



**Misk** مسك

مؤسسة محمد بن سلمان  
Mohammed Bin Salman  
Foundation

Creating Opportunities To Develop Society And  
Unleash Individuals' Potential



**RED TEAM**

ALIBAB CLOUD

# Problem

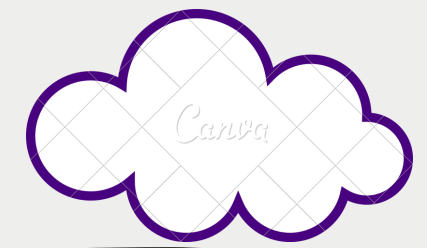
## **What problem does my company solve**

The lack of a plan that helps the community to unleash all its capabilities, achieve more success and progress, diversify the economy, support local content, and develop innovative opportunities for the future.



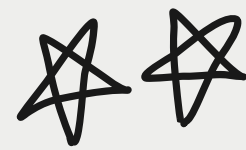
## **How does this solution solve the problem**

by Enable The Society To Learn, Develop And Progress In Business, Literature And Culture, And Science And Technology And Through Establishing Incubators And Encouraging Esteemed Institutions To Provide An Attractive And Stimulating Environment.

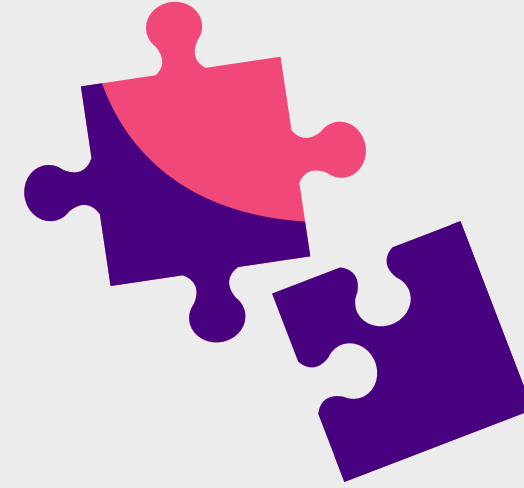


## **How does the cloud help the company solve the problem**

The website will be able to host anywhere from 10-10,000 visitors at a time to enable customers to register for Programs To Reach The Ultimate Objective of Building A Society Based On Knowledge.



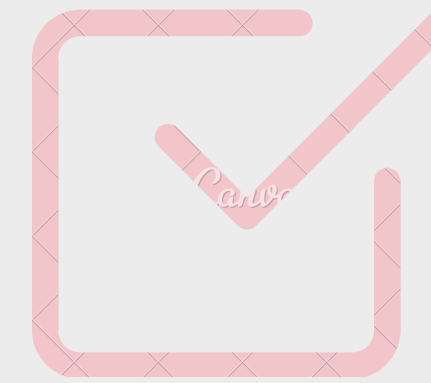
# Soloution



Misk Foundation aims to take initiatives, encourage innovation and, in turn, ensure sustainability and growth to achieve the higher goal of developing the human mind. to empower future leaders, entrepreneurs, and scientists.



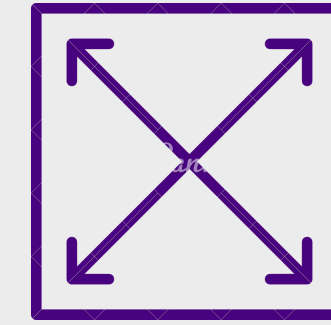
# Market Validation



The Foundation is concerned with three main areas, including education, media, culture, and technology, given that these axes form the backbone for the development and prosperity of any society. It is witnessing continuous updating and change in tools and means, which makes keeping pace with the new in these areas very important to seize the initiative and achieve the desired development.



# Market Size



5,986,414 male and female students study in Saudi schools from kindergarten to secondary school, and 1,602,569 male and female students study in higher education institutions, according to the Ministry of Education's statistics for the year, and the state allocates about 20 percent of the approved expenditures in the general budget for education.

-where 70% of the population is under the age of 30, in line with the National Restructuring Plan of Vision 2030.



# Product



**1**

## **Leadership**

- 1. Misk Fellowship**
- 2. Distinctive College  
Prep Program**
- 3. 2030 Leaders**
- 4. NextGen**

**2**

## **Community**

- 1. Ignited Voices**
- 2. Youth Voice**
- 3. The Innovation  
Diwan**



# Product



3

## entrepreneurship

1. **Entrepreneurship Space**
2. **Misk Startup School**
3. **Misk Accelerator**
4. **Entrepreneurship World Cup**

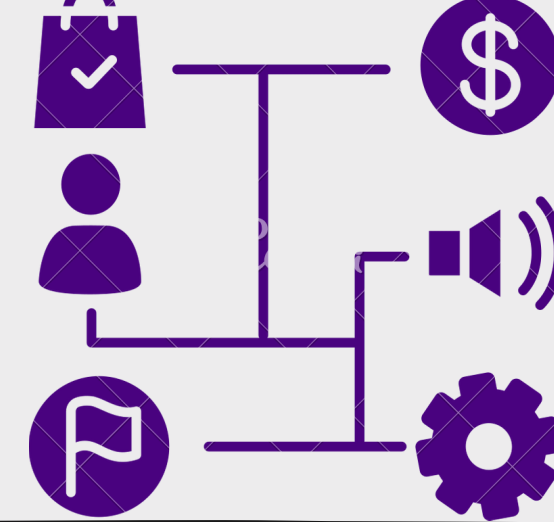
4

## Skills

1. **Working as a Junior Associate at BCG**
2. **Cybersecurity Incident Response Analysis**
3. **Islamic Finance with Bloomberg**



# Business Model

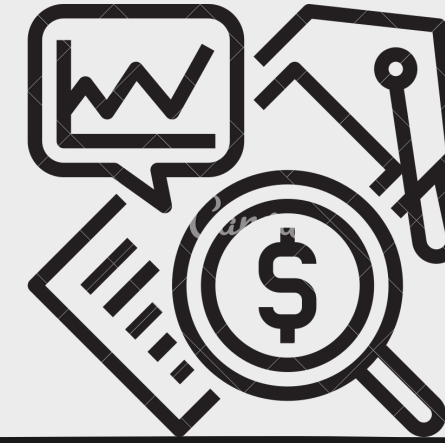


The Misk Foundation, known simply as (Misk Charitable), is a non-profit organization in the Kingdom of Saudi Arabia, founded by Saudi Crown Prince Mohammed bin Salman bin Abdulaziz in 2011, to develop and empower Saudi youth to become active, providing education to the community in all fields, including Literary and cultural fields, social and technological sciences, and business fields, and partnerships with local and international organizations, which in turn provide support for emerging projects, all with the aim of achieving development and progress in Saudi Arabia.





# Market Adoption



During the Corona pandemic, Misk Foundation continued to implement its agenda and programs, by harmonizing existing programs and creating other programs to follow up on its influential role in investing the energies of youth and to create civilized platforms that open new horizons for communication with the world through virtual media that enabled a broader segment of young people and those interested to benefit from its initiatives, programs, and activities.



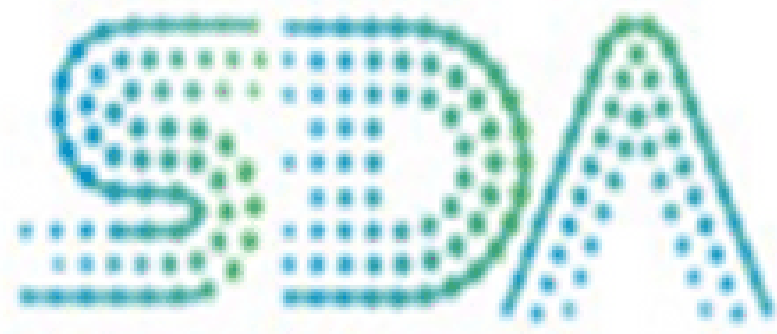
# Market Adoption



During the pandemic the Foundation led the “Youth of the Twenty Y20” summit, during which 25 meetings were held, with the participation of 23 countries, and organized the “Misk Global Forum” in its fifth edition, virtually entirely from the capital, Riyadh, with the participation of more than 70 speakers in more than 12 dialogue sessions On the sidelines of the forum, it virtually hosted participants from around the world in the Entrepreneurship World Cup, which continued its support for male and female entrepreneurs despite the circumstances and provided creative solutions to a number of problems facing the countries of the world.



# Competition



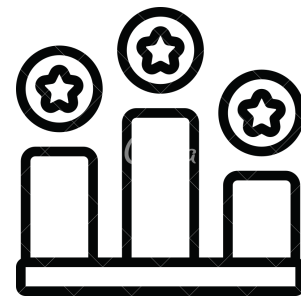
الأكاديمية السعودية الرقمية  
SAUDI DIGITAL ACADEMY



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives



# COMPETITIVE ADVANTAGE



مبادرات محمد بن راشد آل مكتوم العالمية  
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The MBRGI is the largest regional foundation in terms of the number of institutional initiatives that lead wide-reaching programmes and projects on a global scale.



Develop practical and innovative solutions to address cultural, knowledge, economic, social, health, environment and humanitarian challenges in the region and the world.



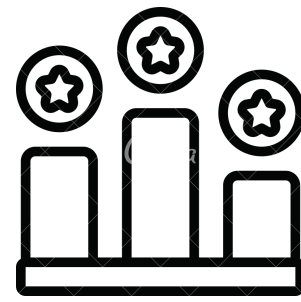
To spark youth innovation and entrepreneurial thinking through providing incubators for their projects and start-ups



The five main pillars are:

Humanitarian Aid and Relief - Healthcare and Disease Control - Spreading Education and Knowledge- Innovation and Entrepreneurship - Empowering Communities

# COMPETITIVE ADVANTAGE



One of the initiatives of the Ministry of Communications and Information Technology aims to build national digital capabilities in the fields of modern technologies related to the techniques of the Fourth Industrial Revolution and to keep pace with the requirements of digital transformation



Developing human capital in digital capabilities and linking them to future professions in the communications and information technology sector to prepare a young generation and leadership



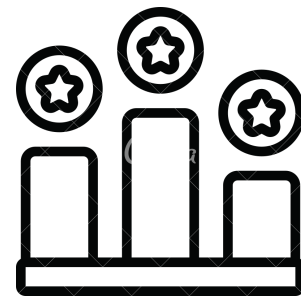
prepare for the jobs of the future: Data Scientists - Cloud computing engineers - machine language developers - Game developers  
-User Experience and Interface Experts



Specialists in influencing the ICT labor market to keep pace with modern trends



# COMPETITIVE ADVANTAGE



Using international best practices they guide Saudis on planning better to be future-ready



The development of Saudi human resources is one of the most important goals that the state seeks to achieve as part of its efforts to promote economic growth.

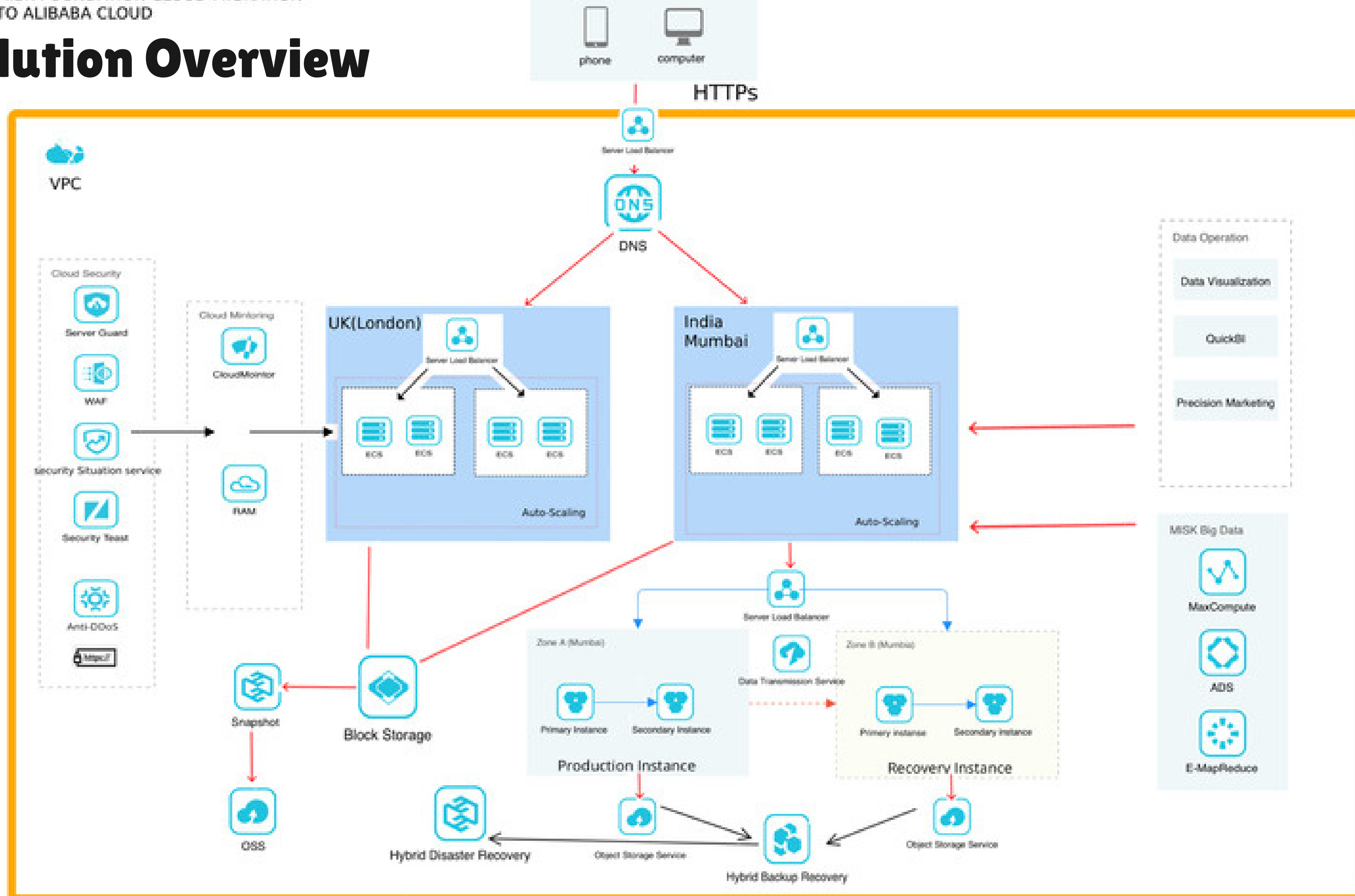


Their programs: the electronic platform "Dorooob", the "Tamheer" training program, support for professional certificates, the summer training program "Saifi"

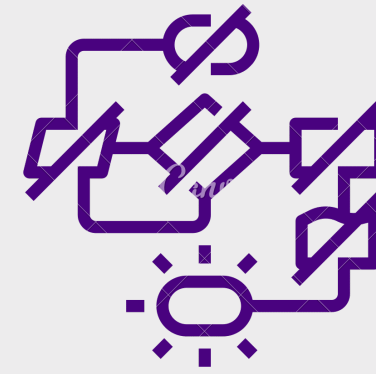


They provide motivating and encouraging success stories on their site

# Cloud Solution Overview



# Close



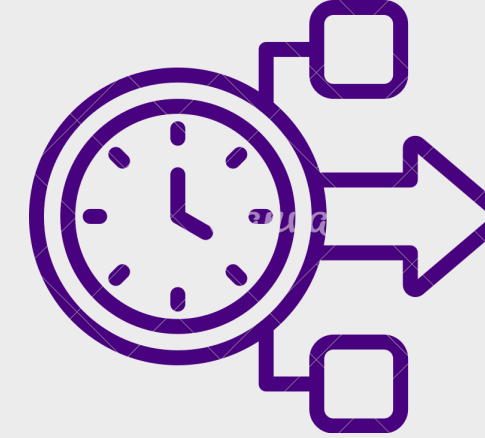
with the cloud service models evolving at a fast pace and new solutions appear every day, companies may find it difficult to choose the right option for them and the migration to the cloud may be an intricate and challenging procedure. Considering the SaaS and PaaS models,

we tries to enlighten some misconceptions and to deliver a migration model with distinct phases and step-by-step guidance, which aims to recommend MISK to go on and migrate to Alibaba Cloud for best practice and brighter future.





# Future work



Regarding the work that may be accomplished in the future, the following topics can be a foundation for expanding this research in future projects:

- Inclusion of a stage zero to support the choice of the cloud service model, and respectful consideration of this option within all stages of the migration framework.
- Incorporation of a fifth phase to support end-user engagement and adoption of the new cloud-based solution, through training and change management methodologies.



# Thank You



**Do you have any  
questions of us?**

