

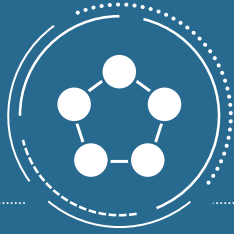


Entrepreneurship Center & Hub Activation

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

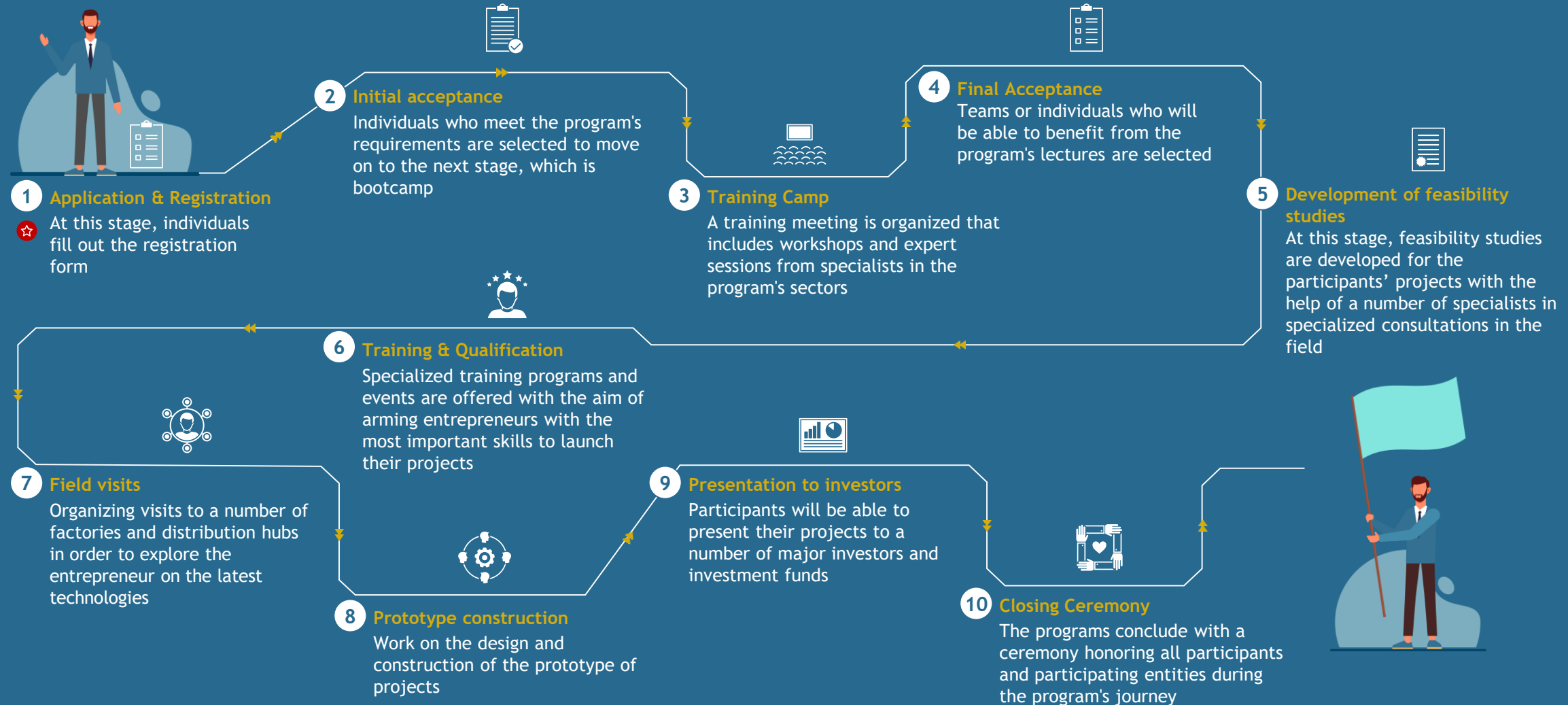


Attract SAR 1 billion in investments over 5 years



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



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?

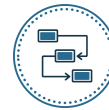


Evaluation Scoring

Fully Aligned	Partially Defined	Not Aligned
Strongly Defined	Somewhat Defined	Vaguely Defined
Strong IP	Some Uniqueness	No IP
High Employment	Moderate Employment	Low Employment
High Growth	Moderate Growth	Low Growth
Fully Compliant	Some Hurdles	Non-Compliant
Highly Engaged	Partially Engaged	Not Engaged
Experienced Team	Some Experience	Inexperienced
Perfect Fit	Partial Fit	Not A Fit



Decision Making



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**

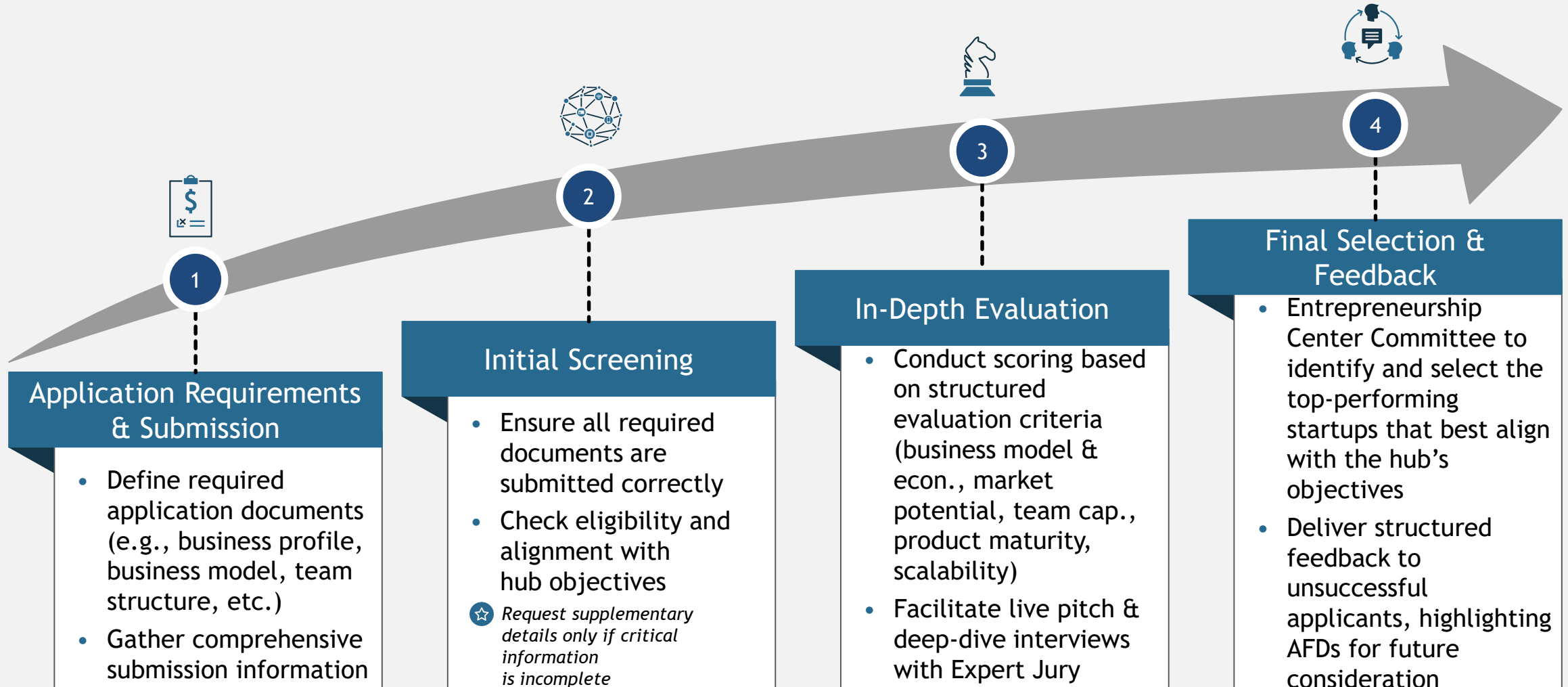


However, startups may be **rejected** based on critical factors such as:

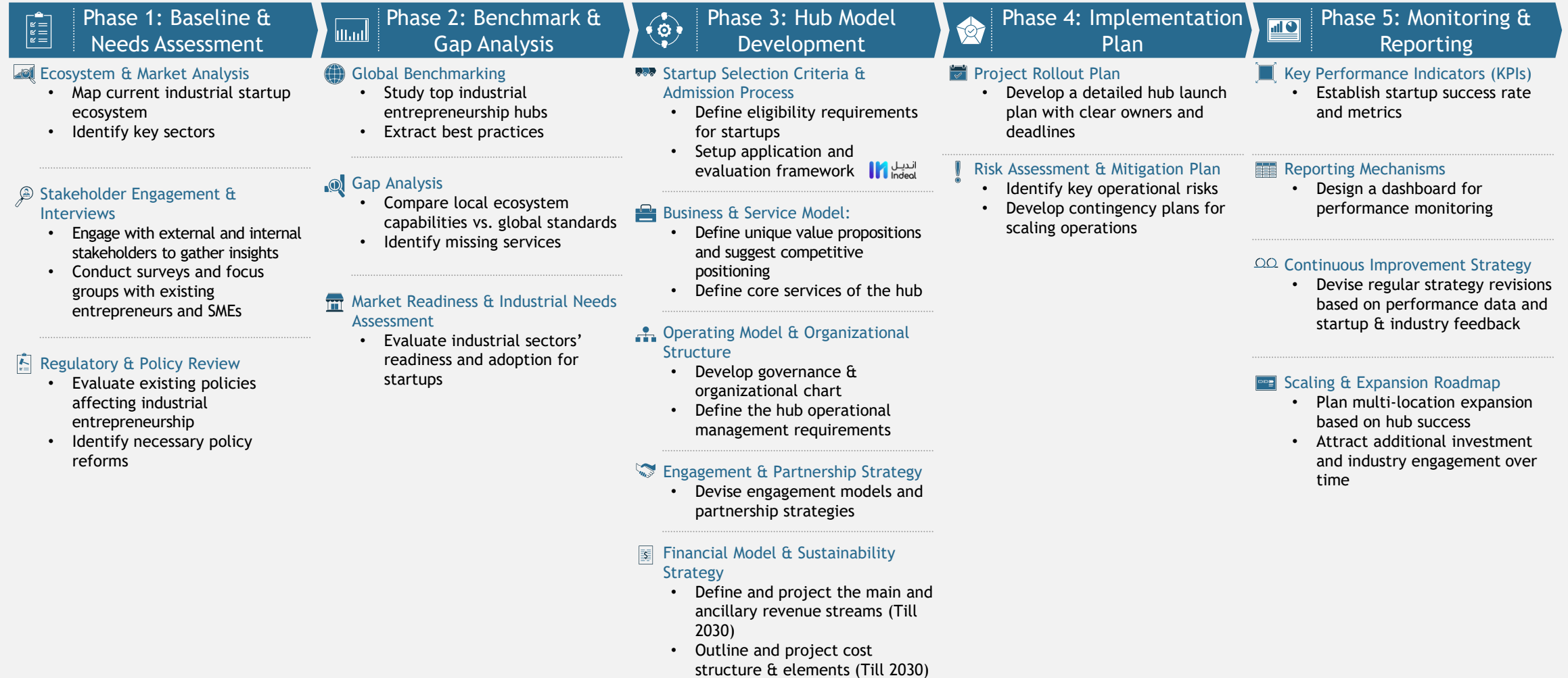
- Q6 (Legal Constraint)
- Q8 (Founders' Expertise)



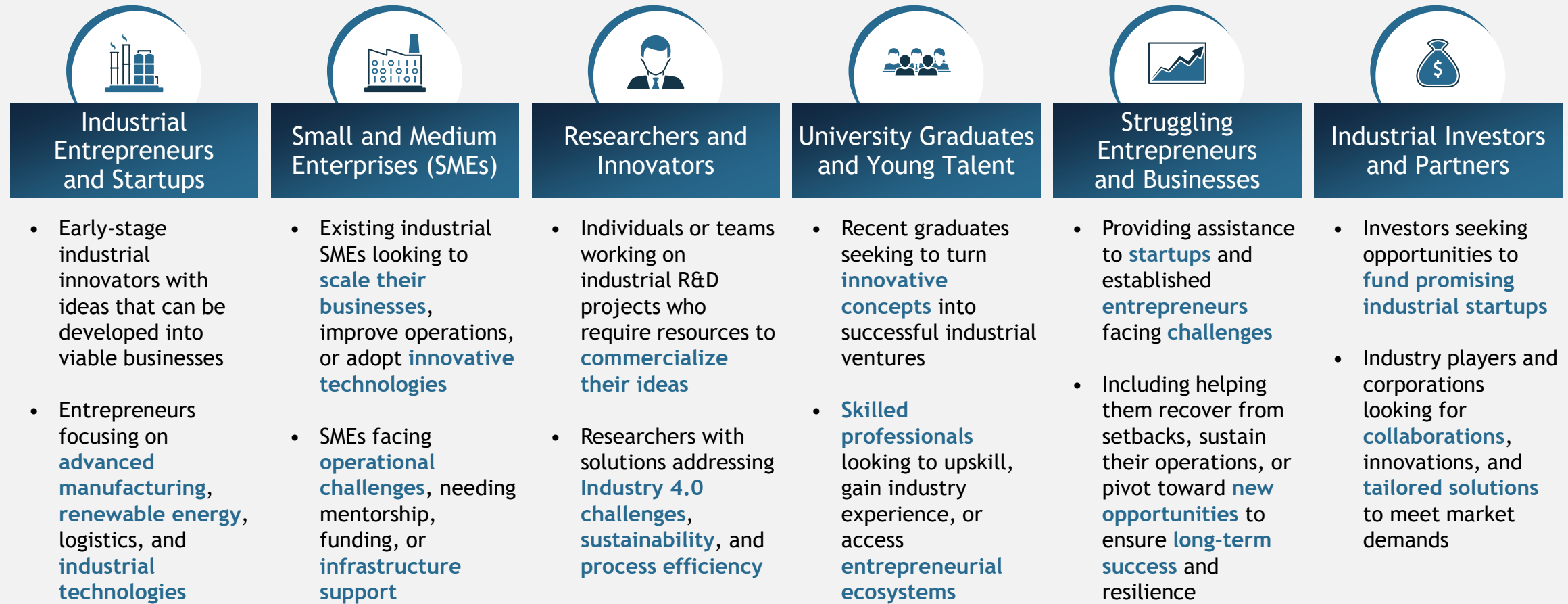
Deep-dive: Application & Registration | The startup screening and admission process should be rigorous, standardized, and conducted on a quarterly basis



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

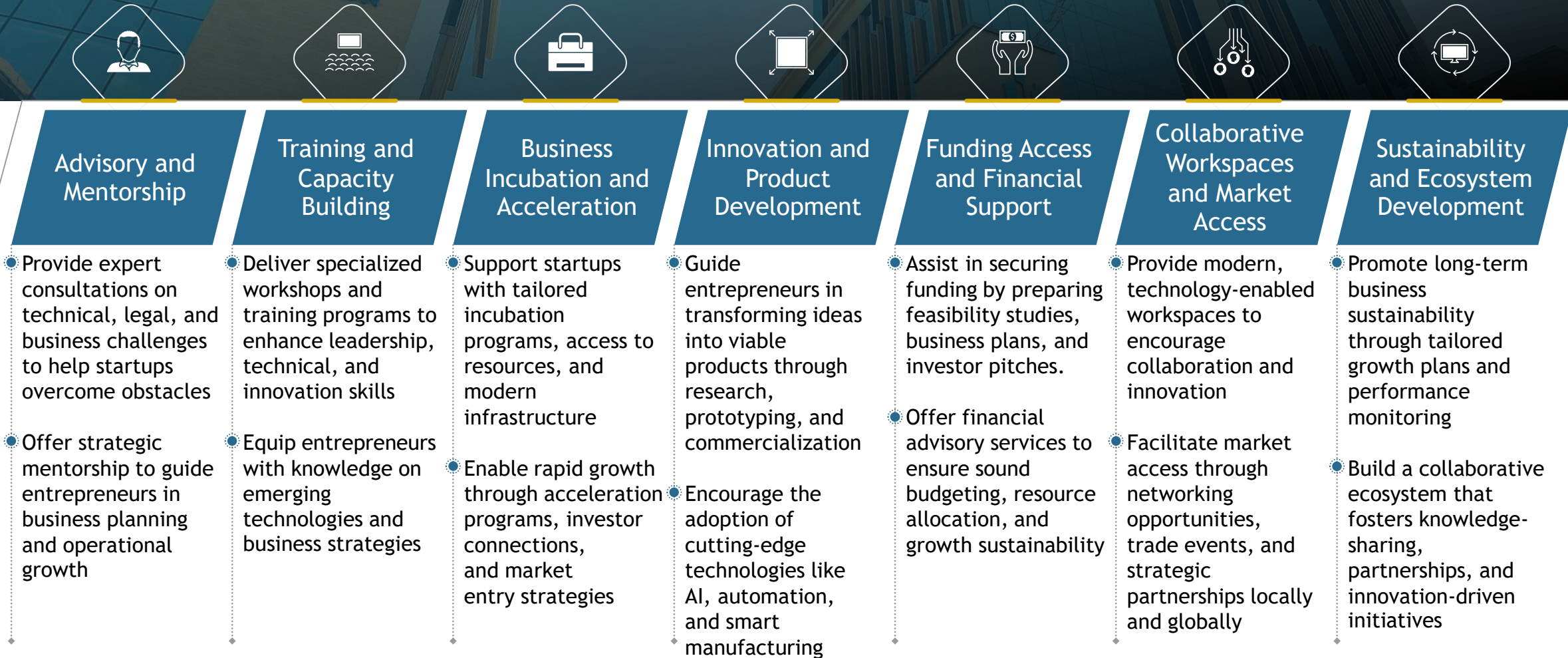


Six key beneficiary groups have been identified as primary recipients of the services provided by the entrepreneurship hub








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













Services provided



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-to-market 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 long-term sustainability
Key features				
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Hands-on workshops on entrepreneurship, leadership, and business planning Access to co-working spaces and collaboration with like-minded peers Pitch competitions with potential funding from industrial investors Networking events with industry leaders 	<ul style="list-style-type: none"> 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

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	✗	✗	✗	✗	✓

