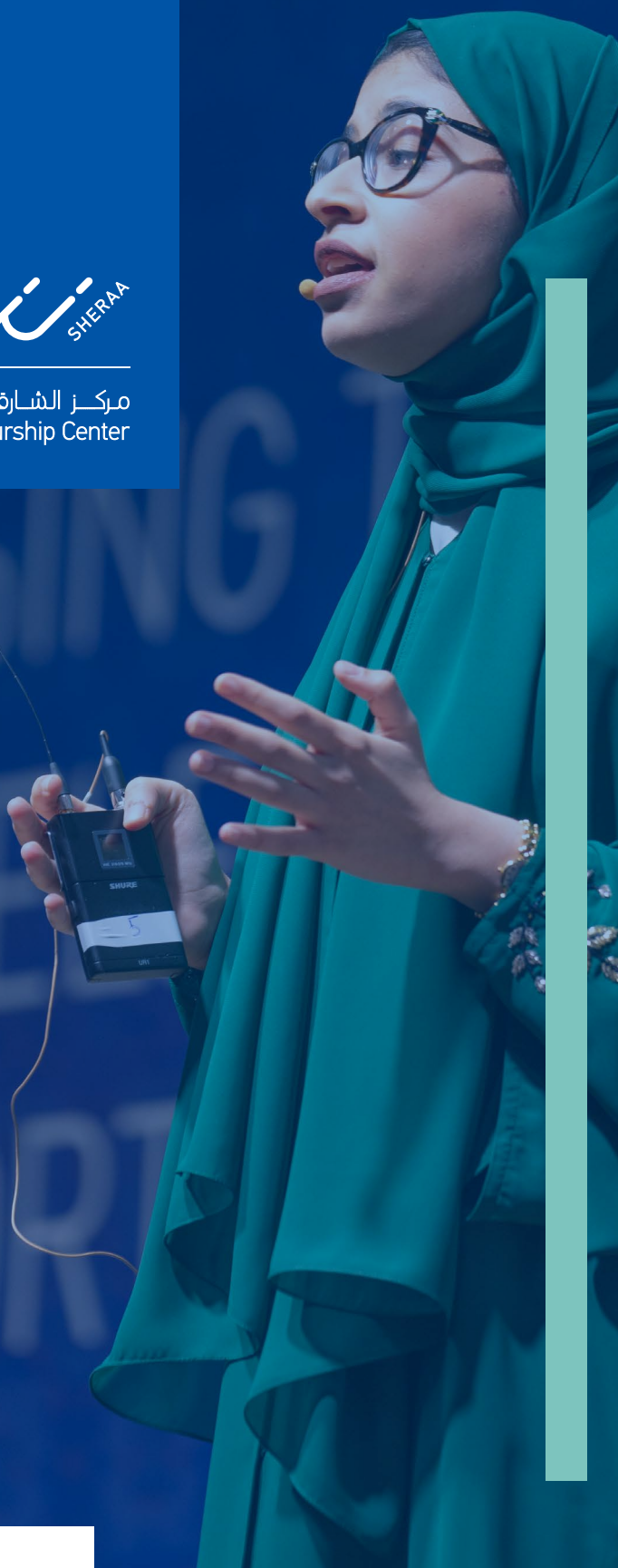


2018 - 2019



مركز الشارقة لريادة الأعمال  
Sharjah Entrepreneurship Center







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



**LAUNCH OF THE SHERAA HUB**  
at the University of Sharjah  
September, 2018



PUT YOUR CREDIT CARD AWAY SEVEN WAYS TO FUND YOUR STARTUP ON THE SLY

# Entrepreneur<sup>®</sup>

## MIDDLE EAST

### TURNING HEADS

**HARMEEK SINGH**

The founder and Chairman of Plan b is all about differentiating his brand- and always staying ahead of the game

### Incubating innovation

SHERAA CHAIRPERSON

**H.E. SHEIKHA  
BODOUR  
BINT SULTAN  
AL QASIMI**

HARNESSING  
ENTREPRENEURIAL  
POTENTIAL IN  
THE UAE

### SHOW ME THE MONEY!

MENA FINTECH STARTUP  
NOW MONEY WANTS  
TO HELP EVERYONE GET  
ACCESS TO BANKING



MARCH 2017 | WWW.ENTREPRENEUR.COM/ME | UAE AED20

Sheikha Bodour Al Qasimi on the cover of Entrepreneur Middle East

“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



**Sheikha Bodour Al Qasimi**  
Chairperson of Sharjah Entrepreneurship Center "Sheraa"



**H.E. Dr. Ahmad Belhoul  
Al Falasi**  
Minister Of State For Higher  
Education & Advanced Skills



**H.E. Dr. Shamma Bint  
Suhail Al Mazrui**  
Minister Of State For Youth



**H.E. Hussain Al Nowais**  
Chairman, Khalifa Fund for  
Enterprise Development



**Mohamed Alabbar**  
Chairman & Founder,  
Emaar Properties



**Fadi Ghandour**  
Executive Chairman,  
Wamda Group



**Badr Jafar**  
CEO,  
Crescent Enterprises



**Adel Ali**  
Group Chief Executive,  
Air Arabia



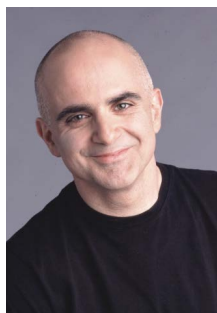
**Khalid Al Huraimel**  
Group Chief Executive Officer,  
Bee'ah



**Hussain Al Mahmoudi**  
CEO,  
AUS Enterprises



**Dr. Khaid Al Midfa**  
Chairman,  
Sharjah Media City (Shams)



**Christopher Schroeder**  
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 Hub, American University of Sharjah





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

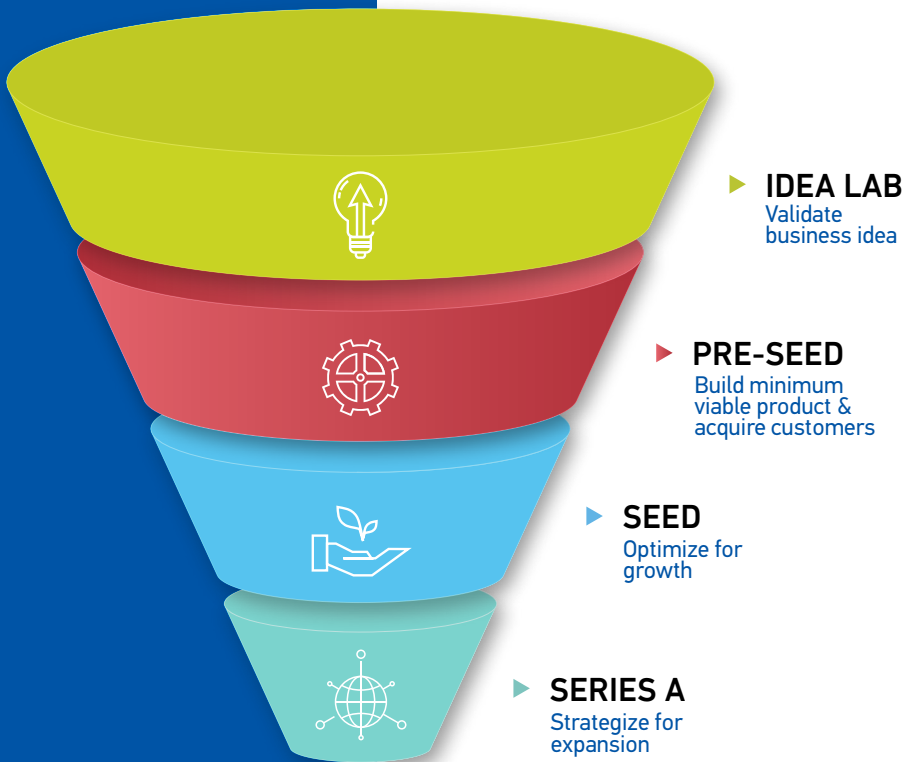
مهرجان  
الشارقة  
لريادة  
الأعمال

SHARJAH  
ENTREPRENEURSHIP  
FESTIVAL



# Venture Programs Funnel

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**Total number of  
startups that have  
gone through each  
program since  
2016**

**280**  
IDEA LAB

**36**  
PRE-SEED

**5**  
SEED

**31**  
SERIES A





**Total revenue generated  
by startups**

**\$19 MILLION**





**Total investment raised  
by startups**

**\$14 MILLION**

# 01 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



# 02 PRE-SEED

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





# 03 SEED

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



# 04 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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://airspaceblockchain.com)

# 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

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# Sheraa's founding partners

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