



وزارة الاقتصاد
MINISTRY OF ECONOMY



AIM Startup

AIM Startup 2018

TECHNOLOGY
FOR SUSTAINABLE
DEVELOPMENT
AND INCLUSIVE
GROWTH

9 - 11 April 2018

Dubai World Trade Centre
United Arab Emirates

www.aimstartup.com





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Minister's Welcome

Innovation is a key driver for economic growth and prosperity. A large share of sustainable economic growth can be attributed to innovation and the willingness of governments across the world to implement and execute policies and initiatives, which foster and nourish innovation and entrepreneurship.

The United Arab Emirates is a country that was founded on innovation, forward thinking and a government's great vision and willingness to implement initiatives that has today positioned the UAE among one of the most competitive economies worldwide

In celebration of innovation, which is deeply embedded in our heritage, the UAE formally extends a warm welcome to the innovators and pioneers of the world who aspire to create solutions to the challenges we face globally.



*H.E. Eng. Sultan Bin Saeed Al Mansoori
Minister of Economy, United Arab Emirates*





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About AIM Startup

AIM Startup was launched in 2017 as an initiative of the UAE Ministry of Economy to connect promising startups with investors and business partners from other parts of the world— set in the heart of the UAE's Annual Investment Meeting, the World's Leading FDI Platform for Emerging Markets and held under the Patronage of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai. AIM Startup is an ideal platform for startup companies looking to raise capital, expand into new markets and forge meaningful business relationships with major investors, business leaders, representatives of international institutions and government entities.

April 9 - 11, AIM Startup will host the second edition of its annual Innovation Showcase and Pitch Competition in Dubai, UAE, in conjunction with the Annual Investment Meeting, Future Cities Show and DIGAE.

This year, 200 promising startups will convene under one roof to meet with investors, corporates, government representatives and industry experts and will be given the opportunity to demo their groundbreaking solutions to a global audience of 19,000+.





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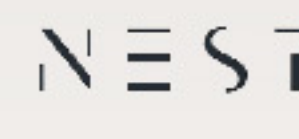
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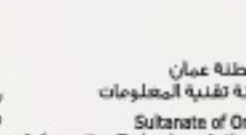
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9 - 11 April 2018
Dubai World Trade Centre

**Venue - Pavilion
Entrance: Halls 5 & 6**

DAY 1 9th APRIL

Exhibition Area

09:30 – 17:30 Full Day Exhibition

Conference Room

11:00 – 13:00 Growth Stage Pitch Competition Part 1

13:00 – 14:30 **Break for Lunch**

14:30 – 14:45 Keynote Presentation by **Speaker: Jake Zeller - How Not to Start a Startup**

14:45 – 16:45 Early Stage Pitch Competition Part 1

Workshop Room

11:00 – 12:30 The Active Citizen Framework- A Pathway to Grassroots Impact

14:00 – 15:00 National IT Backbone for Connected Health

15:30 – 17:00 The Next Stage: Moving into new Foreign Markets & Staying in Control

Meeting Area

14:00 – 17:00 Pre-scheduled meetings

DAY 2 10th APRIL

Exhibition Area

09:30 – 17:30 Full Day Exhibition

Conference Room

11:00 – 13:00 Growth Stage Pitch Competition Part 2

13:00 – 14:30 **Break for Lunch**

14:30 – 16:30 Early Stage Pitch Competition Part 2

17:00 – 17:20 BDO Fintech Galaxy Challenge Part 1

17:20 – 17:45 Fireside Chat with **David Shrier: Fintech & Extended Intelligence**

17:45 – 18:00 BDO Fintech Galaxy Challenge Part 2



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9 - 11 April 2018
Dubai World Trade Centre



Venue - Pavilion
Entrance: Halls 5 & 6

DAY 2 10th APRIL

Workshop Room

10:00 – 12:45	MENA Pitch Competition Part 1
12:45 – 14:00	Break for Lunch
14:00 – 14:15	Keynote Presentation by Speaker: Shane Shin - The Search Fund Model 101
14:15 – 15:50	MENA Pitch Competition Part 2
15:50 – 16:10	Coffee Break
16:10 – 16:25	Keynote Presentation by Speaker: Fahad Al Sharekh - The Changing Face of VC
16:25 – 18:00	MENA Pitch Competition Part 3

Meeting Room

10:00 – 17:00	Pre-scheduled meetings
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DAY 3 11th APRIL

Exhibition Area

09:30 – 17:30	Full Day Exhibition
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Conference Room

10:00 – 10:15	Opening Ceremony and Welcome Addresses by High Officials
10:15 – 10:30	Keynote Presentation: Digital Health & E-Learning for Sustainable Development
10:30 – 10:45	Panel Discussion: UAE: The Region's Hub for Innovation
10:45 – 11:30	Panel Discussion: The Transformation of Saudi Arabia's National Economy and What it Means for Startup Companies
11:30 – 12:00	Panel Discussion: Tech Startups Creating Social Impact
12:00 – 12:10	Keynote Presentation: Why Empowering Women Impacts Performance and Profitability
12:10 – 12:45	Panel Discussion: Startups Going Global
12:45 – 14:00	Break for Lunch
14:00 – 14:30	Keynote Presentation: Cryptocurrencies and Blockchain: A Vehicle to Sustainability
14:30 – 15:00	Panel Discussion: Winning in the Fintech Game: Developing the MENA Ecosystem
15:00 – 15:20	Coffee Break
15:20 – 16:00	Panel Discussion: Workforce 4.0
16:00 – 17:00	Panel Discussion: Investment 101: How well Do You Know Your Investor?
17:00 – 17:20	Startup Awards Ceremony

Meeting Room

10:00 – 17:00	Pre-scheduled meetings
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Please note: Agenda is subject to change. Last updated on 29 March 2018



DETAILED AGENDA

DAY 1 - 9th April

Conference Room

Growth Stage Pitch Competition Part1

11:00 – 13:00

Judging Panel

- Fahad Al Sharekh, Partner, TechInvest, Kuwait
- Nader Sabry, Founder & CEO, Timez5, UAE/Canada
- Wajdi Ghoussoub, Associate Director, MEVP, UAE
- Huda Al Lawati, CIO, Savola Group, KSA

Break for Lunch

13:00 – 14:30

Keynote Presentation: How Not to Start a Startup

An Overview of common startup pitfalls and how to avoid them

14:30 – 14:45

Speaker

- Jake Zeller, Partner, AngelList, USA

Early Stage Pitch Competition Part 1

14:45 – 16:45

Judging Panel

- Jake Zeller, Partner, AngelList, USA
- Arrey Obenson, Secretary General, JCI, USA
- Omar Darwazah, Partner, Arab Angels, USA
- Henrik Von Scheel, Father of the Fourth Industrial Revolution, Switzerland

Workshop Room

Workshop: The Active Citizen Framework- A Pathway to Grassroots Impact

11:00 – 12:30

Young people around the world have used the Active Citizen Framework to create thousands of youth-led projects. This session will educate participants about the Framework in a hands-on workshop, including a mixture of learning tools and discussion, with practical outcomes that participants can implement immediately.

Coach

- Arrey Obenson, Secretary General, JCI, USA

Workshop: National IT Backbone for Connected Health

14:00 – 15:00



DETAILED AGENDA

DAY 1 - 9th April

Workshop: The Next Stage: Moving into new Foreign Markets and Staying in Control

15:30 – 17:00

Many start ups that have secured the next round of funding or have grown in their home markets are preparing for the next stage of their corporate development: expanding into new foreign markets. Whether they would like to set up a development center, sales center or working with a sales agent there are multiple risks associated with internationalization. This workshop addresses some of these risks associated with various strategies and provides solutions and answers to some of the challenges and identifies some of the financial incentives that may be available to support your foreign growth strategy. Finally, it also focuses on how you can best work with foreign governments or Investment Promotion Agencies so they become your partner for further growth instead of a bureaucratic hurdle to take.

Coach

• Douglas van den Berghe, Founder & CEO, ICA, Netherlands

Meeting Room

Pre-scheduled meetings

14:00 – 17:00

Startups will be paired with interested and relevant parties, such as investors, mentors and coaches to able to take their businesses to the next level.



DETAILED AGENDA

DAY 2 - 10th April

Conference Room

Growth Stage Pitch Competition Part 2

11:00 – 13:00

Judging Panel

- Fahad Al Sharekh, Partner, TechInvest, Kuwait
- Nader Sabry, Founder & CEO, Timez5, UAE
- Wajdi Ghoussoub, Associate Director, MEVP, UAE
- Huda Al Lawati, CIO, Savola Group, KSA

Break for Lunch

13:00 – 14:30

Early Stage Pitch Competition Part 2

14:30 – 16:30

Judging Panel

- Jake Zeller, Partner, AngelList, USA
- Arrey Obenson, Secretary General, JCI, USA
- Omar Darwazah, Partner, Arab Angels, USA
- Henrik Von Scheel, Father of the Fourth Industrial Revolution, Switzerland

BDO Fintech Galaxy Challenge Part 1

17:00 – 17:20

Judging Panel

- Mirna Sleiman, Founder & CEO, Fintech Galaxy, UAE
- Sara Grinstead, Director of Innovation, RAK BANK, UAE
- Ghul Khan, Partner & Business Officer, Fintech Galaxy, UAE

Fireside Chat: Fintech & Extended Intelligence

17:20 – 17:45

Examining the disruptive power of Fintech, the latest market trends, investment opportunities and challenges

Moderator

- Tariq Qureishy, MadTalk, UAE

Speaker

- David Shrier, Oxford & MIT Futurist, Author Y CEO distilledanalytics.com, USA

BDO Fintech Galaxy Challenge Part 2

17:45 – 18:00

Judging Panel

- Tarik Amin, CEO, Adline Media Network, UAE
- Sara Grinstead, Director of Innovation, RAK BANK, UAE
- Ghul Khan, Partner & Business Officer, Fintech Galaxy, UAE



DETAILED AGENDA

DAY 2 - 10th April

Workshop Room

MENA Pitch Competition Part 1

10:00 – 12:45

Judging Panel

- Khalifa Al Kuwaiti, Manager, Entrepreneurship Development, Khalifa Fund, UAE
- Shane Shin, Managing Partner, Shorooq Investments, UAE
- Dr. Ibrahim Al Harkan, General Director, King Salman Institute for Entrepreneurship, KSA

Break for Lunch

12:45 – 14:00

Keynote Presentation: Search Fund Model 101

14:00 – 14:15

Speaker

- Shane Shin, Managing Partner, Shorooq Investments, UAE

MENA Pitch Competition Part 2

14:15 – 15:50

Judging Panel

- Khalifa Al Kuwaiti, Manager, Entrepreneurship Development, Khalifa Fund, UAE
- Shane Shin, Managing Partner, Shorooq Investments, UAE
- Dr. Ibrahim Al Harkan, General Director, King Salman Institute for Entrepreneurship, KSA

Coffee Break

15:50 – 16:10

Keynote Presentation: The Changing Face of VC

16:10 – 16:25

Speaker

- Fahad Al Sharekh, Partner, TechInvest, Kuwait

MENA Pitch Competition Part 3

16:25 – 17:45

Judging Panel

- Khalifa Al Kuwaiti, Manager, Entrepreneurship Development, Khalifa Fund, UAE
- Shane Shin, Managing Partner, Shorooq Investments, UAE
- Dr. Ibrahim Al Harkan, General Director, King Salman Institute for Entrepreneurship, KSA

Meeting Room

Pre-scheduled meetings

10:00 – 17:00

Startups will be paired with interested and relevant parties, such as investors, mentors and coaches to able to take their businesses to the next level.



DETAILED AGENDA

DAY 3 - 11th April

Conference Room

Opening Ceremony and Welcome Addresses

10:00 – 10:15

- H.E. Sultan Bin Saeed Al Mansouri, UAE Minister of Economy, UAE
- H.E. Dr. Nabeel Koshak, Dean, MBSC, KSA

Keynote Presentation: Digital Health & E-Learning for Sustainable Development

10:15 – 10:30

Speaker

- Dr. Ajit Kumar Nagpal, Chairman & Director General, Amity, ME, UAE

Panel Discussion: UAE - The Region's Hub for Innovation

10:30 – 10:45

As the entrepreneurial hub of the Middle East region, the UAE has managed to attract a large number of startups from across the region and the world. Known for its ideal geographical location, diverse funding sources, liberal policies and ease of doing business, it has attracted many startup companies looking to expand their businesses across the middle-east region. With many known success stories, most notably Souq.com, Careem and Fetchr, the UAE is gaining growing international recognition.

Known as the hotbed for innovation and technology in the region, the UAE offers a unique advantage for companies that are looking to create the businesses of tomorrow. This panel will explore the UAE's entrepreneurial ecosystem and its support and funding mechanisms that have placed the UAE as the Middle East's modern day success story.

Moderator

- Mirna Sleiman, Founder & CEO, Fintech Galaxy, UAE

Panelist

- Najla Al Midfa, GM, Sheraa, Sharjah Entrepreneurship Center, UAE

Panel Discussion: The Transformation of Saudi Arabia's National Economy and What it means for Startup Companies

10:45 – 11:30

Saudi Arabia's economy is quickly and intensively changing and disrupting the region's startup ecosystem. Where are the opportunities and challenges for startup companies?

Moderator

- Nader Sabry, Founder & CEO, Timez 5, UAE

Panelists

- H.E. Dr. Nabeel Koshak, Dean, MBSC, KSA
- Ragad Al Sharif, Founder, Innoras, KSA/Bahrain
- Dr. Kevin Cullen, VP, Innovation & Economic Development, KAUST, KSA
- Sharif Hala, Co-founder, Algorizm, KSA



DETAILED AGENDA

DAY 3 - 11th April

Panel Discussion: Tech Startups Creating Social Impact

11:30 – 12:00

We are living in an era like no other in history. Due to the proliferation of technology, we as individuals we are able to tackle social issues at a speed and magnitude that previously was not conceivable. By leveraging technology, we are in a position to address the needs of billions of people across the globe that lack access to essential healthcare and fundamental financial services, among other things.

This panel of experts will discuss the latest trends in the utilization of technology in addressing social needs.

Panelists

- Ganesh Rengaswamy, Quona Capital, India
- Aya Sadler, Incubation Manager, Intelak, UAE
- Jake Zeller, Partner, AngelList, USA
- Manish Kumar, Founder, Grex, India

Keynote Presentation: Why Empowering Women Impacts Performance and Profitability

12:00 – 12:10

Companies with at least three women on the board of directors over a sustained period of time outperform companies without any women on the board of directors. Fatima Al Arabi of Alaf Capital tells us why.

Speaker

- Fatima Al Arabi, Partner, Alaf Capital, Switzerland

Panel Discussion: Startups Going Global

12:10 – 12:45

Companies expanding into new markets need to be flexible enough to adapt their products or services to the market and quick enough to respond to continuously changing market environments.

Moderator

- David East, Head of FDI and Economic Products, Bureau Van Dijk, UK

Panelists

- Craig Buchan, CEO, Qpal, UK
- Tarek Ghobar, Startup Manager, 1776 Dubai & Union, UAE
- Walid Mansour, Partner & CIO, MEVP, UAE
- Ross McKenzie, Futurist, Expert Authority in New Economic Business, Australia

Break for Lunch

12:45 – 14:00



DETAILED AGENDA

DAY 3 - 11th April

Keynote Presentation: Cryptocurrencies and Blockchain: A Vehicle to Sustainability

14:00 – 14:30

The world of Cryptocurrencies and Blockchain is a perfect combination for investment in sustainability and green infrastructure projects. The technology and business model architecture, centered on Initial Coin Offerings provides assurance for investors and confidence that their funds are working. Similarly, it is an instrument for entrepreneurs to raise Capital and fuel their growth.

Nick Ayton, Founder of Chainstarter, 21 Million Project and Children of Satoshi explains the Cryptocurrency economy, where it stands today and where it's heading. This interactive Presentation will address how regulations are shaping the new economy and how investors can actually judge the Good initiatives from the Bad and the Ugly

Speaker

- Nick Ayton, Founder, Children of Sitochi, UK

Panel Discussion: Winning in the Fintech Game: Developing the MENA Ecosystem

14:30 – 15:00

Financial technology is an emerging field of innovation and entrepreneurship in the MENA region, where the number of fintech startups in the region more than doubled between 2013 and 2015– increasing from 46 to 105. Growth is expected to accelerate over the next few years, with some studies predicting that there will be 250 fintech organizations in the MENA by 2020.

In the age of increased internet connectivity and smartphone penetration, fintech can extend much-needed financial services, like electronic payments, micro-insurance and remittances, to people traditional banks have struggled to reach. Fintech can also unlock new funding avenues for small and growing businesses, which often battle to access finance –and meet stringent reporting and compliance requirements– in a risk-averse banking sector.

Yet, the region's ecosystem is still disconnected. How can we collaborate to create a market big enough for fintech to grow and well mature with the right talent, demand and funding capabilities.

Moderator

- Mirna Sleiman, Founder & CEO, Fintech Galaxy, UAE

Panelist

- Nicolas Lee, Authorization Director, Banking & Insurance ADGM, UAE

Coffee Break

15:00 – 15:20

Keynote Presentation: Workforce 4.0

15:20 – 16:00

Which capabilities and skills are required over the next 10 years? How does the 4th industrial revolution influence the workforce?

Speaker

- Henrik von Scheel, Father of the Fourth Industrial Revolution, Switzerland



DETAILED AGENDA

DAY 3 - 11th April

Panel Discussion: Investment 101: How well Do You Know Your Investor?

16:00 – 17:00

First, know your Investor! In the vast world of entrepreneurship and investments, it is important to take a look at the different types of investors and why and how they invest. This interactive session positioned in a 'quiz bowl' setting will address the major differences between each type of investor and will serve to inform an audience of entrepreneurs and aspiring entrepreneurs, on how to attract the ideal investor.

Moderator

- Peter Hopwood, International Public Speaker and Pitch Performer, Croatia

Panelists

- Omar Darwazah, Partner, Arab Angels, USA
- Inga Veselova, Head of Middle East Region, Seed Forum International, Estonia
- Walid Mansour, CIO, MEVP, UAE
- Ganesh Rengaswamy, Partner, Quona Capital, India
- Shane Shin, Managing Partner, Shorooq Investment, UAE
- Fahad Al Sharekh, Partner, TechInvest, Kuwait
- Khalil Al Shafei, CEO & Managing Director, WAED, KSA

Startup Awards Ceremony

17.00 – 17.20

Meeting Room

Pre-scheduled meetings

10:00 – 17:00

Startups will be paired with interested and relevant parties, such as investors, mentors and coaches to able to take their businesses to the next level.