



بنك الإمارات دبي الوطني  
Emirates NBD

# National Digital Talent Incubator (NDTI)<sup>®</sup> Program | Cohort 3

Dubai, February 2025

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# THE FUTURE IS HERE



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# EXECUTIVE SUMMARY



## Emirates NBD remains committed to empowering the next generation of fintech and technology entrepreneurs through The National Digital Talent Incubator (NDTI)®.

The **third cohort** of the program, launched on **November 6, 2024**, introduced a new wave of ambitious founders to a transformative experience designed to sharpen their market understanding, enhance investor readiness, and expand their global reach.

**Structured** around key industry immersions, strategic mentorship, and high-impact networking opportunities, the program provided participants with unparalleled access to leading technology and financial institutions, including DIFC Innovation Hub, Visa, Microsoft, and Dell Technologies. These partnerships allowed founders to explore cutting-edge advancements in digital innovation, and enterprise solutions while building valuable connections with decision-makers and industry leaders.

The cohort also embarked on an international trip to Egypt, engaging with regional industry leaders, exploring cross-market opportunities, and expanding their global business networks.

The NDTI program reinforces Emirates NBD's commitment to **innovation** and **economic growth** through digital transformation.



The program featured the VC Pitching & Demo Day at DIFC, where startups engaged with investors to explore funding opportunities. The Emirates NBD Decision Maker Series connected founders with senior stakeholders for strategic discussions and mentorship. Partner Immersion Days provided insights into innovation and emerging technologies, helping startups scale. The program concluded with the NDTI Board Meeting, reinforcing a shared commitment to fostering high-growth, investment-ready ventures.



This report highlights the NDTI third cohort's impact, showcasing participant achievements and collaborative efforts shaping fintech and entrepreneurship.

Building on past success, this **new chapter** brings together another group of ambitious entrepreneurs with industry leaders to support the UAE's vision of becoming a global leader in digital innovation.

**NDTI Cohort 1 - 2023**

[PDF](#)



**NDTI Cohort 2 - 2024**

[PDF](#)



**NDTI Cohort 3 - 2024**





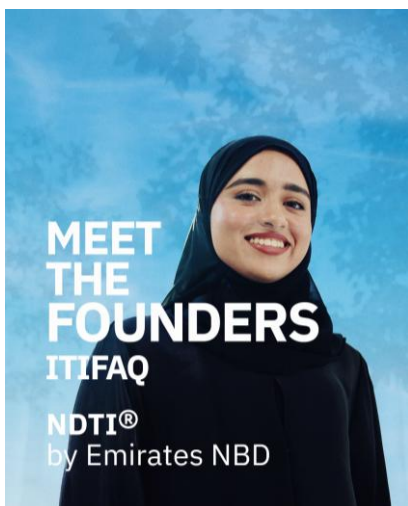
# MEET OUR COHORT 3 FOUNDERS



[▶ Meet Abdulla](#)



[▶ Meet Salim and Manei](#)



[▶ Meet Maryam](#)



[▶ Meet Saeed](#)

## SELECTED PARTICIPANTS AND THEIR VENTURE:



### **Homie** | UAE's First Super Cashback App

Homie is a Super Cash Back platform that is designed to enhance customer loyalty by transforming regular transactions into valuable rewards, thus helping users save money while shopping.

**Abdulla AlKamda** | Founder & CEO

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### **Whizmo** | Mobile Money for the Underserved

Whizmo is a frictionless and accessible mobile money platform regulated by central bank designed to meet the financial needs of the underserved in the UAE.

**Saeed Al Otaiba** | Co-Founder & Chairman

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### **Jam3ya** | Digital Savings Circles

Jam3ya is a digital platform that modernizes the traditional savings circle practice. It provides a secure and user-friendly solution for individuals to create and manage community savings groups.

**Manei Alyammahi** | Co-Founder & Chairman

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### **ITIFAQ** | AI-Powered Legal Research

ITIFAQ is a platform that uses AI to streamline legal research, offering document analysis, real-time recommendations, and an interactive chatbot tailored for legal professionals.

**Maryam Al Ansari** | CEO & Founder



“

At Homie, we believe innovation drives meaningful economic change. Our goal is to empower individuals with tools to save and spend smarter while supporting the local business ecosystem.”

“

NDTI has been a transformative platform for us at Homie. I am incredibly thankful for how it connected us with decision-makers in leading businesses and facilitated the establishment of strong relationships with prominent investors and VCs.

The program helped us to become more prominent entrepreneurs, equipping us with the tools and networks needed to scale effectively. Moreover, NDTI brought the absolute best advisors to guide us, ensuring that we, as startups, are set on a path toward long-term success and impactful growth.”

# HOMIE

## Homie

Cash back on everything.

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

 [LinkedIn](#)

### ► FOUNDER

**Abdulla AlKamda**

Founder & CEO

### ► FOUNDED IN

**2022**

### ► SECTOR **Fintech**



**Homie**, the first super cashback app in the UAE, is transforming the financial landscape by helping users earn and save on every transaction. Unlike conventional rewards apps, it offers full control, allowing cashback transfers directly to bank accounts. As a financial buddy, Homie simplifies cashback rewards, redefining financial freedom in the UAE.

Homie has contributed significantly to driving consumer spending efficiency through innovative cashback solutions, creating a positive economic ripple effect. With over **1,000 cashback offers** and partnerships with **350+ merchants**, we enable users to save on everyday transactions while supporting local businesses. Our platform has fostered increased financial inclusion and reshaped customer engagement in the UAE fintech ecosystem.

**6.9%**

Projected global CAGR

CAGR Source: "Global Circular Economy Market Report (2024-2030)" - [GROWTH MARKET REPORTS](#).





“Whizmo was built with the mission of democratizing financial services, where ease, accessibility, and empowerment are at the forefront. Since its inception, we have envisioned it as a preferred mobile money solution delivering comprehensive, seamless financial services that cater to the unique needs of both individuals and businesses.”

“I am delighted to reflect on our enriching experience participating in the National Digital Talent Incubator (NDTI) Program by Emirates NBD. This forum provided an invaluable opportunity to engage with innovative startups, gain insights into their visionary purposes, and network with industry leaders and like-minded peers. Representing Whizmo at such a prestigious platform was a source of immense pride, and we extend our heartfelt gratitude to the organizers of this strategic initiative.”



## Whizmo

Your Money at your fingerprints.

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

 [LinkedIn](#)

### ► FOUNDER

**Saeed Al Otaiba**

Co-Founder & Chairman

**Eric Karobia**

Co-Founder & CEO

### ► FOUNDED IN

**2020**

### ► SECTOR

**Fintech**



**WHIZMO** is a mobile money service licensed by the Central Bank of the UAE (CBUAE), aimed at transforming the payments landscape for unbanked individuals and MSMEs. By addressing key friction points in daily transactions, WHIZMO provides a seamless and secure alternative to cash, reducing dependency on physical currency in the local economy.

The service plays a vital role in enhancing financial inclusion by broadening access to essential financial services for **millions of unbanked and underserved individuals**, as well as **hundreds of thousands of MSMEs** across the UAE. By fostering a more digital and inclusive economy, WHIZMO is helping to solve long-standing challenges in cash-based transactions while driving financial empowerment.

**21.30%**

Projected global CAGR

CAGR Source: "Mobile Money Market – Growth, Share, Opportunities & Competitive Analysis (2024-2032)" - [Credence Research](#)



“Our mission at Jam3ya is to transform traditional savings practices into a modern, trusted, and regulated experience. We aim to empower communities with tools that make collective saving easy, transparent, and secure, ultimately driving financial inclusion and shared prosperity.”

“Jam3ya’s participation in the NDTI Program brings immense value to our growth journey. The program provides us with essential resources, mentorship, and strategic guidance to refine our fintech platform and navigate regulatory frameworks effectively. With NDTI’s support, we are better positioned to deliver a transformative product that not only digitizes traditional savings practices but also accelerates financial inclusion and community empowerment in the UAE.”



## JAM3YA

Empowering communities through simple and secure digital saving circles.

 [getjam3ya.com](https://getjam3ya.com)

 [LinkedIn](#)

### ► FOUNDER

**Manei Alyammahi**

Co-Founder & Chairman

**Salim Akil**

Co-Founder



### ► FOUNDED IN

2024

### ► SECTOR

Fintech



**Jam3ya** is a pioneering fintech platform that digitizes the traditional group savings (ROSCA) model. It empowers individuals and communities to save collectively through **secure, transparent, and efficient** solutions. With features like self-administered groups and Jamiya-administered groups equipped with advanced risk management tools, the platform modernizes informal savings practices while ensuring compliance with regulatory standards.

The platform fosters financial inclusion by providing access to structured savings options for underserved communities, enabling them to achieve financial goals such as education, home purchases, and matrimonial event. By reducing defaults and enhancing transparency, Jam3ya strengthens community trust and injects efficiency into the savings ecosystem, contributing to individual empowerment and broader economic growth.

**13.9%**

Projected global CAGR

CAGR Source: "Online Investment Platform Market Report – Market Size, Share & Trends Analysis Report By Solution (2022-2030)" – [GRAND VIEW RESEARCH](#)



“

Success is not about avoiding failure but about resilience—fall seven times, stand up eight. Every challenge brings an opportunity to grow, and perseverance is the key to achieving greatness.”

“

The National Digital Talent Incubator (NDTI) has been a transformative experience that provided us with the tools, resources, and connections to bring our vision to life. The program offered invaluable mentorship, enabling us to refine our business strategy and navigate the entrepreneurial journey with confidence. Through NDTI, we gained access to a network of like-minded professionals and industry leaders, which opened doors to new opportunities and partnerships. The exposure to innovative practices and the support we received from NDTI have significantly contributed to our growth, allowing us to build a strong foundation for long-term success.”

# ITIFAQ

## ITIFAQ

Your Trusted AI Paralegal

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

 [LinkedIn](#)

### ► FOUNDER

**Maryam Al Ansari**

CEO & Founder

### ► FOUNDED IN

**2024**

### ► SECTOR

**Legal Tech**



**Itifaq** is specialized in leveraging advanced artificial intelligence to transform the legal research process. Our platform automates complex research tasks, drastically reducing the time and effort required by legal professionals to find accurate, relevant, and actionable information. By streamlining this process, we aim to enhance **efficiency**, **accuracy**, and **accessibility** within the legal sector, empowering professionals to focus on delivering impactful legal solutions.

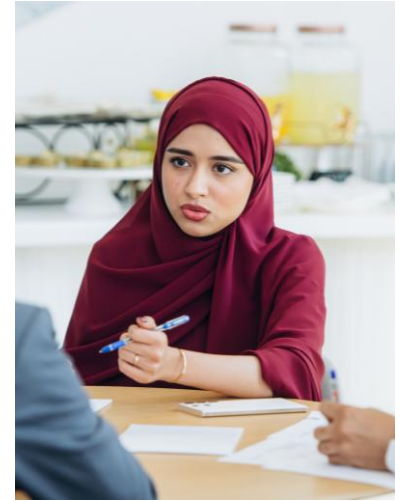
Itifaq is dedicated to making legal services more affordable and accessible for individuals and businesses alike. By reducing the time and cost associated with traditional legal research, our platform lowers barriers to entry for smaller firms and clients with limited resources. This contributes to a more inclusive legal industry where justice and legal support are within reach for a broader audience, fostering economic equality and supporting fairer access to legal rights.

**10.2%**

Projected global CAGR

CAGR Source: "Legal Technology Market Size, Share & Trends Analysis Report By Solution (2025-2030)" – [GRAND VIEW RESEARCH](#)

# LAYING THE GROUNDWORK FOR FOUNDER SUCCESS





The Discovery Phase of NTDI Cohort 3 introduced **a structured, founder-centric approach** to ensure targeted support for startups. Through a facilitated workshop model, founders engaged with program partners in structured breakout sessions, enabling them to articulate key challenges, validate business models, and identify strategic support areas.

### Structured Discovery Approach



**Pitch Presentation**  
Founders articulated their vision, challenges, and market position, gaining strategic insights to enhance business readiness.



**Facilitated Workshop**  
A focused session on refining business models, assessing market potential, and setting growth priorities with expert guidance.



**Challenge Identification**  
The program team analyzed each startup's key challenges, identified gaps, and aligned essential support, mentorship, and industry connections.

The discovery process led to a **six-week program**, ensuring targeted support from Emirates NBD and its partners.



### Roadmap and Execution Strategy

Customized roadmaps were developed to help startups navigate challenges, define growth objectives, and adapt to industry dynamics. Captured in **the NTDI Cohort 3 Founders Playbook**, these roadmaps outlined key milestones and execution strategies for structured development.

The Playbook also provided insights on stakeholder engagement, operational improvements, and industry support, offering a focused framework for long-term success.



The **six-week** NDTI program combined hands-on learning, corporate immersions, and investor engagements, providing founders with tailored mentorship and strategic connections to refine their business models and drive sustainable growth.

# 6 Week Roadmap for Startup Success

1

## Business Model Refinement

Founders refined business models, identified challenges, and presented initial pitches, laying the groundwork for mentorship and strategy development.

2

## Emerging Tech & Market Trends

Engaged with Dell Technologies and Visa, exploring emerging technologies, fintech innovations, and market opportunities.

3

## Industry & Stakeholder Insights

Engaged with DIFC stakeholders, including the CEO and the Governor, and Emirates NBD senior leaders, gaining visibility into market trends, regulatory developments, and potential collaboration opportunities, along with insights from industry experts.

4

## Investor Engagement & Growth

Startups pitched to venture capitalists, exploring funding opportunities, regulatory compliance, and market entry strategies.

5

## Technology & Scalability Insights

A deep dive into Microsoft's innovation ecosystem, gaining insights into scaling and technology-driven strategies.

6

## Global Immersion & Executive Review

Founders gained global market exposure, investor networking, and expansion insights, followed by the NDTI Board Meeting, where they presented to Emirates NBD's Executives and senior leaders from our program partners, receiving strategic guidance.



# EMIRATES NBD DECISION MAKER SERIES

“

*Emirates NBD's NDTI program is central to our mission of positioning the UAE as the global fintech capital. This vision is made possible through the development of Emirati fintech talent, also highlighting our strong commitment to Emiratisation, both within Emirates NBD and across the country. With the successful completion of our third NDTI cohort, we are proud to champion initiatives that empower Emirati professionals to shape the future of financial services. We look forward to expanding this impactful program over 2025 and beyond.”*

**Eman Abdulrazzaq**

Group Chief Operating Officer | Emirates NBD



At the core of the National Digital Talent Incubator lies a commitment to bridging the gap between early-stage ventures and senior industry leaders. Recognizing the challenges startups face in engaging with large financial institutions, **NDTI facilitates direct interactions with key decision-makers** who provide critical market insights, strategic direction, and pathways to collaboration.

NDTI hosted the **Decision Maker Series** for Cohort 3, featuring senior executives from **Emirates NBD**. These sessions facilitated knowledge exchange, provided critical industry insights, and created opportunities for startups to explore strategic collaboration within the banking sector.



## Engagements with Decision-Makers

**Fintech Engagement and Digital Partnerships:** Led by **Hemant Julka**, Group Head of Digital Innovation and Partnership, this session explored collaboration opportunities between startups and Emirates NBD's digital ecosystem, outlining partnership frameworks, innovation strategies, and the bank's approach to emerging financial technologies.

**Digital Products Strategy:** Moderated by **Shoaib Rizvi**, Group Head of Digital Products, this session focused on the evolving digital product landscape within the banking sector, emphasizing innovation trends, customer-centric product development, and pathways for startups to integrate their offerings into large-scale digital transformation initiatives.

**Business Banking Insights:** Delivered by **Rohit Garg**, Group Head of Business Banking, this session provided startups with a comprehensive overview of business banking dynamics, best practices for engaging with financial institutions, and strategic considerations for aligning their solutions with corporate banking needs.



Each session was structured to deliver maximum value, incorporating expert-led discussions, interactive Q&As, and strategic networking opportunities. By facilitating direct engagement with Emirates NBD's leadership, NDTI continues to drive meaningful industry **connections**, support strategic **partnerships**, and accelerate the **growth** of emerging ventures in the financial sector.

## MEET OUR DECISION MAKERS FOR NDTI COHORT 3



“

*Innovation is at the heart of what we do, and the National Digital Talent Incubator (NDTI) program is a powerful opportunity to bridge the gap between visionary startups and established institutions. By connecting startups with world-class industry leaders, we're not just nurturing ideas – we're building a digital ecosystem that thrives on creativity, technology, and partnerships, shaping the future of banking and aligned to our nation's vision of a diversified digital economy.”*

**Hemant Julka**

Group Head of Digital Innovation and Partnership

“

*Startups are the backbone of a thriving economy, and this program is a unique opportunity to empower them with the tools and mentorship they need to succeed. My focus was on helping these entrepreneurs navigate the complexities of scaling their businesses, from financial strategies to market expansion, so they can make a lasting impact on the region's economic landscape.”*

**Rohit Garg**

Group Head of Business Banking



“

*Through the Decision Makers Series, I aimed to provide startups with an understanding of the nuances of financial digital products development and the significance of customer-centric design, helping them refine their ideas and align them with the needs of today's tech-savvy consumers. It is inspiring to see how these innovators are leveraging technology to create solutions that have the potential to transform the technology landscape.”*

**Shoaib Rizvi**

Group Head of Digital Products



# LEVERAGING PARTNERSHIPS FOR GROWTH





Emirates NBD in collaboration with its strategic partners **DIFC, Microsoft, Visa, and Dell Technologies**, continues to strengthen its impact in the entrepreneurial ecosystem. These partnerships have provided NDTI Cohort 3 startups with **high-level connections, mentorship, and industry exposure**.

**The Partner Immersion Day**, a pillar of the NDTI program, provided Cohort 3 founders with exclusive access to senior leadership, cutting-edge technologies, and business development opportunities. Partners curated tailored experiences, offering valuable insights, resources, and networking opportunities to support the growth of participating startups.

A key session at **DIFC** Immersion Day featured **Mohammad Alblooshi**, CEO of DIFC Innovation Hub, in a discussion with NDTI founders on fintech, innovation, and startup growth. It highlighted DIFC's role in supporting entrepreneurs, offering insights into ecosystem opportunities and industry trends. The session also included a case study on Umpqua Bank, providing real-world insights, followed by a fireside chat with a venture-building expert on business growth strategies.

Emirates NBD, with DIFC as a key partner, drives financial and startup innovation through the NDTI program. DIFC's commitment to the NDTI program was evident in Cohort 3, where startups engaged with **H.E. Essa Kazim**, Governor of DIFC, and **Arif Amiri**, CEO of DIFC Authority, gaining valuable insights and strengthening industry connections.



**Dell Technologies** led a comprehensive workshop on business operations, financial management, social media, and digital marketing, equipping founders with essential skills to enhance efficiency and market positioning. Additionally, NDTI founders gained exclusive access to the Dell Technologies Forum, expanding their industry connections and visibility.



**Visa** hosted NDTI startups for an exclusive tour at its Innovation Center, providing firsthand exposure to cutting-edge payment solutions and fintech advancements. Startups explored Visa's latest technologies, learned about the Visa Fintech Program, and discovered tools and resources designed to support their growth.



**Microsoft** hosted sessions on AI, startups, and customer experience for NDTI founders. Participants explored growth programs, AI-driven automation, and strategies to enhance user engagement. These sessions equipped startups with tools to leverage Microsoft's expertise, enabling them to scale and innovate efficiently.

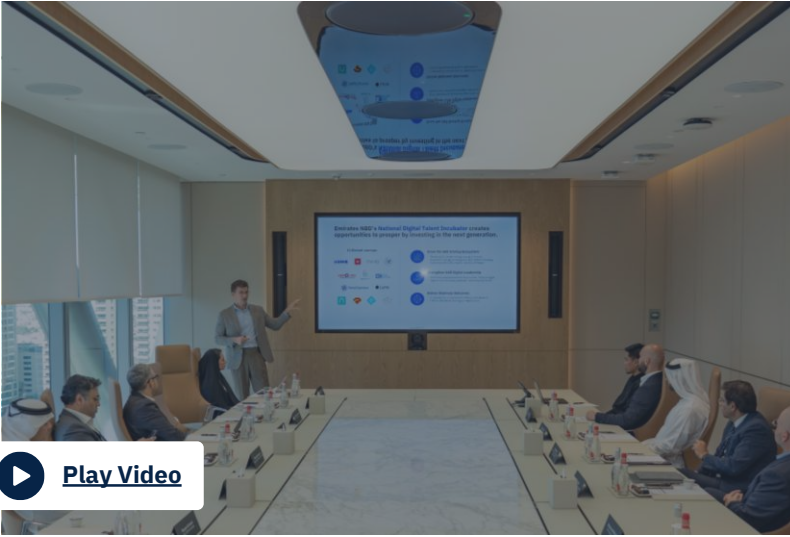


This year, Emirates NBD has further strengthened its commitment to the entrepreneurial ecosystem by signing a collaboration with **Sandoq Al Watan**, reinforcing its role in supporting founders and cultivating a sustainable talent pipeline for future NDTI cohorts.



Through strong partnerships with industry leaders, NDTI continues to position itself as a **premier platform for startup acceleration**, bridging the gap between emerging ventures and global enterprises.





[Play Video](#)

NDTI Cohort 3 startups turned their ambitions from vision to reality, connecting with **DIFC's leadership** to share their ideas, gain key insights, and explore future opportunities.

**DIFC Investor Day 2024** brought together entrepreneurs and investors to explore the digital economy, featuring NDTI startups, discussions on blockchain, digital currencies, and financial innovation.



[Play Video](#)



[Play Video](#)

Emirates NBD drives innovation forward with a **new collaboration with Sandoq Al Watan**, fostering entrepreneurship and supporting startups in the UAE.

# EXPANDING TO NEW MARKETS





The two-day visit to Egypt, Hosted by **Emirates NBD Egypt**, provided NDTI Cohort 3 startups with an unparalleled opportunity to engage directly with the country's thriving fintech and digital economy. The visit was designed to equip founders with the market intelligence, strategic connections, and regulatory insights needed to scale successfully.

## DAY 1

The visit kicked off with a market briefing by Emirates NBD Egypt's senior leadership, providing insights into Egypt's economy, fintech advancements, and investment landscape. Startups gained a deeper understanding of the business climate, financial sector, and digital transformation trends.

Following this, startups met with senior bank executives and Amazon representatives at Emirates NBD HQ. Discussions focused on banking integration, financial infrastructure, and Egypt's tech ecosystem, offering founders valuable insights into the region's evolving fintech sector and emerging opportunities.

**Exclusive Session** with **Amr El Shafei** the CEO of Emirates NBD Egypt

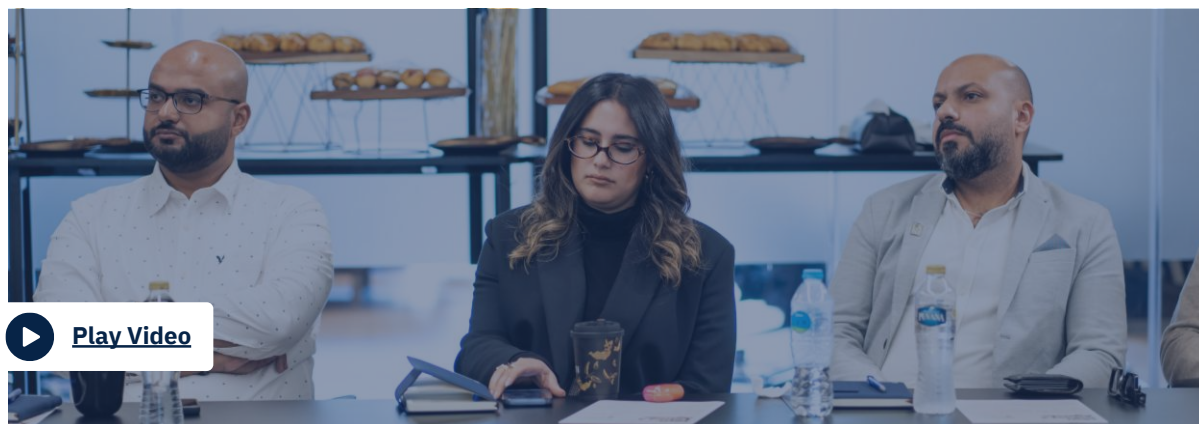
The CEO provided insights into Egypt's financial sector, regulatory landscape, and market potential, discussing how Emirates NBD Egypt could help NDTI startups expand in the region.



The visit to Robusta HQ provided startups with an in-depth look at Egypt's startup ecosystem, emerging technologies, and digital transformation initiatives. This session offered valuable insights into the innovation landscape and key opportunities for business growth.

The day concluded with a networking reception, fostering peer connections, knowledge exchange, and reflection on key takeaways from the day's engagements.





## DAY 2

Access to **decision-makers, market intelligence, and local fintech unicorns**, NDTI startups are now better positioned to navigate and lead in Egypt's evolving financial landscape.

Day two was dedicated to advancing strategic insights and refining expansion frameworks. Startups engaged in a roundtable discussion with fintech leaders from Dsquares, Fawry, and Paysky, alongside experts from Flat6Labs. The session provided critical perspectives on scaling businesses, overcoming regulatory challenges, and navigating investment strategies, equipping founders with actionable insights.

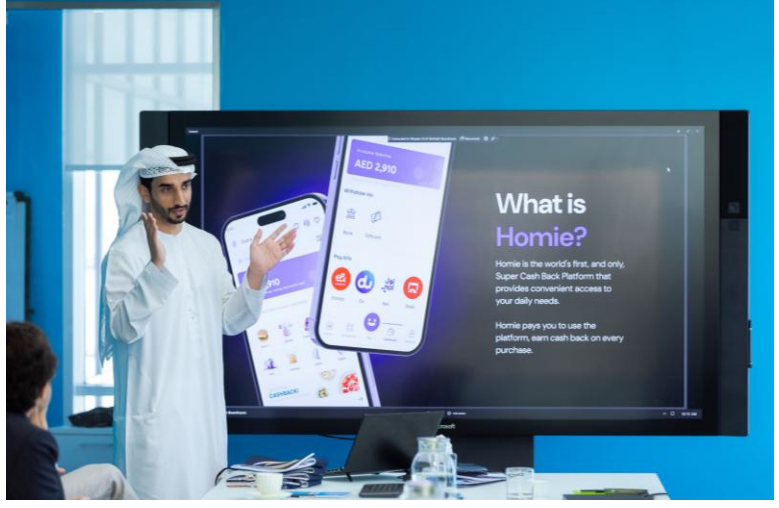
With these perspectives in place, NDTI startups then presented their businesses to industry experts, receiving direct feedback to sharpen their strategies. A structured reflections session followed, enabling founders to synthesize key learnings, define priorities, and refine their expansion roadmaps.

The session concluded with in-depth one-on-one mentorship sessions, where startups engaged with experienced Egyptian entrepreneurs. These tailored discussions provided strategic guidance on optimizing business models, strengthening fundraising approaches, and refining go-to-market strategies with localized expertise.



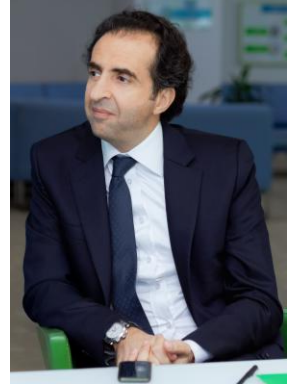


# ELEVATING HOMETGROWN VENTURES TO NEW HEIGHTS



The National Digital Talent Incubator (NDTI) concluded its third cohort with a high-impact **Board Meeting**, reaffirming its commitment to entrepreneurship and collaboration. Startups showcased their progress, gained expert insights, and engaged with Emirates NBD's board members and executives from its strategic partners.

A defining element of the board meeting was the unparalleled access founders had to senior leadership from Emirates NBD and its strategic partners. Distinguished industry leaders, including **Eman Abdulrazzaq** (Group Chief Operating Officer & Group Human Resources Officer, Emirates NBD), **Miguel Rio Tinto** (Group Chief Information Officer & Digital Officer, Emirates NBD), **Neeraj Makin** (Group Head of Strategy, Analytics and Venture Capital, Emirates NBD), **Mohammad Alblooshi** (CEO, DIFC Innovation Hub), **Walid Yehia** (General Manager, Dell Technologies UAE), and **Naim Yazbeck** (General Manager, Microsoft UAE), shared their insights, expertise, and strategic perspectives to help startups refine their business models and scale effectively.



This year, Emirates NBD reaffirmed its commitment to local talent by **collaborating** with **Rebound**, an NDTI Cohort 2 member, to support startups in expanding their reach and creating meaningful impact in the ecosystem.





The program delivered a transformative **six-week journey**, equipping startups with the insights, connections, and strategies needed for scabble growth. Integrating hands-on learning, corporate immersions, and investor engagements, enabled founders to refine their business models, leverage emerging technologies, and unlock new market opportunities.



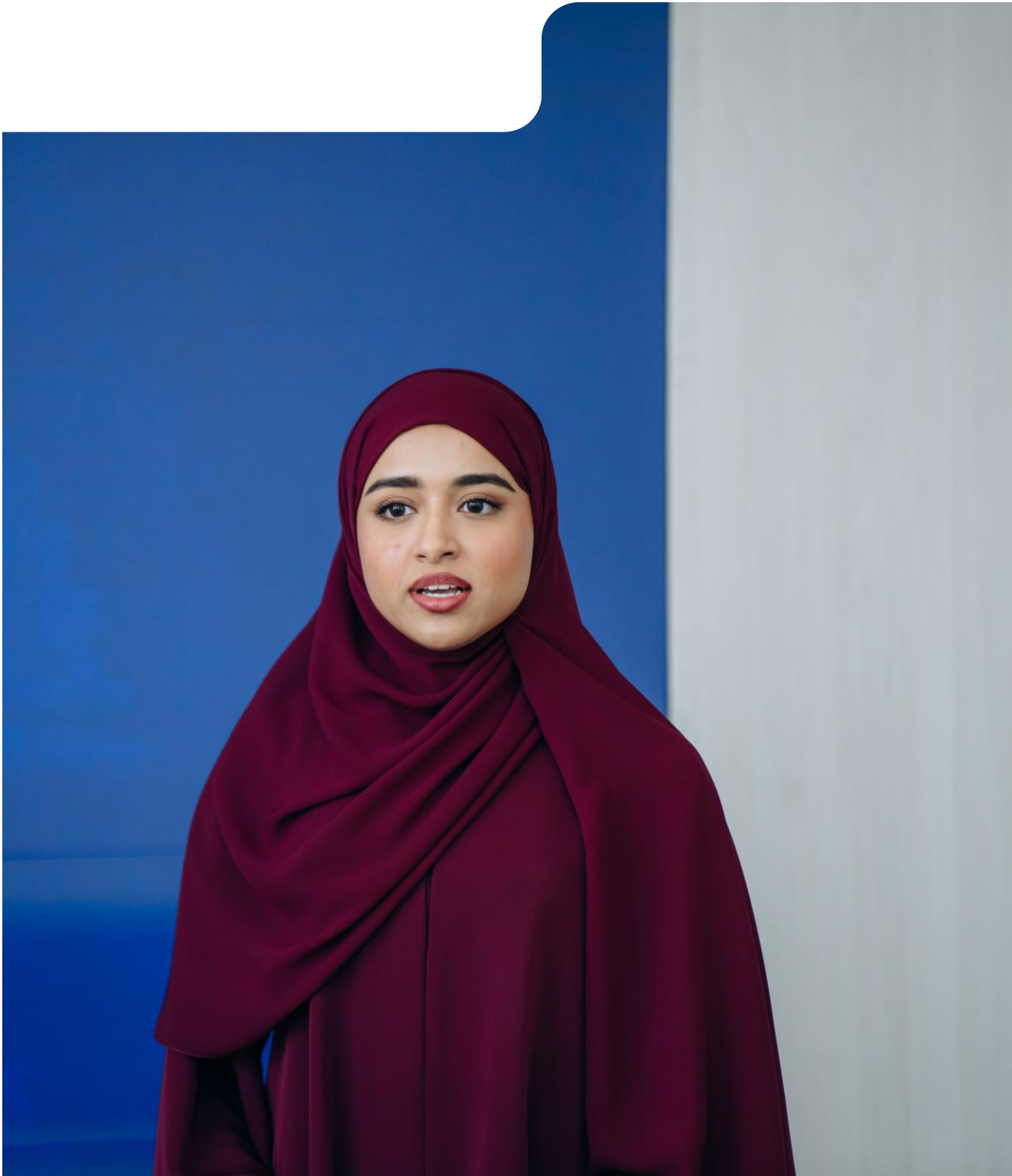
### Analysis of Key Strategic Engagements Shaping Impact in NDTI Cohort 3

A key driver of success in this cohort was the **breadth and depth** of expert-led sessions, which facilitated meaningful interactions with industry leaders, investors, and decision-makers. Through partner engagements, investor connections, skill development workshops, and high-level executive discussions, founders gained the knowledge and networks necessary to scale their ventures.

**The breakdown** of these sessions highlights the program’s commitment to fostering **collaboration, innovation, and strategic growth** opportunities.



# VISIBILITY THAT DRIVES GROWTH



As the NDTI program scales, its growth is driven by strategic marketing, compelling storytelling, and impactful thought leadership. Cohort 3's marcomms efforts, led by Emirates NBD and key partners, supported Emirati startups by boosting visibility and industry engagement. A multi-channel approach helped founders gain traction in local and global fintech communities, expanding their reach and strengthening brand credibility.

NDTI's marketing efforts drove significant visibility, spotlighting founder journeys, industry leadership, and global connections through compelling content and high-profile engagements.

### MARKETING IMPACT SNAPSHOT

#### Key Initiatives

- ▶ The Meet the Founders Video Series showcased founders' entrepreneurial journeys.
- ▶ A collaborative docuseries with Visa highlighted NDTI alumni success stories.

#### Industry Engagement & Visibility

- ▶ Dynamic kick-off session video featuring founders and partners.
- ▶ NDTI founders featured in a fireside chat at the Dell Technologies Forum AI Edition.
- ▶ A high-profile meeting with the DIFC Governor reinforced industry visibility.
- ▶ Board Meeting Insights highlighted founders' presentations to NDTI leadership.

#### Global Exposure

- ▶ Coverage of founders' international exposure to leading ecosystem partners, venture capitalists, and startups.

#### Strategic Media Coverage

- ▶ Two press releases announced Cohort 3 and summarized program highlights.

### TELLING THE NDTI STORY

Great startups don't just need funding - they need visibility and exposure. As NDTI grows, so does its commitment to **amplifying the voices of Emirati founders**, ensuring their innovations gain the recognition they deserve.

From the signature Meet the Founders series to the in-the-making groundbreaking docuseries with Visa, this year's marketing efforts centered on showcasing the real journeys of our founders - capturing their unique stories, breakthroughs, and the heart of their entrepreneurial journeys. Through authentic storytelling and strategic connections, NDTI continues to open new doors, sparking conversations and driving a wider wave of innovation in the region.

### SPOTLIGHTS

Video Features

8

Social Media Posts

30

Key Industry Events

3

Press Releases

2

Podcasts

2

## REAL STORIES REAL IMPACT

“

*The exposure we gained through NDTI has been incredible. It's helped us get our name out there and connect with people who are genuinely interested in what we're building.”*

**Abdulla AlKamda** | Founder & CEO

**Homie**

“

*Through NDTI we gained invaluable exposure to key decision-makers. The Meet the Founders video presented our story in a way I hadn't seen before – it was a proud moment.”*

**Saeed Al Otaiba** | Co-Founder & Chairman

**Whizmo**

“

*NDTI helped us tell our story in a way that resonated. The marketing support gave us a platform to share our vision with a much wider network.”*

**Manei Alyammahi** | Co-Founder & Chairman

**Jam3ya**

“

*Being part of NDTI helped put us in front of the right audience. The visibility has opened doors to conversations we might not have had otherwise.”*

**Maryam Al Ansari** | CEO & Founder

**ITIFAQ**

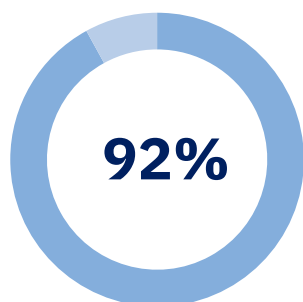


# FOUNDER INSIGHTS





Through NDTI Cohort 3, founders gained critical insights, industry exposure, and hands-on mentorship to accelerate their growth journey. Their **feedback** reflects the program’s strengths and areas for continued enhancement.



The program received a 92% satisfaction rating, with founders recognizing its strong, **goal-oriented framework** in achieving business objectives and scalable growth.

**Learning & Curriculum**

**85%**

Workshops, expert-led sessions, and industry insights equipped startups with the skills needed to scale effectively.

**Insights from Leadership**

**90%**

The Emirates NBD Decision-Maker Series provided direct access to senior leaders, offering strategic guidance and partnership opportunities.

**International Exposure**

**83%**

The Egypt international trip provided firsthand insights into regional market dynamics, investment landscapes, and business ecosystems.

**Networking Opportunities**

**92%**

The program facilitated high-value connections with investors, corporate leaders, and ecosystem enablers.

**Immersion with Partners**




**80%**

Immersion days with Microsoft, Dell, Visa, and DIFC offered startups practical insights into technology-driven solutions and market innovation.

**Program Experience**

**85%**

An 85% satisfaction rating highlights the program’s success in equipping founders with the tools, knowledge, and networks essential for their entrepreneurial journey.

Focus	Action	Impact
 VC Engagement	Host VC immersion days and pitch events.	Increase funding opportunities.
 Global Exposure	Extend trip duration for deeper market insights.	Expand ecosystem understanding.
 Partner Immersion	Align sessions with growth strategies.	Deliver Targeted Outcomes.



بنك الإمارات دبي الوطني  
Emirates NBD