



University Entrepreneurship Program

Startup 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.



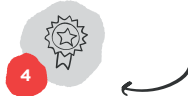
Pitch Deck

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

The selected students will have an internal pitch day at the university, where an assessment panel from the university will evaluate and nominate the top ideas to submit their applications on the Dubai Next Platform.



Evaluation

Each university will have a faculty in residence or program manager who will review the pitch deck and will select the best ideas and to participate for an internal pitch day at the university.



Dubai Next Platform

The winners will have the chance to raise a grant of AED 5k and Dubai SME will grant the students with AED 5k more.



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)

MBRIF's demo day in collaboration with DFF will be held at AREA 2071 twice a year. Startups will present their prototypes to the steering community consisting of VCs, & investors where startups will get opportunities to raise funds.



MBRIF's Demo Day Application Opens

MBRIF open the enrollment for students to apply for the demo day.



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.



Evaluation

MBRIF will select up to 6 winning startups. All winning teams will have the chance to get admitted to a 4-month customized accelerator program. The top 3 winners will receive grants up to AED 50,000 each.



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.

