

StartSmart Competition 2023

Innovating Today, Empowering Tomorrow.

Final Report

Organized and Supported By



A Member of



J-WEL

Abdul Latif Jameel World Education Lab

Table of Contents

03 Competition Overview 2023

- 04 About the Competition
- 05 Message From the Leadership
- 08 Impact Across the Years
- 09 Competition History
- 12 Final Report Introduction
- 13 Competition's Journey

14 Stage #1

18 Stage #2

- 19 Semifinalist Teams
- 23 Virtual Bootcamp
- 28 Virtual Demo Day

30 Stage #3

- 31 Virtual Mentorship Program
- 34 Physical Demo Day
- 37 The Final Forum
- 52 Winning Teams

58 Marketing Report

- 60 Overview
- 62 Social Media
- 65 Public Relations
- 69 Influencers
- 72 Produced Videos
- 73 Partners

StartSmart Competition 2023

in Numbers – Overview

470k SAR

Money Distributed



5095

Total Beneficiaries



2563

Total Roadshow
attendees



1334

Forum
Visitors



1040

Total
Registrations



191

Total attendees
of the
bootcamp



72

Teams Exhibited
their Project in
the Forum



24

Judges



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.



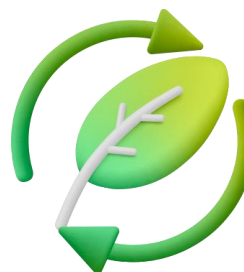
Social Enterprise Track

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

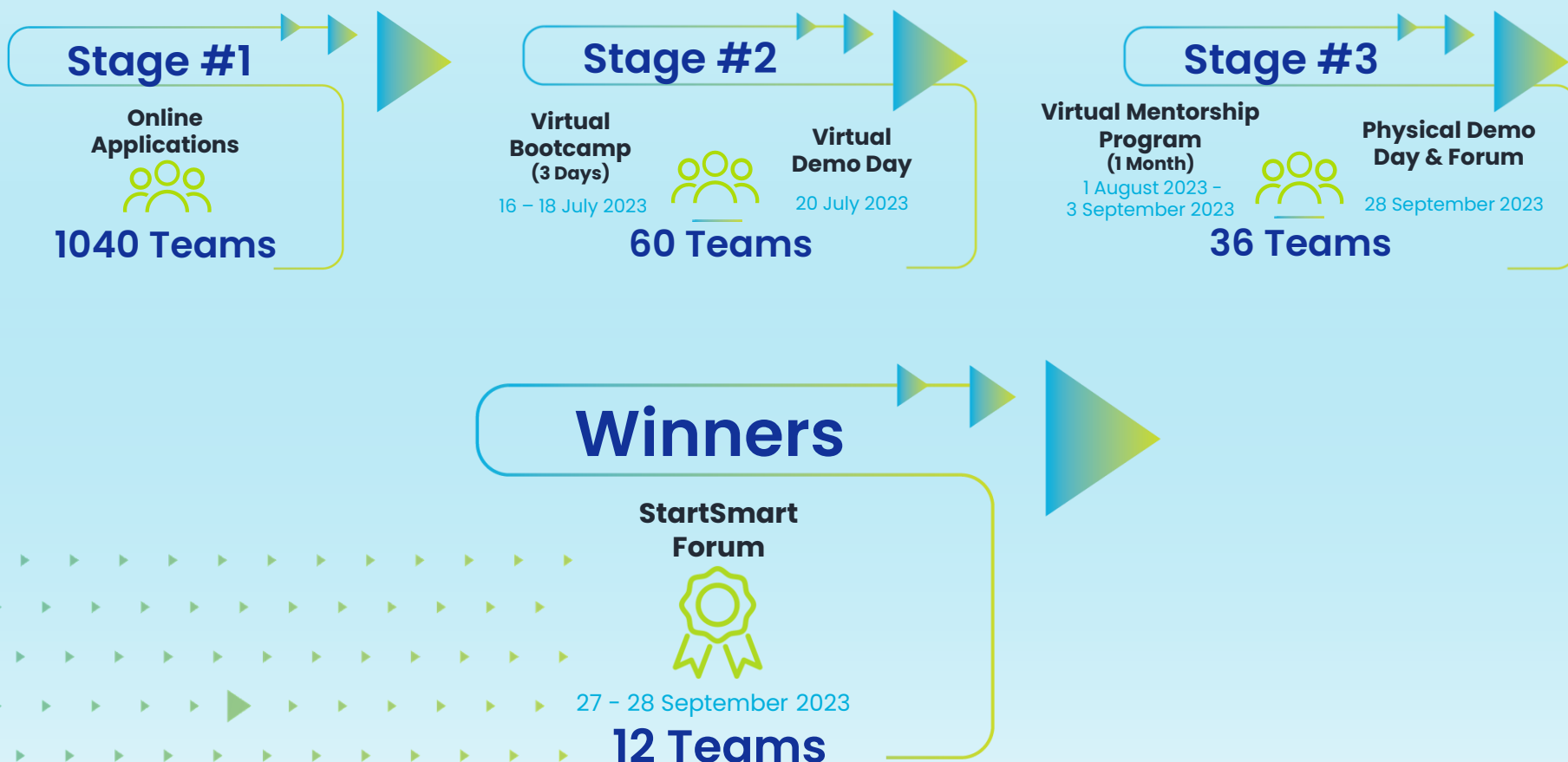
Report Introduction

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:

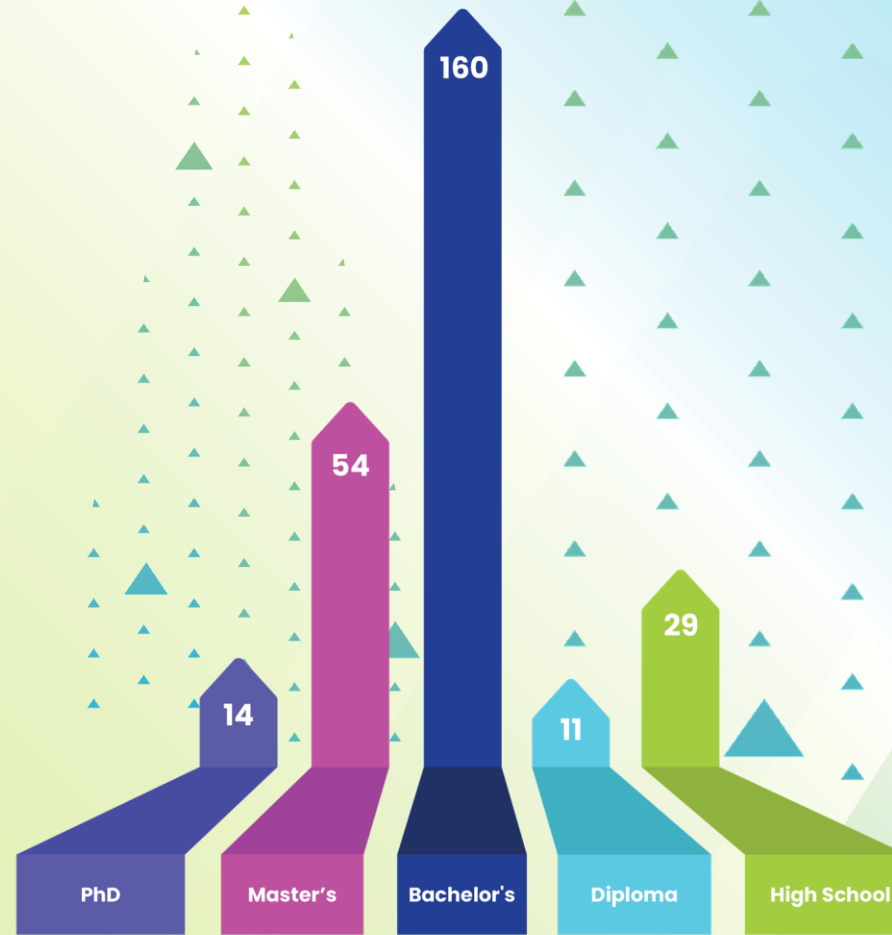


Stage #1

The online application

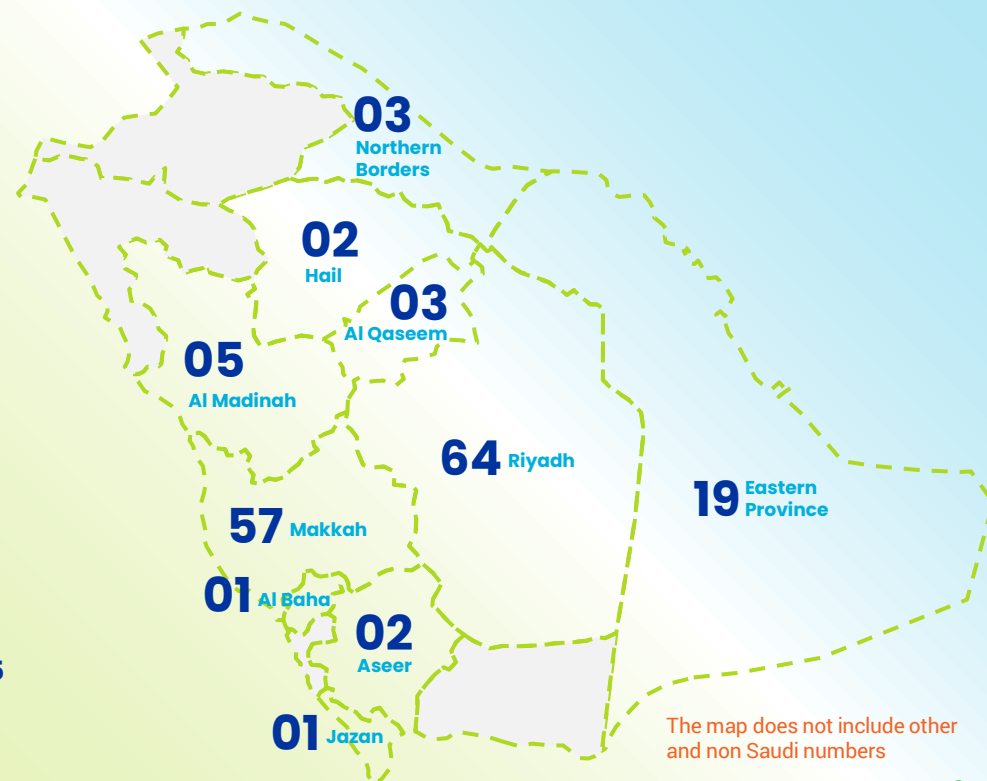
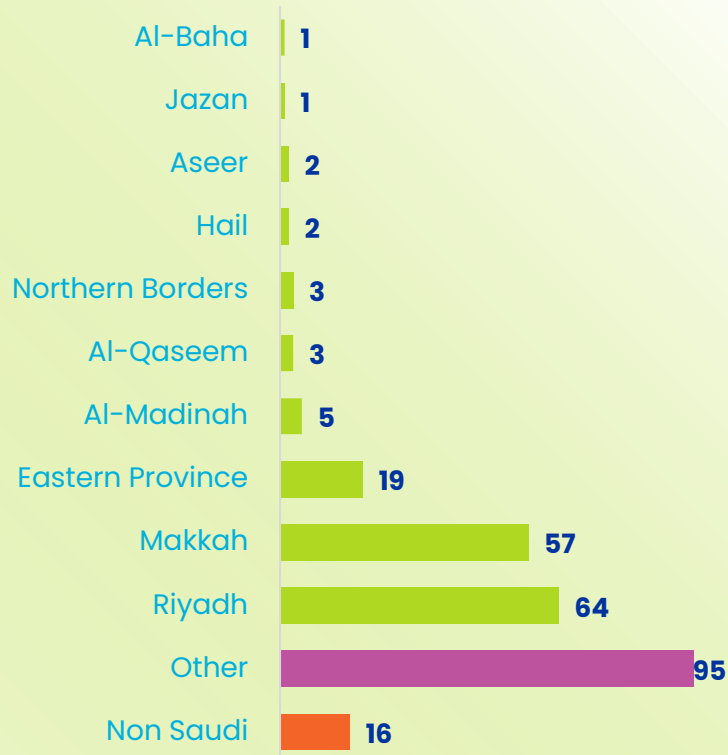


Registrations in Numbers



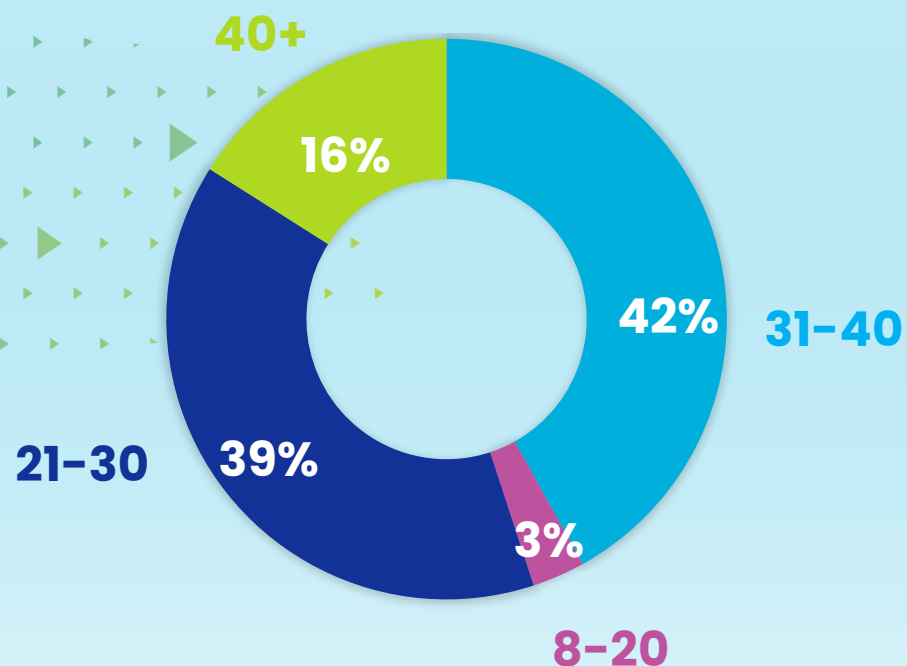
Registration per Educational Level

Registrations in Numbers (Cont.)

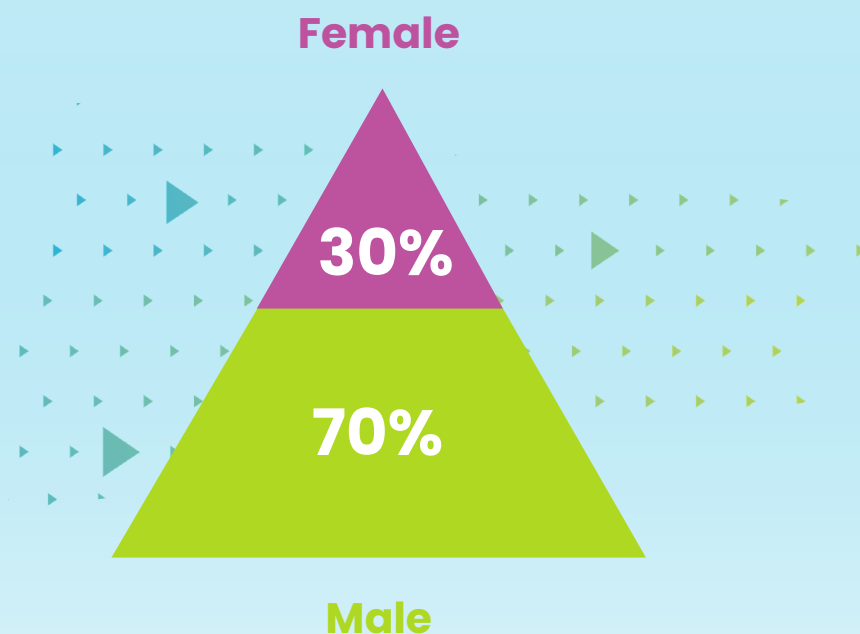


Registration per Province

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
TOUR OPERATOR

Sector:
Hospitality / Travel



Sector:
Marketing



Sector:
Healthcare



Sector:
Education / Training



Sector:
Logistics /
Transportation



Spectra
سيكتر

Sector:
Healthcare

Semifinalist Teams

(Social Enterprise Track)



Sector:
Accounting / Finance



Sector:
Accounting / Finance



Sector:
Education / Training



Bahaa

Sector:
Retail



Sector:
Education / Training



KARAMA IT
INTELLIGENCE TECHNOLOGY

Sector:
Healthcare



أد أسترا
AD ASTRA

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)



Sector:
Waste Management & Recycling



Sector:
Waste Management & Recycling



Sector:
Aquaculture



Sector:
Monitoring Forests & Marine life



Sector:
Technology



Sector:
Consumer Goods



Sector:
Climate Action



Sector:
Sustainable Cities



Sector:
Green



Sector:
Climate Action



Sector:
Sustainable Cities



Sector:
Sustainable Cities



Sector:
Climate Action



SuRa
Sector:
Renewable Energy



Sector:
Renewable Energy

Virtual Bootcamp

In Numbers

3
Days

39
Training
Hours

13
Daily
Training Hours

5
Daily Training
Hours per Track

1
Main
Trainer

4
Specialists
(1 for each track)

52
Shared
Documents
in Miro

60
Participating
Teams

122
Attendees

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

Social Enterprise Track

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

Ideas Track

- ▶ Team Alignment Map & Personality Test

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

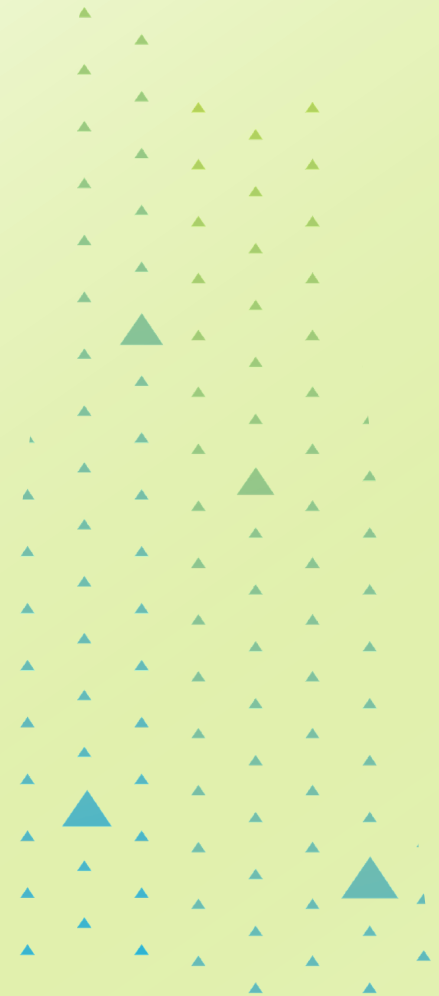
- ▶ Marketing and Communication Strategies for Social Enterprises Collaborations and Partnerships for Greater Impact

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. Haytham
Daowod**



**Mr. Soraqa
Alkhatib**

Social Entrepreneurship Track



**Lujain
AlUbaid**

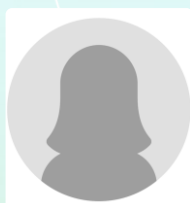


**Jawaher Al-
Zahrani**



**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

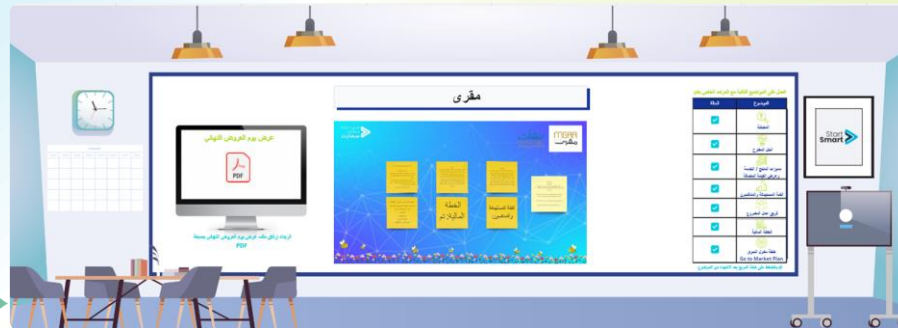
The Final Forum

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)

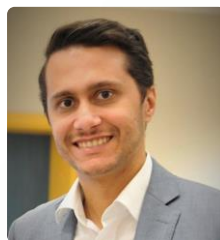
Virtual Mentorship Program

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



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



▶ **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.

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
CapitalCorporate
Venture Capital
Elm Company



Waleed A. Alballaa ▶

General PartnerGeneral
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



1st 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.



2nd 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.



3rd 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



1st 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.



2nd 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.



3rd 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

1st 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.



2nd OWMS

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



3rd 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



1st 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.



2nd 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.



3rd 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



07

Active
Platforms



1,003
Posts



49.9k
Followers



16 M

Impressions



716 K

Links Clicks



27.3 k

Engagements

Social Media

Top Interactive Organic Posts

2.5K



3.8K



3.8K



26.8K



Social Media

Additional Organic Campaign Posts



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
Alzuhomeel**

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

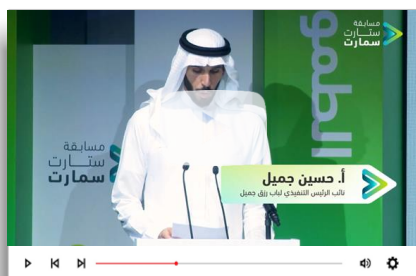
subscribers on X

Fa'a



9K subscribers on YouTube

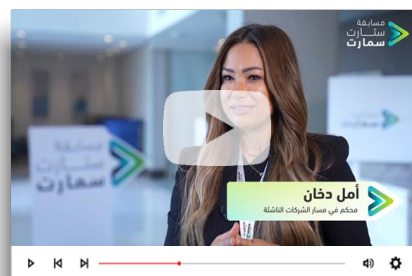
Produced Videos



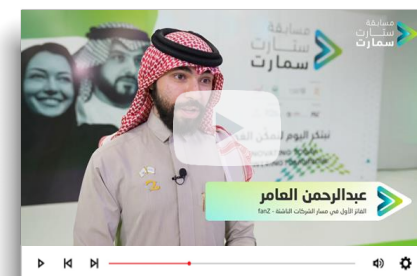
**Mr. Hussein Jameel
Speech**



**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:

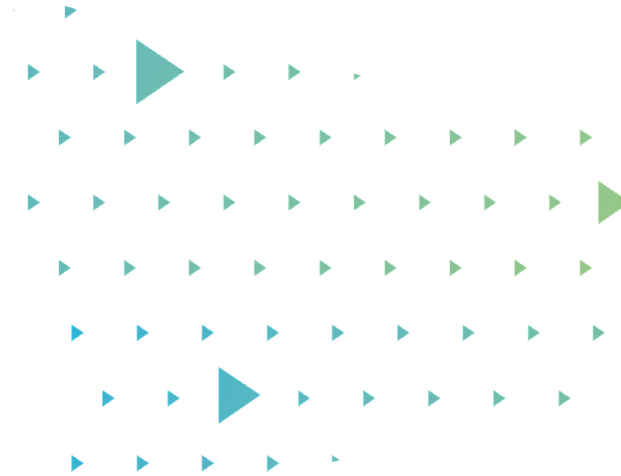
Skill Development

“ 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. ”

“ 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:

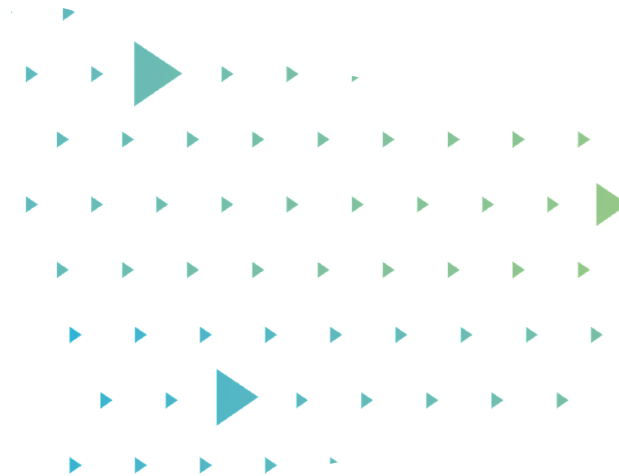
Virtual Demo Day

“ 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.”

“ 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.”



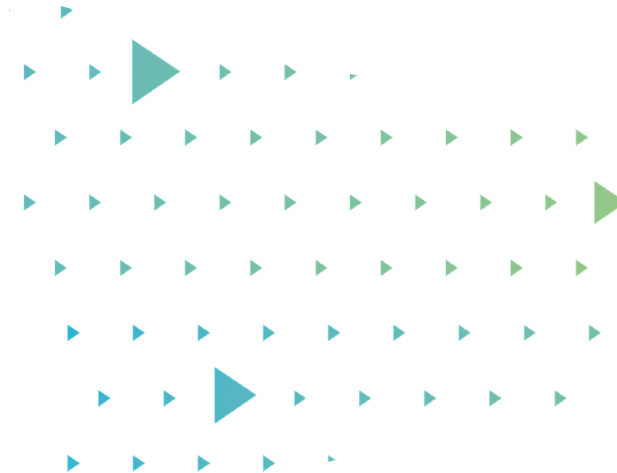
Feedback from Bootcamp:

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.

“ 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 أقدم بأعظم التحايا وأجمل الأمانى 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 مثمرة 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، وتطلع إلى المزيد من التعاون والنجاح المشترك في المستقبل.

مبروك للفائزين و نتطلع للأفضل للجميع

مع خالص الشكر والتقدير،

“

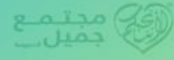
باسمى وباسم فريقنا في سارسات، اتوجه بالشكر الجزيل لكل فريق عمل ستارت سمارت على الجهود المبذولة والتنظيم الرائع الذي قاموا به خلال هذه الفعالية المتميزة. مبارك للفائزين ونتمنى للجميع مزيداً من التقدم والنجاح في مشاريعهم.

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 🍀❤️



يسرنا أن نهنيء كامل فريق مؤسسة مجتمع جميل السعودية والشركات التابعة لها بحلول اليوم الوطني السعودي ٩٣ والذي نحتفل فيه بوحدتنا وتلاحمنا كأمة واحدة، وبأحلامنا التي نعمل ياخذ على تحقيقها لخدمة هذا الوطن. فكمّا، عام وم لكتنا بفؤذ حكوة وشعباً



**Start
Smart**
COMPETITION



Instagram X Facebook LinkedIn YouTube @startsmartsaudi

WhatsApp +966 56 650 8464

Website www.startsmartsaudi.com/
Email contact@startsmartsaudi.com