



بنك الإمارات دبي الوطني  
Emirates NBD

# National Digital Talent Incubator Program | Cohort 2

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# EXECUTIVE SUMMARY



**Emirates NBD** continues to contribute to the UAE's entrepreneurial ecosystem with the successful completion of the second cohort of the National Digital Talent Incubator (NDTI). This program, now a cornerstone of innovation, continues to set the standard for nurturing homegrown talent and fostering the development of cutting-edge technologies and disruptive business models.

The NDTI program thrives on the strength of strategic alliances with its key partners: DIFC Innovation Hub, Visa, Microsoft, and Dell Technologies. These partnerships bring invaluable resources and expertise, creating a fertile environment where innovation can flourish.

**Together, we are not just supporting startups - we are shaping the future of the UAE's fintech and technology landscape.**

Launched on **April 23, 2024**, the second cohort embarked on a transformative journey, engaging in high-impact training sessions, strategic workshops, and exclusive networking events. The Dubai Fintech Summit served as a pivotal moment, providing our founders with unparalleled opportunities to connect with industry leaders, explore collaborative ventures, and unlock new growth possibilities.

Promising discussions are already underway, with founders actively exploring international markets and potential business engagements.

The cohort's international trip to Turkey opened new doors, setting the stage for future collaborations. Our founders gained unprecedented access to senior leaders across Emirates NBD Group and our esteemed partners, positioning them at the forefront of emerging industry trends.

Emirates NBD remains steadfast in its commitment to cultivating a robust pipeline of Emirati entrepreneurs. Through the NDTI, we are not only accelerating business growth, but we are reinforcing the UAE's status as a global hub for innovation and economic excellence.



This report stands as a testament to the program's impact and our unwavering dedication to driving forward the UAE's innovation agenda.

## NDTI Cohort 1 - 2023



Building on the success of the inaugural cohort, the next chapter ignites a new wave of Emirati Business leaders, ready to redefine innovation and drive a lasting global impact.

[The NDTI program Cohort 1 PDF](#)

## NDTI Cohort 2 - 2024

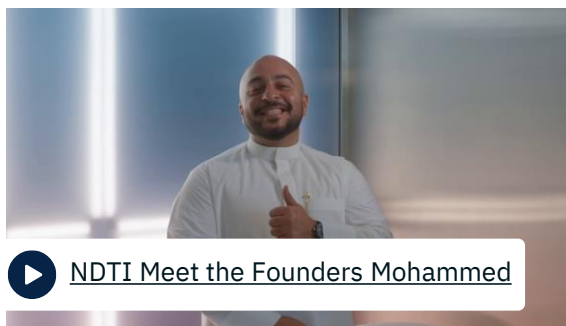
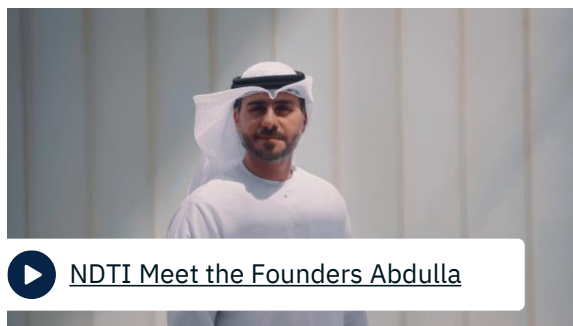
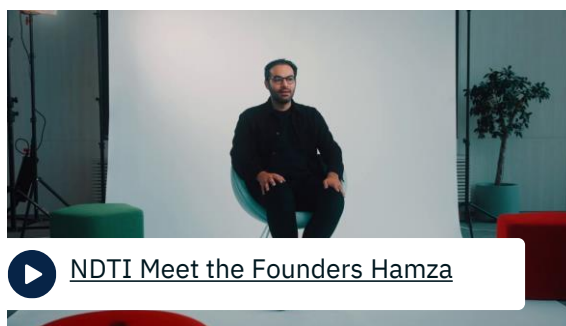
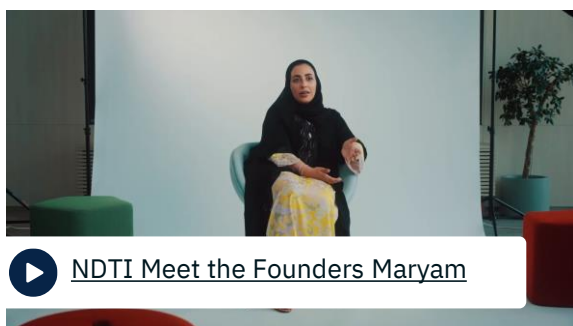


# MEET OUR FOUNDERS



Onboarding top talent for the National Digital Talent Incubator (NDTI) program is a process of precision and purpose. We tapped into vibrant ecosystems like Hub71, DIFC, Future 100, and the Sharjah Entrepreneurship Festival **to identify standout startups.**

In collaboration with bank leadership and key program partners, each startup was rigorously evaluated for its unique value proposition and potential to scale, ensuring only the most promising innovators join the NDTI journey.



## SELECTED PARTICIPANTS AND THEIR VENTURE:

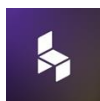


### Rebound Platform

Rebound Platform optimizes the global trade of recycled plastic materials, improving supply chain efficiency and sustainability. It acts as a trusted global marketplace, connecting members from over 60 countries to source quality-assured recycled plastics.

**Maryam AlMansoori** - Founder & General Manager

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### Letswork

Letswork provides an easy solution for finding and booking workspaces, meeting rooms, and offices. With a marketplace and subscription model, users can access hundreds of coworking spaces, hotels, and cafes through the Letswork website and the app.

**Omar Almheiri & Hamza Khan** - Co-Founders

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### Namara

Namara is pioneering the region's first sharia-compliant, AI-powered microlending app. In addition to its core product, it offers Moonlighting and Bills, two complementary services aimed at fostering financial empowerment.

**Mohammed AlNamara** - Founder & CEO

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### HCMS.ai

HCMS.ai leverages artificial intelligence to analyze skill supply and demand within government, enterprise, SME, and educational sectors, helping organizations empower their workforce with the right skills for future growth.

**Dr. Abdulla Al Shimmari** - CEO & Founder

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### RestHero

RestHero equips small business owners with tools to sell directly on social media, including an integrated e-store, payment gateway, delivery services, and customer data analysis, reducing risks and improving operations.

**Dr. Abdulla Al Shimmari** - CEO & Co-Founder





“  
*Keeping materials out of the environment and in the economy is a never-ending rollercoaster.”*

“  
*I've had the pleasure of being one of four selected UAE Nationals to partake in the Emirates NBD National Digital Talent Incubator program. A program designed solely for founders to learn, engage, grow, and connect.*

*Thanks to ENBD's network, we had the opportunity to meet with senior management as well as travel to Istanbul and visit Deniz Bank. Emirates NBD cultivates this unique program, but the program partners brought in an added layer of unique experience from a tech & infrastructure angle.”*



## Rebound Platform

The global hub for all things recycled plastics.

 [reboundmaterials.com](https://reboundmaterials.com)

 [LinkedIn](#)

### FOUNDER

**Maryam AlMansoori**

Founder & General Manager

### FOUNDED IN

**2020**

### SECTOR

**Material Circularity**

At Rebound, we are revolutionizing the global marketplace by connecting businesses to circulate materials with transparency and quality assurance at the forefront. Specializing in recycled materials, we are not just part of the supply chain - we are redefining it.

Our goal is to become the leading global hub for secondary materials, akin to the largest online marketplaces, but for the recycling world. By tapping into the **\$713 billion USD market**, we are driving economic diversification while championing sustainability. Through material circulation, we are committed to reducing environmental impact and fostering a more sustainable future for all industries.

**13.19%**

Projected global CAGR

CAGR Source: "Global Circular Economy Market Report (2024-2030)" - MarkNtel.



“

*NDTI has transformed our understanding of global operations, helping us connect with high-profile decision-makers and explore new markets such as Turkey. We're excited to partner with Emirates NBD to shape the future of work.”*



“

*We envision a world where work is flexible, accessible, and sustainable. Our goal is to empower people to work from anywhere and become the first Emirati tech unicorn.”*



## Letswork

Enabling work from anywhere.

 [letswork.io](https://letswork.io)

 [LinkedIn](#)

### FOUNDER

#### Hamza Khan

CEO & Co-Founder, Letswork

### FOUNDED IN

2019

### SECTOR

PropTech

**Letswork** is a global platform revolutionizing flexible workspace solutions by connecting users to thousands of desks, offices, and meeting rooms. Our service, available on-demand or through subscription, is trusted by over **60,000 members**, including PwC and Deel. Our company currently has a presence across the Middle East, Europe, and Pakistan. Our solution supports startups and SMEs, fostering entrepreneurial growth and employment opportunities in the UAE. By promoting a culture of flexible and remote work, we help organizations stay more productive, more engaged, and have more diverse employees.

**Letswork** solutions align with Emirates NBD's focus on digital innovation by providing technology-driven solutions to everyday needs. We are committed to reducing the need for new construction, thereby minimizing environmental impact.

**17%**

Projected global CAGR



“  
*Our mission is to provide a lifeline for those navigating financial challenges, offering genuine support and a path to stability. It's about empowering people to take control of their future.*”

“  
*The NDTI program has helped open doors, through its access to invaluable expertise and connections, allowing us to grow our community and broaden our impact. Connecting with other founders and industry leaders gave me the confidence and tools to push Namara further. It wasn't just about business growth - it was about joining a community that shares our values and mission. Our trip to Turkey was especially meaningful. It was a chance to connect with other founders who are also passionate about making a difference in their industry. We shared ideas, learned from each other, and built relationships that continue to support and inspire Namara's growth. I left Turkey with a renewed sense of purpose and a stronger network to help carry that purpose forward.*”



## Namara

AI-powered retail micro-lending, clarity and seamlessness redefined.

 [namara.ae](https://namara.ae)

 [LinkedIn](#)

### FOUNDER

## Mohammed AlNamara

Founder & CEO

### FOUNDED IN

2022

### SECTOR

## Microlending

**Namara** stands as the UAE's trailblazer in AI-driven retail micro-lending, redefining financial accessibility with unmatched transparency and user-friendliness. Surpassing **150,000 customers** and amassing over **500 million dirhams** in loan backlog, Namara has rapidly become a cornerstone in personal finance.

Our recent expansion into Saudi Arabia highlights our robust growth and commitment to regional impact. As an app crafted by the people for the people, Namara embodies its slogan, "Your financial safety net," providing innovative, tailored financial solutions that empower and protect users like never before.

**25.3%**

Projected global CAGR

CAGR Source: "AI Platform Lending Market Size & Share, by Type {Natural Language Processing (NLP), Deep Learning (DL), Machine Learning (ML)}, Functionality (Self-Aware, Reactive Machines, Limited Memory, Theory of Mind), AI Type (Analytic, Text, Visual, Interactive), End-user (Bank, Educational Institution, Government Organization) - Global Supply & Demand Analysis, Growth Forecasts, Statistics Report, (2022 – 2036)" - Research Nester.



“  
*HCMS.ai leverages AI-driven insights to align the right talent with the right opportunities, boosting efficiency and success in human capital management.*”

“  
*Our participation in the NDTI program has allowed us to further our mission of bridging the skills gap in the UAE. Through this collaboration, HCMS.ai has been able to contribute to the development of a workforce that is not only skilled but also aligned with the future demands of the digital economy.*

*This partnership underscores our commitment to fostering innovation and supporting Emirati talent in achieving their full potential.”*



## HCMS.ai

AI-driven insights for smarter human capital decisions.

 [hcms.ai](https://hcms.ai)

 [LinkedIn](#)

### FOUNDER

**Dr. Abdulla Al Shimmari**

CEO & Founder

### FOUNDED IN

**2020**

### SECTOR

**HCM Software**

**HCMS.ai** is transforming the Human Capital Management (HCM) industry by using AI to close the gap between education and the job market. The platform delivers data-driven recruitment and professional development solutions, empowering educational institutions, government entities, and private companies to make informed talent decisions. With **over 15,000 unique visitors** and **growing weekly at 0.8%**, HCMS.ai is making a notable impact.

Focused on efficiency and cost-effectiveness, HCMS.ai enables stakeholders to manage talent strategically. Its innovative approach in the human capital services sector helps organizations adapt to the fast-changing demands of the workforce, addressing the skills gap and optimizing talent management.

**10.5%**

Projected global CAGR

CAGR Source: "Human Capital Management Software Market: Global Industry Trends, Share, Size, Growth, Opportunity, and Forecast 2024-2032" - IMARC Group



“  
*Our platform simplifies online ordering, making it accessible directly from your favourite social platforms, and integrates seamlessly with your operational needs.*”

“  
*Participating in the NDTI program has been instrumental for RestHero, aligning our innovative solutions with the broader goals of digital transformation and entrepreneurship in the UAE.*

*This engagement has not only expanded our network but also deepened our commitment to empowering businesses with cutting-edge technology, ensuring they remain competitive and customer-centric in today's digital age.*”



## RestHero

Empowering services, that elevate sales.

 [resthero.io](https://resthero.io)

 [LinkedIn](#)

### FOUNDER

**Dr. Abdulla Al Shimmari**

CEO & Co-Founder

### FOUNDED IN

**2021**

### SECTOR

**E-Commerce**

**RestHero** enhances the restaurant industry with its online ordering system, seamlessly integrated with Instagram and Facebook. This platform boosts engagement through direct orders and automates delivery and marketing processes, helping businesses streamline operations. The platform has helped over **2,500 stores launch** and with its high-converting checkout system, **boosted sales by up to 150%**.

Cost-effectively designed, RestHero eliminates typical commission fees, enabling restaurants to maximize profits. With quick setup and robust support, restaurants can swiftly go live and focus on serving great food, backed by transparent pricing.

**27.16%**

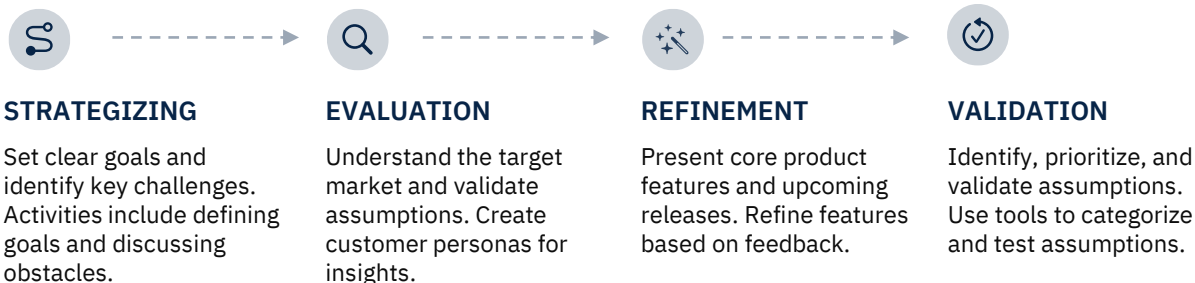
Projected global CAGR

CAGR Source: "E-commerce Market: Global Industry Trends, Share, Size, Growth, Opportunity, and Forecast (2024-2032)" - IMARC Group

# PROGRAM STRUCTURE



## TAILORING NDTI PROGRAM FOR SUCCESS



The Discovery Session serves as the foundation of the NDTI program, initiating a **highly customized journey designed to meet the distinct needs of each startup**. This session was crucial in uncovering the specific challenges and aspirations of our Cohort 2 founders, ensuring that every aspect of the program was precisely aligned to deliver maximum relevance and impact.

During the Discovery Session, founders articulated **their goals, identified key challenges, and gained crucial insights into their target markets**. This process involved crafting detailed customer personas and validating core assumptions, essential for building sustainable and scalable business models.

**The session culminated in the development of a personalized program roadmap for each startup.**

This roadmap was thoughtfully crafted to address the unique challenges and align with the specific needs of each founder, ensuring that the program delivers maximum impact and tailored support.

The NDTI Program's distinction lies in its bespoke approach. By **providing targeted guidance and insights**, the Discovery Session establishes a strong foundation for a program designed to nurture the growth of homegrown digital talent. This personalized approach ensures that every startup in Cohort 2 is fully equipped to navigate their entrepreneurial journey and achieve lasting success.



## FOUNDER FEEDBACK

Insights from the Discovery Session played a pivotal role in shaping the NDTI Cohort 2 Program, resulting in a carefully crafted and strategic curriculum. By thoroughly understanding each startup's unique challenges and objectives, we developed a tailored roadmap that pinpointed key gaps, identified potential clients, and explored promising market opportunities.

## NDTI COHORT 2 PROGRAM STRUCTURE

- 1 Discovery Week**  
NDTI program team and partners engaged founders to tailor program content and maximize opportunities for interaction with potential customers and partners.
- 2 Business Development & Strategic Foresight**  
Refinement of value propositions, improvement of pitch deck and pitching skills, and learning platform strategies to launch businesses to success.
- 3 Forming Strategic Alliances**  
Corporate partner organization immersions, and building of new ecosystem clients and partners, to complement each business product.
- 4 Dubai Fintech Summit & International Trip**  
Presenting advanced fintech solutions and providing startups with a stage to highlight their businesses to diverse audience, combined with an international trip to establish valuable global connections.
- 5 Partnership & Growth**  
Building of strong foundations with Emirates NBD Decision Makers for potential collaborations and business innovation.
- 6 Investors & NDTI Board Meeting**  
Connection with regional Venture Capital firms and meeting the NDTI Boards.



# INTERNATIONAL TRIP



The two-day international trip to Istanbul, facilitated by Emirates NBD and supported by DenizBank, the fifth-largest bank in Turkey and a strategic partner owned by Emirates NBD, provided NDTI startups with a unique opportunity to explore the Turkish market. This initiative was designed to facilitate meaningful connections, provide deep insights into the local business landscape, and evaluate potential avenues for expansion.

## DAY 1

The first day began with a warm welcome and introductions at Denizbank's NEOHUB, setting the stage for an immersive experience in the Turkish business landscape. The agenda moved swiftly into a detailed exploration of the Turkish market, where participants were treated to a valuable session led by Hakan Ateş, the CEO of DenizBank. Hakan shared not only his remarkable journey to success but also provided keen insights into the unique dynamics of Turkey's economic environment, highlighting why tapping into local opportunities is crucial for growth and expansion.

The discussions then transitioned into practical guidance on setting up businesses in Turkey, offering strategies for effectively navigating the local regulatory and economic landscape. Following this, the group embarked on a tour of Fark Labs, Istanbul's renowned global innovation hub, where entrepreneurs receive support in consulting, business development, and securing investor connections. During the visit, the innovative ventures of three standout startups—MobiQ, Ampherr, and Memotive—were showcased, providing a glimpse into the cutting-edge solutions emerging from the Turkish startup scene.

The day also included an insightful introduction to the Arya Women Investment Platform, an organization dedicated to empowering female entrepreneurs. This enriching day of learning and engagement culminated in a team dinner at Feriye, offering a relaxed environment where participants could further build relationships and strengthen their networks in an informal, yet impactful, setting.





## DAY 2

The second day delved deep into the evolving landscape of open banking and the regulatory frameworks shaping Turkey's financial sector. Startups gained essential insights that would be crucial for navigating the complexities of entering the Turkish market. Following this informative session, the spotlight shifted to a high-stakes pitching event where NDTI startups had the opportunity to present their ventures to a panel of potential local investors. Here, they showcased not just their innovative business models but also their strategic visions for growth.

The international trip to Istanbul provided NDTI founders with essential insights and valuable connections. Engaging with global businesses, investors, and industry experts, the startups sharpened their strategies for market entry and expansion, laying a strong foundation for future growth and partnerships.

This experience deepened their understanding of the Turkish market, setting the stage for continued success on a global scale.



**INTERNATIONAL TRIP TO Turkey DENIZBANK' NEOHUB**

An inspiring journey to Istanbul with NDTI second cohort, exploring Turkey's innovation ecosystem, gaining market insights, and building strategic partnerships, all while strengthening NDTI founder community.



**NDTI COHORT 2 BOARD MEETING**

Inspiring Board Meeting at Emirates NBD HQ Marks the Conclusion of NDTI Cohort 2: Founders Showcase Innovative Ventures

# EMIRATES NBD DECISION MAKER SERIES



“

*This unique program reinforces Emirates NBD's commitment to accelerate innovation in the region. By providing young UAE nationals opportunities for learning, training, and enhancing their readiness to work across various industries, we are committed to contributing to the future digital economy.”*

**Miguel Rio-Tinto**  
Group Chief Information Officer & Digital Officer

**The Decision Maker Series stands as a pivotal element of the NDTI program, offering startups direct and impactful access to the senior leadership at Emirates NBD.** This initiative serves as a bridge between nascent enterprises and seasoned industry experts, enabling founders to gain crucial insights into overcoming business challenges and crafting growth strategies. These sessions fostered a safe space where startups could not only refine their business models but also unearth innovative strategies and explore meaningful collaborations.



During Cohort 2, the founders engaged with a diverse array of senior stakeholders, including the Group Chief Platform Officer, Chief Sustainability Officer, Group Head of Organization Capabilities and Talent Management, and the Head of Treasury & Markets, from Emirates Islamic.

Additionally, leaders from fintech engagement and digital partnerships provided invaluable perspectives on leadership, strategic planning, and navigating the complexities of large financial institutions. These high-level interactions were instrumental in providing startups with personalized guidance and strategic advice tailored to their unique challenges.

**The series was carefully curated to arm founders with the critical tools needed for effective business execution.**

The Decision Maker Series success was further evidenced by the bank's interest in exploring three business proposals from participating startups, highlighting the program's effectiveness in driving tangible growth and innovation.

## MEET OUR DECISION MAKERS FOR NDTI COHORT 2



“

*We are thrilled at outcomes of yet another successful edition of our National Digital Talent Incubator program. Driven by the vision to advance the Dubai fintech landscape and foster entrepreneurship in the fintech and digital innovation space, we, are proud to lead an initiative that supports the digital pioneers of the future.”*

**Saud Al Dhawyani**  
Group Chief Platform Officer



“

*Emirates NBD has been at the forefront of driving digital innovation in the UAE and beyond and continues to lead with groundbreaking initiatives such as the National Digital Talent Incubator (NDTI). With a strong commitment to attracting and developing the UAE's national talent, the program is designed to foster product innovation and build solutions for the future.”*

**Vijay Bains**  
Chief Sustainability Officer and Group Head of ESG



“

*The remarkable accomplishments of the current and previous cohorts highlight the potential of young talent in the UAE and the promising future of the digital landscape in the region. We anticipate the continued success of our National Digital Talent Incubator Program and its participants.”*

**Marwan AlMheiri**  
Group Head of Organisation Capabilities and Talent Management



“

*We take pride in empowering UAE nationals who want to redefine finance. The National Digital Talent Incubator provides a fostering environment for ambitious innovators to accelerate their growth and unlock further potential. We look forward to another successful edition and an incredible journey for our ambitious young founder.”*

**Ebrahim Qayed**  
Head of Treasury & Markets - Emirates Islamic

# DUBAI FINTECH SUMMIT SHOWCASE





As the Premium Banking Partner of the Dubai Fintech Summit 2024, Emirates NBD provided an unparalleled platform for founders to engage with industry leaders, gain deep insights into cutting-edge financial technologies, and showcase their innovative organizations. This initiative not only highlights the bank's role in driving forward innovation but also demonstrates its unwavering dedication to cultivating the future leaders of the UAE business landscape.



### EMPOWERING THE FUTURE WAVE OF EMIRATI ENTREPRENEURS – Video Podcast

A standout element of the Summit, this dynamic and inspiring video podcast session featured founders sharing their entrepreneurial journeys and discussing groundbreaking technologies. The podcast served as a vibrant platform for exchanging invaluable knowledge and experiences, while also spotlighting compelling stories of resilience and innovation. These narratives are essential for fostering entrepreneurial growth and inspiring the next generation of leaders.

### SPOTLIGHT ON INNOVATION AT DUBAI FINTECH SUMMIT 2024

The summit featured key activities that enriched the NDTI founders' experience. Panel discussions allowed founders to present their insights on digital solutions, showcasing their startups' impact and innovation while addressing market needs and driving digital transformation. Additionally, comprehensive sessions explored challenges and opportunities within the digital landscape, including regulatory hurdles, scalability, and customer acquisition strategies. This exchange of ideas enabled founders to benchmark their approaches against industry leaders and peers, fostering a collaborative environment.



[VIEW THE FULL EPISODE ON YOUTUBE](#)

# PROGRAM PARTNERS





NDTI founders with His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum at the Dubai AI Campus inauguration.

One of the distinguishing features that makes the Emirates NBD National Digital Talent Incubator (NDTI) stand out as a leading program in the UAE is the exceptional value brought by its program partners. These partnerships highlight NDTI’s dedication to fostering a thriving entrepreneurial ecosystem, making the program a beacon of innovation and success in the region.

DIFC Innovation Hub, a standout partner, has significantly impacted NDTI Cohort 2 by offering an array of resources, including professional training, expert coaching, co-working spaces, access to world-class events, and connections to venture capital firms such as Oraseya Capital, Beyond Seed VC, Global Ventures, and Dubai Future District Fund. One of the highlights of DIFC’s involvement is their role in initiatives like the Dubai AI Campus opening.

NDTI cohorts had the prestigious opportunity to attend the inauguration, where they met H.H. Hamdan bin Mohammed bin Rashid Al Maktoum. This encounter provided founders with invaluable insights from a visionary leader and the chance to share how they are shaping the digital future of the UAE.



## PARTNER REFLECTIONS



“

*Supporting future talent and ideas is essential for fostering innovation and economic growth. The National Digital Talent Incubator is a great program, and we're excited to have been involved again.*

*By empowering young innovators, we aim to build a better future for everyone. We're sure that our practical guidance will help these startups succeed and play a key role in the UAE's digital landscape.”*

**Naim Yazbeck**  
General Manager, Microsoft UAE



“

*Our partnership with Emirates NBD's National Talent Incubator (NTI), which recently welcomed its second cohort of Emirati-founded startups, underscores the significant potential of regional fintech players. The six-week program provided startups with a platform to leverage innovative technologies, helping them usher in a future of accessible and inclusive finance.*

*Visa provided participants with mentorship and facilitated connections with our executive team, in addition to hosting a tour of our Innovation Center. The company will also be looking into forming commercial partnerships with select startups. Opportunities such as these showcase our commitment to supporting fintechs at every stage of development, providing them with tools to help bring their novel ideas to life.”*

**Hasan Kazmi**  
Head of Digital Partnerships & Ventures, CEMEA, Visa



“

*At Dell Technologies, we believe that innovation is the engine that drives progress – it begins with people and their ideas, fueled by data. Emirates NBD’s National Digital Talent Incubator program is poised to ignite the spirit of innovation among the next generation of Emirati pioneers. We are committed to empowering these bright minds with cutting-edge resources, expert mentorship, and a collaborative environment.*

*Together, we aim to nurture their creativity and potential, building a robust ecosystem that supports sustainable development and technological advancement in the UAE. We are excited to see Emirati innovators lead global innovation, driving sustainable growth and making a lasting impact on the world.”*

**Walid Yehia**  
Managing Director, Gulf at Dell Technologies



“

*We are proud to collaborate with Emirates NBD, Dell Technologies, Microsoft, and Visa in supporting Emiratisation through the National Digital Talent Incubator (NDTI) program. This initiative aligns with our commitment to advance the UAE Vision 2031 by nurturing local talent in the fintech sector. By fostering collaboration and providing valuable resources, we aim to empower Emiratis to play a significant role in shaping the future of the country’s digital landscape.”*

**Mohammad Alblooshi**  
CEO, DIFC Innovation Hub

# SUPPORTING UAE STARTUPS TO GROW INTO UNICORNS



Emirates NBD’s National Digital Talent Incubator transcends the traditional incubator model by serving as a launchpad for the next generation of unicorns. **By integrating comprehensive resources, tailored approach, international opportunities, strategic leadership, and high-profile networking,** the program propels local talent to achieve exceptional milestones and significantly influence the entrepreneurial landscape.

The program has been a transformative journey for cohort 2, expanding founders’ networks within the banking and technology sectors. This experience has unlocked new perspectives, revenue channels, and significantly enhanced the visibility of founders’ ventures.

NDTI Cohort 2 benefited from unparalleled interaction with Emirates NBD’s senior leadership and key partners. A key element was the NDTI Board Meeting, which provided founders with exceptional exposure and the opportunity to engage directly with Ahmed AlQassim - Group Head of Wholesale Banking, Eman Abdulrazzaq - Group Chief Operating Officer and Group Human Resources Officer, Miguel Rio Tinto - Group Chief Information Officer & Digital Officer, Mohammad Alblooshi - CEO of DIFC Innovation Hub, Walid Yehia - General Manager of Dell Technologies, UAE, as well as Maitha Alsuwaidi – Chief Operating Officer at Microsoft, UAE.



## **BREAKDOWN OF TOP-TIER EXPERT-LED SESSIONS DRIVING SUCCESS IN NDTI COHORT 2**

Throughout the intensive 6-week journey, founders had exceptional opportunities to engage with Emirates NBD’s Decision Makers, enabling strategic discussions and fostering potential alliances. They gained deep insights from experts at DIFC Innovation Hub, Microsoft, Visa, and Dell Technologies, absorbing invaluable knowledge and expertise. The dedicated program management team, comprising members from Emirates NBD and DIFC Innovation Hub, meticulously orchestrated these high-impact interactions, laying a foundation for enduring partnerships and remarkable growth.

**18**

Emirates NBD  
Sessions

**13**

Program Partner  
Engagements

**7**

International Partners  
Engagements

**10**

Educational  
Sessions

**3**

Investor  
Engagements

## IMPACTFUL CONTRIBUTIONS TO VENTURE GROWTH IN NDTI COHORT 2

### ✓ Discovery Session

- Developed the program content tailored to the founders' specific requirements.
- Delivered actionable strategies and customized solutions to foster startup growth.

### ✓ Partner Immersions

- Strengthened collaboration with program partners.
- Personalized stakeholder engagement opportunities.
- Gained insights into new technologies and industry innovations.

### ✓ Emirates NBD Decision - Makers

- Provided startups with direct access to the bank decision-makers, fostering impactful connections and potential collaborations.
- Aligned startups' solutions with Emirates NBD's strategic objectives.

### ✓ Skill Development

- Improved pitching skills and business acumen.
- Enhanced practical knowledge and skillsets through various workshops, case studies and fire side chats.
- Prepared startups for investor and partner presentations.

### ✓ Stakeholder Engagements

- Personalized one-on-one connections with an extensive array of senior stakeholders.
- Conducted regular check-ins and feedback loops for continuous support.
- Fostered deep relationships with industry leaders.

### ✓ Investors & NDTI Board Meeting

- Secured in-depth feedback from notable VCs, to improve business strategies and pitching skills.
- Obtained direct, actionable feedback and strategic guidance from NDTI Board Members.
- Strengthened the support framework for startups through high-level executive engagement.



## AMPLIFYING INNOVATION: SHOWCASING NDTI ON THE GLOBAL STAGE

The ingenuity and potential of the NDTI Cohort 2 founders have been showcased through marketing efforts, reinforcing a commitment to partner innovation. By leveraging diverse media channels and events, program visibility and engagement were significantly boosted, elevating its industry profile. This approach has been recognized within the fintech world, cementing Emirates NBD's role as a leader in driving innovation and economic growth in the UAE.



### MARKETING HIGHLIGHTS:

To amplify the reach and impact of the NDTI program, a multi-faceted marketing strategy was executed, incorporating a mix of traditional and digital media. Outdoor LED banners were employed during the program launch phase, capturing the attention of a broad audience and generating initial buzz.

A series of eight dedicated campaign videos were produced, each designed to highlight different aspects of the program and its participants. These included:

- ✓ An animated launch video introducing the program.
- ✓ Four "Meet the Founders" videos, spotlighting each founder and their innovative businesses.
- ✓ A video covering the NDTI Board Meeting and program culmination.
- ✓ A special feature on Deniz Bank's NEOHUB, which hosted the founders during their trip to Turkey.

In addition, two press releases were issued, which garnered media coverage and enhanced the program's visibility and credibility. The Dubai FinTech Summit 2024 featured a presence marked by a panel discussion that further underscored the commitment to fintech innovation.

A podcast episode was also recorded during the DFS event – Empowering the Future Wave of Emirati Entrepreneurs. It was shared on YouTube and the LinkedIn channel with over 1M followers, providing deeper insights into the program's impact.

### IMPACT AND BENEFITS:

These marketing efforts facilitated stronger connections between the founders, partners, and the wider fintech community. The comprehensive exposure provided by Emirates NBD's marketing campaigns significantly enhanced the founders' brand recognition and credibility, leading to valuable new opportunities and collaborations.

## MARKETING CONTRIBUTION: FOUNDER TESTIMONIALS



“

*Thanks to the NDTI program and Emirates NBD's marketing, our startup reached a wider audience. This exposure has been key to attracting interest from potential collaborators and customers.”*

**Maryam AlMansoori**  
Rebound

“

*Being part of the NDTI program, supported by Emirates NBD's marketing, has significantly raised our brand's profile and credibility, leading to valuable new opportunities.”*

**Hamza Khan**  
Letswork



“

*Participating in the NDTI program has been a transformative experience for our startup. Emirates NBD's strategic marketing efforts not only enhanced our visibility but also facilitated critical connections with investors and partners.”*

**Mohammed AlNamara**  
Namara

“

*The program helped drive essential industry visibility and connected us with influential industry leaders.”*

**Dr. Abdulla Al Shimmari**  
RestHero, HCMS.ai



## FEEDBACK AND IMPROVEMENT

### **Relevance**

#### **Reflections:**

- Program provided significant exposure to the Turkish entrepreneurial ecosystem.
- Beneficial interactions with key partners and stakeholders.
- Well-organized structure and comprehensive support from multiple stakeholders.

#### **Proposed Directives:**

- Accumulate more networking opportunities with successful entrepreneurs and startups.
- Introduce sector-specific sessions to address unique challenges.
- Include practical industry-specific workshops on business model development, and market analysis.

### **Effectiveness**

#### **Reflections:**

- Program was efficient and well executed with exemplary support and coordination.
- Strong dedication and commitment from participants of Cohort 2.

#### **Proposed Directives:**

- Allocate more time for company introductions and capability showcases.
- Organize cultural immersion activities, including market visits and local business interactions.

### **Impact**

#### **Reflections:**

- Founders' active involvement was crucial, offering practical learning and inspiration.
- Participants gained new perspectives and innovative approaches.
- The program fostered a culture of continuous improvement and adaptability.

#### **Proposed Directives:**

- Expand sessions on entrepreneurship topics, focusing on regulatory challenges and sustainability.
- Maintain high-energy group activities to foster collaboration and deep learning.



بنك الإمارات دبي الوطني  
Emirates NBD

# National Digital Talent Incubator Program | Cohort 2

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