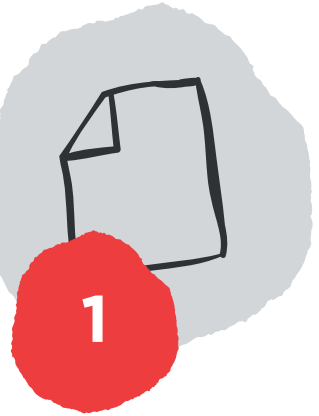


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Startup's Journey

Stage 1: Ideation Phase



Application Opens (September/January)

Universities open the enrollment for students to apply for the Alchemy program at the beginning of each semester.



Pitch Deck

Students are eligible to apply for the Alchemy benefits by providing a proposal of an idea in a presentation format (Pitch Deck). A team can be up to 5 students.



Pitch Day

Each university will have a pitch day, where an assessment panel from the university and representatives from supporting entities will select up to 8 startups to receive a grant up to AED 10k.



Evaluation

Each university will have a faculty in residence or program manager who will review the pitch deck, give feedback, and will select ideas to participate in the pitch day.

UP TO AED 10,000 GRANT
Provided by Dubai SME



Stage 2: Incubation Phase



Incubation

During the incubation phase, startups will work on developing their ideas into MVPs. Also, they will have access to services provided by different stakeholders.



Demo Day (December/May)

The demo day will be held at AREA2071 twice a year. Startups will present their prototypes to the steering community consisting of VCs, & investors where startups will get opportunities to raise funds.



Readiness for Demo Day

Startups should provide evidence of readiness and an MVP to participate in the Demo day. Program manager should select participating startups.

UP TO AED 100,000 GRANT
Provided by Mohammed Bin Rashid Innovation Fund



Stage 3: Acceleration Phase



Acceleration

In the acceleration phase startups are admitted to Dubai based accelerator programs such as Area 2071 and in5. Also, they can access different services at affordable prices.



Enter the Market

Startups can spinoff, and enter the innovative projects market held at Area 2071. Startups will have the opportunity to showcase their products and services and network with investors and entrepreneurs for business opportunities.



Enhance MVP

In these programs, startups will work on testing, running, and enhancing their MVPs. By the end of the acceleration phase, startups should have a ready solution and enterprise.



Universities



Dubai SME



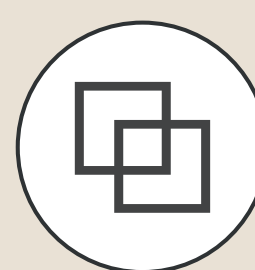
The Government of Dubai Legal Affairs Department



in5



Area 2071



Mohammed Bin Rashid Innovation Fund

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In the university

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In Area 2071

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In the ecosystem