



StartSmart Competition & Forum 2024

▶ Final Report ◀

Organized and Supported By



A Member of



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StartSmart in Numbers – Overview (General Statistics)



StartSmart Competition 2024

▶ History



Dr. May Taibah

Member of the Board of Trustees of the
Community Jameel Foundation, and Deputy
Managing Director of Nafisa Shams and Bab
Rizq Jameel

Message From The Leadership

At Community Jameel Foundation, 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.

In 2023, we re-innovated that highly anticipated annual event to meet the dynamic needs of the ecosystem. Equipped with a new name, the StartSmart Competition utilizes 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%.

About The Competition

Sponsored by Community Jameel Foundation in Saudi Arabia and organized by Bab Rizq Jameel, the StartSmart Competition seeks to empower entrepreneurs and promote innovation and entrepreneurship in the Kingdom of Saudi Arabia. It benefits from the Foundation's membership in the Global Learning Lab network at the Massachusetts Institute of Technology (MIT).

The competition includes three different tracks: the Startup Track, the Social Enterprise Track, and the Environment Track. The competition will select 9 winners from different tracks who will each receive valuable cash prizes and will have the opportunity to benefit from many other benefits, such as high-level training, mentoring sessions, media promotion, and great opportunities to expand during an exciting and challenging two-month journey.

About Jameel World Education Lab at MIT

The Abdul Latif Jameel World Education Lab (JWEL) was launched as a joint initiative between the Massachusetts Institute of Technology (MIT) and Community Jameel International, an independent global organization that advances science to help societies thrive in a rapidly changing world.

The lab brings together academics, technologists, politicians, community leaders, entrepreneurs, and the labor market through in-person and remote activities and discussion sessions, as well as organizing workshops, conducting research, and organizing events.

The lab's membership organizations work with MIT faculty and experts to explore opportunities and develop the world's education sector.



Strategy

Vision



Stimulating the Saudi entrepreneurship ecosystem and providing a platform for launching entrepreneurial projects, with the aim of contributing to increasing the number of SMEs and stimulating economic development.

Mission



Empowering entrepreneurs in various stages of innovation and entrepreneurship, by holding entrepreneurial competitions and providing qualitative training, investment, and media opportunities for emerging ventures.

Competition Tracks



Startup Track

It targets commercial ventures that are officially registered in the Kingdom of Saudi Arabia that have a team with an extensive experience.



Social Enterprise Track

It targets innovative and registered for-profit social projects in the Kingdom, which provide effective solutions to societal challenges, while achieving positive impact with sustainable financial gains.



Environment Track

It targets innovative environmental ideas and projects that work to solve environmental challenges, combat pollution and climate change, and other related fields.

Community Jameel Foundation cooperated with the MIT Enterprise Forum to launch the Saudi edition of this international competition.

Added the Social Enterprise track to the competition, to allow startups with a positive impact on society to participate in the competition.

Establishment of the Saudi Valley Platform, which is an open platform for visitors and Competitors to submit ideas, startups and social entrepreneurship companies.

Launch of the Startup Investment Forum, a three-day exhibition that brings together local and international SMEs and gives them the opportunity to network and meet investors, with the aim of expanding their businesses in Saudi Arabia.

2016

2017

2018

2020

Competition History

2024

2023

2022

2021

Merged the environment and ideas tracks together.

Hosted members of Jameel World Education Lab and StartSmart to explore further collaboration and integration.

Added the Environment track to the competition to allow startups with environmental impact to participate in the competition.

Launched the new brand identity of the StartSmart competition, as a member of the Jameel Global Education Lab at MIT, supported by the Community Jameel Foundation in Saudi Arabia, and organized by Bab Rizq Jameel.

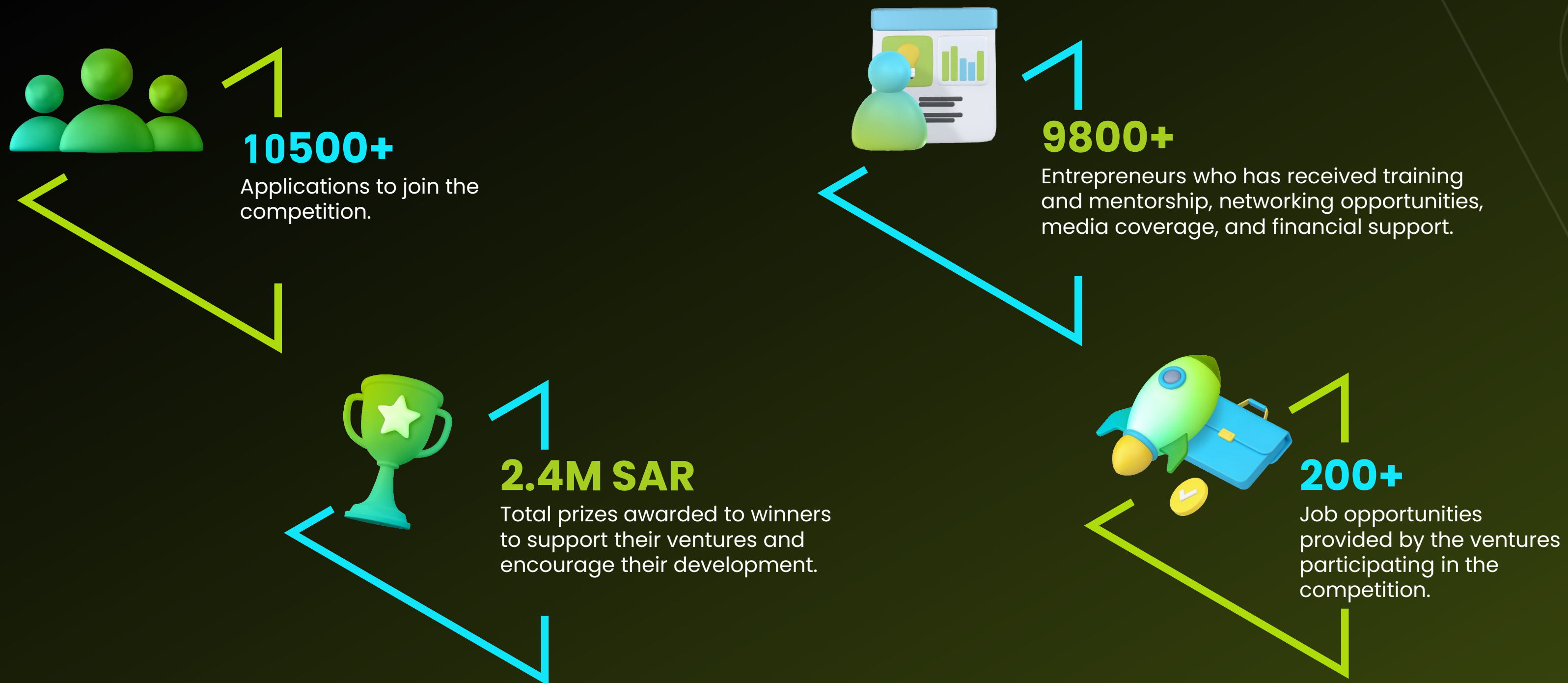
StartSmart 2023 was held at the Jeddah Corniche Circuit, under the patronage of His Royal Highness Prince Saud bin Jalawi, Governor of Jeddah Region.

Merged the MIT Startup Forum Saudi Arabia competition with the MIT Startup Forum competition in the Arab world under one competition.

Held the competition in Madinah, sponsored by His Royal Highness Prince Faisal bin Salman, Governor of Madinah Region.

All activities of the competition and the StartSmart Conference and Exhibition were held virtually due to COVID-19.

Impact Over The Years (2016 - 2024)



The Second Stage of Measuring The Impact of StartSmart 2023

Percentage of ventures that received funding, investment, or support

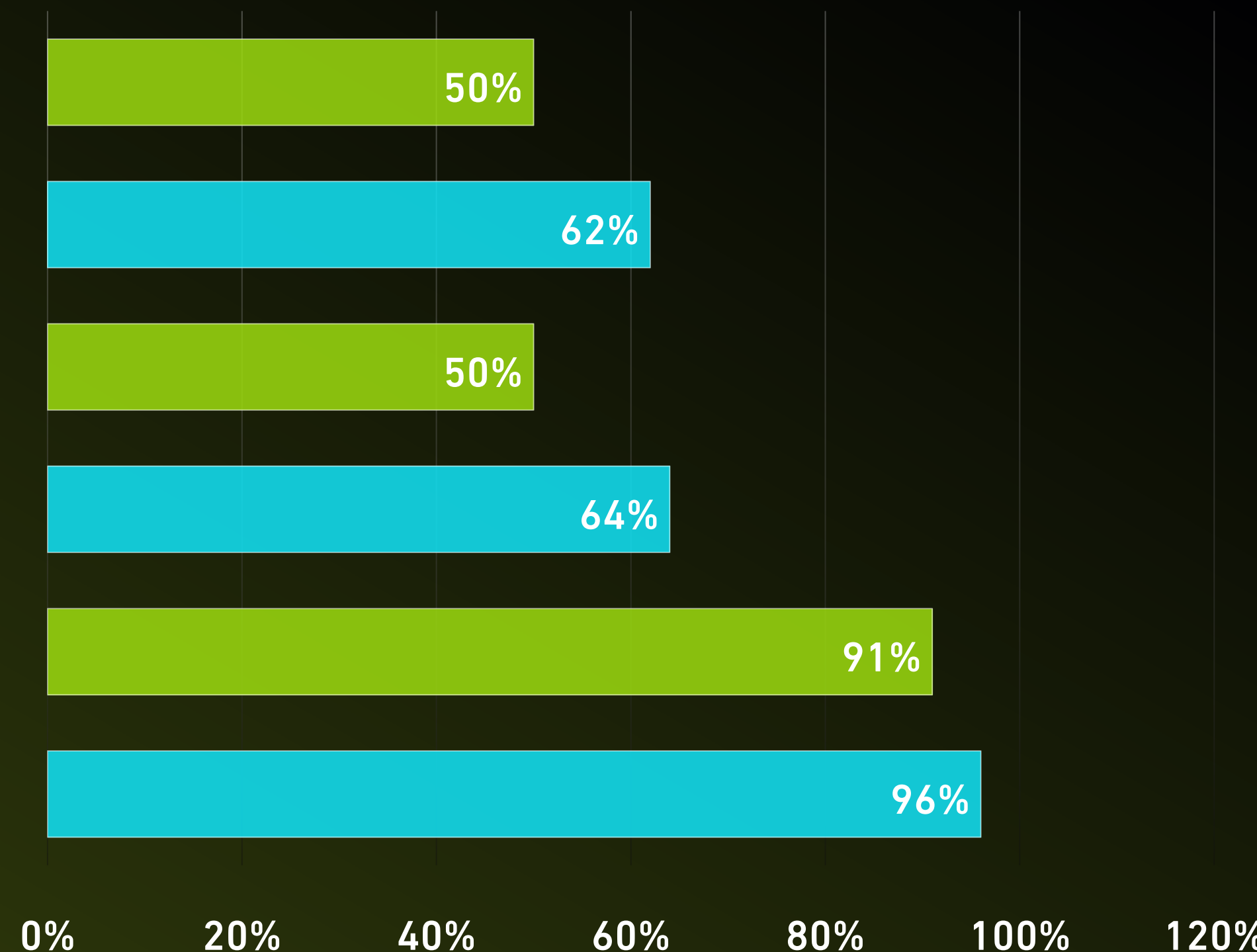
Percentage of ventures that have achieved growth in services, products or geographic scope

Percentage of ventures that achieved an increase in revenue

Percentage of ventures that have achieved job creation and employment

Percentage of ventures that benefited from the competition community and networking

Percentage of ventures that are still active



StartSmart Competition 2024

▶ 8th Edition Report

INNOVATING TODAY.
EMPOWERING
TOMORROW.

Report Introduction

This report aims to provide a comprehensive overview of the StartSmart competition's implementation stages, which represents an exceptional journey to promote innovation and entrepreneurship. The report will highlight the different stages of the competition, focusing on the major milestones that directly affected the participants' entrepreneurial growth and achievements. From the bootcamp to the final forum, each stage has played a crucial role in developing skills and unleashing creativity. This year's competition has seen an expanded scope of partnerships and diversified activities; hence, enhancing the participants' experience and motivating them towards further success and progress.

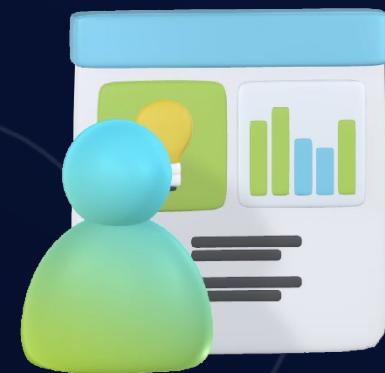
The Competition's Stages

► This report covers the main stages of the StartSmart Competition:



Recruiting the Competitors Stage

It included a marketing campaign to attract participants and roadshows to introduce them to the basic concepts of entrepreneurship and the available competition tracks, with the opportunity to learn from experts and expand their professional network.



Bootcamp Stage

An intensive two-day program that included specialized trainings and mentorship sessions on entrepreneurship skills and competition tracks, with interactive activities and one-on-one mentoring.



Final Qualifiers Stage

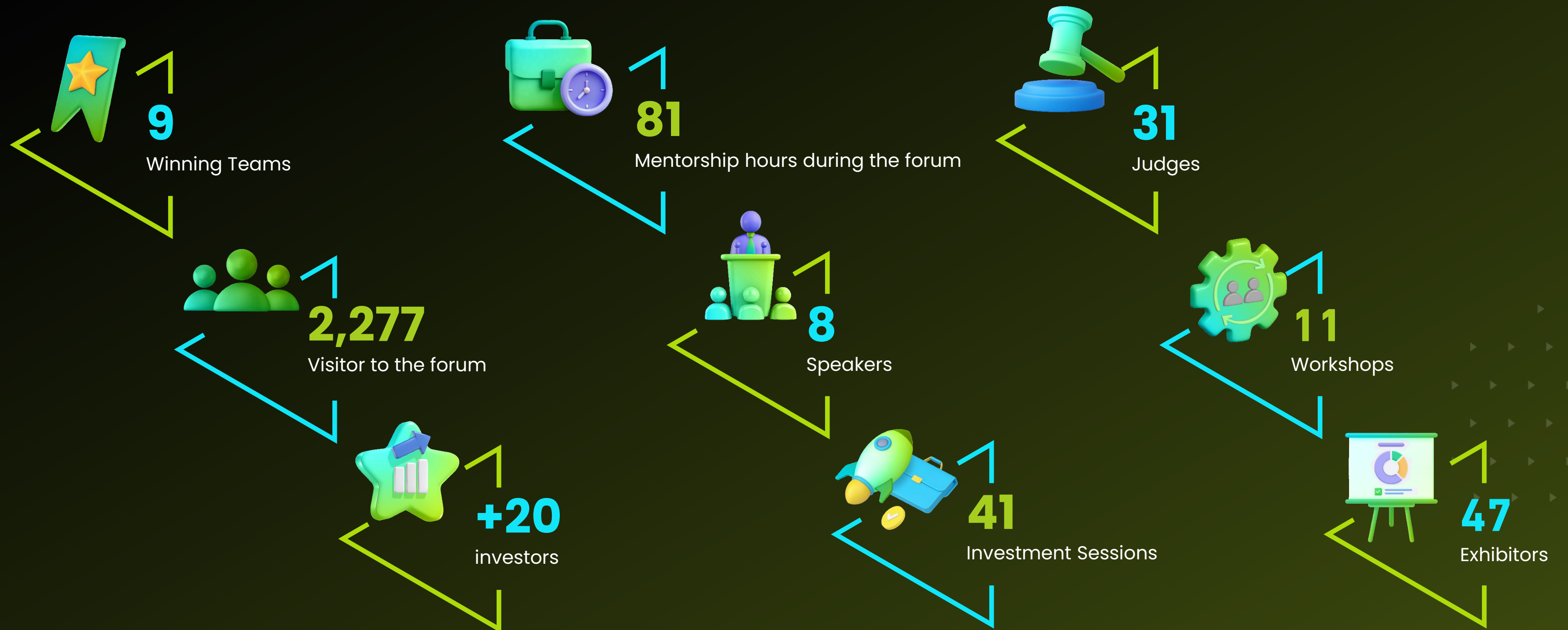
Demo Day gave the opportunity for 43 participants to present their ideas and ventures to the jury to select the winning teams.



StartSmart Forum

The forum included panel discussions, workshops, an exhibition, mentorship sessions, announcement of winners, as well as a "Startup Investment Forum".

The 8th Edition in Numbers





Recruiting the Competitors Stage



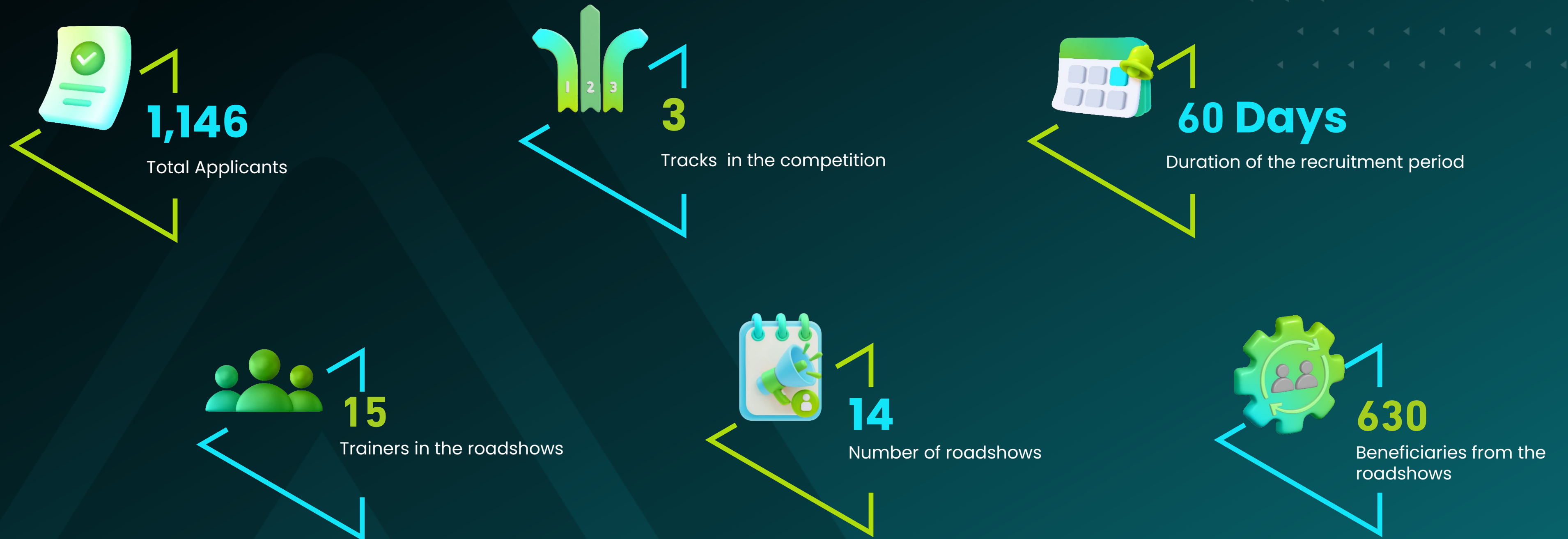
Recruiting the Competitors Stage

During the recruitment stage, the roadshows formed an essential part of this year's StartSmart competition, where interactive training workshops were provided to introduce potential participants to the basic concepts of entrepreneurship and the various competition tracks. The roadshow were held in cooperation with several partners and raised awareness of the competition among Saudi entrepreneurs.

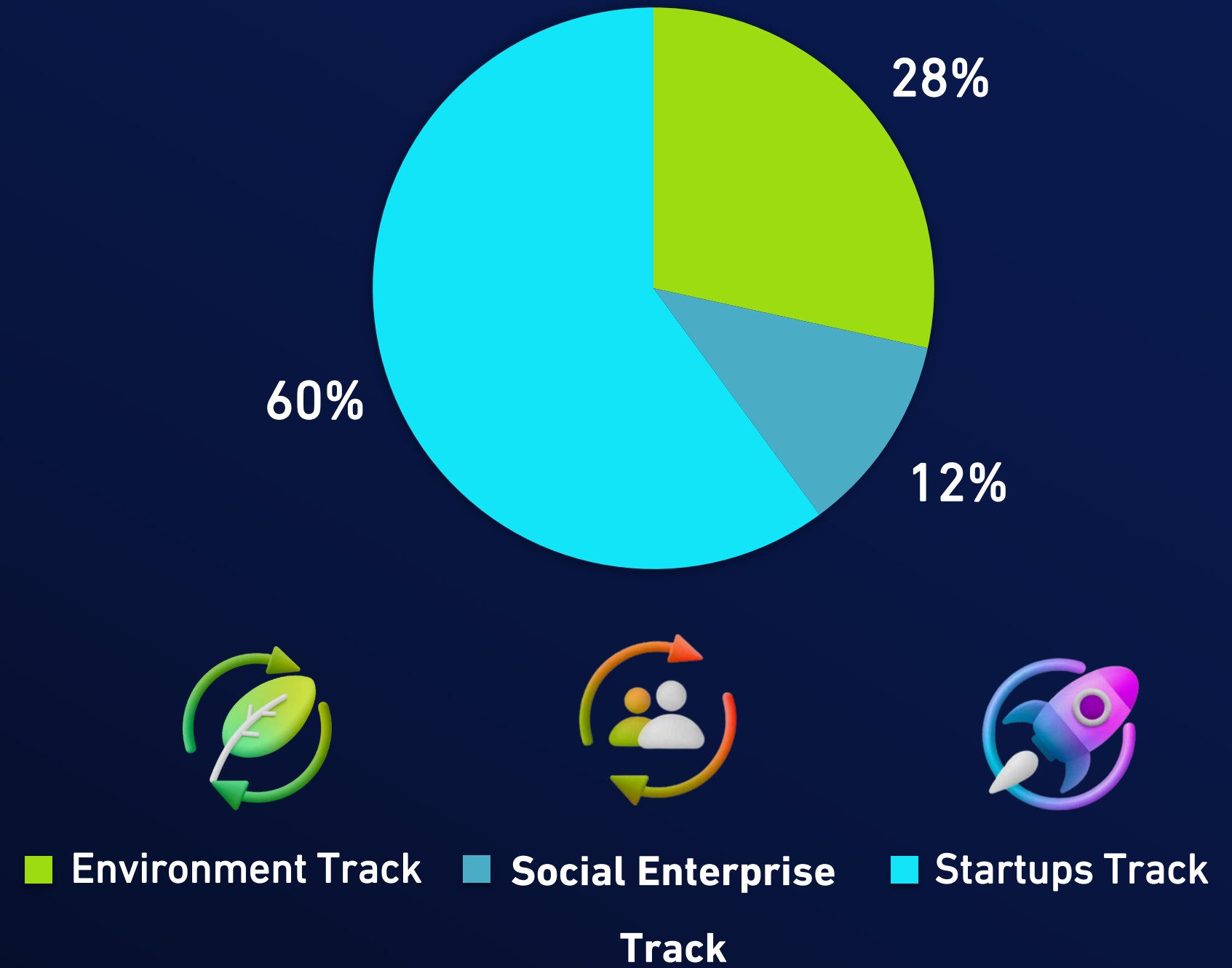
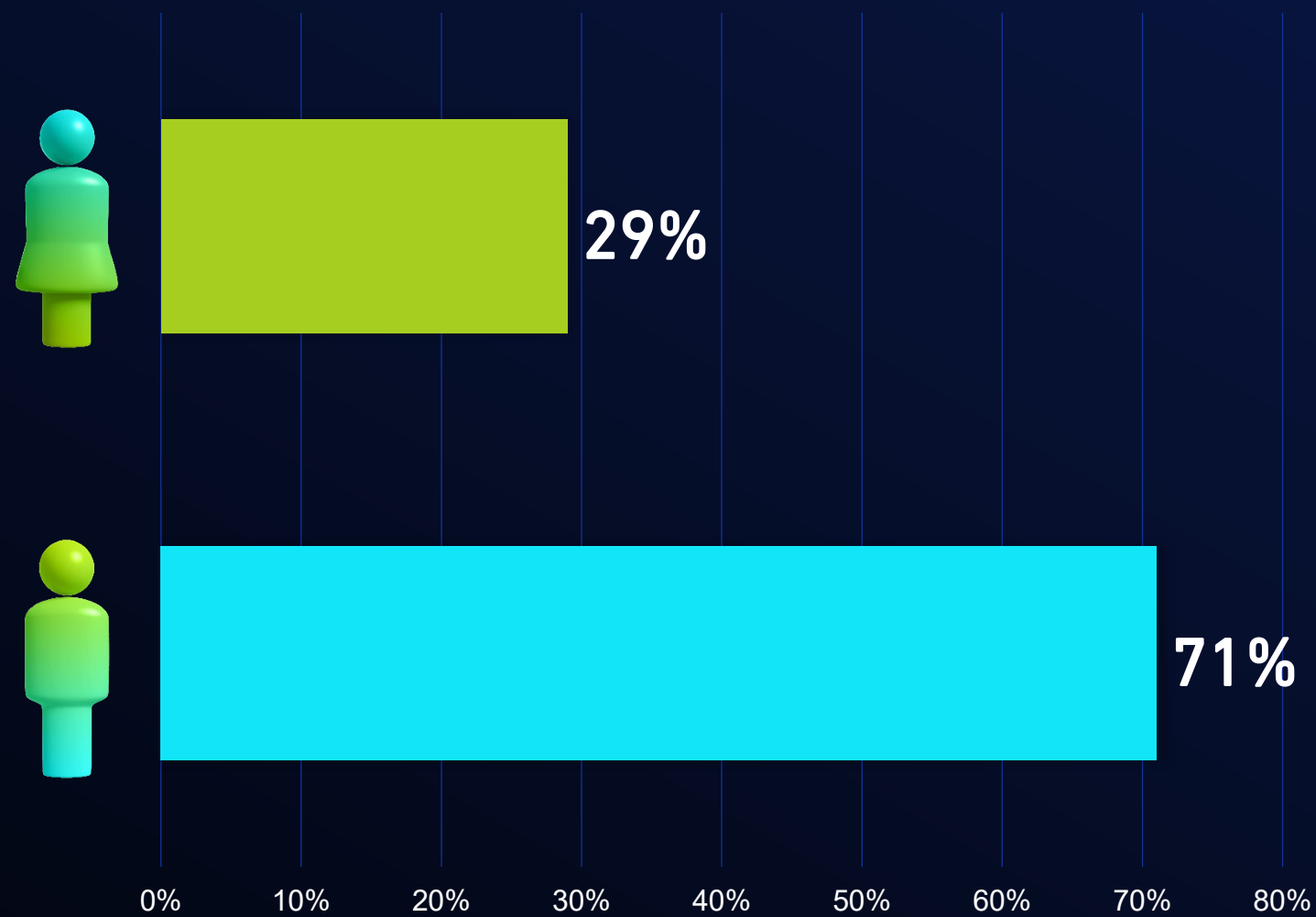
Also, the roadshows were a valuable opportunity for the participants to understand the nature of the competition and relevant fields, in addition to expanding their professional network by interacting with elite experts in the field. It also contributed to providing a comprehensive explanation about the different competition tracks and the benefits that participants will receive from each track.



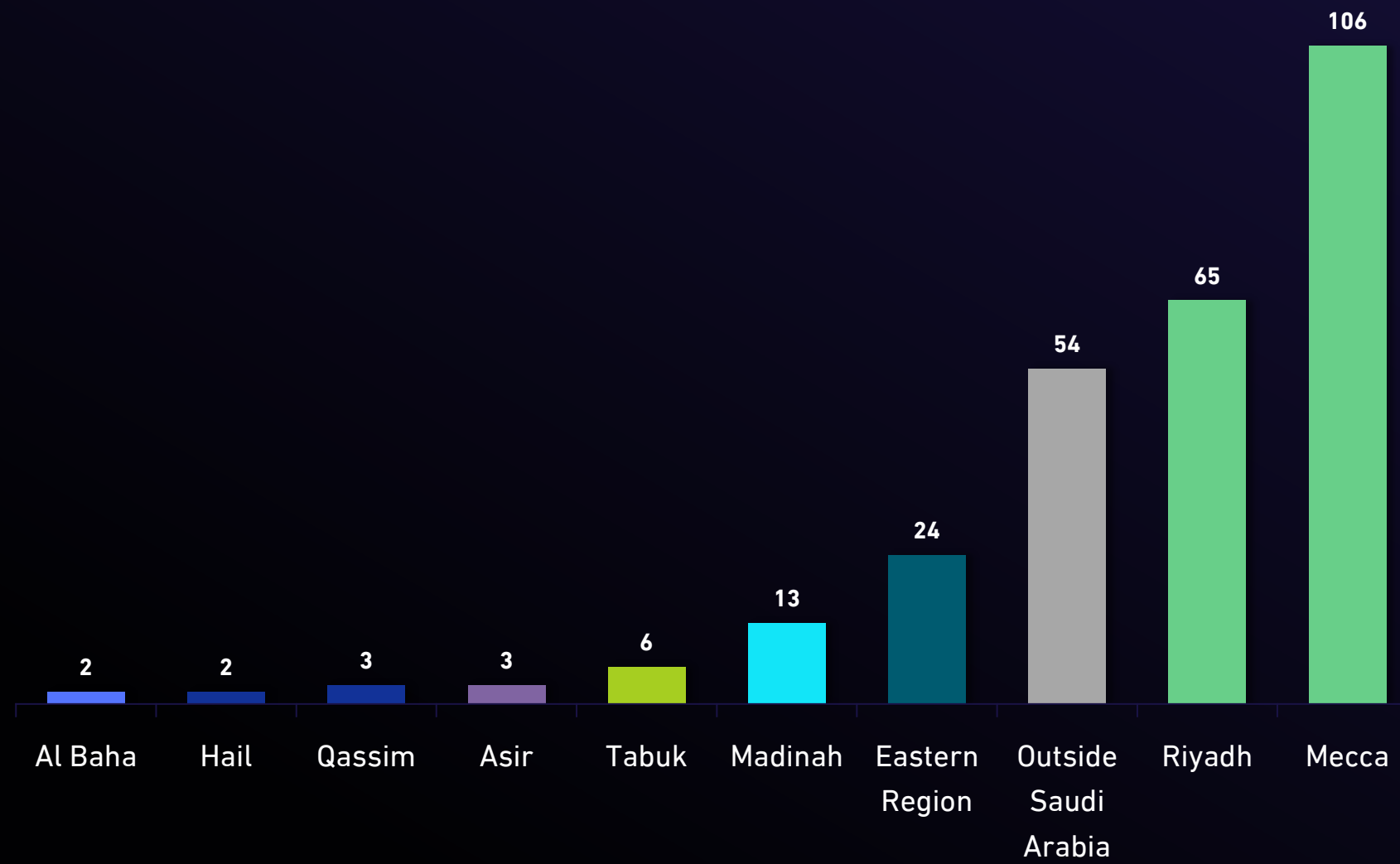
Recruiting the Competitors Stage In Numbers



Demographic Distribution of Applicants



Demographic Distribution of Applicants (Continued)



Some of the Roadshows' Presenters and Partners



Walid Quqandi



Atef Saab



Alawiya
Abdulfattah

وادي طيبة
TAIBAH VALLEY



جامعة جدة
University of Jeddah



كلية الأمير
محمد بن سلمان
للإدارة وريادة الأعمال
Prince Mohammed
Bin Salman College
Business & Entrepreneurship
KAEC • RIYADH

مركز الابتكار

منشآت
monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

بنك التنمية الاجتماعية
SOCIAL DEVELOPMENT BANK



Roadshows Topics

- ▶ Achieving growth in startups
- ▶ Social entrepreneurship: transforming ideas into positive environmental impact
- ▶ Using AI tools to boost entrepreneurial projects
- ▶ Simulate the entrepreneurial experience
- ▶ Answering questions about the StartSmart competition
- ▶ Jadah-Thon Hackathon in Jeddah

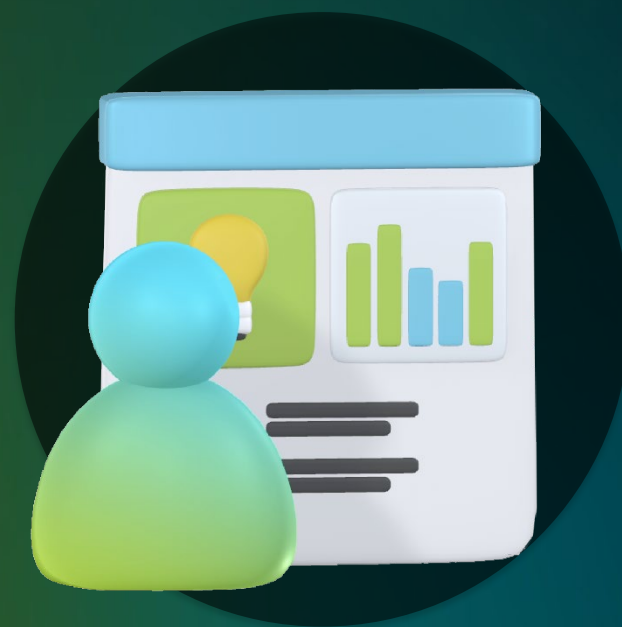
مسابقة
ستارت
سمارت

Start
Smart
COMPETITION

Innovating **today**.
Empowering
tomorrow.

أطلق العنان
لإمكانياتك!

مسابقة
ستارت
سمارت



Bootcamp Stage





mp

cants, 45 ventures were selected to participate in the
the competition: the bootcamp, which provided the
oetitors with an intensive learning experience, combining
and individual mentorship. The bootcamp was designed to
of participants in developing their entrepreneurial projects
em for the next stage of the competition. It included
g sessions for each track and mentoring sessions for each
their needs, which provided them with the opportunity to
ance from experts specialized in the fields of interest.

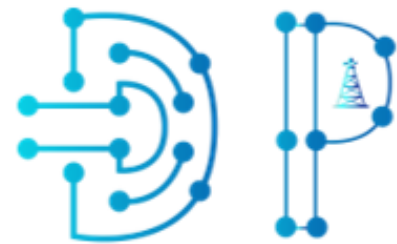


Bootcamp Stage Numbers



Semifinalist Teams

Startup Track



Semifinalist Teams

Social Enterprise Track



منصة هديل التعليمية



أقدم

BN

Diz

معا نترك الأثر

فهمان

نيور
Neor



آفاق
afaag

بسمة الدنيا
BASMA ALDUNYA

إيكوباليتس
ecopallets

بذورتك

BRAVO

JOOD

Semifinalist Teams

Environment Track



Objectives of The Bootcamp

- ▶ Apply the principles of design thinking to develop innovative solutions.
- ▶ Identify important metrics for the success for business ventures, according to each track's nature.
- ▶ Develop persuasive and effective presentation skills.
- ▶ Explore business finance strategies.
- ▶ Improve project pitches in preparation for the final judging day.
- ▶ Connect with experts in one-on-one mentoring sessions to enhance participants' chances of success.
- ▶ Boost confidence through simulation sessions and practical training.

Bootcamp Trainers



Amal Dukhan

Angel investor and managing partner in an investment fund, with experience in design thinking and institutional innovation.



Abdul rahman Aljafri

Angel investor and partner in an investment fund, with experience in strategy and business development.



Arwa Shafi

Supportive of startups and a former tech organization, with experience in business and experiment design.

Bootcamp and Mentorship Sessions (Snippets From The Bootcamp)



Bootcamp and Mentorship Sessions (Snippets From The Bootcamp)





Final Selection Stage



Presenter of awards in
Environmental Track:

عالم
حافولا

Start
Smart
COMPETITION

Final Selection Stage

The final selection stage provided the participating teams with the opportunity to present their ideas and projects in front of a committee of experts and specialists in each track. The participants presented their final presentations that reflected the efforts and knowledge and skill developments they went through during the training camp period and received valuable feedback from the jury. After the final finalization, the winners were selected based on the benchmark evaluation for each track.



9

Judges



43

Presentation and
participating team



+90

Total
Attendance



Judges of The Final Selection Stage

Startup Track



Mr. Hassan Al-Yamani

Director of SMEs at Abdul Latif Jameel
Finance



Adwa Al-Dakhil

Founder & CEO of Falak
Business & Investment



**Mr. Abdul Rahman
Torjoman**

Vice President of Corporate Communications
& Sustainability – SEDCO Holding

Social Enterprise Track



Mr. Hussein Attar

Chief Executive Officer of Tech
Invest Com



**Mr. Muhannad
Kattan**

Founder & CEO of
Qattan Media



**Eng. Rami Abu Al-
Jadayel**

Director of Western Region – Social
Development Bank

Environmental Track



**Mr. Yazid Al-
Shammari**

Sidra Program Manager –
Ministry of Environment, Water
and Agriculture



Dr. Bandar Arab

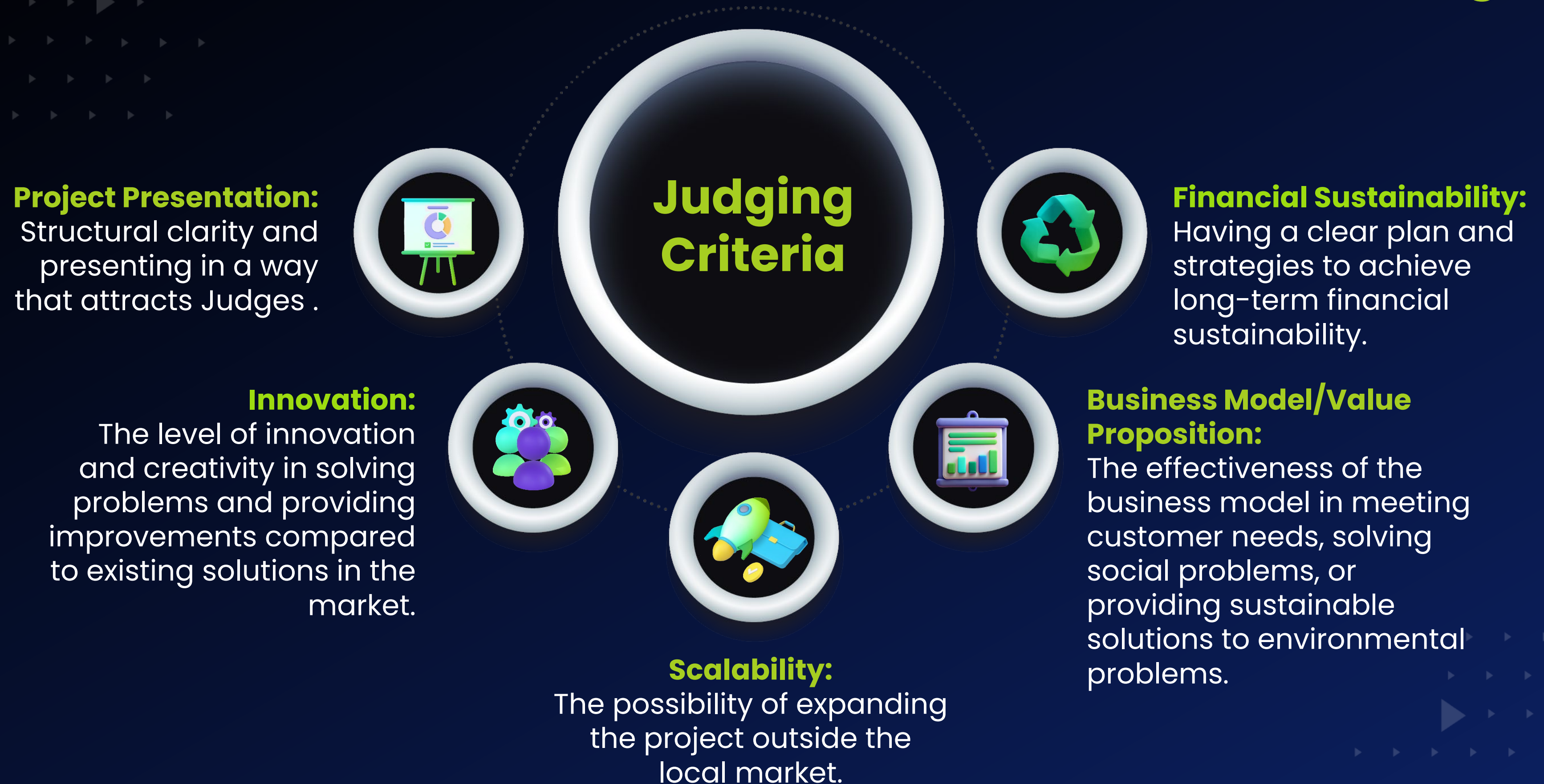
Executive Director – Savola World
Foundation



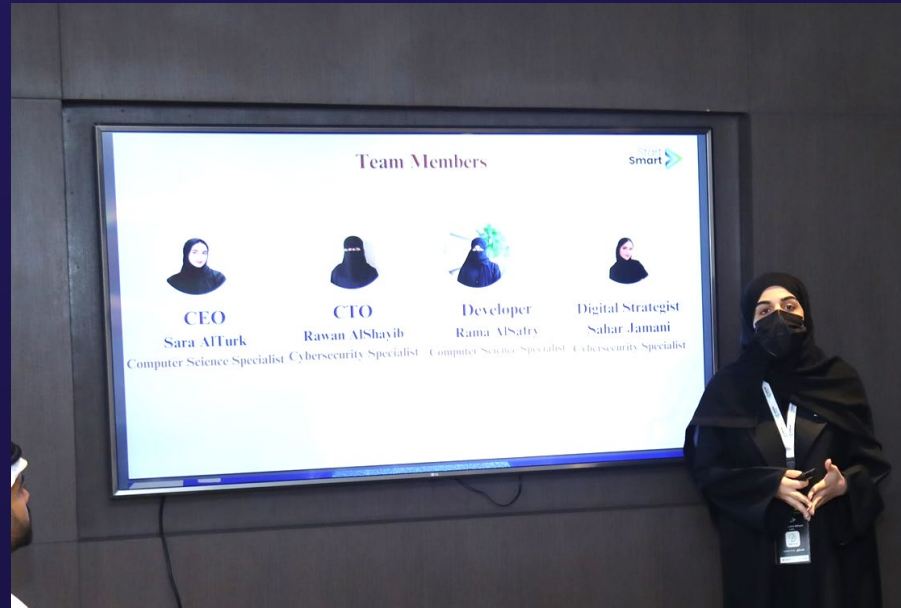
**Dr. Marwan Abdul
jawad**

Director General of the
General Department of
Sustainability KACST

Standers of Arbitration For The Final Selection Stage



Final Selection Stage





StartSmart Forum



StartSmart Forum

With the support of Community Jameel Foundation and Bab Rizq Jameel, the StartSmart Entrepreneurship Forum was held at the Hilton Hotel in Jeddah on 22-23 October 2024. The forum included many exciting activities.

Forum Activities:

- ◀ Workshops
- ◀ Mentorship sessions
- ◀ Startup Exhibition
- ◀ Startup Investment Forum
- ◀ Signing Cooperation Agreements
- ◀ Conference with panel discussions
- ◀ Winners Announcement



**Two
days**



2,277
Visitor to the
forum

Speech by Mr. Hussein Jameel at the Forum

In the name of Allah, the Most Gracious, the Most Merciful, and peace and blessings be upon the Master of the Prophets and Messengers, and upon all his family and companions...

I am honored to welcome you today to the StartSmart Forum 2024, which concludes the eighth edition of the StartSmart competition, which is held in partnership with many major entities from the public and private sectors, and with the participation of a group of Saudi entrepreneurial Competitors who add a distinctive brilliance to each season and their participation in their distinctive projects.

Since 2015, StartSmart has been the first national entrepreneurship competition in Saudi Arabia, as a result of Community Jameel's long-standing vision to support the social, economic, environmental and technological development of the Kingdom. Since then, the Foundation has been working to support young men and women to establish their own businesses, with the aim of contributing to the development of the local economy and creating more job opportunities for the people of the country.

Through the various tracks of the competition, we focus on encouraging projects that are in line with the ambitious goals of the Kingdom's Vision 2030, such as supporting a culture of innovation and entrepreneurship, combating unemployment, protecting the environment, and sustainable development, in order to reach a prosperous, diversified, knowledge- and technology-based economy, in harmony with the huge initiatives of the public sector, and activating the role of small and medium enterprises.

Ladies and gentlemen, I am delighted to stand among you today in an even greater celebration of innovation and entrepreneurship, to witness the fruits of months of preparation and work, celebrating entrepreneurs who have proven to be a source of inspiration and leaders of change in our society. Entrepreneurship is not just a business, but a philosophy of life based on self-belief, the relentless pursuit of dreams and making a positive impact on society. To everyone who contributed, to everyone who thought and created, thank you for believing in creativity and that success is a cumulative effect of continuous work.



Mr. Hussein Jameel

Executive Vice President of Bab Rizq Jameel

Workshops

The StartSmart Forum presented several training workshops to sharpen and develop the skills of entrepreneurs, in cooperation with the forum's partners of specialists and experts in the most important topics related to entrepreneurship. The workshops aimed to providing entrepreneurs with knowledge and applied experience that enables them to apply their ideas in the real world and turn them into successful entrepreneurial ventures locally and internationally.



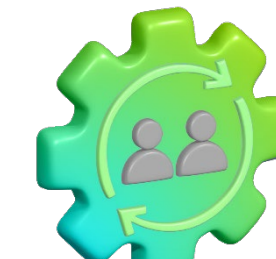
10

Trainers



458

Participants in the
workshops



11

Workshop

ATING TODAY.
VERING
RROW.



Workshop Topics

- ▶ Angel Investment 101.
- ▶ Innovation from scratch to building a technical team.
- ▶ Excellence in presentation skills to investors.
- ▶ Enterprise evaluation.
- ▶ Generative AI and its impact on daily life.
- ▶ Building a business model canvas.
- ▶ The importance of external financing.
- ▶ Structuring the tech teams and increasing their efficiency using AI.

Workshop Presenters



Adel Al-Saadi



Mohammed Bin Saleh



Muhammad Alashmawi



Wael Bin Afif



Adwa Al-Dakhil



Hussam Sindi



Bahr Al-Harbi

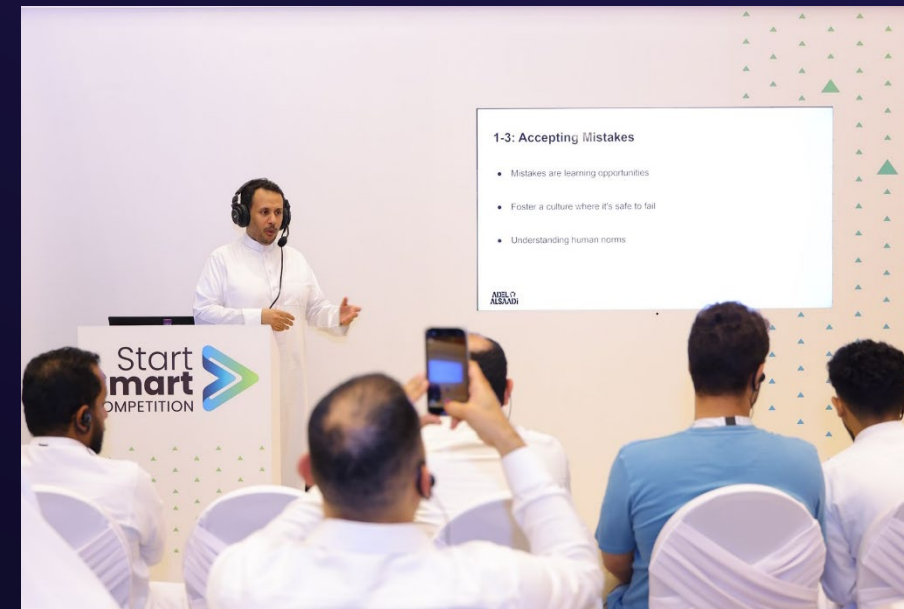


Khalid Al-Khader



**Vassilis
Papakkonstantino**

StartSmart Forum (Snippets From The Workshops)



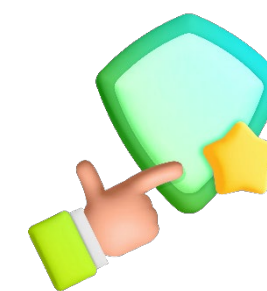
Mentorships Sessions

As part of the forum's enrichment activities, several experts and specialized consultants provided advisory and mentoring sessions for attending entrepreneurs from the public. It was a valuable opportunity for them to obtain knowledge that will enable them to develop their ventures and overcome the challenges across their entrepreneurial journey. These consultations have contributed to strengthening their competencies and broadening their horizons.



81

Consultation
Hours



34

Mentors



325

Consultation
sessions

Topics of The Mentorship Sessions

Oct 22 Consultation Sessions

- Feasibility Study, Expense and Income Management
- Presentation Skills To Investors
- E-Marketing Tools
- Operation and Quality Management
- Planning & Strategies
- Branding
- Apps and e-stores management
- Artificial Intelligence in E-Marketing
- Strategies for obtaining funding
- Product-Market Fit
- Innovation in Process Management
- Human Resources
- Business Development
- Project Management

Oct 23 Consultation Sessions

- Feasibility Study, Expense and Income Management
- Presentation skills to investors
- E-Marketing Tools
- Operation and Quality Management
- Planning & Strategies
- Project Rescue Strategies
- Intellectual Property Rights
- Applications and E-stores Management
- Artificial Intelligence in E-Marketing
- Strategies For Obtaining Funding
- How to Choose Your Project Idea
- Innovation in Process Management
- Establishing Artificial intelligence Technologies
- Contract and Legal Affairs
- Human Resources
- Project Management

Mentors



Dr. Aisha Natto



**Dr. Abdul Jawad
Chowdhury**



**Dr. Mazen Al-
Shammari**



Dr. Hesham Malak



**Dr. Ahmed
Arbaeen**



**Eng. Abdullah Al-
Jilani**



Dr. Olfat Mirza



Dr. Musab Alsubhi



**Dr. Hussein Abdul
razzaq**



**Abdelwahab
Bouchenaq**



Ghada Al-Qurashi



Rami Mukhtar



Iyad Kateb



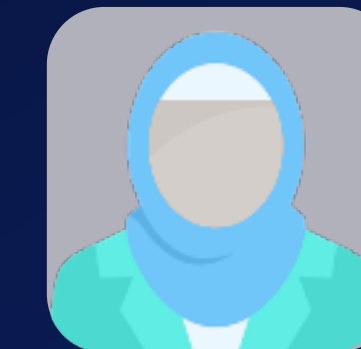
Majed Yousef



Mahmoud Alsawaf



Walid Quqandi



Laila Al-Sufyani



Ammar Natto

Mentors



Nada Al-Nahdi



Bassam Fetini



**Abdul rahman
Almalki**



**Hisham Al-
Khayyat**



Saleh Al-Otaibi



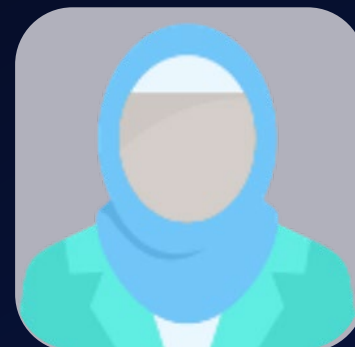
Saif Al-Turki



**Eng. Fadi
Marghalani**



**Dr. Mohammed
Alghamdi**



Doaa Al-Alawi



Ahmed Alqahtani



Nael Matar



Mohammed Saleh



Ahmed Al-Amoudi



**Muhammad
Alansari**



Atef Saab



**Muhammad
Malibari**



Bahr Al-Harbi

StartSmart Forum (Snippets From the Mentorship Sessions)



Startup Exhibition

The Startup Exhibition hosted several innovative entrepreneurial ventures that were participating in the StartSmart competition, allowing them to showcase their products and services, network with entrepreneurs and investors, and build building partnerships. The exhibition witnessed a remarkable presence of those interested in innovation and entrepreneurship, which gave participants opportunities to market themselves and gain future insights. Moreover, a number of organization that are active in the Saudi entrepreneurship ecosystem also participated in the exhibition, enabling them to present their programs and initiatives to visitors.



11

Exhibitors from the ecosystem partners



47

Exhibitors from entrepreneurial ventures

StartSmart Forum (Snippets From The Exhibition)



الجلسة الحوارية الثانية

ستارت سمارت وأثرها العالمي



Dr. May
Taibah



Mr. Gerassimos
Spyridakis



Moderator
Ms. Megan Michelle



Discussion Panels

As part of the "StartSmart Forum", two panel discussions were held to discuss the most important trends and practices of entrepreneurship at the local and international levels. The first panel focused on the local entrepreneurship ecosystem and its opportunities and challenges; meanwhile, the second panel focused on the role of supportive programs, such as competitions, in developing the ecosystem internationally.



2

Discussion Sessions



7

Speakers



StartSmart Forum (Discussion Panels)

► First Discussion Session

Challenges and opportunities in the entrepreneurship sector



Moderator:
Abdul rahman Al-Saati

Member of the National Committee
for Entrepreneurship, CEO of
Destifind



Huda Al-Firdaws

Stimulating the scientific
entrepreneurship
ecosystem



Hussein Al-Attar

CEO of Technology Investment
Company, member of the
National Entrepreneurship
Committee in the program

StartSmart Forum (Discussion Panels)

▶ Second Discussion Session

StartSmart competition and its global impact



Moderator:

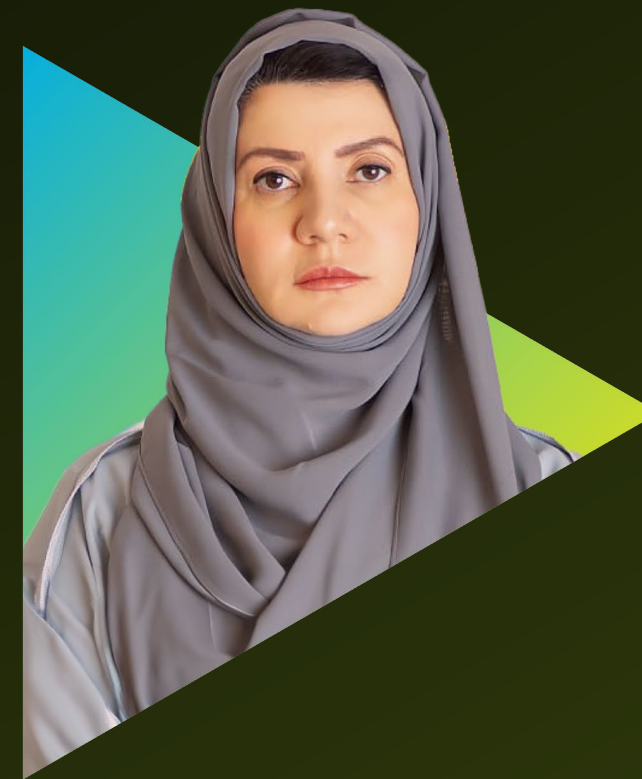
Megan Mitchell

Acting Director of MIT Jameel
World Education Lab



Gerasimus Spiridakis

Start Smart Greece President
of Southeast Europe



Dr. Mai Taiba

Start Smart Saudi Arabia and
Executive Deputy General
Manager of Bab Rizq Jameel



Krzysztof Gaurysiak

Board Member of Start Smart
for Central and Eastern
Europe (CEE)

StartSmart Forum (Snippets From The Discussion Panels)



Signing Cooperation Agreements

On the sidelines of the StartSmart Forum, Community Jameel Foundation and Bab Rizq Jameel signed six cooperation agreements with a few local organizations, with the aim of establishing collaborative programs and initiatives to strengthen the local entrepreneurship ecosystem, generate jobs and income, provide financial support to entrepreneurs, and provide services and discounts to participants in the StartSmart competition.



6

Cooperation
Agreements



Start Smart Forum (Snippets From The Signing Ceremony)



Announcing The Winning Teams

At the conclusion of the "StartSmart Forum", the competition organizers announced the winning teams that successfully passed the final selection stage. Hence, announcing the conclusion of the 8th edition of the StartSmart competition amid great celebrations, with the vast presence by the local ecosystem players in Saudi Arabia. Notably, the Savola World Foundation also presented the Environmental Track Awards, due to its commitment to augmenting the role of environmental entrepreneurial ventures in preserving the planet and resolving the challenges it faces.



9

Winning Teams



360k SAR

Winners Prizes



Winning Teams

Startup Track



Winning Teams

Startup Track



(Third place)

Smart Methods

Smart Methods Est. specializes in robotics and artificial intelligence to make customizable adjustable platform robot. She is ranked by Forbes magazine as one of the most innovative pioneers and ranked by Monsha'at as one of the most innovative companies. Smart Methods Foundation seeks to be the first representative in the Kingdom of Saudi Arabia for the robotics, artificial intelligence, control and automation systems. It is characterized by providing innovative solutions that combine quality and reasonable price, while providing fast and efficient local maintenance.



(Second place)

Talents Arena

Talents Arena is a leading AI-powered recruitment technology brand, aiming to transform the traditional recruitment process. The company uses artificial intelligence techniques to provide a two-way matching engine that understands the needs and culture of companies as well as the skills and ambitions of candidates. This unique approach allows Talents' Arena to deliver exact matches between jobs and candidates, improving the recruitment process and significantly reducing the time and resources required to attract talent. The company offers flexible solutions that include APIs, SaaS products, and custom implementations, making them adaptable to the needs of large organizations and government sectors, with a commitment to reshaping how talent is found and developed.



(First place)

Link Platform

Link is a leading Saudi social media application, designed to be a comprehensive solution that combines all features and services in one place. Link was created with the aim of enhancing communication and connecting users across Saudi Arabia and the MENA region with diverse cultures and experiences, making interactions closer, faster, and smarter. Link delivers a unique experience that meets the needs of individuals, families, friends, business, businesses, and content creators, using advanced AI technologies and innovative features.

Winning Teams

Social Enterprise Track



Winning Teams

Social Enterprise Track



فهمان

(First place)

Fahman

Fahman is the first Saudi application to read stories for children and young adults, and includes a collection of distinguished books from famous publishers and writers. Signing up for Fahman allows customers to read and listen to a variety of book formats: e-books, interactive books, audiobooks, and read with listening. Fahman seeks to focus on users' needs and interests through a unique user experience that corresponds to different types of intelligence, as well as making content accessible to users with learning or physical disabilities. On the business side, Fahman provides innovative technology solutions for the digital publishing sector, especially in the field of digitization of books.

إيكوباليتس
ecopallets

(Second place)

Eco Pallets

Ecobaltes specializes in recycling palm fronds into high-quality pallets at a 40% lower price compared to competing products. The company is licensed, and its product is registered as a patent with the Saudi Authority for Intellectual Property. This innovation addresses a range of social, environmental, and economic challenges simultaneously, as the company has transformed palm fronds from worthless waste that is a burden on farmers and stakeholders into an economically valuable material to be purchased, which contributes to encouraging Saudi youth to continue agricultural activity. It also provides job opportunities in agricultural areas, which effectively contributes to the development of society and the preservation of the environment from pollution resulting from the burning of waste.

BN

(Third place)

Elite Academy

Elite Academy is an innovative learning platform that aims to personalize the learning experience based on the learner's strengths and weaknesses, providing a customized curriculum and appropriate exercises. This approach is carried out for several national tests using artificial intelligence techniques to achieve the best results. The Academy has more than 600 learners and has partnered with more than 25 institutions. The Academy focuses on improving education using technology and increasing the efficiency of learners by customizing the learning path according to their abilities and needs. The Academy targets educational institutions to provide them with the necessary technology to provide a personalized learning experience for their students. The Academy has the unique value of customizing the learning experience for each learner, increasing learning efficiency. Educational institutions can leverage this value to market their services to other learners.

Awards presenter in the environmental track

عالم
حافولا

Start
Smart
COMPETITION

Winning Teams

Environment Track



**First place
Eco Stream**



**Second place
Portable Power Station**



**Third
Nakhlawi**

Winning Teams

Environment Track



(First place)

Eco Stream

EcoStream is a company with a progressive vision to revolutionize water conservation through innovative technology. The team, made up of experts in engineering and artificial intelligence, is focused on developing cutting-edge solutions to address the challenges of global water scarcity. Their flagship product, the smart water-saving tap, integrates real-time AI analysis with retrofit design to provide precise water flow control and maximize conservation. EcoStream's mission is to address the pressing problem of water waste by offering smart and efficient products that reduce water consumption and reduce utility costs.



(Second place)

Portable Power Station

The Second Life Lithium Battery Project is a two-year initiative that aims to reuse spent lithium batteries to create mobile power banks for use in renewable energy applications such as low-cost solar energy storage. The project addresses the problem of battery disposal and its high recycling costs, and contributes to reducing the environmental impact. The target market includes products used for road trips and solar energy storage locally and globally. The project relies on saving significant costs by recycling batteries at a much lower cost than new.



(Third place)

Nakhlawi

Nakhlawi is an innovative platform that connects farm owners who are unable to manage their farms, especially abandoned, with experienced farmers who have the time and ability to take over farm management. The Nakhlawi platform contributes significantly to environmental sustainability by reviving neglected farms and enhancing agricultural productivity. The application helps to establish fruitful partnerships between landowners and farmers, enhancing the value of agricultural land and preserving agricultural heritage.

StartSmart Forum (Snippets From Announcing the Winners)





Startup Investment Forum (SIF)



Startup Investment Forum (SIF)

As part of the StartSmart Forum, the Startup Investment Forum (SIF) was organized to provide a direct communication line between entrepreneurs and investors. This forum provided a unique opportunity for startups to present their venture to a group of investors interested in supporting innovative ideas, and contributed to facilitating access to promising investment opportunities, enabling startups to obtain the necessary funding and guidance for growth.



41

Investment Session



20+

investor

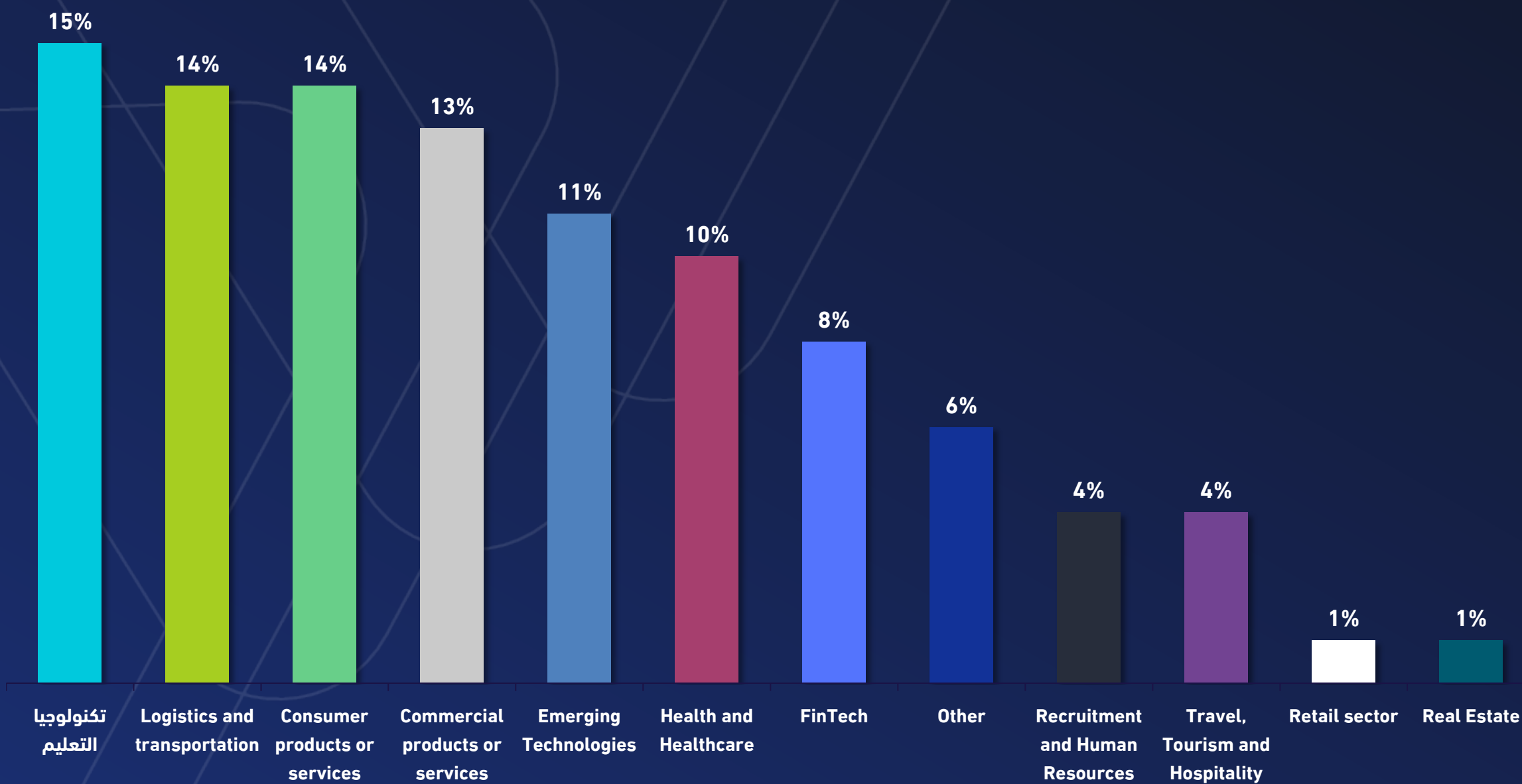


List of Participating Investors

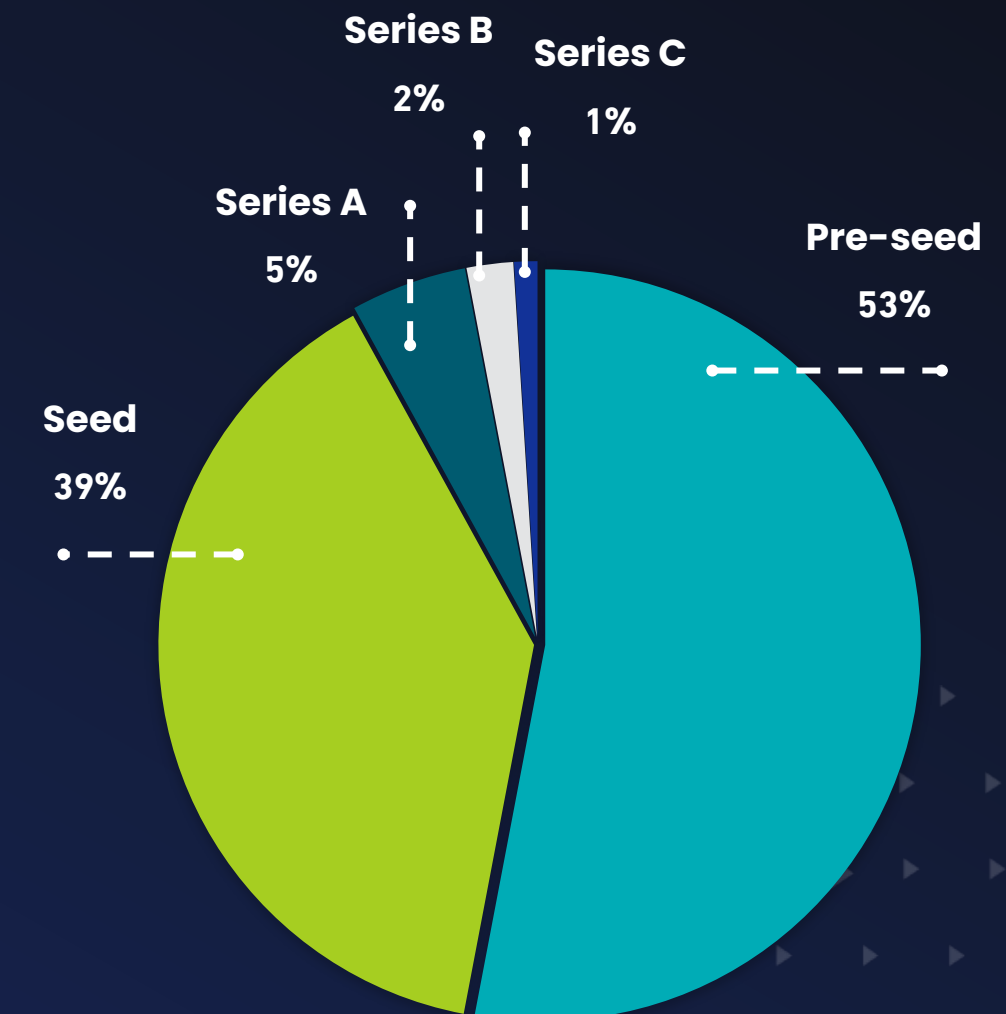
- ▶ Faisal Reda
- ▶ Yousef Sanhani
- ▶ Amani Aqeel
- ▶ Muhammad Alatas
- ▶ Dr. Waleed Al-Babtain
- ▶ Karima Thani
- ▶ Abdulrahman Alnayef
- ▶ Uday Al-Hazmi
- ▶ Abdulaziz Albarrak
- ▶ Dr. Ahmed Yahya
- ▶ Adwa Al-Dakhil
- ▶ Abdulaziz bin Laden
- ▶ Khaled Bekhit
- ▶ Dr. Ali Alshaeri
- ▶ Moataz Shaheen
- ▶ Abdullah Al-Asmari
- ▶ Muhammad Alblihi
- ▶ Abdullah Zaher
- ▶ Ziad Jarrar
- ▶ Faris Al-Saab
- ▶ Abdullah Al-Attas
- ▶ Abdul mohsen Marghalani

StartSmart Forum (Ventures Participating in the Investment Forum)

Startups



Startup Stage



StartSmart Forum (Snippets From The Startup Investment Forum)



Snippets

▶ Activities Area

Start Smart Forum (Activities Area)



Coffee Area



Shooting area



Arts area

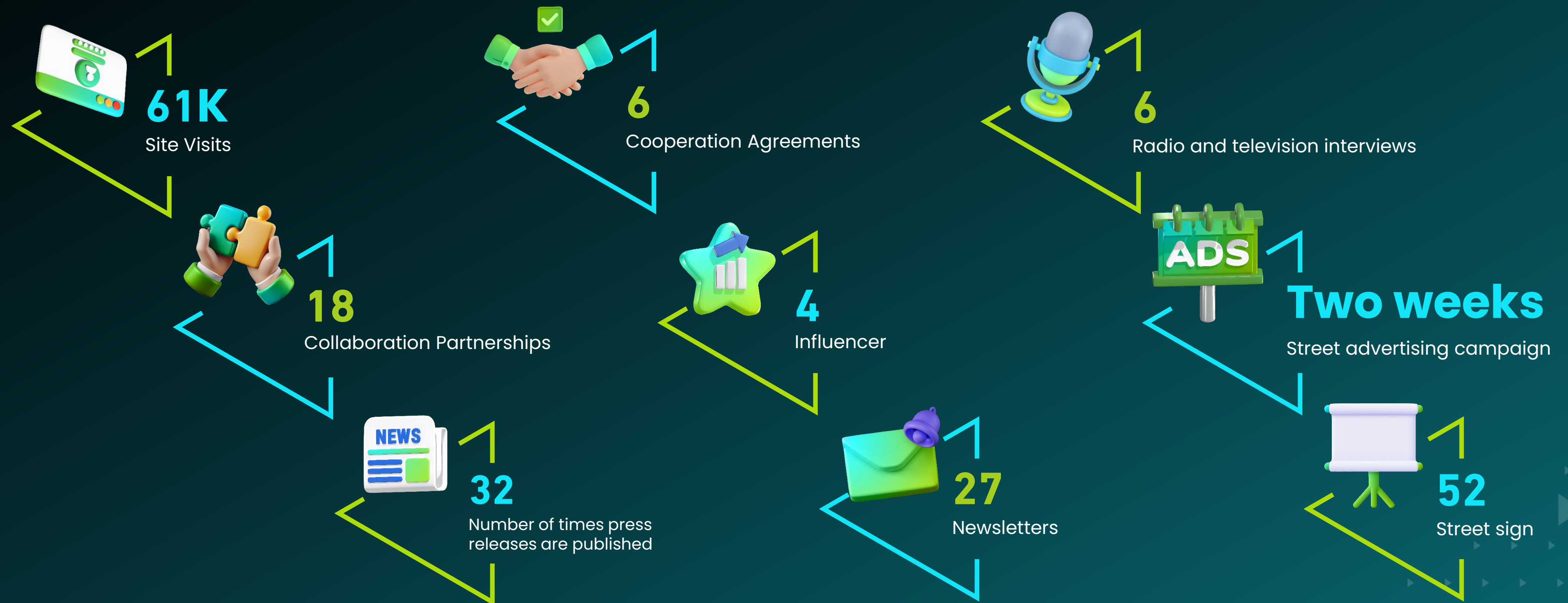
StartSmart Competition 2024

▶ Media Campaign Report

StartSmart in Numbers - Overview (Marketing)



StartSmart in Numbers - Overview (Marketing)



StartSmart Competition 2024

- ▶ Samples of the marketing campaigns on Social Media Platforms

Posts with Most Engagement



LinkedIn
1.0K



Facebook
596



X (Twitter)
322.5K



Instagram
11.3K

Additional Posts

مسابقة ستارت سمارت

في مسابقة ستارت سمارت نسعى إلى دعم رواد الأعمال وتشجيعهم

سجل الآن

دعم وتنظيم مجتمع جليل جامعة الملك سعود

مسابقة ستارت سمارت

ماذا ستفوت لو لم تشارك في مسابقة ستارت سمارت؟

- فرصة الحصول على التمويل والاستثمار
- التعلم واكتساب مهارات جديدة
- خوض تجربة عملية في عرض مشروعك الإعلامية وفرص التسويق
- التوجيه والدعم من المرشدين والخبراء

دعم وتنظيم مجتمع جليل جامعة الملك سعود

مسابقة ستارت سمارت

هل مشروعك جاهز لعرضه على الخبراء؟

- ابدأ في العمل على خطة العمل مبكرًا
- تأكد من وضوح نموذج العمل التجاري
- تدرّب على عرض مشروعك في أقل من 3 دقائق
- لا تخف من الفشل

دعم وتنظيم مجتمع جليل جامعة الملك سعود

مسابقة ستارت سمارت

نفخر بالتعاون مع شريك التمويل

عبد اللطيف جميل للتأمين

دعم وتنظيم مجتمع جليل جامعة الملك سعود

مسابقة ستارت سمارت

فرصتك لتطوير مشروعك

منافسة معرفة ابتكار

سجل الآن

دعم وتنظيم مجتمع جليل جامعة الملك سعود

مسابقة ستارت سمارت

في مسابقة ستارت سمارت فائدة المشاركة لا تنحصر بالفوز

سجل الآن

دعم وتنظيم مجتمع جليل جامعة الملك سعود

مسابقة ستارت سمارت

كن أقرب إلى المستثمرين ووسائل الإعلام

عبر مشاركتك في مسابقة ستارت سمارت لريادة الأعمال

دعم وتنظيم مجتمع جليل جامعة الملك سعود

مسابقة ستارت سمارت

+120 شركة ناشئة

تأسست بعد المشاركة في المسابقة

ستارت سمارت 2024

حوّل حلمك إلى واقع

دعم وتنظيم مجتمع جليل جامعة الملك سعود

Additional Posts

مسابقة ستارت سمارت



هل أنت مستعد للمنافسة والتحدي؟
مسابقة ستارت سمارت

سجل الآن

مركز تنظيم مجتمع جويل

مركز من شبكة J-WEL

مسابقة ستارت سمارت

منتدى ستارت سمارت 2024

الخطوة الأخيرة من رحلة مسابقة ستارت سمارت:



مؤتمر إثنائي وورش عمل
معرض الشركات الناشئة
منتدى الاستثمار في الشركات الناشئة
حفل إعلان الفائزين

مركز تنظيم مجتمع جويل

مركز من شبكة J-WEL

مسابقة ستارت سمارت

FALAK ANGELS
Powered By

انطلق بمشروعك إلى آفاق جديدة، واستفد من:



فرص التمويل: إمكانية الحصول على القروض المالية
العرض على المستثمرين: فرص الحصول على الاستثمار
بناء شبكة العلاقات: وسيع نطاق علاقاتك مع المستثمرين والشركاء

مركز تنظيم مجتمع جويل

مركز من شبكة J-WEL

مسابقة ستارت سمارت

FALAK ANGELS
Powered By

منتدى الاستثمار في الشركات الناشئة (SIF)

لتقديم فكرتك بفعالية أمام المستثمرين. جهز:



عرضاً تقديمياً جذاباً يُلخص فكرتك وقيمتها
خطة عمل متكاملة تشمل الأهداف المالية والتسويقية
فهم عميق لتقسيم السوق وأحتياجات العملاء
فريق عمل قوي يدعم رؤيتك

مركز تنظيم مجتمع جويل

مركز من شبكة J-WEL

مسابقة ستارت سمارت

هل أسست مشروعاً ريادياً تؤمن به؟



شارك معنا لتتمكن من تطويره

سجل الآن

مركز تنظيم مجتمع جويل

مركز من شبكة J-WEL

مسابقة ستارت سمارت

منتدى ستارت سمارت 2024

الخطوة الأخيرة من رحلة مسابقة ستارت سمارت:



مؤتمر إثنائي وورش عمل
معرض الشركات الناشئة
منتدى الاستثمار في الشركات الناشئة
حفل إعلان الفائزين

مركز تنظيم مجتمع جويل

مركز من شبكة J-WEL

مسابقة ستارت سمارت

مسابقة ستارت سمارت

الحدث الأمثل لعرض إمكانياتك

سجل الآن

مركز تنظيم مجتمع جويل

مركز من شبكة J-WEL

Promotional Videos:



Platforms views:
293,074 Views



Platforms views:
1,479,936 Views



Platforms views:
397,768 Views

2. Street Signs



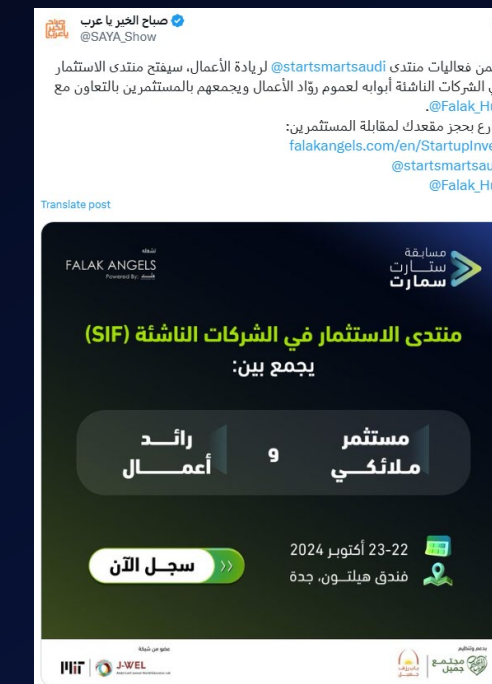
3. Public Relations (Radio and TV Interviews)



Radio Interview
1.8K Views



MBCFM Interview
1.7K Views



MBC Coverage
1.6K Views




MBC Coverage
4.7K Views



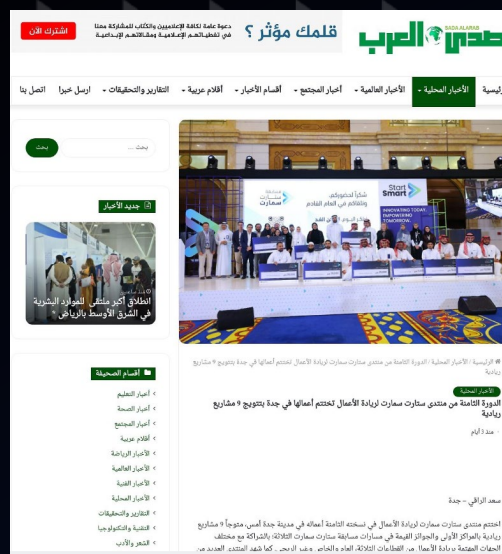
MBC Coverage
2.2K Views



MBC Coverage
3.9K Views

Click to see more 

3. Public Relations (Press Releases)



Sada Aalarab Newspaper
1.88K Views



Al-hadith Newspaper
4.59K Views



Wakeeb Economic Newspaper
9.59K Views



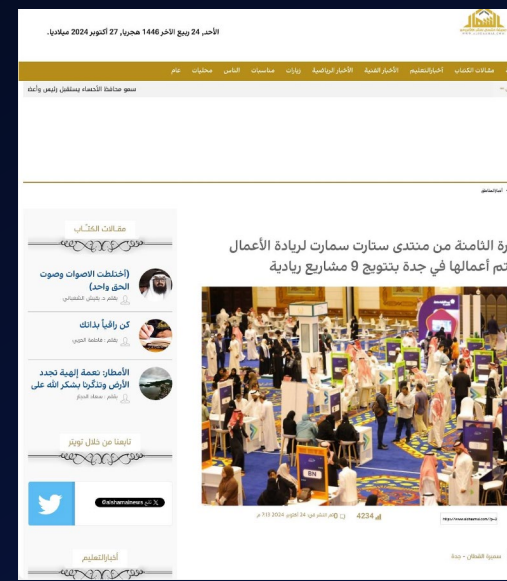
Arabian Alanbaa Newspaper
14.1K Views



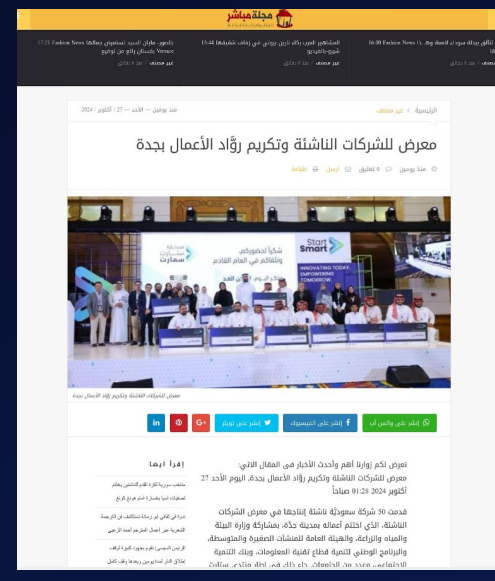
Saudi Alyaum Newspaper
102K Views



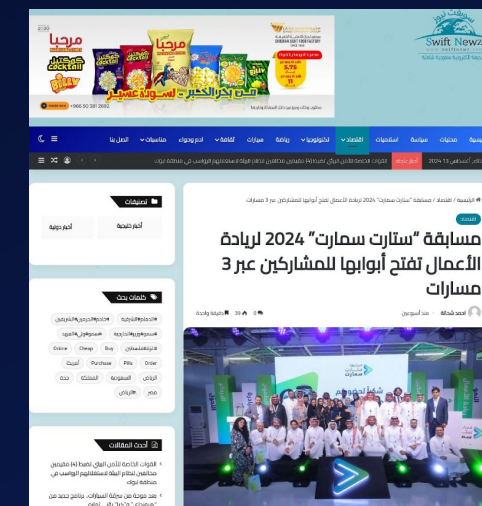
Al-madina Newspaper
2.87K Views



Alshaamal Electronic Newspaper
2.89K Views



Haram Missr Journal
2.89K Views



Swift News Newspaper
2.9K Views



Jawlatt Newspaper
1.18K Views

3. Public Relations (Influencers)

صحيفة سبق الإلكترونية @sabcqorg

أطلقت مؤسسة مجتمع جميل السعودية النسخة الثامنة من مسابقة ستارت سمارت السعودية لريادة الأعمال، بتنظيم شركة باب رزق جميل وبالإستفادة من عضوية المؤسسة في شبكة معمل جميل العالمي للتعليم J-WEL في معهد ماساتشوستس للتكنولوجيا (MIT).

تهدف المسابقة إلى تعزيز منظومة الابتكار وريادة الأعمال في المملكة العربية السعودية، وزيادة عدد المنشآت الصغيرة والمتوسطة ودعمها في الانطلاق والاستمرارية والنمو، وتوليد فرص العمل، واستقطاب الاستثمار الأجنبي.

سيشارك رواد الأعمال في المسابقة ضمن ثلاث مسارات، وهي الشركات الناشئة، والشركات الاجتماعية، ومسار البيئة. وستنافسون للتأهل إلى مرحلة النهائيات مستفيدين من المعسكر التدريبي وتوجيهات المرشدين لهم، بما يساعدهم على تنمية مهاراتهم وقيادة منشأتهم نحو النجاح والنمو المستدام، والفوز بجوائز تصل قيمتها إلى 425 ألف ريال سعودي.

سارع بالتسجيل في المسابقة قبل الموعد النهائي: startsmartsaudi.com

@startsmartsaudi

ليتاقي

0:45

Sabq
14M followers on X

Trendnews24

ترند الأخبار

أطلقت مؤسسة مجتمع جميل السعودية النسخة الثامنة من مسابقة ستارت سمارت السعودية لريادة الأعمال، بتنظيم شركة باب رزق جميل وبالإستفادة من عضوية المؤسسة في شبكة معمل جميل العالمي للتعليم J-WEL في معهد ماساتشوستس للتكنولوجيا (MIT).

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سارع بالتسجيل في المسابقة قبل الموعد النهائي: startsmartsaudi.com

Ad

الصفحة الرئيسية - Start
Smart Competition Saudi
startsmartsaudi.com

Trend News
5M followers on Snapchat

عبدالله الخريف @AbdullahK5

أطلقت مؤسسة مجتمع جميل السعودية النسخة الثامنة من مسابقة ستارت سمارت السعودية لريادة الأعمال، بتنظيم شركة باب رزق جميل وبالإستفادة من عضوية المؤسسة في شبكة معمل جميل العالمي للتعليم J-WEL في معهد ماساتشوستس للتكنولوجيا (MIT).

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سارع بالتسجيل في المسابقة قبل الموعد النهائي: startsmartsaudi.com

@startsmartsaudi

إعلان*

ليتاقي

0:44

Abdullah Alkhraif
2.8M followers on X

إياد الحمود @Eyaaad

أطلقت مؤسسة مجتمع جميل السعودية النسخة الثامنة من مسابقة ستارت سمارت السعودية لريادة الأعمال، بتنظيم شركة باب رزق جميل وبالإستفادة من عضوية المؤسسة في شبكة معمل جميل العالمي للتعليم J-WEL في معهد ماساتشوستس للتكنولوجيا (MIT).

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سارع بالتسجيل في المسابقة قبل الموعد النهائي: startsmartsaudi.com

حسابهم في انستقرام: [instagram.com/startsmartsaudi](https://www.instagram.com/startsmartsaudi)

حسابهم في منصة X: [@startsmartsaudi](https://twitter.com/startsmartsaudi)

#إعلان

ها قد حان الآوان

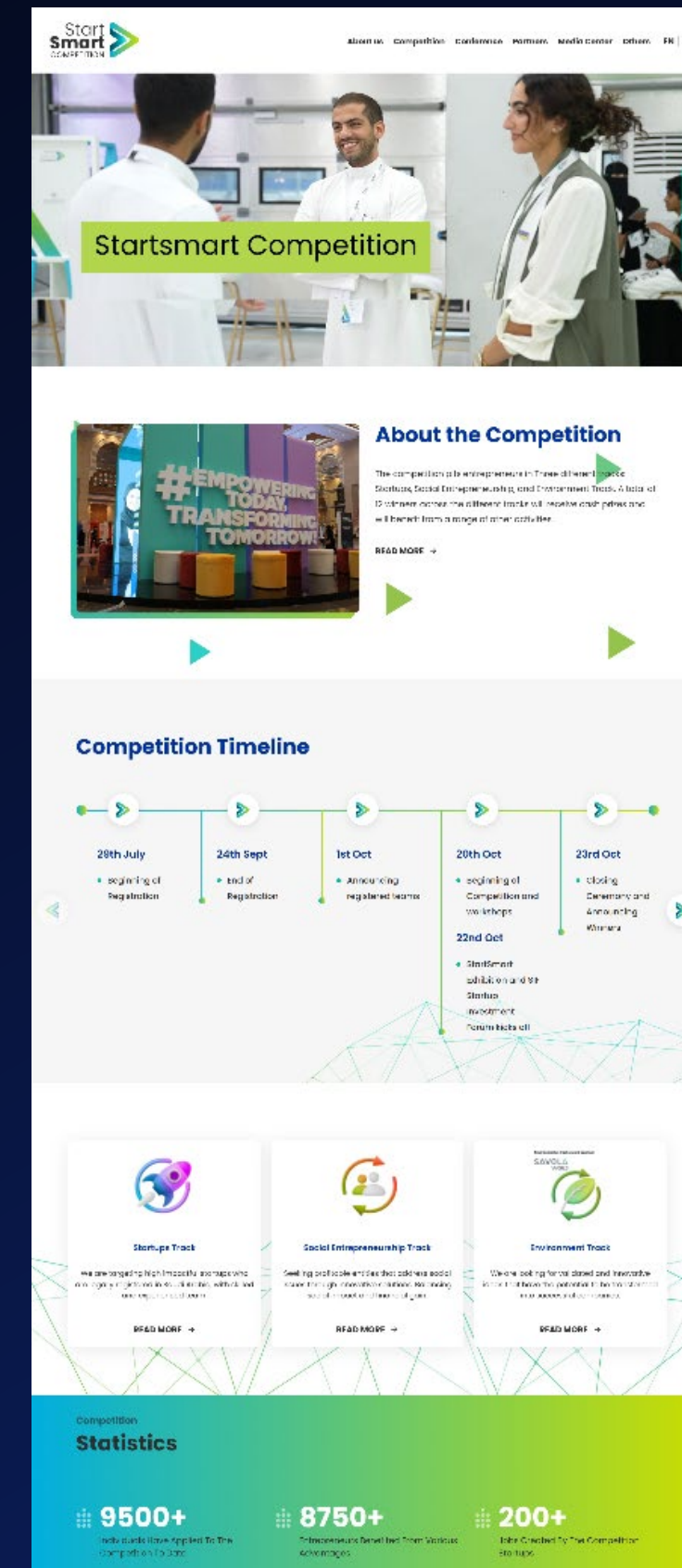
0:45

Eyaad Alhmoud
5.2M followers on X

3. Public Relations (Website and Profile)



Profile



Website

StartSmart Competition 2024

▶ StartSmart Forum's Partners

StartSmart Forum's Partners



Awards presenter in the environmental track



Environmental Sustainability Leadership Partner



Investment Partner



Entrepreneurships Partner



IT Development Partner



Empowerment Partner



Entrepreneurship Ecosystem Partner



Financing Partner



Innovation partner in restaurants and cafes



Knowledge Partner



Roadshow Partner



Workspace Partner



Organizing Partner



Organized and Supported By



A Member of

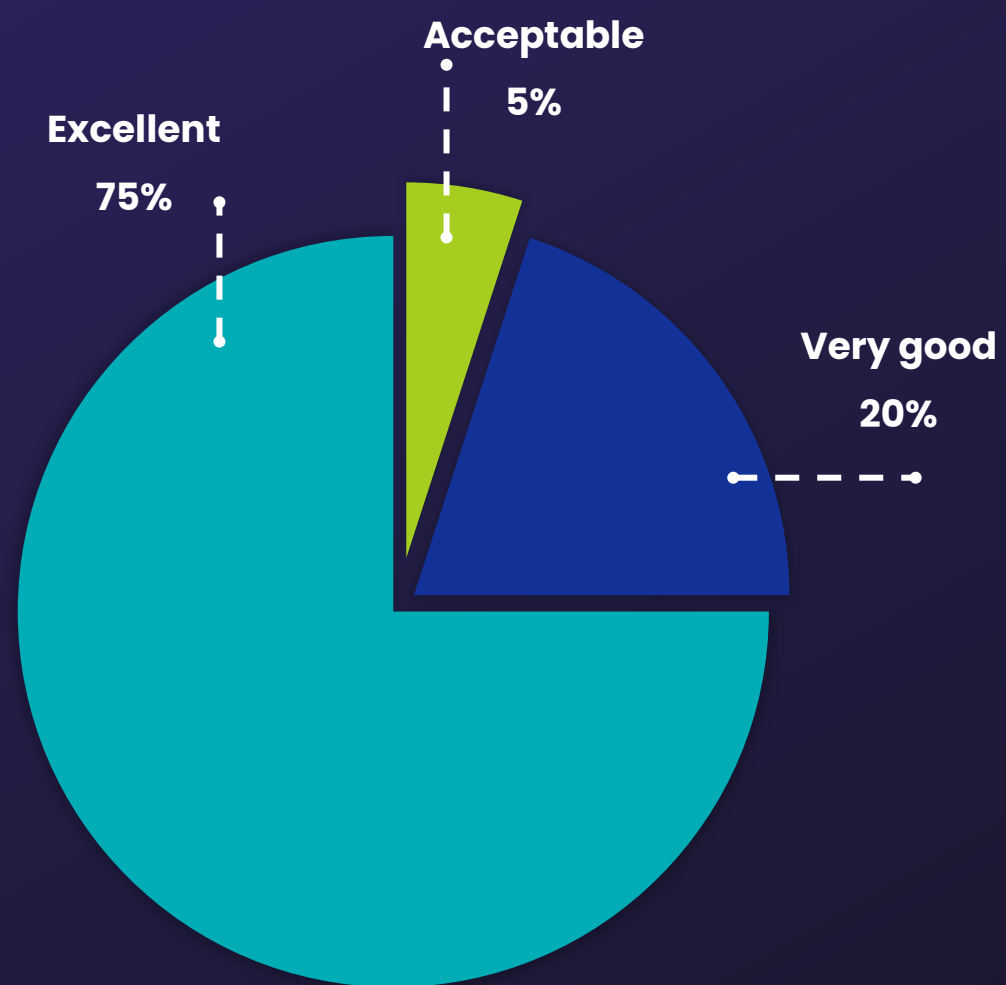


StartSmart Competition 2024

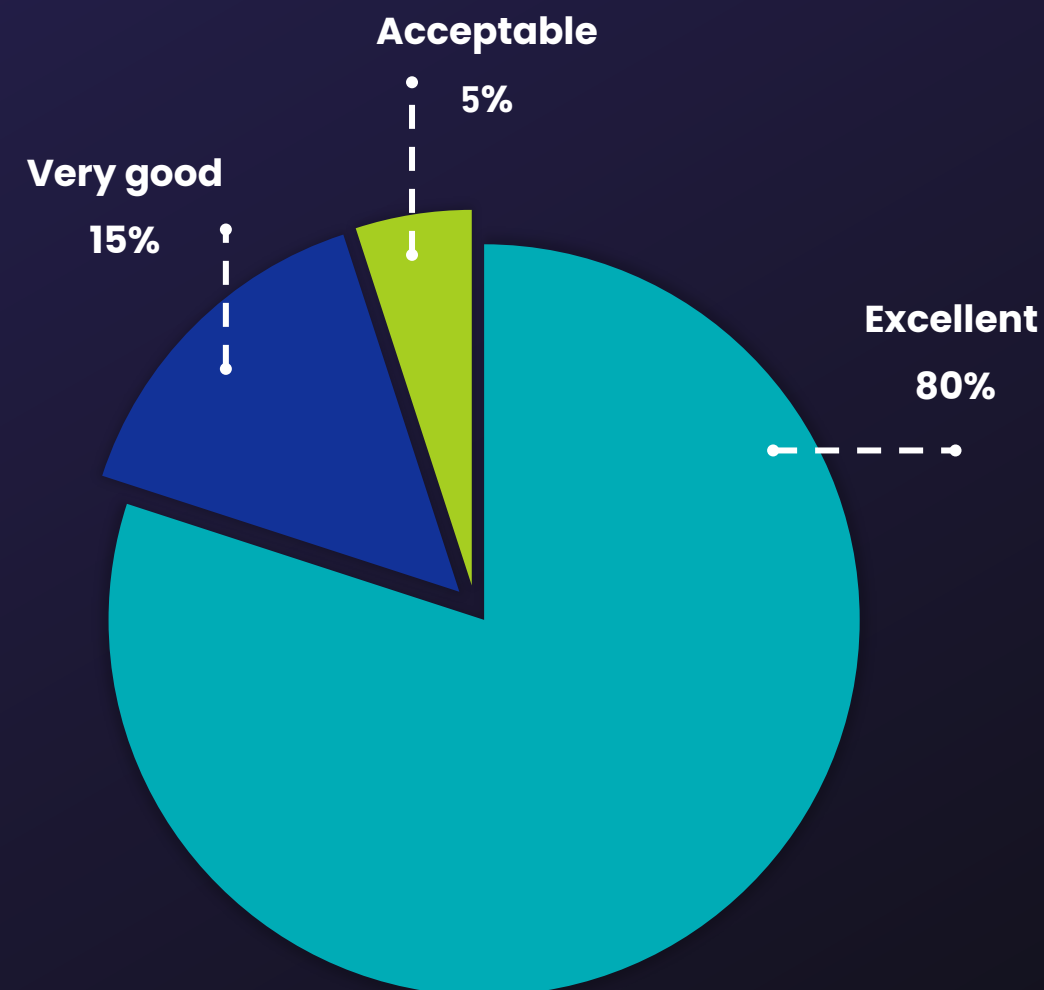
▶ Feedback and Impact Evaluation

Bootcamp (Bootcamp Survey)

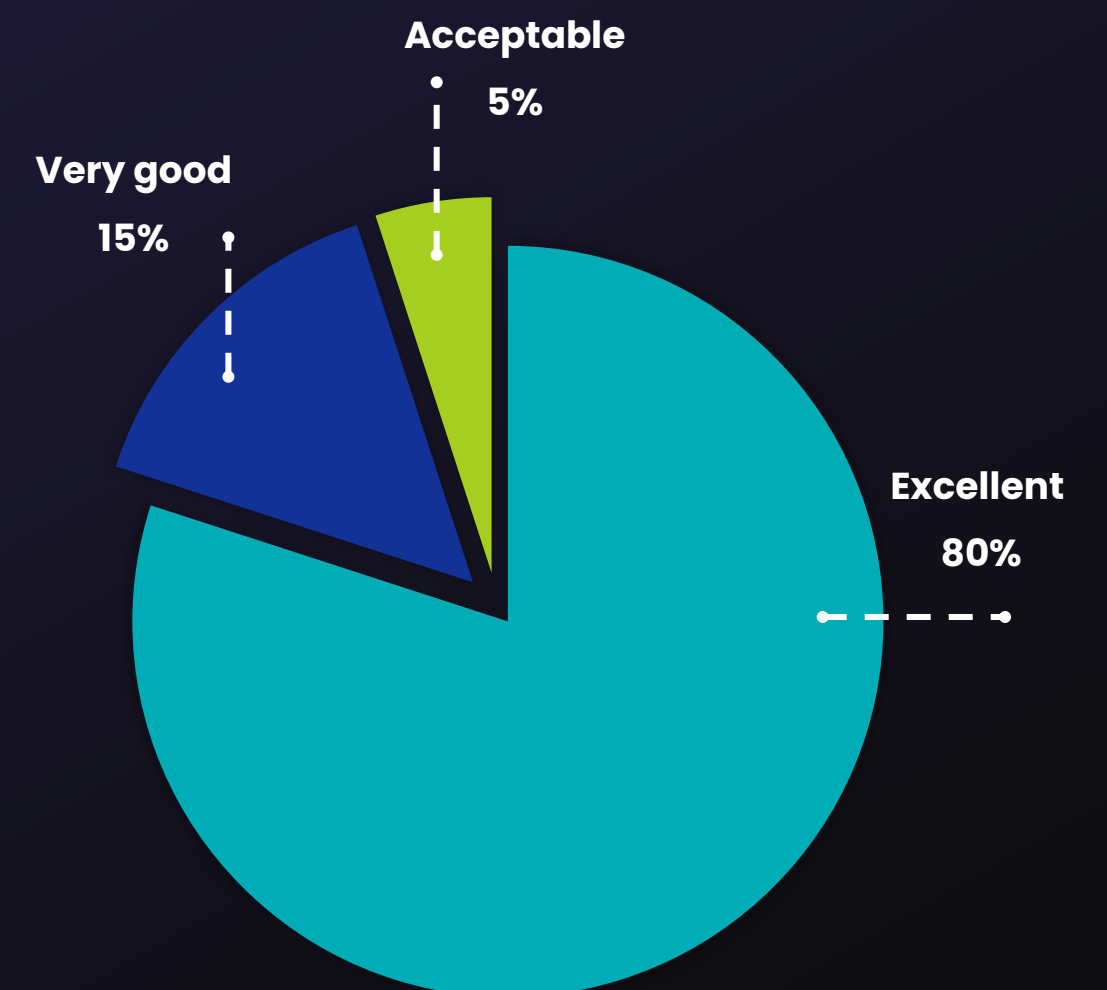
Organization of the training camp



Trainers' ability to motivate participants



General experience with trainers during the bootcamp

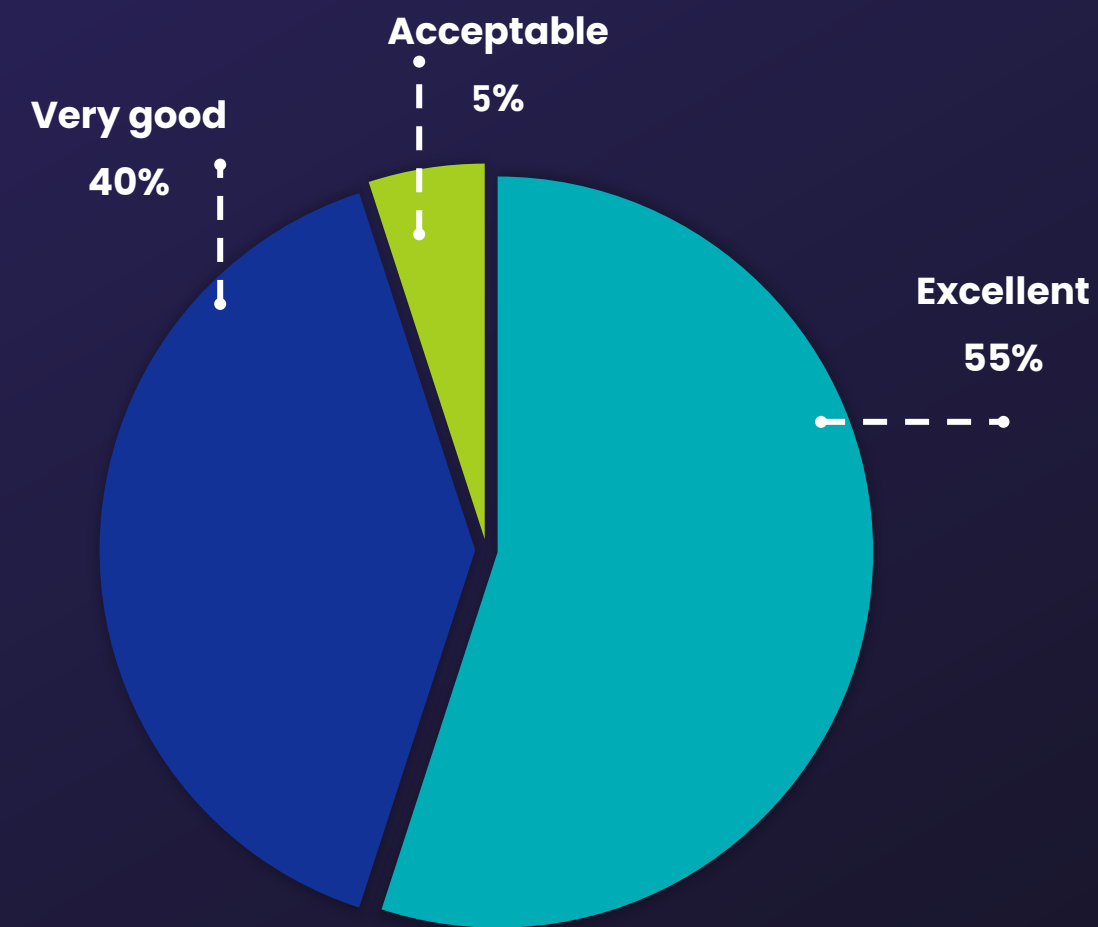


■ Excellent
 ■ Very good
 ■ Acceptable

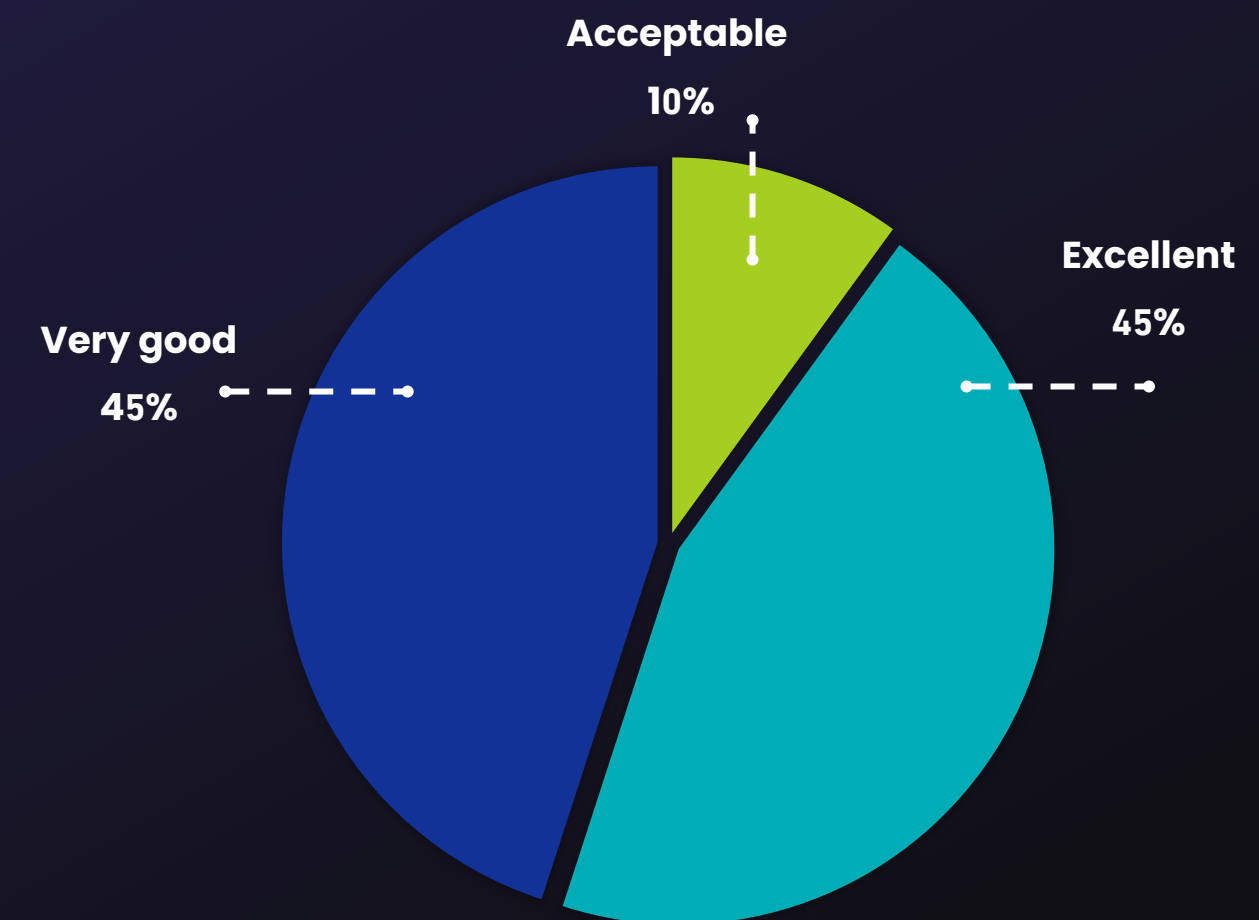
Training camp and mentoring sessions

(Mentoring Sessions Survey)

Evaluate the guidance and support provided during the bootcamp



The extent to which participants benefit from the mentoring sessions



Excellent Very good Acceptable

Bootcamp and Mentorship Sessions

(Participant Feedback)



Evaluation of offers and common mistakes was very experienced. She strictly liked the feedback and how it was in place.

Elite Platform for Education Team
- Mustafa Salem Al-Khamis



The best thing about the training program is that it is delivered by experts in the market, not just theoretical training. The training on presentation as well as on performance indicators was very impressive.

Athr Platform Team - Abdullah Alsayed



The participating team and I benefited from the camp and forum and had constructive guidance for our presentation and investment plan.

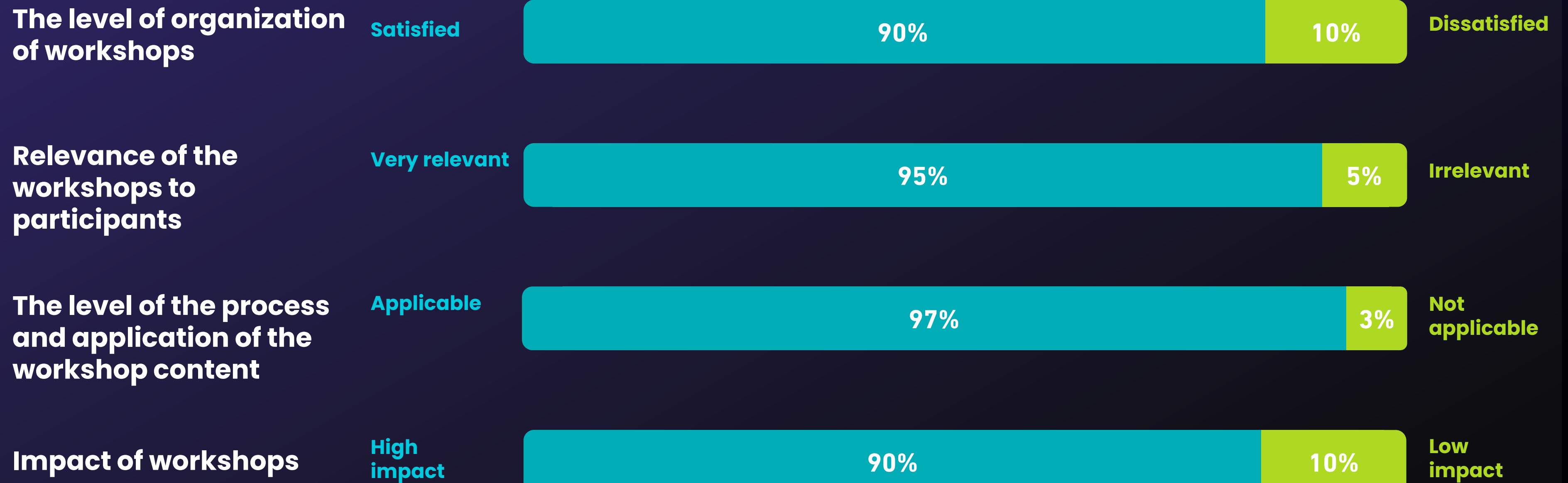
Team Talents Arena - A Jubaili



The presentation was never traditional compared to accelerators, incubators and other competitions, so you really gave us the core and the important, God willing!

LancoI Team - Suleiman Al-Khatib

StartSmart Forum (Evaluation of Workshops)



StartSmart Forum (Startup Offers)

The level of organization of the presentation

Satisfied

80%

20%

Dissatisfied

Clarity of the presentation

clear

97%

3%

Unclear

Investor Reviews

Highly effective

85%

15%

Ineffective

Investor interest

Extremely interested

65%

35%

Not interested

presentation time

enough

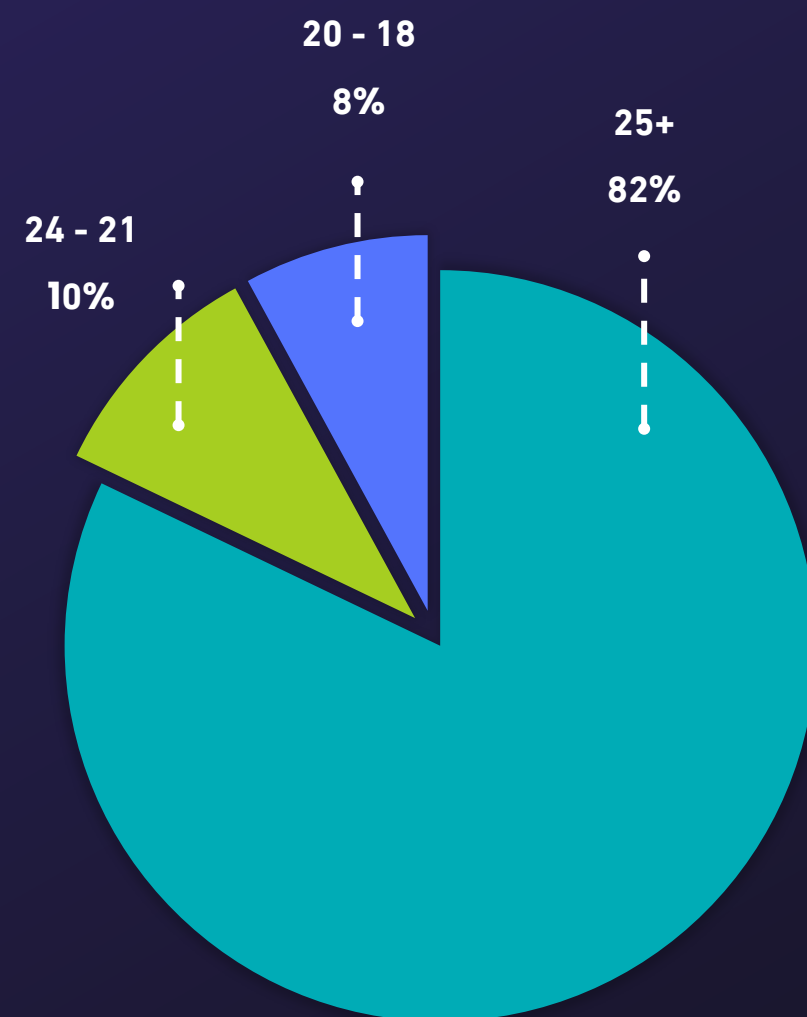
65%

35%

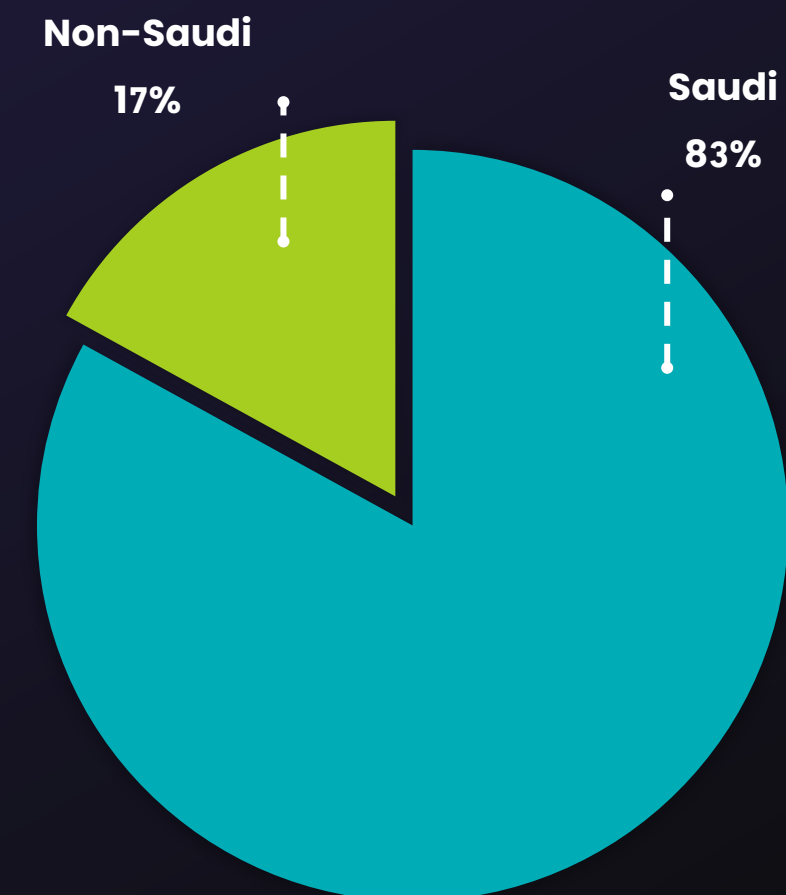
Not enough

StartSmart Forum (Forum Survey)

Age Group

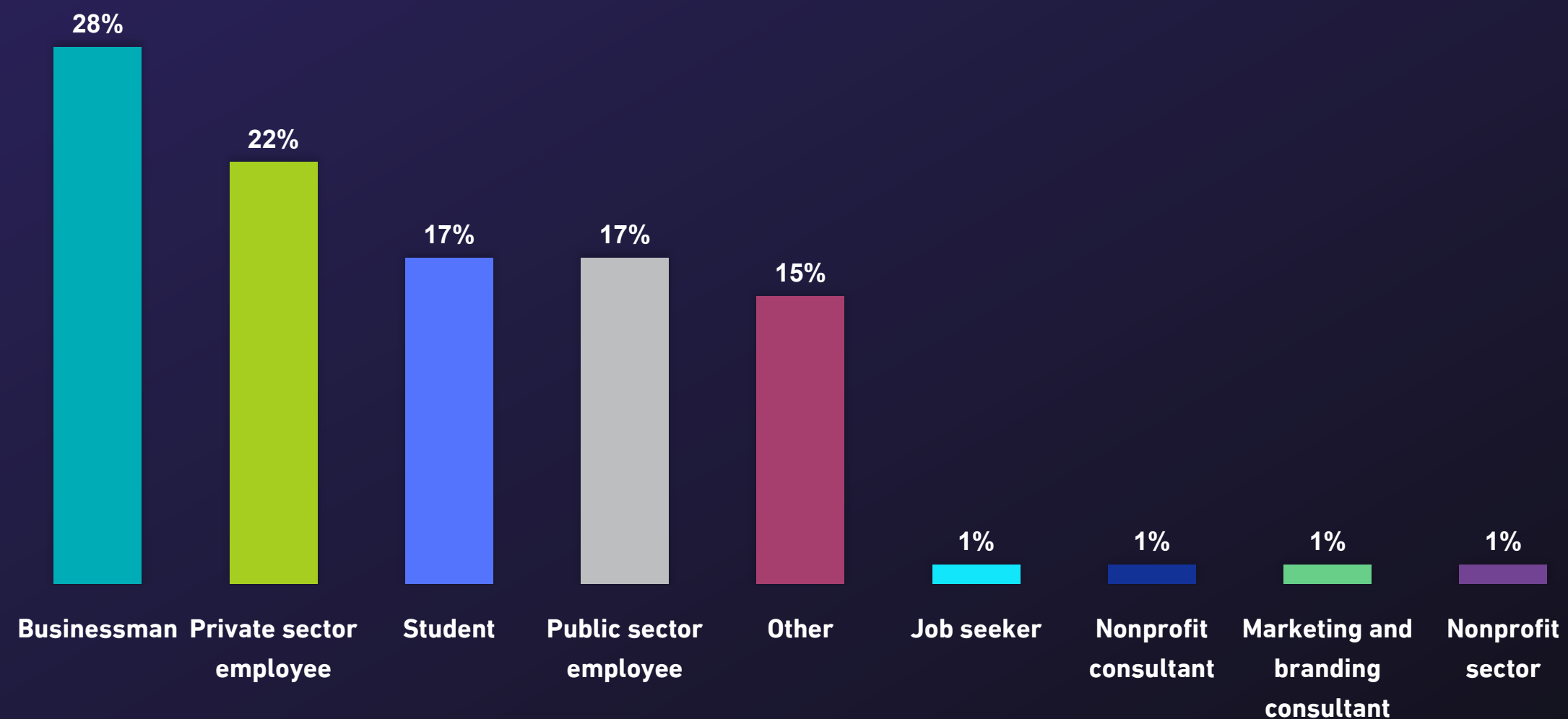


Nationality

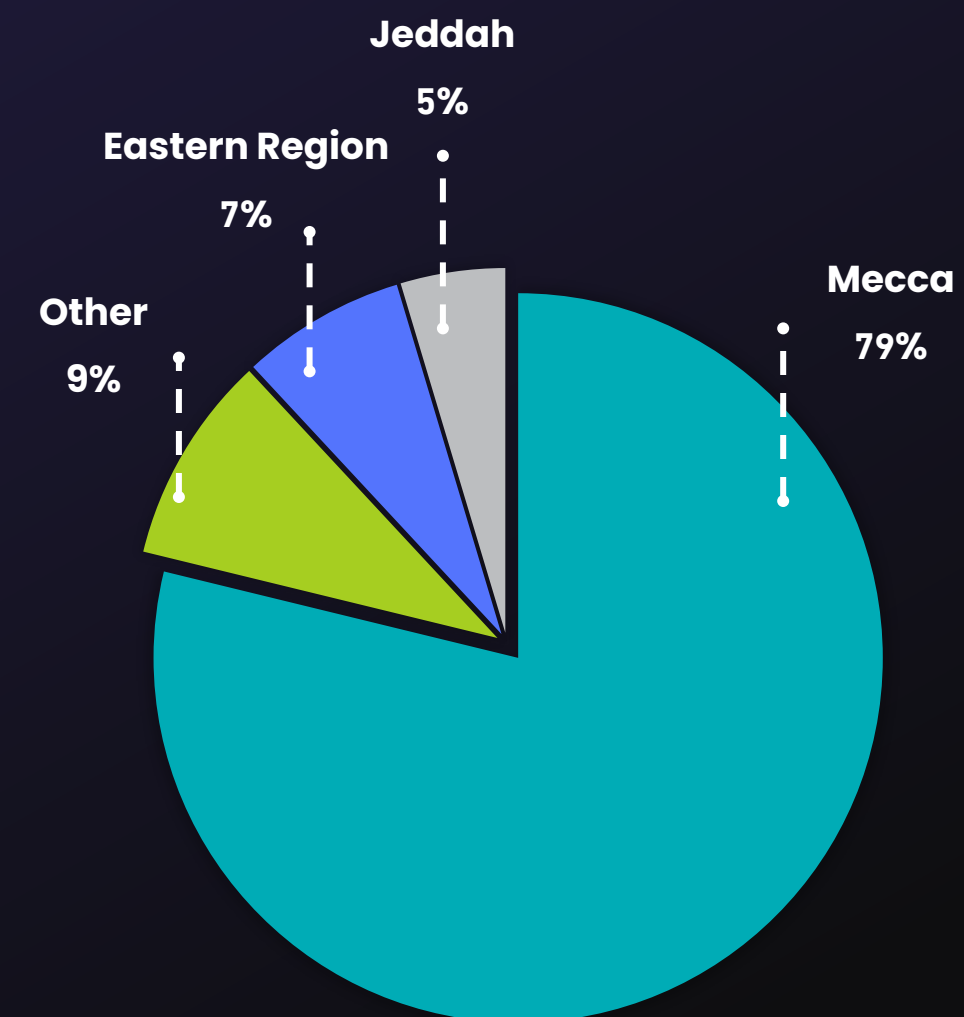


StartSmart Forum (Forum Survey)

Participating Professions

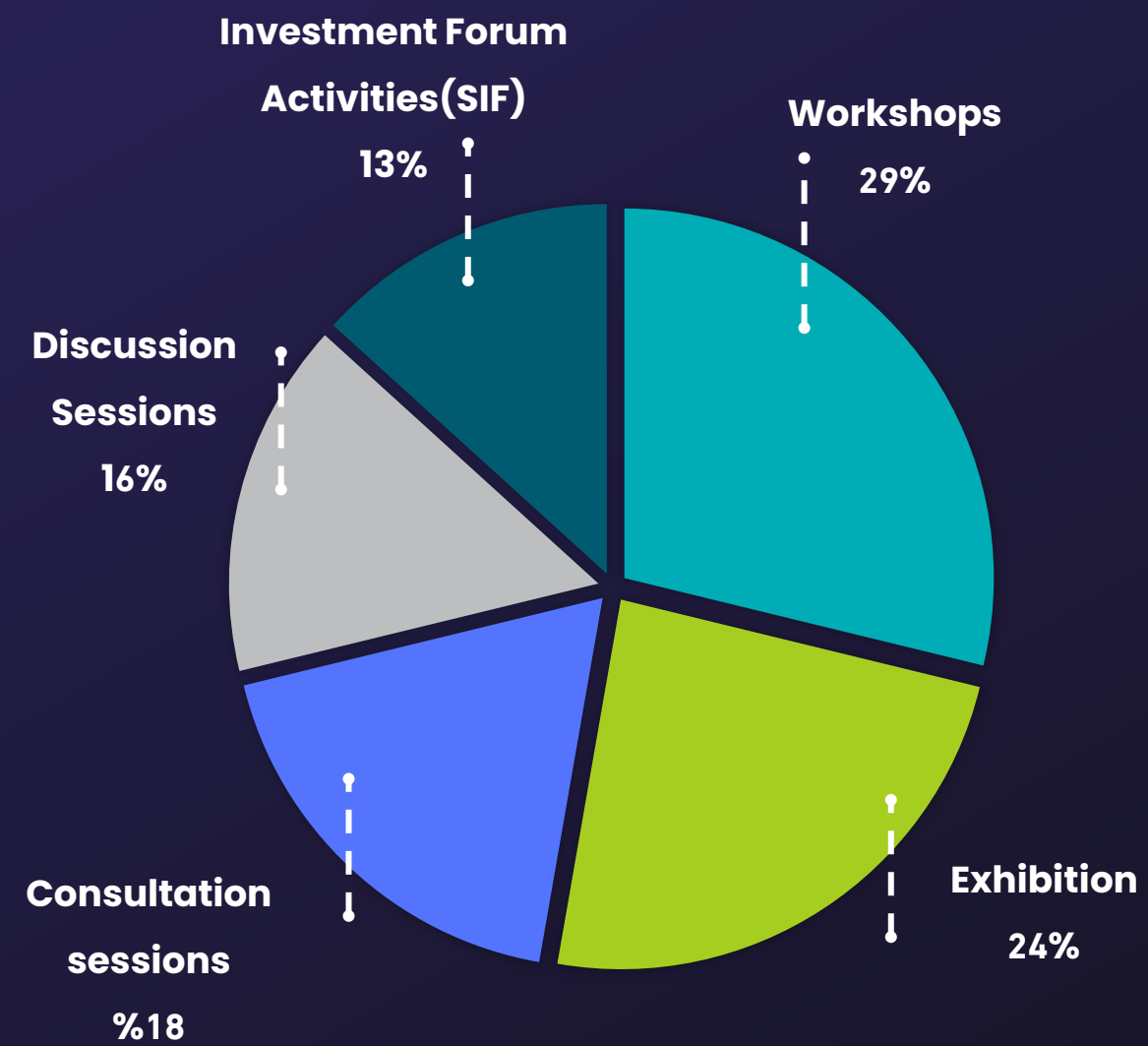


Place of residence

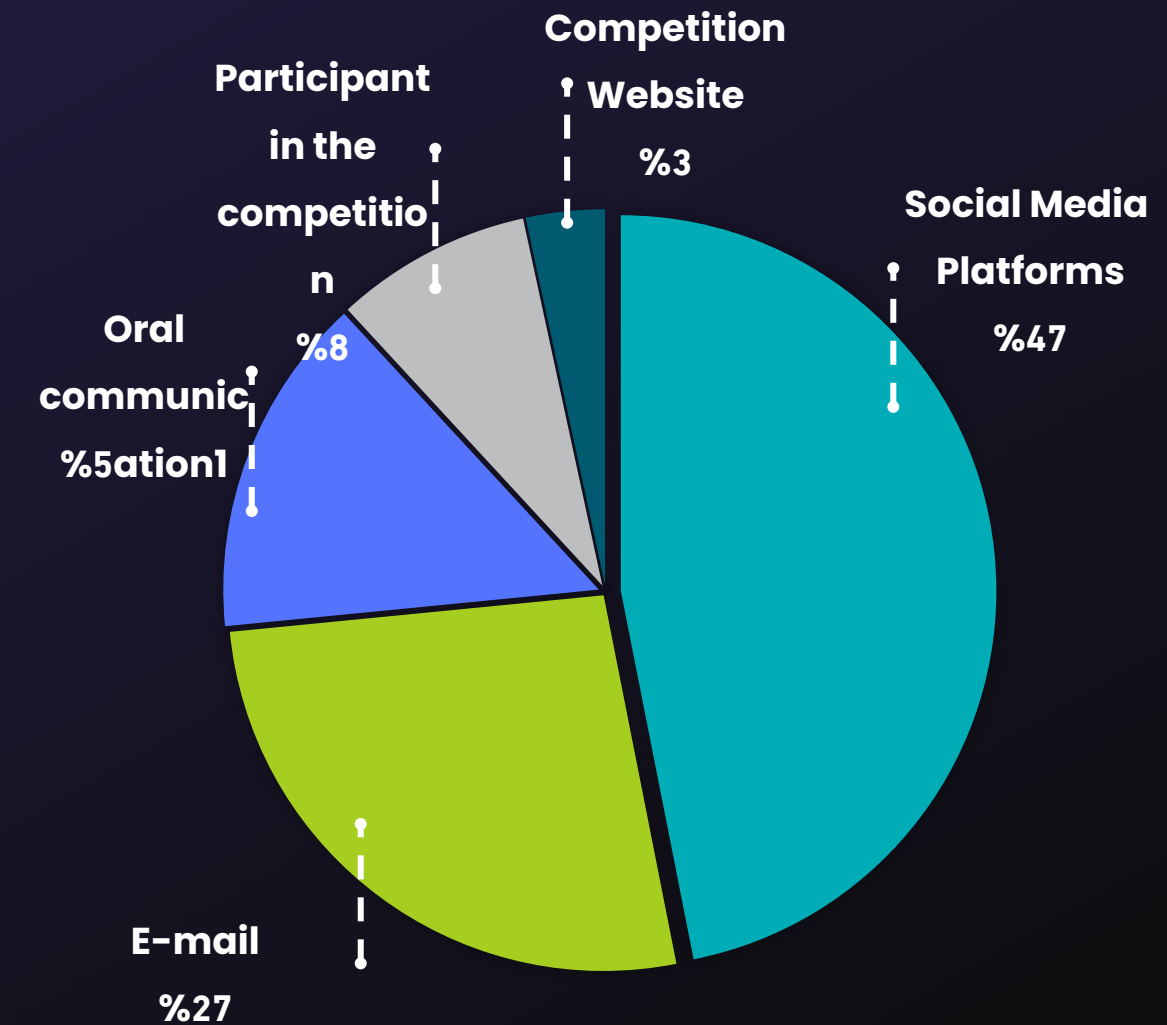


StartSmart Forum (Forum Survey)

Paragraphs in which participants

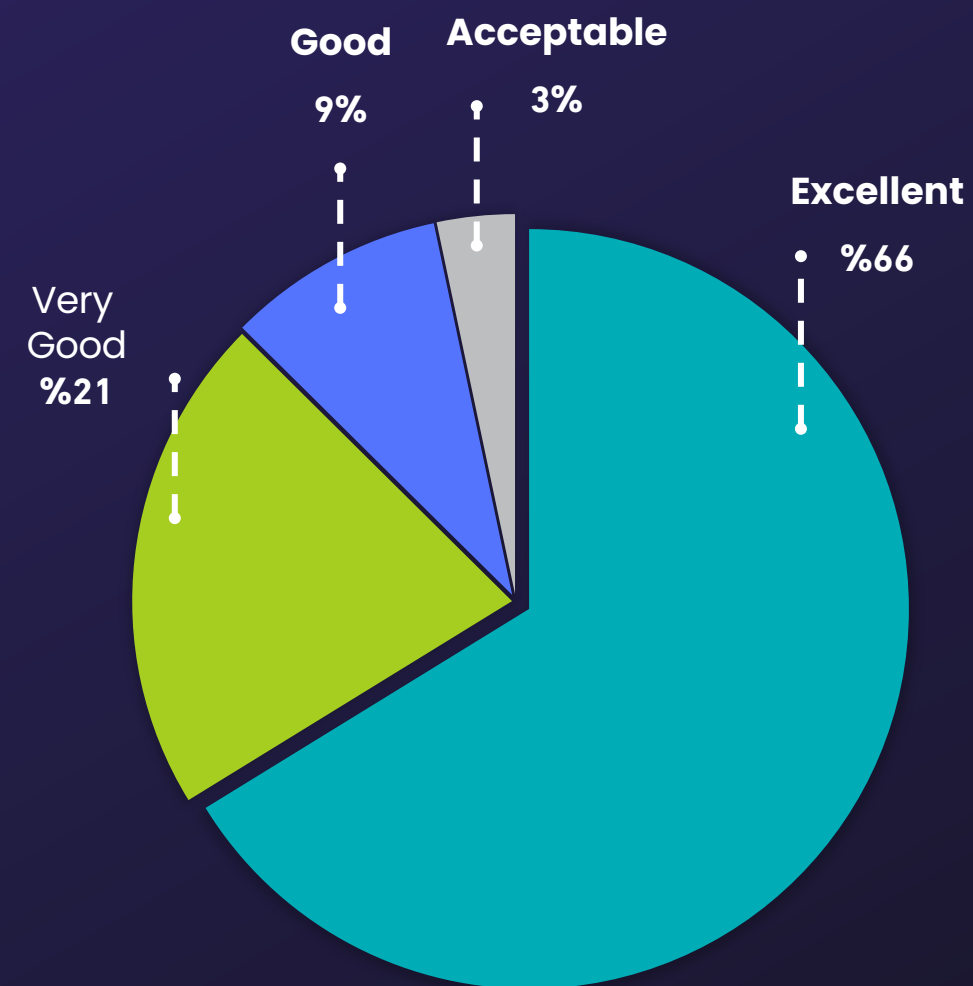


How did you hear about the Forum?

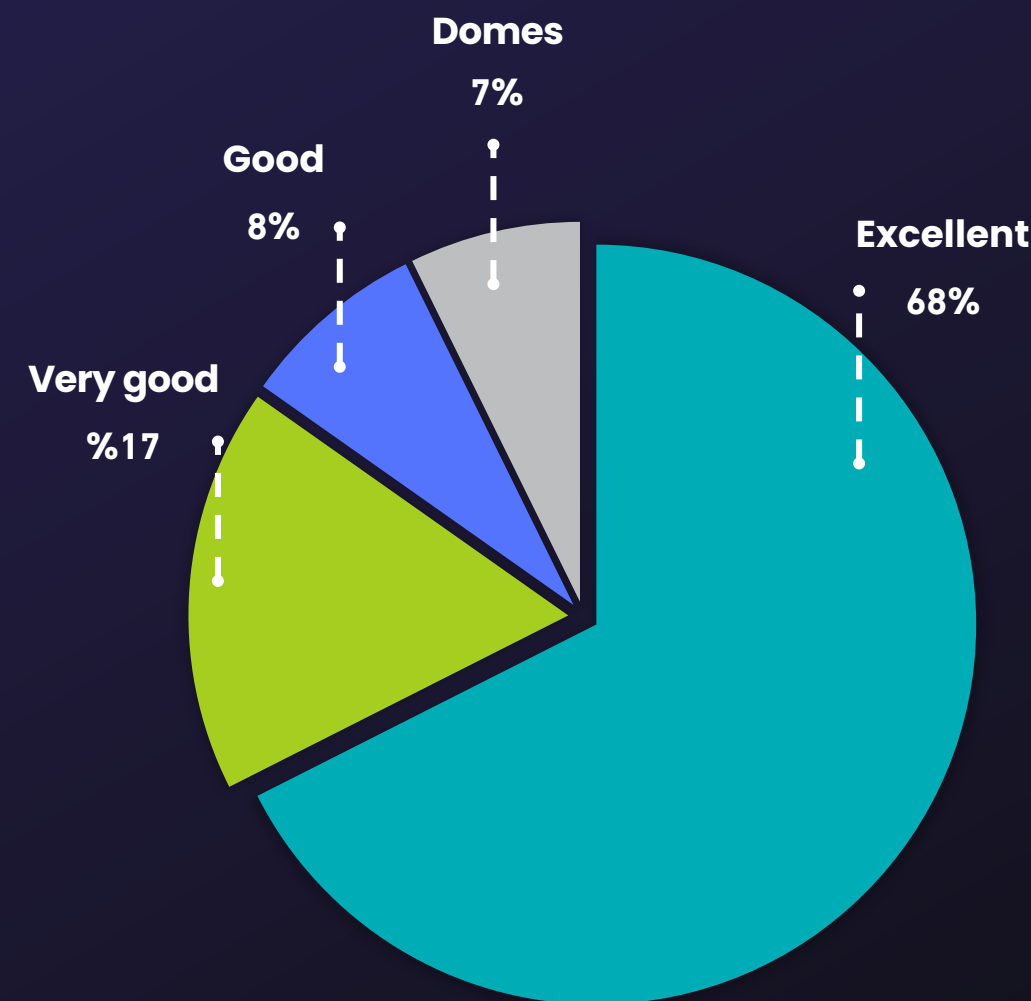


StartSmart Forum (Forum Questionnaire)

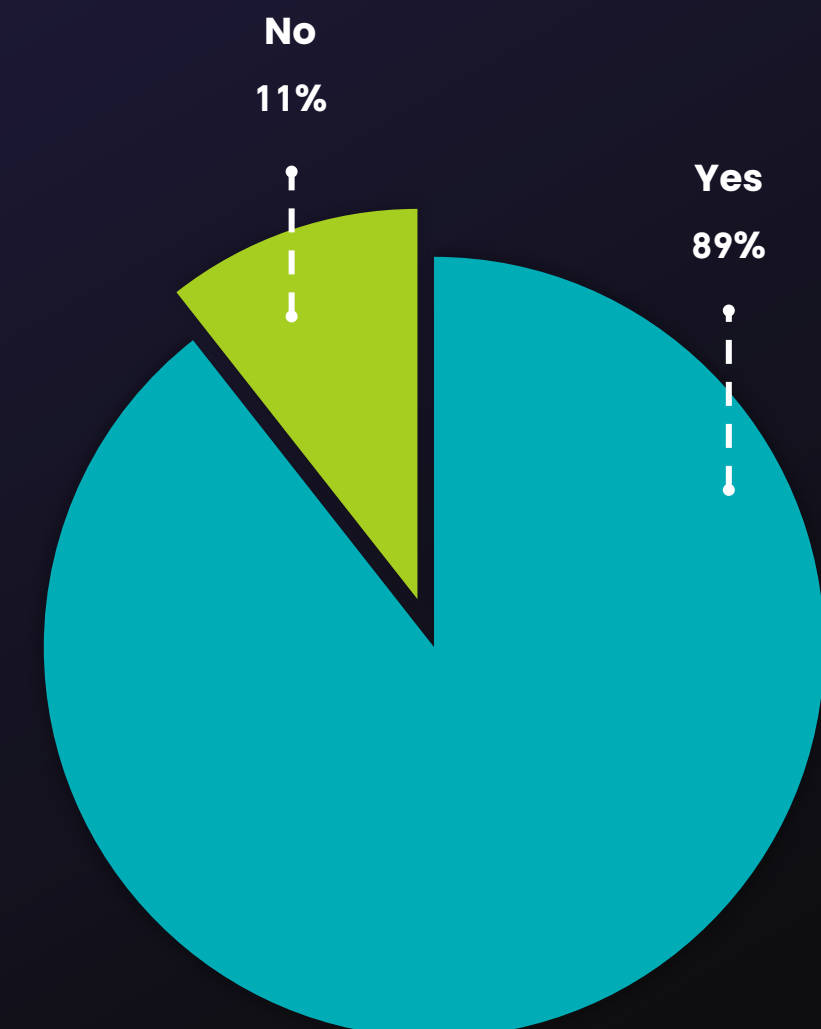
How would you rate your overall experience of attending the event?



How do you evaluate venue equipment and organizational services?



Was communication with the team of organizers easy?



StartSmart Forum

(Opinions From Slack For StartSmart 2024)

Ahmed Alkhalaf 12:27 AM
السلام عليكم

الف مبروك للفائزين
باقي المشاركين معوضين خير ان شاء الله
يعلم الله سعادتنا ناقصه و ما تكتمل الا بفوزكم معنا
لكن والله وصولنا للمرحلة هذي اكبر إنجاز و اللي خلانا نحصل على التوجيه و التمكين و العلاقات
تذكروا انه ترشحنا من بين اكثر من الف مشروع وهذا يدل على قوة الأفكار و المنجزات 🏆
نعم المنافسين و نعم الزملاء
بالرغم من التنافس بيننا
لكن كنتم خير رفقه و عون خلال مدة البرنامج
كلمت كفو قليله في حقكم
فردًا فردًا
كل الشكر من القلب لجميع القائمين على ستارت سمارت
تشرفت بمعرفتكم جميعا

Diz 12:49 PM
السلام عليكم

ألف مبروك للفائزين مشاريعهم تستحق الفوز وحظ أوفر لمن لم يحالفهم الحظ، المعسكر كان رائع ومفيد جدا يشكرون عليه ستارت سمارت، وأنا لم أكسب المسابقة ولكن كسبتكم جميعا على المستوى الشخصي كنتم رائعين ومشاريعكم عظيمة، أتمنى أن نبقى على تواصل مستمر، والله يحييكم في البوث في ببيان الرياض يوم ٨ و ٩ نوفمبر بالتوفيق للجميع

Mohammed Alfawzan 10:10 PM

بارك الله فيكم وبجهودكم جميعا وكانت رحلة مميزة للجميع والف مبروك للفائزين ولكل المتسابقين فالك فائز بهذه المسابقة الأكثر من رائثة متميزة ومفيدة..
ونتمنى من المنظمين مشاركة التصوير والصور التي تمت خلال هذه المسابقة عن طريق الدرايف لتبقى ذكرى لجميع الفرق المشاركة.. وبوركت جهودكم 👍

ريممة سراس 12:54 PM
السلام عليكم ورحمة الله وبركاته

كانت رحلة أكثر من رائعة قضينا فيها أيام من التعب والمتابعة أود أن أشكر فريق ستارت سمارت على كل جهودهم بالتنظيم والترتيب والمتابعة لكل التفاصيل وأود أن أبارك لكل الفرق الفائزة ولكل الفرق التي لم تحظى بحظ الفوز ومنهم نحن مشاركتنا بالفعالية والتعرف على أعمالكم هو أكبر فوز حقيقي نتمنى للمسافرين الوصول بالسلامة لمدنهم ونتمنى أن تكون قد تركنا بصمتنا المميزة في الفعالية وأن يبقى التواصل مع الجميع بعد المسابقة
شركة بذور تك
المدير التنفيذي المهندسة ريممة سراس

Norah Albulayhid 8:25 PM
السلام عليكم ورحمة الله

شكرًا فريق ستارت سمارت جزيل الشكر، ومبارك للفائزين وتستهلون ماشاءالله 🙌
المسابقة ممتعة ومفيدة واستفدت كثيرًا على الصعيد الشخصي والمهني و تعرفت على رواد مميزين جدًا من كل مناطق المملكة
ويارب نشوفكم قريبًا بنمو عالي ورهيب 🙏💜
استودعكم الله، ولنا لقاء قادم باذن الله 💜

Muhammad ALmutairy (Aqdim) 12:54 PM

شكرا فريق ستارت سمارت على جهودكم
مستشعرين العمل الكبير اللي تقدمونه يعطيكم الف عافيه
والف مبروك للفائزين
افكار رائعة ورواد اعمال رائعين 👍🏆
والمكسب الكبير لي هي معرفة الجميع
واتمنى لي ولكم التوفيق
ونراكم على خير

Start Smart COMPETITION



Innovating Today, Empowering Tomorrow



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