

CREATING VALUE FROM WITHIN:

Insights from the Entrepreneurs Community

A Community By



ميسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman
Foundation

Strategic Partner



بنك الرياض
Riyad Bank

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Foreword

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If you're looking for a supportive environment to grow, connect, and thrive, the Entrepreneurs Community is the place to be. It's more than just a community—it's a trusted platform where meaningful relationships drive real impact. When entrepreneurs trust one another, they overcome challenges together, share insights openly, and unlock opportunities that can transform their journeys—and their lives.

OMAR NAJJAR
DEPUTY CEO, MISK FOUNDATION



The Entrepreneurs Community (EC) was launched by Misk Foundation in 2023 to cultivate an ecosystem that fuels entrepreneurial success in Saudi Arabia. Over the past year, it has brought together founders, investors, and industry experts, demonstrating its potential to drive sustained economic and social impact. But the EC is more than just an extension of Misk's programs—it is a movement shaping the future of the region's business landscape. Its success depends on more than just entrepreneurs; a thriving ecosystem requires the engagement of investors, industry leaders, and service providers who bring expertise and resources to the table.

The EC serves as a platform where all these key players can come together to create opportunities, share insights, and contribute to a culture of innovation. As the community continues to grow, the invitation remains open for everyone to play a role. Because together, we are not just building businesses—we are shaping the future of entrepreneurship in Saudi Arabia.

The stronger this movement becomes, the more it can fuel new ventures, empower emerging leaders, and transform industries for generations to come.

“

When trust is the foundation, entrepreneurs take bigger risks, innovate boldly, and create lasting impact.

DIMAH AL SHEIKH
EXECUTIVE PROGRAMS DIRECTOR, MISK FOUNDATION

Without strong communities, ecosystems suffer from a real void—a gap in connection, a lack of synergy, and countless missed opportunities for growth. When collaboration is absent, opportunities simply disappear. Communities aren't just a nice-to-have; they are the infrastructure that holds the entrepreneurial ecosystem together. They enable continuity, resilience, and lasting impact well beyond the lifespan of any single program.

A thriving entrepreneurial ecosystem is built on strong, authentic relationships—where founders, investors, and experts can engage openly, exchange knowledge, and grow together.

Unfortunately, we've seen what happens when ecosystems claim to support entrepreneurs without offering real value: startups leave in search of better support, and investor confidence begins to fade. At the Entrepreneurs Community, we believe that genuine, enduring communities are the foundation of any ecosystem that seeks to empower entrepreneurs—not just at the start, but at every stage of their journey.

Entrepreneurship is not just about individual wins, but collective progress. When trust is the foundation, entrepreneurs take bigger risks, innovate boldly, and create a lasting impact.

To ensure a comprehensive understanding of the impact and outcomes of the EC initiatives, we employed a mixed-methods research approach, integrating both qualitative and quantitative data collection.

This allowed us to capture not only measurable outcomes but also the experiences and perspectives of EC members.

QUALITATIVE RESEARCH

To gain deep insights into the growth facilitated by EC, we conducted in-depth interviews with 18 EC members and ecosystem players across different entrepreneurship stages, industries, and engagement levels. These interviews provided rich narratives on the effectiveness of EC offerings, highlighting key enablers of success, challenges faced, and recommendations for future improvements.

Additionally, focus group discussions were held with select knowledge hub members to facilitate peer dialogue, uncover emerging themes, and validate individual insights within a collective context.

QUANTITATIVE RESEARCH

Our quantitative approach involved a structured survey based on the EC's theory of change and impact statements. The survey aimed to measure key outcomes such as:

Network and Exposure: Forging and deepening relationships that can open doors, build resilience, and be leveraged for business success

Access to Opportunity: Availing of perks, services, and tailored experiences that create ease and address unique needs

Growth and Guidance: Strengthening professional and business acumen to step into entrepreneurial excellence

The survey was responded to by +191 members, all EC Launchpad graduates. This provides a development area for EC's member engagement and quantitative data collection methods.

To complement the quantitative data, event surveys that were conducted after each event were used, providing more accuracy.

The entrepreneurial landscape of Saudi Arabia is at a pivotal moment with the number of Small and Medium-Size Enterprises (SMEs) more than doubling in number since 2016⁽¹⁾.

KSA is ranked second globally for the quality of its entrepreneurial environment⁽¹⁾. In 2024, Saudi Arabia invested over SAR 2.8 billion (\$750 million) in venture capital, leading the MENA region⁽²⁾.

In 2024, early-stage startups in Saudi Arabia received substantial attention from investors. Early-stage deals only made up about 85% of total number of deals excluding Series A. Series A accounted for an additional 10%, which makes the total about 95%. This indicates a strong focus on nurturing nascent businesses.

References:

(1) Global Entrepreneurship Monitor Index – 2024

(2) 2024 Emerging Markets Venture Capital Report, MAGNITT – January 2025

SAR 2.8B

The total value of VC deals closed
in Saudi Arabia in 2024.

178

Venture capital deals
closed in Saudi Arabia in
2024.

40%

of the investment share is
held by Saudi Arabia
across MENA — the largest
in the region.

Saudi Arabia has plenty of early-stage funding and support for startups, including skills development and fundraising. However, sustainable support is essential for long-term success. Misk Foundation is dedicated to providing this comprehensive support for entrepreneurs.

Entrepreneurship is a key interest area for Saudi youth, as identified by Misk research, and a critical driver of economic growth.

Misk supports founders through high-impact programs, from idea to unicorn, including Launchpad, Misk Accelerator, and Saudi Unicorn, all reinforced by the Entrepreneurs Community to ensure sustained momentum. Our impact is reflected in the number of jobs created and the cumulative valuation of the startups we support, including a growing share of global and regional ventures now operating in the Saudi market.





A vibrant, committed entrepreneurial ecosystem can create value from within. It is where investments are unlocked, reputations are built, new talent blossoms, and inspiration flows.



The Entrepreneurs Community

Started in 2023, the **Entrepreneurs Community** (EC) is a structured network, powered by **Misk Foundation** and driven by its members, designed to accelerate growth and unlock access to opportunities.

A Community By



Strategic Partner



The Entrepreneurs Community

Many members of the EC are alumni of the Misk Foundation's Entrepreneurship Track Programs, which provide structured support.

Joining the EC gives these graduates access to a connected ecosystem that boosts their opportunities for scaling their businesses, including organizations vital to Saudi Arabia's entrepreneurial landscape.

+800 Member Entrepreneurs

763

Early stage startups from Misk Launchpad

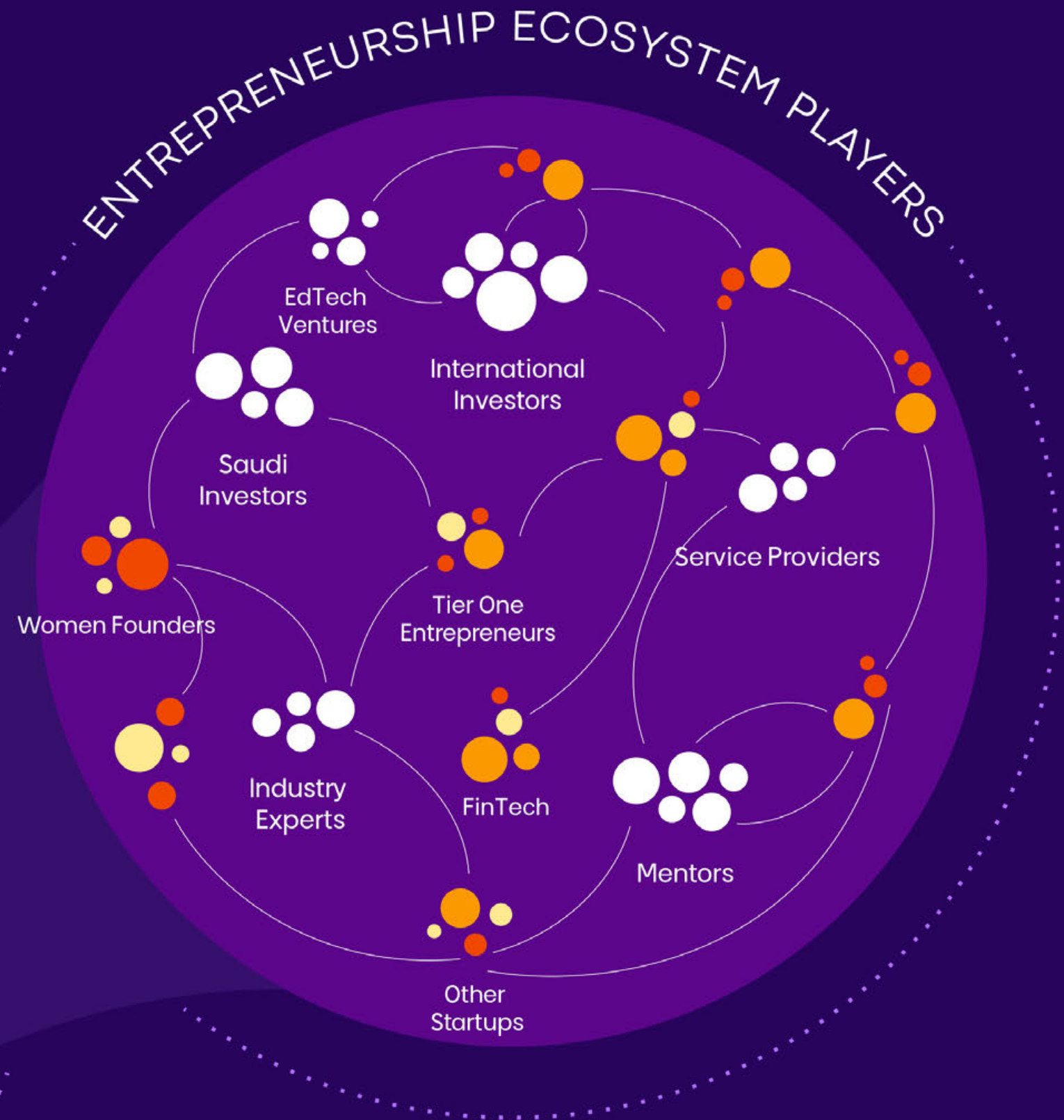
5

High growth startups from Saudi Unicorns

43

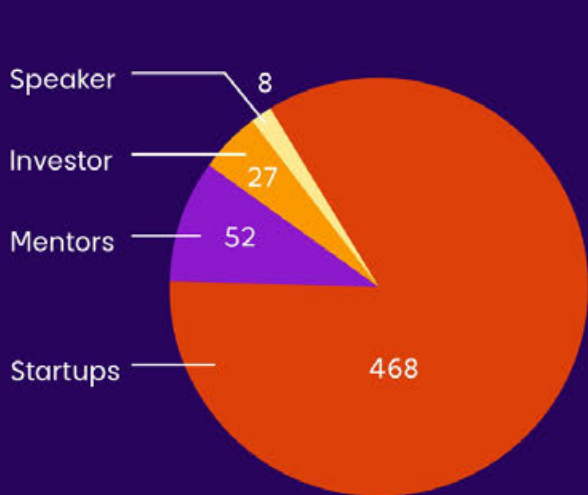
Seed stage startups from Misk Accelerator

MISK ALUMNI

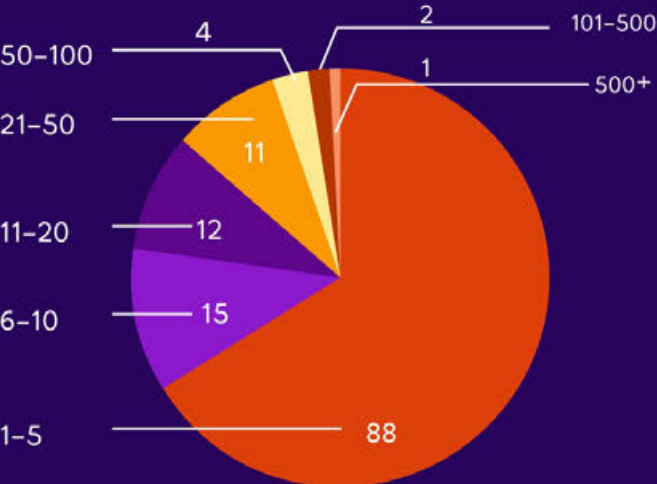


Designed to nurture deep and intentional connections between a wide range of actors within the entrepreneurial ecosystem, the community spans several sectors and extends beyond Saudi Arabia.

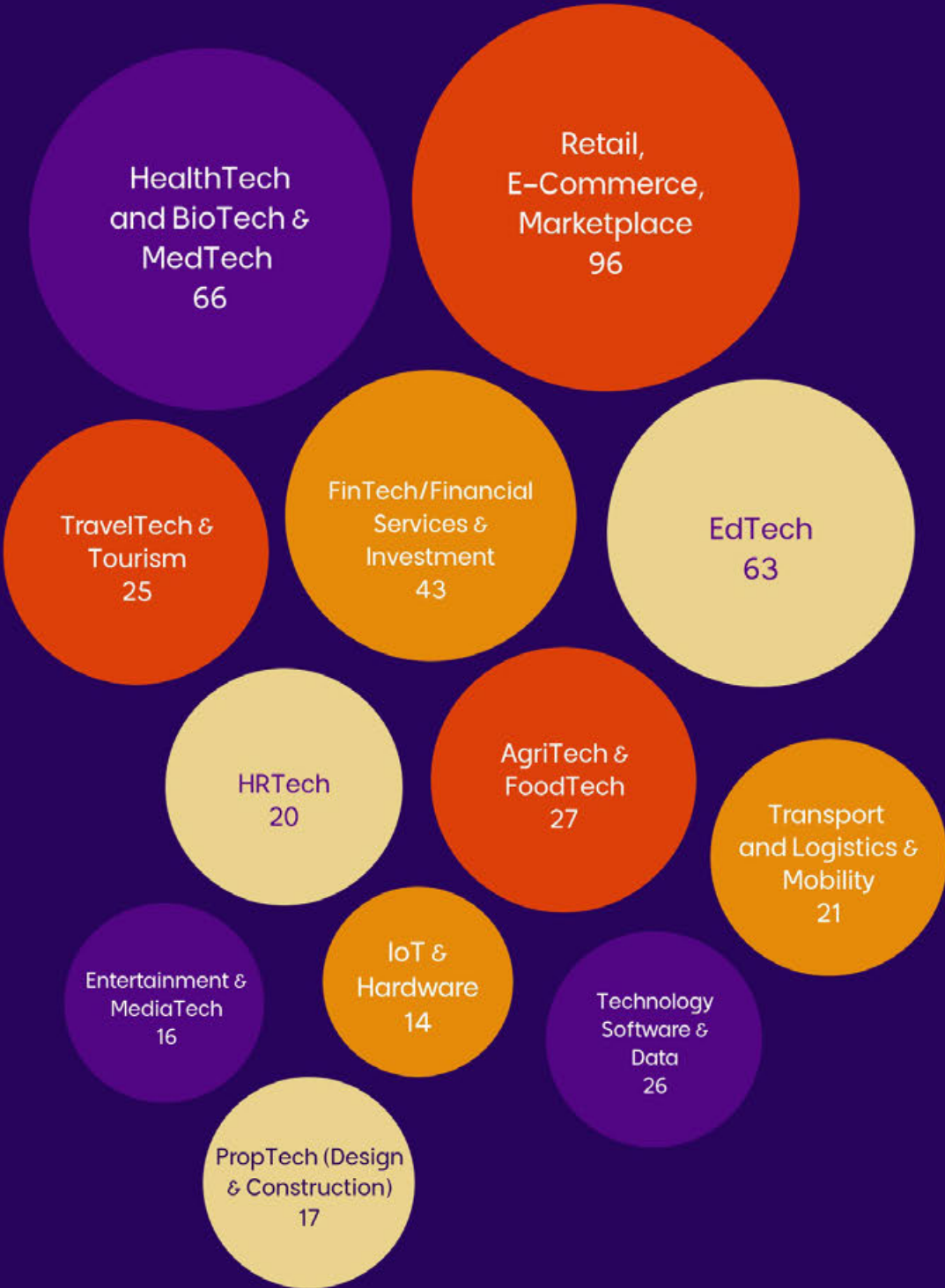
ROLE DISTRIBUTION OF MEMBERS



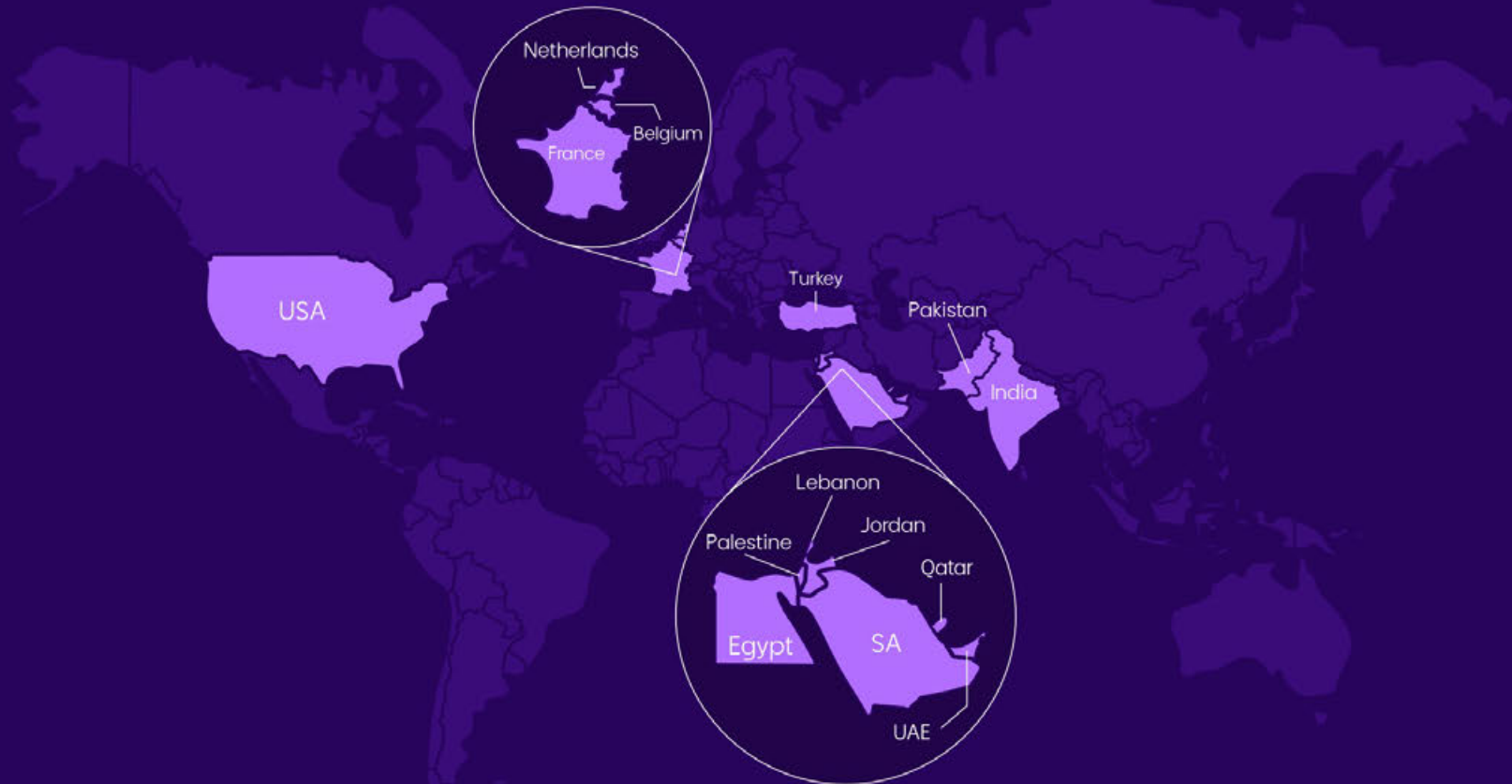
COMPANY SIZE DISTRIBUTION (Number of Employees).



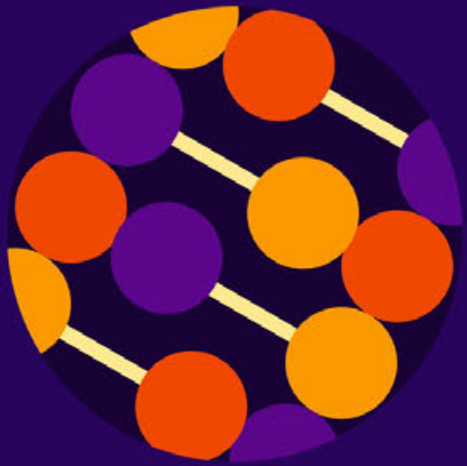
SECTOR DISTRIBUTION OF MEMBERS



STARTUP ORIGINS: MAPPING OUR COMMUNITY'S GLOBAL REACH



At the core of the EC experience are three key benefits for the members.



Network & Exposure

Meaningful and exclusive connections that can open doors, build resilience, and be leveraged for business success.



Access to Opportunity

Perks, services, and tailored experiences that create ease and address unique business needs.



Growth & Guidance

Strengthened professional and business acumen to step into entrepreneurial excellence.

The Entrepreneurs Community in Numbers

What we have delivered to date

In 2024

SAR **4.93M**

Cumulative value of the deals secured by members that were supported or facilitated by the EC.

SAR **6.5M**

Value of perks and services distributed to members in 2024.

58%

reported that being a member contributed at least moderately to their sales growth.

5,620

Attendees reached through online and in-person touchpoints and events.



Network & Exposure

+800

Users on the EC Knowledge Hub

10

Member-Led Events

6

Misk-Led Events

+450

Unique Startup Accounts on the EC Knowledge Hub



Access to Opportunity

SAR **1.5M**

Reduction in member operational costs through perks and services

12

Service Providers on the Community Platform

5

Global Exposures facilitated for Community Members



Growth & Guidance

7

Webinars delivered

45

Mentors onboarded

6

Articles & Resources added to the Knowledge Hub

In the design of each community touchpoint and initiative, the EC is guided by three design principles.



Amplifying Impact

Maximize value by identifying and supporting existing community building efforts.



Growth Catalyst

Provide opportunities that may not be visible or viable to other players. Create value and then hand over to the community to lead.



Demand-driven

Create opportunities based on what the community needs from Misk, not just its ability or resources.

2024: Impact Statements

In June 2024, we assessed our work from the stakeholders' perspective and created impact statements to ensure lasting effects in the ecosystem. These targets were designed to resonate with key stakeholders and demonstrate our commitment to meaningful impact, with transparency as a core priority to build trust.

We set ambitious goals to challenge ourselves and push the boundaries of what could be achieved. While these targets may not fully capture the EC’s long-term potential, the progress made within the first six months provides a strong indication that the community is well-positioned to drive significant impact. The early results serve as both a testament to the EC’s momentum and a foundation for continued growth and achievement.

We track this impact against three key indicators, according to our pillars.



Network & Exposure

Cumulative value of the deals secured by members that were supported or facilitated by the EC.

TARGET
SAR 5M

Access to Opportunity

Reduction in operational costs for startups through the provision of impact and diverse perks and services to community members.

TARGET
SAR 5M

Growth & Guidance

% of EC beneficiaries who have been part of the community for at least one year who report that being members helped them grow their sales.

TARGET
%60

THE LONG-TERM GOAL

A thriving community, like a healthy economy, benefits from the continuous circulation and reinvestment of resources, creating a dynamic and sustainable ecosystem

WE ARE HERE

BASELINE YEAR

Misk Foundation curates and convenes, actively building a membership base and a platform that serves member needs.

CO-CREATED PLATFORM

Members engage as co-curators, forming sub-communities and leveraging the Misk platform to host their own events.

COMMUNITY OF COMMUNITIES

A community of communities, designed and led by members and powered with the support of Misk Foundation.

2024

What We Did

The past year was filled with community initiatives, experiments and learnings. The following pages summarize the community experience.

COMMUNITY EVENTS

INVESTORS COMMUNITY

MENTORSHIP HUB

GLOBAL EXPOSURES

KNOWLEDGE HUB

PERKS AND SERVICES

- COMMUNITY EVENTS
- INVESTORS COMMUNITY
- MENTORSHIP
- GLOBAL EXPOSURES
- KNOWLEDGE HUB
- PERKS AND SERVICES



The **NextGen AI Hackathon** was an immersive two-day experience where participants collaborated in teams and engaged with industry mentors, to generate new solutions harnessing the power of generative AI. Read more about the event in the coming pages.

Interactive events are the heart of the EC, where members can network, share knowledge, celebrate success and invite new members into the community. Members are encouraged to design and host their own events, with Misk providing space, catering, and support with event production and logistics.

MISK-LED EVENTS

- Hackathon
- Procurement Event
- Pitch Night
- Investors Majlis #1
- Investors Majlis #2
- Entrepreneurship Annual Event

MEMBER-LED EVENTS

- Private Investors Networking
- VC & FO Networking
- BlackRock Delegation
- ATÖLYE Workshop: Transformation Across Scale
- Female Founders Meetup
- Gen AI Private Connect
- FinTech Founders MeetUp
- Venture Builder Meetup
- Montajat Meetup
- STV Fireside Chat

- COMMUNITY EVENTS
- INVESTORS COMMUNITY
- MENTORSHIP
- GLOBAL EXPOSURES
- KNOWLEDGE HUB
- PERKS AND SERVICES



The **FinTech Founders Meetup**, held in partnership with FinTech Saudi, brought together more than 90 FinTech entrepreneurs, mentors, and investors for an evening of inspiration and investment discussions.



The **Women Founders MeetUp** convened 40 accomplished women founders, industry experts, and aspiring entrepreneurs. It had a satisfaction rate of 100%.



The **Procurement Event, Tamakkan**, connected stakeholders from the procurement sector with the startup ecosystem. Through a mix of workshops, mentoring moments, and 1-1 meetings, attendees gained critical insights into government and private procurement processes.

- COMMUNITY EVENTS
- INVESTORS COMMUNITY
- MENTORSHIP
- GLOBAL EXPOSURES
- KNOWLEDGE HUB
- PERKS AND SERVICES



The **Entrepreneurs of Action** event held at Misk City Hub in January 2025 was a celebration of Misk's entrepreneurship offerings. With two stages, workshops, an investors majlis, mentorship sessions and an exhibition, the event provided a holistic experience with the aim to build and support a thriving entrepreneurial ecosystem that empowers startups, connects key stakeholders, and drives business success.

EVENT PARTNERS



- COMMUNITY EVENTS
- INVESTORS COMMUNITY
- MENTORSHIP
- GLOBAL EXPOSURES
- KNOWLEDGE HUB
- PERKS AND SERVICES



20+ partners and enablers took part in the Entrepreneurship Track Annual Event (EoA)

81% of event attendees reported gaining practical insights from the event's sessions.

69% of attendees said they would apply what they learned at the Entrepreneurs of Action event in their business.

- COMMUNITY EVENTS
- INVESTORS COMMUNITY
- MENTORSHIP
- GLOBAL EXPOSURES
- KNOWLEDGE HUB
- PERKS AND SERVICES



Pitch Night events connect fund seekers with top capital providers. The 2024 event provided 10 startups with the opportunity to pitch directly to 29 investors.

Several investors' events were hosted in 2024, with the aim of fostering networking and sharing knowledge about **investment practices and trends**. More than 236 attendees joined across the events, which focused on themes of Impact Investing and the Journey of a VC Portfolio Company.

- EVENTS INCLUDED
- 2 x Pitch Nights
 - Investors Majlis #1
 - Investors Majlis #2
 - 2 X Training programs
 - 3 x Webinars

- COMMUNITY EVENTS
- INVESTORS COMMUNITY
- MENTORSHIP
- GLOBAL EXPOSURES
- KNOWLEDGE HUB
- PERKS AND SERVICES



Two **Investors Majlis** events were hosted in 2024, with the aim of fostering networking and sharing knowledge about investment practices and trends. More than 75 attendees joined across the two evenings, which focused on themes of Impact Investing and the Journey of a VC Portfolio Company.



The **Venture Capital FinTech Investing training program**, delivered by Harvard Business School professor Lauren Cohen, convened leading investors for a workshop on preparing investors for the multifaceted issues that they face throughout numerous market cycles.



The **Financial Modelling** workshop hosted 18 select attendees, and aimed to develop participants' knowledge on venture capital and private equity.

COMMUNITY EVENTS

INVESTORS COMMUNITY

MENTORSHIP

GLOBAL EXPOSURES

KNOWLEDGE HUB

PERKS AND SERVICES



The EC generates opportunities for mentorship through almost every touchpoint of the community, from networking events to sector-specific meet ups. It also facilitates a dedicated Mentorship Hub, which fosters a more structured system for mentors and mentees within the broader ecosystem. The goal is to create a consistent and intimate mentorship experience, emphasizing meaningful engagement and collaboration.

EC takes a holistic approach to mentorship support for both mentees and mentors.

Mentees benefit from:

- Masterclasses on how to define problems, and
- Access to matchmaking with mentors.

Meanwhile, mentors receive opportunities for upskilling.

The Entrepreneurs Community

The EC provides members with targeted access to premier national and international events, driving brand recognition and key partnerships. The EC global exposure program is tailored to deliver impactful results, directly addressing member needs.

7 community members were supported with global exposure experiences in 2024.



IVAN SENE AT G20 BRAZIL

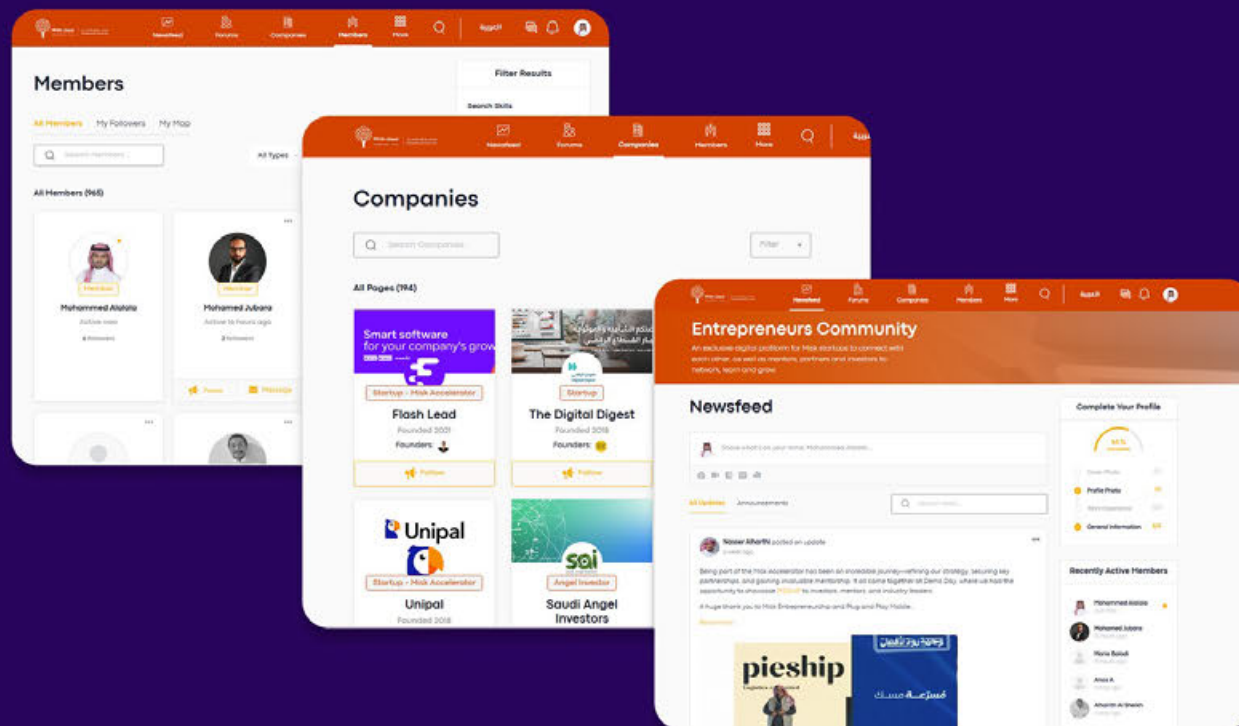


HASNA ABDULLAH AT GITEX

MEMBERS ATTENDED EVENTS INCLUDING:



The EC Knowledge Hub platform offers a virtual space for members to connect and learn. Member-led content, such as live-stream webinars, articles, and tools, and member success stories promote knowledge-sharing.




800+ users are active on the EC Knowledge Hub, including:

- 450+ Unique Startup Accounts
- 35+ Angel Investors & VCs
- 45+ Mentors

Perks and Services

EC members have access to a repository of promotional discounts and offers for high-value services. The menu of services is demand-driven, rotating regularly in response to member needs and usage rates.



A decorative graphic consisting of several colored circles in shades of purple, yellow, and orange, scattered across the page. One large yellow circle is at the top center. A medium purple circle is to its right. A large light purple circle is to the left of the top yellow circle. A large orange circle is to the right of the top purple circle. A large yellow circle is at the bottom left. A medium purple circle is at the bottom right. A large orange circle is on the right side, partially cut off by the edge. A large light purple circle is on the left side, partially cut off by the edge.

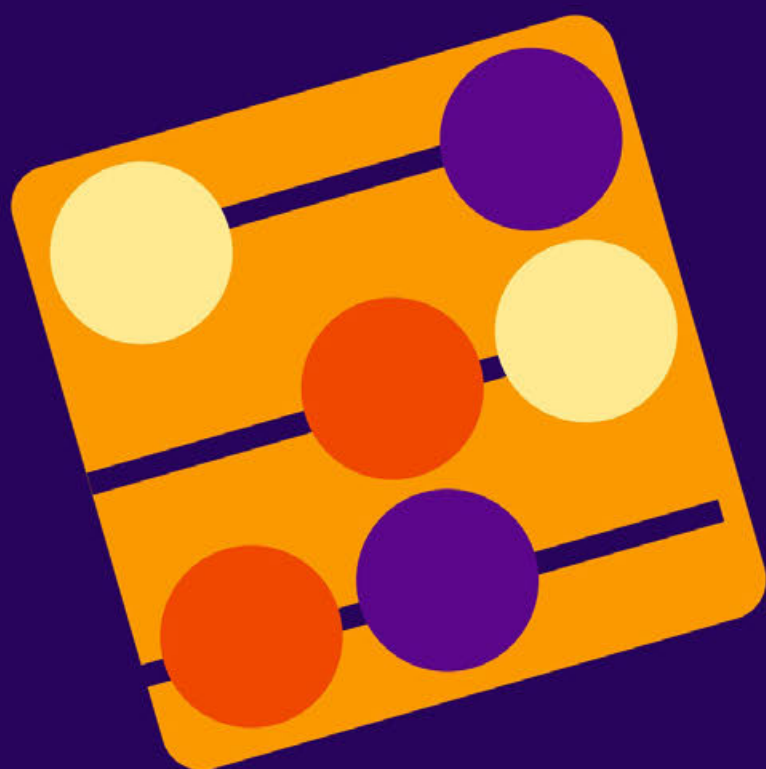
In this report we reflect on what has worked well in the journey so far, and what we can build upon or reshape as we step into an Entrepreneurs Community 2.0.

Community Outcomes & Insights

Network & Exposure

LEARNINGS ON

Network & Exposure



For startups and entrepreneurs, building connections is as crucial as creating a great product. EC fosters this by offering spaces for founders to connect with industry leaders, investors, and global peers, enhancing their exposure and impact.

We measure the impact by: The cumulative value of the deals secured by members that were supported or facilitated by the EC.

Building supportive relationships & amplifying existing communities

For some entrepreneurs, expanding their network is crucial, while others prioritize building strong, trusting relationships. The EC recognizes this and supports both approaches while enhancing the impact of existing communities.

SAR **4.93M**

Valuation of deals secured through EC-facilitated introductions in 2024.

TARGET

SAR 5M

5,620

attendees across online and in-person events

69%

of EC members feel the EC offers value that they could not access elsewhere*.

83%

of EC members say the community is important for startups in the KSA*.

Members believe that large interactive networking events connect members with diverse peers and ecosystem enablers, boosting visibility and opportunities for investments, partnerships, and clients. They offer valuable insights into business trends, especially benefiting early-stage entrepreneurs who seek such engagement.

Other EC events allow for more intimate or niche gatherings of members, where closer relationships could be developed between entrepreneurs of similar backgrounds or sectors. These can be an important source of insights and support to founders.

62%

of EC members found value in building networks with other entrepreneurs and founders.

* EC members who were graduates of the Launchpad program.

THE MISK APPROACH

We implemented a demand-driven approach to design events that effectively connected entrepreneurs with ecosystem actors. Misk organized a range of events, from large networking forums to specialized gatherings, tailored to address the specific needs of our members. These efforts fostered valuable connections, provided industry insights, and created opportunities for growth.

Members believed that the Misk brand significantly boosted the credibility of the sub-community events, enabling them to reach a broader audience and draw in contributors and speakers who may have previously been out of reach. In 2024, the EC joined forces with 3 communities: Raa' Alnoswah, Majlis Masar, and Montajat.

When supporting smaller existing or organic communities, there is a fine balance to be struck between enhancing the community experience and introducing features or structures that detract from the essence that made it successful in the first place.

69%

of EC members felt more inspired and encouraged in their entrepreneurial journey since engaging with the community.*

* EC members who were graduates of the Launchpad program.

“

Misk's sponsorship of the event added higher value, credibility, and social status, which motivated me even more and made me want not to miss the opportunity.

MEMBER FEEDBACK FROM
WOMEN FOUNDERS MEETUP



The background is a solid dark blue. It is decorated with three orange rectangular shapes, each containing several yellow and purple circles. These shapes are positioned in the top-left, top-right, and bottom-right corners. The text 'Network & Exposure' is written in a large, white, serif font, and 'EVENTS' is written in a smaller, white, sans-serif font to its right.

Network & Exposure

EVENTS

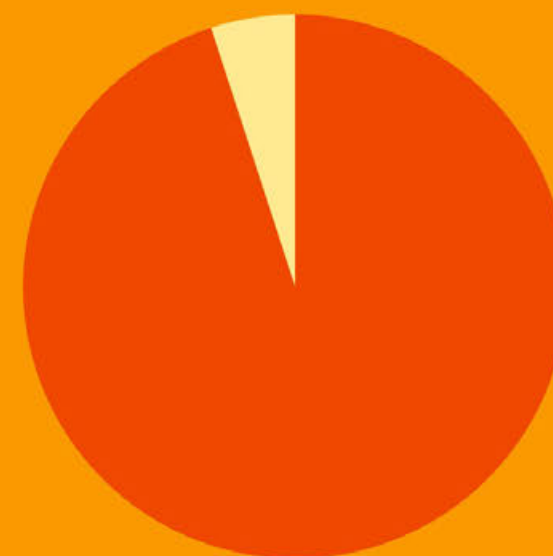
Women Founders MeetUp by Raa' Alnoswah



The Women Founders MeetUp, which offered a friendly space for female entrepreneurs to build relationships with peers and share honestly about their aspirations and challenges.

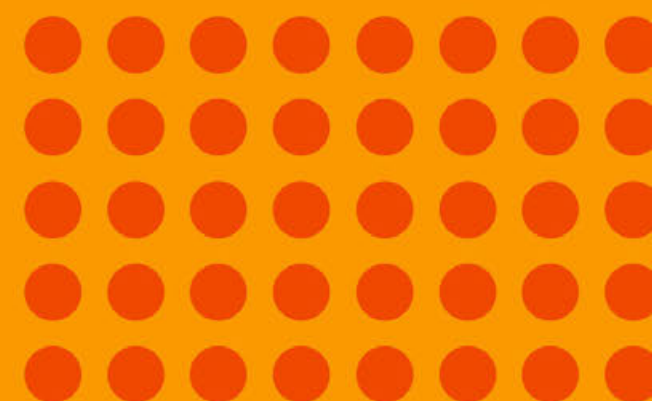
The meet-up aimed to support the "Women Pioneer Entrepreneurs" community in building networks and achieving collective success.

Events like the Women Founders MeetUp showcase the Misk Foundation's vital role in enhancing initiatives for underrepresented groups. Post-event feedback indicated a strong demand for continued support, with suggestions for podcasts to facilitate learning and connection among women.



95%

Attendees would recommend to a friend.



40

Accomplished women founders, industry experts

“

It was an amazing seminar.
It was a very friendly and informative meeting with complete privacy.

MEMBER FEEDBACK

THE PROBLEM

Due to the abundance of accelerators and demo days, the market is saturated with events that have failed to generate effective investment deals. However, the VC ecosystem remains active and continues to grow:

17X

Growth in total investment has been recorded 2015–2024.

85%

Of all deals have been in the pre-seed to seed stage.

SAR 2.81B

KSA retained its position as the most funded geography in MENA.

40%

KSA's share of venture funding in MENA in 2024.

Source: FY2024 Saudi Arabia Venture Capital Report by Magnitt

OUR SOLUTION

Pitch Night is an event that connects the investor community with startups from specific sectors, highlighting curated investment opportunities. It offers entrepreneurs a dynamic platform to present their ventures to a room full of potential investors, aiming to secure the capital they need.

Event Snapshots

Pitch Night

METHODOLOGY: PRE-EVENT

I

Hosted focused group calls with industry experts.

II

Surveyed 41 active VC investors to craft pitch nights accordingly.

III

Analyzed results and started designing the Pitch Night criteria.

IV

Published announcements.

POST-EVENT

In the 90 days following the Pitch Night, we conduct a follow-up call to evaluate the event’s impact on each startup:

INVESTOR ENGAGEMENT

Whether a meaningful connection with an investor was established.

INVESTOR OUTCOMES

Whether these connections led to closed investment deals.

This follow-up aims to close at least 1 deal worth SAR 500K within 90 days, strengthening investor-startup relationships.

The Results from the 1st Pitch Night

SAR 1.08M

Worth of closed deals within 90 days.

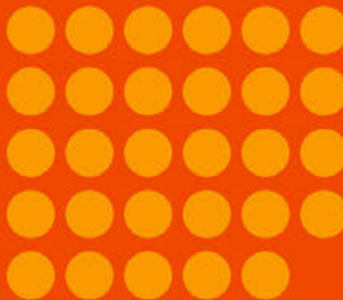
10

STARTUPS



29

INVESTORS



With each pitch, attendees witness innovative solutions and bold ambitions, while entrepreneurs benefit from real-time feedback and, often, immediate interest from investors eager to partner with groundbreaking ideas.





Refundz, a fintech startup revolutionizing e-commerce returns and refunds, secured pre-seed funding at Misk’s Entrepreneurs Community Pitch Night. Flagged as a high-potential venture by the EC network, the startup gained direct access to investors, exceeding its initial fundraising target. Since the event, Refundz has attracted additional investor interest and is set to launch in early 2025.



IBEA, a fintech startup transforming accounts payable into automated revenue centers, launched in Saudi Arabia with SAR 250K in pre-seed funding. After progressing through Misk’s Launchpad and Accelerator programs, the startup engaged in Pitch Night to successfully secure a next round of funding. This enabled them to accelerate product deployment, enterprise client onboarding, and team expansion, positioning IBEA to drive financial innovation in the Kingdom.

SAR
1.08_M
Secured as a
result of EC Pitch
Nights



Majlis Masar brought together venture capitalists and family offices for a high-impact gathering designed to foster meaningful connections, insightful discussions, and strategic investment opportunities.

This event provided a dynamic environment in which venture capitalists and family offices could engage in candid dialogues and examine emerging investment trends. Through meticulously curated networking sessions and interactive discussions, the Entrepreneurs Community played a pivotal role in facilitating these valuable connections.



Abdullah-Asiri

Founder & CEO at Lucidya



Abdullah Kamel

CEO & Co-founder at adam.ai



Ahmed Yasser

VP of Engineering at adam.ai



Khaled Al shehri

AI Expert and Head of Innovation at governmental entity



Lolwah Bin Saedan

Management Consultant at Accenture



Sara Bin Ladin

CTO at Quantum Platform

SAR

3.85M

Raised in the two Majlis Masar events held in collaboration with EC.

50+

Investors and ecosystem leaders joined.



STORIES ON

Network & Exposure

Rakan leveraged the support of the Entrepreneurs Community team to build upon the success of Majlis Masar; an existing organic community, and take it to the next level.

Rakan Fadhel, a venture capitalist and community builder, has been hosting **Majlis Masar** since 2019—informal gatherings where entrepreneurs connect, share insights, and explore business opportunities. What began as small meetings of five or six quickly grew to over 50, showing the appetite for community in the Saudi entrepreneurial ecosystem.

The EC team partnered with Rakan to host two large-scale Majlis Masar events, drawing top entrepreneurs, business leaders, and investors from across the Kingdom. Attendance grew to over 200, amplifying opportunities for participants. These gatherings have led to funding rounds, mergers, contracts, and even new career opportunities—including consulting projects for Rakan himself.

“

I believe it is about a network effect and increasing the ‘luck surface area’. Keep providing the opportunity for attendees to connect.



Rakan champions the power of network effects, believing that exposure to diverse, high-calibre individuals expands <everyone's luck surface area.> While business outcomes like deals and work opportunities matter, his priority is fostering meaningful connections and an enjoyable experience—an ethos Misk has helped scale effectively.

He credits much of the Majlis' success to Misk Foundation's strong brand, which simplified outreach and increased event credibility. Partnering with Misk shifted the dynamic from persuading people to attend to creating a sought-after experience. Misk's expertise in event production, from venue design to logistics, further elevated the gatherings.

With EC's continued support, the Majlis now has a community manager and plans to host the high-impact events twice a year.

“

The reach was eye opening. Until now my reach was only through the people I know in my first circle and direct points of contact ... for example, I did not have contacts with any family offices or healthcare businesses.

Majlis Masar: A key community for
investment and talent in Saudi
Arabia's startup ecosystem

SAR 9.4M

in funding through
gatherings

50

pre-seed deals

+10

investment deals
through
syndicates

+5

companies secured
debt funding



Ivan's journey in sports innovation, entrepreneurship, and global partnerships were amplified through Misk and the Entrepreneurs Community.

Ivan Sene, a Brazilian entrepreneur and founder of Spoten, is transforming sports management with his digital app. His journey with Misk began in 2024 through the Accelerator Program, opening doors to key partnerships, including the Ministry of Sport and MISA. He later joined the Saudi G20 delegation to Brazil, where he spoke on Saudi Arabia's innovation landscape.

“

Misk Foundation put me on the same level as any other Saudi company in a matter of weeks.





The Entrepreneurs Community has kept Ivan engaged with Misk Foundation, allowing him to leverage its credibility and support. Being part of an initiative aligned with Misk's vision provided trust and validation for his enterprise.

Through the EC, Ivan stays connected with his Accelerator cohort and a welcoming, inspiring network. As one of the first Western entrepreneurs in the ecosystem, he values the mutually beneficial community. He has also given back, sharing his journey to inspire others—most notably as a speaker at Misk Global Forum alongside Bill Gates, Steve Wozniak, and others. He left «more inspired, educated, and motivated.»

Ivan sees even more potential in the EC, urging Misk to scale engagement by enhancing communication and systems. Now living in Riyadh, he believes Saudi Arabia's passion, leadership, and ambitious youth make it a place of immense opportunity.

“

I left the Misk Global Forum energized and feeling positive about what is coming to Saudi. For me that is a success.

On Spoten's Success and the Birth of Alpha Capital

+100K
users attracted

**SAR
+18.5M**
in transactions
facilitated

+30
teams partnered with
including Clube Atlético
Mineiro, Maringá FC, and
São Paulo FC.

Spoten's success in Saudi Arabia earned the NTDP Relocate Award and a strategic M&A exit with U.S.-based Your ID to expand globally.

Ivan then founded Alpha Capital, connecting entrepreneurs from the U.S., LATAM, and Brazil to Saudi Arabia's innovation scene, leveraging Misk's Entrepreneurs Community to drive global growth.

Community Outcomes & Insights

Access to Opportunity

A Community By



LEARNINGS ON

Access to Opportunity

For startups, seizing the right opportunities —whether securing investment, landing a major client, or accessing valuable resources, can be transformative. By connecting members with these prospects, the EC helps them reduce operational costs, accelerate growth, and unlock new potential.

We measure the impact by: Reduction in operational costs for startups through the provision of impact and diverse perks and services to community members.

Catalysing and supporting organic growth while reducing operating costs

Engaging with investors and ecosystem enablers is a key priority for EC members. Each interaction offers a chance to connect with investors, enhancing access to capital while the provided perks to members help reduce operating costs.

SAR **1.5M**

Reduction in member operational costs through perks and services.

TARGET

SAR 5M

SAR **6.5M**

Value of perks and services distributed to members in 2024

+50

Investors connected with members through events and introductions.

Investors want more than connections with startups; they also seek collaboration, skill development, and insights into new deals. The Investors Community series supports entrepreneurs in navigating investments and helps investors sharpen their skills to spot high-potential opportunities.

Specialised workshops offer members clear guidance on investment practices while carefully curated investor networking evenings have enabled immediate and direct investment deals.

86%

of EC members who were graduates of the Launchpad program want the EC to create connections to investors.

“

I would consider doing a Pitch Night again if I could. Presenting to strategic investors and receiving questions, feedback, and ideas add value. Misk is on the right track in bridging the gap between investors and founders.

NASSER ALOMAIR, FOUNDER OF REFUNDZ

The EC emphasises the importance of member engagement with available perks and services. We collaborate with essential business tool providers, but success depends on member usage rather than just the number of partners. Our goal is to offer support that addresses members' needs and encourages active participation.

- The goal of perks is to ease the path for founders by reducing operating costs wherever possible. The menu of services rotates regularly in response to member usage rates.
- The revolving nature of perks, with new offers being announced on a quarterly basis, ensures that the value on offer is dynamic and driven by the community's preferences and needs.

SAR **6.5M**

Value of perks and services distributed to members in 2024

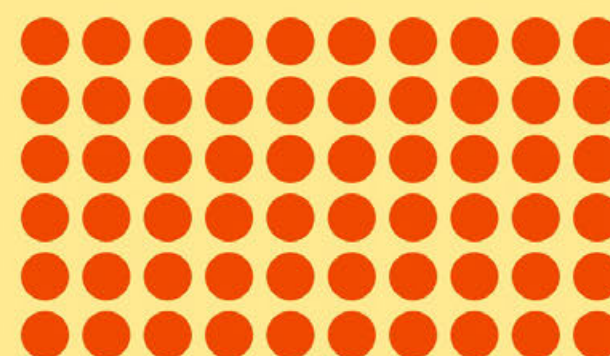
GOAL

SAR **5M**

Reduction in member operational costs through perks and services



SAR **1.5M**



+76

startups supported with perks and services

In 2024, 12 providers supported our EC members, with services worth SAR 6.5M total.



Amazon Web Services was the most popular perks among EC member startups, with each accessing value of between USD 10K and 100K.



Alinma

Leading Shariah-compliant Saudi financial institution offering innovative banking solutions and driving digital transformation.



Batic Law Firm

Provides specialised legal services in Saudi Arabia, combining local expertise with global standards for various industries.



Clara

Digital platform that simplifies legal and corporate governance for businesses through automation and innovation.



Coganna

Cybersecurity startup leveraging AI and advanced analytics to detect and mitigate evolving cyber threats.



HubSpot

Global leader in CRM and marketing automation, helping businesses scale operations with powerful tools and seamless workflows.



HyperPay

Leading payment gateway provider in the MENA region, offering integrated payment solutions and financial services.



Prezlab

Creative design agency specialising in data visualisation, presentations, and storytelling to help organizations communicate effectively.



Rasmal

MENA-focused media agency empowering entrepreneurs and startups by providing business news and supporting ecosystem development.



Servcorp

Global provider of premium workspace solutions, offering serviced offices, coworking spaces, and virtual offices.



Tawaref

Tech investment community financing top regional startups and offering entrepreneurial services.



Thanawi

Educational platform that empowers high school students through personalised learning, skill development, and digital tools for academic and career success.



Access to Opportunity

EVENTS

Investors Majlis

In 2024, the EC hosted two Investors Majlis events, bringing together more than 100 attendees, including prominent VCs and angel investors. Discussions ranged from venture capital portfolio strategies to the growing field of impact investing, reflecting the evolving priorities of Saudi investors.

THE OUTCOMES:

- Many startups secured direct follow-up meetings with investors, and the events led to multiple investment deals and job offers within the EC network.
- Insight into investment trends, regulatory considerations, and the expectations of funders, helping them refine their funding strategies

+100

Investors & Entrepreneurs
in attendance

Procurement Event

Tamakkan procurement event connected entrepreneurs with procurement stakeholders and experts, to equip startups with critical insights into government and private procurement processes.

PARTICIPATING ORGANISATIONS

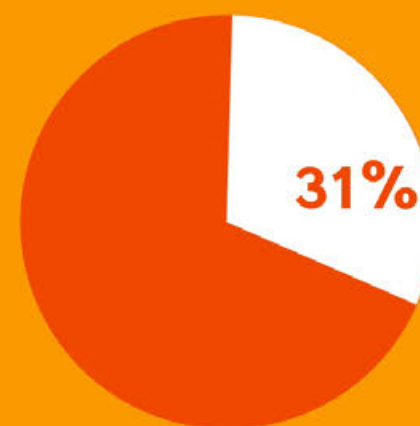


WHY EVENTS LIKE THIS MATTER

- EC ensures that members are learning from practicing experts, as they build critical skills for the day-to-day running of their businesses.
- EC members highlighted that interactive workshops, which allowed them to apply concepts in real time, were significantly more effective than passive learning methods.

110

Members in attendance



Event attendees who directly secured a new opportunity for a partnership or collaboration.

69%

of attendees report that the event would influence their procurement strategies.

Event Snapshots
Procurement Event

57



STORIES ON Access to Opportunity





Misk and the Entrepreneurs Community supported Ismail to break into the Saudi market, turning a complex challenge into a thriving fintech venture.

Ismail Amonette entered entrepreneurship to tackle late payments affecting SMEs in the GCC. With over a decade of executive experience, he aimed to streamline supplier payments and reduce reliance on costly third-party financing.

Through Misk's recommendation, Ismail secured an investment license from MISA, allowing him to establish operations in Riyadh. Within a year, his team grew fourfold, serving enterprise clients processing hundreds of millions of SAR annually.

Misk's Entrepreneurs Community further accelerated his growth, offering critical connections to procurement leaders, investors, and policymakers. Support from EC Manager Ahmed Akmal helped Ismail refine his funding strategy and secure \$1M from local investors, fueling IBEA's expansion.

“

When pitching to enterprise clients, having the Misk name attached to our company gave us the trust and validation we needed to secure critical partnerships.





مسرعة ميسك
Misk Accelerator

Misk
Launchpad



IBEA is on a mission to revolutionise B2B payments in Saudi Arabia, directly supporting Vision 2030’s goals of increasing SME GDP contribution to 35% and positioning the Kingdom as a global supply chain hub.

Late payments drive high insolvency rates, raising costs for Saudi companies working with global suppliers.

IBEA’s dynamic discounting boosts supplier confidence with real-time payment visibility, securing better terms, and strengthening supply chains.

By linking SMEs to enterprise cash flow solutions, IBEA reduces reliance on costly financing, fostering a healthier market.

For Ismail, the Misk ecosystem represents more than just an entry point into the Saudi market—it is an enabler of systemic change.

“

This kind of personalised support is what makes Misk unique. It’s not just about programs—it’s about the people who genuinely believe in your mission.

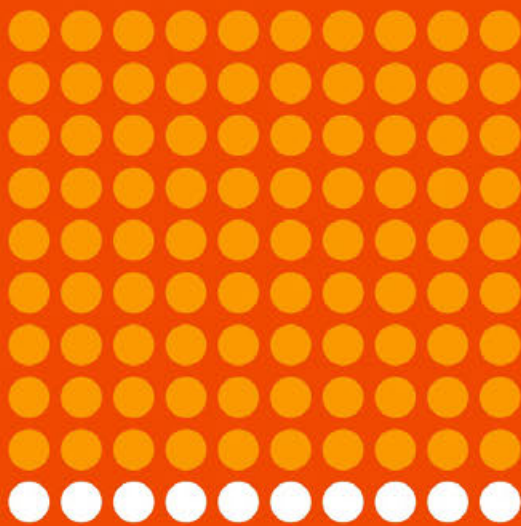
On IBEA:
Empowering Saudi SMEs Through Better B2B Payments

SAR
3.75M
secured from
local investors

SAR
37.5 – 56.25M
projected first-year
revenues estimate

+5000
suppliers, of which

90%
Saudi SMEs, will be
enrolled by Q2 2025.



Currently preparing for a new
investment round

by late 2025 to accelerate
impact and innovation.



Marn is driving impact by creating jobs and facilitating economic growth in Saudi Arabia.

Mohammad founded Marn in 2018 to transform the labour market with tech-driven flexible jobs, rapidly scaling to employ tens of thousands by 2021. Beyond Marn, he actively supports Saudi's startup ecosystem as an angel investor and mentor, fostering innovation and growth.

He sees Misk Foundation as a key driver in expanding networks and talent, instrumental in Marn's success. Mohammed envisions deeper collaboration between platforms like Marn and the EC to shape the entrepreneurial landscape and advance Vision 2030. While valuing Misk's impact, he stresses the need for clearer audience targeting to maximize its reach.

“

Misk is the place to learn, to network, and to scale. If you want to create something meaningful and drive impact, that's where you go.



Member Perspectives

Mohammad Al Sabeeh



Mohammad Al Sabeeh is the founder and CEO of Marn, a groundbreaking platform revolutionising the Saudi labor market.

Marn is driving economic growth in Saudi Arabia by expanding job access and increasing incomes through flexible, tech-driven employment. By streamlining workforce management and equipping youth with valuable experience, it fosters human development and a more inclusive labor market.

More than a platform, Marn is transforming work itself, creating opportunities that fuel economic activity. For Mohammed, Misk's greatest strength is its ability to expand networks and cultivate talent—key to Marn's rapid success in empowering individuals and businesses alike.

“

I've invested in multiple companies and mentored others along the way. For me, it's about giving back, sharing insight, and helping other entrepreneurs navigate their journey.

On Marn:
Driving Impact in Saudi Arabia's Workforce

66x

Growth Rate

WITH OVER

700,000

job seekers, Marn connects individuals to meaningful work across all regions.

TO DATE, MARN HAS FACILITATED

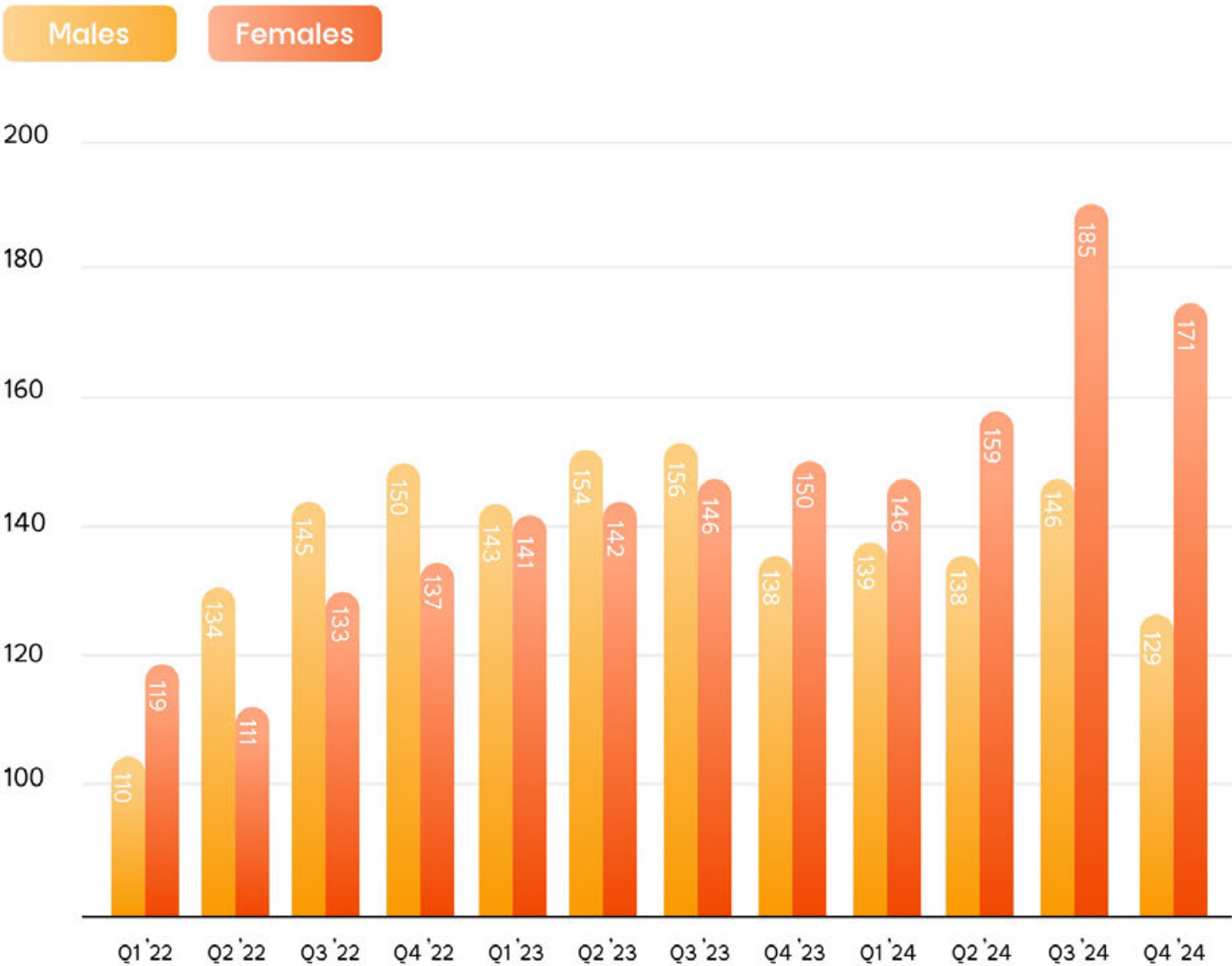
+800,000

flexible shifts, equivalent to 2,000 full-time jobs.

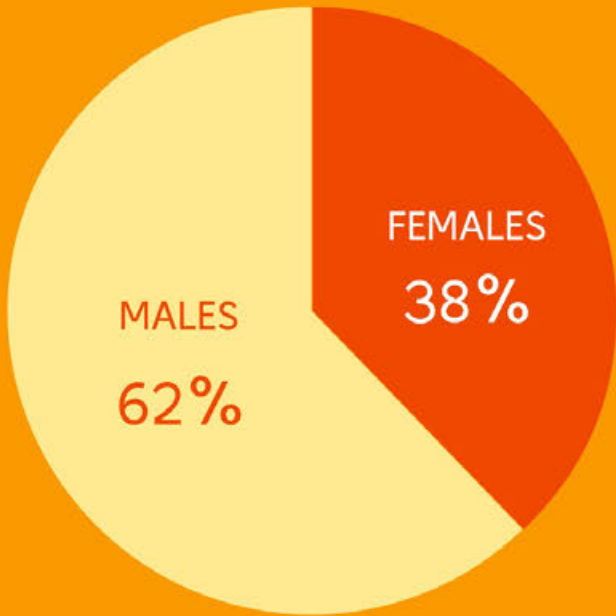


Average pay rate for shifts (Males vs. Females)

→ Throughout 2024, female shift pay outpaced male pay, with a significant gap emerging in the final quarters of the year.

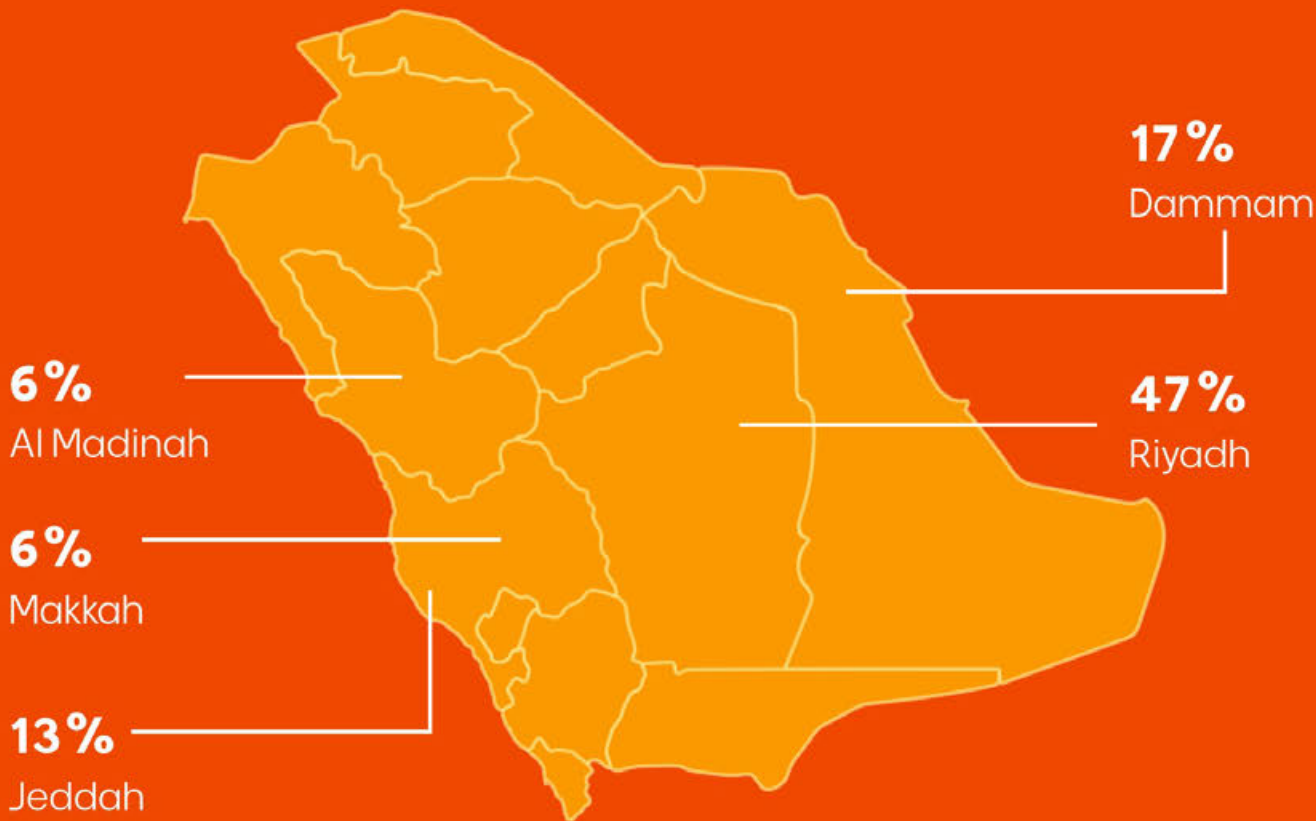


Jobs Completed
by Gender



Jobs Completed
by City

Riyadh is the most active city, accounting for 46% of the total completed tasks in 2024. This is higher than all other cities combined, indicating a clear disparity in work distribution



Community Outcomes & Insights



Growth & Guidance

A Community By



LEARNINGS ON

Growth & Guidance



Entrepreneurship thrives in a community of shared knowledge. At the EC, members exchange mentorship: experienced founders offer lessons, while emerging entrepreneurs bring fresh ideas —driving growth and long-term success.

We measure the impact by: % of EC beneficiaries who have been part of the community for at least one year who report that being members helped them grow their sales.

Growing founders to grow their businesses

Early-stage entrepreneurs continuously need skill-building, and the EC's demand-driven and holistic approach translates their learning into tangible business progress. Through bespoke opportunities, curated events, webinars, training sessions, members find the journey not only effective but also engaging, propelling them toward their next business milestone.

58%

of EC members reported that being a member contributed at least moderately to their sales growth.*

TARGET

60%

77%

reported EC mentorship added value in their entrepreneurial journey.

+45

mentors onboarded.

65%

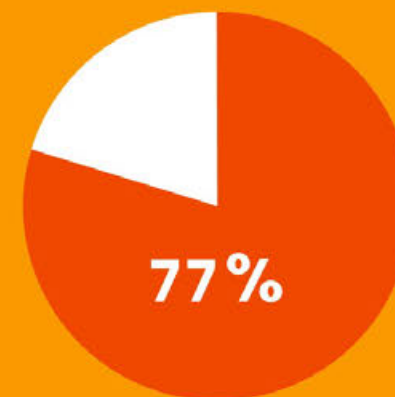
of EC members report business progress as a result of their EC engagement.**

83%

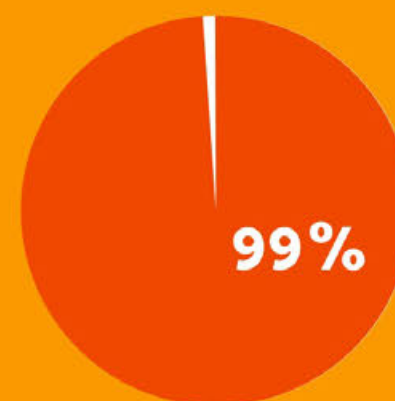
of EC members report professional growth as a result of their EC engagement.**

The EC creates high-impact learning experiences by embedding mentorship and expert guidance across its network, ensuring members gain practical skills and meaningful connections.

Events like the NextGen AI Hackathon provide hands-on mentorship in an interactive, high-energy setting, helping members tackle real tech challenges. Meanwhile, Tamakkan procurement event equipped over two-thirds of attendees with improved procurement skills, with 31% securing new partnership opportunities.



EC members who said their mentorship experience had added value to their entrepreneurial journey.



of mentees at the Annual Event agreed that the mentors were knowledgeable and well prepared.

“

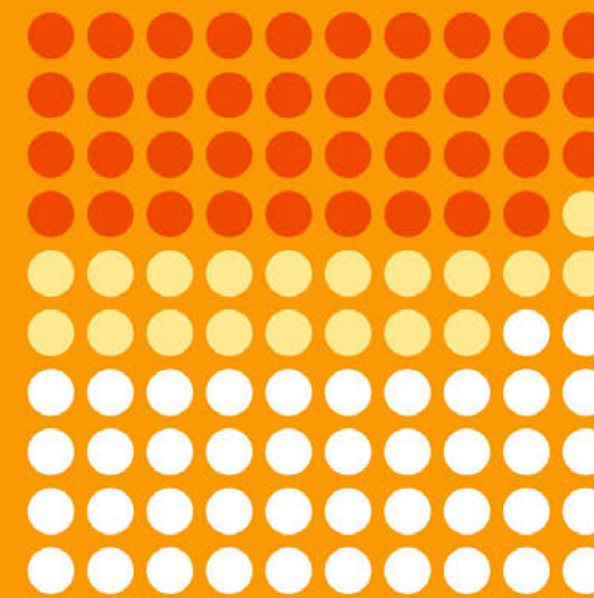
The NextGen AI Hackathon was an electrifying journey into the heart of the tech industry, particularly the burgeoning realm of AI. Amidst the vibrant exchange of ideas and boundless creativity, one element that stood out was the invaluable guidance from esteemed industry experts.

EVENT ATTENDEE FEEDBACK

Founders apply their learning in critical and direction-setting business strategies and practices—such as organization value setting or financial systems. These foundations can be the make or break of a fledgling startup, as they set out to raise funds or grow their teams.



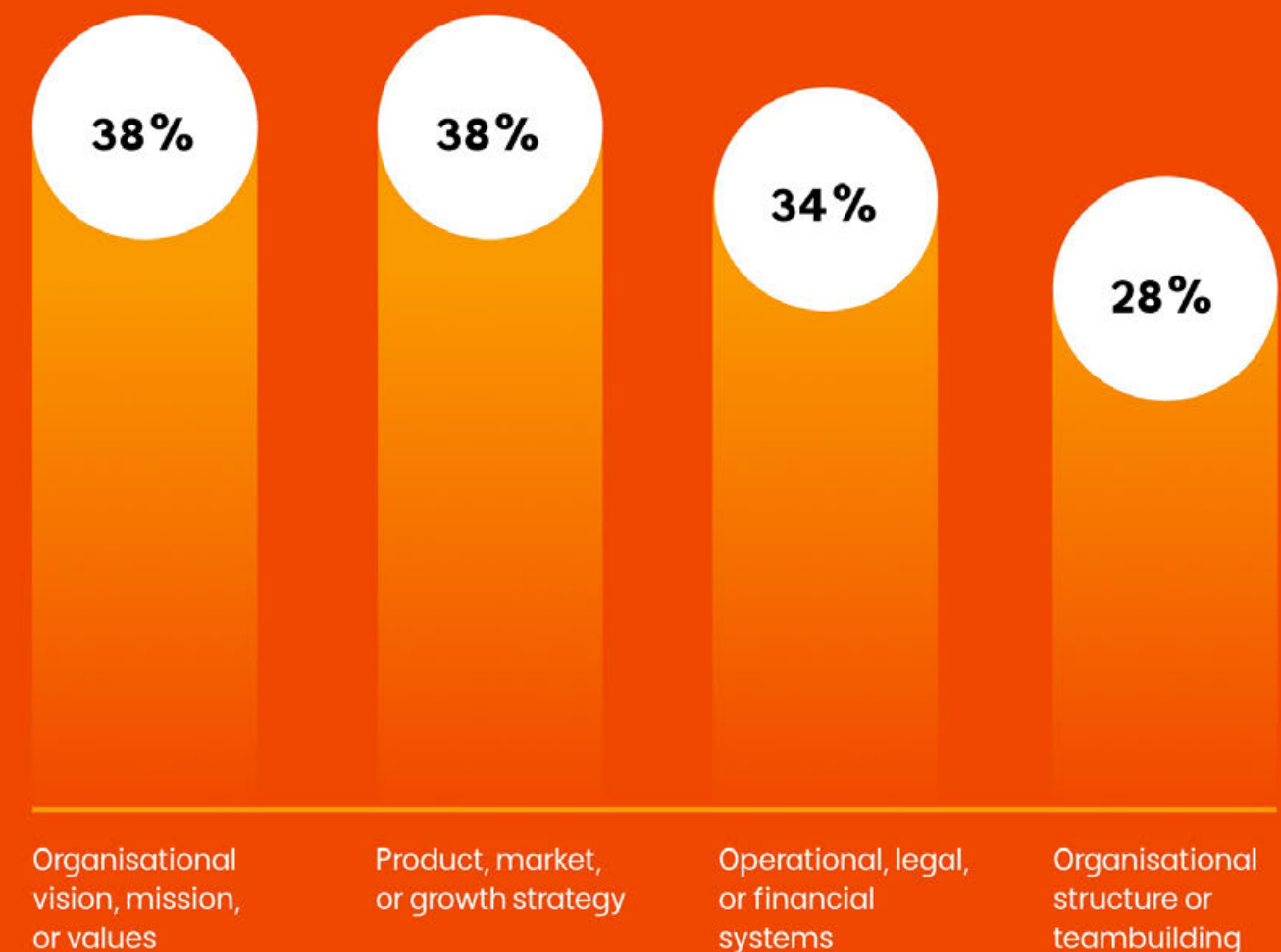
A survey of EC Launchpad graduates highlighted the value of EC events and activities. Among the 83% who reported professional growth, 72% strengthened their business acumen.



58%

of members felt being part of the community supported their sales growth, with 39% reporting strong benefits*

Business Strategies and Systems that members had advanced as a result of their EC engagement**



* EC member survey with +191 respondents.

** EC members who were graduates of the Launchpad program.



Growth & Guidance

EVENTS

NextGen AI Hackathon

Over two days, teams of five collaborated to tackle real-world challenges, harnessing the power of OpenAI and Generative AI to push the boundaries of innovation.

Each team was required to present an innovative solution to convey their ideas to a panel of judges. After deliberations, the top 10 teams were selected and announced for advancement to Misk Launchpad. The top three teams were recognized and awarded financial prizes for their outstanding solutions and contributions to AI innovation.

The hackathon challenges were identified through a series of workshops with experts and discussions with the founders and co-founders of several Saudi Unicorns. They concluded with two themes:

CHALLENGE 1

Unleashing Individual Creativity

The goal is to help individuals bring their ideas to life, manage projects effectively, and streamline workflows, with features that enhance creativity, provide insights, and support decision-making in personal projects.

CHALLENGE 2

NextGen AI for Business Applications

The goal is to boost productivity, provide insights, and support informed decision-making to drive growth. Solutions should highlight effective use cases for integrating generative AI into daily operations, with a focus on scalability and long-term benefits.

Projects were judged on:

- Technical execution
- Innovation
- Impact and business potential

NextGen AI Hackathon

10 local and global mentors participated in the Hackathon as mentors and coaches. They provided real-time support to participating teams, addressing technical, conceptual, and logistical challenges.



Christian Lee

Content/Project Manager Event Support, BeMyApp



Lucas Bockstedt

Sr. Project Manager, MC, BeMyApp



Cyril Attia

CEO, Event Support, BeMyApp



Abdullah Asiri

Founder & CEO at Lucidya
Judge



Rick Chakra

Founder & CEO,
Mentor Armada IQ



Stephanie Richards

General Partner, Mentor Lamarka



Mohammed Ashmawi

Co-founder & CTO at Classera
Judge



Fouad Alnazawi

Managing Partner,
Mentor Lamarka



Ahmad Rushdi

Sr. Research Manager,
Mentor Stanford



Michael Lin

Founder & CEO, Mentor,
All-in Consulting
(Ex Netflix, Amazon)

Event Snapshots

NextGen AI Hackathon

THE WINNERS

1 st SAR 50K	TAMAM	TAMAM is an artificial intelligence model for financial compliance and review in accordance with the regulations of the Saudi Central Bank.
2 nd SAR 30K	WeServe	WeServe is an artificial intelligence model that stimulates service providers in the food and beverage sector.
3 rd SAR 20K	Khulasa	Khulasa is an artificial intelligence model to summarise scientific research papers and business reports and come up with executive summaries.

+700 Applicants



150 Individuals shortlisted

Event Snapshots

NextGen AI Hackathon



FinTech Founders MeetUp



The EC, in partnership with FinTech Saudi, launched the FinTech Founders MeetUp. The event is designed to bring together founders, investors, and industry experts to collaborate, share knowledge, and explore funding opportunities.

Founders presented their ventures in informal but high-impact settings, fostering organic discussions and securing critical introductions. Additionally, emerging trends in the sector were explored, including regulatory advancements, open banking, and embedded finance, providing attendees with a broader understanding of the market's future.

94
ATTENDEES

5 MENTORS



Faisal Alqarni
FinTech Fundraising



Moneerah AlSaber
FinTech Regulation



Karim Samakie
FinTech Founders



Mohamed ElDirani
FinTech Taxation



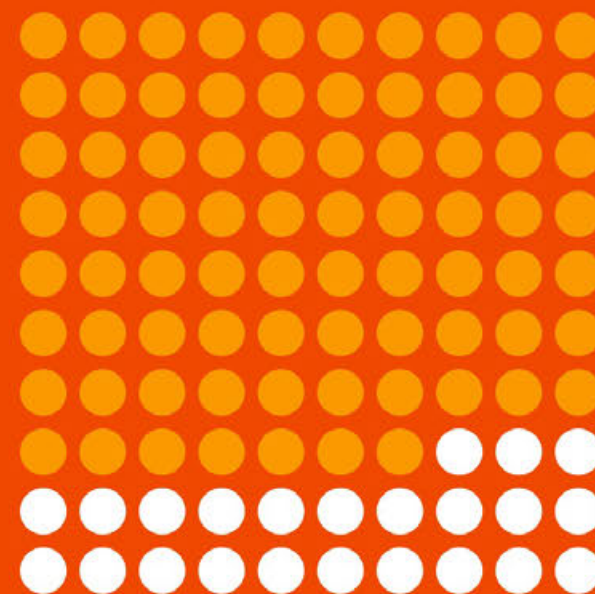
Umer Aziz
FinTech Taxation



Mentorship in the EC

The EC's structured mentorship initiative connects members who are experienced entrepreneurs with mentees within the community. After a first year of testing and learning, the Hub will evolve in 2025 to include mentorship clubs for deep-dive discussions and problem-solving, monthly Learning Labs to workshop real-world business challenges, and in-person and online networking events.

There is a high demand for mentorship amongst early stage entrepreneurs. In a survey of EC members who were Launchpad graduates, 66% named mentorship as a priority need, second only to being connected to investors.



77%

reported EC mentorship added value in their entrepreneurial journey.

+45

mentors
onboarded

50

one-on-one
speed mentoring
sessions

11

Mentorship
Hub sessions

During the Entrepreneurship Annual Event.



Growth & Guidance

STORIES ON

Member Perspectives

Dr. Fahad Alnemary

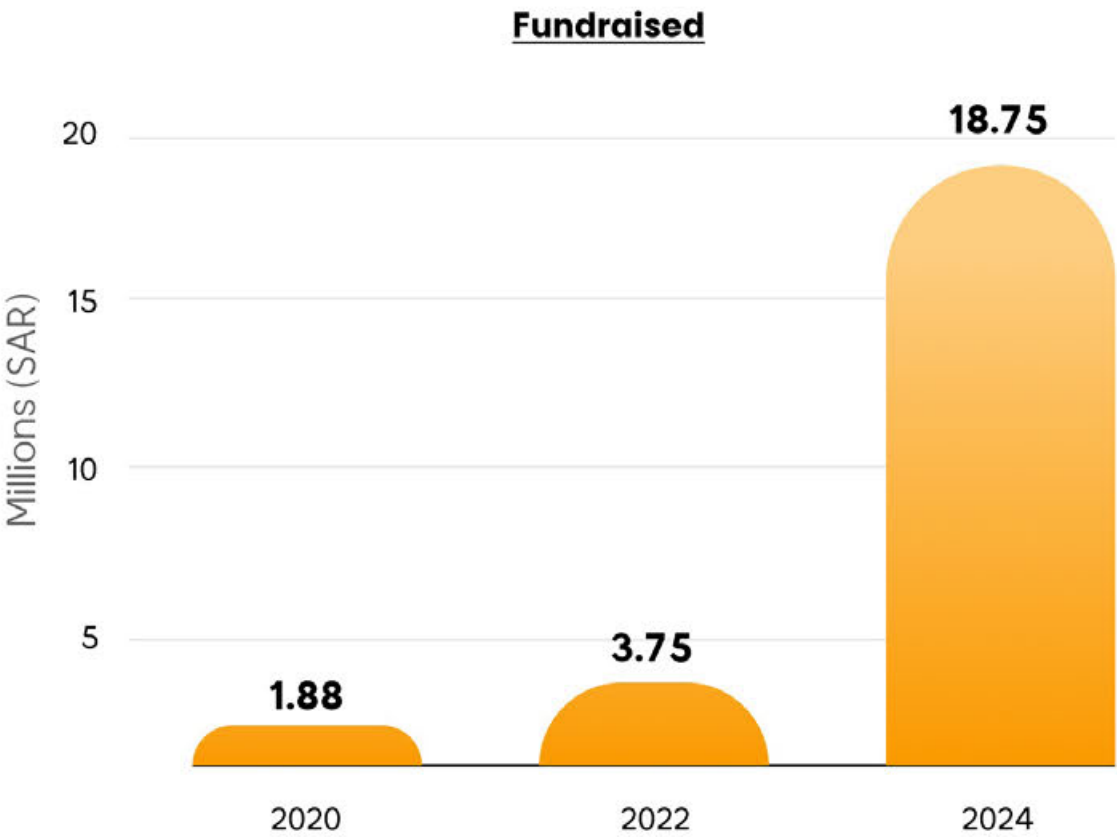


Dr. Fahad Alnemary is professor, entrepreneur, and advocate for children with disabilities. His company, YNMO, is developing AI-powered solutions to improve early screening and intervention services, ensuring children receive timely care during their most critical development years. But beyond the technology, Dr. Fahad knows that building a successful venture requires more than just funding, it demands knowledge, mentorship, and a strong entrepreneurial community.



Since launching his startup, Dr. Fahad has been deeply engaged in Misk’s programs. What started as a breakthrough win at the Misk Seedstarters Challenge, where YNMO secured SAR 100K in funding, evolved into an ongoing journey of learning, networking, and scaling his business.

Transforming Early Childhood Support Across the GCC



* Backed by (Saudi Aramco), QDB, and others



“
I don’t think we could have raised SAR 24.4M without Misk. They were instrumental in giving us the opportunities and tools to succeed.

Member Perspectives

Dr. Fahad Alnemary



Its current initiative, in collaboration with the Human Capability Development Program, aims to screen and support nearly 500,000 children while building specialist capacity and influencing policy change. By 2026, YNMO aims to:

Reach 400,000 children in Saudi Arabia

then expanding to 500,000 across the GCC.

Scale AI-driven early screening

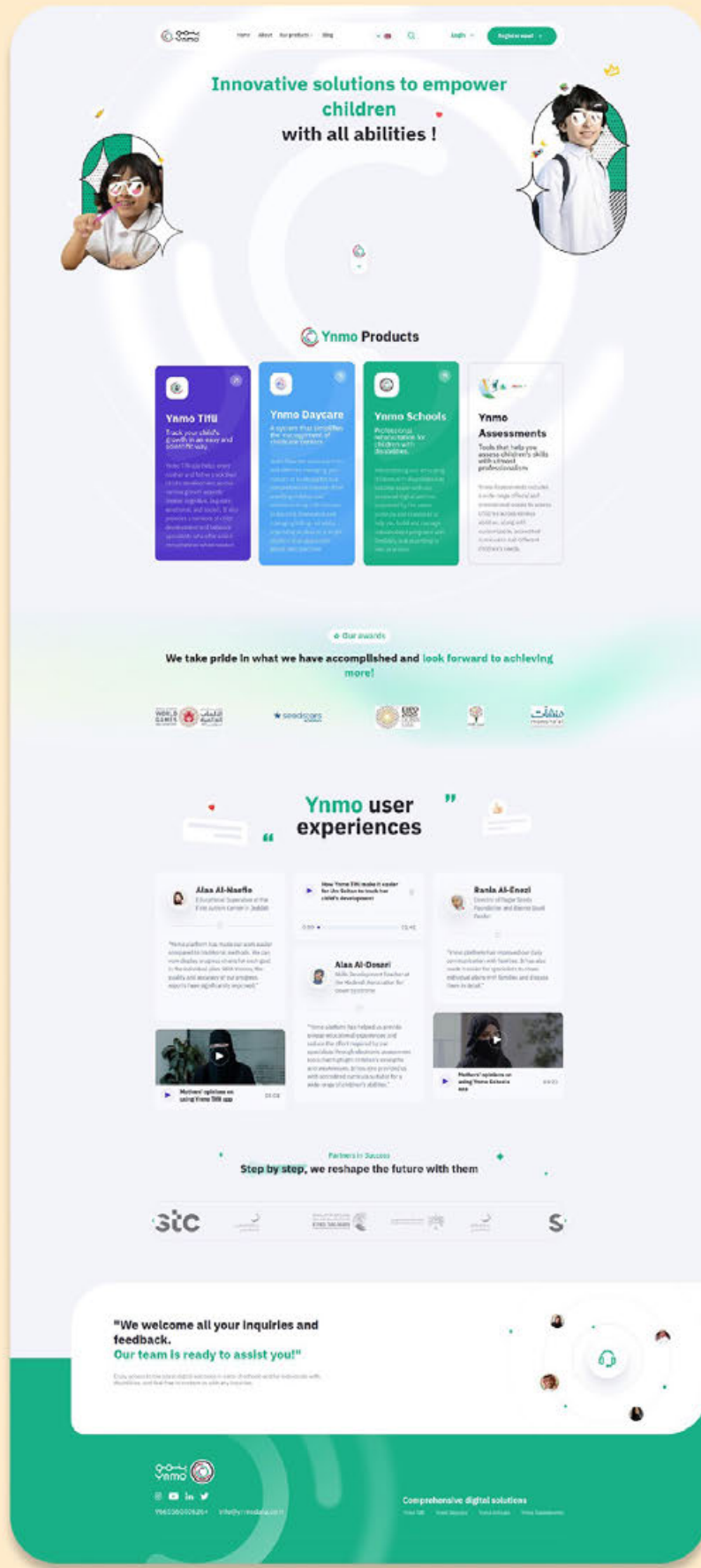
for faster, more accessible detection.

Prepare for a new investment round

by late 2025 to accelerate impact and innovation.

YNMO is shaping the future of early childhood support, ensuring more children get the care they need, faster.

“A program might take a founder from A to B, but a community keeps the momentum going. That’s the real value.



Hasna sees the EC as more than a resource—it has expanded her network and market reach.

Hasna Abdullah is an entrepreneur and business consultant with expertise in marketing, leadership, and training. She has worked with major institutions across the GCC and coaches athletes on balancing life and performance.

In 2024, the EC supported her 10-day visit to Dubai's GITEX, helping her gain market insights and business opportunities.

Passionate about giving back, Hasna mentored a fellow EC member in the sports industry, helping design a business model for pre- and post-natal care. She looks forward to further engaging with the EC to grow her business and support her peers.

“

Misk creates a supportive environment where entrepreneurs connect, share, and grow together. It's not just about attending one event and moving on. Misk maintains continuous communication, offering mentorship, master classes, and a sense of community that is rare to find.



Looking to the Future


A Community By



ميسك
Misk
Under the patronage of
His Highness Prince
Mohammed Bin Salman
Foundation




Strategic Partner



A decorative graphic consisting of several colored circles in shades of orange, yellow, and purple, scattered across the slide. One large orange circle is on the left, and a cluster of three circles (purple, orange, and yellow) is in the bottom right corner.

How might we build upon this baseline year of the Entrepreneurs Community to strengthen our approach and enable even greater growth and scale for entrepreneurs across Saudi Arabia?

We have heard what entrepreneurs need and the ways in which a community can uniquely support their goals. These insights have validated the EC’s key design principles, and also point to exciting opportunities to do more.

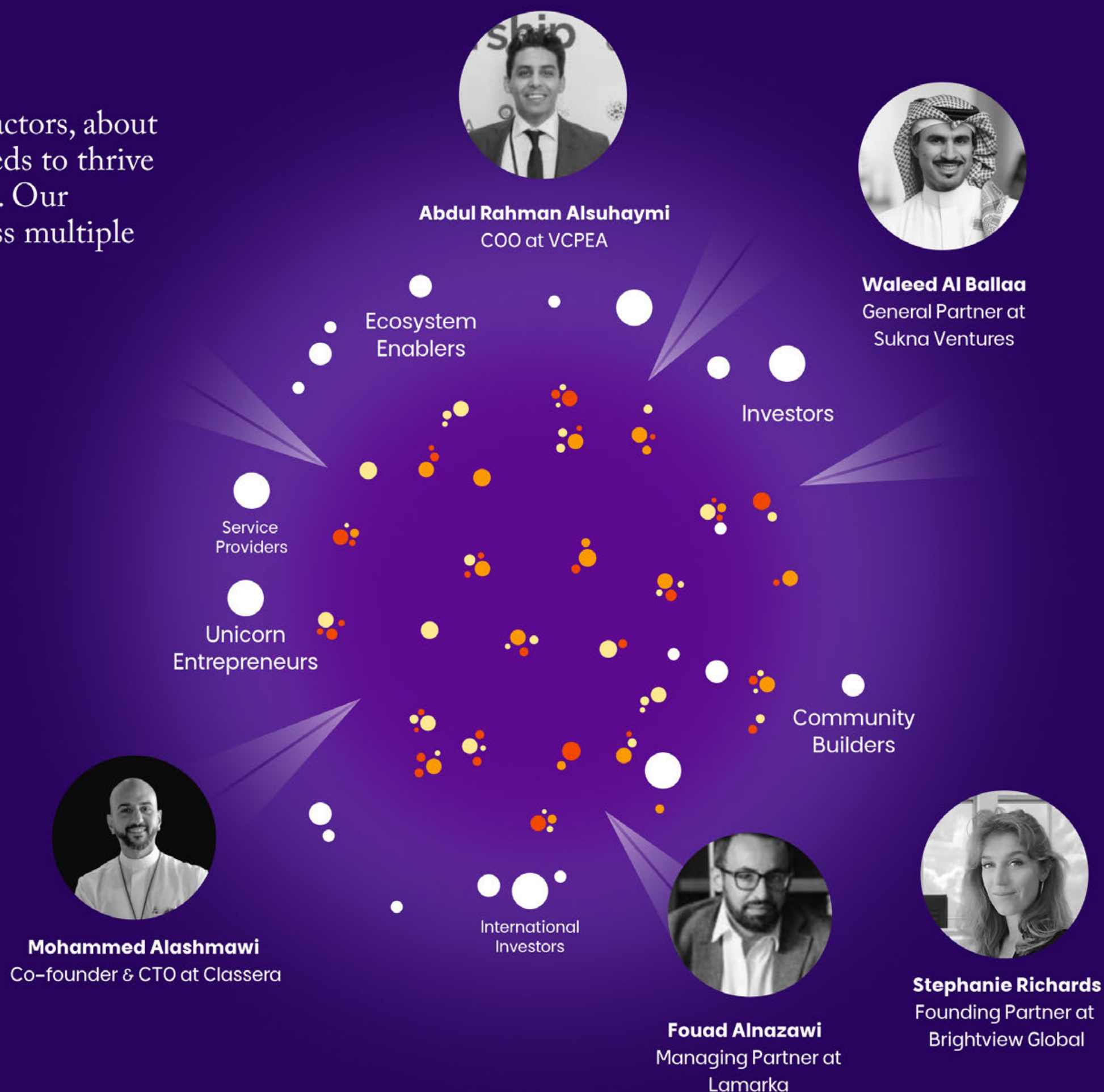
	 AMPLIFYING IMPACT	 GROWTH CATALYST	 DEMAND-DRIVEN	
WHAT MEMBERS HAVE VALUED	Support to Existing Networks Enabling grassroots groups to expand their reach and impact, via event space, marketing, & brand connection.	Investor Exposure Going beyond networking with direct introductions, matchmaking, & opportunities to pitch.	Bespoke Opportunities Personalized experiences tailored to the unique business obstacles or growth needs of a founder.	Sector-Specific Networking Targeted events for founders, investors, & leaders to address niche needs and interest areas.
NEW OPPORTUNITIES	Providing a Platform Helping members showcase their brands, insights, or successes through speaking or hosting opportunities.	The Power of Misk Affiliation An explicit connection with the Misk brand lends credibility and opens doors for entrepreneurs.	High Calibre Membership Misk attracts the best of the best raising the collective level of expertise and value for all.	Offering Both Scale & Intimacy Diverse event formats that allow for broad exposure and networking, with deeper relationship building moments.
	Grassroots Leadership System Launch a structure, tools, and resource pool for members to establish and lead their own sub-communities.	A Culture of Giving Back Clearly communicated expectations for participation and reciprocity, that inspire and enable engagement.	Invite-Only Spaces Deliver higher impact opportunities to smaller groups, through closed door events with high profile stakeholders.	Tailored & Targeted Initiatives Design for a diversity of experiences, to satisfy early-stage to high-achieving members equally.

The Entrepreneurs Community thrives by
engaging the entire entrepreneurial ecosystem.

To ensure impact, we must validate our approach
with key ecosystem leaders driving excellence
and growth in Saudi Arabia.

We spoke with five leading ecosystem actors, about what the entrepreneurial ecosystem needs to thrive and how Misk can infuse highest value. Our contributors each hold experience across multiple ecosystem roles. They are:

- Unicorns**
 Founders of high-growth startups with lived experience of the path to success.
- Community Builders**
 Conveners and supporters of networks and initiatives to strengthen the ecosystem.
- Investors**
 Providers of capital, mentorship, and strategic guidance to startups looking to grow.
- Ecosystem Enablers**
 Third sector and systems-level actors who work to shape policies and practices that can smooth the path to scale



Designing with the Ecosystem

The Community Builders



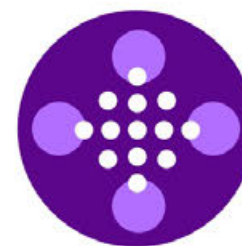
Fouad Alnazawi
Managing Partner at
Lamarka



Stephanie Richards
Founding Partner at
Brightview Global

“

A program might lead a founder from one stage to the next, but a community isn't linear like that. As soon as a founder finishes a program, they face new challenges. That's where community kicks in, keeping the energy alive. A lot of the growth stage companies today trace the route back to their founders being members of groups like Riyadh Geeks.



THE ECOSYSTEM NEEDS:

Meaningful, Member-Led Connection



It's not about having the biggest network.

Aim for quality and density of interaction over the number of people, and bring in members who will drive that.



Help sub-communities form around real problems.

Organic community leaders who know their problems can lead the sub-communities to solve those problems.



Enable members to lead.

Give them what they don't yet have—whether that's space, funding, or access to corporate partners.



Back bold ideas, not just proven models.

Local and regional investors typically prioritize familiar business models, which leaves deep tech and innovative startups without adequate support. The ecosystem urgently requires specialised funds and alternative financing to assist these founders.

Designing with the Ecosystem

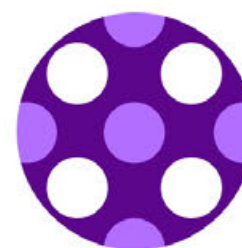
The Unicorn



Mohammed Alashmawi
Co-founder & CTO at Classera

“

I started out before I even knew what this was called—entrepreneurship. The amount of learning I gained through communities, through connecting with other entrepreneurs facing the same challenges, was massive. The more time you spend in the learning zone, the better you do in the performance zone.



THE ECOSYSTEM NEEDS:

Continuous and Collective Learning



Connect peers at the same stage or just ahead.

Exchanging insights is what helps entrepreneurs avoid mistakes and take shortcuts to the next level.



It can't just be for founders.

Make sure that teams—HR, tech, talent acquisition—are also connected in, to create a ripple effect across the company.



Growth isn't just about business.

It's also personal growth, mental health, and balance. Entrepreneurs need a community that contributes to their life, not just work.

Designing with the Ecosystem

The Investor



Waleed Al Ballaa
General Partner at
Sukna Ventures

“

I think we're at a crossroads. We're transitioning from a purely startup ecosystem to one that also has companies scaling towards becoming an integral part of the overall economy and influencing that economy, whether in Saudi or beyond.



THE ECOSYSTEM NEEDS:

Improved Investment Readiness



VC is evolving with space for innovation.

More investors are open to higher risk, longer time horizons for returns, and diverse capital structures.



Startups will need to expand geographically

Regional, if not international, scale is needed to create the kind of returns that make venture viable.



A more corporate approach is necessary for scale.

Early stage companies need help managing that transition in culture and decision-making.

Designing with the Ecosystem

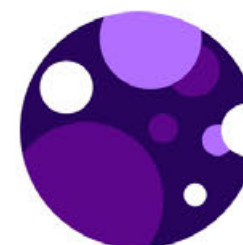
The Ecosystem Enabler



Abdul Rahman Alsuhaymi
COO at VCPEA

“

Very little is done on university campuses—to get them to know about startups... Reach young people where they are. Misk has the name that resonates with young people. I don't see any other organization having an equally cool name that can resonate with youth.



THE ECOSYSTEM NEEDS:

A Vibrant Talent Pipelines



There is a challenge with human capital.

Saudi needs more technical founders and an interest in being part of the startup scene.



Saudi youth needs to be inspired.

Youth is not aware of what is happening and what is possible on the startup side, we need to inspire them before we can recruit them.



Convert talent from the region.

Balance the relatively slow process of inspiring Saudi young people by drawing in founders who are ready to rock and roll.

These expert insights resonate strongly with what EC members value and desire from the Community. They also point to additional opportunities to explore.

Also encouraged by ecosystem experts

New opportunities surfaced

WHAT MEMBERS
HAVE VALUED



AMPLIFYING IMPACT

Support to Existing Networks
Enabling grassroots groups to expand their reach and impact, via event space, marketing, & brand connection.

Providing a Platform
Helping members showcase their brands, insights, or successes through speaking or hosting opportunities.

NEW
OPPORTUNITIES

Grassroots Leadership System
Launch a structure, tools, and resource pool for members to establish and lead their own sub-communities.

Startup Team Communities
Support functional sub-communities (tech, HR, etc.) to build niche skills and share scaling insights.



GROWTH CATALYST

Investor Exposure
Going beyond networking with direct introductions, matchmaking, & opportunities to pitch.

The Power of Misk Affiliation
An explicit connection with the Misk brand lends credibility and opens doors for entrepreneurs.

A Culture of Giving Back
Clearly communicated expectations for participation and reciprocity, that inspire and enable engagement.

Enable International Expansion
Create opportunities for high-potential start-ups to build their profile and networks in new markets.

Bespoke Opportunities
Personalized experiences tailored to the unique business obstacles or growth needs of a founder.

High Calibre Membership
Misk attracts the best of the best raising the collective level of expertise and value for all.

Invite-Only Spaces
Deliver higher impact opportunities to smaller groups, through closed door events with high profile stakeholders.



DEMAND-DRIVEN

Sector-Specific Networking
Targeted events for founders, investors, & leaders to address niche needs and interest areas.

Offering Both Scale & Intimacy
Diverse event formats that allow for broad exposure and networking, with deeper relationship building moments.

Tailored & Targeted Initiatives
Design for a diversity of experiences, to satisfy early-stage to high-achieving members equally.

Draw in New Talent
Leverage the aspirational Misk brand to engage and strengthen the pipeline of local and regional talent.

In 2025 the EC will embark upon a period of iteration, where we will build from our insights and - led by our members - experiment and iterate to strengthen our approach and initiatives.



**EXPERIMENT
& ITERATE**

BASELINE YEAR

Misk Foundation curates and convenes, actively building a membership base and a platform that serves member needs.

ENTREPRENEURS COMMUNITY 2.0

Members engage as co-curators, forming sub- communities and leveraging the Misk platform to host their own events.

MATURITY

A community of communities, designed and led by members and powered with the support of Misk Foundation.

Our vision for the EC is a **COMMUNITY OF COMMUNITIES**:
a dynamic platform that connects actors across the ecosystem and
empowers its members to lead each other, learn from each other,
and together create exponential value from within.

Multiply your
impact with the
Entrepreneurs
Community!



JOIN US!

Whether you're an investor, policymaker,
educator, founder, or startup team
member, where do you see yourself in
this journey?

We invite you to collaborate and
co-create with us.

Let's build the future, together.



ALREADY A MEMBER? SHARE YOUR STORY!

Would you like to be featured in the next
Annual Report or highlighted in one of the
EC's touchpoints this year?

Share your stories of entrepreneurship and
impact with us—and amplify your voice in the
ecosystem.

SCAN QR CODES TO ACCESS THE LINKS.

While the ultimate goal of the EC is to be member-led, nurturing hands will always be there to craft the structures and channel the resources that enable its success.

During this baseline year of the EC, a dedicated and visionary team of Misk Foundation program leaders, event managers, marketers, and designers worked tirelessly to bring each event and touchpoint to life.

“

Every time I looked around there were always people to help. I loved this community.

HACKATHON ATTENDEE FEEDBACK



Ahmed Akmal



Mohammed Alalola



Saeed Abduljabbar



Lma Almadani

Closing Note



At Misk Entrepreneurship, we empower visionary entrepreneurs from bold ideas to transformative unicorns. With 2,000+ trailblazers supported, 3,000+ jobs created, and a staggering 2 billion SAR in collective startup valuation, our impact is undeniable. Yet, this is only the beginning.

Behind every number lies a story of resilience, ambition, and triumph—stories we are honored to fuel, champion, and amplify.

Our Entrepreneurs Community is the backbone of our ecosystem. A thriving network where members find lifelong support, inspiration, and collaboration. As we cement Misk as the premier global hub for innovation, our commitment stands stronger than ever: **no entrepreneur walks alone**. At Misk Entrepreneurship, my colleagues and I are passionately fueling the entrepreneurial efforts for **maximum impact**.

ENG. ANAS ALSHAER

MISK ENTREPRENEURSHIP DIRECTOR

At The Entrepreneurs Community, we understand that **success is not achieved alone and it is rarely about being the first mover**. When we work together we become catalysts for an elevated entrepreneurial ecosystem.

This is why the Entrepreneurs Community, stands alongside others who are actively working towards positive impact, helping to amplify their efforts and expand their reach.

A thriving community, like a healthy economy, grows through the continuous circulation of knowledge, connections, and opportunities. As we envision a dynamic and sustainable ecosystem, the future of the Entrepreneurs Community depends not only on the programs we offer—but on the active role each member chooses to play. Together, collectively, we can pave the way for a more conscious and sustainable future for entrepreneurship in Saudi Arabia.

ENG. AHMED AKMAL

ENTREPRENEURS COMMUNITY MANAGER



CREATING VALUE FROM WITHIN:

Insights from the Entrepreneurs Community



RIYADH, APRIL 2025

THIS REPORT WAS BROUGHT TO YOU BY
MISK ENTREPRENEURSHIP

A Community By



Strategic Partner

