

SHARJAH ADVANCED INDUSTRY ACCELERATOR

2020

Introduction

The **Sharjah Advanced Industry Accelerator** (SAIA) is an initiative oriented to global start-ups with an MVP or a market-proven solution to the challenges of Industry 4.0 and are ready to explore the UAE and MENA market.

SRTI Park is a space that aims to provide an environment that foster creativity and innovation by creating an attractive and sustainable park with world-class infrastructure and services, supporting, promoting and developing the innovation system and to enhance Sharjah Emirate as a global destination in the fields of research and technology.

To this end and to combat global travel restrictions and to give the opportunity to talented start-ups from across the world, **SRTI Park** in collaboration with **Barrabés.biz** launched a 100% online accelerator program focusing on advanced industries.

4.0 Industry and Construction

Technologies and solutions that solve the great challenges that we find today in the industrial and construction world by making intensive use of Internet and cutting-edge technologies, with the aim of developing smarter and more environmentally friendly industries, with a more connected production chains to each other and to supply and demand markets. In order to deepen this great topic, several areas of action have been defined:

1. Smart Construction Management

Software equipped with Big Data/AI technology that stores a vast amount of business & construction data to help automate operational & construction processes.

2. Smart Materials

Materials designed to have controllable and adjustable properties depending on external stimulus such as stress, moisture, electric or magnetic fields, light, temperature, pH, or chemical compounds.

3. Sustainable Design

Solutions that allow sustainable architectural designs seeking to optimize natural resources and processes in buildings (selection of materials, proper use of space, ideal selection of the places...) to reduce the environmental damage.

4. Green Building

Green building (also known as green construction or sustainable building) refers both an approach and the application of processes towards a building's life cycle environmentally responsible and resource efficient.

5. Building Information Modelling

Tools involving the generation and management of digital representations of physical and functional characteristics of places to save time and detect potential issues before they cause a problem.

6. Additive Manufacturing

Reducing costs, time and increasing flexibility through solutions based on 3D printing technologies to create highly detailed models and print life-size objects -or parts of them, that are difficult to produce.

7. Connected Infrastructures & Ecosystems

Solutions based on technologies to catch signals of upcoming threat of infrastructures. We are also looking for cross-sector solutions (e.g. mobility) to improve connection and cooperation along the construction value chain.

8. Modularization / Prefabrication

Solutions based on modular building to increase productivity, simplify logistics, minimize risks, help to decrease material waste and create less impact to the surrounding environment.

Entrepreneurs and start-ups participating in the acceleration program in any of the above focus areas could offer solutions based on or leveraged by the following technologies:

- Big Data
- Additive Manufacturing
- 3D Printing
- Internet of Things
- Augmented Reality
- Artificial Intelligence
- Cloud Computing

- Demand-driven Supply Chain
- Robotics
- Blockchain
- Cyber-Security
- Digital twin

Objectives

SAIA aims to achieve the following objectives, depending on the level of maturity of the project:

- Contribute to the maturation and growth of an innovative solution that covers a marketable need.
- Support the start-ups to pilot or simulate in real environments their solutions in the UAE through the SRTI Park ecosystem and market leading advanced industry stakeholders.
- Attract and retain innovative and entrepreneurial talent to SRTIP.
- Create value through the proposed topic and focus areas which are aligned with the objectives of SRTIP.
- Generate an entrepreneurial ecosystem that attracts talent and new initiatives, focusing on collaboration to leverage existing resources (investment, infrastructure, among others).

Program features

SAIA is designed to support and encourage business projects that add value to the Emirate's entrepreneurial ecosystem in the topic and focus areas mentioned above.

The global call to select the 24 finalists for the selection day is open until June 25th. After that day, SRTIP will select the best 8 start-ups for the acceleration.

Mentoring will cover many topics such as Financial Planning and Fundraising, Customer Acquisition and Development, CX, UAE Market Ecosystem, UAE

Law, Product Design, Innovation, Technology, Marketing, Communication, among others.

Our expert individual mentoring will support each project to find the optimal fit between the sponsoring corporates needs and the solutions of the start-ups.

Individual mentoring will start on July 29th and will last until November 5th when the Demoday will be held

Beneficiaries

Entrepreneurs and start-ups that:

- Have potential for scalability and vision to growth in the UAE/MENA Region.
- Have an MVP or solution tested in the market.
- Are in Early or Series A Stage.
- Are innovative in nature and provide value-added solutions to the 4.0 Industry.
- Proven revenue track record,

Duration

- The acceleration program will last 3 months from July 29th to November 5th.

Communication

- SRTIP respects the confidentiality of data provided by applicants but it reserves the right to include data from participating projects in its database so that it can use them as success cases to promote its activity and its acceleration program.

Benefits for the participants

A personalized service will be provided during the acceleration process that maximizes the positive impact on entrepreneurs and start-ups.

- **Mentoring** about innovation methodologies, business strategy and investment.
- Specialized **advisory** through the specific experts' knowledge in the 4.0 Industry topic.

- **Active networking** thanks to the network of entrepreneurs, companies, experts and existing entities in the ecosystem of SRTIP.
- **Participation in events** developed by the SRTIP.
- Active **participation** in the final **Demoday**.
- **Visibility** in **media** and **communication channels** of SRTIP and sponsoring corporates.
- Possibility to **promotion** and **access** to **national and international events** through the presence of SRTIP in them.

Awards and grants

SRTI Park will offer to start-ups finally selected for the program the next awards and grants:

- **\$100,000** for the **winner** of the program: **\$50.000 in cash** (with the commitment by the start-up to settle or have an active presence in the park for a year to expand their business in the UAE/MENA). And another **\$50.000 in incubation services** (legal entity, space, and access to makerspace for a year, marketing exposure, market access and business development, potential investors).
- For the **rest of the 7 participants** in the acceleration program: **Up to \$50.000 in incubation services** (SRTIP will decide it after the acceleration program...)

These awards and grants will not be given before the end of the acceleration program.

Apart from these 8 start-ups participating in the acceleration program, **SRTI Park** is open to collaborate with all those companies that can offer high added value services to the UAE market.

Requirements for participation

Entrepreneurs, start-ups and SMEs

- Promoter/representative must be a natural person, of legal age and with legal capacity to commit.
- He/she must have a business project in one of the opportunity areas described above.

- Demonstration of having a solution on the market or having performed an MVP test.

However, SRTIP reserves the right to change or adapt any of these criteria if the candidate's proposal is relevant to achieving the commitment to attract and retain talent and support entrepreneurship.

The application period will be open between March 20th at 12 am and June 25th at 23.59 pm (time zone: UTC+4).

Program Phases

Phase one: Dissemination, recruitment, and selection of candidates

1. Dissemination of the Start-up Call for attraction of applications

Period from March 20th to June 25th.

Candidates interested in participating in the Sharjah Advanced Industry Accelerator should fill out the participation form online at <https://srtip.ae/accelerator/>

2. Selection of applications

Based on the information gathered in the application form, projects that have obtained the highest score according to the criteria of SRTIP will be selected and they will be the ones that will go on to the personal interview phase.

The criteria that will be considered for the evaluation are:

- Business model and project innovation:
 - Value proposition
 - Innovative level
 - Feasibility
 - Maturity
- Market and sector:
 - Market potential
 - Interest of the project for the opportunity areas

- Interested to settle in UAE/MENA Region.
- Entrepreneur/Start-up team:
 - Suitability of the promotion team
 - Motivation and interest in the program

3. Personal interview

The pre-selected projects could have a personal interview with the members of the Jury of SRTIP before the Selection Day.

Personal interviews for the Sharjah Advanced Industry Accelerator will be held online between June 26th and July 9th, with prior appointment.

The evaluation criteria of these interviews will be based on: the problem it solves; the proposed solution, business model and market, communication and pitch, demonstrable maturity of the project, motivation to participate in the programme, interest and attitude towards SRTIP and the possibilities it offers.

4. Communication of selected projects

24 solutions will be selected for the Selection Day of the Sharjah Advanced Industry Accelerator that will be held virtually on July 16th. Communications to the selected projects will be made via email or phone call.

In addition to the SRTIP staff involved in the project, representatives of the program's partner corporations will attend this Selection Day in order to identify the start-ups that each company wants to sponsor throughout the acceleration program.

Phase two: Acceleration Program

The Acceleration Program will last approximately 3 months, between July 29th and November 5th. During this time, online group sessions, individual sessions, and meetings with representatives of the partner corporations and experts will be held, whose agenda and contents will be duly communicated by the SRTIP team.

The participating projects will have group sessions with facilitators who are experts in the agile methodologies. These sessions will be in groups and eminently practical. Teamwork will be encouraged, thus promoting not only

co-creation but also networking. Case studies of different top companies in the UAE will also be presented to participants in this category.

Individual session will be related to different subjects:

- Agile methodologies: One session of 1h every 2 weeks. The objective of these session will be the follow up of the adjust/adaptation solutions to the corporates' needs.
- Business topics: The individual mentoring will cover many topics such as Financial Planning and Fundraising, Customer Acquisition and Development, CX, UAE Market Ecosystem, UAE Law, Product Design, Innovation, Technology, Marketing, Communication, among others. At least one mentor per topic defined and these mentors will belong to participating corporations as well as other SRTIP partner agents.

To ensure that beneficiary start-ups make the most of the programme, a mid-term evaluation will be carried out one and a half months after the start of the programme. The organisation reserves the right to cancel projects that have not achieved the objectives previously established with each of the participants during this time.

Responsibilities of participants

To participate in the acceleration program of the Sharjah Advanced Industry Accelerator, selected candidates must accept the rules and sign the participation commitment that will be given to them before the Selection Day.

That person of the team will have to attend online and actively participate in all sessions of the program. SRTIP will remove from the programme any project that does not comply with this obligation by carrying out attendance checks on each activity.

Projects and start-ups must do their best to achieve the objectives set out in the programme. The mid-term evaluation session will assess the achievement of the objectives. Projects that do not meet the objectives of the programme will not continue within the acceleration process.

The participants will collaborate with SRTIP in the diffusion and promotion of the Park through the participation in events and media appearances.

If it is an incorporated company, it must be up to date with fiscal, tax and social security obligations.

Reservations and limitations

Participation in the Sharjah Advanced Industry Accelerator implies the knowledge and acceptance of these bases.

The operation of the Start-up Call requires that the data be provided in a truthful and complete way and that they be kept up to date thanks to the cooperation of the participants. If the personal data were false, incomplete or not updated, SRTIP would be released in respect of the specific cases, the good end of the call and any consequences related to the above, ultimately reaching the non-declaration of beneficiaries of the promotion.

The participant expressly consents, and simply for the participation that SRTIP may use its name for the purpose of making the winning projects known to the rest of the participants and without generating any remuneration in their favour.

The participant expressly consents, and by the mere fact of participating in the Acceleration Program, that SRTIP may use its image by any means and exclusively for corporate, advertising and promotional purposes, without territorial or temporal limitation, and without generating any remuneration in its favour.

SRTIP reserves the right to cancel this call or suspend it or change any of its condition(s) if for technical or other reasons outside its will it could not comply with the normal development of the same, as stipulated in these bases.

SRTIP reserves the right to unsubscribe those projects whose representatives/promoters do not attend the different individual and group sessions or collaborate to obtain the maximum use of the resources made available to them, both human and material.

SRTIP will discard any entries that are abusive or fraudulent. Likewise, any abusive or fraudulent use of these bases by the participants will result in the automatic demise of the participants.

Participants may be beneficiaries of another program if they do not enter conflict of interest and the founder is responsible for fulfilling his obligations to the program. Participation in another program should therefore be informed. In any case, it will be the decision of the jury of SRTIP.

Intellectual and industrial property rights and Personal Data Protection

In compliance with the provisions of the **Article 379 of the UAE Penal Code**, should it be necessary to process personal data by virtue of the development of the Programme, the organisers of the Programme assume the following commitments.

- To use the data provided solely for the purpose of the acceleration program
- To guarantee that the persons authorized to process personal data will undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.
- To take all the necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and to guarantee the security and integrity of such data, as well as to avoid its alteration, loss, accidental or illicit destruction, processing, disclosure or unauthorised access.
- Delete or return all personal data once the processing services have been completed, at the request of the person responsible.
- The participant expressly consents, and by the mere fact of participating in the program presented here, that SRTIP may use his or her name for the purpose of making the winning project known to the other participants and without any remuneration being generated in his or her favour.

When submitting applications, the project promoters guarantee that

- The projects are original to their authors and/or have free disposal of them.
- They have full legal capacity and to act to be part of the call and that their participation does not violate any rule.
- The participant authorizes SRTIP to upload the project summary to its official website and agrees that visitors to the websites have access to such information in accordance with the conditions of use of said website.
- The participant authorizes the use of the name and title of his project to SRTIP, without time limit, to be mentioned on the website or for any actions or events related in any way with SRTIP.
- SRTIP does not claim any ownership of the information offered or any industrial or intellectual property that it may contain. The participant

does not assign to SRTIP the industrial or intellectual property rights derived from the projects.

Acceptance of the basis

Potential participants are informed that simply taking part in the call implies full acceptance of these terms and conditions. The expression to the contrary by the participant will imply the exclusion of the participant from the call and SRTIP will be released from compliance with the obligation entered with that participant.

All data provided in the process will be treated with the privacy policy established by SRTIP on its website: <https://srtip.ae/accelerator/>