



STARTAD

powered by TAMKEEN

ACCELERATING THE UAE INTO AN ENTREPRENEURIAL ECONOMY

STARTAD

powered by TAMKEEN



startAD Vision

Powered by Tamkeen and anchored at NYU Abu Dhabi, startAD is a new model for entrepreneurship education and innovation.

startAD co-creates customized and impact-driven programs with stakeholders including governments, corporations, startups, investors, and innovation entities, furthering UAE's transition into a knowledge-based economy.

We are proud of our impact to date, equipping the ecosystem with necessary tools to build innovative new products that serve a global need, collaborate across organizations, and develop entrepreneurial capacity. This has directly contributed to the UAE economy through new business development, job creation, and homegrown innovation.



startAD Mission



Global Competitiveness

Corporate Innovation

Shaping the future of the local economy through innovation training, corporate sprint accelerator, and market access days. Steering startups from around the world, to launch and grow into the UAE market through pilot projects with innovative corporations

Angel Investor Engagement

Convening the most credible voices worldwide, to nurturing a community fueling capital into local and global innovation from the region



UAE Capacity Building

Furthering home-grown innovation

Advancing startups and SMEs founded in the UAE to create in-country value through tailored incubation programs

Al Warsha

Developing tech capacity for any resident through free foundational workshops on emerging tech and access to tools, facilities, networks, and expertise to rapidly prototype concepts, develop products, manufacture through partners in Shenzhen, China, and scale



University Focus

Research Commercialization

Bringing cutting-edge deep tech research from labs to life by upskilling and exploring the commercial value of inventions

Youth Engagement

Equipping youth with future-ready social, digital, and business skills that spark curiosity, enhance employability, and encourage innovation to develop tech-enabled solutions addressing the greatest challenges faced by the world

Key Partners



startAD Mission



Furthering UAE's global competitiveness

- Advancing the Innovation Agenda
- Customized corporate innovation programming
- Accelerating Investor Engagement
- Startup Spotlight - Successful Pilots
- What our partners say



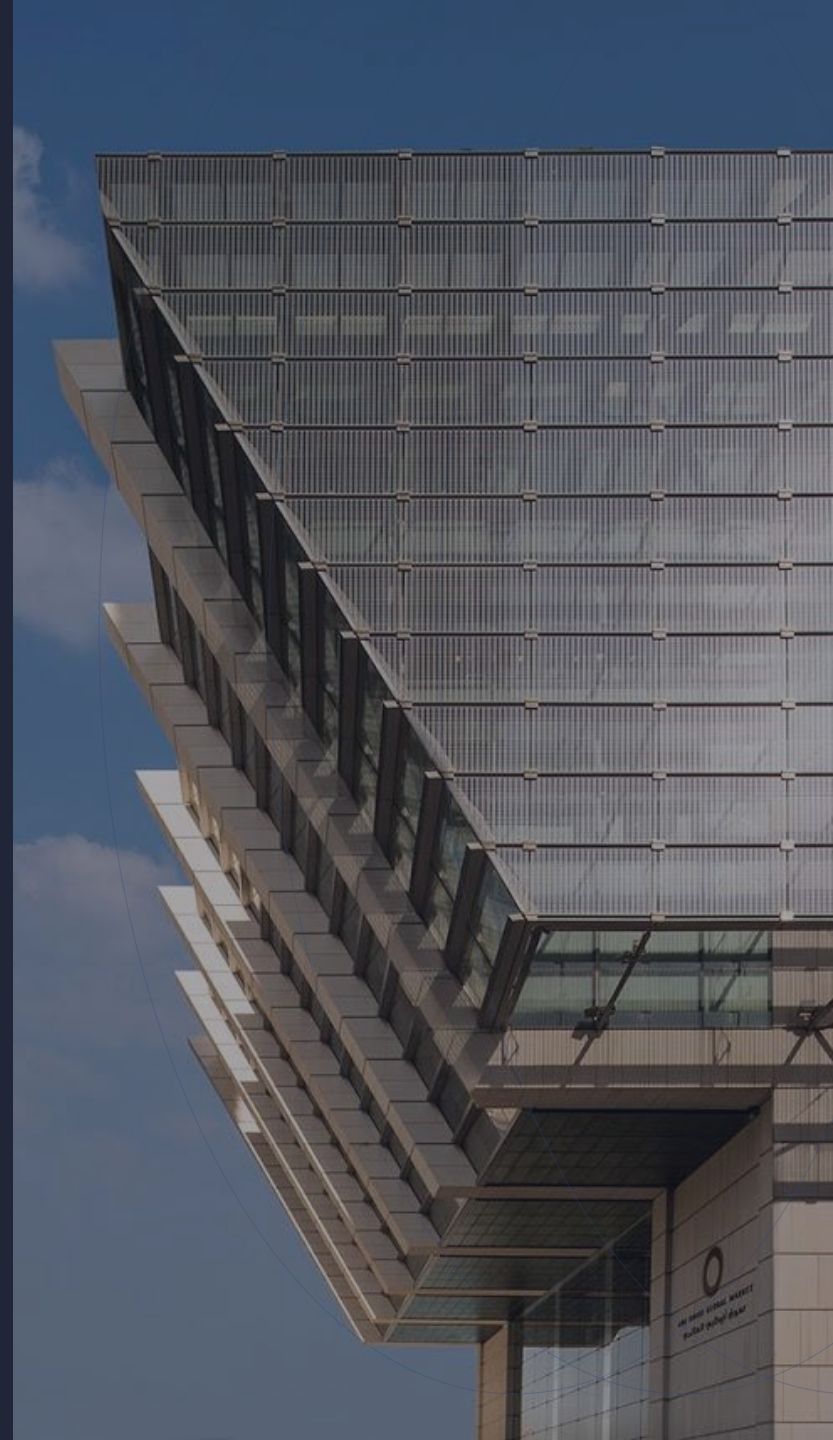
UAE Capacity Building

- Advancing Homegrown innovation
- Customized Incubator Programs
- Democratizing Innovation
- Advocating Sustainability
- Startup Spotlight - Alumni startups



University Focus

- Elevating Youth Entrepreneurship
- Powering Research Commercialization
- Startup Spotlight - Cycled



startAD catalyzing local community



467

Startups
supported



31

Corporations
activated



6,000

Aspiring entrepreneurs
benefited



162

Emirati
Entrepreneurs
Advanced



400

Youth Entrepreneurs
upskilled



650

Investors
Engaged

startAD economic Impact



250+

Tech startups
accelerated



\$243M

Funding
Raised by startups



\$184M

Revenue
Generated



80

Pilot Projects
Secured



4

exits



363+

Jobs Created

startAD Team

Having successfully conceptualized and implemented over 150 local and global entrepreneurship programs in Abu Dhabi, the startAD team comes with proven local expertise that is critical for program success



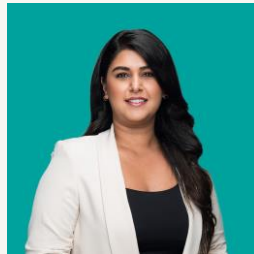
Ramesh Jagannathan
Managing Director
Entrepreneurial technologist with 30+ years of corporate innovation experience.



Hana Barakat
Senior Associate Director
Startup acceleration lead with a special focus on corporate innovation.



Nihal Shaikh
Assistant Director of Communications & Strategic Projects
Seasoned communications strategist with 12+ years experience in building brands and communities



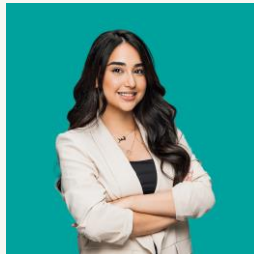
Aneesha Mamtara
Business Support Manager
Experienced Business Support Manager with expertise in streamlining business operations & managing administrative and operational functions.



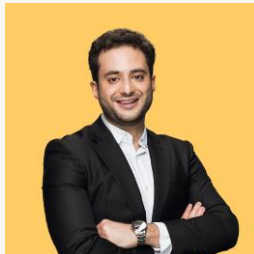
Abhyudaya Goyal
Innovation Program Lead
Multi-disciplinary background encompassing experiences in the areas of entrepreneurship, Business Consulting and innovation consulting.



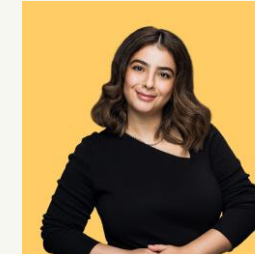
Koel Banerjee
Sr. Marketing & Communications Specialist
Growth marketer and engineer with 10+ years of experience in building successful technology businesses.



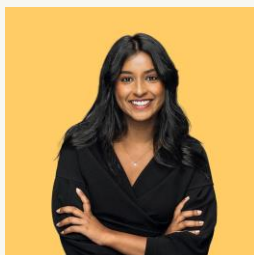
Qamar Rabah
Administrative Assistant
Result driven and proactive team player, eager to deliver strong administrative skills.



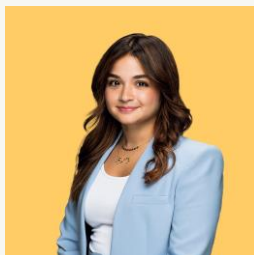
Adnan Dekedek
Innovation Program Lead
Entrepreneur and engineer with demonstrated experience in the startup ecosystem.



Jehan Alkhateeb
Digital Marketing Coordinator
Digital marketing professional experienced in social media, content development & film production with a background in corporate social responsibility & SDG-focused programs.



Sabira Huda
Program Coordinator
An environmental engineer tuned entrepreneur with hands-on experience on building sustainability focused startups.



Tina Kamel
Program Coordinator
Professional with a background in health sciences with expertise in organization and a passion for project management.



Dominique Jade Chatfield
Program Coordinator
Environment and renewables educated professional with 4+ years in the entrepreneurial space.

startAD drives corporate innovation and digital transformation across local entities. This is achieved through customized impact-driven innovation programs that are co-created with our partners. Ranging from branded incubators & accelerators, to innovation training for employees, to thought leadership, technical consulting, prototyping, AI, and mass manufacturing support, and implementing cutting-edge global tech through startup pilots, startAD creates bespoke solutions.



FURTHERING UAE'S GLOBAL COMPETITIVENESS

ADVANCING THE INNOVATION AGENDA



ACCELERATOR PROGRAMS

We enable organizations to discover, partner with, and implement cutting-edge innovations from global startups through high-impact paid pilots and proof-of-concept validations



CORPORATE INNOVATION

We co-create and deliver customized end-to-end programs elevating internally or externally focused innovation



STARTUP INCUBATION FOR ECONOMIC IMPACT

We foster an ecosystem for local SMEs to succeed through tools, training, and market access to government, corporations, investors, startups, and the youth. Businesses grow collaboratively, creating new tech, jobs, and capital



CUSTOMIZED PROGRAMMING

We help partners elevate innovation capacities through foundational and comprehensive programs. These can range from a few hours to multi-year engagements depending on the outcomes required.

CUSTOMIZED CORPORATE INNOVATION PROGRAMMING

startAD has experience conceptualizing and delivering a wide range of highly successful programs for partners that range from high impact symposiums, workshops, accelerator sprints and incubation programs.

Training & Thought Leadership



FUTURE OF TRAVEL ROUNDTABLE

Developing the culture of innovation across the tourism and travel sector in Abu Dhabi

Partner:



ANGEL RISING SYMPOSIUM

Investor Education convenes global experts with over 250 attendees every year.

Partner:

VENTURESOUQ

Startup Accelerator



CORPORATE SPRINT ACCELERATOR

startAD's uniquely designed accelerator creates active collaborations between corporates and startups. Intensive training and a structured series of meetings within the pilot framework enable corporates to implement cutting-edge tech and startups to grow in the UAE.

Partners:



Product Development



STRATEGIC PROJECTS

startAD developed a ground-breaking AI platform expediting speed and quality of business plan creation. It integrates data from multiple AD entities to help entrepreneurs make sound contextual decisions through the fully automated AI system. This project was developed also leveraging the expertise of NYUAD faculty and research experts.

Partner:



مندوقة خليفة لتطوير المشاريع
Khalifa Fund for Enterprise Development

CORPORATE INNOVATION SPOTLIGHT

SCALE UP
By Aldar

Scale Up was launched by Aldar in partnership with startAD to elevate innovation within Aldar and to propel advancements in the larger retail and proptech industry. Over 3 years, the partnership has accelerated 29 startups and launched 12 commercial pilot projects



29 startups accelerated



72 innovation champions trained



12 pilot projects + 2 in discussion



8+ million Brand impressions



800 applications from 70+ countries



Scale Up startups raised \$118 M and generated \$82 M in Revenue

CORPORATE INNOVATION SPOTLIGHT



Corporate Speak



"In one word – Effective. We were set up with people who were personally and professionally committed to our cause"

"Better than any program out there in terms of client interaction. All were open and honest about what worked and what didn't"

Startup Speak



"Valuable combo of mentoring, coaching, guiding, sales/client analysis, and local nuances"

"Powerful first-hand experience of the UAE market from the top of the food chain. Collaborated with the best global startup leaders"

STARTUP SPOTLIGHT | SUCCESSFUL PILOTS

A snapshot of recent successful pilots projects between startAD corporate partners and startup alumni.



+

ORACLE®
ENGINEERING AND
CONSTRUCTION

Program and focus

CSA7 |
Construction

Solution

In-concrete sensor tech
measuring compressive strength
over time

Location

Germany



+

إمكان
I M K A N

Program and focus

CSA6 | Real Estate &
Construction

Solution

Decision intelligence using
satellite remote sensing and
ML

Location

India



+



Program and focus

Scale Up 2 | Web 3

Solution

Development, investment, and
advisory firm in the Metaverse
sector.

Location

USA



+



Program and focus

Scale Up | Web3 & Metaverse

Solution

AR media company, codifying
and monetizing property digital
rights in the metaverse

Location

UK

WHAT OUR PARTNERS SAY

With an average feedback score of 4.8/5, our programs are highly recommended by participants and partners



"Through our partnership with [startAD](#), Ripple is excited to support fintech startups leveraging blockchain and crypto to develop new use cases and businesses that solve real world problems. These technologies will play a pivotal role in the future of finance, and entrepreneurs have a tremendous opportunity to make a global impact by building innovative solutions and pilot innovation projects in a region ripe for fintech advancements that will usher in a more inclusive and accessible financial system."

Lauren Weymouth, University Partnerships Director, Ripple.



"Joining forces with [startAD](#) is a fantastic way for us to build a community of entrepreneurs and harness their talent to energize our communities. So far, this association has given us the pleasure to meet with a number of creative and talented people developing innovative concepts and it is really exciting to see homegrown concepts become part of our thriving retail portfolio. Specifically, we can learn how to be more dynamic, innovative, and agile- three of our core values at Aldar."

Maan Farid Al-Awlaqi, Chief Portfolio Officer, Aldar.

ANGELrising

ANNUAL INVESTOR EDUCATION SYMPOSIUM

In mature ecosystems like Silicon Valley, previously successful entrepreneurs lead investments into early startups. In the MENA, there is a massive opportunity to demystify startup investing.

startAD's angel investor initiatives have convened the most credible voices worldwide, nurturing a community fueling capital into local and global innovation from the region.



650+
Active Regional
Investors



7M
Global Reach



30
Local and
Global Speakers



48%
*Female
Investors

*in Fellowship



startAD supports Abu Dhabi and the UAE's goals of becoming a knowledge-based economy by equipping students, SMEs, startups, and corporates with the necessary tools to build innovative new products that serve a global need, collaborate across organizations, and develop entrepreneurial capacity through specialized programs and events.



startAD Advancing Homegrown Innovation

In line with the Abu Dhabi Economic Vision 2071, startAD ignites homegrown innovation by creating and running skill development and incubation programs focused on building Emirati entrepreneurial capacity through training, coaching, and exposure to other global ecosystems. Helping startups expand their network and scale their businesses.



16%

UAE Nationals General
participation in startAD programs

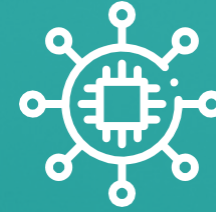
84 Entrepreneurs

78 Youth Entrepreneurs



55%

Female
co-founders
and CEOs



30+ Tech
Startups



100+ SMEs



200+ Jobs
Created in UAE

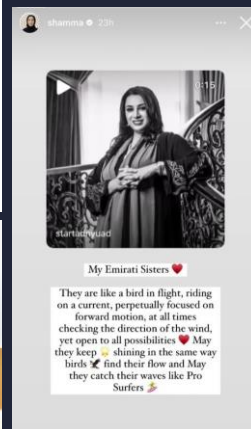


\$10M
in Revenue

\$29M
in funding

IN CELEBRATION OF EMIRATI WOMEN'S DAY, STARTAD CURATED A NATIONAL CAMPAIGN IDENTIFYING AND SPOTLIGHTING THE ACHIEVEMENTS OF 51 INSPIRING EMIRATI WOMEN

- Furthering innovation and entrepreneurship through a commemorative book titled “Inspiring Reality, Sustainable Future”
- Taking place for the first-time ever, the trailblazing campaign secured patronage from Her Highness Sheikha Fatima, the Mother of the Nation
- The highly successful event was covered widely by the media and trended on social media
- The campaign started in Emirati Women's Day, August 28 and was run till September 28



4.5 Million
Content Views

75
Press Stories

INFLUENTIAL ENDORSEMENTS:

The campaign was spoken about effusively by Emirati leaders and innovators

EMIRATI
WOMEN
ACHIEVERS



Her Highness Sheikha Fatima bint Mubarak

The Mother of the Nation, Chairwoman of the General Women's Union, President of the Supreme Council for Motherhood and Childhood, and Supreme Chairwoman of the Family Development Foundation
Bestowed patronage on the campaign, received the inaugural book, and issued a press statement



Her Excellency Dr. Maitha Al Shamsi

UAE Minister of State

Received the inaugural book on behalf of HH Sheikha Fatima, shared a video message about the campaign to the honored women, and featured in press interviews about the campaign



Her Excellency Shamma Al Mazrui

UAE Minister of Community Development

Published a message about the campaign and posted about the book on her Instagram platform (+410K followers)



His Excellency Zaki Nusseibeh

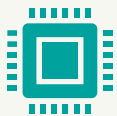
Cultural Adviser to the President of the UAE

Published a press story about the campaign on his Twitter channel (29K followers)

AL WARSHA

A prototyping and DIY Lab

A space for creativity and innovation, Al Warsha supports building hardware startups and local technology projects. It is also a vital resource for the UAE tech community to rapidly prototype concepts, gain access to relevant mentors (designers, engineers, manufacturing), and receive guidance on how to further develop a product. It's a space for:



Hardware
Startups



Community
Members



Corporate
Partners



Since inception in 2017, AI Warsha has supported/conducted:



50

Workshops



20

Prototypes



500

Participants



5

Startups

CUSTOMIZED INCUBATOR PROGRAMS

startAD is empowering the next generation of entrepreneurs through incubation programs that build a thriving entrepreneurial environment in the UAE, and fast-track the country's economic diversification drive

Manassah



Manassah nurtures the exceptional entrepreneurial spirit thriving in the UAE, and partners with ambitious businesses that elevate offerings at ALDAR's developments.

The inaugural edition launched 3 businesses who secured equity-free incentives of up to AED 1 million and a turnover rent deal for one year at Aldar's Mamsha Al Saadiyat.

Manassah recently concluded its third edition, with 3 F&B establishments continuing discussions with ALDAR for financial incentives and a retail space.

Partner:



AWE UAE



AWE is a global US initiative designed to empower women worldwide to fulfill their economic potential.

AWE UAE worked with women-owned businesses impacted by the pandemic. It created conditions for increased stability, security, and prosperity by promoting an environment that reduces barriers and facilitates women's participation in the economy.

AWE UAE has witnessed resounding success, with the recent conclusion of the third edition, graduating 8 women-owned SMEs in 2023

Partner:



Ma'an Program



The Ma'an Social Incubator (MSI) is a dynamic and emerging hub for social impact projects in Abu Dhabi that encourages innovative solutions that address the full spectrum of social, cultural, and environmental challenges.

In 2022, startAD joined forces with Ma'an to deliver the Ma'an Social Incubator program for the next 3 years.

Participants undergo workshops and training, mentorship and coaching, and benefit from network access, access to investors, office space and funding opportunities.

Partner:



ADVOCATING SUSTAINABILITY

startAD is committed to powering the UAE as a global hub for innovation. Our sustainability focus is incorporated into that wider vision, with every initiative furthering at least 3 UN SDGs, encouraging the path to a tech-enabled business ecosystem and a society that is inclusive, and thriving in the long term.

Industry, Innovation
and Infrastructure



#LengthenTheRunway

Raised grants and support services worth \$100,000 for Alumni startups impacted by the pandemic

Sustainable
Cities and
Communities



Sustainable Mobility

Led UAE sustainable mobility roundtable

Quality
Education



Incubated 20 UAE SMEs impacted by the pandemic to recalibrate and build resilience – sponsored by US Embassy

Responsible
Consumption and
production



STATE OF
GREEN ECONOMY
REPORT

Featured in 2020 World Green Economy Report

Decent work
and economic
growth



إمكان
I M K A N

Implemented a groundbreaking project with startAD Alumni, Satsure, aiming to reduce 500 liters daily average water use of each resident in the UAE – a figure that is around 82% above the global average

Partnerships
for the Goals



3030 Finalist at UN Environment supported, Alliance for Sustainability Leadership in Education

SPOTLIGHT: STARTAD ALUMNI STARTUPS



Coffee Architecture is a modern coffee shop that champions craftsmanship and guest experience



Wake n' bake is a local bakery that specializes in gourmet doughnuts

wake n' bake



Alkalime is a vegan eatery that offers healthy choices of food and beverage



These SMEs have been successfully operating in Mamsha Al Saadiyat, a prime Aldar location, since graduating from the program in 2021

Alumni Program

Once graduated from the program, all the startups will be onboarded to startAD's **Alumni Engagement Program** offering an array of support services, ranging from **customized masterclasses**, access to startAD's **network of experts** and local and global **visibility opportunities**.



Masterclasses & access to Mentors



Tech discounts and LinkedIn Community



NYUAD Internships



Profiling Opportunities & Network Access

Equipping youth with future-ready social, digital, and business skills that spark curiosity, enhance employability, and encourage innovation to develop tech-enabled solutions addressing the greatest challenges faced by the world

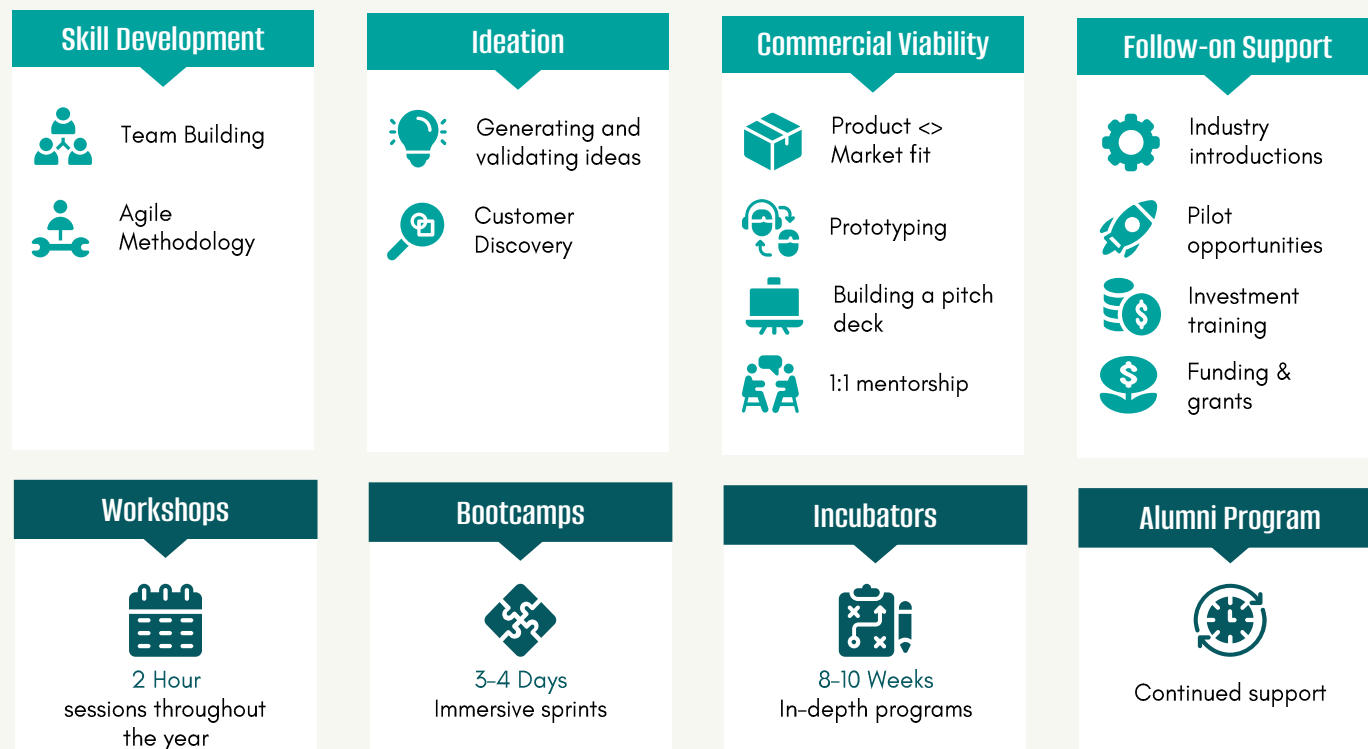


UNIVERSITY FOCUS

Elevating Youth Entrepreneurship

Our new Youth Entrepreneurship Program equips students with future-ready social, digital, and business skills that spark curiosity, enhance employability, and encourage entrepreneurship.

Open to any resident of the UAE between the ages 18-25, participants benefit from a sequenced offering of immersive training, customized 1:1 mentoring, network introductions, and follow-on support.



The program actively encourages youth to take advantage of the favorable entrepreneurial environment in the UAE, consider entrepreneurship as a viable career path, and a great means to give back to the UAE community, in terms of creating jobs, generating revenue, and contributing to the competitive landscape.

138 Teams

462 Participants

9 Cycles

30 Universities

9 Partners

20+ NYUAD Students

Startup Spotlight



Tutoruu is a tutoring network that connects high-achieving undergraduate students with struggling peers who are in need of class-specific help. Through their web app, students monetize their knowledge of specific classes to academically empower fellow students in their university community.

Tutoruu was a part of startAD's InnoVention program and won first place in the local NYUAD competition. Since then, Tutoruu has grown to run pilots within universities in Egypt and plan to expand in the UAE market. Since their journey in startAD, they have raised 137K USD and secured another round of 32K USD on Egypt's Shark Tank.



We haven't been to many different programs and accelerators since we started Tutoruu. Innovention, however, was the most customizable to our needs and I wholeheartedly thank the StartAD team for that

Seif Kassem

CEO, Tutoruu

Startup Spotlight



Cycled melds cutting-edge artificial intelligence, hardware, and mobile technology to promote recycling.

In its early days, Cycled participated in startAD's Youth Entrepreneurship Program gaining skills in evaluating the technology and identifying the right customer segment. The team then utilized the facilities and resources of Al Warsha to develop several versions of the prototype, and went on to secure successful paid projects with ADNEC and PepsiCo.

“

The startAD program gave us access and insight to the customer need. It was a game-changer and instrumental in us securing a pilot projects with ADNEC, and Aldar.

”

Ayoola Brimmo

Co-founder, Cycled, PhD, NYU
Abu Dhabi

Startup Spotlight



RePlaste is a sustainable material design studio upcycling plastic waste into furniture. It's Pakistan's first Sustainable Design Studio, hand-crafting high end, residential, commercial and corporate interior design products.

RePlaste participated in startAD's NextGen incubator gaining skills in identifying the right customer segment and building partnerships. The team went on to secure successful paid projects with Etihad Airways





FINTANK

ACCELERATOR 9

PLATINUM SPONSOR
ETIHAD
AIRWAYS

JOIN THE CONVERSATION
#ANGELROUND

UNITED ARAB EMIRATES
GOVERNMENT

TAHSEEN

جامعة نيويورك أبوظبي
NYU ABU DHABI

MOBILITY PARTNERS
Careem

MEDIA PARTNERS
Entrepreneur
arabnet

JOIN THE CONVERSATION
#ANGELROUND

YOUR LAUNCHPAD INTO THE UAE MARKET
SHOWCASE DAY

Organized by
STARTAD

ripple

University Blockchain
Research Initiative

Strategic & Delivery Partners

Grants VENTURESOUQ

ADGM

Fintech
SURGE

#STARTAD

HIGHLIGHTS

GITEX
GLOBAL

TO OUR
& PARTNERS

Fintech
SURGE

tap geidea

ASAN FINTX Telr

ShufiRo TECH REFLECTIV

STARTAD

ripple

Committed to powering the UAE as a global hub for sustainability, startAD encourages the path to a tech-enabled business ecosystem and a society that is inclusive, and thriving in the long term



3-year partnership building Abu Dhabi into the global social innovation capital

startAD's three-year partnership with the Authority of Social Contribution – Ma'an advanced 23 startups including 7 Emirati-founders. Future projects include an academic advisory board and two social impact symposiums



Academy of Women Entrepreneurs empowers 30 startups over 3 years

Female participation in the economy is a key pillar of sustainability. startAD's partnership with the US Mission to the UAE advances 30 female-founded startups to stabilize and grow in the UAE



Financing Sustainable Communities

startAD convened thought leaders from corporates, government, family offices and regulatory entities for a fireside chat on building communities that serve as an engine for sustainability

startAD's brand continues to grow and has been covered over 1,300 times by the media with a cumulative reach of 300 million readers since inception

Ramesh Jagannathan has been upheld as a credible opinion leader on the UAE entrepreneurship landscape, emerging technologies and artificial intelligence

How Corporates And Universities Can Work Together To Bring Scientific Innovation To Commercial Markets



Where is the finance sector heading in 2023?

It's a good day to be in tech in the UAE



Business Extra podcast: StartAD's Ramesh Jagannathan on innovation in the UAE



The secret to kick-starting the ecosystem revealed: The MENA region needs more people educating investors on the best ways to invest in rising entrepreneurial talent so they can thrive in today's market

By MAGNITT
Posted 3 years ago - Apr 25, 2019, 12:05 PM

MAGNITT

OPINION • STARTUPS

UAE startups are critical for sustainable growth and disruption

The battle against climate change must be fought on every possible front



By Ramesh Jagannathan | March 9, 2023



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A Launchpad For Success: How StartAD Has Bolstered Abu Dhabi's Entrepreneurial Ecosystem

Is artificial intelligence the future of education?

Shaping The Workforce Of The Future: How AI Contributes To The Workplace

Getting In On The Act: A New Generation Of Investors Is Here

Three Steps To Building A Sustainable Entrepreneurial Economy In The UAE

Elevated brand visibility through startup activations

startAD engaged in 128 global startups in the UAE across three startup conferences



Abu Dhabi Sustainability Week - January 2023

- 12 regional startups advancing the sustainability ambitions of the nation showcased and pitched to the global sustainability ecosystem
- Program graced by H.E. Dr. Mugheer Khamis Al Khaili, Chairman of the Department of Community Development and H.E. Salama Al Ameemi, the Director-General of the Authority of Social Contribution - Ma'an.

Abu Dhabi Finance Week November 2022

- 100 global startups poised to disrupt the fields of finance, sustainability, and technology recruited and showcased
- Program convened global thought leaders including Kevin O Leary, Deepak Chopra, secured close to 20,000 attendees, and reached 20 million people digitally worldwide

GITEX 2022 October 2022

- 16 global tech startups and exhibited
- 10 global fintech startup pitched at the FinTank Stage
- 2 alumni won awards, Playbook, won in the best female-founded startup category , LlamaZOO won in the best Web 3.0 startup category
- Over 30 media outlets published articles about startAD startups reaching over 2 million readers

Community Speak

With an average feedback score of 4.8/5, our programs are highly recommended by participants and partners

Corporate

Wahid Al Hindi

CEO
Imkan

startAD drives students, startups, and corporates to unlock the country's potential through tech and job creation

Startup

Kishore Chand

Founder
Up Your Game

This is the Y Combinator of the Middle East!

I learnt more through the startAD sprint accelerator than with my experience in a successful startup exit

Government Partner

Mouza Al Nasri

Acting CEO (previously)
Khalifa Fund

startAD are passionate and serious about their mission.

They do not take shortcuts, are committed to success, and they deliver

Youth

Ayoola Brimmo

Co-Founder
Cycled

The program helped us turn a project into a real business.

Investor

Jassim Al Marzooqi

Founder - Path
Investment Partners

startAD Investor Education programs are excellent. They were very valuable in my investment journey.

BECOME A PARTNER

STARTAD

powered by TAMKEEN

Supercharge your innovation story with startAD

startad@nyu.edu

startad.ae



Start-AD NYUAD



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startAD