

# ARABNET CREDENTIALS

arabnet



## About Us



Launched in 2009, Arabnet produces leading events, insights, and innovation programs focused on tech business and innovation in the MENA region. Arabnet organizes major conferences for the tech sector; produces original research, reports and publications focused on the industry; and organizes custom-tailored innovation programs for corporations and governments.

<https://www.arabnet.me/>



“

Arabnet is the knowledge  
& activation partner for your  
Technology & Innovation strategy.

”



# **EVENTS & PROGRAMS**



# Previous Arabnet Conferences

## ARABNET KUWAIT 3 EDITIONS

1000 Attendees

75 Speakers

Under the Patronage of



## ARABNET RIYADH 8 EDITIONS

5000 Attendees

150 Speakers

In Partnership with



## ARABNET BEIRUT 10 EDITIONS

4000 Attendees

100 Speakers

In Partnership with



## ARABNET DIGITAL SUMMIT DUBAI 7 EDITIONS

2000 Attendees

150 Speakers

In Partnership with



# Clients

## Government



غرفة دبي  
DUBAI CHAMBER



دبي الذكية  
SMART DUBAI

ثقة  
TRUST



منشآت  
monsha'at

استثمر في السعودية  
INVEST SAUDI

EEDB BAHRAIN  
ECONOMIC DEVELOPMENT BOARD



مؤسسة محمد بن راشد  
للتنمية المشاريع الصغيرة والمتوسطة  
DUBAI SME

## Banking



NCB الأهلي



بنك البلاد  
Bank Albilad

Bank Audi



بنك الرياض  
riyadh bank



بنك الخليج  
GULF BANK

## Media & Advertising



Starcom

criteo



groupm

## Telecom



VIVA



STC  
الاتصالات السعودية



QUALCOMM

## Other Industries

Alghanim  
INDUSTRIES

SOUQ  
an amazon company

IBM

@ DUBAI  
INTERNET  
CITY



Careem

UBER



# **CONTENT ACTIVATIONS**



# Innovation Programs



## Hackathons

Engaging the developer and designer community.



## Matchmaking Networking Events

Helping startups connect with potential clients, strategic partners and investors from across the region.



## Startup Sourcing

A sourcing platform where startups present their product to the client in an attempt to collaborate via partnerships or joint ventures.



## Corporate Programs

Helping clients access new markets, grow their business and identify promising startups they could work with.



## Startup Pitch Competitions

Delivering a startup competition similar to Arabnet's Startup Battle rounds.



## Workshops & Trainings

Tackling a wide range of skill sets around entrepreneurship, marketing and fintech through hands-on workshops.



# Biban Riyadh 2020

## Client Objectives

Biban Riyadh 2020 is the leading exhibition and conference for entrepreneurship in Saudi Arabia. It is an initiative by Monsha'at – the General Authority for Small and Medium Enterprises – to develop Saudi Arabia into an entrepreneurial nation, increasing SMEs contribution to the GDP from 20% to 35% by 2030. Biban focuses with creating the appropriate environment for the existing SMEs to ensure their contribution and growth, while stimulating new enterprises into the market.

## Solution Brief

Arabnet set the themes and managed the full agenda for the conference and the program tracks in the exhibition. Arabnet invited and managed the different entities/speakers/trainers/stakeholders involved - featuring global experts and regional decision-makers focused on different industries: including entrepreneurship, sports, hospitality and entertainment, retail / e-commerce, technology, and food / beverage.

## Outcome

Over 4 days, the event was met with great success gathering more than 90,000 attendees, 200 experts and trainers, 70 speakers, and more than 300 workshops/sessions, 1800 Consultations, and 376 pre approvals from investors/incubators/accelerators/coworking spaces for further support services to entrepreneurs.



# CEO Forum for Fast Growing SMEs

(2022, 2023, 2024)

## Client Objectives

To bring together the Kingdom's most promising startups and SMEs, foster beneficial knowledge exchange between various stakeholders in the ecosystem, and promote innovation and growth for all.

## Solution Brief

As a knowledge partner, Arabnet managed the content and the program of the event bringing together top-notch local, regional, and international speakers

## Outcome

The 1-day event attracted over 600 attendees, exhibited 464 prominent Saudi SMEs, and hosted 24 VIP speakers and decision makers from across the globe -- which fostered beneficial knowledge exchange between various stakeholders in the ecosystem to support Saudi SMEs and the innovation sector overall. The forum also featured 8 insightful sessions highlighting the latest trends in emerging technologies, explored the growing potential of digital transformation, and addressed best practices and strategies for overcoming and thriving during economic downturns.





# Investor Lounge at MENA ICT (2022, 2024)

## Client Objectives

Information and Communications Technology Association of Jordan (Int@j), in partnership with Ministry of Digital Economy and Entrepreneurship, Central Bank of Jordan (CBJ) and the Ministry of Investment, hosted the 9th edition of MENA ICT in Jordan. One of their main objectives is to highlight Jordanian startups and expose them to the region's leading investors.

## Solution Brief

Arabnet organized an exclusive networking opportunity over the 2 days of the event and facilitated one on one meetings with potential local and regional investors.

## Outcome

The event was met with great success engaging 50+ leading VCs and funds from across the region to meet with 100+ startups and help spur investments into the Jordanian tech sector. The investor lounge resulted in 400+ meetings between VCs and entrepreneurs.



# OMANTEL ICT Forum

## Client Objectives

Omantel, the largest telecom operator in Oman hosted its annual ICT Forum that would invite its clients, partners, and senior staff to take part in the progressive event to learn what are the latest global technologies disrupting their industry.

## Solution Brief

Arabnet was invited to create and manage the content and program for the event; inviting top regional and international speakers to focus on the two major themes for 2019, Innovation and Entrepreneurship..

## Outcome

The event was met with great success inviting over 15 speakers to talk about topics like "Technology Powered Cities", "Transforming Businesses With Data, Blockchain & Autonomy " & "Smart Education". Arabnet also sourced and preselected 10 of the best startups from Oman to showcase their innovation and interact with the attendees.



# Corporate Programs

## Touch Innovation Program

### Client Objectives

To position Touch as a leader in innovation & an enabler of startups, helping them accessing new markets customers & growing their businesses. To support Touch in identifying promising startups that they can work with, & help establish clear modes of collaboration.

### Solution Brief

A specialized program that selects high-potential entrepreneurs as "Touch Innovators" and offer them benefits to grow their startups.

### Outcome

12 startups went through an amazing journey with mentors and workshops and gained exposure and market share via the telecom operator. touch has also increased awareness around its digital offerings and has renewed the program for a second year.





# Pepsi Startup Challenge

## Client Objectives

Pepsi wants to work directly with startups and innovate the way the brand interacts with its customers.

## Solution Brief

3 types of startups that Pepsi could work with were identified: ecommerce, youth and music. Arabnet sourced 10 startups from around the region who then pitched in front of a panel of Pepsi executives to find areas of collaboration. The startup had to come up with an innovative way for Pepsi to increase its revenues, drop costs, or engage with clients.

## Outcome

Pepsi expressed 5 out of the 10 startups were able to immediately work with Pepsi as they fit the criteria. Pepsi eventually decided to work with a 17 year old who utilized existing security cameras in supermarkets to create heat maps for the brand to identify how consumers shop.



# MISK Entrepreneurship Space

## Client Objectives

To create a single technology platform and shared services hub to support to all of MiSK's entrepreneurship programs and provide KSA entrepreneurs and innovation stakeholders the resources and connectivity they need to accelerate growth.

## Solution Brief

Arabnet is developing and managing a robust calendar of events and workshops aimed at driving engagement and creating value for entrepreneurs in the Kingdom

## Outcome

Attracting on average 1000+ attendees, monthly webinars are being organized on the platform to engage Misk's community that include:

- global technology and innovation thought leaders to participate in interviews and Q&A sessions
- learning sessions focused on key entrepreneurship topics and skills that feature experienced mentors and Q&A opportunities.

**Past Event**

Upcoming Event

Virtual Events

November 23, 2022

**Fireside Chat Raising The First Seed Cheque**  
During this fireside chat, GV will share his expert opinion and insights on raising a seed (...)

**Fireside Chat: Raising The First Seed Cheque**  
23 November 2022  
Webinar  
Speaker: GV Ravishankar, MD, Sequoia India  
Interviewer: Sonia Weymuller, Founding Partner, VentureSouq ...

**Past Event**

Past Event

Webinar

October 26, 2022 | 10:00 - 11:00

**10 Winning Strategies To Brand Your Startup**  
How to build the correct product or service to create a strong brand

**10 Winning Strategies To Brand Your Startup**  
26 October 2022  
Webinar  
It is vital for a new product or service to build and leverage a strong and truly unique brand. In this workshop,...

**Past Event**

Past Event

Webinar

September 21, 2022 | 10:00 - 11:00

**Top Ten Legal Pitfalls to Avoid By Saudi Startups**  
The workshop will focus on practical legal considerations Saudi startups should keep in mind (...)

**Top 10 Legal Pitfalls to Avoid By Saudi Startups**  
21 September 2022  
Webinar  
The workshop will focus on practical legal considerations Saudi startups should keep in mind to avoid legal pitfall...

**Past Event**

Past Event

Webinar

August 17, 2022 | 5:00 - 6:00

**Startup Mafias Fostering the next generation of unicorns**  
The startup mafia phenomenon first emerged in Silicon Valley after ex-employees of PayPal (...)

**Startup Mafias: Fostering the next generation of unicorns**  
17 August 2022  
Webinar  
The startup mafia phenomenon first emerged in Silicon Valley after ex-employees of PayPal had started their own com...



# **INSIGHTS SERVICES**





# Insights Services

Arabnet Insights collaborates with clients to position them as thought leaders covering a range of deliverables produced to educate the market about disruptive technologies, explain the business value, and provide guidance for decision-makers.



## Content Development & Blog Management

Arabnet's full fledged content development and blog management services are designed to support in developing content strategy, research content ideas and produce high quality articles and blog content.



## White Papers

White papers are an exploration of a topic or trend but does not rely on extensive data research. It is considered one of the most effective type of content in B2B marketing and is an effective tool to harness to become a thought leader.



## Executive Briefs

Tailored to the client's specific objectives and delivered at the time and frequency they want, executive briefs compiles all relevant stories to keep track of the tech industry globally and regionally, saving the client's time and efforts while empowering with knowledge.



## Reports

Arabnet Insights conducts research on a wide range of topics to position brands as thought leaders and drive stakeholder engagement utilizing proprietary database, primary and secondary research.



## Case Studies

Case studies is an essential ingredient of thought leadership that analyze the application of a particular service, product, or initiative to derive lessons learned and recommendations.



## Consulting

Leveraging our knowledge and network of experts, we support our clients to tackle complex issues and provide them with solutions spurring their growth demands meeting their strategic objectives.

# A BLUE PRINT FOR THE TWENTY SECOND CENTURY

FUTURE  
INVESTMENT  
INITIATIVE

Powered by the Public Investment Fund

## White Paper Experience

### Client Objectives

The Public Investment Fund in Saudi Arabia wanted to produce a cutting-edge book for the Future Investment Initiative titled 'A Blueprint For the Twenty Second Century' to be distributed at the FII Summit in November 2018.

### Solution Brief

To provide fresh added- value content aligned with the summit's thematic pillars: investing in transformation, technology as opportunity, and socio-impact.

### Outcome

Produced 50 page content that includes governments in transformation across the globe, investment as an opportunity in fintech, health tech, sharing economy sectors - including profiles of global \$1 billion startups disrupting the sector, and an in-depth look at how frontier technologies are impacting sectors such as construction, energy, transportation, and smart living.



# White Paper Experience

## Client Objectives

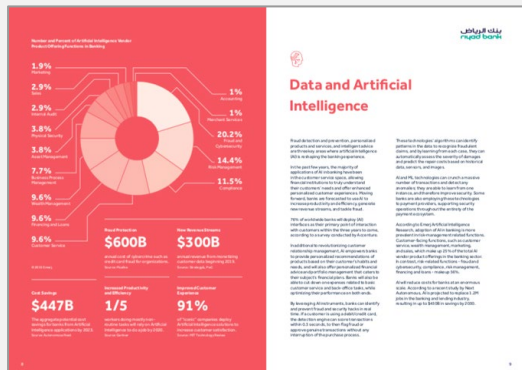
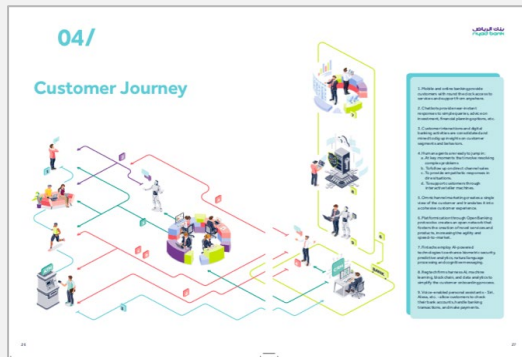
The Kuwait Foundation for the Advancement of Science wanted to provide Kuwaiti business leaders across a range of sectors with insights and best practices for digital transformation.

## Solution Brief

Arabnet developed 3 sector-specific publications (for Digital Health, Food & Hospitality and the ICT sector), as well as a national digital transformation research report.

## Outcome

Leveraging over 50 interviews with experts as the base of research, Arabnet produced more than 200 pages of in-depth content on digital transformation. Arabnet designed the reports and also produced presentation templates for KFAS team or leadership to present the findings where relevant.



## Publication Experience

## Client Objectives

Riyad Bank commissioned ArabNet to produce a series of publications to support in positioning Riyad Bank as leaders in innovation in Banking in KSA.

## Solution Brief

Arabnet has developed a series of focused whitepapers, including to date, the future on banking and customer experience in banking.



# White Paper Experience

## Client Objectives

Mastercard wanted to highlight the key best practices for fostering smart city innovation in the context of emerging and fast developing markets.

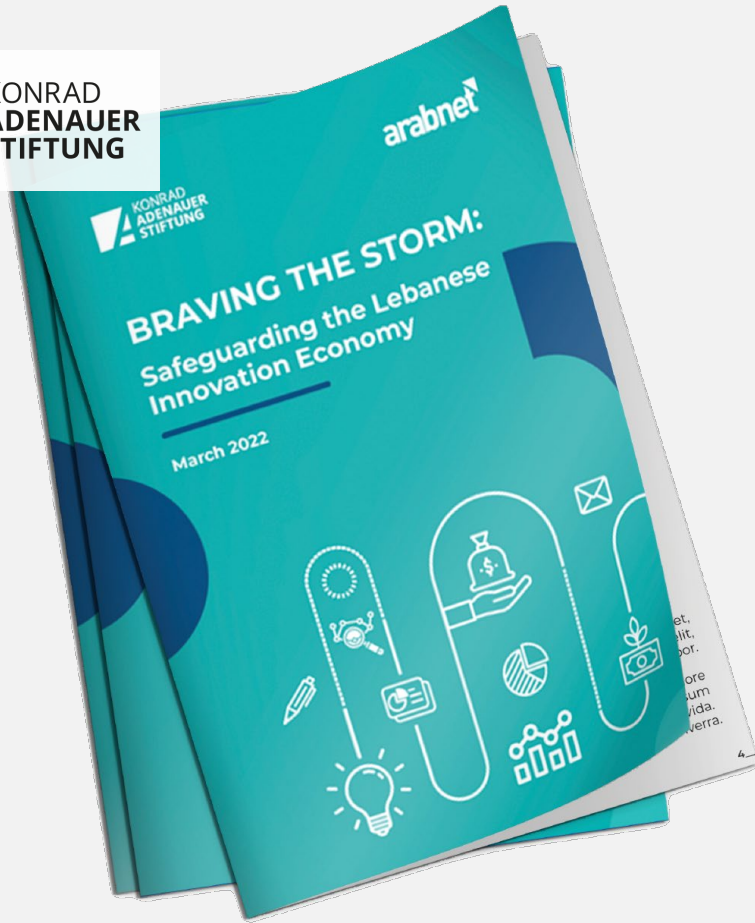
## Solution Brief

Commissioned by Mastercard, Arabnet developed a detailed guide to best practices based on a proposed human-centric urban tech framework.

## Outcome

The white paper details a framework and procedures that aim to stimulate smart city innovation, while also highlighting challenges and opportunities in the sectors that stand to benefit the most from smart city use cases in Saudi Arabia and the region, namely e-government, tourism, healthcare, and transit.





# Reports Experience

## Client Objectives

The objective of this research report is to assess the impact of the economic crisis on the startup ecosystem.

## Solution Brief

Arabnet developed a report using data collected across three methods – a startup focus group, a quantitative survey targeting 46 local startups; and one-on-one interviews with 15 decision makers in key support units.

## Outcome

The report was able to detail challenges faced by Lebanon-based startups and ecosystem enablers as well as generate concrete policy recommendations that would mitigate the repercussions of the crisis.



# Reports Experience

## Client Objectives

The objective of this research report is to assess the impact of the economic crisis on youths in Lebanon, namely, on their education, employment, and entrepreneurial endeavors, and suggest a roadmap that attempts to mitigate these challenges.

## Solution Brief

Arabnet developed a report using secondary research as well as one-to-one interviews with key stakeholders across government, educational institutions, and non-governmental entities.

## Outcome

The report details the impact of the crisis on Lebanese youth, highlighting the increase in immigration and the deterioration of the local business environment across sectors. It also highlights high potential sectors that could help in the recovery.

# Will Robots Take the Lead in Banking 2.0?

Monica Elias - Feb 18 2019

TECHNOLOGY



## Most popular

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## Article Experience

### Bank of Beirut

### Project Brief

Bank of Beirut aspired to be positioned as thought leaders in the fintech & banking industry and to be portrayed as being ahead of the pack on the latest banking trends and game-changers.

### Arabnet's Role

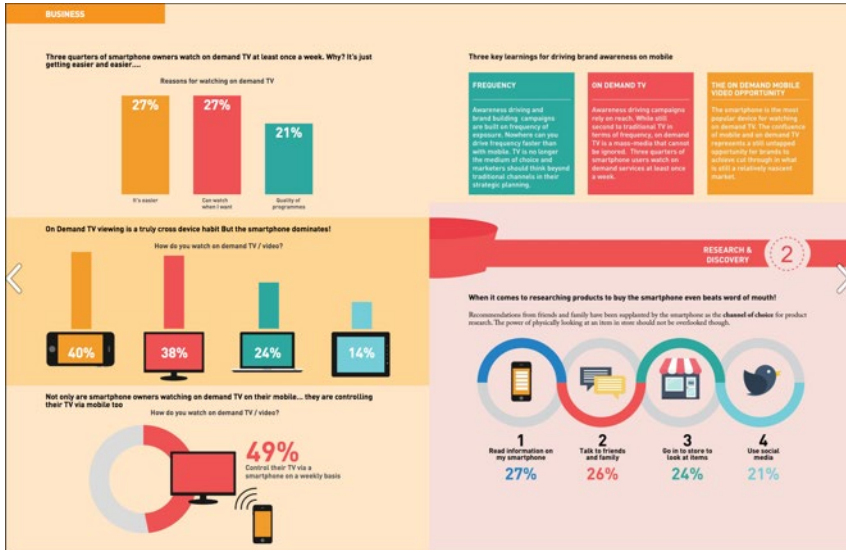
Arabnet develop a series of articles on fintech and banking to be published on Arabnet's website and Bank of Beirut's blog, and distributed via social media channels.

## Share this article

[Share](#) [Tweet](#) [Share](#)

Technological breakthroughs have shifted the frontier between the work tasks performed by humans and those performed by machines and algorithms making the workforce undergo major transformations to cope with the emergence of the new technological and digital era.





# Infographics

## Project Brief

To convey complex information to your audience in a way that makes it relevant and easy to digest and understand.

## Arabnet's Role

Arabnet helps promote knowledge and understanding through data - driven research delivered in stunning and memorable graphics that effectively convey their message in a simple and concise manner.

## THE HOME OF THE FUTURE

### THE BATHROOM

The bathroom of the future will conserve energy and water, perform health checks and learn inhabitants' personal preferences.

- 1) Tiles will take biological readings and monitor for diseases.
- 2) Wall and floor tiles will act as the panel speakers as well as displays.
- 3) Showers will reduce water usage, set water temperatures and flow according to user's preferences, and self-clean.

### THE KITCHEN

The kitchen of the future will simplify food preparation, create customized meal solutions and produce far less waste.

- 1) Sensors in your smart fridge will monitor inventory, update digital shopping lists with items that have run out, and track expiry dates.
- 2) Smart cooktops will detect and analyze food items placed on its surface, suggest recipes, and once ingredients have been ascertained, cook food to perfection.
- 3) Highly advanced 3D printers will be able to print everything from a 5 star meal to dessert.

### THE BEDROOM

The bedroom of the future will monitor your vitals, adapt to the exterior environment, and fast technology and comfort.

- 1) Beds will monitor inhabitants' vital statistics as they sleep, track sleep cycles and awaken, and include mattresses with self-rotation systems.
- 2) Windows will have the ability to darken to black-out devices, double as an interactive screen and change the view to anything the inhabitant wants.
- 3) Wardrobe doors will feature a virtual mirror that will not only display the contents of the wardrobe, but also allow users to try different outfits virtually, and act as a personal style advisor.

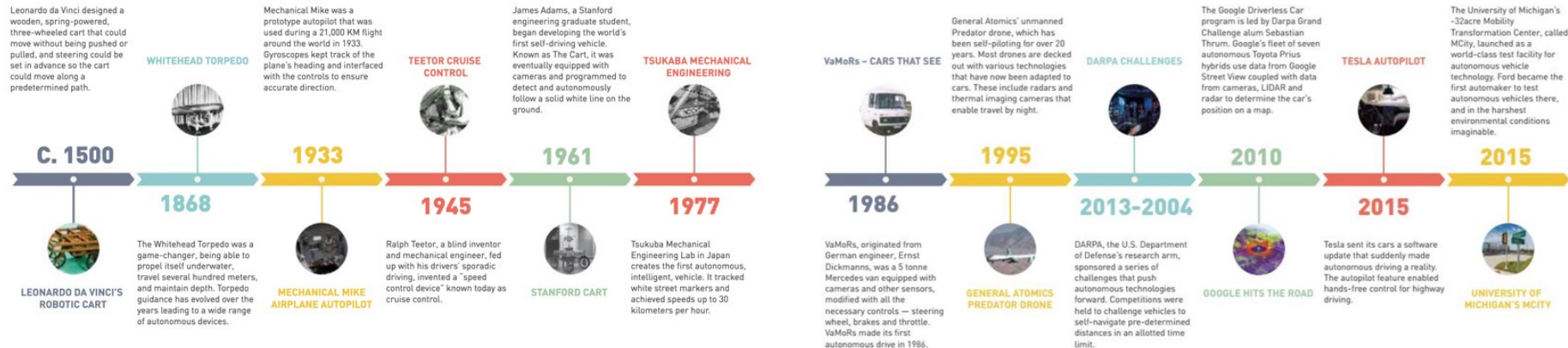
### THE LIVING ROOM

The living room of the future will be the central point for digital entertainment, and relaxation in the home.

- 1) An audio-visual wall with an integrated entertainment system will create life-like sounds, images, experiences and completely immerse inhabitants in a near 4D experience.
- 2) Televisions will no longer respond to a remote control, but rather gestures, natural language and adjacent devices.
- 3) A customizable lighting system will provide highly responsive lighting that can be timed to synchronize with activities throughout the day and will be in sync with inhabitants' circadian rhythms.

\*Sample Infographics

## History of Autonomous Technology



## How a Car Drives Itself

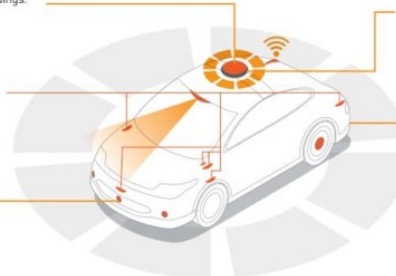
**LIDAR UNIT**  
Constantly spinning, it uses laser beams to generate a 360degree image of the car's surroundings.

**RADAR SENSORS**  
Measure the distance from the car to obstacles

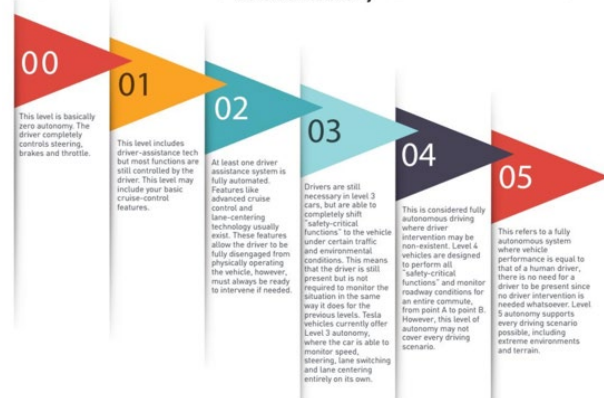
**ADDITIONAL LIDAR UNITS**

**CAMERAS**  
Uses parallax from multiple images to find the distance to various objects. Cameras also detect traffic lights and signs, and help recognize moving objects like pedestrian and bicyclists

**MAIN COMPUTER (LOCATED IN TRUNK)**  
Analyzes data from the sensors, and compares its stored maps to assess current conditions.



## Levels of Autonomy



\*Sample Infographics

## Arabnet Management

**Omar Christidis**, Founder & CEO

**Doris Choucair**, Director of Operations

**Fatima Mousa**, Senior Consultant

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