



Enterprise Forum
Saudi Arabia

IMPACT REPORT 2020



**Community
Jameel**



ABOUT THE REPORT

With the 4th successful cycle of MITEF Saudi Startup Competition, Community Jameel continues its commitment to providing transparent and in-depth reporting on the socio-economic impacts of its operations on Saudi Entrepreneurial Ecosystem.

The report describes operational strategy, related performance and associated achievements of MITEF Saudi program

We welcome any comments, feedback or suggestions regarding the content of this report.

Please get in touch with us on:

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MIT ENTERPRISE FORUM (MITEF) SAUDI ARABIA

MIT Enterprise Forum
Saudi Arabia

GRQA

Our patients
don't deserve
medication
errors.

MIT Enterprise Forum
Saudi Arabia

FIRNAS AERO

INNOVATING
TOMORROW
TODAY

MIT Enterprise Forum
Saudi Arabia

Save It
Before
You Need It

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



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.

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



Northwest ●

Central Coast ●

San Diego ●

Mexico ●

Texas ●

Cambridge ●
Connecticut ●
New York City ●

Washington Baltimore ●

Atlanta ●

South Florida ●

Spain ●

Greece ●

Saudi Arabia ●

PanArab Region ●
Israel ●

Central & Eastern Europe ●

MIT Technology Review

MITEF Global is affiliated with Massachusetts 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

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.

7500+

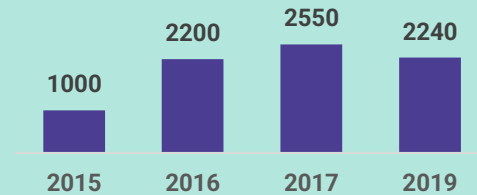
Individuals have applied to MITEF Saudi Startup Competition to date



56%



44%



SR 1.4 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



5,500+

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

120+

Established Startups as result of the competition

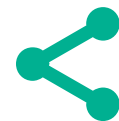


29%

Semi-finalists teams had at least one female member

140+

Jobs created by the Competition Startups





ROADMAP TO 5TH SAUDI STARTUP COMPETITION

APPLICATIONS 2019



Ideas Track
355 teams



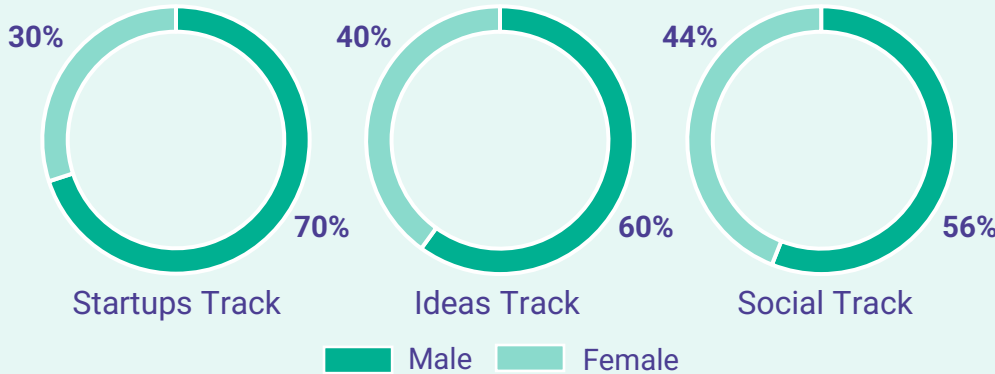
Startup Track
157 teams



Social Track
48 teams



2,240 applicants

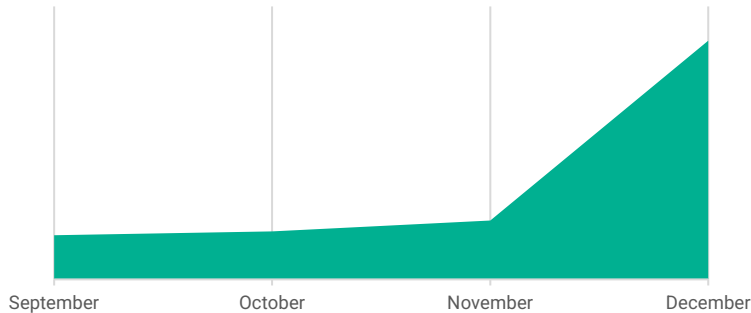


Female Entrepreneurs were driven more in to **Social Track**

Male Entrepreneurs were driven more in to **Startups Track**

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

High application portfolio was received during **December** (close to deadline)



Top 5 application fields

Digital Technologies	9.3%
E-Commerce	6.8%
Education Technology	6.6%
Consumer services & Productivity apps	6.2%
Healthcare	5.8%

TOMORROW TODAY!

SEMI-FINALIST TEAMS STARTUPS TRACK

StartSmart Conference & exhibition

Strategic Partners

INVEST
SAUDI

KAEC
Another World



INNOVATING
TOMORROW
TODAY!

المركز

الثالث

SAR
ريال

Ghallah

المبلغ

10,000

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

مشآت
monshat

Logo of a company

Logo of a company

Prince Mohammed
Bin Salman College

MIT
Emergent Force

MIT
Technology
Review

GEN SAUDI

EROE

Entrepreneur

DESTINATION

Abdul Latif Jameel
Partnership Enterprise

EY

THE SPACE
الساحة SAUDIA

السعودية
SAUDIA

BAB RIZO
JAMAIL

Community
Jameel

Startup

Field

Bio



Bondai Inc.

Travel &
Tourism

Bondai is a collaborative application for planning and booking group trips with friends and families. It combines the best features of WhatsApp, Expedia, and Splitwise so that groups can build their itinerary, share recommendations, book accommodations & flights, and keep track of their expenses - all in one app. Bondai aims to become the first end-to-end solution that inspires travel using a sleek questionnaire (if users don't know where to go), offers competitive prices, helps users collaborate while planning and enables customers to pay individually, and ultimately diffuse the awkwardness in having to ask friends for "your money back". A key component of the product is to help users keep track of their friends within the group and enhance the experience of traveling with a group - less hassle, more travel.



SaNoor

Digital
Technologies

SaNoor Technologies Inc. a startup at KAUST, seeks to commercialize laser optical wireless communication (OWC) devices and systems for high value next generation visible light communication (VLC) or LiFi and underwater wireless optical communication (UWOC). Our disruptive technologies will complement the existing 5G networks, and enable futuristic technologies and applications for 6G and beyond. SaNoor is listed as top 5 finalist in 2019 Nokia Open Innovation Challenge. We are one of the semi-finalists in SPIE Start-up Challenge at San Francisco, USA.



Dr. Genatix

Healthcare

Imagine that you can discover if an individual is going to suffer from a certain disease decades before it happens. Recent advancements in DNA technology were able to link many genetic variations (called susceptibility markers) to certain pathological conditions; the aim was to identify individuals at-risk of these conditions. dr.GenatiX® is first Saudi-registered consumer genetic brand in the Kingdom. It offers patent-pending specialized analysis algorithms (coupled with machine-learning) to predict the susceptibility of the client to certain pathological conditions. The final report is in both Arabic and English. The service is being offered through our online store (the first online store to offer such advanced services in Saudi Arabia).



Workhint

Digital
Technologies

Workhint is a SAAS solution for organizations to manage pools of external experts as freelancers. Many organizations rely on external experts in certain business functions. For example, an incubator managing external network of mentors, a company managing an external network of advisory board, a training department managing a pool of external executive trainers, a hospital managing a pool of external second-opinion doctors, and the list goes on. Managing external pool of experts is time consuming cause it involves on boarding, time tracking, invoicing, scheduling, and more. But with Workhint SAAS solution, life is good



Telp

Education
Technology

Telp is a tutor marketplace with high quality, vetted tutors, designed for busy parents that seek continuity in tutoring services through weekly lessons; Telp builds lasting relationships. During the pilot launch, over 9,000 hours of tutoring were conducted worth over USD 182,000. Telp is now ready to start its regional expansion, and has expanded to Riyadh.

Startup

Field

Bio



GROA

Healthcare

GROA is a health IT company. We are solving the low quality clinical care by supporting our clients/doctors with a decision support system; GROA. Our product is a SaaS; B2B. Our clients are in the private and public sector and we're progressing with.



GetMuv

E-Commerce

Building a sustainable sports economy is our aim. At the current stage, we have an application that allows you to book sports activities from more than 200 partners and service providers in many Saudi cities. We have over 25 different sports activities including (gym, yoga, equestrian, swimming, tennis ... etc.). In later stages, we aspire to build an integrated economic paradigm by training ordinary individuals to become coaches and join the application. We also seek to provide training spaces through our partners network.



RehlaCar

Events,
Logistics, and
Transportation

"RehlaCar" is an application that brings together passengers and vehicle owners heading to the same destination at the lowest cost. The application is licensed by the Public Transport Authority. The idea behind the application falls under the principle of "participatory economics "



GrintaHub

E-Commerce

Grinta Hub platform for selling and buying sports events tickets offers you the opportunity to live the experience and attend the world most important matches and sports events with various hospitality and seats options under official and exclusive partnerships with the most outstanding European clubs.



Fruits360

Retail

fruits360 is a SaaS cloud-based analytical product that aims to provide retail businesses (currently restaurants and cafes) with easy access and real-time analytical reports via instant integration to a business's Point of Sale Database in order to develop analysis and visualization that aims to decrease risks, increase revenue and enhance decision making. The product currently contains 7 modules (Sales, Operations, Payments, Advanced Analytics, Inventory, Customers, and Executive Reports) containing over 80 dashboards that offer a wide variety of features, some of which being: Advanced Retail Sales Analysis, Consumer Behaviour Analysis, Sales Forecasting, Product Costing, Market Basket Analysis, and Inventory Optimization.

Startup

Field

Bio



Protein

Healthcare

An institution that provides services in the health and recreation sectors, by establishing the health Protein application with 4 services: 1 – Providing consultations, nutritional diets and exercises by over 15 coaches and nutritionists; 2 - A mediator connecting 5 stores and shops –and soon restaurants – to deliver healthy snacks and sport equipment; 3- A directory for more than 150 health restaurants and shops around the Kingdom; 4- More than 52 weightlifting videos for all the body muscles. One of our initiative is to create an electronic game with virtual or 3D technology to make aerobic exercises performed through entertainment. This is done through games played in different environments “forests - seas - mountains ...”.



I garage

Digital
Technologies

“I garage” is a platform that links owners of workshops and spare parts stores with users. It is thus the first digital industry model around the world.



Rehlaty

Events,
Logistics, and
Transportation

“Ri7laty” or my trip is an integrated online platform for school trips bookings and services. It connects schools and the destinations suitable for school trips. Through the platform (www.ri7laty.com), schools can search for the appropriate destination that suits the goals of its trips, see the details of the trip program, and book the trip at the appropriate time. There is also a possibility to reserve transportation means or healthy meals.



TeamUp

Digital
Technologies

TeamUp aims to connect real-life activities and events to social-media in a HUMANIZED fashion. TeamUp is a comprehensive tool for organizing activities and events in a social-media style where creators can announce updates, detect number of attendees via GPS, allow attendees to chat with and rate each other, issue tickets with payments, and earn money. TeamUp has four tabs. The Discover tab is for users to search and be notified of recent activities/events around them according to their interest. In the Feed tab, users can interact through posts, images, and videos with their friends. In the Activities tab, users can create or join activities such as entertainment gatherings, mental, physical, and sports. Lastly, the Events tab is for users to create or join activities when attendees’ # ranges from hundreds to thousands and the duration lasts from one day to months such as soccer leagues or colour runs. TeamUp represents the next big jump in social media where people get really socialized.



Ejaro

Events,
Logistics, and
Transportation

Ejaro is a peer-to-peer vehicle sharing marketplace that connects local vehicle owners with individuals who are looking to rent vehicles whenever and wherever they want. It empowers owners to earn extra income from their depreciating private vehicles by sharing it with Ejaro’s trusted community. Our services provide the ease and convenience of locating the nearest vehicles at competitive prices

Startup

Field

Bio



WiSensing

Robotics

WiSensing is a professional vision solution provider to promote automation for smart manufacturing towards industry 4.0. Based on advanced research in computer vision and machine learning, we train the machine to "understand" what we see in real production. Operations that used to be achieved manually can now be promoted into automation at a degree much faster, cheaper, and more accurate. In the current stage, we are devoted to help diversify the Kingdom's economy by promoting automation for 7000+ industrial manufacturers of 20+ key categories.



Uvera

Biotechnology

Uvera introduces a technology that is capable of doubling the shelf life of fresh foods. Our technology uses a specific wavelength of ultraviolet (UV) to destroy the DNA of different kinds of bacteria and foodborne pathogens that causes food spoilage and foodborne illnesses. Our solution is free-of chemicals, compact, portable and user-friendly hardware that can be installed inside any refrigeration setups to provide food disinfection and environmental monitoring of temperature and humidity levels. The technology is patented and approved by the US Food and Drug Administration (FDA).



Ghallah

Agritech

Ghallah is a management system that enables the palm farm owner to monitor the labour force, and regulates the process to maintain the palm health. Ghallah supplies real-time data on palms crop conditions in the fields. Using AI in Agriculture to improve dates and palms farming practices and gives the labour and farm owners an opportunity to consult experienced agricultural engineers by reporting the problems with photos sent, this will help to collect big data and enhance machine learning and image processing in Ghallah. By providing a better control over the internal processes including harvesting, pollination and detection of infection, as a result, lower production losses. By that, we allow foreseeing the output of farm production and planning for better resources distribution. This data can be used to track the state of the farm and predict the next step of the process accordingly. Thus, it will effectively prevent diseases or infestations that could harm the crops or create losses.



AKGAPP

Education
Technology

AKGAPP is Software/App | Education/Training designed to fit Autism kids to develop autism kids skills and make them acquire a new skills using educational games. And also develop the skills of parents by giving them a progress report for the kids, and also training and coaching through programs designed specifically for the parents to help them maintain the skills of their kids and contribute to bringing parents and the child to the meeting and communication point.



ARSA

Consumer
services and
productivity
apps

Our augmented reality location based helps pilgrims during hajj and umrah by preventing them of being lost in direction or individual, our app also provide IPTT communication tool in order to solve the translation issue for pilgrims, utilizing AI.

Startup

Field

Bio



Rshed

Renewable Energy and Greentech

An electronic service consisting of an electronic device and an application for smartphones. The "Rshed" (rationalize) device is installed next to the electric switchboard to monitor consumption and calculate the cost around the clock for all home devices such as air conditioners, lighting ...etc. Cutting down electricity costs for the user by maximum 30% is the main goal of this service. It can also be used to monitor electricity consumption at factories and other buildings while providing advice on how to curb it.



Glamour Express

Consumer services and productivity apps

Glamour Express! New idea in the Saudi market which is in a very high demand that gathers all the beauty professionals in one place to facilitate the booking and payment transactions for the customers, where customers can book any type of beauty service through the application. On-demand beauty services nowadays is one of the highest demand services in the region, and having a mobile application as a main source will help a lot to utilize it as a main solution. Customers can book the service, pay for it and track the service provider from the point of accepting the service, map tracking, arrival point and completing the service. Customers will be able to rate the service, which will enable other customers to see reviews of the service provider.



DormAg

Agritech

DORMAG has developed an environment-friendly proprietary technology to artificially regulate the growth cycle of cold climate crops, enabling satisfactory yield even in warm climates. The technology is fast, more effective and safe. Stringent governmental laws and increasing global warming require more effective and environmentally friendly alternatives to the currently used toxic and less effective chemical sprays and artificial chilling. The idea initiated between university professors from plasma technology and agriculture fields. The idea was later tested and proved to work, and therefore, a patent was filed. The problem is global and becoming urgent due to global warming; Dormag wants to be the solution to this problem. We are starting regionally but aim to expand globally and already found potential customers in several countries.



Tarteel

Digital Technologies

Inspired by the Quranic verse "And We have certainly made the Qur'an easy for remembrance, so is there any who will remember?" (54:17) and the Prophetic Hadith : "The best amongst you is the one who learns the Qur'an and teaches it." I innovated the first electronic Qur'an for the blind in cooperation with a team from various authorities. It is a tablet that contains the pages of the Holy Qur'an in Braille, the method used by the blind to read letters - yet electronically. The movable Braille cells are 28 in number formed as per the letters. Certain buttons are there to help the blind reach the page, part or surah he wants easily through few simple steps.



iCashier App

Consumer services and productivity apps

Mobile app that allow customers to order and pay for Dine in, Take out and Pickup services without waiters or cashier present. No need to wait in long line just to order and pay. Simply put "Digitally transform the ordering process".

Startup

Field

Bio



Arabi

Digital
Technologies

Arabic is one of the fastest growing languages in the world. Arabi is an auto correction software for grammar errors and style enhancement. It fills in the niche in the market as no full range Arabic language corrector is currently available. It targets more than 420 million users of Arabic on the internet, in addition to millions of non-Arabic speakers who are striving to learn the language that is described as the language of the future. The software depends on deep learning and regenerates data from users' responses. It operates on a freemium business model that attracts large number of users to use basic features for free, advanced packages are purchased B to C and B to B.



Hakiny

Education
Technology

It is an electronic educational platform that displays illustrated stories for children. Such stories narrate our history and heritage in a smart way making use of certain presentation tools that appeal to children (hologram - VR glasses - projector). All these help the child interact with the story and allow him/her to choose the tool he likes to watch the story.



Firnas Aero

Robotics

Firnas Aero provides Drones as a Service (DaaS) for industrial applications. We specialize in airport inspections using UAV's and computer vision AI to detect anomalies in real-time to help our clients make corrective decisions.



Dawrq

Renewable
Energy and
Greentech

We solve the problem of high water consumption during a shower by providing a greywater reuse system, to help residential property owners reduce their water bills and countries sustain their water resources.



Artboards

Digital
Technologies

A platform that brings together professional independent private businesses / freelancers in Saudi Arabia in all creative fields, including graphic designing, engineering, interior designs, motion graphics and digital design, with startups and entrepreneurs, who are looking for independent private businesses / freelancers services at competitive prices suitable for their budgets.



SEMI-FINALIST TEAMS SOCIAL TRACK

INNOVATION
TOMORROW
2022

Entrepreneur Forum
Social Artists

Start Smart Conference
and Exhibition 2022

Startup

Field

Bio



Waste turn

Renewable
Energy and
Greentech

Waste recycling is among the main goals of Vision 2030 which seeks to transform the Saudi environment into a sustainable green one by increasing the rate of recycling. Given the increase in electronic and electrical wastes resulting from the modern lifestyle and consumption patterns, and the high environmental pollution rate stemming from burning such wastes or burying them in landfills, it was essential for all parties to work together and find appropriate solutions that would bring such mushrooming problem to a halt. "Waste Turn", therefore, came to put environmental and social works together through technology. We work to raise the awareness on the importance of sorting electronic wastes that are extremely harmful to the environment when dumped with ordinary wastes. We present this on the site and help people get rid of the wastes and send them to the recycling companies in large quantities.



Scientific Saudi

Media and
Audio Visual
Arts

"The Scientific Saudi" Foundation is a media agency specialized in scientific communication. It works to disseminate knowledge and science in the Arab world by producing and publishing precise Arabic scientific content in written, visual and audio forms. The Foundation provides content production and advertising services to the scientific and commercial institutions helping them deliver their scientific and marketing messages to the whole society.



SAUDI NOMAD

Travel and
Tourism

Saudi Nomad is a social and collaborative economy startup that aims to promote the concept of backpacking through its fun and exciting adventures around the world. We design group tailored and adventurous experiences to breath-taking places around the world, where a person can explore what resides there beyond a comfort zone. Saudi Nomad's ultimate goal is to promote backpacking in the region and help people to experience and manage a true world-class adventures with minimum cost and how to backpack and plan their own trips for years to come.



NABATIK

NABATIK

Agritech

NABATIK is an online nursery that makes planting trees accessible to everyone. People can, from the comfort of their home, select their favourite tree, choose the location, and pay online. That's it! We source the trees, transport them, plant them, and even take care of them. We want to make it as simple as possible for the costumer.



Al Moheet

Media and
Audio Visual
Arts

"Al Moheet" is an open online encyclopaedia that aims to disseminate knowledge and promote Arabic content on the Internet. Its articles are edited by internet users being writers or those interested in sharing knowledge and information. Site subscription is allowed by creating users accounts, then users can start writing at once. Once reviewed, their articles are published.

Startup

Field

Bio



Saudi Youth Ambassadors Group

Events, Logistics, and Transportation

SYAG is an organization that aims to create a platform between the entities that provide opportunities and the youth that seek them. We currently have 500 members and counting from around Saudi Arabia, who have been evaluated through applications. We have offered many opportunities, including 10,000 volunteering hours in less than a year and internship programs. SYAG operates in three major areas in Saudi: Makkah Province, Riyadh Province, and Eastern Province. Since launching SYAG in September 2018, we've had the chance to work with many organizations, groups, and initiatives such as the Albalad project, The Saudi Food Bank (Itaam), MiSK, DSCA, G20 Saudi Secretariat, and many others, as well as schools, initiatives, and student projects.



Jaleesa

Consumer services and productivity apps

We are a platform that connects mothers and fathers to babysitters who are qualified and accredited as per international standards. Babysitters can be hired at any time and any place on hourly or monthly basis. We work through the following ways:

- The mother takes her baby to the nearest babysitter.
- The babysitter comes to the mother in the latter's place.



AYA ANIMATIONS AYA Animations

Education Technology

AYA Animations is a production company bringing values-based content to children everywhere. Through engaging animations, we create early childhood edutainment promoting universal values and moral education inspired by the Qur'an. Our content offers enriching and enjoyable experiences to inspire children to lead exemplary lives and leave a lasting, positive impact on their futures, peers and environments. By reinforcing universal good manners, values and ideas, we support a cohesive and morally conscious society. We aim to deliver values-based edutainment across a variety of media including apps, books, educational material and our hero series Aya and Yusuf. We aim to make Aya and Yusuf a leading brand, by creating characters that will be role models for good manners. Our guiding theme for every episode is virtuous living and performing good deeds.



Uplift

Media and Audio Visual Arts

Uplift provide digital publishing solution to local news websites and help entrepreneurs to build a successful, scalable media startup. We plan to connect smaller publishers with local audience and help them to rethink how they structure and deliver local stories. Uplift is more about taking good ideas for hyperlocal content makers and seeing if there's a way to make them sustainable, if not profitable.



Balsam

Media and Audio Visual Arts

Inspired by the urgent need to improve psychological health in the Saudi society and to raise awareness concerning it in a way that contributes to mitigate the impact of individual or community crises, this non-profit endowment project was launched in 2017.

Startup

Field

Bio



Teco

Education
Technology

“Teco” is a project that aims to solve the problem of the wrongful use of electronic devices by children. It provides technical awareness sessions for children on how to use electronic devices safely and correctly. We also provide support courses for care providers to educate them on the best way to deal with the technology generation.



Al Manahej for
Training &
Professional
development

Education
Technology

We are a training and educational services company specialized in launching social initiatives to qualify and train girls, children and mothers from the groups we target and serve. Those include: orphans, the deaf, the handicapped, poor families and orphans of unknown parents. We design societal initiatives as per the actual needs. We then qualify them socially and for the labour market; and help them develop themselves and gain self-confidence. All these are done free of charge. We also provide support for female trainers by renting halls and getting licenses for them for small amount of money, so as to enable them provide their training programs. We have also concluded a contract with (Wa’ei association) to supervise, follow-up and widen the scope of services provided to all groups. We also cooperate with other educational institutes and institutions and provide awareness and rehabilitation programs for children and women free of charge. All our halls and logistic services are also available for serving the society.



Brain AI

Biotechnology

In Brain AI, we use our Invention with the latest Technologies and IoMT to improve the Life Quality for completely disabled patients who can’t even talk to improve the dependence levels for them. Brain.AI product is designed to aid physically disabled patients with speech impermanent to communicate with their families, and accomplish certain tasks on their own. This is accomplished by reading the patient's brain waves and turning them into specific functions for the patient. Those functions can be but not limited to: turning electronic accessories On/Off, leveraging different social media platforms , or asking the caretaker for an assistant. We are now able to send Tweets using only the Brain Waves.



Hayati Sukkar

E-Commerce

“Hayati Sukkar” is an institution registered at the Ministry of Labor under the number: 2061185-1. It is a for-profit organization that aims to facilitate coexistence with diabetes without psychological and physical complications.



MayaClinicApp

Healthcare

Maya clinic is a telemedicine ecosystem that provides real-time video and audio medical consultation for patients. Its B2B service empowering small and medium clinics to be data driven toward digital transformation. It connects Lab, Xray, Electronic Medical Records, Electronic Health Records and medical devices all in one system with booking services.

Roadshows

In order to tackle the impact of lock down expedited by COVID 19.

competition, gain exposure and reach out for the Entrepreneurs of tomorrow, we have established a set of Roadshows that discuss the competition thoroughly. With over 22 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

Surey Results

(Based on 534 responses)

704

Total unique individuals who benefited from Roadshows

357

50.8%



347

49.2%

30 to 45

Average unique attendees per Roadshow (Total 16 Roadshows)

48 Startups

registered in 4th Saudi Startup Competition after individuals attended the Roadshows

“ The reason we chose MITEF Saudi is because of the platform they provide and the level of expertise from different mentors we can learn from ”

**Mohammad Khashoggi
CEO
Ejaro App
Startup Track Semi-finalist- 4th Saudi Startup Competition**

“ There’s really one driver of the coming prosperity – and that’s the productive power of people ”

**Dr. Philip Auerswald
Chief Academic Officer
Hult Prize Foundation**



We are thrilled with our strategic Partnership with MITEF Saudi, through hosting this important event at King Abdullah Economic City:

Kamal Albornoz
Business Sector Development Director – KAEC
CEO
GEN Saudi

Very delighted of this experience, a lot of energy from the teams.

Hattan Ahmad
Head of entrepreneurship and innovation
KAUST

Mentorship

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 teams



Mentors provide guidance on specific aspects of businesses

2 PHYSICAL SESSIONS

conducted in Jeddah and Riyadh

VIRTUAL SESSIONS

conducted through **Mashora** platform launched by BRJ Services

Program conducted in collaboration with Partners **EY & Monshaat**

Survey Results

(Based on 48 responses)

Satisfaction Level

Not satisfied

Very much satisfied

For content

9.4%

7.6%

19.1%

56.3%

7.6%



214 hours

Combined hours spent on mentoring the teams

195 hours on physical sessions
19 hours on virtual sessions



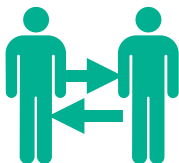
29 calls

Conducted through Mashora between Mentor and teams



23 Mentors

13 for physical sessions
29 for virtual sessions



1:2

Mentor-to-Team ratio

On average, 1 Mentor was available for 2 teams



Average 40 minutes

Mentorship session duration

Accelerator

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

Program virtually

6 weeks program

Jan – Feb

6 Coaches

Conducted collective and 1to-1 sessions with the teams

1:5

Coach-to-Team ratio

On average, 1 coach was available for 5 individuals

Average 60 mins

coaching session duration

36 hours

Combined hours spent on coaching

OUR IMPACT

A black and white photograph of three men in traditional Arab attire (white thobes and ghutras) standing on a stage. The man in the center is holding a certificate or award. A dark blue semi-transparent banner is overlaid on the image, containing the text 'STARTUP INVESTMENT FORUM (SIF)'. The background shows a stage with white chairs and a wall with vertical panels.

STARTUP INVESTMENT FORUM (SIF)

A major hurdle for Startups in Saudi Arabia has been an inability to raise initial seed fund investments


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.

As both public and private sectors are now focusing on the Entrepreneurship sector, a significant increase trend has been observed in different investment related aspects for Startups.

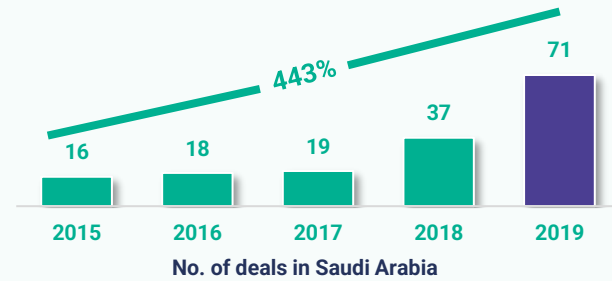
2019 was a record year for investment portfolio for Startups in Saudi Arabia

 **3rd in MENA region**
Rank for Total funding & No of deals Behind UAE & Egypt

 **71 Venture deals**
92% increase from 2018

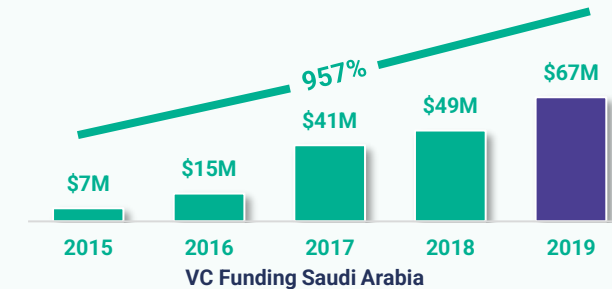
 **\$67M invested in Saudi Startups**
35% increase from 2018

 **41 institutions invested in Saudi Startups**
58% increase from 2018
28 are local institutions
13 are international institutions



Top 5 industries by number of deals in 2019

Industry	% of 2019	vs. 2018
E-Commerce	27%	+8%
Delivery Transport	9%	+1%
Data Analytics	7%	+7%
HR & Recruitment	7%	+7%
Consumer Services	6%	-2%



Top 5 industries by total VC Funding in 2019

Industry	% of 2019	vs. 2018
Delivery & Transport	26%	+21%
E-Commerce	25%	+22%
Education	13%	+7%
IT Solutions	8%	-41%
Food & Beverage	6%	+6%

Startup Investment Forum (SIF) 2020

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
2020



BayX Expo Center
King Abdullah Economic
City (KAEC)



- Venture Capitalists
- Capital Firms
- Individual Investors



- Project exhibition
- Startup pitches
- Investment deal sessions

OBJECTIVES



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



842 attendees at SIF

224 attendees- Day 1
419 attendees- Day 2
199 attendees- Day 3



50 Startups exhibited their projects to Investors

27 Local & 23 International Startups



6 Educational Workshops

Conducted by Entrepreneurial institutions professionals



162 Investment meetings



196 beneficiaries of workshops



80 Team pitches

23 International Startups



Poland
11 Startups



Egypt
06 Startups



Greece
02 Startups



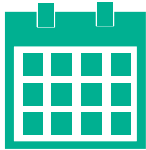
Turkey
04 Startups



Lebanon
1 Startup

StartSmart Conference

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 2020



BayX Expo Center
King Abdullah Economic City
(KAEC)



Around **1,200** attendees
(including **842** attendees at SIF)

- General Public
- 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
- **2 Panel discussions** on Investment and Venture capital firms role in moderating Entrepreneurial success in Saudi Arabia

SPEAKERS





Ahmed Linjawy
Chief Executive Officer
King Abdullah Economic City



H.E. Dr. Nabeel Koshak
Chief Executive Officer
Saudi Venture Capital



Dr. Mazin AlZaidi
Entrepreneurship & Innovation
Segment Director, SAGIA



Esam Al Thukair
Vice Governor
Monshaat



Hassan Jameel
President
Community Jameel, Saudi Arabia



Amal Dokhan
Chief Executive Officer
GEN Saudi



Dr. Tony Chan
President
KAUST



Jonathan Ortman
President
Global Entrepreneurship Network



Dr. Simon Hepworth
Director of Enterprise
Imperial College London



Kais AlEssa
Founding Partner & CEO
Vision Ventures



Dr. Philip Auerswald
Chief Academic Officer
Hult Prize Foundation



Philip Bahoshy
Founder & CEO
MAGNITT



Ammar Wagnah
CEO & Co-Founder
Dokkan Afkar



Gaurav Biswas
Founder & CEO
Trukker



Dr. Muhammad Roomi
Professor of
Entrepreneurship MBSC



Faris Al-Rashed
Founder & Chairman
OQAL Angel Investors Network

OUR PARTNERS IN
SUCCESS

Strategic Partner



Strategic Partner



Official Partner



Investment Partner



Innovation Partner



Knowledge Partner



Regional Partner



Media Partner



Outreach Partner



Technology Partner



Media Partner



Media Partner



Media Partner



Media Partner



Mentorship Partner



Coworking space Partner



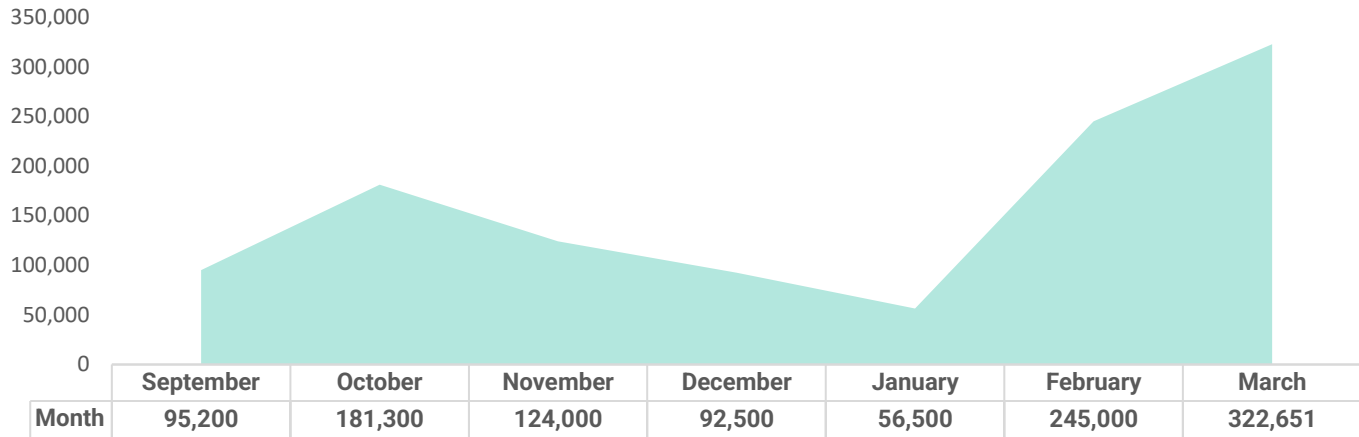
Transportation Partner



SOCIAL MEDIA **INTERACTIONS**

Twitter

Impression cycle



Hashtag analysis



299

Number of tweets shared



1,660

Added followers



506

Total mentions



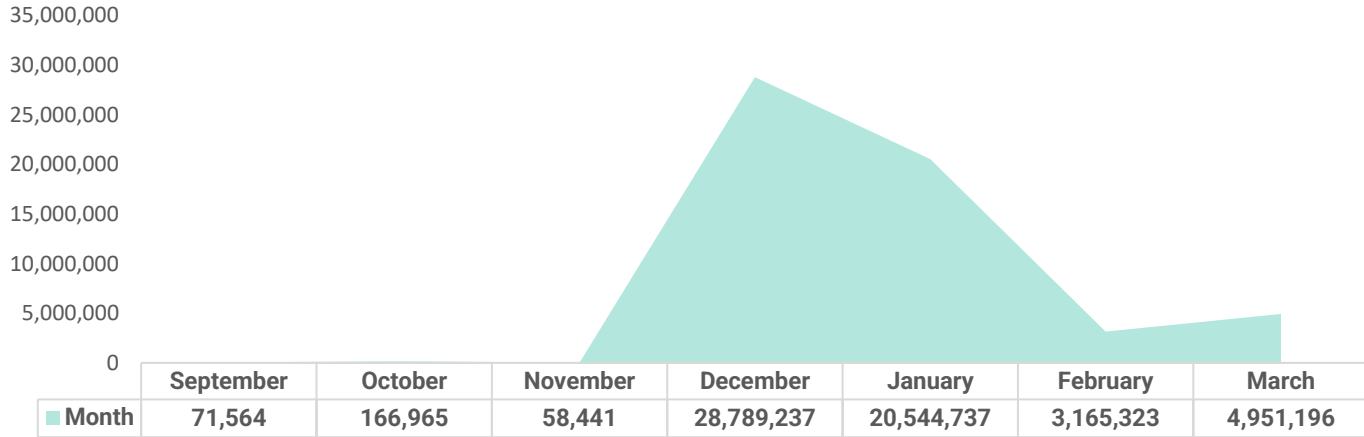
1.17M

Impressions

	#StartSmart20	#MITEFSaudi
Posts	150	150
Users	73	83
Engagement	340	561
Reach	1.4M	1.4M
Impressions	2.1M	1.8M

Facebook

Impression cycle



145

Number of posts shared



120

Added followers

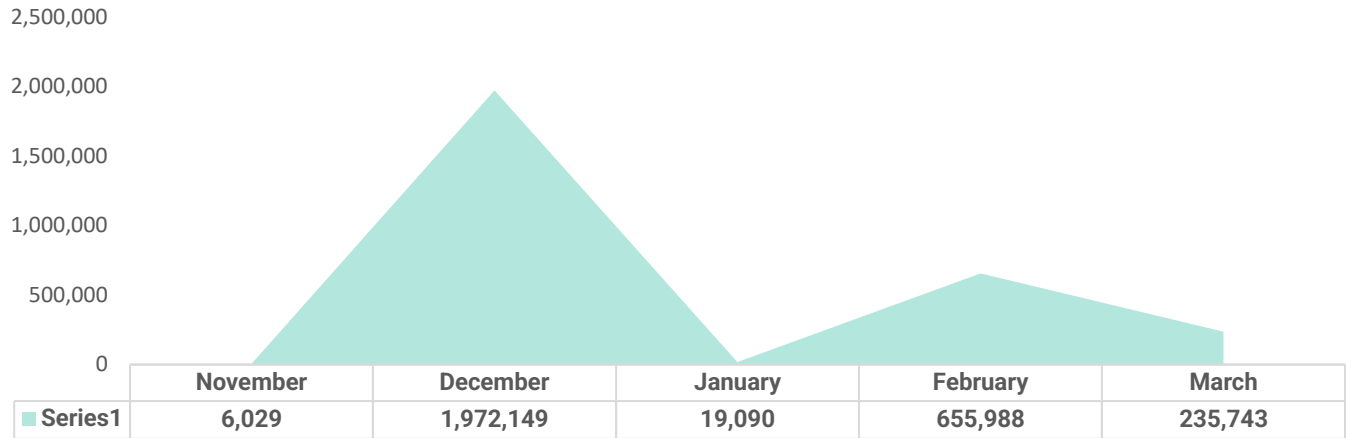


57.7M

Impressions

Instagram

Impression cycle



145

Number of posts shared



+ 1,269

Added followers



2.8M

Impressions

Hashtag analysis

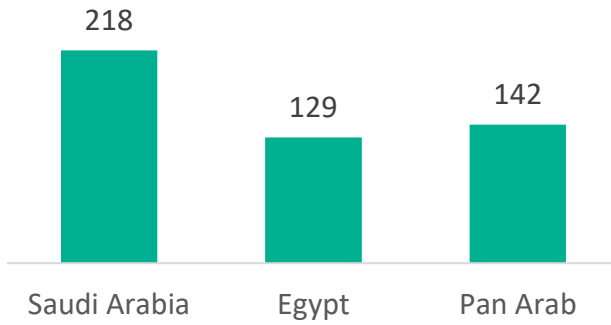
	#StartSmart20	#MITEFSaudi
Posts	27	27
Engagement	973	973

PUBLIC
RELATIONS &
MEDIA

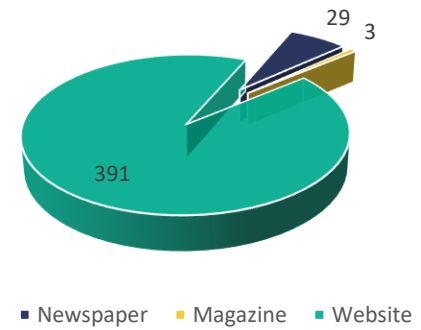
Total Entries Interval

All	No. of clippings	AVE (\$)
	423	1,265,093

No. of clips- Market wise



Media Type



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.

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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 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.