LAUNCH OF THE SHERAA HUB
at the American University of Sharjah
October, 2016

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at the University of Sharjah
September, 2018
Sharjah recognizes the active role which entrepreneurship plays in supporting and contributing to the growth of a sustainable economy. Sheraa – Sharjah Entrepreneurship Center – reflects our commitment to support and scale high-growth ventures that drive economic diversification and job creation.

Sheikha Bodour Al Qasimi
Chairperson of Sharjah Entrepreneurship Center “Sheraa”
Sheraa's Board of Advisors

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Chairperson of Sharjah Entrepreneurship Center “Sheraa”

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Chairman, Sharjah Media City (Shams)

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Investor, Entrepreneur, & Author

Najla Al Midfa
CEO, Sheraa
Sharjah: A Global Human Capital Hub

Sharjah University City was established in 1997 and today is home to world class universities such as the American University of Sharjah and the University of Sharjah.

- **OVER 25,000 STUDENTS**
- **AND OVER 30,000 ALUMNI**
- **100 NATIONALITIES**
- **OVER 80 DEGREE PROGRAMS**
  - Including: Engineering, Design, Business, Law, Medicine, and more
Sharjah will also be home to the Research, Technology and Innovation Park.

The park will strengthen Sharjah’s ecosystem by promoting increased industry-academia partnerships.
Sheraa brings together and supports the best and brightest entrepreneurs to foster creativity and innovation.
Sheraa has inspired a community of...

7,000+ community members who have attended our events

300+ inspirational speakers who have inspired our community
Sharjah Entrepreneurship Festival

Sharjah Entrepreneurship Festival (SharjahEF) is one of the fastest growing entrepreneurship festivals in the UAE, with a mission to promote and support the growing ecosystem of entrepreneurs. The festival brings the region’s ecosystem together to connect and collaborate across two days of inspiration, thought-provoking conversations, and knowledge sharing.

AT OUR INAUGURAL FESTIVAL

- Over 2000 entrepreneurs, investors, mentors, and ecosystem supporters
- 70+ startups showcasing their innovations to potential investors
- 13 musical acts at the inaugural SEF Music
- Inauguration of the annual “Seffy Awards”, given to the best startups in nine categories
- 150 local and international speakers
Venture Programs Funnel

- **IDEA LAB**
  Validate business idea

- **PRE-SEED**
  Build minimum viable product & acquire customers

- **SEED**
  Optimize for growth

- **SERIES A**
  Strategize for expansion
Total number of startups that have gone through each program since 2016

- IDEA LAB: 280
- SEED: 5
- PRE-SEED: 36
- SERIES A: 31
Total revenue generated by startups

$19 MILLION
Total investment raised by startups

$14 MILLION
IDEA LAB

The Idea Lab helps founders break down assumptions about their business idea through customer interviews, build key competitive advantages, and create a persuasive Minimum Viable Product (MVP) pitch deck.

Benefits:
- One-to-one mentorship
- Access to co-working space
- Software discount perks and resources

Eligibility criteria:
- Tech-enabled, scalable idea
- Eager to test assumptions
- Commitment to capitalize on the program offerings

Duration: 12 weeks
The two-phase program consists of customized deep-dive sessions and interactive workshops on topics such as project management, rapid prototype testing, financials, pitch rehearsals as well as personal and team strength training. The Build phase focuses on building the Minimum Viable Product, and the Launch phase prepares teams to launch into the market.

**Benefits:**
- Access to $13,000 grant for startups who successfully passed the pre-seed build and joined the pre-seed launch program
- One-to-one mentorship
- Access to key ecosystem conferences
- Access to the co-working space
- Product management and development training
- Software discount perks and resources
- Access to pro-bono legal and financial consultations
- Subsidized licensing packages

**Eligibility Criteria:**
- Validated idea at MVP stage
- Scalable regionally and globally
- Commitment to capitalize on the program offerings

Duration: 18 weeks
The program addresses key milestones in the journey of growth, focusing on marketing channels and enhanced customer experience to ready the startup for the next round of investment.

**Benefits:**
- Access to a growth budget of $5,000
- $10,000 grant to the top performing startup
- One-to-one mentorship
- Access to key ecosystem conferences
- Access to the co-working space
- Product management and development training
- Software discount perks and resources
- Access to pro-bono legal and financial consultations
- Opportunity to pitch on Sheraa’s Showcase Day

**Eligibility Criteria:**
- Seed stage
- 3-6 months of traction
- Commitment to capitalize on the program offerings

**Duration:** 6 weeks
SERIES A

An in-depth program helping advanced startups refine their strategy, internal processes, and external customer experience to ready the startup for the next stage of growth.

Benefits:
- $50,000 grant to the top performing startup
- One-to-one mentorship
- Access to key ecosystem conferences
- Access to the co-working space
- Product management and development training
- Software discount perks and resources
- Access to pro-bono legal and financial consultations
- Opportunity to pitch on Sheraa’s Showcase Day

Eligibility Criteria:
- Series A stage
- Operational for 2 years or more
- Commitment to capitalize on the program offerings

Duration: 12 weeks
Series A Graduates

**FOUNDERS**

Yousef Al Abd and Mohamed Al Abd
Solva is an environmentally-friendly solution that offers fully electric motorbikes optimized for functionality and sustainability.
+ Established in 2017
+ $1,650,000 in fundraising
+ solvatechnologies.com

**FOUNDER**

Raghav Mimani
An advanced digital parenting application that allows families and schools to block inappropriate features, websites and apps, making smartphones child-friendly.
+ Established in 2014
+ $500,000 in fundraising
+ 800,000+ subscribers
+ 22+ schools in UAE since 2014
+ nischint.com

**FOUNDERS**

Ihab Fikry and Ibrahim Kamel
An online learning and personal development platform that offers informative video courses and motivational talks in both Arabic and English. The online video marketplace offers top-rated training programs delivered by industry expert.
+ Established in 2016
+ $3,500,000 in fundraising
+ almentor.net
Seed Graduates

FOUNDERS
Claudia Ribas, Simona Agolini
Nouran Hassan, Ines Mena, and Therese Hundt
QiDZ is the first mobile application in the Middle East that connects parents with kid activity providers and entertainment services.
+ Established in 2017
+ Approx. $30,000 yearly revenue
+ qidz.com

FOUNDERS
Siddiq Farid, Musfique Ahmed and Abdul Kadir Faizal
Smart Crowd is a digital real estate investment platform that lowers the barriers to entry for individuals to build financial assets and generate investment income.
+ Established in 2017
+ $60,000 yearly revenue
+ smartcrowd.ae

FOUNDER
Mirhan Mandour
SalesARM is a mobile first sales digitization and gamification tool that has delivered outstanding results with large banks, helping them track and guide their sales teams in real-time.
+ Established in 2015
+ $100,000 in yearly revenue
+ digiteam.com
Pre-Seed Graduates

**FOUNDERS**
Khalid Al Awar and Abdulla Al Hashimi
A SaaS that connects facility management companies with their residents enhancing communications, automating processes and providing insight.
+ MVP testing phase
+ Awarded 100k from Dubai SME
+ mabany.ae

**FOUNDER**
Irfan Vakkayil
Delivering autonomous surface vehicles in waste cleaning and real time water quality monitoring across marinas, creeks, lakes, canals and beaches.
+ Established in 2017
+ ICT fund
+ Developing BluePhin USV for water quality monitoring and cleaning
+ Developed Fenbot USV for water quality monitoring
+ fenbits.com

**FOUNDER**
Abdul Matheen Yousuf
Airspace is an industrial advanced technology company focused on leveraging blockchain to unlock potential in Industrial Applications.
+ Established in 2018
+ airspaceblockchain.com

**Fenbits**
Supplier Matchmaking Day
Sheraa provides startups with unique access to the supply chains of larger firms

During the first Supplier Matchmaking Day, April 2018:

- 16 MOUS signed
- 10 participating private and government entities
- 25 startups selected to participate
Meet the Sheraa team
Sheraa's founding partners