



صندوق محمد بن راشد للإبتكار
MOHAMMED BIN RASHID
INNOVATION FUND
INNOVATE THE WORLD

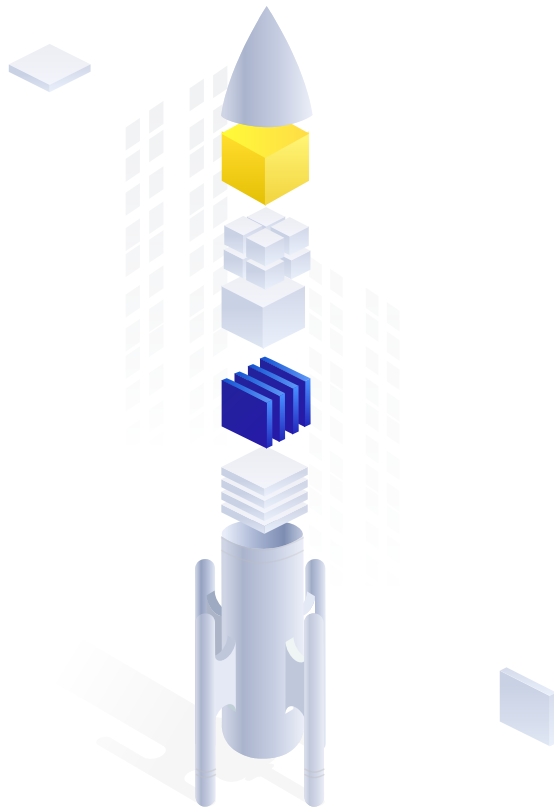
Innovation Report

2016—2020

DRIVING THE
CHANGEMAKERS



Where great minds go today, great things will follow tomorrow



Since its union, the United Arab Emirates (UAE) has always embodied the spirit of limitless possibilities through its visionary leadership, striving to achieve transformative change to put the nation on a unique path.

His Highness Sheikh Mohammed bin Rashid Al Maktoum's unwavering belief in the power of human potential continues to inspire groundbreaking solutions and enable an innovation driven future:

“Human beings, their ideas, innovations, dreams and connections, are the capital of the future. Because where great minds go today, great things will happen tomorrow.”



- Sheikh Mohammed bin Rashid
Al Maktoum

Unifying the Local Ecosystem to Drive Tomorrow's Innovations, Today



H.E. Younis Haji Al Khoori
Undersecretary of the Ministry of Finance

The UAE has prided itself as pushing the boundaries of what is achievable. We've learned from the best and brightest nations in the world but also look to set our own precedent, to stand tall on the world stage. Our capacity for progress is only surpassed by our ambition to continue to push ourselves to do better and be better. Through the far-reaching initiatives of government to the support of multinationals who continue to support our growth agenda, the UAE has always prided itself on support and collaboration. The UAE wants to be one of the best countries in the World, that is the strategy we have set ourselves and we continue to make great strides to achieve that vision.

We recognize however, that to do that, we need to continue to innovate the way we think and how tomorrow's nation will look like, today. Tomorrow's UAE is predicated on the foundation of government and established local/ international businesses working closely with entrepreneurs, start-ups, and SME's to nurture the future of this nation. We recognize often that the best innovations come from the most unlikely places and may be in front of us without us even realizing but those innovations often are locked away, with their potential seldom realized due to lack of support, resources, and an enabling ecosystem for them to thrive.

It is for this reason; we launched the Mohammed Bin Rashid Innovation Fund (MBRIF) to identify and nurture high potential innovators to thrive in the UAE. By seeding innovation into the very fabric of the UAE and creating an ecosystem that can identify, support, and nurture innovations, the UAE will continue to push the boundaries of progress across our great nation. It gives me great pleasure to share the achievements, insights, and sentiments of the MBRIF's members.

We look forward to sharing more such achievements with you in the coming years.

**Fatima Alnaqbi**

Chief Innovation Officer of the Ministry of Finance,
and official representative of the MBRIF

The UAE is a nation characterized by unprecedented growth and development. The strides it has taken to develop itself and its business landscape have cemented its position as a regional leader and hub within MENA and beyond. Going forward the UAE has shifted its focus and priorities to maintain its momentum. This will be done by focusing on addressing both local and international challenges through cutting edge innovation which the UAE has done by openly embracing an innovation led agenda. The UAE's leaders and government institutions acknowledge the importance of innovation and its ability to continue to fuel the future development of this great nation particularly in light of the 4th industrial revolution and the ongoing shift in the conventional models of professions.

To this end, the MBRIF program was established to help fill the gaps that once existed in the market for innovators, to unify and collaborate with the broad ecosystem of businesses, programs, initiatives, and entities to maximize value to the economy, and to offer high impact support services to innovators.

Our 3rd year of operations for the MBRIF guarantee scheme and 1st year of operations of the MBRIF accelerator has allowed the Ministry of Finance to establish a robust program dedicated to high potential innovators designed to maximize the markets involvement and rooted with one ideal in mind; nurture the highest potential innovations in the UAE. We believe we have established a program that is truly unique and enables high value to innovators which has and will continue to tangibly contribute to the UAE's innovation agenda and economic growth.

Going forward, the MBRIF plans to expand its ecosystem footprint. We will do this by broadening our partnership ecosystem to involve more government and private sector entities to get active in nurturing innovation in the UAE. In addition, we are exploring extending our value chain to lend support to aspirational entrepreneurs and students as early as idea stage. We have already onboarded our Year 2 cohort and have recently closed application intakes for cohort 3. Our Year 1 and Year 2 cohorts were a diverse mix of innovators from all over the world who have achieved a lot over the past months. Going forward we have no doubt they will continue to fundamentally change the way conventional sectors and challenges in the fields of energy, fintech, agriculture, health, and transport are tackled with success.

In this report, we demonstrate our commitment to the mission and the support you provided to our high potential innovators to unlock their potential which will benefit the UAE and beyond.

Stay tuned for more developments on the MBRIF and its members in the months to come and thank you for supporting our efforts of driving tomorrow's innovations, today.

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We are the MBRIF

The UAE's innovation ecosystem is continuously thriving and expanding to meet the emerging technologies and innovative ideas locally, regionally, and globally.

The Mohammed Bin Rashid Innovation Fund is contributing to UAE's innovation vision by supporting innovators from around the world with expertise and innovator-centric services.

Since the establishment of the MBRIF, **43 members** from **10 countries** from around the world came to the UAE and have become part of the MBRIF ever-growing community. MBRIF is providing a platform to enable innovators focus and refine their business, while engaging them with the wider ecosystem.

The MBRIF is supporting UAE's innovation hub – by bringing innovation home.





With visionary leadership, relentless efforts and determination to lead the nation and serve the world through creativity and innovation, the UAE currently proudly stands tall as the 36th out of 129 countries in the Global Innovation Index– and the journey is not done yet. As we strive to be a home for innovation and serve the world’s challenges with unprecedented solutions – the **Mohammed Bin Rashid Innovation Fund (MBRIF)** was conceived and launched by UAE Ministry of Finance (MoF) to proudly serve and lead the innovation ecosystem.

The Mohammed Bin Rashid Innovation Fund is a leading initiative to support high potential innovators from around the world and in the United Arab Emirates (UAE). It fosters a safe and enabling entrepreneurial environment to allow innovators to thrive in solving challenges. The MBRIF provides innovators with holistic financial and non-financial services to propel their products and services to world class, competitive standards.

The MBRIF provides comprehensive support to innovators



The initiative's objectives are aligned with the UAE National Innovation Strategy and is across 7 priority sectors



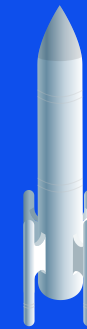
Education



Health



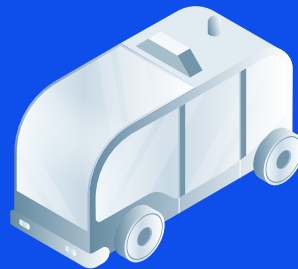
Renewable &
Clean Energy



Space



Technology

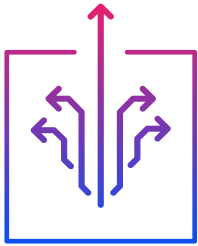


Transport



Water

The Mohammed Bin Rashid Innovation Fund consists of 2 programs:



Guarantee Scheme

In **2016**, the **Guarantee Scheme** was launched. The Guarantee Scheme fund provides a crucial tool in the innovators' journey. In a continuously growing entrepreneurial market, the fund is pioneering financing solutions in the region as it is facilitating access to finance for innovators, at a reasonable cost. It is set to provide a guarantee as security to commercial banks and financial institutions, as an incentive to encourage the issuance of loans for innovative startups. If an innovator defaults on a loan, the Ministry of Finance would intervene to pay off the outstanding debt on behalf of the innovators. The Guarantee Scheme fund is bridging the gap of AED 2 billion.



Innovation Accelerator

In **2018**, the **Innovation Accelerator** was launched. The Accelerator program was established and launched to complete the ecosystem needs by providing non-financial yet fundamental support. The program serves as the vehicle to identify high potential innovators from across the globe and is building a nation-wide culture of innovation that is aimed at attracting the best talent and ultimately creating a tangible positive impact on the UAE's economy. The program's unique member-centric design and services have a singular focus on innovator excellence, through an unparalleled access to an ecosystem of coaches, thought leaders and industry expert.

At the MBRIF, we:



Lead the journey of innovation in the UAE and the region



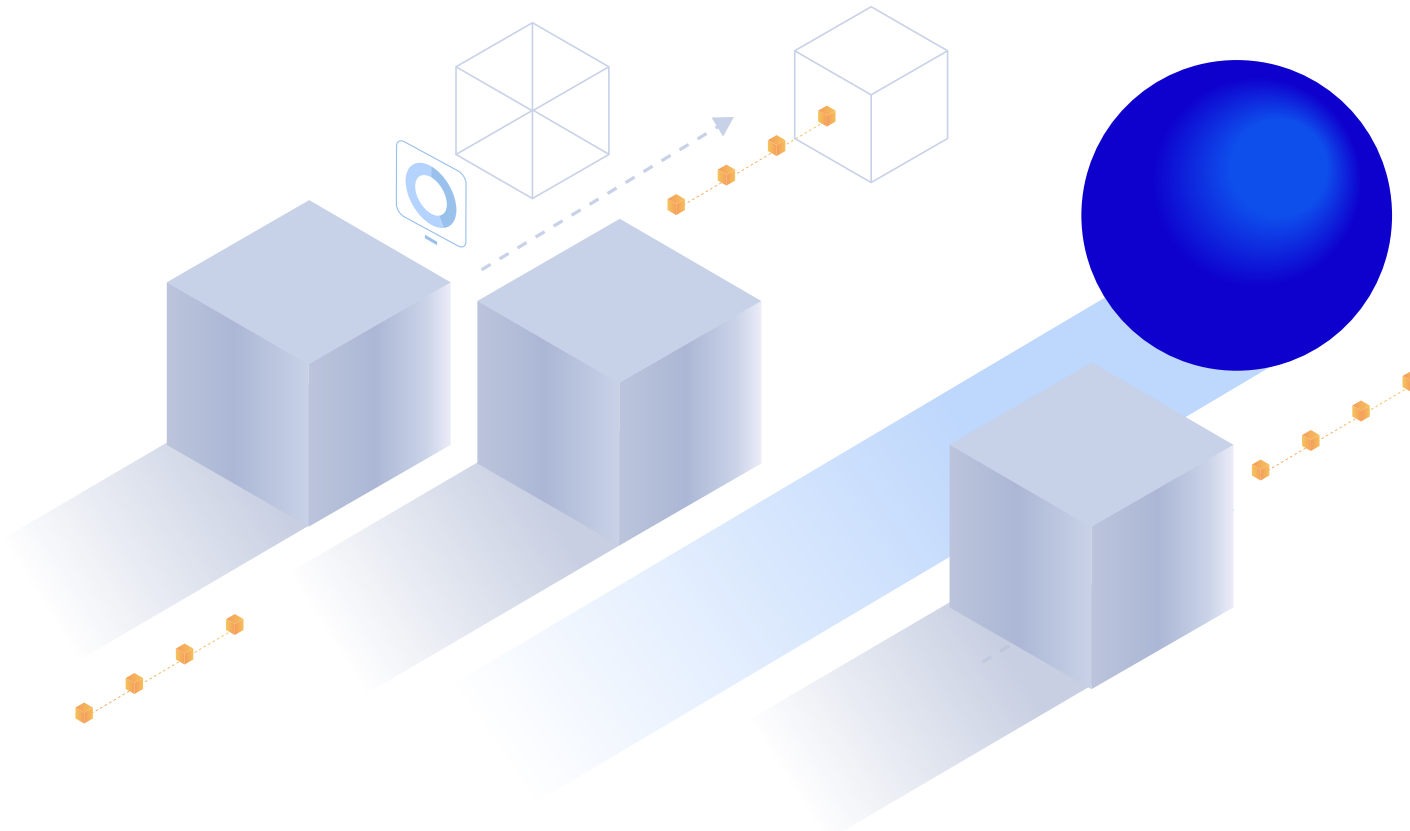
Empower innovators with skills, knowledge and funding to succeed



Accelerate the growth and maturity of startups and products

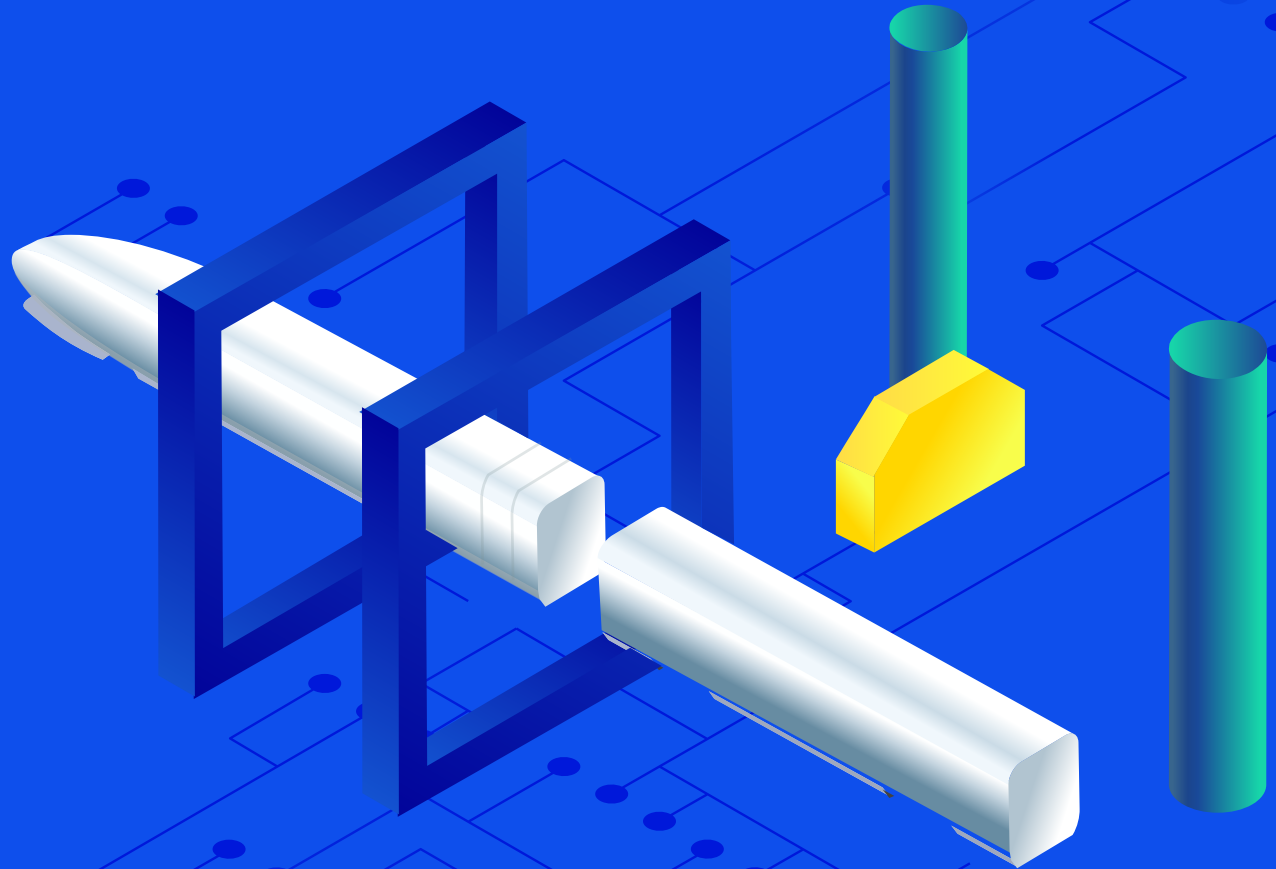


Develop a world-renowned innovation ecosystem



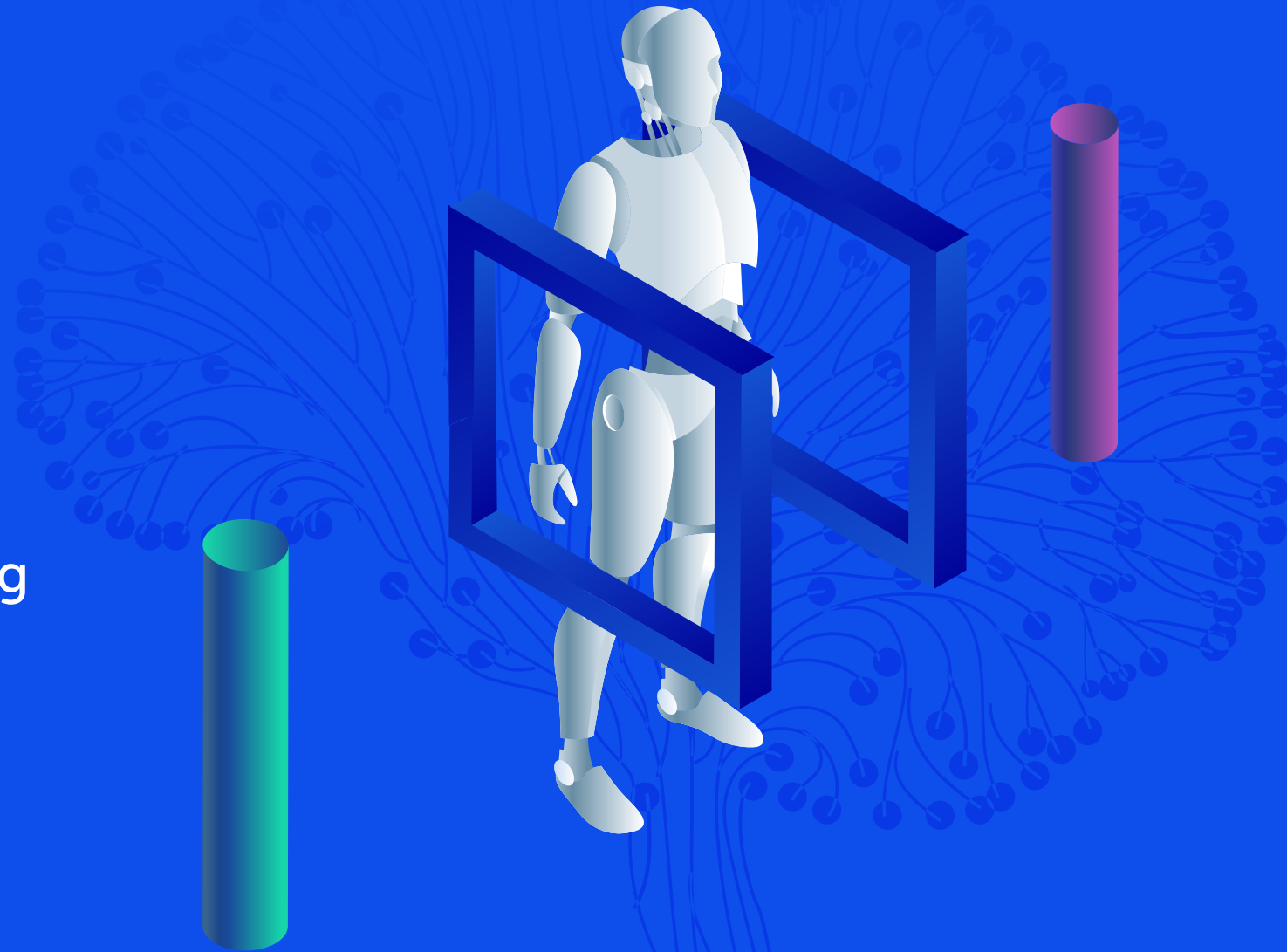
VISION

To be one of the world's most trusted and connected innovation programs that drives true impact and growth.



MISSION

To co-catalyze our innovation economy by nurturing the daring with expert guidance, rich connections and selfless backing to shape a sustainable future.



We are redefining the Innovation Ecosystem



2016

We began an exciting, ambitious journey

The MBRIF and Guarantee Scheme launched



2017

Welcomed innovators to our community

The Guarantee Scheme distributes fund for the first accepted innovator in the country



2018

We listened to their needs and supported their dreams

The Guarantee Scheme expands the community to accept new members

The MBRIF Accelerator is launched



2020

To support the UAE's vision as we continue to be one step ahead into the future

The MBRIF celebrated their members during the Innovation Month 2020



2019

We continued to contribute to the UAE's innovation ecosystem

The MBRIF Accelerator welcomes 3 cohorts (spring, summer, winter)

1 VISION
bringing global
innovation expertise
home

2 PROGRAMS
embracing innovators
from around the
globe

3 YEARS
of active impact and
continuance





“

I believe we met with the top experts, and the feedback given was instrumental on the value proposition, the business model canvas and market entry strategy. The impact of all these services will be even more visible when we enter the UAE market.



Salman Al Suhaibaney
Founder & CEO of Morni

Our Innovation Metrics

7 Sectors

Education, Health, Renewable & Clean Energy, Space, Technology, Transportation, Water

2 Programs

Guarantee Scheme Accelerator

1 Goal

To create an enabling environment for innovators to develop creative solutions for global, regional and local challenges.

Members



43

Members



11

Members with female founders



25

Members based in UAE



46

Number of jobs created



171.9mn

Funding raised by members

Business Development



226,009,899

Media coverage reach



30

of industry experts



93%

% of members satisfaction



120+

of connections facilitated



98%

% of industry connections satisfaction



440+

Days of support - biweekly touchpoints with all members

Applications



880+

Applications



240+

Guarantee Scheme applications



640+

Accelerator applications



65

Countries applied to the Guarantee Scheme and to Accelerator

Members across 7 strategic sectors are selected by the Advisory Decision Committee

Sectors	Received application industries	Selection process	Members selected by industry
Technology	53%	<p>We at the MBRIF, in line with our selection criteria and with the support of the independent advisory committee of industry experts, select the highest potential innovators to help them thrive in the UAE by benefiting from one of our programs:</p> <p>Guarantee Scheme or Innovation Accelerator</p>	49%
Health	15%		21%
Transportation	11%		13%
Education	9%		10%
Clean Energy	5%		5%
Water	2%		2%
Space	1%		2%
Other	4%		2%

“

The coaches, subject matter experts, and mentors provided to us by MBRIF over the past few months have been instrumental for refining our go-to-market strategy and understanding the local market in the UAE. The MBRIF team helped us translate our vision into a strategic go-to market plan that is already paying dividends. In only a few months, we were able to connect with the local industry for adoption of our technology.



Moji Kirami
Co-founder and CEO of Cemvita Factory

Our Alumni Innovators



COUNTRY
Jordan

FOUNDED
2012

WEBSITE
abjjad.com

SECTOR
Technology

Abjjad is the first Arabic social network for readers, authors, and bloggers in the Middle East.

Key achievements since joining MBRIF

- Grew in monthly user base by 30,000
- Raised \$400,000 in funds
- Monthly revenue increase of 5%
- Winner of the Mohamed Bin Rashid Arabic Language Award

Key services provided

- Value Proposition and Business Model Articulation and Review
- Market Entry Strategy
- Facilitated 2 connections to expand partners and corporate clients base



COUNTRY
UAE

FOUNDED
2018

WEBSITE
addenda.tech

SECTOR
Technology

Addenda is built on Blockchain and uses distributed ledger technology (DLT) to streamline processes between insurance companies.

Key achievements since joining MBRIF

- Doubled number of UAE employees
- Went from 0 insurance clients to 9
- Is now at pre-series A stage
- Became the largest blockchain consortium in the Middle East

Key services provided

- Financing Strategy Facilitation
- Value Proposition Articulation and Review
- Facilitated 9 connections to expand partners and clients base



COUNTRY
USA

FOUNDED
2014

WEBSITE
admetsys.com

SECTOR
Health

Admetsys has developed a first-of-its-kind artificial pancreas for hospital and surgical care, leveraging adaptive learning algorithms and counterbalancing treatment of insulin and glucose.

Key achievements since joining MBRIF

- Partnered with 2 UAE based clients
- Raised \$6m in funding
- Expanded business operations into the UAE and Europe
- Published 2 papers at a peer review journal

Key services provided

- Value Proposition Review
- Business Model Articulation and Review
- Financing Strategy Facilitation



AIRSPACE

INDUSTRIAL BLOCKCHAINS

COUNTRY
UAE

FOUNDED
2018

SECTOR
Transport

Airspace Industrial Blockchain is an industrial advanced technology company focused on leveraging blockchain to unlock potential in Industrial Applications.

Key achievements since joining MBRIF

- Hired 2 full time employees in the UAE
- Increased revenues by 50%
- Expanded operations into Abu Dhabi
- Became the only private sector space company with SpaceX to attend the 9th Mars International Conference in the USA

Key services provided

- Corporate Strategy, Business Model Articulation and Review
- Value Proposition Review
- Facilitated 3 connections to expand partners base



CARSWITCH

COUNTRY
UAE

FOUNDED
2016

SECTOR
Technology

CarSwitch takes the entire process off the seller & buyer hands employing a fleet of certified specialists and cutting edge technology, and match them with trusted sellers and guide the two through the full transaction.

Key achievements since joining MBRIF

- Hired 15 employees in the UAE
- Doubled number of advertisers
- Almost tripled number of visitors
- Currently expanding to KSA

Key services provided

- Financing Strategy Facilitation
- Value Proposition Articulation and Review
- Facilitated 9 connections to expand partners and clients base



CEMVITA FACTORY

COUNTRY
USA

FOUNDED
2017

WEBSITE
cemvitafactory.com

SECTOR
Space

The **Cemvita Factory** CO2 utilization platform mimics photosynthesis to produce industrial chemicals and polymers for energy sustainability and nutrients and pharmaceuticals for deep space exploration.

Key achievements since joining MBRIF

- Plan to hire 3 employees in the UAE and formalize operations in 2020
- Raised \$1.8M in funding
- Working with 4 additional contractors
- Nominated to be the low carbon corporate venture investment 2019

Key services provided

- Market Assessment & Prioritization, and Sales & Pitching Skills Assistance
- Recruitment Facilitation
- Facilitated 3 connections to expand corporate clients and partners base



COUNTRY
UAE

FOUNDED
2017

WEBSITE
denarii.cash

SECTOR
Technology

Denarii Cash enable money transfer using mobile wallet to help overseas workers to send money home with zero fees.

Key achievements since joining MBRIF

- Hired 3 full time employees in the UAE
- Grew from 235 active users to 10,000 active users
- Increased from 1,000 monthly transactions to 20,000 transactions per month
- First Pilipino-owned company established in Dubai

Key services provided

- Financing Strategy Facilitation
- Business Model Articulation and Review
- Market Entry Strategy



COUNTRY
France

FOUNDED
2017

WEBSITE
eva.xyz

SECTOR
Transport

EVA develops drone charging infrastructure to facilitate drone applications all across the globe.

Key achievements since joining MBRIF

- Expanded to new markets including the US
- Raised \$1.2M in funding
- Obtained 75K in revenue in 2019
- Expected revenue to increase to \$9m in 2020

Key services provided

- Market Assessment & Prioritization
- Business Model Review and Articulation
- Market Entry Facilitation



COUNTRY
UAE

FOUNDED
2016

WEBSITE
heydoc.net

SECTOR
Health

HeyDoc! a global and award-winning health communications platform that connects Patients, anywhere with Doctors, globally for the purpose of a non-urgent medical advisory.

Key achievements since joining MBRIF

- Gained clarity on customer segmentation and value proposition

Key services provided

- Corporate Strategy Articulation & Review
- Value Proposition and Business Model Review and Articulation
- Financial Assessment



COUNTRY
UAE

FOUNDED
2018

WEBSITE
heyraat.com

SECTOR
Technology

Heyraat e-Store is a platform for individuals and entrepreneurs who works from their home offices and promote their products and services and have great skills and talents.

Key achievements since joining MBRIF

- Gained clarity on customer segmentation and value proposition

Key services provided

- Value Proposition Articulation and Review
- Corporate Strategy Articulation and Review
- Business Model Articulation and Review



COUNTRY
UK

FOUNDED
2015

WEBSITE
kinteract.com

SECTOR
Education

Kinteract fuses intuitive design, powerful analysis, and instant communication so teachers can work efficiently, and students reach their full potential.

Key achievements since joining MBRIF

- Established UAE entity
- Appointed Emirati Board Member (board grown by 3 members)
- Grown from 4 to 21 employees

Key services provided

- Corporate Strategy and Business Model, and Value Proposition Articulation and Review
- Market Penetration Strategy
- Facilitated 6 connections to expand partners and customers



COUNTRY
UAE

FOUNDED
2012

WEBSITE
lamsaworld.com

SECTOR
Education

Lamsa is an interactive Arabic edutainment app with content-experiences geared towards children to help them learn Arabic language and culture.

Key achievements since joining MBRIF

- Revamped its entire technology architecture, following global standards and best practices.
- Reached 10M+ app downloads (mobile + tablets).
- Ranked #1 application for Children across more than 10 Arabic markets on both Google Playstore and Apple Appstore.
- Launched Lamsa Care, a comprehensive parenting guide for parents to help them with their children's learning and development.
- Featured by Forbes Middle East in 2019 as one of the Startups That Are Revolutionizing Learning in the Middle East.

Key services provided

- Access to financial support through the Guarantee Scheme program



COUNTRY
KSA

FOUNDED
2015

WEBSITE
morniksa.com

SECTOR
Transport

Morni is a real-time platform relying on network and locations services to connect customers who need transportation services, and road side assistance with qualified service providers through a smart phone application

Key achievements since joining MBRIF

- Expanded to the UAE market in a focused way with 2 clients secured
- Reached operational breakeven in Q3 2019
- Doubled no. of subscribers upon graduation of the program

Key services provided

- Corporate Strategy, Market Entry Strategy, Financing Strategy Facilitation
- Launching damage assessment center and launching Nissan partnership
- Reached operations breakeven point in Q3 2019 Facilitated 6 connections to expand partners and customers



COUNTRY
UAE

FOUNDED
2017

WEBSITE
nabtahealth.com

SECTOR
Health

Nabta Health is a purpose-built technology platform for women's health. We discover new ways to diagnose and treat women for Non-Communicable Diseases (NCDs) by combining digital and traditional healthcare.

Key achievements since joining MBRIF

- Hired 3 full time and part time employees in the UAE
- Increase of active users by 50,000
- Moved to Sharjah innovation technology park
- Made it to the CNBC list

Key services provided

- Value Proposition Review
- Financial Plan Review
- Facilitated 11 connections to expand partners base and medical institutions



COUNTRY
UAE

FOUNDED
2011

WEBSITE
neutralfuels.com

SECTOR
Clean Energy

Neutral Fuels converts waste cooking oil into biodiesel in Dubai for trucks, buses and generators.

Key achievements since joining MBRIF

- Won the Great Innovation 2020 Award from the Ministry of Climate Change and Environment

Key services provided

- Business Model Articulation and Review
- Market entry facilitation to expand partners base
- Continuous ad-hoc support as needed by member



oliv

COUNTRY
UAE

FOUNDED
2014

WEBSITE
oliv.com

SECTOR
Technology

Oliv's platform matches internship and entry-level jobseekers to employers faster than any other through a combination of innovative screening, machine learning matching algorithms and a highly optimized web experience.

Key achievements since joining MBRIF

- Completed Series A funding
- Soft launched in international markets - KSA, Singapore, UK
- Launch of Oliv Plus (memberships for jobseekers)

Key services provided

- Access to financial support through the Guarantee Scheme program



OPTIMUS

COUNTRY
UAE

FOUNDED
2017

WEBSITE
optimusme.com

SECTOR
Health

Optimus is a Smart Clinic solution that minimizes workload, personnel and most importantly to automate the healthcare process as much as possible and make the best use of the healthcare providers time.

Key achievements since joining MBRIF

- Doubled their revenue
- Advanced their technology and built new software
- Expanded to the UK, Sri Lanka and Bahrain
- Modified an app that can be established across multiple sectors

Key services provided

- Corporate Strategy, Business Model Articulation and Review
- Financial Assessment
- Facilitated 6 connections to connect to partners and healthcare providers



Pure HARVEST

COUNTRY
UAE

FOUNDED
2018

WEBSITE
pure-harvest.com

SECTOR
Technology

Pure Harvest is a technology-enabled agribusiness focused on the year-round production of premium quality fresh fruits and vegetables while preserving water.

Key achievements since joining MBRIF

- Commissioning of Greenhouse is completed, and first planting occurred, and started supplying local grown tomatoes to Waitrose, Spinneys, Carrefour
- Featured in CNN article on 'Growing tomatoes in the desert' and with CNBC video coverage of the Pure Harvest greenhouse and how they are tackling the import dependence in the food supply in UAE
- Won 2 Gulf Capital SME Awards:
 - Entrepreneur of the Year Award
 - Startup Business of the Year Award
- Wafra International Investment Company (Kuwait) leads push for GCC food security with USD \$100 million commitment to regional Agtech leader Pure Harvest Smart Farms

Key services provided

- Access to financial support through the Guarantee Scheme program



COUNTRY
UAE

FOUNDED
2017

WEBSITE
razrlab.com

SECTOR
Technology

RAZRLAB has a mission to facilitate businesses by providing practical solutions in the field of IoT.

Key achievements since joining MBRIF

- Increased revenues by 38%
- Expanded to the Ghana, KSA and Italy
- Received 2 ISO certifications
- Revamped their IoT platform that is now more flexible

Key services provided

- Corporate Strategy, Business Model Articulation and Review
- Market Entry Strategy
- Facilitated 4 connections to expand to partners and clients base



COUNTRY
UAE

FOUNDED
2017

WEBSITE
smartcrowd.ae

SECTOR
Technology

SmartCrowd makes real estate investing accessible and affordable for individuals and families.

Key achievements since joining MBRIF

- Increased customer base by 3.7X in the UAE
- Hired 5 full time and part time employees in the UAE
- Doubled revenue base
- Became MENA's first regulated DFSA real estate transaction platform

Key services provided

- Corporate Strategy, Business Model and Value Proposition Review
- Finance Strategy Facilitation
- Facilitated 6 connections to connect to regulators and partners



COUNTRY
UAE

FOUNDED
2015

WEBSITE
smartlabour.ae

SECTOR
Education

Smart Labour provides smart education, bespoke software & value added services to make blue collar workers and labourers, happier, smarter & more productive

Key achievements since joining MBRIF

- Reduced operational costs
- Increased focus on the EXPO 2020
- Impacted 456 children in rural India by teaching through 3 schools

Key services provided

- Sales & Pitching Skills Assistance
- Value Proposition Review
- Facilitated to 4 connections to connect to regulators and customers

A Supportive Ecosystem Makes Our Vision Possible

Our Strategic Partners



EXPO 2020
دبي أو الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES

مؤسسة محمد بن راشد
للتنمية المشاريع الصغيرة والمتوسطة
DUBAI SME



مؤسسة دبي للمستقبل
DUBAI FUTURE FOUNDATION



Our Ecosystem Partners

دائرة التنمية الاقتصادية
DEPARTMENT OF ECONOMIC DEVELOPMENT



Advisory & Decision Committee Members (1/2)

An independent panel of experts from multiple industries from leading public and private institutions assess the suitability of the innovator and their business.



Dr. Abdalla Alnajjar
Arab Science and
Technology Foundation

Technology, Education, Space,
Clean Energy, Water



Adnan Al-Rais
MBRSC

Space



Angus Armour
Australian Institute of
Company Directors

Technology and Finance



Ankit Sarwahi
MEVP

Finance



Carla Grifo
DP World

Transport



Dr. Chris Jeffs
Form Strategies (UK)

Education



Fadi Marouf
ABG Advisory

Technology



Sheikh Fahim Al Qasimi
Dept. of Government
Relations, Sharjah

Governance



Ivano Ianelli
Dubai Carbon

Clean Energy



Karan Deep
GEMS

Education



Lamis Bin Harib
Ecabiotec ME

Clean Energy



Dr. Madhu Sasidhar
Cleveland Clinic

Healthcare



Marc Samuel
Iskandia Energy Group

Energy and Finance



Mark Esposito
Nexus

Technology



Mark Leppard
British School

Education



Michael Gernon
GEMS

Education



Natalie Sleiman
Stanton Chace

Insurance & Technology



Dr. Ossama Hassanein
Rising Tide Funds
(Silicon Valley)

Technology, Education, Healthcare,
Transportation

Advisory & Decision Committee Members (2/2)

Former Advisory & Decision Committee Members



Rakesh M. Suri
Cleveland Clinic

Health



Rami Zahran
Saudi German Hospital

Health



Saad Chaudhry
Gartner

Health



Thomas Bosse
Dubai Carbon

Clean Energy



Eddy Skaf
Mubadala

Strategy



H.E. Sara Falaknaz
Falaknaz General Enterprises

Transport & Finance



Walid Mansour
MEVP

Finance



Dr. Yvonne Gale
NEL Fund Managers Ltd (UK)

Small business finance, access to finance and impact investing



Roberto Croci
Microsoft

Technology



Herve Marchet
MdM Consulting

Technology



Tanvir Shah
Blue Triangle Capital

Fintech



Vidya Gugnani
SAP

Technology

“

I definitely recommend MBRIF to any startups at any stage as long as you have a clear objective set and are willing to come in with humility and a desire to learn more about your business and yourself as a business person. The team at MBRIF are great, they have a lot of amazing inputs. I do not think we left a single session without feeling our eyes have been opened in tangible and intangible ways.



Sophie Smith
Co-founder of Nabta Health

Our Newest Innovators



Intelligent micro-mobility

COUNTRY FOUNDED
UAE 2019

WEBSITE
arnabmobility.com

SECTOR
Transport

Arnab mobility is an on-demand light electric vehicles (e-scooters, e-bikes) sharing platform. We provide a unique digital-physical platform integrating innovative global transport solutions in the MENA region to connect people and places in the smartest, most sustainable and most convenient manner. We enable our customers to get from point A to B by riding a scooter and paying all through their smartphone in a seamless manner. We are the first UAE based micro-mobility company integrating multimodal transport systems in the UAE and the MENA region. We align with the vision of smart cities aiming at creating a thriving environment and greater connectivity by providing eco-friendly, affordable, easily accessible and safe mode of transportation.



COUNTRY FOUNDED
France 2014

WEBSITE
caeli-engineering.com

SECTOR
Clean Energy

Caddie Engineering has developed an air filtering technology using water cyclones to clean the air from mechanical and microbiological pollutants and partially from gases. The technology can capture 98% of the Soot coming from heavy and light fuel oil which are emitted by ships. The filter can be installed on new and existing ships and can contribute heavily to the world's clean agenda given that 15 ships can emit the same carbon emissions as 750Mn cars.



COUNTRY FOUNDED
UAE 2014

WEBSITE
constructivetechgroup.com

SECTOR
Technology

Constructive Trading provide a full suite of rebar supply chain solutions that increases its efficiency and minimizes material supply and deployment costs.



COUNTRY
UAE

FOUNDED
2018

WEBSITE
dapi.co

SECTOR
Technology

DAPI is the first unified open banking platform that makes it possible for fintech applications to connect with banks in MENA. Fintech applications, like budget trackers and accounting applications in MENA, require you to enter data manually. DAPI revolutionizes this by pulling in data automatically through your bank.



COUNTRY
Netherlands

FOUNDED
2014

WEBSITE
desolenator.com

SECTOR
Water

Desolenator is poised to disrupt the desalination industry by pioneering the field of sustainable desalination at scale. They have an elegant and cost-effective technology for transforming complex water types into potable water, but unlike traditional technologies, use no membranes, chemicals or polluting diesel. Instead, they harness the photons from the sun in combined thermal and electrical energy, in an integrated system design around optimized water purification. Desolenator is solving the water crisis for communities and businesses without harming the planet – something they like to call ‘Water Independence’.



COUNTRY
UAE

FOUNDED
2019

WEBSITE
engleash.com

SECTOR
Education

Engleash is a platform similar to youtube to learn languages by providing smart subtitles and other features to learn at one’s own pace. Specifically tailored to an Arab audience that aims to learn English.



COUNTRY FOUNDED
South Africa 2018
WEBSITE
excelatuni.com
SECTOR
Education

Excel@Uni mission is to expand student success rates in universities by using digital technology and data analytics. To do this, Excel@Uni has developed Mila, a cloud-based tool that aggregates, tracks and analyses students' academic and personal progress at the most granular level, effectively providing a live 360-degree view of students' progress. At-risk students are identified sooner, and automated interventions are deployed informing students where they can access additional support before they reach crisis mode.



COUNTRY FOUNDED
UAE 2019
WEBSITE
farmin.ai
SECTOR
Technology

Farmin intends to change the current farming practices by offering an agriculture management platform that allows government regulators and farmers to perform a quick analysis for the land of interest and obtain useful performance metrics with just few clicks. Farmin is a remote-sensing platform that utilizes satellite images and processes them using Artificial Intelligence (AI). The platform can be used for a variety of tasks including monitoring yields, visualizing growth, predicting outbreaks, managing resources efficiently, maximizing yield, and predicting harvest.



COUNTRY FOUNDED
USA 2018
WEBSITE
flug-auto.com
SECTOR
Transport

Flugauto is a B2B tech company developing a world-class platform for aerial delivery of industrial cargo for the energy industry. For businesses that want to transport cargo, they offer the benefits of a helicopter, speed and access to remote locations, but at the cost of ground transportation. They do this by leveraging their proprietary UAS technology, which they provide as a Platform-as-a-Service. This helps energy companies (starting with O&G) streamline their material management, reduce costs and carbon emissions associated with logistics, warehousing and unplanned maintenance, as well as reduce the risk of injuries and fatalities.



Food-ATM

COUNTRY
UAE

FOUNDED
2019

WEBSITE
foodatm.me

SECTOR
Technology

Food-ATM is a solution that enables blue collar workers to eat food for free from a food ATM using a smart card. The card is topped up by corporations as part of their CSR budget (11.66AED per day for 3 meals).



HoloGuide

COUNTRY
UAE

FOUNDED
2018

WEBSITE
hologuide.app

SECTOR
Technology

HoloGuide is the first of its kind in the world that was developed to add futuristic benefits to various industries including Travel and Tourism. It is an AR city guide application that connects people with cities using to explore around like a local while engaging with a multi-lingual guide with futuristic navigation to elevate events and tourism experiences.



insure@oasis

COUNTRY
UAE

FOUNDED
2018

WEBSITE
insure@oasis.com

SECTOR
Technology

Launched in late 2018, **Insure @ Oasis (I@O)** is the first and only online insurance e-commerce platform in the Middle East that provides instant compare and buy options to its customers. Effectively, I@O has commoditized insurance like any other product where you can shop and secure cover instantly. I@O is built on an open API architecture, allowing the customers the choice to choose from various insurers on the platform for both competitive pricing and adequate cover. It also delivers transparent terms and conditions directly from the insurers to the customer, and secures cover for its customers instantly. In this process, I@O has enabled the digital journey of the UAE insurance industry.



COUNTRY FOUNDED
Switzerland 2017

WEBSITE
jibrel.network

SECTOR
Technology

Jibrel is a blockchain development company focused on the tokenization of traditional financial assets. Jibrel created the first blockchain protocol to allow any licensed entity to put traditional assets like currencies, bonds/sukuk and other financial instruments on the blockchain in the form of Crypto Depository Receipts (CryDRs). Using this technology, Jibrel conducted the world's first Sukuk transaction, and is focused on launching Jibrel.com, a tokenized financing platform for early and growth stage start-ups.



COUNTRY FOUNDED
USA 2018

WEBSITE
justchain.us

SECTOR
Technology

Justice Chain LLC is a blockchain enabled platform that enables UAE residents to register their will (property, financial assets or guardianship) by receiving endorsement from all relevant parties on the blockchain (DIFC Courts, Dubai Land Department, Dubai Courts, DHA and many more).



COUNTRY FOUNDED
USA 2018

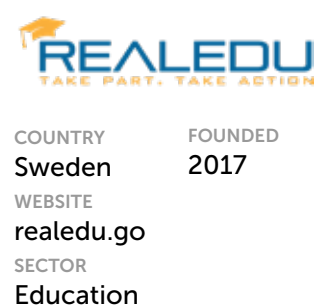
WEBSITE
key2enable.com

SECTOR
Education

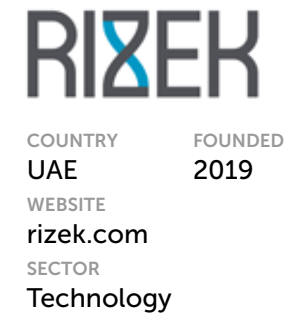
Key2Enable solves the problem of people of determination that are unable to fully use computers and mobile devices due to motion limitations or lack of fine motor coordination. This is achieved through their developed keyboard solution, the Key-X. The Key-X, alongside their developed educational platform, is a set of hardware and software tools that allow individuals with physical, fine-motor coordination and intellectual disabilities to efficiently use computers and mobile devices for communicating, learning, gaming and living with greater autonomy. The keyboard solution provides them with more autonomy, privacy and empowers people with disabilities to use tablets, computers, and smartphones to ultimately bring digital accessibility to people of determination.



ProvenMed is a urinary incontinence wearable device that is designed to offer optimum comfort, ease to use and reusability.



RealEDU is a digital library of dynamic content that complements academic curriculums with practical exercises from the industry. Their platform allows students from different areas of study to use and apply their theoretical knowledge to solve real challenges that real organizations are facing—all straight from their platform. Thus, empowering students to develop relevant 21st century skills for the workforce.



RIZEK is an online marketplace that vets freelancers to provide part time employment opportunities while maintaining quality service. Currently the platform cuts across 5 sectors: home maintenance, education, beauty and wellness, healthcare, business and design.



shiftling;
GET YOUR SHIFT TOGETHER

COUNTRY
UAE

FOUNDED
2018

WEBSITE
shiftling.com

SECTOR
Technology



SonoStik
GET IT RIGHT. THE FIRST TIME.

COUNTRY
UAE

FOUNDED
2013

WEBSITE
sonostik.com

SECTOR
Health

Shiftling is the first tech-enabled B2B gig economy platform in the region connecting seasonal businesses to service oriented workers through a holistic platform covering the entire hiring process from sourcing and vetting to payment and logistics; with the instant gratification of booking staff up to an hour before any shift. Shiftling not only enables businesses to save on costs, thus helping them to stay open for longer, but it empowers low income workers to earn more. This not only increases their discretionary spending in the local economy but helps them contribute to better lives for their families back home.

SonoStik LLC was founded in 2013 by a team of doctors and biomedical engineers associated with The George Washington University Medical School. The company's purpose is to develop innovative vascular access technologies and accessories to facilitate quick, successful insertion of peripheral intravenous (IV) catheters. SonoStik's first device is particularly effective for patients with veins which are difficult to find, easy-to-use and compatible with the latest portable ultrasound technologies.



Teacherly

COUNTRY
UK

FOUNDED
2017

WEBSITE
teacherly.io

SECTOR
Education



COUNTRY
France

FOUNDED
2014

WEBSITE
Toucantoco.com

SECTOR
Technology

Teacherly is a collaborative lesson planning & peer to peer coaching platform that uses predictive data to better understand the performance of the teaching workforce thus enabling flexible teaching of a more interactive curriculum. Rather being throttled by the demands of planning a curriculum Teacherly brings about a suite of teaching features that transform a 10 billion pound global market of 29 million teachers into groups of teacher-teams that showcase their individual and collective strengths. Teacherly has scaled to over 2083 schools throughout Europe & the Middle East and has now partnered with University College London Educate Program to solidly quantify its efficacy and impact on it's network.

Toucan Toco helps organizations create a data-driven culture at scale by communicating clear and actionable insights within a built-in user experience to ensure high adoption and lightning fast deployment of dashboards.

“

The Guarantee Scheme was and is a key enabler to our success. They were willing to roll up their sleeves, perform real due diligence, and to do the work necessary. MBRIF shares our vision for food security, water conservation and economic diversification and they were willing to take the risks necessary to turn that vision into a reality.



Sky Kurtz
Founder and CEO of Pure Harvest

Our Participation in the Ecosystem



Our Ecosystem Activities

The MBRIF organized a host of activities at GITEX Future Stars with innovators in mind, including: 'Mentorship Clinics' by a number of industry experts working with the MBRIF, 'Member Showcases' to spotlight their members, 'Pitching Masterclass' for innovators to receive on-the-spot feedback from the MBRIF team, as well as meetings for all interested visitors to have one-to-one conversations with the team. Additionally, the leadership participated in the 'MentorMe' clinics on the GFS main stage, talking about the innovation ecosystem, what the MBRIF's purpose is, and what it offers its members.

Moreover, during Step Conference 2019, MBRIF was actively engaged with the ecosystem via our online and offline presence. MBRIF ran a "Pitching Masterclass" that saw great reception and interest from the public attending the conference, providing valuable feedback from the MBRIF's team of judges. MBRIF team also participated in STEP Conference's 2019 rendition of their "Mentor's Corner" hosted by Volkswagen. Acting as representation on behalf of the coaching team in this activity, the MBRIF Director of Coaching, provided advice and expertise to interested entrepreneurs looking for guidance towards their success.

Our Members' Engagement

In GITEX Future Stars, MBRIF members participated in the Member Showcase and presentations were demonstrated from various members of both programs, namely: Addenda, Nabta Health, Pure Harvest, Lamsa, CarSwitch, Smart Crowd, Kinteract, Oliv, Heyraat e-Store, Smart Labour, RAZRLAB, Optimus, EVA and Hey Doc!

Key2Enable was awarded the Supernova Champion during GITEX Future Stars' Supernova Challenge 2019. While, Pure Harvest was prized as the best GCC & MENA startup.

In addition, during Step Conference 2019, MBRIF members had an opportunity to showcase their innovations on stage with dedicated timeslots.

MoF Innovates 2020

As part of UAE Ministry of Finance's commitment to cultivate innovation and support UAE Innovation Month 2020, 'MoF Innovates 2020' event took place over two days on 25 and 26 February at Etihad Museum, Dubai. The event was an awe-inspiring crowd with doers and thinkers of the future exchanging ideas and ways to continue fostering a culture of creativity and innovation in alignment with the UAE's vision and ambitions to support the innovation ecosystem. MoF Innovates 2020 welcomed a diverse audience of over 200 attendees from government, and private sectors, and startups from all around the region and the world.

The event was emboldened by featuring key speakers and entrepreneurs such as H.E. Younis Haji Al Khoori, Undersecretary, UAE Ministry of Finance; Jeff Hoffman, an award-winning entrepreneur and CEO and an expert in innovation and accelerated growth in entrepreneurship; and John Fredrik Reinfeldt, the former Prime Minister of Sweden. The speakers enriched the conversations by discussing and sharing their viewpoints on ways to stimulate creativity and innovation within the UAE society.

On the first day, we celebrated the first Cohort of MBRIF innovators.

The MBRIF members also participated in a fun and thrilling Creativity Challenge, in which they were challenged to come up with creatively tangible solutions to give way to creativity and innovation in the UAE. The winning team came up with the creative solution of establishing a robust unified IP database where it could later be translated into an IP stock market. This solution guarantees the protection of ideas in the startups' "pre-legal" stage, and it would establish a single point of entry to the region for innovators from around the world.

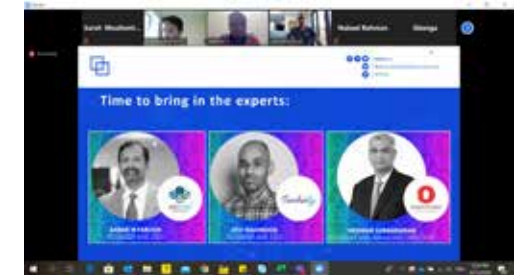
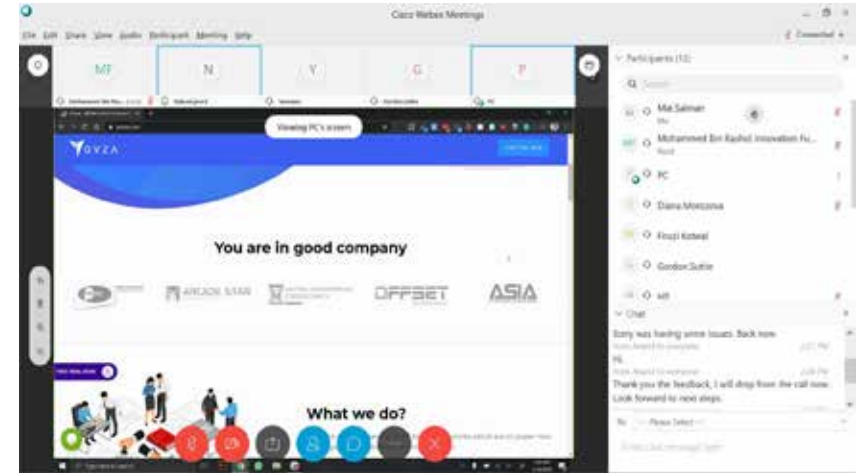
"The Ministry of Finance continues to innovate, deliver on its strategic plans for the future, and use innovation to support sustainable growth. As we have learned from our wise leadership, we do not stop at a particular achievement - success is an ongoing process that is supported by qualified people who are equipped to devise solutions to the challenges we face."


H.E. Younis Haji Al Khoori

Undersecretary, UAE Ministry of Finance

Community Events: MBRIF Drop-In Series and Pitching Masterclasses

With the innovators at the center of what we do, we launched our Drop-In Series to engage with the innovational ecosystem. MBRIF Drop-In Series is a monthly event, where we invite the MBRIF community to know more about MBRIF and our programs. Also, our in-demand event is our MBRIF Pitching Masterclass where participants sign up to get a chance to pitch their startups in 3 minutes and get instant feedback from our coaches.





“The future belongs to those who can imagine it, design it, and execute it. It isn’t something you await, but rather create.”

His Highness Sheikh Mohammed bin Rashid Al Maktoum

UAE Vice President, Prime Minister and Ruler of Dubai



صندوق محمد بن راشد للإبتكار
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visit mbrif.ae



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