

# Entrepreneurship Center & Hub Activation

Feb 2025





Modon's vision is to become the driving force for the growth and success of industrial startups in Saudi Arabia ...





... while empowering industrial entrepreneurs to transform ideas into successful projects through strategic support, guidance, and resources to achieve 3 main goals



Increase the success rate of startups by 30% over 3 years



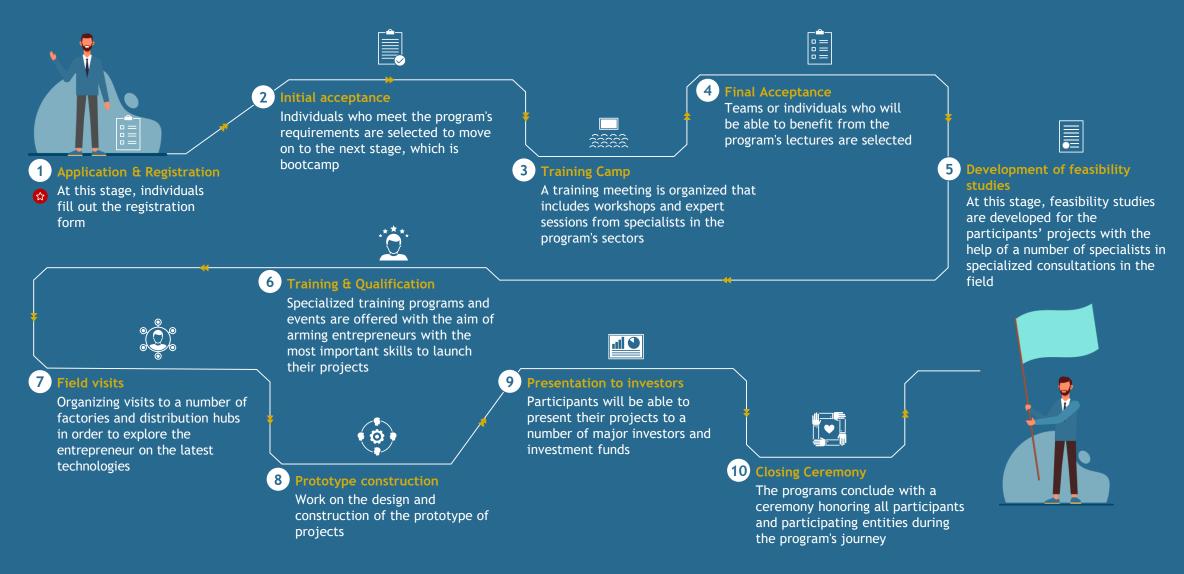
Attract SAR 1 billion in investments over 5 years



Generate 200-300 new jobs annually in the industrial sector



# Typically, the entrepreneurship hub follows a structured 10-step process designed to help beneficiaries develop a viable and competitive business





# Deep-dive: Application & Registration | Each startup will be scored based on key guided principles

Illustrative



#### **Key Guiding Principles**



#### **Evaluation Scoring**



#### **Decision Making**



Does the startup align with NIS strategic goals and targets?



Is the business idea clearly defined, feasible, and solving an industry-relevant problem?



Does the startup have patents, trademarks, or unique know-how?



Will the startup generate substantial employment in the region or industry?



Can the idea grow beyond small-scale operations and contribute significantly to GDP?



Is the business in line with legal and industry regulations?



Will the startup benefit from and effectively use the incubator's mentorship and resources facilities?



Do the founders have relevant industry expertise, skills, or willingness to execute?



Is the startup in a phase (e.g., early-stage, growth) that fits the incubator's focus?

Fully Align
Strongly Defined

Strong IP

High **Employment** 

High Growth

Fully Compliant

Highly Engaged

Experienced Team

Perfect Fit

#### Partially Defined

Somewhat Defined

Some Uniqueness

Moderate **Employment** 

Moderate Growth

Some Hurdles

**Partially** Engaged

Some Experience

Partial Fit

Not Aligned

Vaguely Defined

No IP

Low **Employment** 

Low Growth

Non-Compliant

Not Engaged

Inexperienced

Not A Fit



The selection process will prioritize startups based on key criteria, including:

- Q1 (Strategic Fit)
- Q2 (Novelty)
- Q3 (Patent Availability)

Additionally, prioritization will be influenced by each hub's available capacity



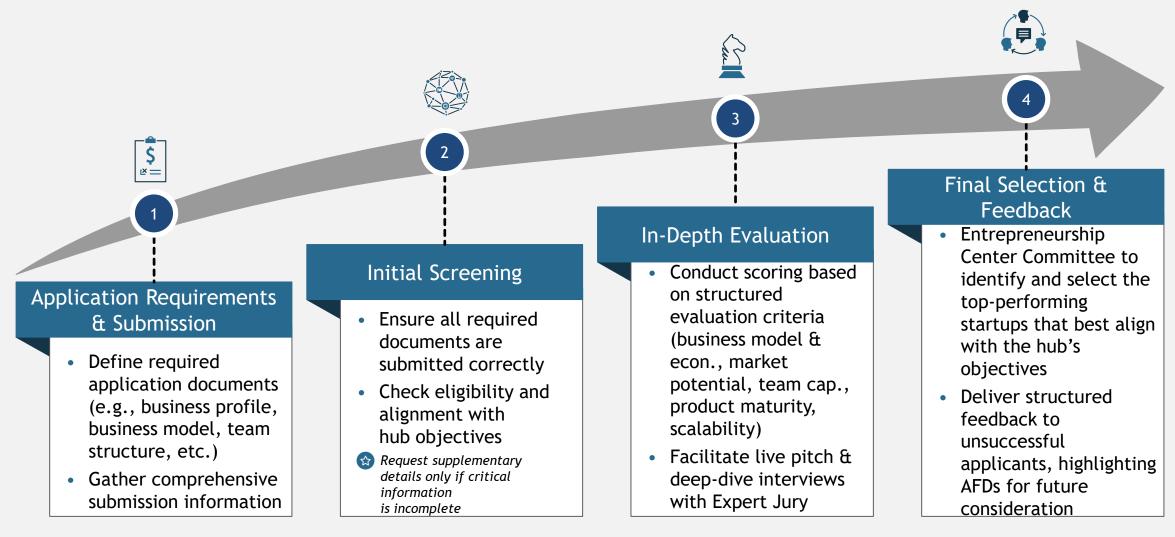
However, startups may be rejected based on critical factors such as:

- Q6 (Legal Constraint)
- Q8 (Founders' Expertise)





# Deep-dive: Application & Registration | The startup screening and admission process should be rigorous, standardized, and conducted on a quarterly basis





#### The project must adopt a structured, phased approach to ensure the strategic planning, efficient setup, and seamless operation of the entrepreneurship hub



#### Phase 1: Baseline & **Needs Assessment**



#### Ecosystem & Market Analysis

- Map current industrial startup ecosystem
- Identify key sectors



- Engage with external and internal stakeholders to gather insights
- Conduct surveys and focus groups with existing entrepreneurs and SMEs



- Evaluate existing policies affecting industrial entrepreneurship
- Identify necessary policy reforms



#### Phase 2: Benchmark & **Gap Analysis**



- Study top industrial entrepreneurship hubs
- Extract best practices



- Compare local ecosystem capabilities vs. global standards
- Identify missing services



Evaluate industrial sectors' readiness and adoption for startups



#### Phase 3: Hub Model Development

#### Startup Selection Criteria & **Admission Process**

- Define eligibility requirements for startups
- Setup application and evaluation framework انديل



#### Business & Service Model:

- Define unique value propositions and suggest competitive positioning
- Define core services of the hub

#### Operating Model & Organizational Structure

- Develop governance & organizational chart
- Define the hub operational management requirements

#### The Engagement & Partnership Strategy

Devise engagement models and partnership strategies

#### Financial Model & Sustainability Strategy

- Define and project the main and ancillary revenue streams (Till 2030)
- Outline and project cost structure & elements (Till 2030)



#### Phase 4: Implementation Plan

#### Project Rollout Plan

 Develop a detailed hub launch plan with clear owners and deadlines

#### Phase 5: Monitoring & Reporting

#### Key Performance Indicators (KPIs)

Establish startup success rate and metrics

#### Risk Assessment & Mitigation Plan

- Identify key operational risks
- · Develop contingency plans for scaling operations

#### Reporting Mechanisms

· Design a dashboard for performance monitoring

#### ○○ Continuous Improvement Strategy

 Devise regular strategy revisions based on performance data and startup & industry feedback

#### Scaling & Expansion Roadmap

- Plan multi-location expansion based on hub success
- Attract additional investment and industry engagement over time

الهيئة السعودية للمدن الصناعية ومفقيط و Confidentia



## Six key beneficiary groups have been identified as primary recipients of the services provided by the entrepreneurship hub



#### Industrial Entrepreneurs and Startups

- Early-stage industrial innovators with ideas that can be developed into viable businesses
- Entrepreneurs focusing on advanced manufacturing, renewable energy, logistics, and industrial technologies



#### Small and Medium Enterprises (SMEs)

- **Existing industrial** SMEs looking to scale their businesses, improve operations, or adopt innovative technologies
- SMEs facing operational challenges, needing mentorship, funding, or infrastructure support



#### Researchers and **Innovators**

- Individuals or teams working on industrial R&D projects who require resources to commercialize their ideas
- Researchers with solutions addressing Industry 4.0 challenges, sustainability, and process efficiency



#### **University Graduates** and Young Talent

- Recent graduates seeking to turn innovative concepts into successful industrial ventures
- Skilled professionals looking to upskill, gain industry experience, or access entrepreneurial ecosystems



#### Struggling Entrepreneurs and Businesses

- Providing assistance to startups and established entrepreneurs facing challenges
- Including helping them recover from setbacks, sustain their operations, or pivot toward new opportunities to ensure long-term success and resilience



Industrial Investors and Partners

- Investors seeking opportunities to fund promising industrial startups
- Industry players and corporations looking for collaborations. innovations, and tailored solutions to meet market demands

### The entrepreneurship hub aims to provide 7 key services designed to help beneficiaries maximize their ideas and transform them into thriving businesses

#### Services provided















#### Advisory and Mentorship

- Provide expert consultations on technical, legal, and business challenges to help startups overcome obstacles
- Offer strategic mentorship to guide entrepreneurs in business planning and operational growth

#### Training and Capacity Building

- Deliver specialized workshops and training programs to enhance leadership, technical, and innovation skills
- Equip entrepreneurs with knowledge on emerging technologies and business strategies

### Business Incubation and Acceleration

- Support startups
   with tailored
   incubation
   programs, access to
   resources, and
   modern
   infrastructure
- Enable rapid growth through acceleration programs, investor connections, and market entry strategies

#### Innovation and Product Development

- entrepreneurs in transforming ideas into viable products through research, prototyping, and commercialization
- Encourage the adoption of cutting-edge technologies like AI, automation, and smart manufacturing

#### Funding Access and Financial Support

- Assist in securing funding by preparing feasibility studies, business plans, and investor pitches.
- Offer financial advisory services to ensure sound budgeting, resource allocation, and growth sustainability

#### Collaborative Workspaces and Market Access

- Provide modern, technology-enabled workspaces to encourage collaboration and innovation
- Facilitate market access through networking opportunities, trade events, and strategic partnerships locally and globally

### Sustainability and Ecosystem Development

- Promote long-term business sustainability through tailored growth plans and performance monitoring
- Build a collaborative ecosystem that fosters knowledgesharing, partnerships, and innovation-driven initiatives

8



#### These services will be offered through 5 different programs tailored to the needs of the beneficiaries



Industrial startup incubation program (6-12 months)



SME digital transformation bootcamp (4-6 weeks)



Innovators-tomarket accelerator (3-6 months)



Young talent entrepreneurship bootcamp (8 weeks)



**Business recovery** and sustainability program (3-6 months)

To help early-stage industrial entrepreneurs and startups transform ideas into viable businesses

To help existing SMEs adopt modern technologies and improve operational efficiency To help researchers and innovators commercialize their industrial R&D projects To equip university graduates and young talent with the skills and resources to launch their first industrial ventures

To help struggling industrial entrepreneurs and businesses stabilize and achieve longterm sustainability

- Tailored incubation support, including workspace access and mentorship
- Assistance with prototyping, product development, and commercialization
- Weekly workshops on business fundamentals and industry-specific challenges
- Access to investor networks and funding opportunities

- Training on Industry 4.0 technologies such as IoT, AI, and automation
- Customized advisory sessions to identify operational bottlenecks
- Implementation roadmaps for technology adoption
- Peer-to-peer learning through case studies and success stories

#### **Key features**

- Access to R&D labs and testing facilities for prototyping
- One-on-one mentorship with industry experts to refine innovations
- Market feasibility analysis and business development workshops
- Connection to industrial investors and licensing partners

- Hands-on workshops on entrepreneurship. leadership, and business planning
- Access to co-working spaces and collaboration with likeminded peers
- Pitch competitions with potential funding from industrial investors
- Networking events with industry leaders

- Diagnostic assessments to identify challenges and opportunities
- Financial restructuring advice and access to tailored funding options
- Mentorship on pivoting strategies and operational efficiency
- Training on sustainability practices and market adaptation

الهيئة السعودية للمدن الصناعية ومفقيط و Confidentia



OOO

### The services provided are well defined in each of the programs to maximize output for the main beneficiaries of the entrepreneurship hub

	Industrial Startup Incubation Program	SME Digital Transformation Bootcamp	Innovators-to-Market Accelerator	Young Talent Entrepreneurship Bootcamp	Business Recovery and Sustainability Program
Advisory and Mentorship					
Training and Capacity Building			×		×
Business Incubation and Acceleration		×	×		
Innovation and Product Development	×			×	×
Funding Access and Financial Support		×			
Collaborative Workspaces and Market Access		×			×
Sustainability and Ecosystem Development	×	×	×	×	

الهيئة السعودية للمدن الصناعية ومفقيط و Confidentia

