



Enterprise Forum
Saudi Arabia

Strategic Partners



StartSmart Conference and exhibition

March 5-7, 2020

Bay X Conference and Entertainment Center
King Abdullah Economic City

**Under the patronage of Monshaat,
Small and Medium Enterprises Authority of Saudi Arabia**

We are thrilled to invite you to the StartSmart Conference and exhibition to explore the latest innovative Saudi and international startups, meet investors, and get insights on the entrepreneurial ecosystem.

StartSmart Conference is a one-day conference that inspires, connects, coaches, and informs entrepreneurs to succeed faster and smarter. It is a place where all entrepreneurs, angel investors, venture capitalist firms, students, business organizations and high leadership and executives from private and government sectors meet and engage.

Startup Investment Forum (SIF) is a three-day exhibition aimed at providing startups and small businesses around the globe the opportunity to expand their businesses to the Saudi market and meet investors. More than 60 international startups are coming from different parts of the world, such as United Arab Emirates, Egypt, Lebanon, Turkey, Poland and Greece among others; in addition to 27 innovative Saudi Startups from MITEF Saudi.



Startup Investment Forum (SIF) 2020 Agenda

Day 1 March 5, 2020

EXHIBITION 10:00 am - 9:00 pm

WORKSHOPS

- 10:00-12:00pm** GEN Saudi Workshop
Amal Dokhan
- 1:00 - 3:00 pm** Establishing Growth in
Your Startup
Dr. Abdulrahman Hariri
- 2:00 - 3:30 pm** Green Start Up & Scale Up
Dr. Joris Klundert
- 3:00 - 4:00 pm** Idea Generation and
Opportunity Recognition
Dr. Mohammad Roomi

INVESTMENT PITCHING

- 5:00 - 6:25 pm** Investment pitching
20 teams (Batch 1)
- 6:30 - 6:55 pm** Break
- 7:00 - 8:30 pm** Investment pitching
20 teams (Batch 2)

Day 2 March 6, 2020

EXHIBITION 4:30 - 10:30 pm

WORKSHOPS

- 2:00 - 3:30 pm** Green Start Up & Scale Up
Dr. Joris Klundert
- 4:00 - 5:00 pm** Idea Generation and
Opportunity Recognition-
Dr. Mohammad Roomi
- 4:30 - 6:30 pm** Developing a thriving
student entrepreneurship
Programme
Dr. Simon Hepworth

INVESTMENT PITCHING

- 5:00 - 6:25 pm** Investment pitching
20 teams (Batch 3)
- 6:30 - 6:55 pm** Break
- 7:00 - 8:30 pm** Investment pitching
20 teams (Batch 4)

Day 3 March 7, 2020

EXHIBITION 10:00 am - 9:00 pm

WORKSHOP

- 1:00 - 3:00 pm** Establishing Growth
in your Startup
Dr Abdulrahman Hariri

StartSmart Conference

March 7, 2020 Agenda

- 4:30 pm** **Opening speech**
Amal Dokhan
CEO, Global Entrepreneurship Network (GEN) Saudi
- 4:35 pm** **Arabia's greatest export**
Dr. Philip Auerswald
Chief Academic Officer, Hult Prize Foundation
- 4:45 pm** **Local Success Story**
Mohammad Khalid
CEO, B8ek
- 4:55 pm** **State of funding across the Middle East -Spotlight on Saudi Arabia**
Philip Bahoshy
Founder & CEO, MAGNITT
- 5:05 pm** **Panel Discussion: Foreign Investment: A fuel for Entrepreneurial success**
Moderator: Dr. Mazin AlZaidi
Entrepreneurship & Innovation Segment Director
Saudi General Investment Authority (SAGIA)
Panelists:
Omar Barakat, Value Creation Lead, Beco Capital
Walid Fazza, Partner & Chief Operating Officer, MSA Capital
Gaurav Biswas, Founder & CEO Trukker
Walid Daniel Dib, Founder and CEO Addenda
- 5:25 pm** **Powering the DeepTech Startups of Tomorrow**
Dr. Tony Chan
President, King Abdullah University of Science and Technology (KAUST)
- 5:35 pm** **35 Million Opportunities: Saudi Arabia's Entrepreneurial Ecosystem**
Dr. Muhammad Roomi
Professor of Entrepreneurship, Prince Mohammad bin Salman College
- 5:45 pm** **What matters to the next generation of entrepreneurs?**
Dr. Simon Hepworth
Director of Enterprise, Imperial College London
- 5:55 pm** **Maghrib Prayer**
- 6:20 pm** **Saudi Arabia's decade for Startups**
Jonathan Ortman
President, Global Entrepreneurship Network (GEN)
- 6:35 pm** **Captains of Industry**
Dr. Kamal Toumi
Co-Director, KACST & MIT
- 6:45 pm** **Panel Discussion: Saudi VCs and Startups: Creating future today**
Moderator: H.E. Dr. Nabeel Koshak
CEO, Saudi Venture Capital (SVC)
Panelists:
Ibrahim Yousef, Co-founder & CEO, GetMuv
Ammar Waganah, Co-founder & CEO, Dokan Afkar
Kais Al Essa, Founding Partner & CEO, Vision Ventures
Faris Alrashid, Founder & Chairman, Oqal
- 7:10 pm** **Regional Success Story - MITEF PAN Arab Alumni**
Ahmed Wadi
Founder & CEO, MoneyFellows
- 7:20 pm** **Ahmed Linjawy**
CEO, King Abdullah Economic City (KAEC)
- 7:35 pm** **Hassan Jameel**
President, Community Jameel Saudi Arabia
- 7:45 pm** **Patron Speech**
Esam Al Thukair
Vice Governor, Monshaat
- 7:55 pm** **Honoring Partners, Judges and Speakers**
- 8:15 pm** **Announcement of Winners**

Speakers



Ahmed Linjawy
Chief Executive Officer
King Abdullah Economic City



H.E. Dr. Nabeel Koshak
Chief Executive Officer
Saudi Venture Capital



Dr. Mazin AlZaidi
Entrepreneurship & Innovation
Segment Director, SAGIA



Esam Al Thukair
Vice Governor
Monshaat



Hassan Jameel
President
Community Jameel, Saudi Arabia



Amal Dokhan
Chief Executive Officer
GEN Saudi



Dr. Tony Chan
President
KAUST



Jonathan Ortman
President
Global Entrepreneurship Network



Dr. Simon Hepworth
Director of Enterprise
Imperial College London



Dr. Kamal Toumi
Co-Director, Center of Complex
Engineering Systems KACST & MIT



Dr. Philip Auerswald
Chief Academic Officer
Hult Prize Foundation



Philip Bahoshy
Founder & CEO
MAGNITT



Kais Al Essa
Founding Partner & CEO
Vision Ventures



Faris Al-Rashed
Founder & Chairman
OQAL Angel Investors Network



Gaurav Biswas
Founder & CEO
Trukker



Dr. Muhammad Roomi
Professor of Entrepreneurship
MBCS



Ammar Wagnah
CEO & Co-Founder
Dokkan Afkar



Ahmed Wadi
Founder and CEO
MoneyFellows



Walid Daniel Dib
Founder and CEO
Addenda



Ibrahim Yousef
Co-Founder and CEO
GetMuv



Partners

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Official Partner



Investment Partner



Innovation Partner



Knowledge Partner



Regional Partner



Media Partner



Knowledge Partner



Mentorship Partner



Technology Partner



Media Partner



Media Partner



Media Partner



Coworking Space Partner



Transportation Partner



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