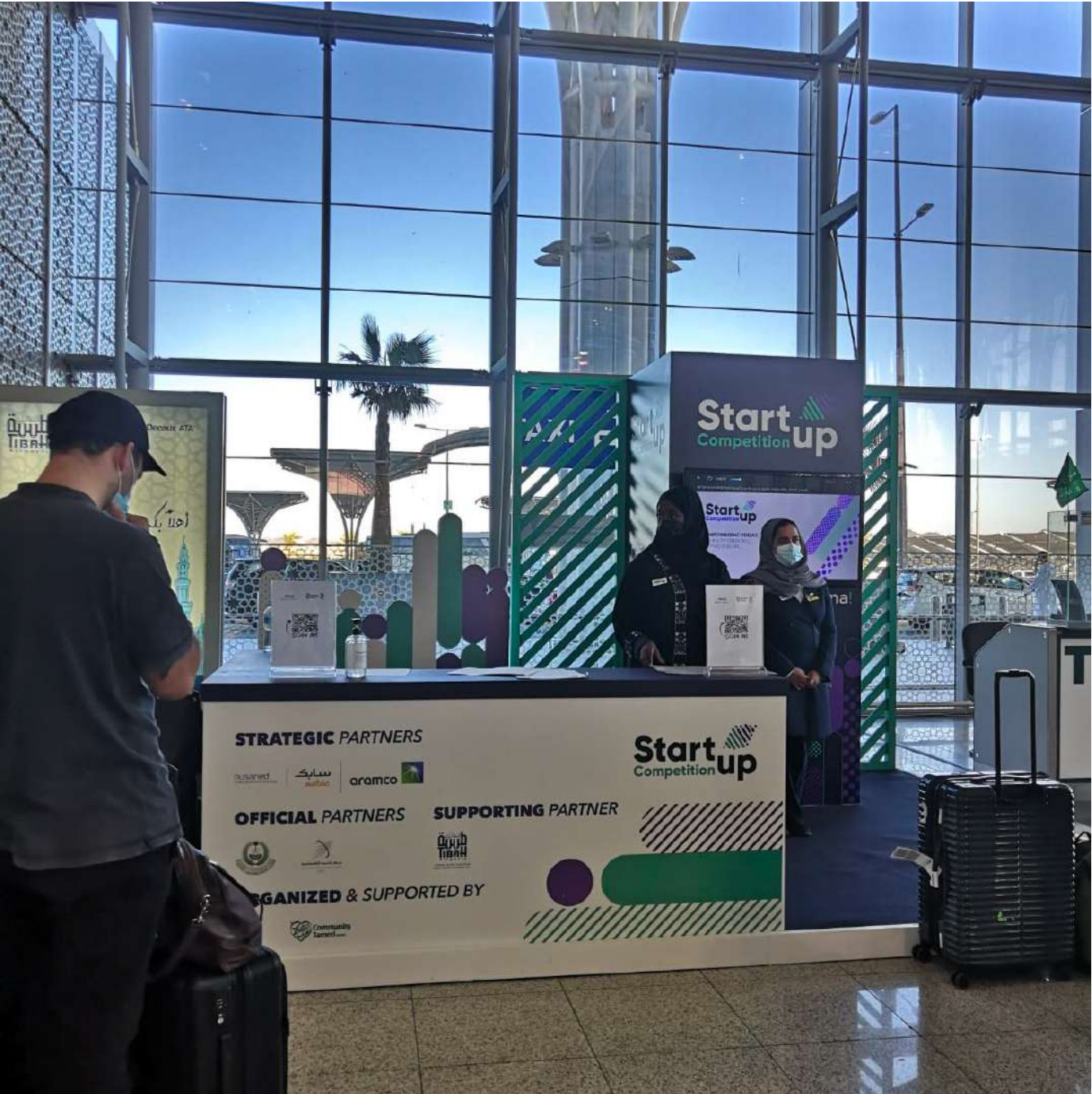
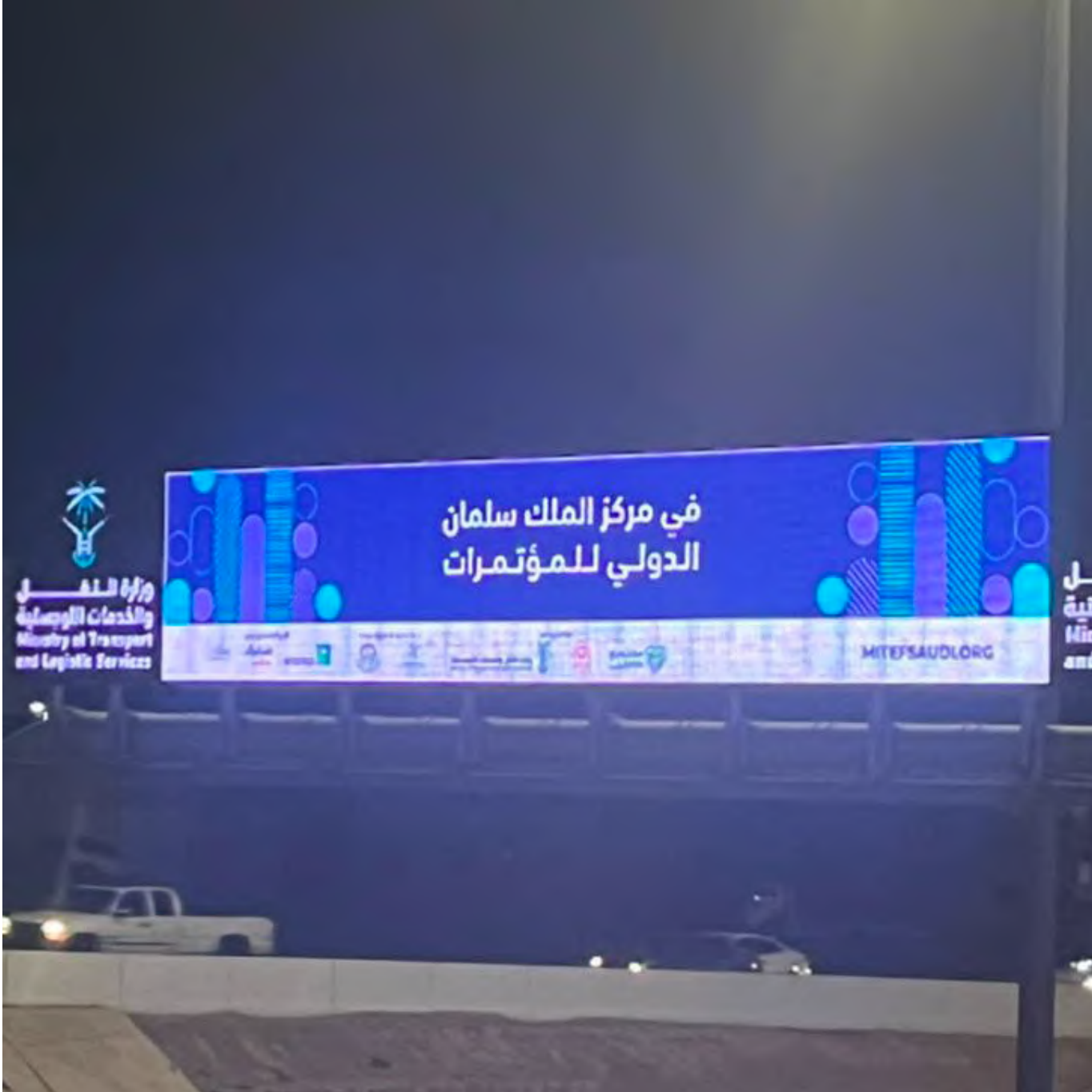
BRANDING



● **BILLBOARDS
IN AL MADINA**

● **LED SCREEN BANNER
IN AL MADINA**

BRANDING



**DIGITAL BANNERS
IN AL MADINA**

**AIRPORT BOOTH
IN AL MADINA**

BRANDING



● SSC INTRO VIDEO



● PROMOTIONAL CONTENT

BRANDING

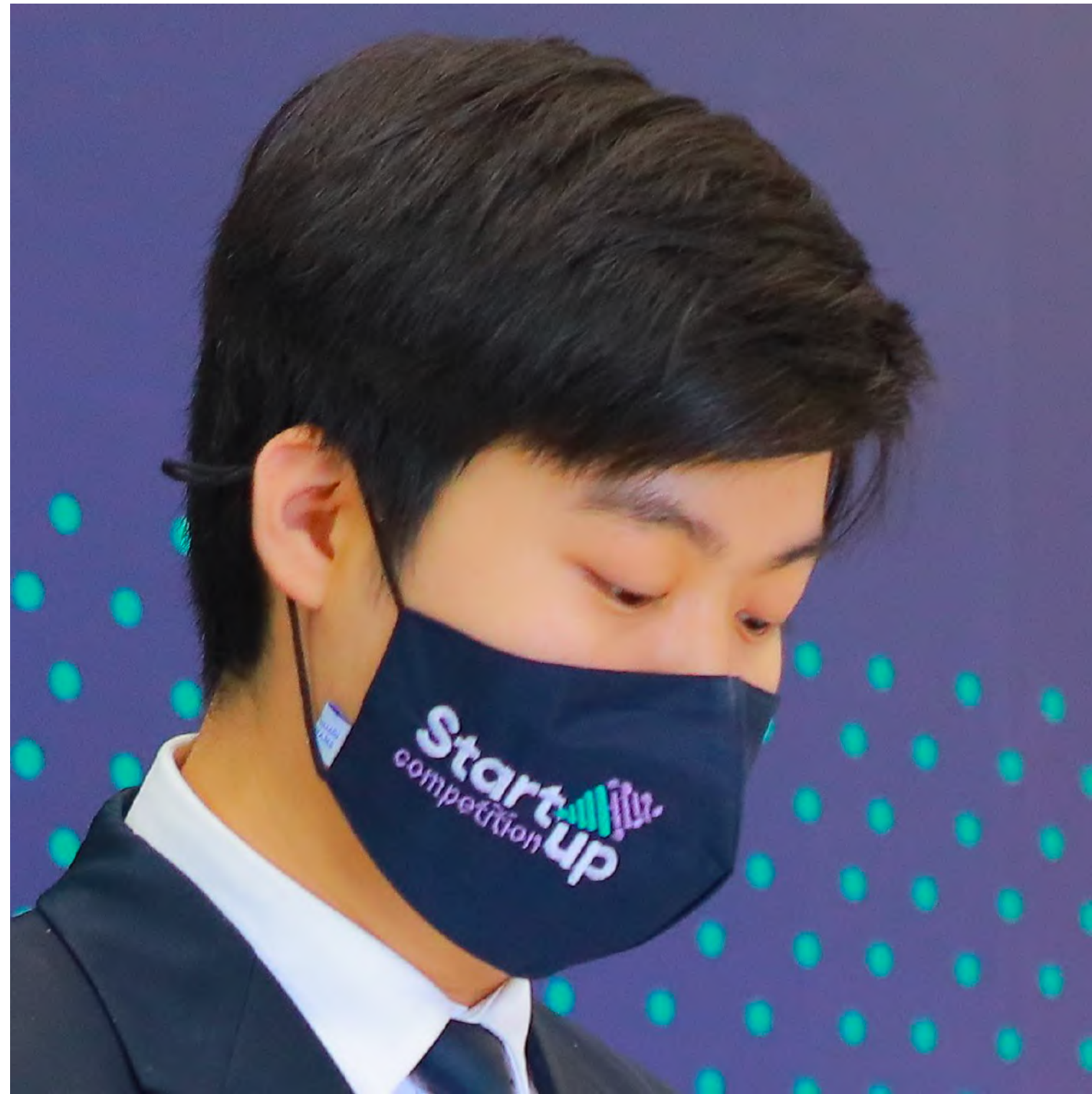


● **CUSTOMIZED BADGES**



● **EVENT BOOTH**

BRANDING



● **FACE MASK**



● **CLIP ONS**

BRANDING

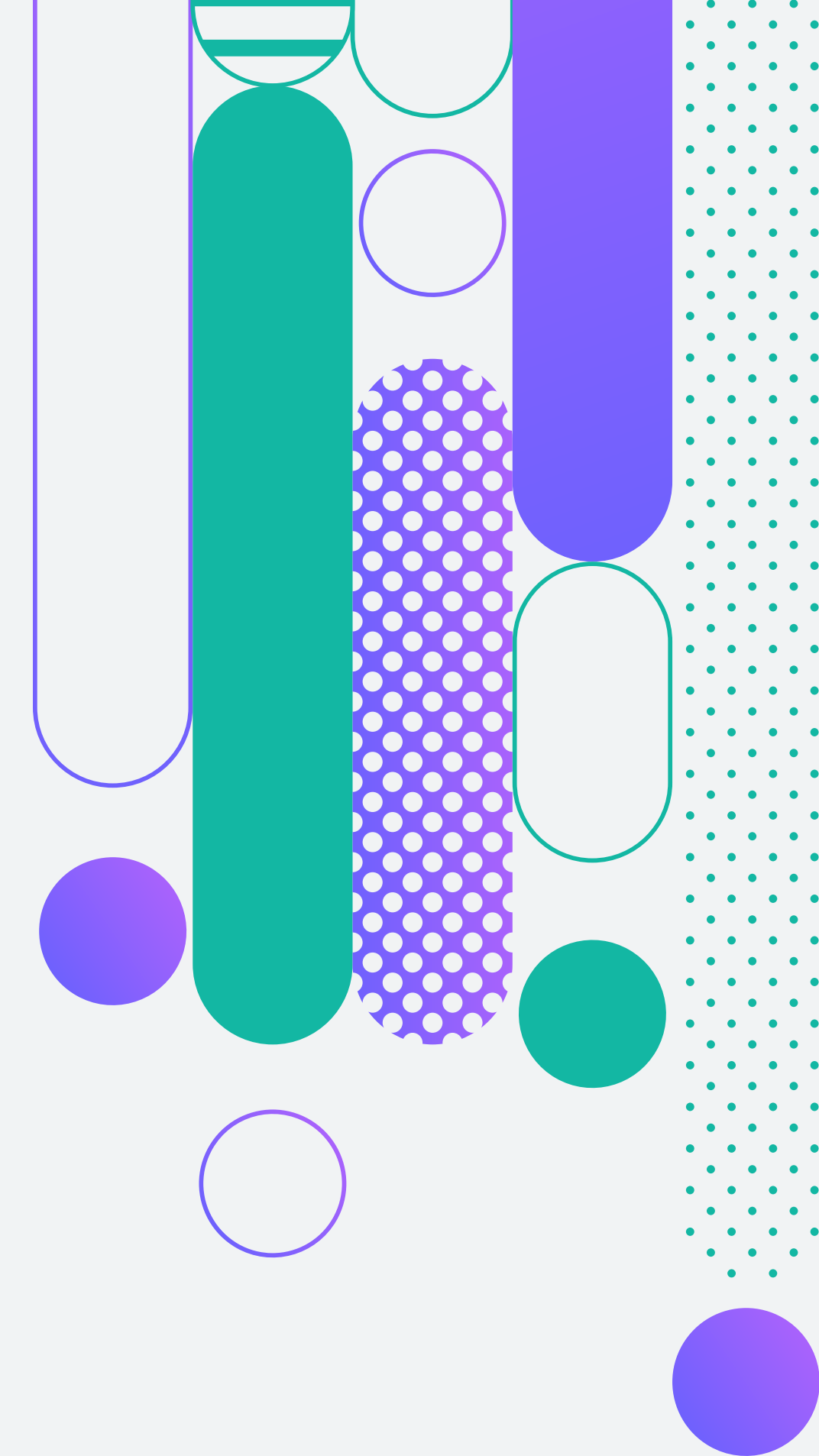


● TROPHY



● AGENDA & CATALOGUE

OUR PARTNERS **IN SUCCESS**



WE WOULD LIKE TO THANK OUR PARTNERS WHO CONTRIBUTED TO THE SUCCESS OF STARTUP COMPETITION

ORGANIZED & SUPPORTED BY



OFFICIAL PARTNERS



STRATEGIC PARTNER



GOVERNMENT PARTNER



INVESTMENT PARTNER



BUSINESS ALLIANCE PARTNER



BOOTCAMP PARTNER



HOSPITALITY PARTNER



ENTREPRENEURSHIP KNOWLEDGE PARTNER



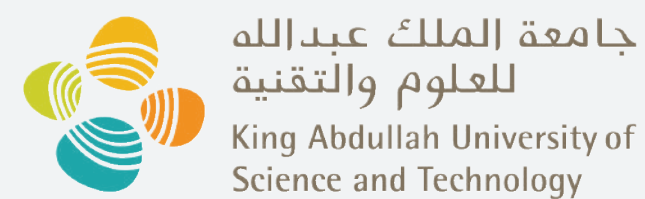
ECOSYSTEM PARTNER



OFFICIAL MEDIA PARTNER



INNOVATION PARTNER



MEDIA PARTNER



MEDIA PARTNER



THANK YOU!

CONTACT FOR COMMUNITY JAMEEL SAUDI MITEF SAUDI

Mohammed M. Abdulgaffar

General Manager

T:+966506676260

mabdulgaffar@communityjameelsaudi.org

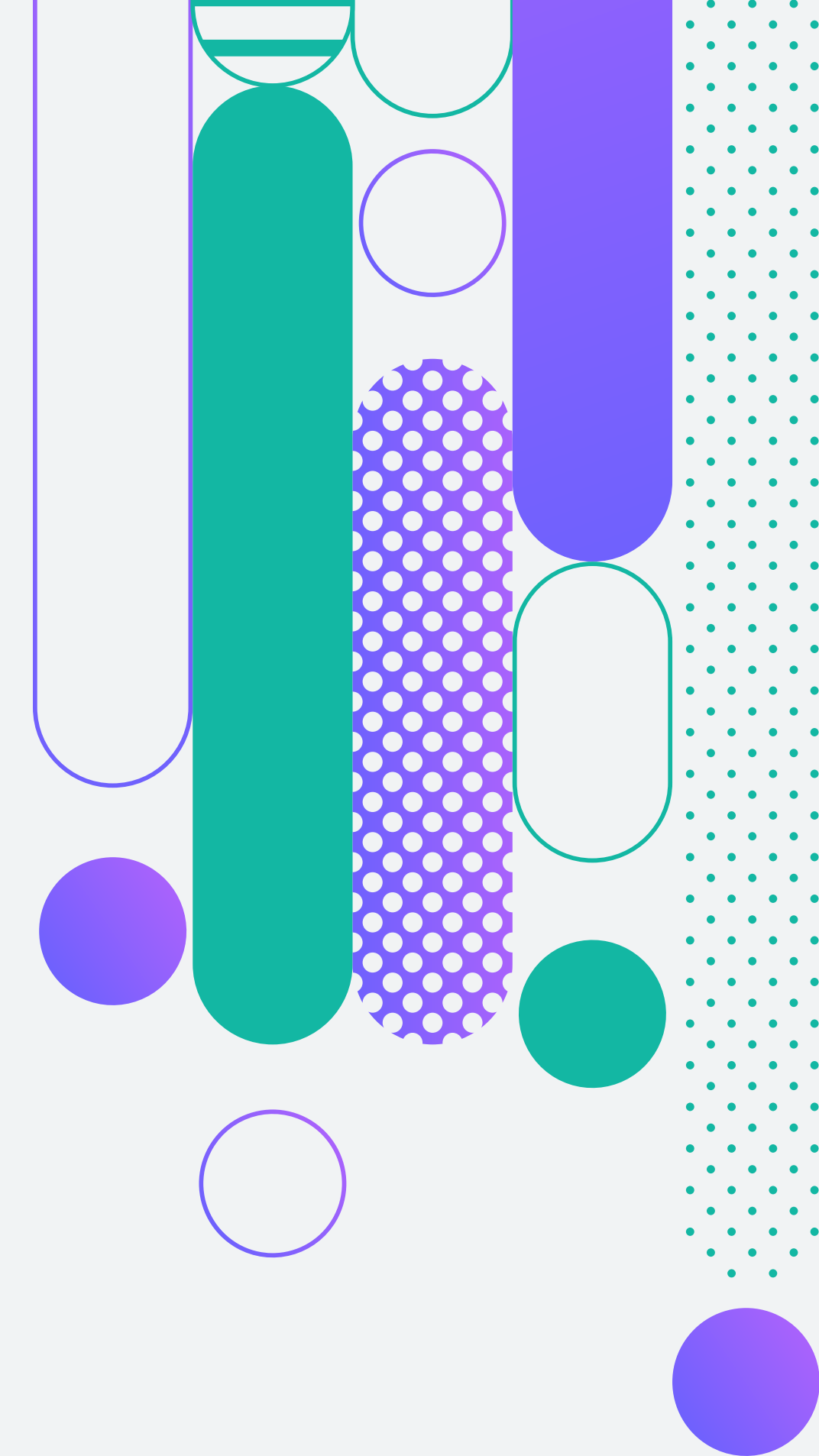
CONTACT FOR MITEF PAN ARAB

Nathalie Akilian

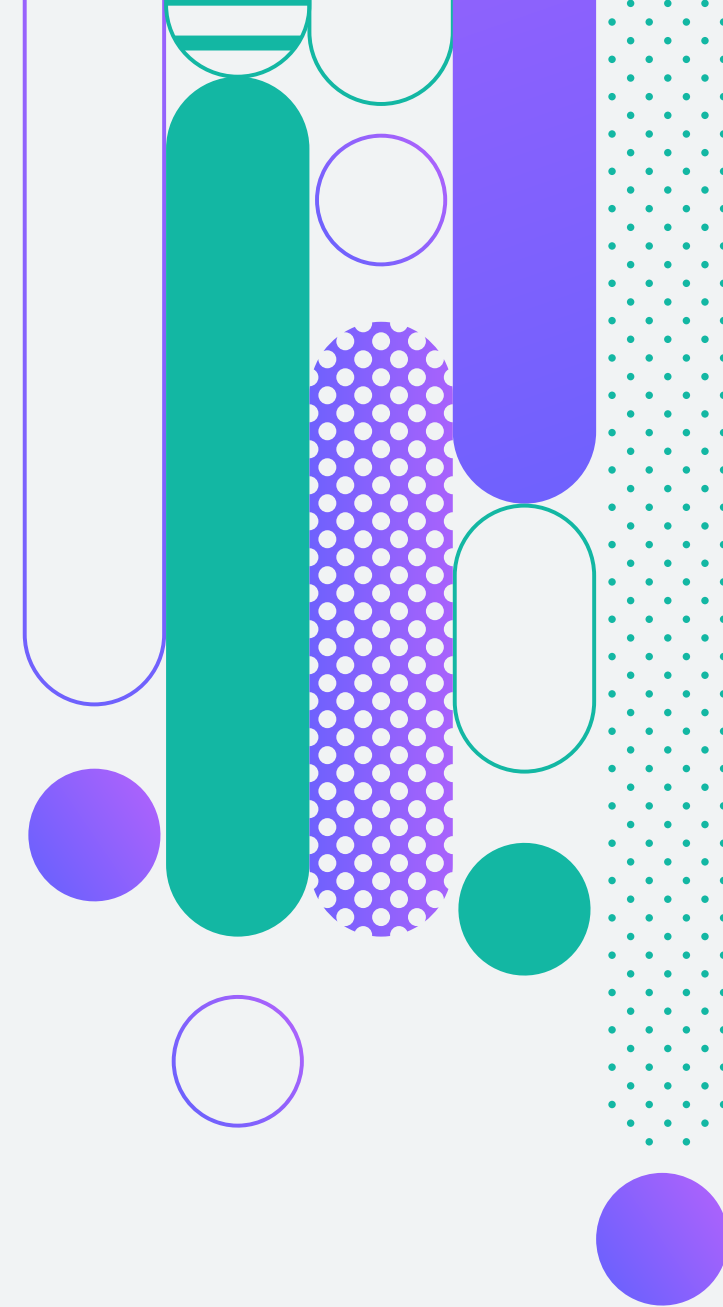
Operations Manager

T: +96171170332

Nathalie@mitefarab.org



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 2015-2022 surveys and results, the data has been derived from MITEF Saudi database management system and admin platform.

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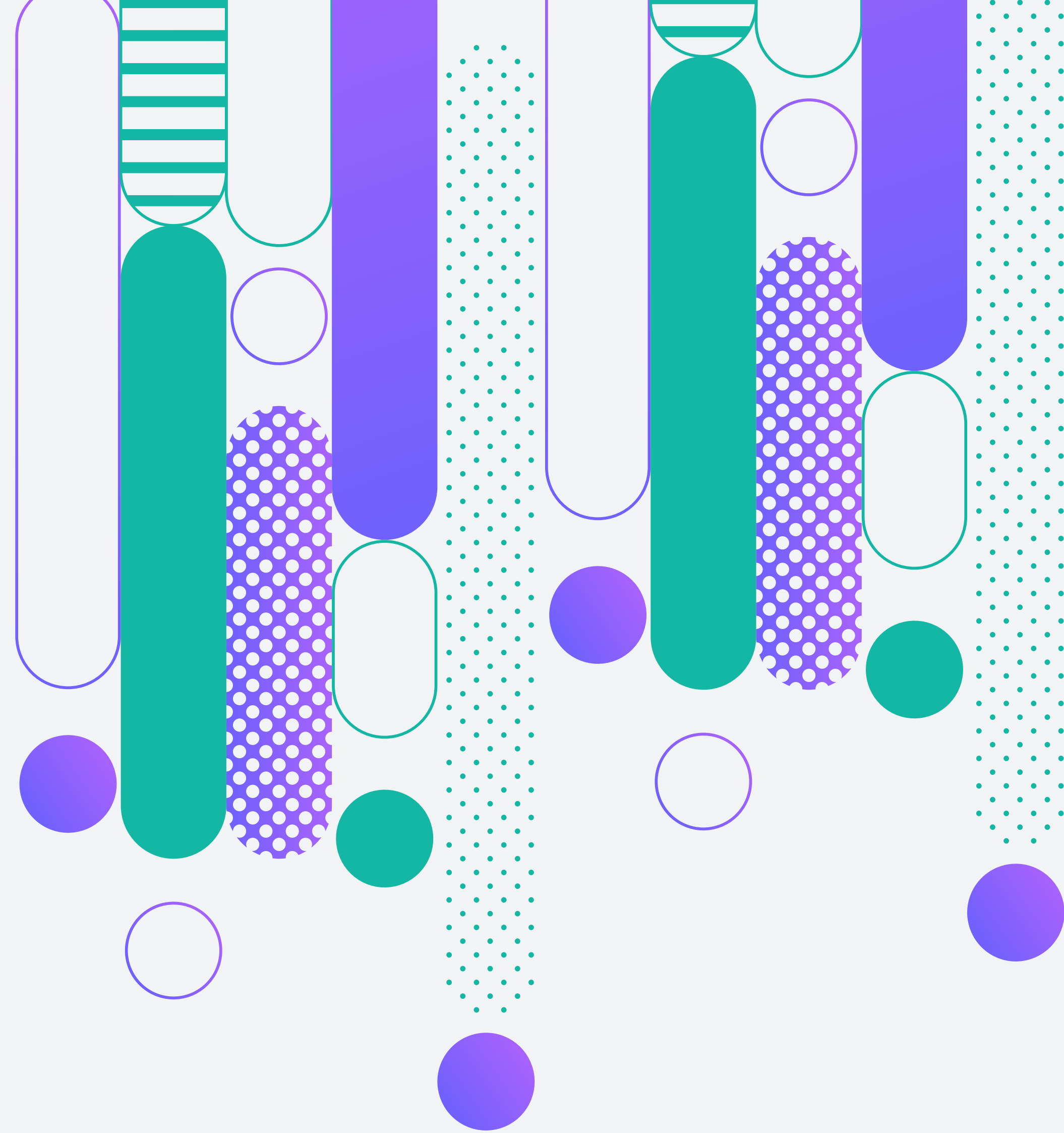
LIMITATIONS

The process MITEF Saudi adopted to define, gather and report data on its performance is not subject to the formal processes adopted by MITEF Global. Therefore, data of this nature is subject to variations in definitions, collection and reporting methodology with the absence of a consistent and accepted standard. ***This may result in non-comparable information as methodologies develop.***

RESPONSIBILITY

The responsibility for the preparation and presentation of the MITEF Saudi Impact Report 2022, 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.

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