

transform through innovation

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leadership

Mohammed AlWahaibi
CEO | ALJABR



With 8 years experience in the startup & entrepreneurship scene, Mohammed was able to establish a solid understanding of the local and global entrepreneurship and startups ecosystems.

Fatma Bahwan
COO | ALJABR



With 6 years of working in startups and building programs and initiatives to support entrepreneurship. Fatma has an accumulated record of creating, designing and managing more than 30 events and programs

Omar Al Harthy
Partner | ALJABR



Omar is a board member in AL JABR and has co-founded several initiatives along side the team. Omar Managed the first public E-learning platform in Oman for entrepreneurs , job seekers and business professionals.

Recognized by the Arab Youth Summit as a youth pioneer by the World Government Summit 2018, Omar currently provides assistance to the team as a board member to support business growth.

about us

ALJABR LLC is a Omani company focused on startup development and corporate innovation. We specialize in building entrepreneurial programs that help bridge startup innovation with corporate ambition, giving access to financial, human and intellectual capital. Our aim is to build a regional hub for innovation. This includes working alongside enterprises, startups and investors to achieve that.

what we do

Utilizing the best of design thinking, lean startup, and agile tools, to create a project or refine a process to solve a problem within the corporate that would usually be time and cost inefficient.

our partners and clients



our approach to a successful innovation program

Empathy

Understanding challenges and addressing them clearly

1

Strategy

Clear strategic objectives around innovation must be made explicit at the business unit level

2

Knowledge

the right approach – modelled on the best practice from high growth companies – to build skillset and mindset.

3

Governance

What should you do with an idea that has been spinning at the concept stage for 6 months? Who makes the decisions on which ideas progress?

4

Community

to drive innovation culture across an organisation is developing a comprehensive communication plan that targets key stakeholders

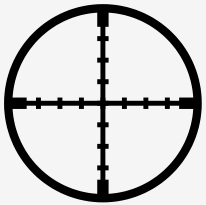
5

Impact

What are the right KPIs to assess whether your teams and their innovations are successful or not?

6

1 Empathy



Stakeholder engagement

Understanding challenges and addressing them clearly through stakeholder engagement to be done as a scoping exercise to align strategic needs with current problems.



mapping value chains

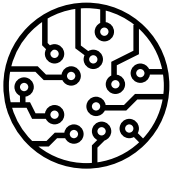
The current value chain has to be mapped to find points of friction and identify areas of development and actors/owners.



identifying Capabilities

An assessment of current capabilities to execute innovative solutions within the industry to understand where do our capacity building needs.

2 strategy



**Unlocking new technology,
business models and talent.**



**Faster to market. De-risking
investments.**



**Driving mindset and skill set
transformation**



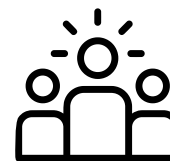
**Alignment to vision 2040 to
capitalize on maximum value**



**Improve innovation culture
throughout the industry**



Talent attraction and retention



**Thought leadership within the
market**



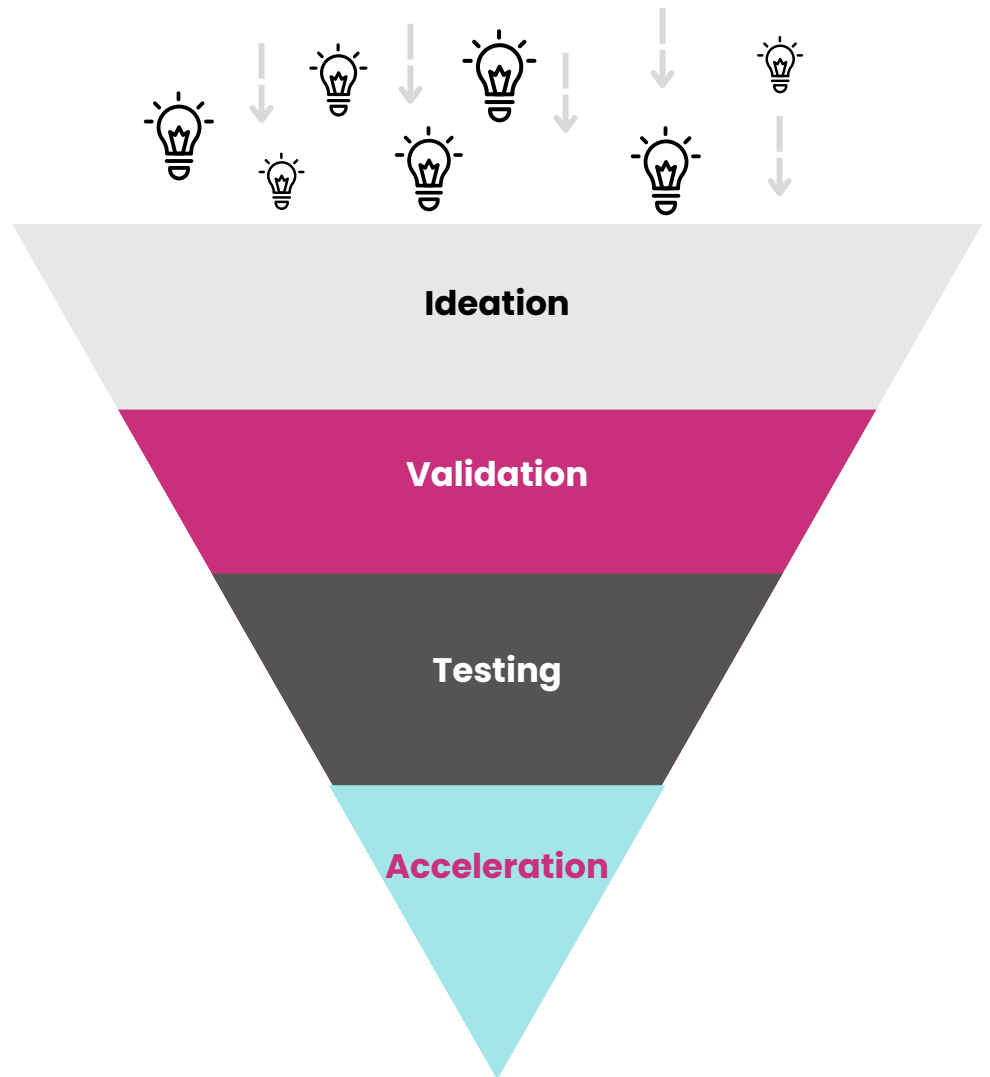
**Building a balanced portfolio of
innovations and solutions**

3 knowledge

Building the relevant content to achieve the strategic objective is a key component of Aljabrs innovation methodology.

Starting with Aljabrs data and programs bank the team links the innovation objective with the best tool from their vast experience, most of the programs has a great level of customization to fit the nature of the receiving party.

from *employees to entrepreneurs* the tools are further adjusted to the appropriate language and delivery methodology.



4 Governance



development of idea criteria

Setting relevant stage gates is important to ensure that your teams are focusing on the right activity at the right stage; applying criteria that enable your organisation to determine when to progress, pause or stop working on an idea.



cross functional committee

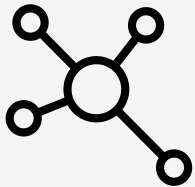
cross-functional selection committee must be established and trained to assess ideas against the relevant stages and make evidence based decisions around whether ideas should progress or be killed.



Idea management

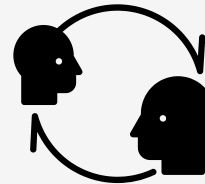
creating a systematic approach to tracking and archiving ideas; this data can be fed into strategy planning or inform future idea development to shortcut learnings

5 Community



Stakeholder engagement

Engaging with all key stakeholders in the ecosystem including regulators, service providers institutes and employees, technology leaders, founders and global partners.



Cohort management

Understanding and managing cohort innovation needs as well as enabling them to communicate with each other and their mentors and advisors seamlessly during and after the program.



Partnerships

Connecting our program and its cohort with a network of global partners that enables them to exchange value, get access to different markets and perspective as well as best practices.



Cross pollination

Leveraging our community to build learning paths from different industries, verticals and backgrounds to enhance innovation opportunities.

5 Al Jabrs Community



Zumrah is an online communications platform that helps the transfer of knowledge between individuals and experts through online spaces. These spaces could include articles, blogs, short courses, intensive online courses, and tutorials. As well as Al Jabr's on going projects such as:

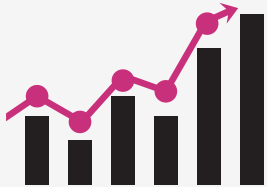
- **Youth Center Incubator Incubatees**
- **Free Zone Incubator Incubatees**
- **Programmes participants,**
- **Al-Rud'ha & Technopark members**

6 Impact



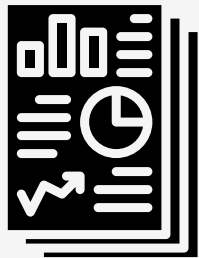
Setting critical KPIs

What are the key KPI's that need to be measured? How do we define them and benchmark these against the industry?
Innovation Accounting needs to be performed to measure reporting KPIs, governance KPIs, as well as global KPIs assessing the overall performance of the programme.



Economical and industry impact

How do you track impact? What are the assessment & tracking mechanisms required?
How do you report these metrics to key stakeholders in a meaningful and engaging way?



Tracking & reporting

What are the key metrics to track and report on a regular basis to relevant stakeholders.

ecosystem sustainability

To ensure the consistent development of cohort renewals, the following measures will be taken:

Feedback & Learning

Throughout the duration of the programs and community functions it will be essential to obtain feedback and learning from the different stakeholders involved in order to take those learnings and further develop future cohorts.

Impact Measurement

Impact measurement enables the ecosystem to account for its social performance, value its contribution to society and generate greater credibility with the community and stakeholders.

Proof of Concept Opportunities

Ensuring the access of 'proof of concept' opportunities for **founders** in the ecosystem is an essential step in creating success stories.

Investment Opportunities

Access to investment opportunities will enable the founders to scale and position themselves strategically in the market.

Creating Success Stories

A comprehensive ecosystem that will nurture the development of the concepts that contribute to the creation success stories; thus ensuring the support of ecosystem stakeholders.



innovation and startup development

Projects Profile



ALJABRMENA



WWW.ALJABRMENA.COM

Employee innovation

These products include

Sprints

Objective

Develop solutions for a specific challenge in a span of 1 week using rapid prototyping & user-centric approaches. Sprints allow your employees to make decisions & test concepts at a faster pace.

two options

Business Strategy for Long Term Strategy Focus

Setting key goals and OKRs that focuses on long term business innovation

Business Design for Products and Services

Design thinking methodologies to scoping, creating and validating new products & services

CHALLENGES



UNDERSTAND

SKETCH

DECIDE



DEFINE



TEST

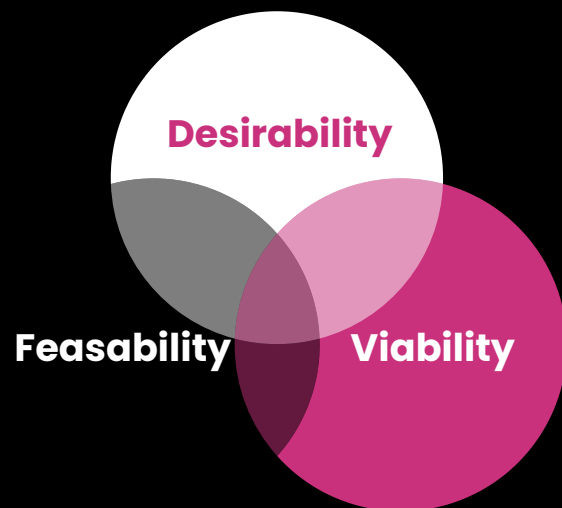
SOLUTIONS

LABS

Objective

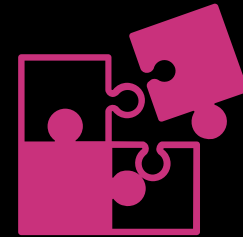
Create a focused development process for scoping challenges, creating new ideas or developing existing businesses using startup methodology. Labs are more suited for discovery purposes.

USEFUL INNOVATION:



Business model innovation labs

Developing new business models for existing products and services.



Go to Market Labs

Launching new products and services to specific target markets



Silah

Silah program aim to solve the communication challenges within Nama group with an objective to have a better bottom-up communication channels.

The methodology used started by defining the success metrics and the format of the final product components which was a communication strategy with implementable initiatives.

The tools used were the following:

- **Scoping** High Level objectives and defining the project mandate with top management.
- **Empathy sessions** to extract communication challenges across the subsidiaries
- **Data and Analysis** through surveying and interviews
- **Defining the challenges worth solving** through polls and data analysis results
- **Ideation** for initiatives that can directly solve said challenges
- **Refining ideas** and creating final initiatives list
- **Compiling** the methodology and implementation plan



Main outcomes

«نماء» و«الجبر» تتعاونان في تعزيز الخدمات الكهربائية



■ فاطمة بهوان

سلطان بهوان، الرئيس التنفيذي للعمليات في شركة الجبر: نسعى من خلال هذه الشراكة مع مجموعة نماء إلى استخدام منهجيات الابتكار المؤسسي وتطوير التكنولوجيا لتقديم حلول جديدة تفيد القطاع السكني في سلطنة عمان، حيث نفتخر في شركة الجبر بالعمل مع إحدى المؤسسات البارزة التي تتطلع دوماً إلى تعزيز كفاءة الخدمات المقدمة لمستخدميها.



■ غادة اليوسف

تزايد الطلب على الكهربائيين المرخصين، فإنه أصبح من الضروري إيجاد حلول مبتكرة وفعالة لتسهيل تقديم الخدمات الكهربائية الفنية للمشاركين، مشيرة إلى أنه من خلال هذه الشراكة، سنعمل على دراسة جميع الحلول والإمكانيات التي من شأنها تسهيل آلية الإستعانة بالكهربائيين المرخصين لتقديم الخدمات الكهربائية الفنية للمشاركين. من جانبها، قالت فاطمة

تعاونت مجموعة نماء مع شركة الجبر، وهي شركة رائدة في التطوير والابتكار، بهدف تسهيل آلية تقديم الخدمات الكهربائية الفنية لمشاركة القطاع السكني في سلطنة عمان.

تهدف مجموعة نماء من خلال هذا التعاون إلى تحديد أفضل الممارسات من أجل تسهيل عملية العثور على الكهربائيين المرخصين (الحاصلين على الرخصة الكهربائية) والاستعانة بهم في الحالات اللازمة.

وقالت غادة بنت محمد اليوسف، المديرية التنفيذية لدائرة التواصل والاستدامة بمجموعة نماء: تعمل المجموعة بصفة مستمرة على تطوير الخدمات المقدمة للمشاركين من خلال الاستعانة بأحدث التقنيات وأفضل الممارسات في المجال التكنولوجي. ومع

Naqla startup initiative



KR Infrastructure – Khimji Ramdas

The corporate innovation sprint labs conducted with Kihimji Ramdas aimed to help the different departments create a focus on a specific project that focuses on **customer retention**. The process took place over the following three phases:

- Scoping
- Sprint workshops
- Sprint labs to create prototypes

the objective of all the exercises was to also upskill the employees with entrepreneurial thinking skills , problem solving, and long term impact. The end objective of the sprint was to identify whether the company needs a **startup incubator, accelerator, or hackathons** to implement the solutions.



Corporate innovation transformation

These products include

Corporate acceleration & incubation programmes

Objective

Build new businesses that address corporate challenges that can later be spinned off as new products and/or services, corporate subsidiaries or internal departments. Corporate accelerators work best when corporates have an appetite for investments & tapping into new markets.

Testing and validating new business ideas in a clear process.

SCOPING



VALIDATING



TESTING



LAUNCHING





هيئة تنمية المؤسسات
الصغيرة والمتوسطة
SMEs Development Authority



الهيئة العامة للمناطق الاقتصادية الخاصة والمناطق الحرة
Public Authority for Special Economic Zones and Free Zones
Sultanate of Oman



سلطنة عمان

شِراع

Al Jabr as the first private incubation management company to manage government incubators in special economic zones and **free zones**:

starting september 2022 Al Jabr is managing and operating the National Network of incubators and business centers in the Sultanate, to support developing enterprises by transforming their ideas into existing projects capable of competition and enabling small and medium enterprises to build and compete with high-quality standards in the special economic zones and free zones in Duqm, Salalah, and Sohar. The business centers and incubators in special economic zones and free zones will be a three-year-long project that will incubate and assist startups regardless of their stage.

Incubation brands under Al jabr management

Aljabr currently manages 3 incubation programs under the supervision of the SME Development Authority.

هيئة تنمية المؤسسات
الصغيرة والمتوسطة
SMEs Development Authority



حاضنة الصناعات الإبداعية

Location: Muscat

Specialization: Creative industries

Number of incubatees: 20

شراع

Location: Sohar, Salalah, Duqm

Specialization: industries that can benefit from the freezone status and businesses.

Number of incubatees: 30

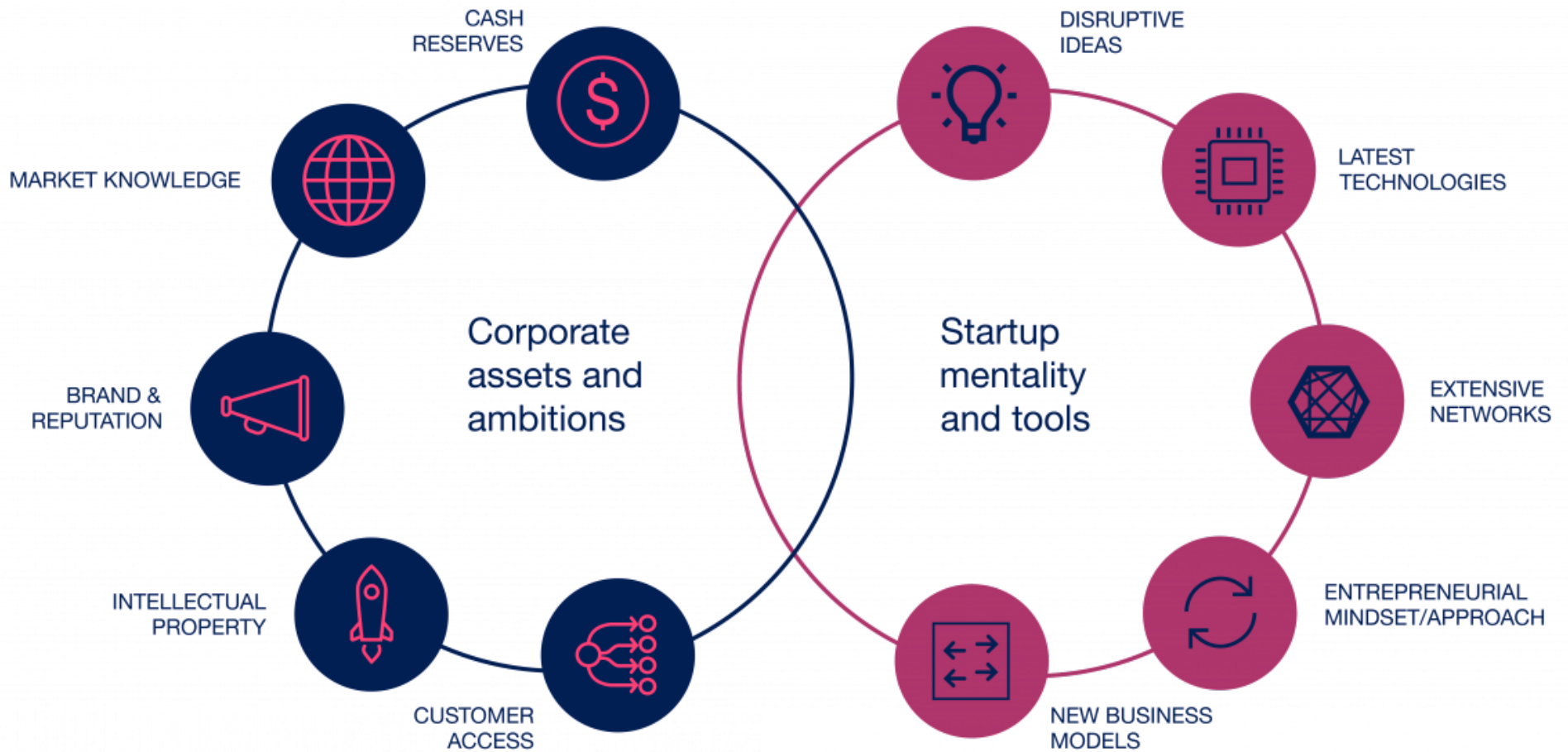


Location: Salalah

Specialization: General businesses

Number of incubatees: 10

Venture building through corporate startup innovation



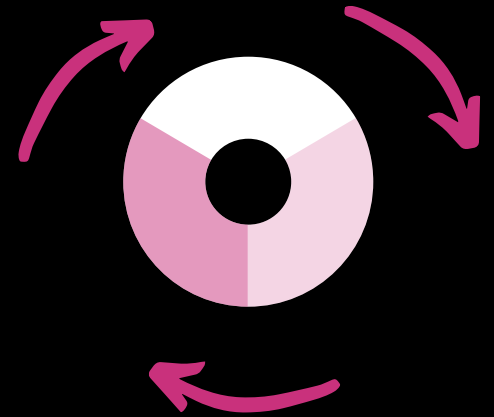
Corporate digital transformation

what it is

Corporate Digital Transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers.

how to do it

Focusing on cultural change which requires organizations to continually challenge the status quo, test, experiment, and get comfortable with failure.



Baader

Baader Volunteering project is a PDO initiative that started six years ago to support the Omani community by sharing and utilizing PDO expertise to support the community in different areas. The project was presented as a challenge to Al Jabr as it was exhausting resources without a direct ROI.

Al Jabr worked on digitizing the matchmaking process to minimize the personnel on this project and created a smart algorithm that allows PDO to calculate the ROI of the Human capital investment in every hour volunteered through baader.


Main Statistics

103



Matched opportunities

172



Organisations

455



Volunteers



شركة تنمية نفط عُمان
Petroleum Development Oman

Product development

what is it

Product development reflects the entire product journey, it refers to all of the stages involved in bringing a product from concept or idea through market release and beyond.

community
knowledge
sharing

how it is done

Improving products, focusing on the right target market and creating user journeys and added value that are best suitable for customers.

Bank Muscat

As part of its internal innovation initiatives, Bank Muscat established a program called Ibdaa Lab. Under the umbrella of the program, several employees formed teams tasked with building innovation solutions and introducing new concepts to the bank.

Al Jabr was contracted to assist these teams in building prototypes of their solutions with a group of startups and developers. The process included the following:

- User Journey mapping
- Design sprints to build the wireframes
- Brand and User Interface



Corporate startup engagement

These products include

Startup accelerators

Corporate Accelerators have been trending in the recent years where research has found that close to one-third of accelerators run in Europe were in association with corporates. That is, either carried or supported by them in 2015, where numbers are exponentially growing around the world.



POCs & Sandboxes

POCs (Proof of Concepts) are ways for corporates to try and test new technologies by allowing corporates to start small and fast.

Sandboxes are startup incubation centers where corporates provide resources for entrepreneurs to develop and accelerate building solutions.


Hackathons

Hackathons are usually competition-based events taken place in 48-72 hours time period, normally over a weekend, to solve a corporate challenge. With programmers as main participants who come together to work rigorously to create prototypes on new solutions in order to solve that specific challenge.



Corporate Venture capital (CVC)

Corporate Venture Capitals have been blooming since 2014, with Germany being the fireball of CVCs in Europe, around half of the continent's biggest 100 companies have accompanied investment related activities within their organizations. Having said that, a growth rate of 86.5% and 59% in value and number of CVCs witnessed that year, respectively. With a total number of 1,735 deals closed worth \$48.5 billion and exits valued at \$84.2 billion.



According to a study done by 500 Startups over 92% companies engage with startups to gain access to new technology

Family Corporate Startup Collaborations

This type of collaboration aims to incorporate innovation into family based businesses in order to expand and grow. As this type of businesses operate as corporates, the mentioned objectives and collaboration types take into consideration that they are included in that. Nonetheless, the concepts of corporate-startup collaborations, open innovation and engagement programs have just as big of an effect on Family Corporate businesses.

Innovate Oman

In partnership with Plexal and the UK Oman Digital Hub, the initiative aimed to boost digital skills, support entrepreneurship, and grow the country's tech ecosystem. The program consisted of three phases, however AL JABR's scope of work centered around the first phase which was the Innovate Oman Hack focusing on cybersecurity, where we drove the onboarding of the participants, which will then move onto phase two, the Innovate Oman Accelerator, followed by phase three, Innovate Oman Sprint.



Smart City Hackathon

This program is aimed to encourage the Omani community of developers and innovators to develop innovative ideas to transform the city of Muttrah into a smart city and raise awareness regarding the growing challenges and opportunities with smart cities.



Start-Up Weekend Powered By Techstars

The program involved 24 Omani start-ups formulating innovative Covid-19 mitigation solutions applicable to several industries which include healthcare, logistics, and education. The winners were invited to take part in Techstars Global Innovation Boot Camp.



EBDA Program

EBDA is a startup development program designed for early stage startups. The program was designed to take the participating teams through multiple stages starting from idea affirmation, business readiness, and market deployment.



Raqmana

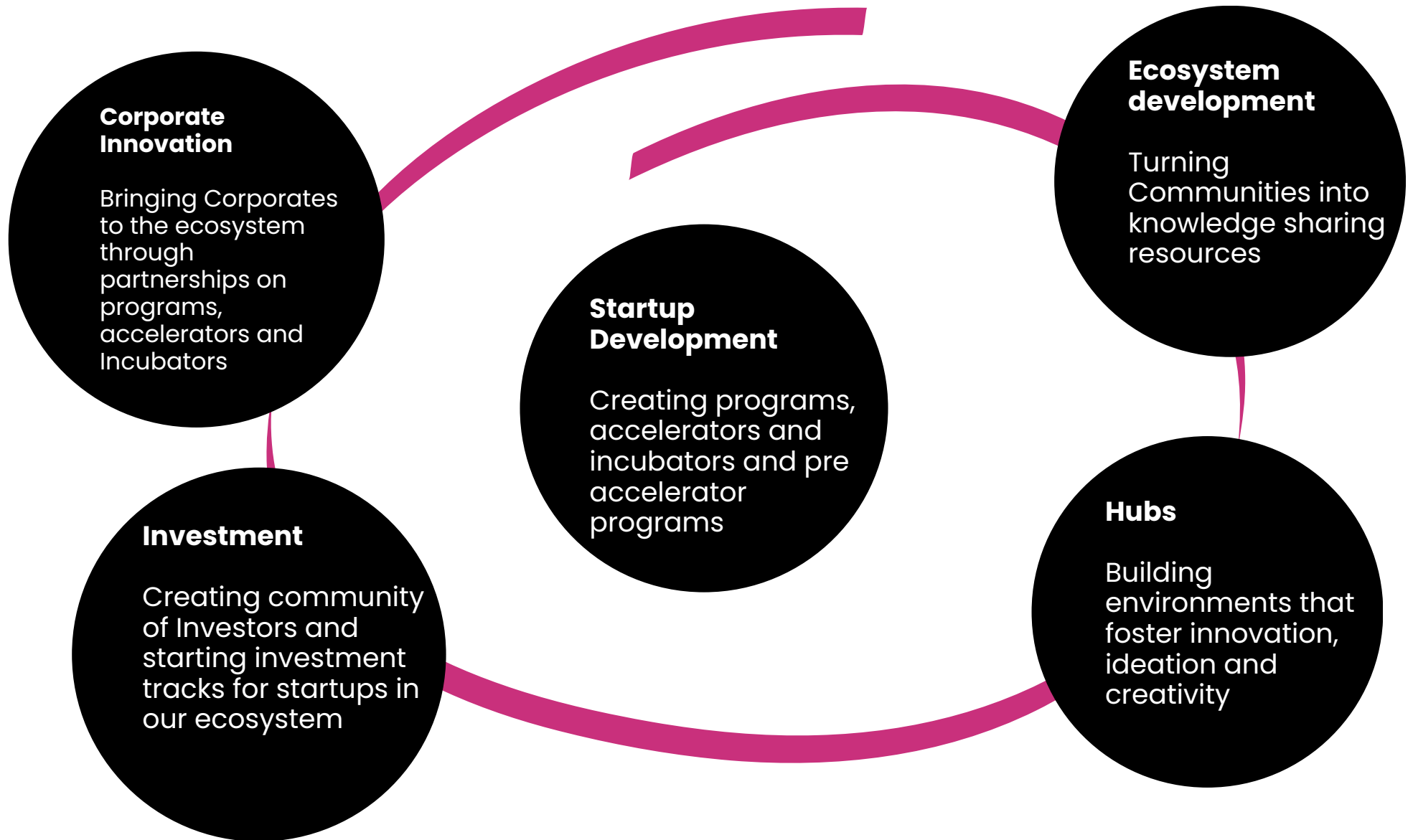
Raqmana was a digitization initiative introduced by the Small and Medium Enterprises Development Authority implemented by AL JABR in partnership with Google Developers Group, through a 3 month training program that aimed to enable the digital transformation of 25 small and medium sized enterprises entirely or components of their businesses



Google for Developers
Group



our ecosystem



innovation development pipeline

initiation

development

growth

startups

ideation programs
skills bootcamps
community knowledge sharing

incubation
acceleration
seed funding
corporate partnerships

access to markets
regional funding opportunities

corporates

Challenge Scoping
sprints
labs

Corporate acceleration and incubation
Venture builder

corporate venture capital
corporate partnerships

Objective x type matrix

	Intrapreneurial corporate culture	New products, services & partners	Solving challenges	Leading the way into future industries
Hackathons	HIGH	HIGH	MEDIUM	LOW
Sharing knowledge & resources	MEDIUM	HIGH	LOW	LOW
Accelerators & incubators	HIGH	HIGH	MEDIUM	MEDIUM
Partnerships / POC programs	MEDIUM	MEDIUM	HIGH	MEDIUM
Investment & Corporate Venturing	LOW	LOW	MEDIUM	HIGH
Acquisitions & on-boarding	MEDIUM	LOW	HIGH	HIGH



innovation and startup development

transform through innovation



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