

PROGRAM PROFILE



صفوة المستقبل
ALSAFWA
FUTUREE

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■ ■ About Alsafwa

Alsafwa Cement Co.

Alsafwa Cement Company is a 100% Saudi Company, owned by Elkahyyat Group, the Public Pension Authority (PPA) and the General Organization for Social Insurance (GOSI), established 2006 in Jeddah, Saudi Arabia.

It operates a cement plant located 150 km at the northern side of Jeddah, from the head office in King Abdul-Aziz road, to bring up a unique portfolio of specialized products and green solutions to local markets and international destinations.

The company's core competencies and innovative orientation made Alsafwa the pioneer brand of today.



■ ■ About the Program

Alsafwa Futuree Program

Alsafwa Futuree is a program initiated by Alsafwa Cement Company to nurture the innovation and entrepreneurship ecosystem in the Kingdom and accelerate the growth and success of entrepreneurial talents through an array of business support resources and services.

The program is designed for selective talents who come with innovative projects and entrepreneurial ambitions in four main engineering specialties: **Architecture, Environmental, Civil, and Chemical.**

Alsafwa Futuree program offers pre-incubation and incubation services to foster projects from the ideation up to the scaling stage during a specified timeframe.



■ ■ Program Stages



Selection

Selecting program candidates based on:

- Project Idea
- Applicant's Profile



Program Run

The program will run in a period of 6 months, extendable to 12 months-based in the project's requirements.



Review & Evaluation

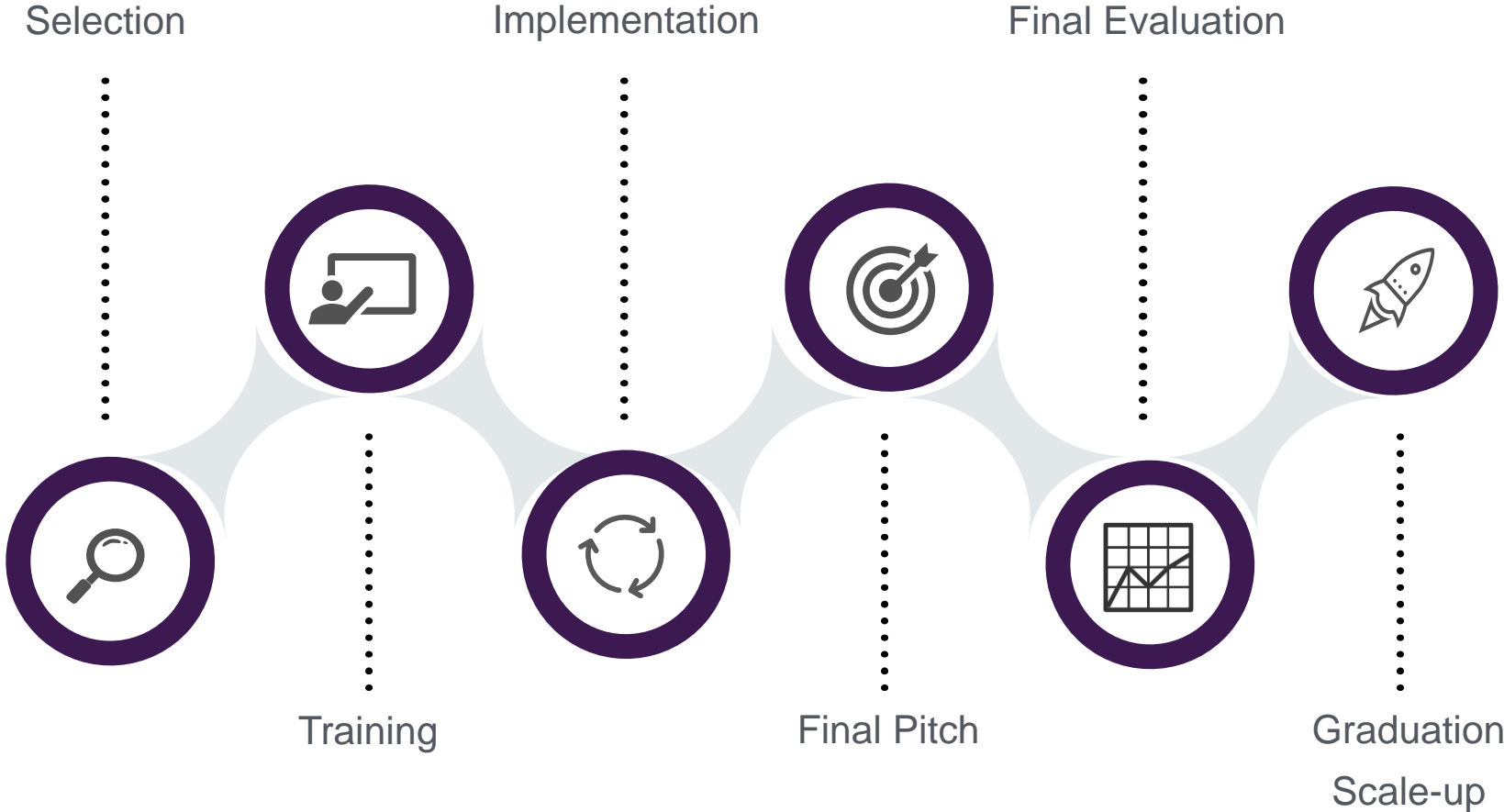
An advisor will be assigned for follow-up and guidance to each Futuree. Project's enrollment will be subject to the periodic evaluation by the program committee.



Graduation

Alsafwa Futuree shall graduate the program with a good base on the early stages of the startup ready for up-scaling funds. Alsafwa shall reserve the first right of investment in the graduated projects.

Future Journey



Evaluation meeting will be held on monthly basis with the program committee to provide their judgment and comments to ensure that the project meet the business needs.

■ ■ Futuree Journey



Candidate Selection Criteria

- Saudi National
- 20 – 40 Years
- Preferable qualification in the project specialty

Project Selection Criteria

- Specialty Areas:
 - Architecture
 - Environmental
 - Civil
 - Chemical
- Authenticity
- Business Relevance

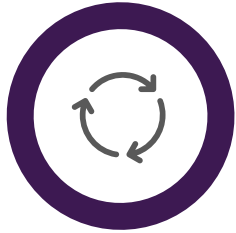
■ ■ Futuree Journey



Training

The program will offer a range of essential entrepreneurial skills training to the candidates. It aims to polish the business perspective of the technical proposals, projects, ideas and concepts.

■ ■ Futuree Journey



Implementation

Candidates will be granted the workspace and all supportive services to convert ideas to reality. During this phase, candidates will be able to access all necessary admin and technical facilities provided by Alsafwa Cement Company.

Facilities:

- HO
- Plant
- Other sites

The expected outcomes of this stage would be an extensive business plan, proven workability and feasibility:

- Customer development
- Product feasibility
- Business viability
- Execution plan
- Prototype

■ ■ Futuree Journey



Final Pitch

Each Futuree is expected to pitch his or her project at this stage. It aims to view the projects feasibility and promising future to attract investors.

■ ■ Futuree Journey



Final Evaluation

All pitched projects and documented process shall be evaluated by the program committee regularly and particularly at the final stage.

The program committee will ensure that the project meets the business needs and its readiness to compete in the market.

■ ■ Futuree Journey



Graduation

Based on the strategic and business fit, Alsafwa will determine whether to:

- Partner in.
- Release.

What makes Alsafwa Futuree program the right fit for my Idea?

Alsafwa Futuree Program forms the best environment for industrial/chemical, civil, architectural, and environmental inventions and ideas with feasible potential. It offers high class facilities, professional advisory, technical expertise, local & multinational experiences and connections necessary to transform and polish ideas to business modules.

As innovation is the DNA of Alsafwa Company, the Program brings participants to foster their ideas with not only a believer company, but a first mover towards innovations for better tomorrow.

Where will the incubation take place? Will the intrapreneur be required to relocate?

The program will kickoff from Alsafwa's Head office and run through its premises in the western region, Saudi Arabia.

Does Alsafwa Futuree Program provide seed funding to startups?

Based on the final evaluation of each business plan, Alsafwa reserves the first right to exchange shares for seed funding.

Will Alsafwa be a partner at the scaling stage?

Not necessarily. However, Alsafwa reserves the first right of partnership.

Is Alsafwa Futuree a paid program?

Alsafwa future is an incubation program to support participants in establishing their business startup in certain specialty fields. Therefore, it does not cover any fixed payment models to participants. Financial support for feasibility purposes is processed as per project needs.

Does the program end with an employment contract?

Not necessarily. However, Alsafwa Futuree Program, might grant participants some employment opportunities.

What are the legal aspects?

The laws of the Kingdom of Saudi Arabia shall govern all relationships and transactions among involved parties. Confidentiality and intellectual rights shall be reserved as per the agreed upon terms and conditions.

Got some questions out of the list? Feel free to contact us on the below email:

futuree@safwacc.com

■ ■ Application

Bring Your Idea To life!

For support to make your idea alive, contact us and submit your application on:

futuree@safwacc.com

Required Documents:

- Project Brief
- Feasibility Study (if available)
- Applicant's Resume



 **AL SAFWA**
cement company
A member of  ELKHAYYAT group

Thank you

