



Press Release

Bab Rizq Jameel and Zain Saudi Arabia announce semi-finalists for MIT Enterprise Forum Saudi Arabia

Jeddah, Saudi Arabia-February 7, 2017

The 45 semi-finalists for the 2017 MIT Enterprise Forum (MITEF) Saudi Arabia competition have been announced.

The event, now in its second year, has been organised in partnership between Community Jameel's Bab Rizq Jameel initiative and Zain Saudi Arabia and has three categories: ideas, startup, and social enterprise.

The semi-finalists were chosen from more than 2,200 entrants by 100 business experts and academics from Saudi Arabia and beyond who assessed the applicants' business models according to the contest criteria. This included the creativity used to answer a concept-based, entrepreneurial, or social need; ability to expand beyond the competition itself; and making a positive impact on society.

In the startup track, judges examined each entrant's capabilities and whether they had the potential to become effective-impact entrepreneurs with strong teams, broad experience and crucially, an expandable and promotable idea.

In the ideas track, the entry criteria targeted creative promotable and expandable ideas with the potential to provide effective social and commercial solutions and in the social track, entrants were asked to show their profitable social enterprise business.

The second round of judging will take place later this month and the panel will announce the names of the 27 finalist teams.

The overall winners will be announced on March 11 after which the top three in each track will be invited to participate in the 10th MITEF Pan Arab competition (to be held in Bahrain in April) where the best startup ideas from across the Arab world are recognised and rewarded.

Meantime, participants who have reached this stage of the Saudi Arabia competition are now eligible to participate in the Saudi StartSmart Forum, a MITEF

programme which is organised with the aim of encouraging, motivating, and guiding local entrepreneurs to achieve success across social and commercial and idea-based projects. The programme hosts workshops directly related to technology and innovation.

Dr Sarah Ghaleb, Senior General Manager of Education and Entrepreneurship Initiatives, said: "Since the launch of the contest, MITEF Saudi Arabia has developed a rich and thorough programme designed to help prepare and encourage participants to start implementing their small and medium projects. With cash prizes worth up to SAR 265,000, workshops and orientation sessions available throughout the contest period, MITEF Saudi Arabia plays an important role in supporting the development of a knowledge-based economy and an entrepreneurial spirit within Saudi Arabia. We are proud to be involved in such an important endeavour."

Since the beginning of this year's competition, MITEF has sought to promote the values and benefits of the contest by organising a series of educational tours in Saudi Arabia. Our aim is also to seek out talent and encourage entrepreneurs from various disciplines to participate.

These tours included extensive visits to universities, colleges, and entities concerned with entrepreneurship in Saudi Arabia who helped us not only spread awareness of MITEF and the competition in general, but actively encouraged and inspired young men and women to create and instigate their own entrepreneurial concepts.

Saad Al-Ahmari, Media Relations Manager at Zain Saudi Arabia, expressed his pleasure in seeing the variety of innovative ideas and businesses. He said: "The initial stages of the contest, across all the tracks, proved the ability of the participating teams to continue providing added value to the local business landscape as an extension of what the previous edition of MITEF Saudi Arabia provided."

Al-Ahamri added: "Zain Saudi Arabia partnership comes within its sustainability initiatives and support to the local start-ups. Supporting innovation and technology entrepreneurship is essential in the country's transformation to the knowledge based economy."

He added that Zain's partnership in the contest comes within its sustainability initiatives and in encouraging national entrepreneurship projects, since simulation of innovation and supporting startup technical projects are within the national strategic objectives in supporting Saudi Arabia's transition to a knowledge-based economy.

MITEF Saudi Arabia is organised with the support of backers and partners including the Small and Medium Size Enterprises Authority (government partner), MIT Technology Review Magazine (media partner), MITEF Pan Arab (regional partner),

Wadi Makkah Company (innovation partner), King Khalid Foundation (social entrepreneurship partner), Sedco Holding (financial awareness partner). Badir Program 9 (technical incubators), Saudi Aramco Entrepreneurship Centre 'Wa'ed' (promising partner), and Saudi Investment Bank (investment partner), are also participating.

Further support is provided by Microsoft, Oracle, King Abdullah University of Science and Technology, Alwan Company, Qotuf Company, and Al Mosa'don Company.

MITEF Saudi Arabia is part of the MITEF global network of chapters dedicated to promoting entrepreneurship and innovation worldwide, and to provide knowledge, communication, and training for entrepreneurs, enabling them to quickly turn ideas into world-changing companies.

The Saudi Arabian chapter was established in 2015, with a view to promoting and enriching entrepreneurship. Its aim is to support and celebrate all startups and entrepreneurs in Saudi Arabia through the contest of startups, ideas, and social projects.

MITEF SAUDI ARABIA 2017 SEMI FINALISTS

IDEAS TRACK:

More than 100 Years
Morshid
Wursha.com
Speed Farm
Smart Booking App
Seha we Raha team
Aquaponica
Inks
Navigation and Information App for Blinds
Packageha
Easier
M&R Aerospace
ConCoating
Stitches False Wall project
Wahedun

STARTUP TRACK:

Shayyala App
Ajeer App
Mrsool App
Salah-ha App
7aratna App
Sihatech.com
Nashmi Services

Float
Gofrah
Warsha Plus
iBoat
Aman
Zayer
Venus Platform
Madad Services

SOCIAL TRACK:

Mohami Platform
Qararat Istisharat
Ta'zeem Al Athar
Hayate Suker
Tadweer
Tawasoli
Banafsajeel
Scientific Saudi
Mahabba Project
Qatarat
Om Car
D. Sin Project
Oxor
University Market
Ketabi luk
Oukuluna

ENDS

Additional Information:

Awards:

Startup Track:	SAR100 thousands for the first winner, SAR50 thousands for the second winner, and SAR25 thousands for the third winner.
Ideas Track:	SAR20 thousands for the first winner, SAR15 thousands for the second winner, and SAR10 thousands for the third winner.
Social Track:	SAR20 thousands for the first winner, SAR15 thousands for the second winner, and SAR10 thousands for the third winner.

ENTRY CRITERIA

Emerging businesses

- At least two members in each team
- At least one person in the team must be a Saudi national
- Display an operational model, preferably accompanied by some attractions for users and some sales
- The company's annual revenue does not exceed SAR 500,000
- Years established: 0-5 years
- Officially registered in Saudi Arabia
- Start-up can be in any field

Ideas

- At least two members in each team
- At least one person in the team must be a Saudi national
- A pilot model is not required in the initial application
- Without sales in initial application
- Official registration at application time is not required
- Applicant must not have received any funding previously
- Ideas can be in any business or social area

Social enterprise

- At least two members in each team
- At least one person in the team must be a Saudi national
- Display operational model, accompanied by some attractions for users
- Years established: 0-5 years
- Officially registered in Saudi Arabia (as commercial enterprise according to regulations)
- Your company can be in any area of social enterprise
- The provided products or services must address social challenges and target needy or neglected groups in society

Zain Saudi Arabia

Mobile Telecommunications Company Saudi Arabia (Zain) is the third mobile operator entrant in Saudi Arabia, having commenced commercial operations in August 2008, following an Initial Public Offering in February 2008. In September 2011 Zain KSA was the first operator in the Middle East to commercially launch the 4G/LTE network.

Today, Zain KSA serves more than 10 million customers and has extended its network coverage to 94% of the population via more than 7,917 cell sites. Through its state-of-the-art 4G LTE network, and its 9,000 point of sales, the ever-evolving operator is attracting thousands of new voice and data customers daily.

Through constant development high caliber people as well as nurturing the finest Saudi talent. In 1st of October 2016, a High order was issued to extend Zain's license by 15 additional years (to 2047), and to grant the Company with a unified license to provide all telecommunication services of the telecommunications infrastructure and proactive marketing initiatives, Zain KSA is committed to offer the most innovative customer experience. With more than 2,800 energetic and inspired majority-Saudi workforce, the company is committed to employing including, for the first time, fixed services.

For more on Zain KSA please visit www.sa.zain.com

Bab Rizq Jameel

Bab Rizq Jameel, as part of Community Jameel, foremost goal is to provide job opportunities to men and women through its variety of programmes in their 36 branches spread over Saudi Arabia, United Arab Emirates, Egypt, Morocco, and Turkey. The programmes are:

1. Productive family
2. Small business finance
3. Direct recruitment
4. Training resulting in employment
5. Working remotely
6. Taxi ownership
7. Truck ownership
8. Stadium Jobs
9. Sales outlet
10. Franchise

BRJ website: <http://babrizqjameel.com/ar>

Twitter: @BabRizqJameel

Facebook: [facebook.com/BabRizq](https://www.facebook.com/BabRizq)

Community Jameel

Established in 2003, Community Jameel is a social enterprise organisation that operates a wide range of initiatives to promote a positive society and economic sustainability. From individual, community and Arab life as a whole, in Saudi Arabia and beyond, Community Jameel promotes Arab arts and culture in the Middle East and around the world, works against unemployment, enables research for poverty alleviation and food and water security, and provides education and training opportunities.

Community Jameel supports and partners with global institutions, which employ hundreds of people, all aiming to provide people with opportunities and training in the following areas:

- Job Creation – Bab Rizq Jameel
- Arts and Culture – Art Jameel
- Global Poverty Alleviation
- Food and Water Security
- Education and Training
- Health and Social

For further information, please check www.cjameel.org

For more information, please contact:

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