

Startup Sync

JESR جسر

Saudi Edition

Innovation in Entrepreneurship and Artificial Intelligence

The region's leading event for connecting real-world market challenges with innovative solutions and exceptional talent.



An exclusive gathering that brings together:



Industry leaders



Startups



Investors



Corporates

An interactive innovation event designed to transform real challenges facing targeted sectors into opportunities for innovation, collaboration, and investment.

Event Context



Saudi Arabia is undergoing rapid economic transformation in line with the objectives of Vision 2030, driven by growth across promising sectors, digital transformation, and a growing focus on innovation and entrepreneurship.

As the adoption of artificial intelligence and smart technologies accelerates, so do the opportunities to leverage them to address real world challenges across vital industries, from improving operational efficiency, asset management, and supply chains to enhancing customer experience and supporting decision making.



As corporates face increasingly complex challenges, startups are emerging as a key source of innovative solutions. This highlights the need for platforms that bring both sides together with investors and supporting organizations to transform challenges into opportunities for collaboration and investment.

To bridge this gap, **Startup Sync JESR** goes beyond local discovery by expanding its reach to identify leading talent and promising startups across seven Arab countries (Saudi Arabia - Egypt - Oman - Qatar - Bahrain - Syria - Jordan). The event seeks to attract technology and AI solutions with the potential for local adoption, transforming challenges across targeted sectors into solutions that contribute to the objectives of **Saudi Vision 2030**.

The event focuses on four key sectors, with AI and digital technologies serving as a common driver of innovation through the development of practical solutions that address the specific challenges of each sector.

Target Sectors



Real Estate & PropTech

Leveraging artificial intelligence in asset and facility management, data analytics, demand forecasting, sales optimization, customer experience enhancement, and sustainability.



Logistics & Mobility

Applying artificial intelligence to:

- Fleet management
- Supply chain management
- Last mile delivery
- Automation
- Warehousing



Tourism & Hospitality

Leveraging artificial intelligence to personalize and enhance:

- Visitor experiences
- Hotel operations
- Revenue management
- Reservation management
- Travel technology solutions



Energy

Leveraging artificial intelligence to improve operational efficiency, forecast demand, enable predictive maintenance, optimize asset management, and enhance energy consumption and sustainability.



Event Concept



Startup Sync JESR is a one day interactive innovation event that connects the challenges faced by corporates with solutions from startups, creating an environment that brings together businesses, entrepreneurs, investors, and industry leaders.

The event is built around a Challenge to Solution model, where real world challenges faced by **corporates are identified**, followed by sourcing startups capable of delivering innovative and practical solutions. These include artificial intelligence and smart technology solutions that help improve efficiency, reduce costs, optimize operations, and enhance customer experience.



Event Concept



This model creates mutual value for both sides. Corporates gain access to technology and artificial intelligence solutions that address their actual business needs, while startups gain the opportunity to showcase their solutions to organizations **with real and relevant needs**, validate their solutions against market demand, and unlock opportunities for pilots, partnerships, and investment.

Where Challenges Meet Solutions

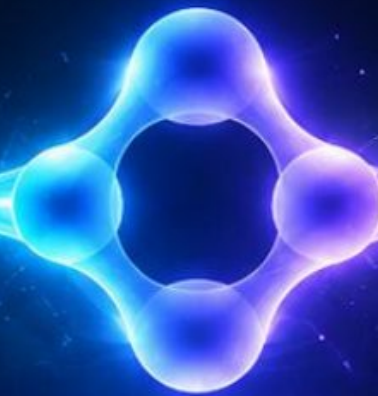
Over the course of one day
the event provides:

REAL
CHALLENGES



Corporates

An opportunity to present their real world challenges and explore innovative, practical solutions.



Startups

A platform to showcase their technologies and solutions to potential clients and partners.

INNOVATIVE
SOLUTIONS



Investors

Access to promising opportunities and startups with strong potential for growth and expansion.

What Sets Startup Sync Apart

The solution journey does not begin or end on the day of the event. Before the event, participating startups and their solutions go through **Startup Sync Hybrid Venture**, where their operational, financial, and legal readiness is assessed to help mitigate risks before connecting them with **corporates and investors**.

Startup Sync's role continues beyond the event by following up on promising opportunities and supporting the transformation of initial connections into pilot projects, business partnerships, investment opportunities, and access to new markets.

In this way, **Startup Sync JESR** goes beyond being a one time event that connects challenges with solutions. It becomes an ongoing business platform that builds relationships, develops opportunities, and supports the growth and expansion of startups.

What Makes Startup Sync JESR Different?

An Integrated Ecosystem for Creating Opportunities



01

Regional Reach

Access and discover leading startups across seven Arab countries..



02

Risk Reduction Engine

Access the Hybrid Venture Studio, backed by 22 years of experience in structuring startups and ensuring their readiness to execute.



03

Scale Readiness

Develop flexible business models and prepare high potential startups for investment, partnerships, and expansion.



04

Continuity

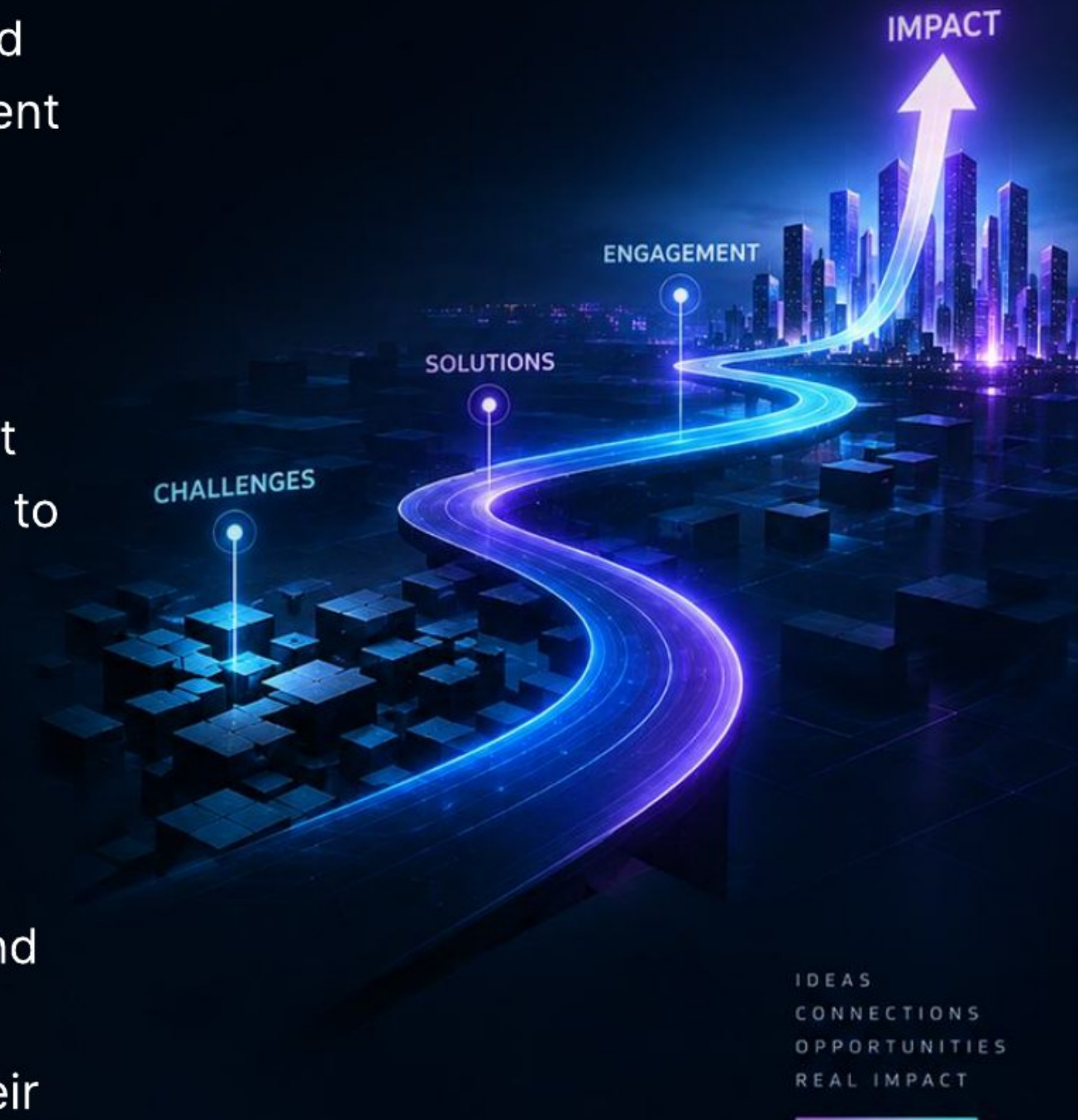
Follow up on promising opportunities beyond the event and turn connections into partnerships, investments, market access, and sustainable growth.

From Solutions to Impact



The event goes beyond showcasing ideas and solutions. It is designed to turn the engagement that begins during the event into tangible outcomes that continue **beyond it, including:**

- Launching pilot projects
- Showcasing artificial intelligence and smart technology solutions and connecting them to real world business challenges
- Building business partnerships
- Unlocking investment opportunities
- Connecting startups with markets and customers
- Following up on promising opportunities and turning them into deals
- Supporting high potential companies in their growth and expansion



Event Objectives



The event aims to **build** a practical platform that connects the needs of **corporates** with the capabilities of startups and **investors through:**

Addressing Real World Challenges

Enabling corporates to access innovative and practical solutions and technologies.

Empowering Startups

Providing direct access to decision makers and opportunities to showcase their solutions to potential clients and partners.

Driving Partnerships and Collaboration

Connecting corporates with startups and turning promising solutions into pilot projects.

Creating Investment Opportunities

Connecting investors with startups that address real world challenges and demonstrate strong potential for growth and expansion.

Strengthening the Innovation Ecosystem

Supporting the adoption of innovative solutions across priority sectors in Saudi Arabia.

Target Participants



Event Process

Startup Sync JESR follows a practical model that connects real world challenges with innovative solutions through five key stages:

01



Identifying Challenges:

Identifying the most pressing challenges faced by participating corporates across the targeted sectors.

02



Sourcing and Screening Solutions:

Sourcing startups from seven Arab countries, screening their solutions, and selecting those most closely aligned with market needs.

03



Readiness and Risk Reduction: Enrolling selected startups in an intensive preparation program through Startup Sync Hybrid Venture to refine their business models and strengthen their financial, operational, and governance readiness.

04



Event Day:

Presenting challenges and solutions and facilitating direct meetings between corporates, startups, and investors.

05

Post Event

(Activation and Growth)



Following up on promising opportunities and supporting their progression into:



Pilot Projects



Commercial Partnerships



Investment



Market Access



Growth



The event is the starting point,
not the finish line.

Startup Sync Awards

Recognition That Opens New Horizons

For the first time in **Saudi Arabia**, in the Eastern Province, the Startup Sync Awards will serve as an annual platform celebrating outstanding achievements across the startup ecosystem.

Entrepreneurial excellence is not measured solely by the size of investments or the number of deals. It is also defined by courage, perseverance, and the ability to transform challenges into **opportunities**.

Award Categories

- Best **Startup** Award
- Best **Venture Capital** Award
- Best **Corporate** Award
- Best **Incubator** Award
- Best **Accelerator** Award

Nomination and Judging **Process**

The Startup Sync Awards are presented through an independent nomination process that takes place ahead of the event and is separate from the presentations delivered during the event.

Application Process

1. Nominations Open: Nominations open within a designated period prior to the event.
2. Eligibility Review: All submissions are reviewed to ensure they meet the eligibility criteria before proceeding to the evaluation stage.

Judging Panel

The judging panel brings together a distinguished group of experts, investors, business leaders, and specialists in entrepreneurship and innovation from the participating countries, ensuring a diversity of expertise and an impartial evaluation process

The winners are announced during the event in the presence of partners, investors, and industry leaders, highlighting the most impactful examples of innovation and entrepreneurship within the ecosystem.



“

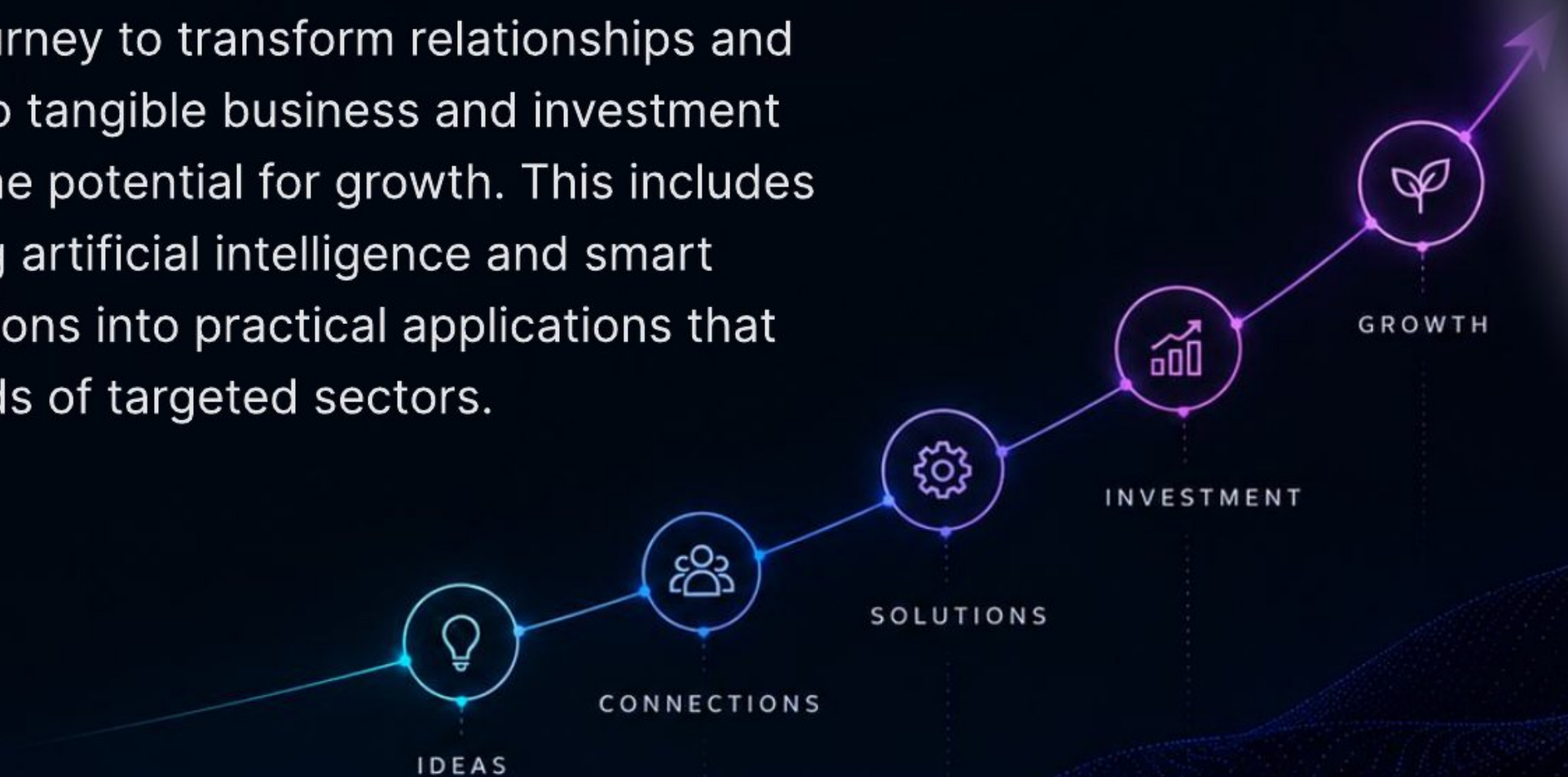
“ The Startup Sync Award was designed to be more than a trophy or a recognition. It is a genuine human moment that we hope will become an annual tradition, celebrating excellence, honoring courage, and inspiring thousands of others to believe that the journey is worth it.”

”

Chief Executive Officer

From One Event to a Sustainable **Ecosystem**

The value of **Startup Sync JESR** does not end when the event concludes. Instead, the event marks the beginning of an ongoing journey to transform relationships and opportunities into tangible business and investment outcomes with the potential for growth. This includes turning promising artificial intelligence and smart technology solutions into practical applications that address the needs of targeted sectors.



During the Event

1- Connecting Founders with Investors

Building direct connections between startups, investors, corporates, and ecosystem leaders.

2- Unlocking Business and Investment Opportunities

Creating pathways for business partnerships, pilot projects, funding, and investment.

3- Connecting corporates with Solutions

Matching real world challenges with startups capable of delivering practical and applicable solutions.

4- Knowledge and Visibility

Providing startups with direct access to industry leaders, expertise, and market opportunities.

5- Activating Artificial Intelligence Solutions

Connecting corporates with startups offering artificial intelligence based solutions and transforming real world challenges into opportunities to implement and test these solutions.

After the Event

1- Tracking Deals and Investment Opportunities

Following up with promising startups and investment opportunities that emerge during the event.

2- Turning Connections into Partnerships

Supporting the transition from initial meetings to pilot projects and ultimately to business partnerships.

3- Enabling Market Access

Opening channels to customers, investors, and strategic partners across Saudi Arabia and the wider region.

4- Supporting Startup Development

Identifying high potential startups and connecting them with the support, mentorship, and investment readiness they need.

5- Turning Artificial Intelligence Solutions into Applications

Following up on promising solutions and supporting their transition from presentations and initial testing to practical projects and scalable business partnerships.



Startup Sync

Business Development Platform



Startup Sync serves as an ongoing platform for discovering opportunities, building relationships, following up with startups, and transforming interactions that begin at the event into measurable outcomes.



The event creates the connection. Startup Sync builds what comes next.

Event Day Experience



● Opening & Welcome >-----● Corporate Challenges ● >-----● Startup Solutions ● >-----● Networking Break ●

Panel Discussions & Networking

13:00 – 14:00



Panel Discussion: CEO **Personal Branding**

A dedicated session for CEOs exploring personal branding and its role in strengthening the presence, influence, and visibility of business leaders.



Panel Discussion: Startup **Finance & Funding**

A dedicated session for startups covering financial management, investment readiness, funding strategies, and growth.



Panel Discussion: Marketing **Innovation & Corporate Growth**

A dedicated session for corporates exploring marketing innovation, growth strategies, and building more competitive brands.

Panel Discussions & Networking



Long Term Impact Beyond the Event



The success of Startup Sync is not measured solely by attendance or the number of meetings. It is measured by its ability to transform these interactions into lasting business opportunities, investments, and partnerships.



Short Term Impact

- Meaningful connections between corporates and startups.
- Discovery of innovative solutions, including artificial intelligence solutions, to address real world challenges.
- Unlocking pilot, business, and investment opportunities.



Medium Term Impact

- Turning qualified connections into pilot projects, particularly for applicable technology and artificial intelligence solutions.
- Developing business partnerships.
- Maintaining engagement with investors.



Long Term Impact

- Enabling promising startups and artificial intelligence solutions to access new markets.
- Supporting growth and expansion.
- Building a sustainable regional ecosystem for innovation, artificial intelligence, and entrepreneurship.

Startup Sync does not simply create an event. It builds a continuous path from opportunity to growth.

Success & Impact Metrics



Event Outputs

Participation of more **than 30** corporates from the targeted sectors.

Attracting approximately **150 startups** offering innovative solutions.

Presenting more than **20 real** world challenges.

Facilitating more than **70 B2B** meetings between corporates, startups, and investors.

Identifying **15 potential** pilot projects.

Attracting **1,000 attendees** and decision makers.

Engaging **25 investment** funds and investors.

Coverage of the event through **40 media** platforms.

Sustained Impact

Creating **quality employment** opportunities and supporting the localization of talent and solutions.

Supporting the growth and success of **more startups** in the Saudi market.

Strengthening the attractiveness **of the Saudi market** to regional investments and startups.

Stimulating **the growth** of venture capital investment in startups across the Kingdom.

Following up **on business** opportunities generated during the event.

Turning **qualified connections** into pilot projects and business partnerships.

Sustained Impact

Opening **access to markets**, customers, and investors.

Selecting promising startups for **support, development**, and investment readiness.

Building a continuous pipeline of **investment opportunities** and deal flow for high potential startups.

Building an ongoing community that brings together founders, investors, corporates, and partners.

Value Proposition for Partners and Sponsors



Sponsoring Startup Sync JESR provides partners and sponsors with an opportunity to strengthen their presence within Saudi Arabia's innovation and entrepreneurship ecosystem, while gaining direct access to corporates, startups, investors, and decision makers across the targeted sectors.



It also enables sponsors to:

Strengthen brand presence and associate their brand with innovation and economic transformation.

Gain direct access to corporates, industry leaders, and investors.

Discover innovative solutions and technologies, along with potential collaboration and investment opportunities.

Play an active role in supporting Saudi Arabia's innovation and entrepreneurship ecosystem.

Gain media and marketing exposure before, during, and after the event.

Sponsor the Startup Sync Awards and take part in recognizing entrepreneurial excellence, strengthening the brand's association with innovation and achievement.



Strategic Sponsor Package



First Look Access

Exclusive access to the shortlist of de-risked startups selected from seven countries, 30 days before the event.



VIP Deal Room

Access to private meetings designed to facilitate and close early stage funding rounds.



Leadership Seat

A key role as a member of the judging panel for the Startup Sync Awards.



Track Sponsorship Packages

The sponsor can present an exclusive Challenge for its organization, inviting startups to compete by developing solutions to address it, with priority consideration for adopting the winning solution.

Stakeholders and Potential Partners



The success of **Startup Sync JESR** depends on building a strong network of key partners and stakeholders across Saudi Arabia's business and innovation ecosystem, including:



Government and regulatory entities relevant to the targeted sectors, entrepreneurship, and innovation.

Incubators and accelerators to support the sourcing of startups and innovative solutions.

Corporates and industry leaders to participate in presenting challenges and exploring innovative solutions.

Universities and innovation and research and development centers to strengthen the connection between knowledge, innovation, and practical application.

Startups and entrepreneurs to provide innovative and practical solutions and technologies.

Strategic partners and sponsors to support the event, contribute to achieving its objectives, and enhance its impact.

Venture capital funds and investors to discover investment opportunities and promising startups.

Media partners to support media coverage and expand the event's reach.



CONNECT
COLLABORATE
INNOVATE
GROW



نربط الأفكار
نبتكر الحلول
نخلق الأثر

SYNC
SAUDI EDITION





Towards a More Innovative Future

At **Startup Sync JESR**, we believe that every challenge holds an opportunity, and that every innovative solution has the potential to create real impact.

We bring **together** those who define the challenges, those who create the solutions, and those who drive investment, all on one platform to shape a more innovative and collaborative future.



STARTUP SYNC

STARTUP SYNC JESR
SAUDI EDITION



MAIN
ENTRANCE ↑

EXHIBITION
AREA →

INVESTOR
LOUNGE →

PARKING ←

#SYNC THE
FUTURE

