

Portfolio

iXL Consulting

“Elevating Innovation, Empowering Digital Excellence”



2025



iXL CONSULTING

Elevating Innovation, Empowering Digital Excellence

Empower Your Business with Innovative Consulting Solutions

At IXL Consulting, we blend industry expertise with forward-thinking strategies to drive sustainable growth and success. Let us help you unlock your full potential !

Partners

Saudi Arabia

رؤية | EVC
الخبراء

Saudi Arabia

البرنامج الوطني
لتنمية تقنية المعلومات
National Technology
Development Program



NTDP MVPLAB Exec committee

Algeria/Egypt

المطورون في العالم العربي
DevMENA

المطورون في العالم العربي - DevMENA

@DevMENA · 92.1K subscribers · 1.3K videos

Dev MENA / Middle East and North Africa represent Developer Groups, Developer S

United States

The Founder Institute
innovation partner

Canada



UAE / MENA

<bamboo
GEEKS>

البوابة التقنية
aitnews

Clients





Touchdown! NASA's Perseverance Rover Lands on Mars with Xilinx FPGAs On Board

forums.xilinx.com • 4 min read



Nest



2025 Focus areas : Salim Abid / iXL Consulting



- **My Focus:** Innovation, Dev and Startups Ecosystem Building, and Tech/Strategy Consulting
- **Who am I?**
 - **Expertise:** Software Developer (8 patents), TPM, Manager, Chief of Staff,...
 - **2016-2023:** Head of the Google Dev and Startups in MENA: build 500+ communities, 5+ innovation hubs, Trained 750K developers/students per year, and organized thousands of Tech events
- **iXL Consulting**
 - ✓ Company Profile: [<http://bit.ly/ixlConsult>]
 - ✓ **Official MEA Ambassador**[Ivey Executive [Education](#)] ([Offerings](#))— **Canada's #1 for Exec education**
 - ✓ Advisory & Ecosystem roles.
 - ✓ Support global organizations to build the MENA ecosystem: Snap, Nvidia, FlutterFlow,
 - ✓ AI Software Production*: Ai agent products - in prototype!
 - ✓ Tech E-learning Platform (FREE): check <http://bamboogeeks.dev>
 - ✓ M&A & Investment & Strategic Partnerships

2025 Focus areas



- **Our Focus:** Innovation, Dev and Startups Ecosystem Building, Strategy Consulting, and AI Software Production
- ✓ **Company Profile:** [<http://bit.ly/ixlConsult>]
- ✓ **Official MEA Ambassador [Ivey Executive Education] (Offerings)** — Canada's #1 for executive education
- ✓ **Advisory & Ecosystem roles:**
 - Innovation [partner](#), Founder institute.
 - Innovation Advisor: Helped launch innovation hubs: The garage, Algeria venture Accelerator, etc
 - x-KSA [NTDP](#) MVPLAB Committee Executive Member
- ✓ **Supporting global and local organizations in building the MENA ecosystem:**
 - Snap— Official partner for the AR [Roadshow](#) MENA [20 events in 9 weeks]
 - FlutterFlow – Community builder support
 - NVIDIA – Building the developer & startup ecosystem in Saudi Arabia.
- ✓ **AI Software Production*: Ai agent products** - in prototype!
- ✓ **Tech E-learning Platform (FREE):** check <http://bamboogeeks.dev>
- ✓ **M&A & Investment & Strategic Partnerships**
 - **M&A & Investment Leadership** – Led end-to-end M&A and investment planning, including pipeline development, due diligence, deal structuring, and execution for multi-million SAR opportunities.
 - **Strategic Partnerships** – Built the function from the ground up, designing the operating model, recruiting and mentoring the team, establishing frameworks for partner engagement & value creation.

#2. Ivey Executive / Leadership – Coming to Riyadh!

- **[Confirmed]** 🔥 1. Leading AI Transformation in Banking ([Details](#))
 - Format: Virtual (Nov 10, 17, 24) + Hybrid session in Bahrain (Dec 15)
 - Who it's for: Banking / fintech / digital / risk / CXO teams
 - Status: Only 7 seats left
 - ⌚ Registration deadline: Immediate. Register here : <https://lnkd.in/eCKPMYEs>
 - **Cost: ~2000\$**
- **[Confirmed]** ⚡ 2. Demystify AI & Machine Learning
 - Location: Riyadh | Dec 17
 - What you get: A clear, practical understanding of AI – minus the buzzwords – and how to apply it inside your organization
 - **Cost: 1500 SAR [60% discount if registered before Nov 15]**
- **[Confirmed]** #3: [Leading Digital Innovation and Change](#)
 - Location: Riyadh | Mar 24–26
 - Focus: How to structure, govern, and scale digital change inside complex organizations
 - **Cost: 7800 SAR [40% discount if registered before Dec 15]**

🔗 Register now: https://lnkd.in/eA_niQYT

✉ Program details: https://lnkd.in/eB_eNaK3

Ecosystem

- Strategy and framework
- Innovation through
 - Ideathon
 - Hackathon
 - Conference
- Manage Communities
 - Student
 - Developers
 - Women, Expert
- Tech Trainings:
 - ML, Flutter, Kotlin, Cloud
 - AR Snapchat, VR
 - Generative AI, ChatGPT
- Program management
 - Event management
 - Project management
 - Social media

Startups & SMEs

- Strategy and framework
- Operate programs
 - Incubation
 - Acceleration
 - VC
- NEW Studio: Deep dive into your Technology and business model with leading experts
- Workshops
 - Design Thinking
 - OKR Training
 - Community & Startup
 - Business Model
 - Optimize your Sales
 - Marketing & more
- Mentorship
- Research

Corporate & Governance Innovation

- Strategy and framework
- Saudi Arabia business Expansion
- Workshops
 - Be an innovative org!
 - Problem Solving
 - Focus on the User
 - Product Mgmt
- Strategy
 - Design Thinking
- Innovation: Agile communication
- Innovation through Change Mgmt

Emerging Tech

- Strategy and framework
- Operate programs
 - Innovation hub
- Adopt new Technologies
 - AI/ML
 - AR, VR
 - Cloud
 - Generative AI
 - Blockchain
 - App development

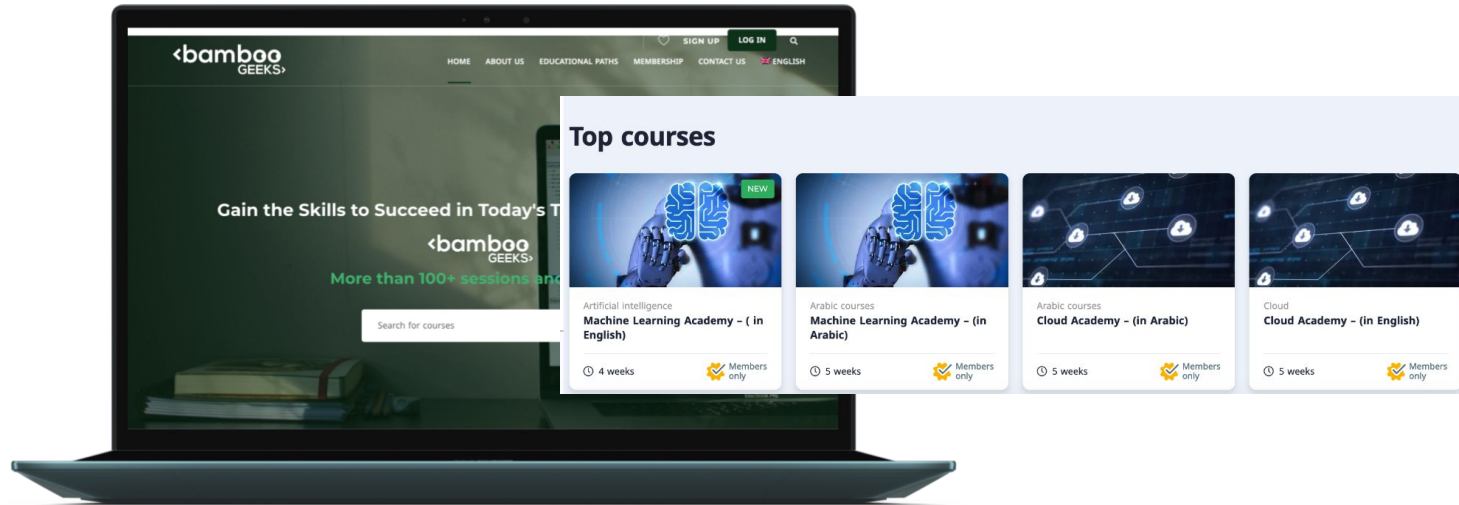
Media / Speech Story

- Holo Shows*
- Tech Media Coverage*
- Speaking skills
- Media skills*
- Storytelling skills*

Team & Development

- Solution Architecture Review
- Hiring and recruitment services
- Full stack development services

2025: E-Learning AI platform with our partner <bamboo GEEKS>



**Access TODAY
& Start Learning**

bambooGeeks.dev



2025: Build Ai community with Nvidia



KICKSTART YOUR AI JOURNEY WITH NVIDIA: LEARN, BUILD,
AND GROW.

iXL Consulting and NVIDIA AI Builders Saudi Arabia Challenge

[Ai builders with ixl
and nvidia](#)





Meet Our Leadership Team



Salim Abid

Founder



Innovation and Strategy Advisor
Startups Mentor & Investor
X-Google Head of Startups
x-Qualcomm SW PMO lead
x-Xilinx lead TPM/Sr Staff engr.
x-NTDP Exec committee MVPLAB
x-EVC innovation director, CoS, VP
strategic partnerships, M&A



Rayan AL Zahab

Partner



Tech lead & Consultant |
BambooGeeks Founder |
x-Mckinsey lead PO & EM |
x-Snap MEA AR ecosystem Head |
Startup Mentor & Trainer |
#1 Google Dev Expert 2019-2022

Mustapha Iles

Advisor



Ai Solution Architect Consultant
with 20+ years developing
software in USA, Europe & KSA |
VP of engineering, Hudhud maps
x-Xilinx, Staff Software Developer
X-Level3 / InComm, SW Engineer



Latif Abid

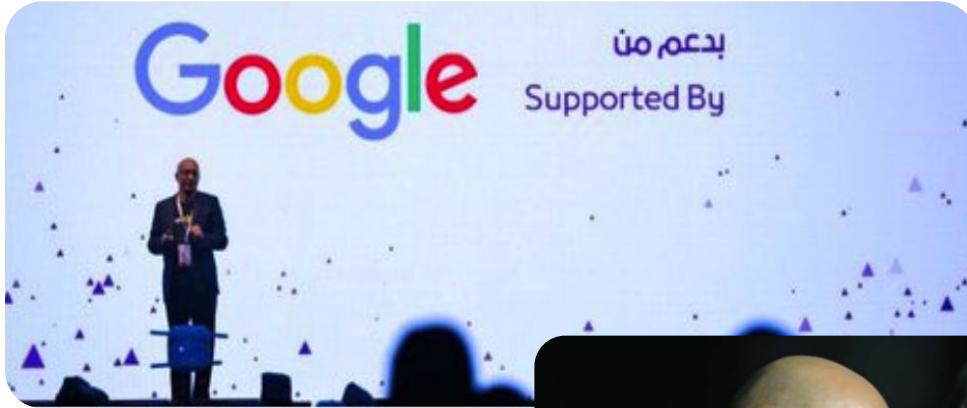
Advisor



Investment and finance expert |
Founder at AIPLabs (AI & Digital
Health) | Ivey (Entrepreneurship) |
Barclays (Investment Banking)



Our Events



Touchdown! NASA's Perseverance Rover Lands on Mars with Xilinx FPGAs On Board

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Nest



History Highlights [2016-2022]



Championed the creation and growth of **+500 developer** communities across **17 countries**, training **750,000 developers annually (2020-2023)**, achieving **40x growth** over **5 years**.

2021: [Google MENA KSA impact](#)



2021: [Google MENA UAE impact](#)



2021: [Google MENA Egypt](#)



ZDNET | [Building a new developer workforce](#)



60 Days challenge ([YouTube](#)), Developer [Training ML program](#)



In 2021, Google helped support an estimated

AED 11.3
billion
in economic activity in the UAE

The Android Developer Ecosystem is estimated to support



50,000
jobs in the UAE

History Highlights [2016-2022]

Executed large-scale events, including **Hajj Hackathon 2018** (Guinness World Record of 3K+ participants), AI Hack Africa (1000+ participants), Oman Ideathon, MENA solution challenge



[Hajj hackathon video - Must see!!](#)

[Ai Hack Africa \(1K+\)](#)

[Oman ideathon](#)

History Highlights [2016-2022]



Initiated **Women Techmakers programs** in **MENA**

- Women Founders with US state Department ([Link-1](#), [YouTube live launch](#))
- Women safety hackathon / [series](#); launched Women experts/Founder series [\[Link-RZ\]](#)

Developed the **Google for [Startups Accelerator program](#)** in **MENA**, establishing partnerships with private and gov partners to launch acceleration programs in **multiple countries**, training **1000+ startups Yearly**.

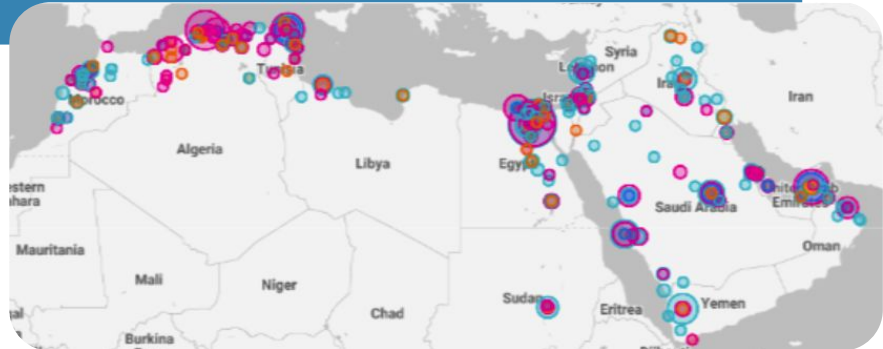
- [\[Link\]](#) Saudi Ministry MCIT partners with Google for tech start-up accelerator
- [\[Link\]](#) Launch of the 100 startups program with SAF CSP and the garage
- [\[Link\]](#) Dubai Startups Accelerator
- [\[Link\]](#) Oman SaaS Accelerator Launch
- [\[Link\]](#) Algeria Venture Accelerator Launch

History Highlights [2016-2022]



- Developing innovation strategies for government organizations
- Build over **500 developer communities** in 17 countries
- Scaled Training to **750K developers in 2021** (vs 16K in 2016)
- Led the Mgmt/OPS of Major hackathons: **Hajj Hackathon 2018 (3200)**, **AI Hack 1K**, **Oman Ideathon 1K**, **4K+ events yearly**, (Hajj [video](#); ai hack [video](#))
- Launched **innovation hubs, accelerators, incubators, and workshops training** 500 for startups each year
 - **Launched Startups focused workshops:** OKR, Design Thinking
 - Launched the MENA Google for Startups
 - **Primary partner for Saudi Arabia:** The Garage Accelerator, Oman SaaS Accelerator, Algeria Venture Accelerator

17 Countries



Additional Products



2025

KSA Highlights



SDAIA Holo Show - Ceremony!
Check: [SDAIA video](#) Sep 20



Organized SDAIA Innovators Ceremony
- **VVIO/VIP: 220+**
- [Check Video](#)



CST Digital Technology Forum 2023!
1500+ attendees / [video report](#)



Smartathon Hackathon [Video](#)



Tawakkalna - Holo Show
[video](#) Oct 2023



Neom Hackathon Highlights
[Video](#)

Enable local Incubators / Accelerators / Startups



Services

We provide end-to-end support for incubators and accelerator programs, either Live or online.

- **Advisory role on creating startups programs - All aspects**
- **Startups workshops: Design Thinking, OKR, Agile Dev, ...**
- **Founders workshops: leaderships**
- **Technical workshops: AI, Cloud, Flutter, Dev**
- **Speakers / Talks - we have Top speakers who attend your programs**
- **Mentorships - Access to 100+ mentors from the region and worldwide**
- **VC access / investments strategies: Provide access to multiple VCs in MENA and worldwide**

Design Thinking for SMEs/Startups

<bamboo
GEEKS>



Program Curriculum

Design Lab UX Fundamentals will cover a wide range of topics with a focus on the following: the process of taking product ideas from concept to launch, including sketching, user testing, and prototyping. It also covers how to drive continuous improvements after launch to keep your users engaged and satisfied.

Is my company a good fit?

This class is geared towards startups and companies that would like to improve their product development and shipping process with design thinking, and to establish a more user-centered process. We encourage teams of 4-6 stakeholders representing a wide range of functions (**engineers, product managers, designers**) to attend.

Program Agenda

2 sessions of 3 hours over the course of 2 days, and office hours. The workshop is currently conducted **completely online**.

Day 1:

- Fundamentals of UX
- Understand your users
- Product Goal
- Developing User Journeys
- Generating concepts
- Paper prototyping

Day 2:

- User Testing
- Interviewing techniques
- Doing an interview
- Iteration time
- Advanced user testing

Office hours:

8 sessions of 1 on 1 (30 min each)

Leadership & Upskill Workshop

How to apply OKRs and get 10x in return



Program Curriculum

OKR stands for Objectives and Key Results. In this program, we will learn about the goal-setting framework that is widely used in businesses and organizations to align teams and individuals with the overall company objectives and measure their progress towards achieving those objectives.

Is my company a good fit?

This class is geared towards startups and companies that would like to improve their efficiency. The Objective and Key Results (OKR) model is a powerful way to express the goals of any company or organization. It can help achieve mission and vision, aid in employee engagement, and bring to the surface the top priorities of a company.

Program Agenda

2 sessions of 2 hours over the course of 2 days, and office hours. The workshop is currently conducted **completely online**.

Day 1:

- OKR Fundamentals
- Why OKRs?
- What are OKRs?
- Writing Effective OKRs
-

Day 2:

- OKR Exercises
- Let's practice

Office hours:

12 sessions of 1 on 1 (30 min each)

Leadership & Upskill Workshop

Agile and Dev/Collaboration Tools



Program Curriculum

Discover **the origins and evolution of Agile**, its core principles, and how it revolutionized software development. Explore key Agile ceremonies like stand-ups, planning, reviews, and retrospectives for effective collaboration. Additionally, gain insights into popular Agile tools such as **Jira and Trello**, enabling streamlined workflows and project management. Enhance your Agile skills and drive projects' success in this dynamic business environment.

Is my company a good fit?

This class is geared towards SMEs that would like to improve their Flexibility and Adaptability, move to a Customer-Centric Approach, reduce their risk, and improve collaboration and communication. It can help you go to market faster, accelerate early delivery, and ensure visibility at all levels of progress and blockers.

Program Agenda

3 sessions of 2 hours over the course of **3 days**, and office hours. The workshop is currently conducted completely online.

Day 1

- Introduction: History & principles
- Agile Ceremonies: Backlog Grooming, Sprint Planning, Daily Standups, Sprint Demo & Retro

Day 2:

- Prioritizing frameworks
- Agile tools
- Apply Agile & Practice

Day 3:

- Critical developer tools
- Collaboration/Communication tools
- Practice

Office hours:

8 sessions: 1-on-1 sessions of 30 min



AI Agent – Powering Automated Content and Interactivity



Our Product

- Provide a flexible AI solution that can integrate into various platforms, automating everything from content creation to customer interactions.
- Applicable across industries like customer service, training, sales enablement, and more.

What is an AI Agent?

- A powerful AI agent designed to generate and deliver personalized content.
- Integrates AI-driven content creation, video generation, and real-time interactivity.

Demos: Video Generation & Real-time Conversation

Users

- **Customer Support Platforms:** Automate responses to common queries.
- **E-learning & Training Providers:** Generate on-demand training videos or courses.
- **Corporate Communications:** Create dynamic, AI-generated presentations or training modules for internal use.
- **Marketing Teams:** Use AI for generating promotional video content.

Benefits

- Reduces manual content creation and customer service effort.
- Scales personalized interactions with AI-generated content.
- Seamless integration with existing platforms, APIs, and workflows.



Service: Leads generation to scale your business



Our Product

- We help attract and convert strangers or prospects into individuals who have indicated interest in your company's products or services.
- We use AI by leveraging data-driven insights and AI tools to generate a qualified set of leads that are more likely to convert into paying customers.

Users

- **Marketing:** Identify target audiences, launch targeted campaigns, and analyze lead behavior for future improvements.
- **Sales:** Will benefit from qualified leads, allowing the sales team to focus on other tasks.

Benefits

- Automated Lead Workflows
- Higher Quality Leads
- Increased ROI on Marketing & Sales
- Personalized Customer Journeys

Partner - Upskill Training

Workshop	Target	Duration	Workshop
Resume building 1-1	Anyone	TBD	Get ready to access the tech job market
Employability E.101	Tech students and fresh graduates	2 sessions x 4 hours	Get ready to access the tech job market in the shortest time
Employability E.301	Tech students and fresh graduates	10 sessions x 2 hours	Prepare yourself to start a tech career step by step
Employability E.501	Tech students and fresh graduates	Custom	Leverage your experience in Tuwaiq to access the job market
Design Thinking for SMEs	SMEs Teams (3-5 members)	2 sessions x 3 hours; Office: 8 sessions x 30 min	Understand the user, and improve product development and testing

How we can help?

Professional resume writing and optimization tailored for target job roles.

- Create ATS-friendly resumes.
- Tailor resumes to match industry and job-specific keywords.
- Emphasize achievements and strengths.

Users

- Students, fresh graduates, and entry-level job seekers.
- Mid-career professionals.
- Senior-level professionals and executives.

Benefits

- **Personalized Strategy:** Tailored approach based on your unique experience, career goals, and target roles.
- **Increased Job Match:** Optimized to rank higher in ATS (Applicant Tracking Systems), increasing your chances of being shortlisted.
- **Time-Saving:** Spend less time adjusting resumes and more time applying for jobs.

Speaker Agency: Empowering MENA's Leading Tech Speakers

<bamboo
GEEKS>



How we can help?

We connect MENA's top tech experts with global opportunities, empowering organizations and events with impactful talks, workshops, and insights. Our top speakers bring cutting-edge knowledge in tech, startups, and innovation to inspire, educate, and drive growth.

Check <https://ixlspeakers.carrd.co/>

Users

- Org
- Event management
- Corporate
- ALL

Areas

- Healthcare
- FinTech, Digital Banking and Digital Transformation
- § Artificial Intelligence
- § Cyber Security
- § Big Data, Internet of Things (IoT), and Industry 4.0
- § Blockchain and Distributed Ledger Technologies (DLTs)
- § Open Banking
- § 3D Programming and Simulation
- § Game Development
- § System Architecture & Reverse Engineering
- § Tech Business



Speaker bookings



Event management
and consulting



Customizable talks
and workshops



Technical bootcamps



Thank You

Contact Us

Salim@ixlconsulting.tech