



**Arab Science & Technology Foundation  
&  
Intel® Corporation**

In collaboration with  
**UNIDO-ITPO**

Organize the  
**2<sup>nd</sup> Arab Technology Business Plan Competition**

Finalists to present in  
**5<sup>th</sup> International Forum on:  
Investing in Technology**  
Jordan, December 12 -13, 2007

&

2 teams to be sponsored by Intel® Corporation to participate in the  
global competition:

**Intel® +UC Berkeley Technology Entrepreneurship  
Challenge (IBTEC)**  
University of California, Berkeley, USA, November 13-15, 2007

**Last Updated: 18/8/2007**

For further information, please contact:

Investing In Technology Program  
Arab Science & Technology Foundation

PO Box 27272, Sharjah, UAE

Tel: +971 (6) 5050551  
Fax: +971 (6) 5050553  
Email: [bpc@astf.net](mailto:bpc@astf.net)



# Table of Contents

<b>1. EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>2. THE CONCEPT .....</b>	<b>4</b>
<b>3. PAST COMPETITIONS .....</b>	<b>4</b>
<b>4. 2007 COMPETITION .....</b>	<b>7</b>
<b>5. COMPETITION DETAILS .....</b>	<b>8</b>
5.1. PARTICIPANTS .....	8
5.2. AWARDS .....	8
5.3. CATEGORIES .....	8
<i>Best Technology Business Plan (Mature Entrepreneurs) (Category A).....</i>	<i>8</i>
<i>Best Technology Business Plan (Universities &amp; Young Entrepreneurs) (Category B) .....</i>	<i>8</i>
<i>Special Sectors Category (Category C).....</i>	<i>8</i>
5.4. REQUIREMENTS.....	8
5.5. ELIGIBLE AREAS .....	9
5.6. SELECTION CRITERIA.....	9
5.7. RESOURCES.....	9
5.8. EVALUATION PROCESS OVERVIEW.....	9
5.9. MATERIAL SUBMISSION .....	10
5.10. DEADLINES FOR PARTICIPANTS .....	10
5.11. JUDGES .....	10
<b>6. 2006 FINALISTS (BOTH COMPETITIONS).....</b>	<b>11</b>
<b>7. ABOUT THE PARTNERS .....</b>	<b>13</b>

## 1. Executive Summary

The **2nd Arab Technology Business Plan Competition (ATBPC)** is a regional Technology Investment competition organized by **Arab Science and Technology Foundation (ASTF)** in cooperation with **Intel Corporation**.

The final award ceremony will be held as part of the "5<sup>th</sup> Investing in Technology Forum" to be held in Jordan in December 2007 under the patronage of **His Majesty King Abdullah II bin Al Hussein**.

This competition falls in line with ASTF efforts to bridge the gap between those who generate technology, and those who generate businesses and investments. The ultimate aim of this merger is to create strong, innovative, technology-based businesses able to compete worldwide. Such linkages will consequently support further technology research and development, thus creating a much-needed momentum able to drive Arab economies into the new millennium.

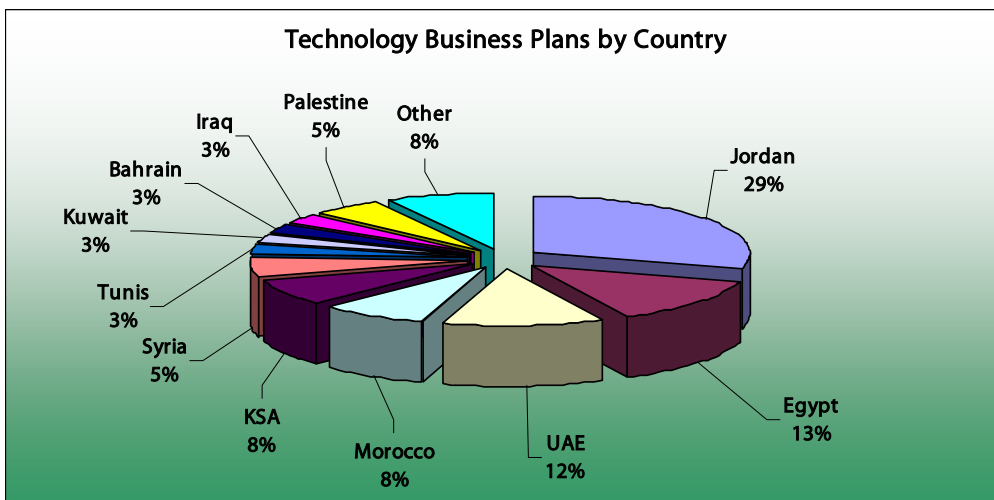
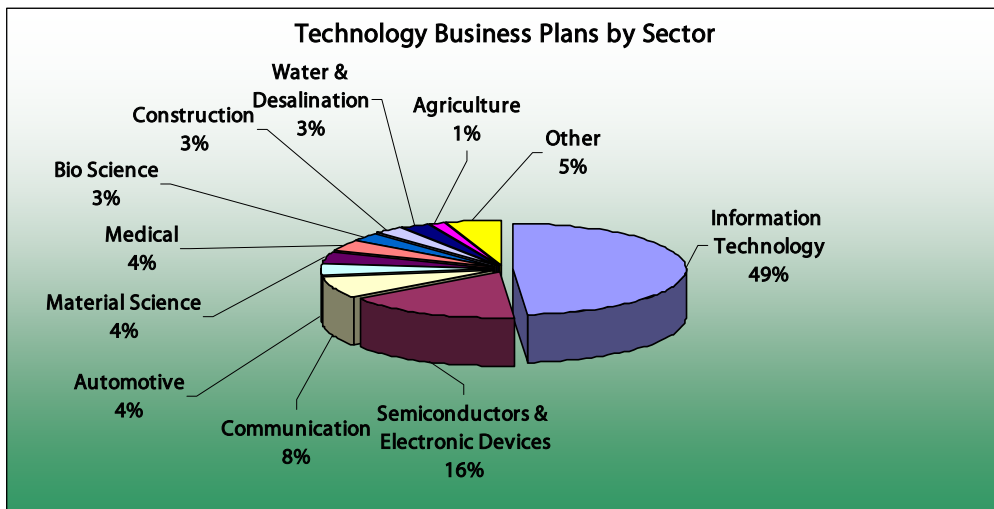
## 2. The Concept

The competition is designed to:

- Create more awareness on potential opportunities in technology startups and recognize innovative and outstanding technology business ideas, plans and startups
- Develop entrepreneurial skills for the competition participants and help them in developing their business plans
- Foster the entrepreneurial spirit in university technical and business students and graduates, and encourage them to take their projects from the concept level to the implementation level
- Increase investments in Arab technology startups by providing Arab investors with diverse & well selected group of startups to invest in.

## 3. Past Competitions

Through two dedicated regional competitions, this event has become the region main competition for technology startups and business plans:



## The Best Arab Technology Business Plan Competition (2006)

An investment-oriented competition, in which the best technology business plan receives at least \$50,000 seed investment from Arab Technology Ventures Seed Capital Fund.

As part of the "**4th International Forum on Investing in Technology**", Arab Science & Technology Foundation, in Collaboration with Intel Corporation, Abdul Latif Jameel Co. Ltd. & Islamic Development Bank organized the **1st Arab Technology Business Plan Competition**, the first Pan-Arab competition for business plans in the Technology sector. Finalists presented their project to a large group of Arab investors at the 4th International Forum on: Investing in Technology, Kuwait, April 10th-11th , 2006.

The first prize went to **Astroleap**, which had submitted a business plan to stream location sensitive data to mobile devices. Astroleap's content will allow users to download and redeem coupons and promotions, check for friends in near proximity while traveling and dispatch emails and invitations. Astroleap was awarded an investment of US\$ 50,000 in their business plan.

*"We are very proud to have secured first place in competition where all submissions were very strong. The competition spurred us to create a comprehensive and detailed plan that will no doubt help the company in the future as we turn ideas to reality. The forum was an excellent chance to meet and network with entrepreneurs, investors and seed capitalists. We believe that there should be further competitions, as such initiatives will catalyze idea generation and we look forward to ASTF's support and guidance in developing our ideas further,"* said Basil S. Qubain, Astroleap's Co-Founder.

**WadiMobile** UAE secured the second place with its mobile applications platform, while **Hakaya Technology's** concept for new software development tools gave them the last spot in the winner's circle. As second and third places winners, WadiMobile and Hakaya Technology will be eligible for investment capital from the Arab Technology Ventures Seed Capital Fund.



(Winners in the 1<sup>st</sup> Arab Technology Business Plan Competition, 2006)

## The Best Arab Universities Technology Business Plan Competition (2006)

An education-oriented competition supported by Intel Corporation, in which winning business plans will get in addition to cash prizes, a sponsorship from the competition to participate in the global business plan competition held on yearly basis at the University of California , Berkeley, USA , "Intel®+UC Berkeley Technology Entrepreneurship Challenge", where they will compete with teams from all over the world on best technology business plans.

The first award went to **Kindisoft**, A Jordanian team from Princess Sumaya University for Technology. The winning business plan introduces a unique and powerful Adobe Flash reverse-engineering protection solution. The product aims to protect the intellectual property of more than 2 million flash developers suffering from code theft since 1998.

The second award went to **PyramidTech**, an Egyptian team from American University in Cairo (AUC). PyramidTech's idea is to develop low-cost three-dimensional (3D) range cameras targeting both the automatic guided vehicles (AGV) and ground vehicles markets. The combined market size is at least \$800 million.

*"This competition gave us a unique opportunity for financial support and business exposure that will be a major success factor and an important motive to achieve our goals,"* Said Ammar Mardawi, CEO of Kindisoft, first winner of Arab Universities Technology Business Plan Competition. *"ASTF's & Intel's outstanding organization made the dream come true and the experience a memory to cherish."*

First-place winner received \$7,500; second place, \$5,000; and third place, \$2,500. In addition to that, Kindisoft and PyramidTech was sponsored by Intel to participate in Intel + UC Berkeley Entrepreneurship Challenge at the University of California, Berkeley, USA, Oct. 24-26, 2006.



(Winners in the 1<sup>st</sup> Arab Universities Technology Business Plan Competition, 2006)



## 4. 2007 Competition

Both competitions, the Investment focused and educational focused competitions, will be merged together in one main competition, with additional subcategories created:

Category	Overview	Winners/ Sub-Categories	Awards	Total Awards (Financial)
<b>Best Technology Business Plan (Mature Entrepreneurs)</b>	This category will have three awards for best business plans in technology for mature entrepreneurs (entrepreneurs who have founded companies before, have good management experience and <i>strong</i> business track record).	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> Place</li> <li>• 2<sup>nd</sup> Place</li> <li>• 3<sup>rd</sup> Place</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Cash prizes</i></li> <li>• <i>Seed Investments</i></li> <li>• <i>Participation in <b>ASTF Global Startup Program</b></i></li> <li>• <i>One team to sponsored to participate in <b>IBTEC*</b></i></li> </ul>	<b>\$75K</b>
<b>Best Technology Business Plan (Universities &amp; Young Entrepreneurs)</b>	In this category, the awards will be for teams composed of current University students, faculty members, recent graduates, and young entrepreneurs under 30 years.	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> Place</li> <li>• 2<sup>nd</sup> Place</li> <li>• 3<sup>rd</sup> Place</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Cash prizes</i></li> <li>• <i>Participation in <b>ASTF Global Startup Program</b></i></li> <li>• <i>One team to sponsored to participate in <b>IBTEC*</b></i></li> </ul>	<b>\$15K</b>
<b>Special Sectors Category **</b>	Two teams will be awarded cash prizes for excellent business plans in specific sectors in Technology considered strategic for the Arab world (Water, Energy, ICT and Biotechnology)	<ul style="list-style-type: none"> <li>• Two Awards</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Cash prizes</i></li> </ul>	<b>\$10K</b>
<b>Total</b>		8 Awards in three different categories	<b>\$100K</b>	

\* "Intel®+UC Berkeley Technology Entrepreneurship Challenge"

\*\* To be granted based on the quality and availability of the business plans in these sectors

## 5. Competition details

### 5.1. Participants

New ventures in the seed, start-up, or early growth stages from all Arab countries.

### 5.2. Awards

Winners will get:

- Over \$100,000 in cash prizes and seed Investments.
- Participation in ASTF Global Startup Program.
- 10 Finalists to be sponsored to participate in "**5<sup>th</sup> Investing in Technology Forum**", *Jordan, December 12 -13, 2007.*
- 2 teams to be sponsored by Intel® Corporation to participate in "**Intel®+UC Berkeley Technology Entrepreneurship Challenge**", *University of California, Berkeley, USA, November 13-15, 2007.*

### 5.3. Categories

Both competitions, the Investment focused and educational focused competitions, will be merged together in one main competition, with additional subcategories created:

#### **Best Technology Business Plan (Mature Entrepreneurs) (Category A)**

This category will have three awards for Best business plans in technology for mature entrepreneurs (entrepreneurs who have founded companies before, and have good management experience and strong business track record)

#### **Best Technology Business Plan (Universities & Young Entrepreneurs) (Category B)**

In this category, the awards will be for teams composed of current University students, faculty members, recent graduates, and young entrepreneurs under 30 years.

#### **Special Sectors Category (Category C)**

Two teams will be awarded cash prizes for excellent business plans in specific sectors in Technology considered strategic for the Arab world (Water, Energy, ICT and Biotechnology)

### 5.4. Requirements

Following conditions should apply:

1. 2-5 people for each team, whom at least two thirds are of Arab nationality and Residing in the Arab World.
2. Strong technical and management team with relevant experience.
3. Company to be established in the Arab world, and most of R&D activities should have been done or planned to be done in an Arab country.
4. Project has passed R&D stage, is financially feasible with attractive returns to investors, and has a technology with regional or worldwide market potential.
5. Project is seeking seed and early financing and has a clear proposal for investors.



6. For category A, entrepreneurs should who have founded companies before, or have good management experience and strong business track record.
7. For category B, 50% of the team should be composed of current University students, or faculty members, or recent graduates, or young entrepreneurs under 30 years.

### 5.5. Eligible Areas

- Information Technology
- Communication
- Semiconductors & Electronic Devices
- Medical
- Pharmaceuticals
- Biotechnology
- Water & Desalination
- Energy
- Construction
- And other related Technology & Engineering Areas

### 5.6. Selection Criteria

The selection criteria will include the following factors:

- Products/Services, technology, Innovation, uniqueness, feasibility, strategy, experience, IP, competitive advantage and business model.
- Market size, growth, share, competition, and clients.
- Financials and Funding Requirements.

### 5.7. Resources

The teams will be provided with templates to help them develop professional business plans (Available on the competition website: [www.astf.net/bpc2](http://www.astf.net/bpc2) :

- Executive summary template (limited to 2 pages).
- Business plan template (limited to 30 pages).
- Presentation template (limited to 15 slides).

### 5.8. Evaluation Process Overview

Round	Input	Output	Event	Stakeholder
<b>First Round</b>	<ul style="list-style-type: none"> <li>• Up to 100 draft executive summaries in categories (A&amp;B)</li> </ul>	<ul style="list-style-type: none"> <li>• 15 draft executive summaries for category A</li> <li>• 10 draft executive summaries for category B</li> </ul>		ASTF
<b>Semi-Final Round</b>	<ul style="list-style-type: none"> <li>• 25 draft business plans in both categories</li> </ul>	<ul style="list-style-type: none"> <li>• 5 Pre-Final Business Plans for category A</li> <li>• 5 Pre-Final Business Plans for category B</li> </ul>	Training program and Mentoring	ASTF, Mentors & UNIDO
<b>Final Round</b>	<ul style="list-style-type: none"> <li>• 10 final business plans</li> </ul>	<ul style="list-style-type: none"> <li>• 3 winners in category A</li> <li>• 3 winners in category B</li> </ul>	Finals & Awards Ceremony	Judges



### 5.9. Material Submission

Only electronic submission of documents is allowed. Material should be sent to [BPC@astf.net](mailto:BPC@astf.net). Electronic material sent should contain following:

- Resumes/profiles, summaries and Business plan (MS word or PDF): **BUSINESS PLAN NAME.doc or pdf**
- Financials (MS Excel): **BUSINESS PLAN NAME.xls**
- Presentation (MS PowerPoint or PDF): **BUSINESS PLAN NAME.ppt or pdf**

#### Notes

1. In submitting the documents for the first round, teams should indicate in their emails which category they want to compete in:
  - a. Mature Entrepreneurs (Category A)
  - b. Universities & Young Entrepreneurs (Category B)
2. Total size of all soft copy documents shall not exceed 10 MB.
3. Teams that submit incomplete material for each stage will be automatically disqualified.
4. All documents sent should be final and on time. No late submission shall be accepted.
5. The documents should be sent in English.

### 5.10. Deadlines for Participants

Round	Deadline/Milestone	Date	Mon
Round 1	ASTF announces competition & official partners	6//8/2007	Aug.
	<b>Online Submission of executive summaries</b>	10/9/2007	Sep.
	ASTF announces teams to participate in semi-final round (25 teams)	17/9/2007	Sep.
Round 2 (Semi-final)	<b>Online Submission of draft Business Plans and presentations ( Only the teams that would like to participate in IBTEC)</b>	1/10/2007	Oct.
	ASTF announces the teams to participate in IBTEC (2 Teams)	8/10/2007	Oct.
	Participants attend training program in Bahrain (15 teams, Optional)	15-18/10/2007	Oct.
	<b>Online Submission of draft Business Plans and presentations ( All Teams)</b>	22/10/2007	Oct.
	ASTF announces Finalists and invites them to submit final Business Plans and deliver presentations in Jordan (10 teams)	29/10/2007	Oct.
	The selected two teams participate in IBTEC (USA)	13-15/11/2007	Nov.
Round 3 (Final)	<b>Online Submission of final Business Plans and presentations</b>	26/11/2007	Nov.
	<b>Private Presentation (10 teams, Judges)</b>	11/12/2007	Dec.
	Award Ceremony (Forum, 3 winners for each category)	12/12/2007	Dec.

### 5.11. Judges

Judges is selected based on the following criteria:

- Relevant professional experience (business, consulting and entrepreneurial)
- Field of expertise (Investors, entrepreneurs or lawyers)
- Geographical location

## 6. 2006 Finalists (Both Competitions)



### WadiMobile, UAE

WadiMobile is planning to become a major player in an estimated \$12B Worldwide mobile applications market by becoming the standard for creating, deploying, controlling, and managing compelling, interactive, highly secure, and graphical mobile applications that were never possible before. These mobile applications will be simple to design and deploy because they are based on application and presentation components, and will support both corporate and consumer markets. The Casta Platform will change how people use their mobile and it will finally make it possible to provide effective closed loop, branded, aiming to have over 10 million Casta Platform users in three years.



### Astroleap, Jordan

Astroleap is over a year-old technology company that aims to build innovative mobile applications that empower subscribers with relevant information based on their location of access. eureka!mobile™ is Astroleap's first flagship product slated for début in the USA the 2nd quarter of 2006.



### PyramidTech, Egypt

PyramidTech intends to develop low-cost three-dimensional (3D) range cameras targeting both the automatic guided vehicles (AGV) and ground vehicles markets. The combined market size is at least \$800 million. The founders were part of the team who pioneered this innovative technology in the US and highly achieved academic figures in related technology areas.



### Hakaya Technologies, Jordan

Hakaya Studio, is a unique suite of software development tools that speeds the delivery of reliable, high-performance software to help companies decrease time-to-market, reduce development costs and increase developer productivity. It does so by automating the generation of high quality source code from visual models. Hakaya Studio offers platform, technology and architecture independent modeling.



### KETAB, Jordan

The company: KETAB is an IP-based company that is developing over than 9 promising core enabling emerging technologies in the field of human computer-interaction and ubiquitous computing. KETAB is proposing the product iPro. iPro is based on a disruptive technology in the field of visual communication. It is a portable interactive whiteboard that will be sold along with projector displays to enable spatial interaction with projector screens and automatic transcription of user's writing.



### **Kindisoft, Princess Sumaya University for Technology (PSUT), Jordan**

Kindisoft introduces a unique and powerful Adobe Flash reverse-engineering protection solution, secureSWF. Our product aims to protect the intellectual property of more than 2 million flash developers suffering from code theft since 1998. With the revolutionary Adobe Flash upgrade (Flash v9, scheduled in mid 2007) an enormous increase in the need for our protection solution is predicted.



### **OpenTechnologies, Birzeit University, Palestine**

OpenTechnologies is a startup based on the open source hardware concept and its adoption in new generation of computer platforms based on configurable computing. The platform provides high performance and low cost system suitable for research and educational institutes users, specially in the developing countries. The business model is based on the hobby based OpenTech project that acts in the global market since 2000.



### **International Mobile Service Partner, Jordan University of Science and Technology (JUST), Jordan**

We are seeing mobiles as Internet connected computing mobile devices. Our network enables more messaging, more voice communication features, and more information services at a lower cost to mobile phone customers. This network is powerful infrastructure to find your mobile if you lost it, manage your mobile remotely, and it is perfect solution for building security channels through mobiles.

### **Microbial Additives, Cairo University, Egypt**

The microbial additives are the application of biotechnology in the field of environment (at home, industrial, agricultural, and waste treatment plants levels). The products will include local, selected, and adapted high active strains that will significantly help to make the environment much healthier. The environmental problems are similar in all Arab Countries, so through the establishment of the Microbial Bank, we will have an opportunity to reach a regional market that serves approximately 200 million persons.

## 7. About The Partners

### Arab Science and Technology Foundation (ASTF)



The Arab Science and Technology Foundation (ASTF) has been established to promote science and technology in the Arab World by acting both as mediator and facilitator. ASTF mediates between the different Arab entities of business, investors and institutions related to Science & Technology inside and outside the Arab World. ASTF also facilitates the interaction between those entities that share the common goal of improving technology capacity building inside the Arab World without negating each entity's self-interest and independence.

These programs fall in line with ASTF efforts to bridge the gap between those who generate technology, and those who generate businesses and investments. The ultimate aim of this merger is to create strong, innovative, technology-based businesses able to compete worldwide. Such linkages will consequently support further technology research and development, thus creating a much-needed momentum able to drive Arab economies into the new millennium.

### Intel Corporation



Intel, the world leader in silicon innovation, develops technologies, products, and initiatives to continually advance how people work and live.

### UNIDO-ITPO



The United Nations Industrial Development Organization (UNIDO), through its Investment & Technology Promotion Office (ITPO) was set up in the Kingdom of Bahrain in 1996. It plays an active role in promoting industry in Bahrain and the region by attracting investment and the latest technology to the country, and at the same time by promoting new opportunities for investors and technology suppliers seeking potential partners.