

# StartSmart Competition **2023**

Innovating Today, Empowering Tomorrow.

**Final Report**

Organized and Supported By



A Member of



**J-WEL**

Abdul Latif Jameel World Education Lab

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# StartSmart Competition 2023 in Numbers - Overview

**470k SAR**

Money Distributed



**1040**

Total  
Registrations



**1334**

Forum  
Visitors



**9**

Mentors



**12**

Winning  
Teams



**72**

Teams Exhibited  
their Project in  
the Forum



**24**

Judges



**8**

Public  
Workshops



# About the Competition

The Start Smart Competition, organized & supported by Community Jameel Saudi and Bab Rizq Jameel, is an annual competition designed to empower entrepreneurs and foster an ecosystem of innovation and entrepreneurship from Saudi Arabia.

The competition pits entrepreneurs in Four different tracks: Ideas, Startups, Social Entrepreneurship, and Environment Track. A total of 12 winners across the different tracks will receive cash prizes and will benefit from a range of other activities including top-tier training, mentorship, coaching, media exposure and great networking opportunities through a journey full of excitement and challenges.

## About MIT J-WEL:

The Abdul Latif Jameel World Education Lab(J-WEL) was launched as a joint initiative between MIT and Community Jameel, an independent, global organization advancing science to help communities thrive in a rapidly changing world. The lab was named in honor of the late Abdul Latif Jameel, the founder of Abdul Latif Jameel, and father of MIT alumnus and founder and chairman of Community Jameel, Mohammed Jameel KBE.

J-WEL engages educators, technologists, policymakers, societal leaders, employers, and employees through online and in-person collaborations, workshops, research, and information-sharing events. J-WEL member organizations work with MIT faculty and staff to address global opportunities for scalable change in education.

# Message from the Leadership

At Community Jameel Saudi, we always believed that small and medium enterprises played a vital role in growing the national economy. Driven by this conviction, we have organized the MIT Enterprise Forum in Saudi Arabia since 2016 to stimulate the growth of the local entrepreneurship ecosystem.

Today, we are re-innovating that highly anticipated annual event to meet the dynamic needs of the ecosystem. Equipped with a new name, the StartSmart Competition will utilize its membership in the MIT-Jameel World Education Lab network to deliver value and knowledge to Saudi entrepreneurs.

Over the years, we have seen some of the finest and brightest minds contending in our competition. Their innovations, business models, and aspirations were truly remarkable. More notably, they continued their journeys after the competition to grow their ventures. Some of them achieved evaluations that are worth hundreds of millions of Riyals, while others are on their way to being publicly listed on Tadawul.

We are proud to have played a positive role in their growth stories, and will continue our efforts to contribute to the Saudi Vision 2030 goal of increasing the SMEs' contribution to national GDP from 20% to 35%.



**Dr. May Taibah**

**Member of the Board of  
Trustees at Community Jameel  
Saudi, Director of Bab Rizq  
Jameel and Nafisa Shams**

# Mission

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 and open to the world.



# Vision

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



# Impact Across the Years (2016 – 2023)



**9500+**

Individuals applied to the competition to date



**120+**

Startups established as a direct outcome of the competition



**SAR 1.91M**

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



**6000+**

Entrepreneurs benefited from premier training, mentorship, extensive networking, media exposure, and funding opportunities



**200+**

Employment opportunities generated by Startups from the competition

**Community Jameel Saudi partners with MIT Enterprise Forum** to launch the Saudi Chapter of international programs.

2016

Adding the social enterprise track to the competition to **allow startups with social impact to take part** in the competition.

2017

**Saudi Valley** took place- **An open platform for visitors and contestants** to present ideas, startups & social entrepreneurship

2018

Launching the **Startup Investment Forum, a three-day exhibition** that welcomes local and international SMEs for the **chance to network**, meet with investors, expand their business in Saudi.

2020

## Competition History

2023

Adding the **Environment Track** to the competition. Also, **Rebranding the competition to StartSmart Competition**, as a member of MIT-Jameel World Education Lab international network.

The StartSmart 2023 Forum was held at the Jeddah Corniche Circuit, under the patronage of H.R.H. Prince Saud bin Jalawi, Governor of Jeddah.

2022

**Merging the Saudi and Arab MITEF chapters under one competition** under the patronage of H.R.H prince Faisal bin Salman, Governor of Al Madinah region and in collaboration with the Economic Development Center in Al Madinah.

2021

All competition activities along with the StartSmart Conference and exhibition were **held virtually due to Covid-19**.



# Competition Tracks



## Startup Track

We are targeting high-impactful startups that are legally registered in Saudi Arabia, with skilled and experienced teams.



## Social Enterprise Track

We are looking for innovative businesses and organizations that can provide effective solutions to social challenges, while also generating profits.



## Ideas Track

We are looking for validated and innovative ideas that have the potential to be transformed into successful companies.



## Environment Track

We are targeting startups that work on solving challenges in stopping deforestation, protecting biodiversity, achieving food & water sustainability, & other related areas.

# Key Stages of the StartSmart Competition

This report covers the important stages of the StartSmart competition, including the following:



## Virtual Bootcamp

A 3-day intensive training for 60 teams, where participants acquired valuable knowledge and skills from industry experts



## Virtual Demo Day

The 60 qualified teams pitch their idea / startup to judges, aiming to secure a spot among the 36 finalists



## Virtual Mentorship Sessions

Personalized guidance for 60 teams from experienced professionals, enhancing their entrepreneurial skills



## StartSmart Forum

Featuring panel discussions, public workshops, an exhibition, Investor Lab sessions, Demo Day Judges, and the announcement of winners

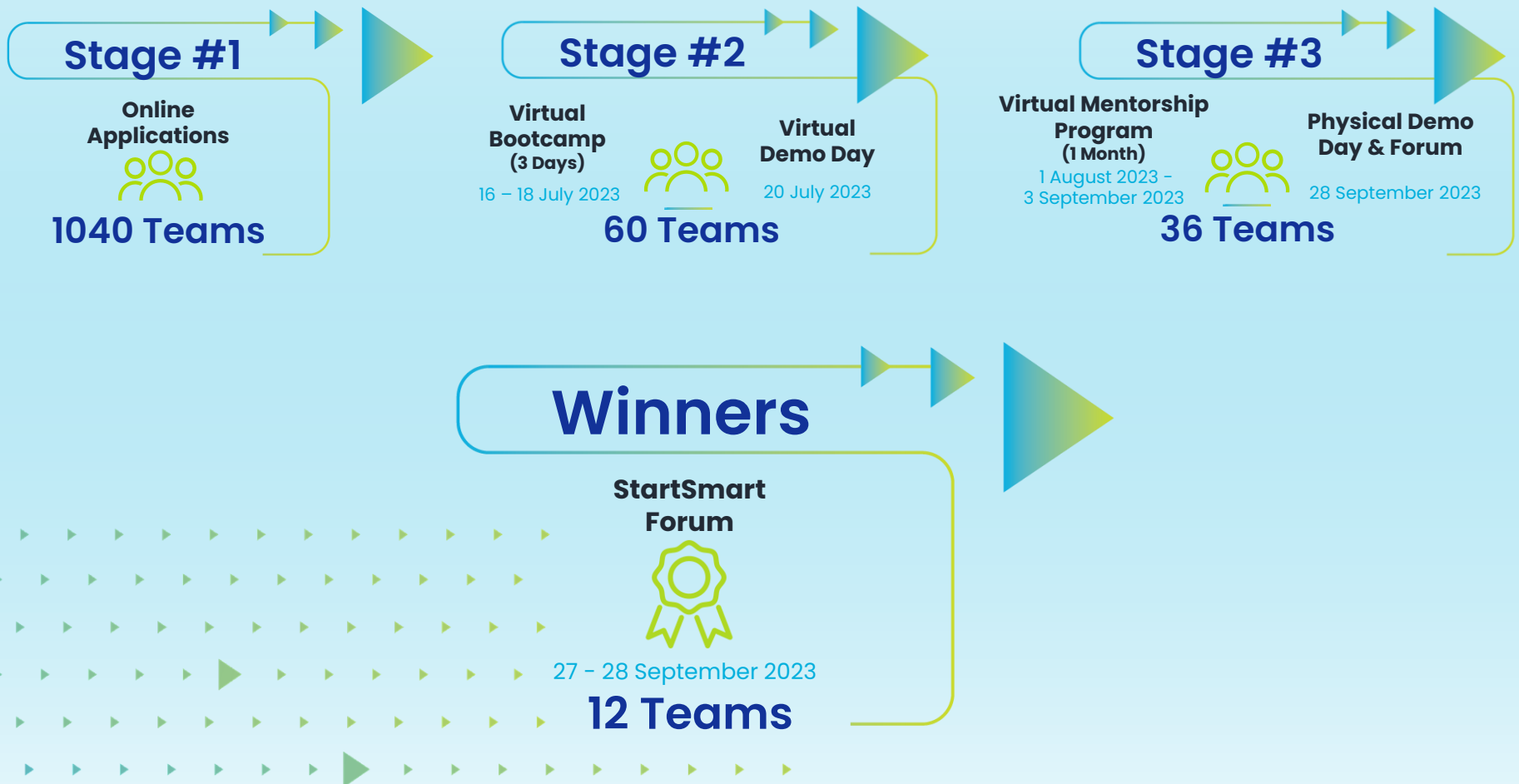
# Report Introduction

This report aims to provide a comprehensive summary of the StartSmart Competition 2023, a transformative journey that encapsulates the spirit of innovation and entrepreneurship. This report will guide you through the various stages of the competition, highlighting the key achievements and milestones that have shaped the entrepreneurial landscape for the participants. From the immersive Training Bootcamp to the Physical Demo Day, each stage played a pivotal role in fostering talent, nurturing ideas, and celebrating innovation.



# Competition's Journey

Over the span of 5 months, the competition went through the following stages:

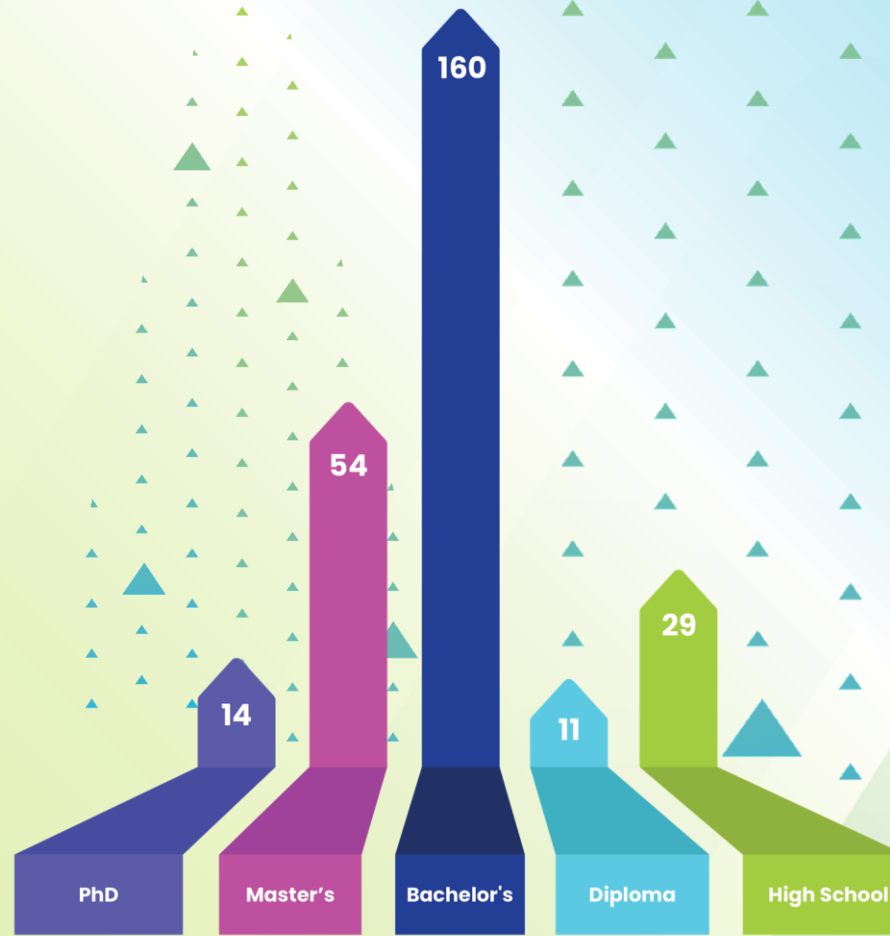


# Stage #1

The online application

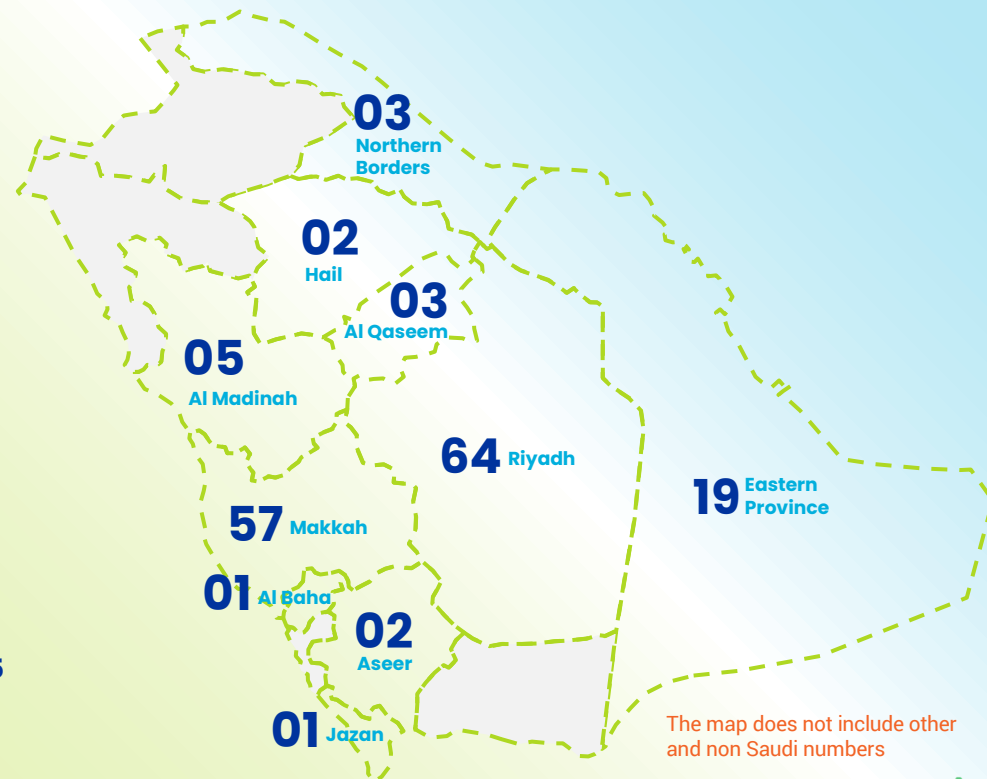
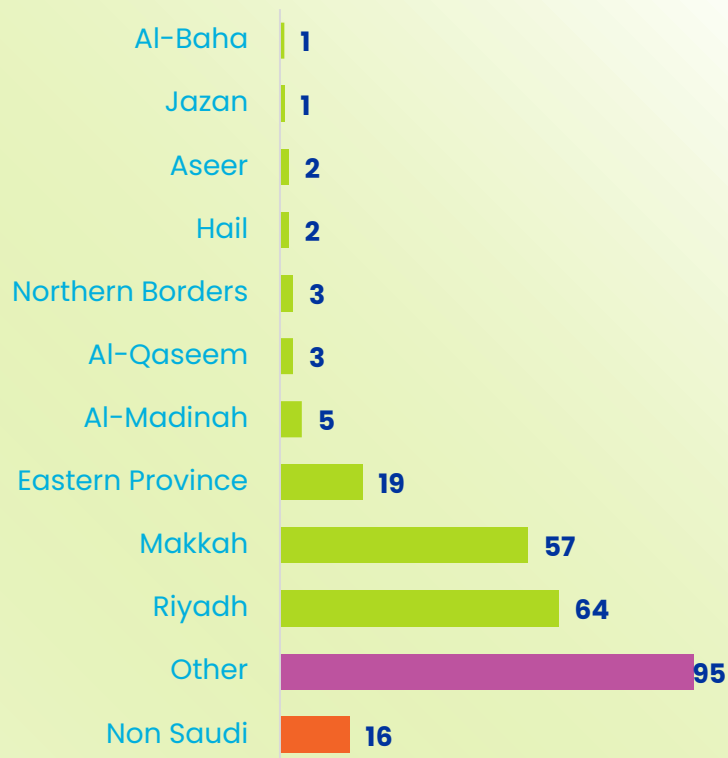


# Registrations in Numbers



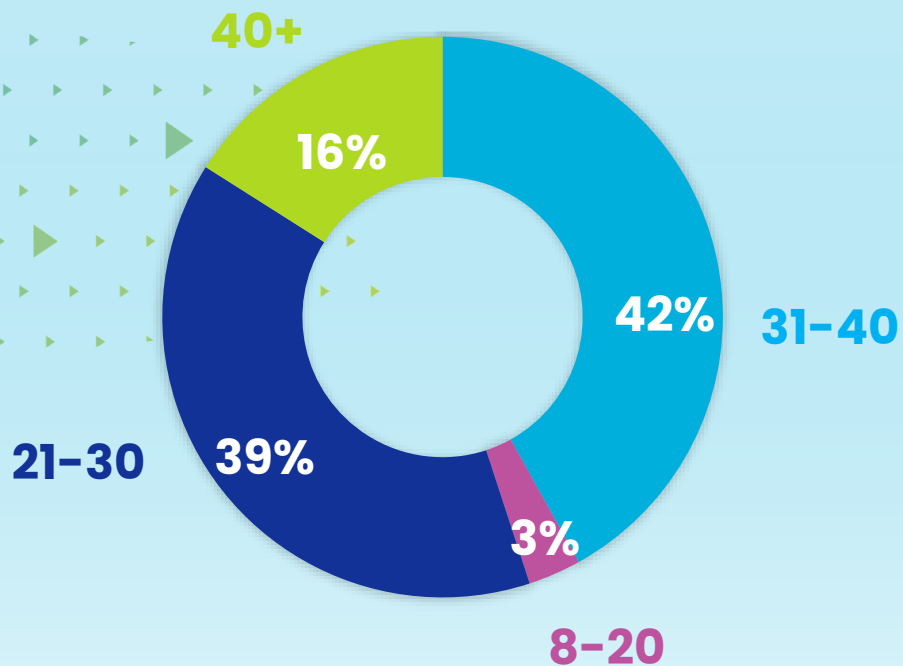
Registration per Educational Level

# Registrations in Numbers (Cont.)

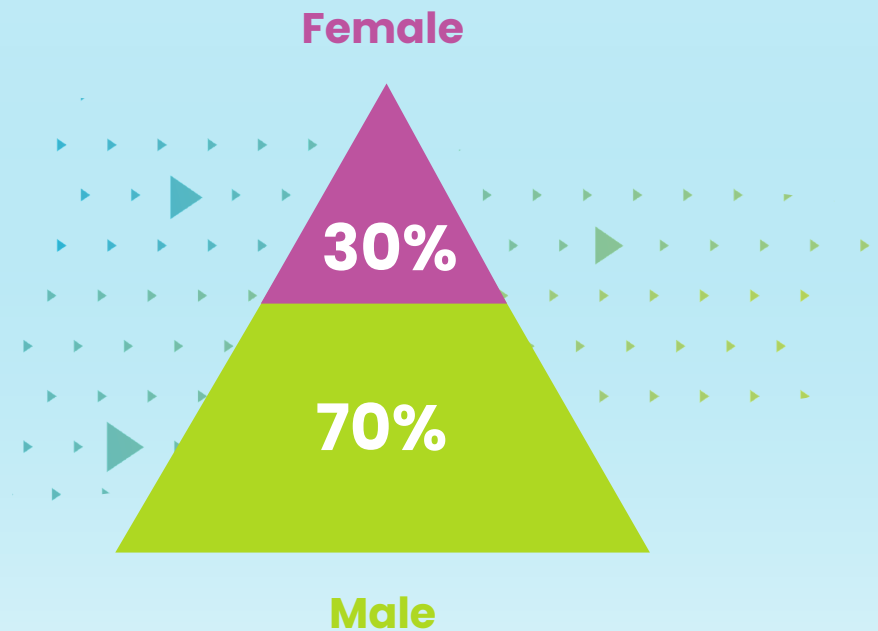


## Registration per Province

# Registrations in Numbers (Cont.)



Registration per  
Age

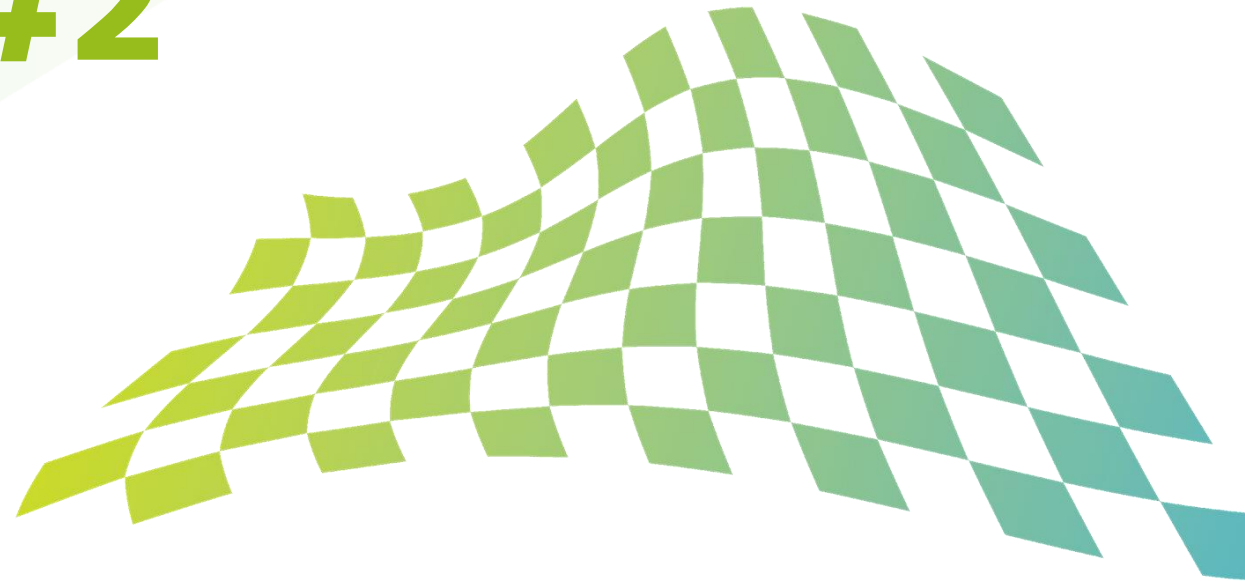


Registration per  
Gender



# Stage #2

Semifinalist Teams  
Virtual Bootcamp  
Virtual Demo Day



# Semifinalist Teams

## (Startups Track)



**Sector:**  
Retail



**Sector:**  
Hospitality / Travel



**Sector:**  
Entertainment  
Publishing / Arts



**Sector:**  
Transportation  
Logistics

**HORIZOONX**

**Sector:**  
Restaurant  
Food Service



**Sector:**  
Automotive



**Sector:**  
Accounting / Finance



**Sector:**  
Technology



**Sector:**  
Healthcare



RICH EXPERIENCE  
التجربة النيرة  
تقديم الخدمات

**Sector:**  
Hospitality / Travel



**Sector:**  
Marketing



**Sector:**  
Healthcare



**Sector:**  
Education / Training



**Sector:**  
Logistics /  
Transportation



**Sector:**  
Healthcare

# Semifinalist Teams

## (Social Enterprise Track)



**Sector:**  
Accounting / Finance



**Sector:**  
Accounting / Finance



**Sector:**  
Education / Training



Bahaa  
**Sector:**  
Retail



**Sector:**  
Education / Training



**Sector:**  
Healthcare



**Sector:**  
Healthcare



**Sector:**  
Healthcare



**Sector:**  
Education / Training



**Sector:**  
Education / Training



**Sector:**  
Accounting / Finance



**Sector:**  
Education / Training



**Sector:**  
Other



تطبيق قلم  
**Sector:**  
Entertainment/  
Publishing/ Arts



**Sector:**  
Clerical /  
Administrative

# Semifinalist Teams

## (Ideas Track)



**Sector:**  
Marketing



**Sector:**  
Healthcare



**Sector:**  
Aerospace / Aviation



**Sector:**  
Technology



**Sector:**  
Pharmaceutical  
/ Biotech



**Sector:**  
Technology



**Sector:**  
Technology



**Sector:**  
Real Estate



**Sector:**  
Insurance



**Sector:**  
Entertainment  
/ Publishing / Arts



**Sector:**  
Advertising / Public  
Relations



**Sector:**  
Healthcare



**Sector:**  
Technology



**Sector:**  
Restaurant / Food  
Service



**Sector:**  
Healthcare

# Semifinalist Teams

## (Environment Track)



Sustainable solutions for a better tomorrow

**Sector:**  
Waste Management & Recycling



**Sector:**  
Waste Management & Recycling



INNOVATIVE AQUA

**Sector:**  
Aquaculture



**Sector:**  
Monitoring Forests & Marine life



**Sector:**  
Technology



**Sector:**  
Consumer Goods



**Sector:**  
Climate Action



**Sector:**  
Sustainable Cities



AeroCrops

**Sector:**  
Green



**Sector:**  
Climate Action



Digital receipts solution... and more

**Sector:**  
Sustainable Cities



**Sector:**  
Sustainable Cities



**Sector:**  
Climate Action



SuRa  
**Sector:**

Renewable Energy



**Sector:**  
Renewable Energy

# Virtual Bootcamp

## In Numbers



# Virtual Bootcamp

## Trainers and Mentors



**Dr. Abdelrahman Zuraik**  
Training & Content Building,  
Innovation & Technology  
Transfer Entrepreneurship Expert



**Omar Aloyoun**  
Managing Partner, Future30  
Ideas Track



**Mr. Farhan Kalaldehy**  
CEO & Co-Founder, Impact MENA  
Startups Track



**Mohammed Alafranji**  
Social Entrepreneurship Track



**Ibrahim Faza**  
General Manager – JordanStart  
Environment Track

# Virtual Bootcamp

## Topics Covered Day 1

### Main Training

- ▶ Introduction to the Entrepreneurship Journey
- ▶ Innovation & Entrepreneurship
- ▶ Business Strategy Principles
- ▶ Situational Analysis & Product Life Cycle

### Startup Track

- ▶ Innovation & Product Market Fit

### Ideas Track

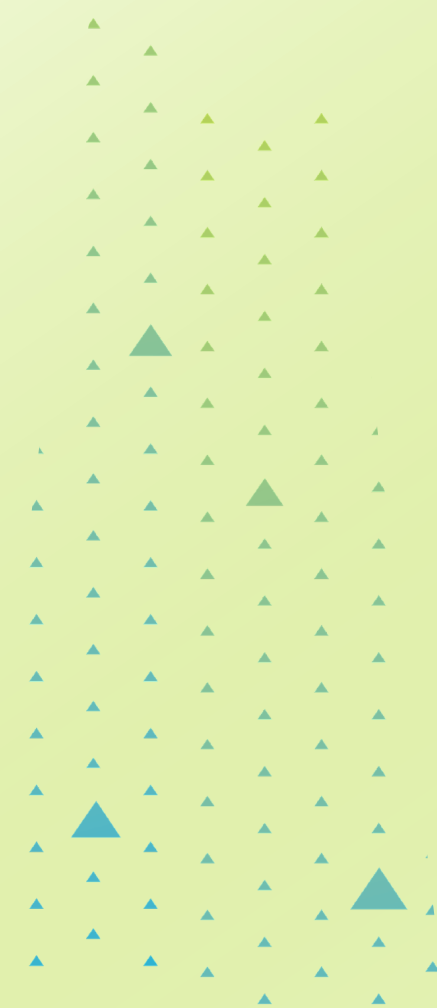
- ▶ Team Alignment Map & Personality Test

### Social Enterprise Track

- ▶ Defining the Social Impact Mission & Goals and Identifying Target Beneficiaries & Stakeholders

### Environment Track

- ▶ Identifying Key Environmental Challenges and Opportunities





# Virtual Bootcamp

## Topics Covered Day 2

### Main Training

- ▶ Business Model Innovation & Proven Patterns
- ▶ Design Thinking Methodology
- ▶ Value Proposition Design & Creating Customer Value Proposition Design & Customer Centric Solutions Identifying Target Audience

### Startup Track

- ▶ Operational Excellence for Startups

### Social Enterprise Track

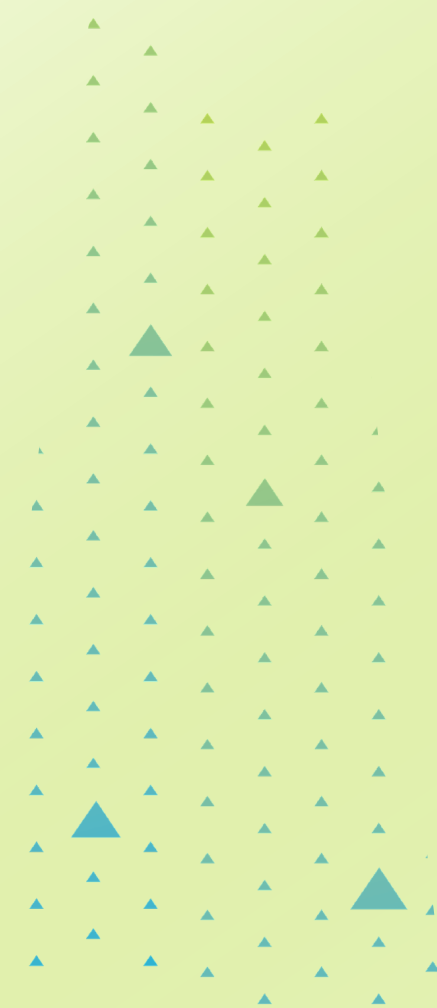
- ▶ Defining a Revenue Generation Strategy & Funding and Financing Options for Social Enterprises

### Ideas Track

- ▶ Principles of Product/Service Prototyping Building Minimum Valuable Product (MVP)

### Environment Track

- ▶ Developing Sustainable Business Models Funding and Financing Strategies for Environmental Startups



# Virtual Bootcamp

## Topics Covered Day 3

### Main Training

- ▶ Testing Business Ideas
- ▶ Desirability, Viability, and Feasibility Testing
- ▶ Startup Financial Modeling (special topics in accounting, investment readiness, and valuations for startups) & Startups Investment & Seed funding

### Startup Track

- ▶ Funding Opportunities and Investment Strategies in Saudi Arabia

### Social Enterprise Track

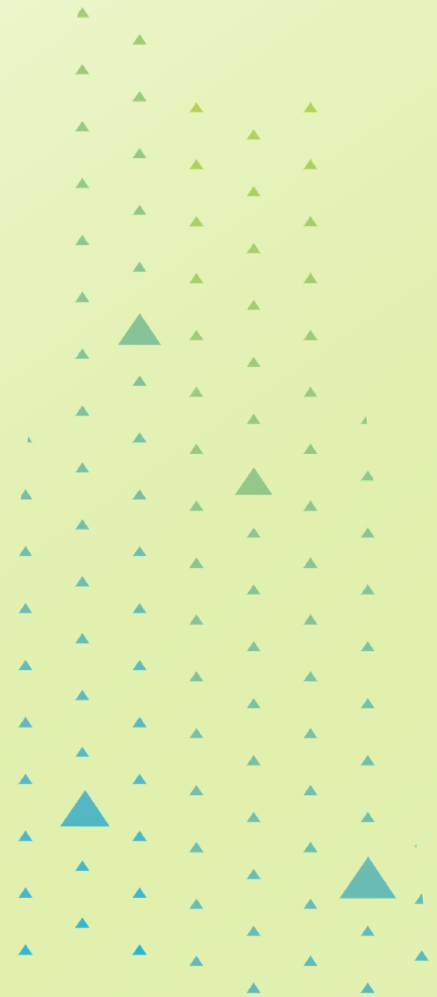
- ▶ Marketing and Communication Strategies for Social Enterprises Collaborations and Partnerships for Greater Impact

### Ideas Track

- ▶ Resources Mapping

### Environment Track

- ▶ Marketing and Communication Strategies for Environmental Startups



# Virtual Demo Day

## In Numbers

On the 20th of June, a virtual demo day was conducted to evaluate the progress and the financial feasibility of the participating teams, with the following results:



# Virtual Demo Day

## Judges

We were honored to collaborate with some of the most renowned names in entrepreneurship ecosystem as judges in our competition:

### Startups Track



**Mr. Jamal  
Al-Dabal**



**Mr. Haytham  
Daowod**



**Mr. Soraqa  
Alkhatib**

### Social Entrepreneurship Track



**Lujain  
AlUbaid**

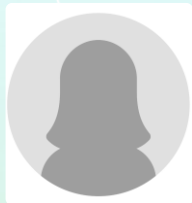


**Jawaher Al-  
Zahrani**



**Faisal Al-  
Yousef**

### Ideas Track



**Dr. Hala  
Hashim**



**Ahmed  
Bukhamseen**



**Meshael  
Alhakbani**

### Environment Track



**Majed  
AlWahashi**



**Alhamedi  
AlAnezi**



**Dr. Saad  
Dahlawi**

# Stage #3

Virtual Mentorship Program

Physical Demo Day

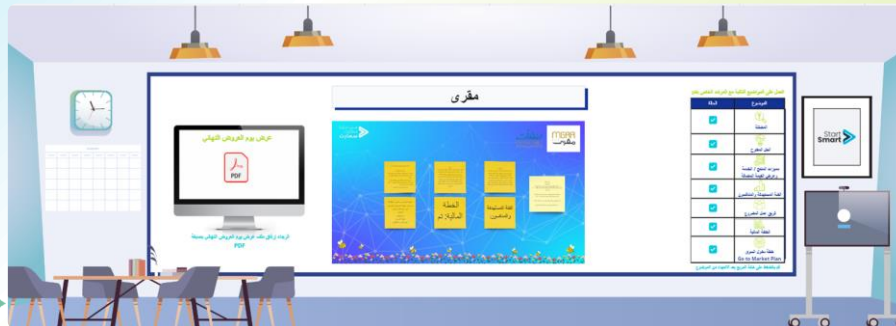
The Final Forum

Winning Teams



# Virtual Mentorship Program

Throughout the virtual mentorship sessions, 36 qualified teams engaged in one-on-one mentoring sessions, meeting once a week for a month with their assigned mentors. The Miro Platform played a pivotal role, enabling teams to collaborate interactively as they progressed in developing their projects.



# Virtual Mentorship Program

## In Numbers



**169**

Total Mentorship  
Sessions



**163**

Total Mentorship Hours



**9**

Total Mentors



**36**

Participating Teams



**36**

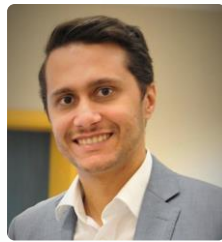
Total Interactive  
Boards (Miro)

# Virtual Mentorship Program

## Mentors



**Dr. Mohammed Aljafari**  
Business  
Development &  
Marketing Expert



**Ali AlGhussein**  
Innovation, Product  
Development, and  
Entrepreneurship



**Ibrahim Faza**  
General Manager -  
JordanStart



**Dr. Ala' Fathi Khalifeh**  
Vice Dean- Deanship of  
Innovation, Technology Transfer  
and Entrepreneurship (DI-TECH),  
German Jordanian University



**Farhan Kalaldehy**  
CEO & Co-Founder,  
Impact MENA



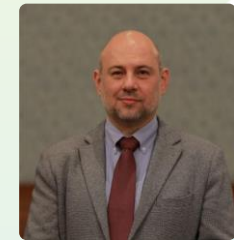
**Dr. Hussam Khasawneh**  
CEO of National  
Center for Innovation



**Omar Aloyoun**  
Managing Partner,  
Future30



**Dr. Reham Al-Zughier**  
Founder & CEO of  
C-Path



**Jamil Alkhatib**  
General Manager of  
IBTECAR Consulting



# StartSmart Forum

## In Numbers

**72**

Teams Exhibited  
their Project in  
the Forum



**1334**

Forum Visitors



**48**

Accommodations  
Arranged



**470k SAR**

Winners Rewards



**1**

Audience Choice  
Award



**12**

Winning Teams



**615**

Public Workshops  
Registration



**158**

Public Workshops  
Attendees



**8**

Public  
Workshops



**2**

Trainers



**14**

Investors



**+100**

Investment  
Sessions



# Physical Demo Day

## Judges

### Startups Track



Amal Dokhan



Hussein Al Attar



Omar AlShabaan

### Social Entrepreneurship Track



AbdulRahman AlSudairy



Fatima Naghy



Ramy Abu AlJadayer

### Ideas Track



Abdul Rahman AlHariri



Jaber Al-Mutairy



Salwa Radwa

### Environment Track



Arwa Adnan Shafy



Abdulrahman AlJefry



Solaiman AlJobreen

# Physical Demo Day

## Snippets



# StartSmart Forum

## Introduction

Under the generous patronage of His Highness **Prince Saud bin Jalawi**, Governor of Jeddah, the StartSmart 2023 Forum was held in Jeddah, at the Jeddah Corniche Circuit over two full days on September 27-28. The forum was honored by His Highness' attendance at the closing ceremony, honoring the winners of the competition, and handing over prizes presented by the Community Jameel Saudi on September 28.



# StartSmart Forum

## Venue

In a distinctive and dynamic setting, the StartSmart Forum took place within the exclusive paddock area of the Jeddah Corniche Circuit in Jeddah, Saudi Arabia. This venue symbolized the spirit of innovation, precision, and excellence associated with Formula 1. It also served as the perfect setting for our entrepreneurial journey, bringing together aspiring entrepreneurs, industry experts, and visionaries. It provided an unparalleled atmosphere motivating the participants to draw inspiration from the world of Formula 1 and its commitment to pushing boundaries and achieving excellence. The StartSmart Forum at this iconic location was an unforgettable experience that encapsulated the essence of our entrepreneurial pursuits.

# StartSmart Forum

## Activities

The forum was very rich in activities and diverse in nature in constituted of the following items:



**Workshops**



**Investors  
Lab**



**Final Awards  
Ceremony**



**Ventures  
Exhibition**



**Conference**



# StartSmart Forum

## Workshops

During the concluding forum in Jeddah, a series of specialized public workshops was delivered by industry experts. These workshops were thoughtfully designed to empower participants with valuable entrepreneurial skills and equip them with essential tools for the successful launch and growth of their startups in the competitive business landscape.

The workshops are structured to meet the following objectives:



**Developing  
Entrepreneurship and  
Innovation Skills**



**Supporting the  
establishment of  
startup projects**

# StartSmart Forum

## Workshops Topics



### General Workshop Topics:

▶ **Sports Psychology, Performance Enhancement, and Entrepreneurial Mindset**

▶ **Growth Hacking Techniques for Startups**

▶ **Branding and Storytelling**

▶ **Strategic Partnerships and Collaborations for Business Growth**

▶ **Hani Thalji**  
Managing Partner of New Whys

- 20+ years of experience in innovation, technology, media, content and business creation in multiple sectors.
- His expertise stands out in developing tech value propositions and problem identification and solving.





# StartSmart Forum

## Workshops Topics



► **Christophe Zoghbi**  
Founder and CEO of Zaka

- Seasoned leading expert in the field of computer science and artificial intelligence (AI).
- Dedicated himself to democratizing the use of artificial intelligence by sharing knowledge, building solutions, and fostering connections through providing a platform for tech and AI talent.

### General Workshop Topics:

► **ChatGPT Mastery: Boosting Communication with Conversational AI**

► **Ethical AI: Ensuring Fairness and Transparency**

► **The AI Maestro - Orchestrating Music and Audio Marvels**

► **AI in Healthcare - Transforming Medicine**



# StartSmart Forum

## Ventures Exhibition

The StartSmart Forum was thrilled to host an exhibition featuring 72 entrepreneurial projects. Participating teams had the opportunity to showcase their products and services, network with entrepreneurs and investors from diverse sectors, and gain valuable exposure.



# StartSmart Forum

## Ventures Exhibition Snippets



# StartSmart Forum

## Investors Lab

The StartSmart Forum was delighted to host the Investors Lab, where 72 participating teams had the valuable opportunity to schedule 20-minute meetings with investors. During these meetings, teams presented their projects, aiming to enhance their potential for success.



# StartSmart Forum

## Investors Lab Investors



**Bahar AlHarbi** ▶  
Founder & CEO  
Startups House



**Abdullah Alnahdi** ▶  
Co-Founder &  
CEO Holla



**Ibrahim Faza** ▶  
Group CFO  
Saudi Bugshan  
Company



**Prince Salman Al Saud** ▶  
Board Member and Member of  
the Investment Committee  
Nour Nouf



**Aroub Dahlawi** ▶  
General Manager  
Nour Nouf



**Maryam Barradh** ▶  
Startup Accelerator  
KAUST



**Arwa Shafi** ▶  
Accelerator Lead  
TAQADAM



**Marwan W. Jamal** ▶  
Innovation Financing at  
OXAGON R&I  
OXAGON



**Nawaf Al Gain** ▶  
Head of Staffing  
KAUST



**Jamil Alkhatib** ▶  
Corporate Venture  
Capital  
Corporate  
Venture Capital  
Elm Company



**Waleed A. Alballa** ▶  
General Partner  
General  
Partner  
Sukna Ventures

# StartSmart Forum

## Investors Lab Snippets



# StartSmart Forum

## Conference Opening Speech

In the name of Allah, the Most Gracious, the Most Merciful.

His Highness Prince Saud bin Abdullah bin Juluwi, the Governor of Jeddah,

Distinguished guests and esteemed attendees,

Peace and blessings be upon you...

It is an honor for me to welcome you today to the seventh edition of the Start Smart Saudi Arabia competition, taking place at a special location that we all take pride in as Saudis, the Jeddah Corniche Circuit. Just as Formula-1 car racing champions compete on the outside track to claim the first position, we are delighted to host a different kind of competition here – the Start Smart entrepreneurship competition, one of the oldest entrepreneurship competitions in the Kingdom of Saudi Arabia.

Since the establishment of Community Jameel Saudi in 2003, the vision of the foundation has been steadfast and clear: to contribute to the social, economic, environmental, and technological development of our beloved homeland. The Start Smart competition was born from this vision with the aim of inspiring young men and women to establish their own projects and businesses and contribute to creating more job opportunities for the citizens of our nation. It is my pleasure to stand before you today to celebrate a journey filled with creativity and innovation, and to witness the final step of a journey that has extended for months of continuous work in the fields of preparation, training, and progress, led by our talented contestants who are here with us today.

Colleagues who are enthusiasts of innovation and entrepreneurship, StartSmart is not merely a competition; it is a transformative journey for developing ideas and creating an enabling system that helps ambitious entrepreneurs turn their dreams into reality. It equips entrepreneurs with the knowledge and tools they need, provides opportunities for networking and collaboration, and access to investors – a gateway to fostering cooperation, creativity, and innovation in line with the Kingdom's Vision 2030. Over the years, we have witnessed the birth of numerous innovative ideas and the growth of many startups that have made a name for themselves in various promising sectors of our economy today.

The competition began this year with the first phase in May, then moved on to training and mentoring sessions, and finally, multiple filtration rounds, leading us to this grand finale. I can only describe all this momentum as the epitome of inspiration and passion, as the contestants have shown remarkable adaptability, a thirst for knowledge, and an astonishing ability to evolve, reflecting the spirit of entrepreneurship.



**Hussein Jameel**  
Deputy CEO of Bab  
Rizq Jameel

# StartSmart Forum

## Conference Speakers



**Hussein Jameel**

Deputy Chief Executive Officer  
at Community Jameel



**Anjali Sastry**

Executive Director,  
Abdul Latif Jameel World  
Education Lab



**Fatima Naghy**

Chief Executive Officer of  
Lenobader Program



**Osama Ashri**

Supervisor of the Saudi  
Entrepreneurship System  
initiative



**AbdulMajeed bin  
Hassan Al-Omran**

General Manager of  
Innovation at Monshaat



**Ammar Attar**

General Supervisor of the  
Innovation Hajj Camp



**Hussein Al-Attar**

Director of Investments at  
the Technology  
Investments Company



**Omar Al-Shabaan**

Chief Executive Officer of  
"The Garage"



# StartSmart Forum

## Conference Snippets



# StartSmart Forum

## Final Awards Ceremony



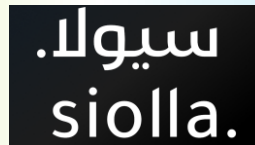
# StartSmart Forum

## Startup Track Winners



**1<sup>st</sup> fanZ**

A football app that gamifies the entire match experience, from pre-match predictions to in-game actions and post-match activities. Users earn points and coins, which they can use in an in-app store for digital gift card auctions, competing against other users.



**2<sup>nd</sup> siolla.**

Siolla is a micro-investing app that rounds up everyday purchases to invest spare change in low-cost ETFs. It's designed to help people with limited resources start building their investment portfolio with ease and offers features like personalized portfolios and educational resources.



**3<sup>rd</sup> Ballurh**

A business intelligence cloud-based SaaS that seamlessly integrates with local POS systems to build comprehensive, actionable insights from joined-up data for F&B retailers to enhance profitable decision-making and improve customer satisfaction.

# StartSmart Forum

## Social Enterprise Track Winners



### 1<sup>st</sup> amplifAI health

The project in the MENA region aims to tackle diabetes-related foot issues by introducing innovative screening techniques like thermal cameras and computer vision algorithms. This improves early detection, reduces amputations, and lessens healthcare costs while enhancing patients' well-being.



### 2<sup>nd</sup> Bahaa Adaptive Solutions

This initiative in Saudi Arabia produces adaptive clothing for disabled individuals, improving their independence and well-being with sustainable, comfortable garments. It's a pioneering effort in the MENA region.



### 3<sup>rd</sup> Ad Astr

Ad Astra provides affordable, high-quality early intervention services for children with special needs. They use the latest techniques, personalized plans, data analysis, and AI to help children reach their developmental potential, regardless of their location or economic status.

# StartSmart Forum

## Ideas Track Winners



RAFAH AI

### 1<sup>st</sup> Rafah AI

Rafah AI leverages AI chatbots and data analysis to provide affordable, personalized mental health support while fostering connections with mental health institutions and clinics.



### 2<sup>nd</sup> OWMS

Organic Waste Management Solution KSA (OWMS) provides sustainable organic waste management using BSF larvae, transforming waste into fertilizer, larvae, and valuable biochar.



### 3<sup>rd</sup> MGRA

Mgra platform has been established in aim to connect all trusted beekeepers to adopt beehives in order to produce a large amount of purely natural honey with decent quality and affordable price.

# StartSmart Forum

## Environment Track Winners



**1<sup>st</sup> SARsatX**

SARsat Arabia is a space startup in the GCC and Arabia that designs and develops small satellites to do Earth Observation (EO) using Synthetic Aperture Radar and provide data for many sectors to support decision makers.



**2<sup>nd</sup> Ivvest**

Ivvest is on a mission to make the future of agriculture accessible in MENA, through building the new indoor farming ecosystem along with innovating smart, efficient, modular, profitable and affordable solutions.



**3<sup>rd</sup> TrustIT**

TrustIT facilitates a circular approach to managing electronic devices, spanning their entire lifecycle from acquisition to disposal. Additionally, they offer businesses an Asset Management platform for device tracking and decarbonization support through KPI monitoring.

# Audience Choice Award

During the StartSmart Forum, visitors had the opportunity to vote for their favorite idea/startup. The Visitors Choice Award for the best idea/startup is awarded to:



## Terraloop

Terraloop converts commercial food waste into valuable animal poultry feed through a five-step process. What makes them unique is their ability to collect and process diverse waste streams separately, allowing them to store and use similar dry materials for complete feed formulations.

# StartSmart Activities Area



**A Zigzag Wall Exhibit The Decade-Long Journey of the MIT Technology Forum**



**StartSmart Photo Booth**



# StartSmart Competition Marketing Report



# Executive Summary

The marketing campaign for the Start Smart competition was launched in April 2023 to attract participants and cover the competition activities over six months.

The marketing campaigns succeeded in attracting

 **1,040**  
Participants  
to the competition.

The competition held

 **10**  
Roadshows

in cooperation with its partners around the Kingdom.

# Executive Summary

The marketing campaign for the Start Smart competition was launched in April 2023 to attract participants and cover the competition activities over six months.

The marketing campaigns succeeded in attracting

 **1,040**  
participants

to the competition.

The competition held

 **10**  
Roadshows

in cooperation with its partners around the Kingdom.

**On the digital marketing side, the team launched:**


 **5**  
Social Media marketing campaign

 **16M**  
Impressions achieved

 **27,000**  
Engagements

**On the public relations side:**

 **4**  
Press releases

 **4**  
Television and radio interviews

 **12**  
influencers in entrepreneurship

 **+10**  
Government and private organizations partnerships

# Social Media

## Campaigns Performance

\*Between 1 Jan – 8 Oct 2023



# Social Media

## Top Interactive Organic Posts

2.5K

startsmartsaudi  
Thu 9/28/2023 8:41 am PDT

عقدت لجنة من الخبراء لتقييم الفرق المتأهلة في نهائي مسابقة #ستارت\_سمارت لإعلان المشاريع الرائدة الفائزة... بالمراكز الأولى لهذا العام 2023 في مسارات المسابقة



3.8K

StartSmart  
Wed 9/20/2023 9:22 am PDT

برعاية من صاحب السمو محافظ جدة الأمير سعود بن عبدالله بن جلوي، يقام ملتقى مسابقة ستارت سمارت في... حلبة كورنيش جدة، في حدث يعد الأبرز من نوعه في

برعاية صاحب السمو محافظ جدة  
**الأمير سعود بن عبدالله بن جلوي**  
يقام ملتقى مسابقة  
ستارت سمارت لريادة الأعمال

حلبة كورنيش جدة  
٢٨-٢٧ سبتمبر

سارعوا بالتسجيل



3.8K

StartSmart  
Thu 9/28/2023 9:44 pm UTC

تشرفنا بحضور صاحب السمو الأمير سعود بن عبدالله بن جلوي، محافظ جدة لملتقى #ستارت\_سمارت، وتكريمه للفايزين بالمراكز الأولى في المسابقة



26.8K

@startsmartsaudi  
Mon 7/24/2023 10:50 am UTC

يوم واحد فقط يفصلنا عن مقابلة المبدعين المبتكرين. فانضموا إلينا للإعلان عن رواد الأعمال والمشاريع الناشئة... المبدعة المتأهلة للمرحلة النهائية من مسابقة

**ساعات قليلة تفصلنا**  
عن الإعلان عن المتأهلين للمرحلة النهائية  
من مسابقة ستارت سمارت  
هل أنت مستعد؟



# Social Media

## Additional Organic Campaign Posts

مسابقة سمارت سمارت

اختر مسارك وانضم إلى سمارت سمارت

CHOOSE YOUR TRACK & JOIN START SMART

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

اربح جائزة مالية تصل إلى 100,000 ريال سعودي

سجل مشروعك في مسابقة سمارت سمارت اليوم! startsmartsaudi.com

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

معلومة ريادة

33% من الشركات الصغيرة تبدأ رطلتها بأقل من 5000 دولار

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

هل لديك شركة تسعى لتحقيق غد أفضل؟

انضم إلى مسار الشركات الاجتماعية اليوم!

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

الرحلة التعريفية لمسابقة سمارت سمارت على الإنترنت

الثورة الخضراء: إنضم إلى مسار الأعمال البيئي

أبراهيم فزع

وينبار افتراضية 21 يونيو 2023 09:00-07:00

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

حانت الآن فرصتك لتمويل مشروعك

سجل في المسابقة اليوم! startsmartsaudi.com

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

شروط التسجيل في مسار الشركات الاجتماعية

سجل الآن!

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

انضم إلى المسابقة واستفد من فرص:

- الاستثمار
- التقاء رواد الأعمال
- التوجيه والإرشاد
- الجوائز النقدية
- الظهور الإعلامي

سجل الآن! startsmartsaudi.com

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

هل لديك شركة تساهم في مستقبل مستدام؟

انضم إلى مسار البيئة اليوم!

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

فهرس

تواصل

سجل اليوم! startsmartsaudi.com

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

شروط التسجيل في مسار البيئة

سجل الآن!

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

4 أيام متبقية

لا تفيع الفرصة وطور مشروعك الآن

سجل اليوم! startsmartsaudi.com

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

أسبوع واحد لإغلاق أبواب التسجيل

لا تفيع الفرصة! startsmartsaudi.com

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

نداء لكل رواد الأعمال السعوديين

سجل الآن

هذه فرصتك لتمكين مشروعك

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

مسابقة سمارت سمارت

فرص أكبر لتمكين مشروعك

تم تمديد الموعد النهائي للتسجيل

30 يونيو

سجل اليوم! startsmartsaudi.com

وزارة التعليم | J.WEL | وزارة الشؤون البلدية والتخطيط

# Public Relations

## Radio and Television Interviews



**Ghiras Electronic Newspaper**  
2.5K Views



**Al Jazeera Newspaper**  
2.5K Views



**Al-Madinah Newspaper**  
3.7K Views



**Alyaum Newspaper**  
9.49k Views



**Sabq Newspaper**  
55K Views



**Ahwal Newspaper**  
10.2K Views



**Beth News Agency**  
7.575K Views



**Al-Hadath Newspaper**  
9.89K Views



**Al-Watan Newspaper**  
8.29K Views



**Makkah Newspaper**  
2.34K Views

# Public Relations

## Press Coverage

**Note:** There are two press interviews that have not yet been published on: Saudi Arabia Now and SBC



**MBC Interview**

2.5K Views



**Al-Ikhbariya Interview**

8.2K Views



**MBC Coverage**

3.8K Views



# Public Relations

## Website and Profile



Website



Profile

# Public Relations

## Pre-event Influencers



**Mohammed  
Al-Nuhait**

392K subscribers on X



**Salman Bit**

15K subscribers on X



**Jamal Al-Zamel**

48.7K subscribers on X



**Thamer Shaker**

47.9K subscribers on x



**Jamal Al-Zamel**

19K subscribers on X



**Mazen  
Al-Darrab**

222.9k subscribers on X



**Hussein Attar**

7K subscribers on X



**Ibraheem  
Alzuhimeel**

75.3K subscribers on X

# Public Relations Event Influencers

**Samara Al-Ghamdi**



**68.1K**  
subscribers on X

**Faris Al-Turkey**



**260.9K**  
subscribers on X

**Saleh Al-Khalaf**



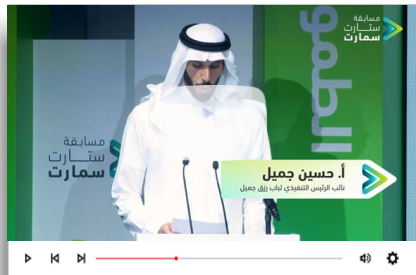
**1K**  
subscribers on X

**Fa'a**



**9K subscribers on YouTube**

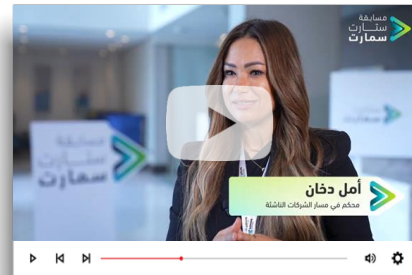
# Produced Videos



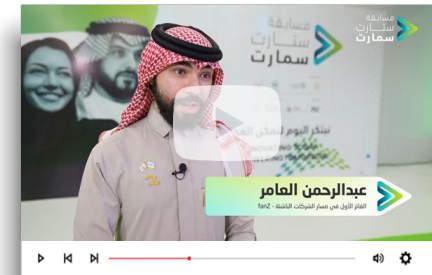
**Mr. Hussein Jameel  
Speech**



**Summary video of the  
closing ceremony**



**Judges' Impression**



**Winners' clips sample**



**Success stories of  
previous winners**



**Closing of the  
semi-final stage**



**The experience of the  
semi-finalists**

# StartSmart Forum 2023 Partners

## Hosting Partners



# StartSmart Forum 2023 Partners



وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture

**Sustainability Partner**



**Knowledge Partner**



**Empowerment Partner**



**Workspace  
Partner**



**Entrepreneurship  
Ecosystem Partner**



**Organizing Partner**



**Investment Partner**

# StartSmart Competition **Feedback**

# Feedback from Bootcamp: Skill Development

“ Analytical Skills and Problem-Solving, **Strategic Thinking Skills**, and **Persuasion Skill**. ”

---

“ Related to business models, **obtaining value through innovation**, as well as **the concept of design thinking** and other information organization. ”

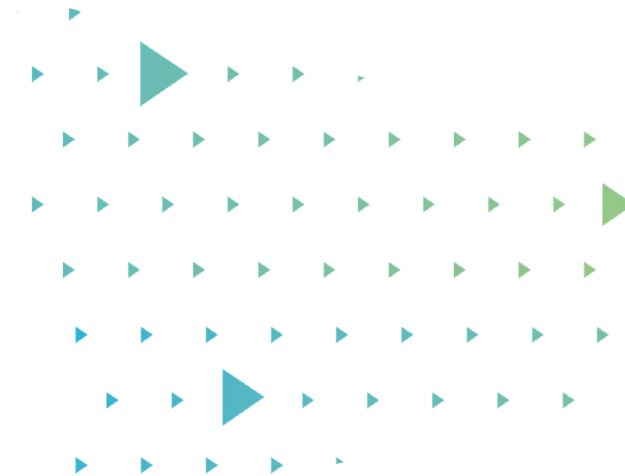
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“ The content contributed during the workshops helped us **enhance our investment, financial, and growth skills** significantly. ”

---

“ I've gained self-awareness, understood success and failure factors for ideas, and **learned the importance of evolving beyond initial concepts**. ”

---





# Feedback from Bootcamp:

## Virtual Demo Day

“ They asked direct and precise questions related to the specialization to ensure a sufficient understanding of the project's intricacies.”

---

“ A very positive experience with the judging panel. They serve as mentors, guiding you on important points to focus on and suggesting eliminating less effective aspects of the project.”

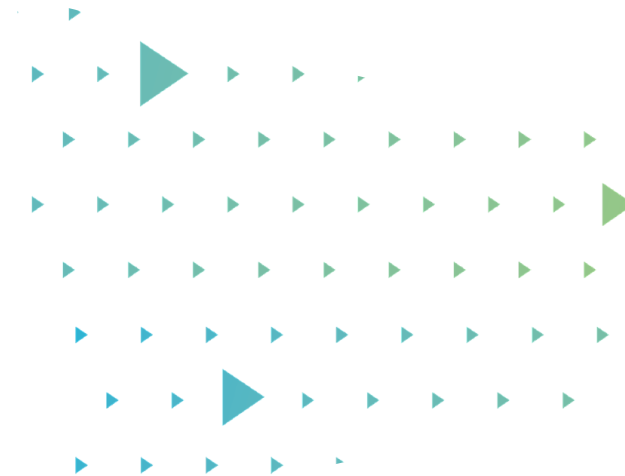
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“ It was a good experience. We managed to win the judges' votes, despite the interruption of the presentation, which is a positive outcome.”

---

“ I was impressed by their punctuality and willingness to cooperate. When I faced an issue, they quickly resolved it from their end, allowing us to maintain our schedule without stress.”

---



# Feedback from Bootcamp: Mentorship Sessions

“ On behalf of Siolla, I would like to express our sincere gratitude for your mentorship and support in the StartSmart journey. Your guidance has been invaluable to us, and we are grateful for everything you have added to Siolla.

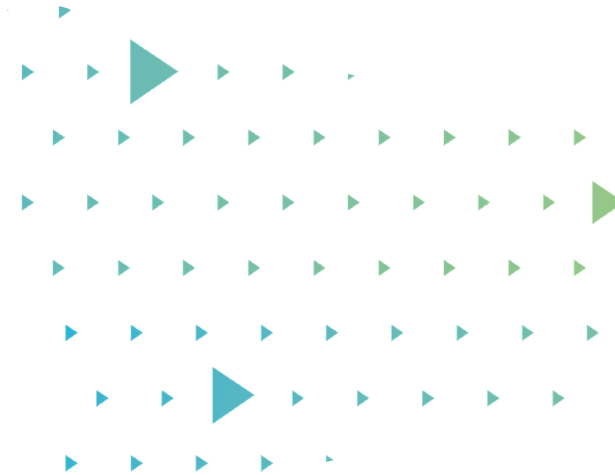
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“ Thank you for your time, compassion and efforts in helping us achieve our goals. We know your time is valuable, and on behalf of the whole KaRama IT team. We thank you for sharing it with us, and we look forward to our next training session.

---

“ Thank you for the information session today Dr. Khalifeh, we appreciate all of your feedback and insights

---



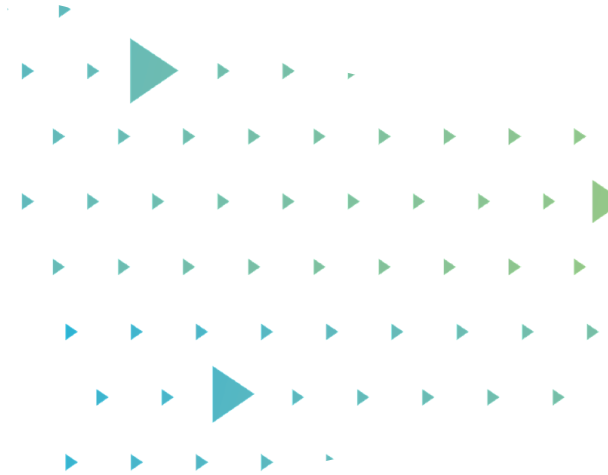
# Feedback from Bootcamp:

## Forum

“ السلام عليكم ورحمة الله وبركاته،  
أود أن أتقدم بأعظم التحايا وأجمل الأمناني إلى مجتمع جميل وفريق مسابقة "ستار سمارت" على الدعم اللامحدود والجهود المميزة التي بذلوها في دعم رواد الأعمال وفتح المجال أمام الابتكار والابداع.  
كانت التجربة غنية بالكنوز الثقافية والمعرفية، حيث أن المكسب الحقيقي لم يقتصر على المعلومات والمهارات فحسب، بل تعدى ذلك إلى بناء علاقات ثمرة بين مجتمع رواد الأعمال، والمستثمرين، وصناديق الاستثمار. وأصبح لدينا الآن نظرة واضحة عن الفرص الاستثمارية المتاحة في المملكة العربية السعودية والمنطقة العربية.  
أود أن أشدد على أننا، بفضل هذه التجربة، خرجنا الحمد لله بعلاقات قوية مع قادة في هذا المجال، الأمر الذي سيكون له أثر كبير في مسيرتنا المستقبلية.  
شكراً لكم على جعل هذا الحدث نقطة تحول في حياتنا المهنية، ونتطلع إلى المزيد من التعاون والنجاح المشترك في المستقبل.  
مبروك للفائزين و نتطلع للأفضل للجميع  
مع خالص الشكر والتقدير،

“ باسمي وباسم فريقنا في سارسات، اتوجه بالشكر الجزيل لكل فريق عمل ستارت سمارت على الجهود المبذولة والتنظيم الرائع الذي قاموا به خلال هذه الفعالية المتميزة. مبارك للفائزين ونتمنى للجميع مزيداً من التقدم والنجاح في مشاريعهم.  
الفعالية كانت فرصة لنا جميعاً لتتعلم وتبادل الخبرات، ونأمل في المشاركة في مثل هذه الفعاليات مستقبلاً.  
شكراً مرة أخرى على هذه التجربة القيمة والمفيدة.

“ شكرا لكم ستارت سمارت على هذه التجربة الرائعة وشكرا لكل جهودكم وتنظيمكم وشكرا للجنود الخفيين اللي ماقصروا ابد، انيسطت اني كنت معكم وتعرفت على اشخاص مبدعين الله يوفقكم جميعا وان شاء الله ربي يوفقنا ونسمع اخبار حلوة عن بعض دايم استمروا 🍌❤️



مجتمع جميل

لحلم وحققنا  
اليوم الوطني السعودي ٩٣

يسرنا أن نهنيئ كامل فريق مؤسسة مجتمع جميل السعودية والشركات التابعة لها بحلول اليوم الوطني السعودي ٩٣ والذي نحتفل فيه بوحدتنا وتلاحمنا كأمة واحدة، وبأحلامنا التي نعمل بإخلاص على تحقيقها لخدمة هذا الوطن. فكل عام و معنا لكتنا بأفئاض حكومة وشعباً أيضاً

Start  
Smart  
COMPETITION



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contact@startsmartsaudi.com