

مركز ذكاء

علوم البيانات والذكاء الاصطناعي

منشآت
monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Thakaa Center – Submission for BOLD Awards

BOLD
AWARDS

1/19/2019

تشغيل وإدارة
VIA
MOZN

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Contents

- About Thakaa Center
- Activities during 2019 (8 months of opening)
- Impact and achievement during 2019
- Plan for 2020

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- **About Thakaa Center**
- Activities during 2019 (8 months of opening)
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About Thakaa Center

Thakaa Center was created to become the first center specialized to be in data science (DS) and artificial intelligence (AI) to serve entrepreneurs and SMEs in the Kingdom.

The center aims to enable SMEs sector to employ advanced technologies to develop these enterprises and increase their competitiveness, and to be the link between business leaders and decision makers in its fields of specialization.

The center is based in Al-Khobar, serving all parts of KSA.



Thakaa Center has three objectives

The center offers a variety of programs in various cities in the Kingdom to serve many categories of beneficiaries

Center's most important objectives are:



Entrepreneurs empowerment

Creating more technical startups that are specialized in the center's fields and helping them launch a marketable initial product



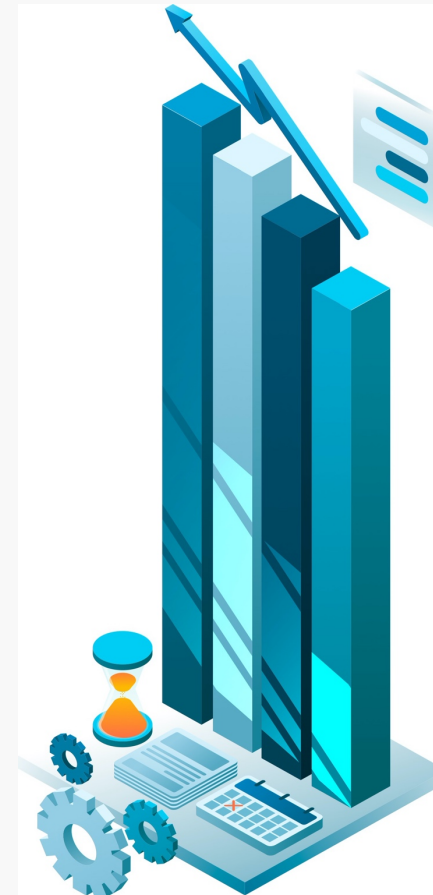
SME support

Adding a competitive advantage to SMEs using DS to help them survive in the market and reduce their exit rate



Skill building

Raising the efficiency of the national human capital and preparing them for the skill and knowledge requirements of the Fourth Industrial Revolution (4IR)



We have a wide range of programs, all for free!



Thakaa Challenge

An event aimed at motivating and encouraging entrepreneurs and talented people to find innovative solutions based on the analysis of real data provided by the center in cooperation with various entities

Future Entrepreneurs



Thakaa Pioneers

Designed to enable innovative start-ups and outstanding existing enterprises through consulting and applying effective solutions in the field of modern technology as well as through business development (specifically in DS and AI)

SMEs

Future Entrepreneurs



Thakaa Boot-camp

An intensive series of courses in DS and AI gathered in one specialized training camp in one of the sectors or in the development of AI technology products, its duration ranges from two days to a week

SMEs

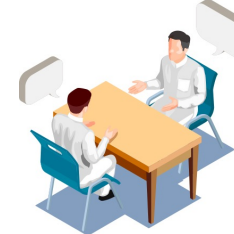


Thakaa Workshop

Interactive lectures through which methods of using data in enterprises and using specialized software are used by the beneficiaries in the center to achieve the maximum benefit for them by analyzing their data in the workshop, and Thakaa workshops will be in the center

SMEs

Future Entrepreneurs



Thakaa Consulting

Experts and consultants from the center provide free consulting hours at the center or online for DS solutions, AI, modeling and initial product launch on the market.

SMEs

Future Entrepreneurs



Thakaa Meetups

Regular monthly meetings for communities interested in DS and AI for discussions and dialogues, and exchange of knowledge and experiences, hosted by the center.

Community

SMEs

Future Entrepreneurs

We have state-of-the-art facilities and resources

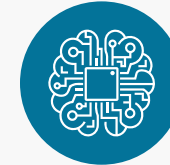
The center consists of two floors equipped with the latest technologies and the software that help beneficiaries to learn practical application and launch their initial products



Virtual reality (VR) and augmented reality (AR) tools



Large interactive display screens



Data science (DS) and artificial intelligence (AI) software



Thakaa Center, Al Khobar, Prince Turkey Street, Adeer Tower, ground floor

We have many partners that love working with us



العيكان للحلول الرقمية



أرامكو السعودية



وادي الظهران للتقنية



جامعة الملك عبدالله للعلوم والتقنية



الهيئة السعودية للملكية الفكرية



جامعة الملك فهد للبترول والمعادن



جامعة الإمام عبد الرحمن بن فيصل



أمانة المنطقة الشرقية



أسترولاب



عقال



جوفيا



شارك هب



فروتس 360



فوديكس



التركي وبوحميد للاستشارات
القانونية والمحاماة



مجمع ريادة الأعمال



المجموعة السعودية للبيانات



فايبرز



بنزنس هب المدينة



سلاسة



زد



سلة

We are proud of a world-class operations team that is more than 50% female



Abdullah
Al-Saeed

CEO



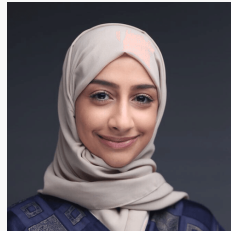
Sajjad Kamal

Senior Technical Manager



Fatima Jalidan

Business Consultant



Zahraa Al-Mahfouz

Program Manager



Abdullah Al-Khudair

Data Analyst



Abdul Razzaq
Al-Shamlan

Software Engineer



Yazid Al-Zamil

Front Desk Manager



Rawan Khusheim

User Interfaces Designer



Shahd Al-Mubarak

Operations Specialist



Yousra Al-Onaizan

Data Scientist



Nada Al-Kaebur

Software Developer



Amal Al-Houti

Communication and
Partnerships Manager



Ghaly Miajan

Software Engineer

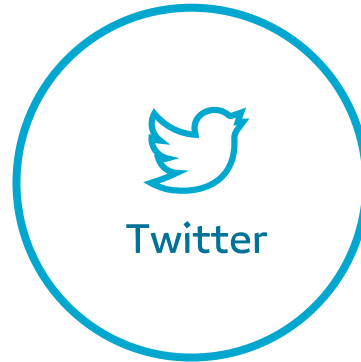
We have a wide presence in the digital world



Newsletter

+5000

Subscribers



Twitter

18 K

Followers

7,3 M

Tweet Impressions

76 K

Engagements

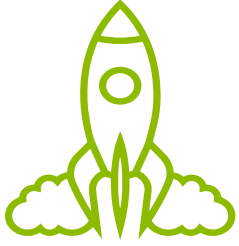


LinkedIn

+1300

Followers





Level of impact:

- We have achieved unparalleled impact to thousands of SMEs and entrepreneurs only in the 1st year of operation
- We are an impact-driven organization with laser focus on our targets and KPIs



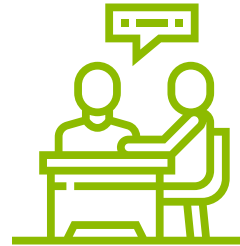
Transparency:

- We publish all of our guidelines and SLAs on our websites and offer a fair process for all beneficiaries
- We have strict criteria on communication with beneficiaries to ensure a good customer experience



Scalability

- We offer a range of services that are all available online and offer infinite scalability such as online consultations, webinars, libraries and so on
- We partner with the community and enable its members to help our beneficiaries to achieve better physical scale
- We have many beneficiaries from outside of Saudi Arabia such as UAE, Egypt, USA and others



H-factor:

- We love our beneficiaries and they love us too. We have some of the highest NPS scores in the entrepreneur and SME support ecosystem in the region
- We follow up with our beneficiaries to assess impact and revise our programs to suit their needs on a regular basis

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Thakaa Challenge

Huge challenges aimed at motivating and encouraging entrepreneurs and talented people to find innovative solutions based on the analysis of real data provided by the center in cooperation with various entities



+400 participants
in Thakaa challenge
for the health
sector



+300 participants
in Thakaa
challenge for road
safety

+19 projects

Winners supported to
develop their initial
product



Thakaa Boot-Camp

Practical training camp in one of the sectors or in the development of technical products in the field of data and AI

17 factories

At Thakaa Boot-camp for factories

+52 enterprises

Began applying data science in their operations

53 restaurants

Leading restaurants & cafes in Thakaa Boot-camp for restaurants & cafes

40 enterprises

At Thakaa Boot-camp for mobile apps



Thakaa Workshop

Interactive workshops on digitizing enterprises and increasing their efficiency using data and analyzing them in various sectors such as industry, retail, hospitality and more

+1913
Trainees

+66
workshops

+7323
Online trainees

+ %90
Thakaa workshops
user satisfaction rate



Thakaa Consulting

Experts and consultants from the center provide free consulting hours at the center or online for DS solutions, AI, modeling and initial product launch on the market.

+723 hours

Qualitative Projects

That have been consulted for, on the use of AI to automate recruitment processes and to search for capabilities



Thakaa Meetups

Regular monthly meetings for communities interested in DS and AI for discussions and dialogues, and exchange of knowledge and experiences, hosted by the center.

+380
participants



Advanced Technologies

It was discussed in the center as well as its ways of application in KSA business environment

Datathon for the Health Sector

In this competition, we have provided a data set on different health conditions and risk factors in KSA, in addition to an indicator of the burden of the disease caused by these factors. The challenge is to analyze the data, reach a technical solution or propose a policy change inspired by the analysis process.

275

teams



481

participants



36

Counseling sessions

49

distinguished
solutions
provided



6 teams

Nominated to the final stage



+16 hours

Nominated teams support



Thakaa challenge for road safety

This competition was held in cooperation with MoT, with the aim of finding innovative technical solutions that would increase safety and reduce the number of accidents in KSA.

While accident causes may be different, some of the factors that could lead to serious and fatal accidents can be noted, the most important of which are:

① Challenge 1: Driver attention

② Challenge 2: Vehicle condition

③ Challenge 3: Environmental and natural factors

Challenge stages

Online challenge

10 June – 15 July



Online lectures



Nomination of 21 teams out of +300



Providing and preparing data in cooperation with the MoT



28 guidance hours

Pre-Hackathon Program

5 August – 28 August



Follow-up sessions
3 sessions per team,
Total follow-up hours +60 hours



Online lectures



Learning resources and helping materials



Devices and equipment provision



Ideas development guidance

Hackathon

29 August – 31 August



21 teams
65 participants



Intensive program
Lectures and training



Diverse mentors
16 mentors



Thakaa challenge for the housing sector

In cooperation with the Ministry of Housing, we seek in this challenge to provide technical solutions that will contribute to the development of the sector in general and enable entrepreneurs to develop these solutions.



First path

Usage of the common spaces



Second path

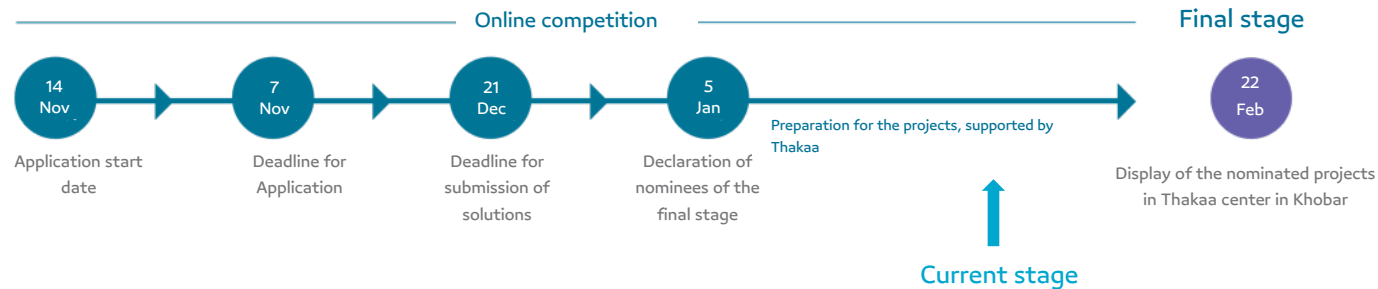
Searching for an appropriate place to live



Third path

Developing the housing sector

Timetable:



378

Participants

261

Teams



68 solutions



+19 Counseling hours



10 teams

Nominated to the final stage

*These numbers are until January 8, 2020

Thakaa pioneers

Thakaa pioneers program is designed to enable innovative start-ups and outstanding existing enterprises through consulting, applying effective solutions in the field of modern technology and business development (specifically in DS and AI), which contribute to the growth, development and sustainability of its operations. The program also aims to support research and adopt the latest technologies and modern tools to increase the level of competitiveness for enterprises in the local, regional and international markets.



Thakaa pioneers for the emerging enterprise

This track serves the emerging enterprises characterized by innovative solutions (specifically in the field of AI) that contribute to simplifying or facilitating the process of developing services and products in the local market, the support comes in the form of providing consulting and application programs that contribute to building its technical products in a highly efficient manner and launching it to the market.



Technical products
development and
management



Sales & marketing
campaigns
improvement



Connecting with
investors
& related entities



Thakaa pioneers for existing enterprises

This track aims to support existing enterprises in adopting modern technology tools such as AI, machine learning (ML) and its integration with the enterprise, by consulting the Center's technical and business development experts.



Technical solutions
adoption in AI



Enterprise business
efficiency Increase



Strategic partnerships
attraction

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We have accomplished many achievements at the beginning of the operational period, and we aspire for more

May – December 26/ 2019



66 Workshops



27 Boot-camp



723 Consulting hours



28 Other events



121

Total events

1913 Beneficiary

592 Trainees

567 Beneficiary



1,427

Thakaa challenges beneficiaries



52

Number of SMEs that developed innovative solutions



18

Number of prototypes by entrepreneurs



4,499

Actual Beneficiaries



7,323

Live broadcast beneficiaries



11,822

Total beneficiaries



Thakaa beneficiaries love the center, because we have a strong focus on beneficiaries' experience and improvement



%95+

The nominates center
(NPS Score)



%88+

Nominates workshops



%94+

Satisfaction with the
workshop presenter



9.4

Booking experience
evaluation out of 10



8.8

Program evaluation
out of 10



8.9

Location evaluation
out of 10

“

Personally, the training camp gave me the knowledge that I wouldn't have gained without the camp and if I have learned it through the traditional ways it would have been very expensive. This training broadened my awareness of points I wouldn't have considered would help me reach the best results.

”

Abdullah Al-Ayed

“

A very useful workshop especially for junior application owners or workers in the field, both in terms of data analysis or marketing, thanks to the Thakaa Center platform and MonshaatSA for providing this opportunity and for the smooth offering and presentation.

”

Arwa Al-Rawas

Success Stories

Kaiian app

Application to request taxi services



Khaled Abdullah Al-Arjani

App owner

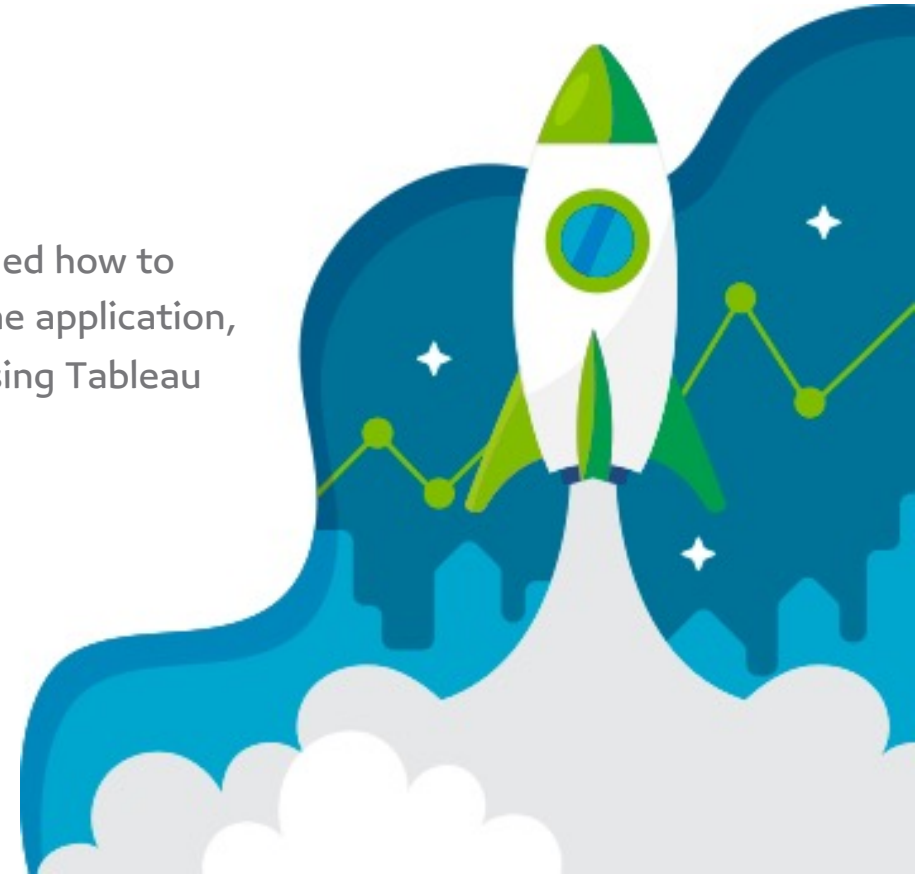


What they learned from Thakaa Center

Through the successful examples that were presented in the workshop, we learned how to properly analyze data and read statistics, in addition to using AI techniques in the application, for example: Knowing the places where the number of requests increases and using Tableau program in the analysis and total reliance on its statistics.

Thakaa Center impact

After attending the workshop and adopting data analysis and AI, **the number of application users reached 20 thousand users** and he can now make local, quick and easy maintenance to program the application.



Success Stories

Estbnh app

An application that reviews the prices of car tires in stores near you



Abdullah Ahmed Al-Naeem

Co-founder



www.estbnh.com

What they learned from Thakaa Center

We learned how to take advantage of the data and statistics in the application and make decisions based on it, as well as to learn more about desired products and companies to make better marketing plans and advertising campaigns.

Thakaa Center impact

After attending the workshop and applying most of the new tools, he was able to know the products and companies most desired by application users, which contributed to **a 30% increase in the number of users and the success of the advertising campaign.**



Success Stories

All In 7 cafe

Cafe in Al-Khobar offers coffee, juices and sweets



Fahad Abdullah Al-Dossary

Cafe owner



 @allin7cafe

What they learned from Thakaa Center

We learned how to take advantage of data and statistics by analyzing it through the Foodics Program to raise the enterprise's income and improve its performance, as we closely learned about the competitors' experiences and the challenges they face.

Thakaa Center impact

After attending the workshop, getting to know and applying what he learned, **sales increased by 92%**, and the weekly number of visitors increased from 1,100 visitors to 2,600 visitors.



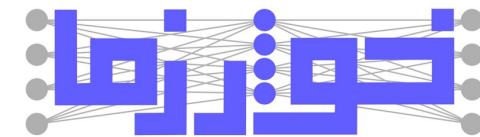
Some of the Supported Entrepreneurs

The Center currently provides support to many entrepreneurs from previous challenges under the leadership of the Thakaa pioneers program to be launched in the market. Most of these projects work in the fields of AI such as image analysis, text, machine learning and others

Sample

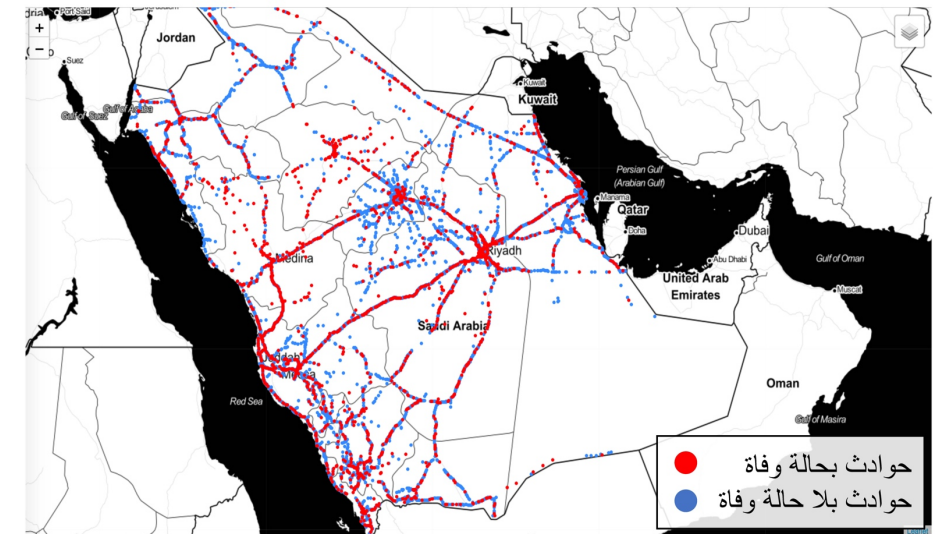
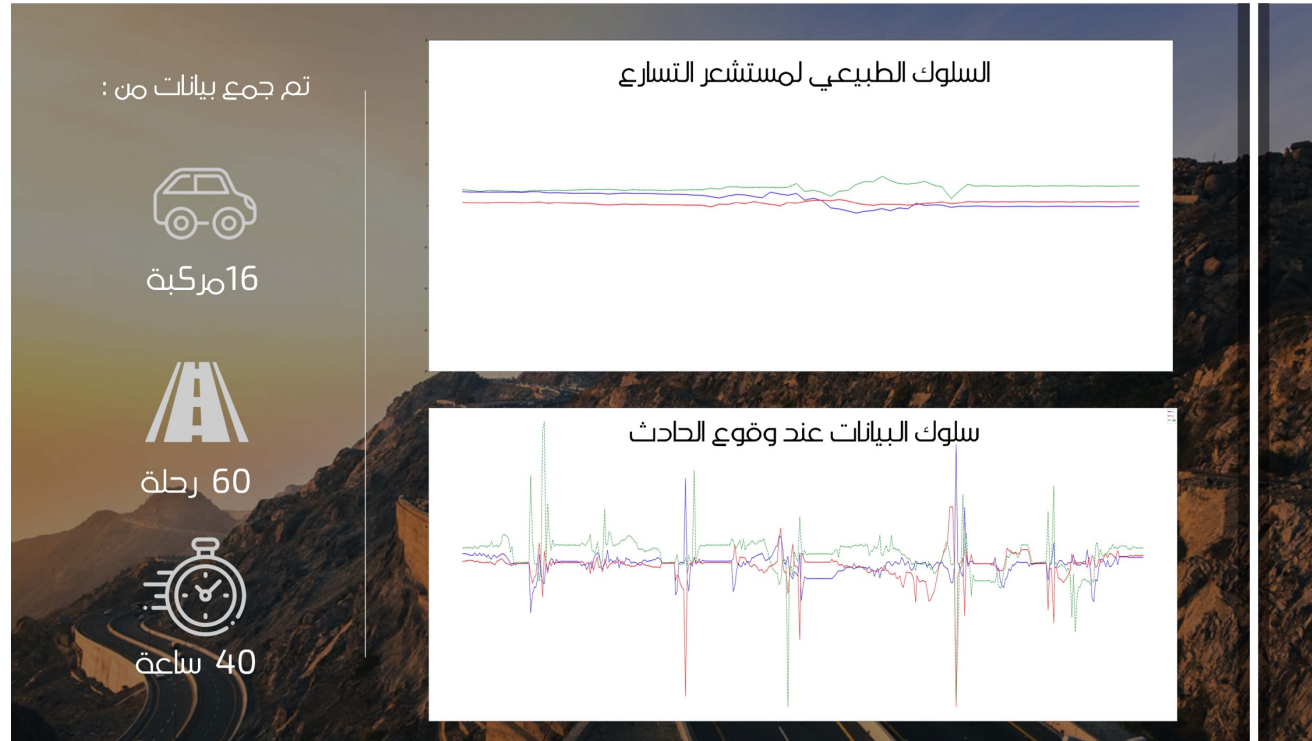


Project example: “khawarizama” for driver attention analysis

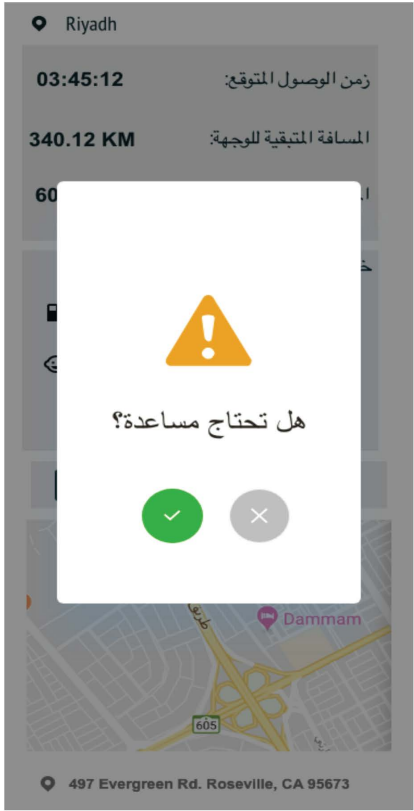
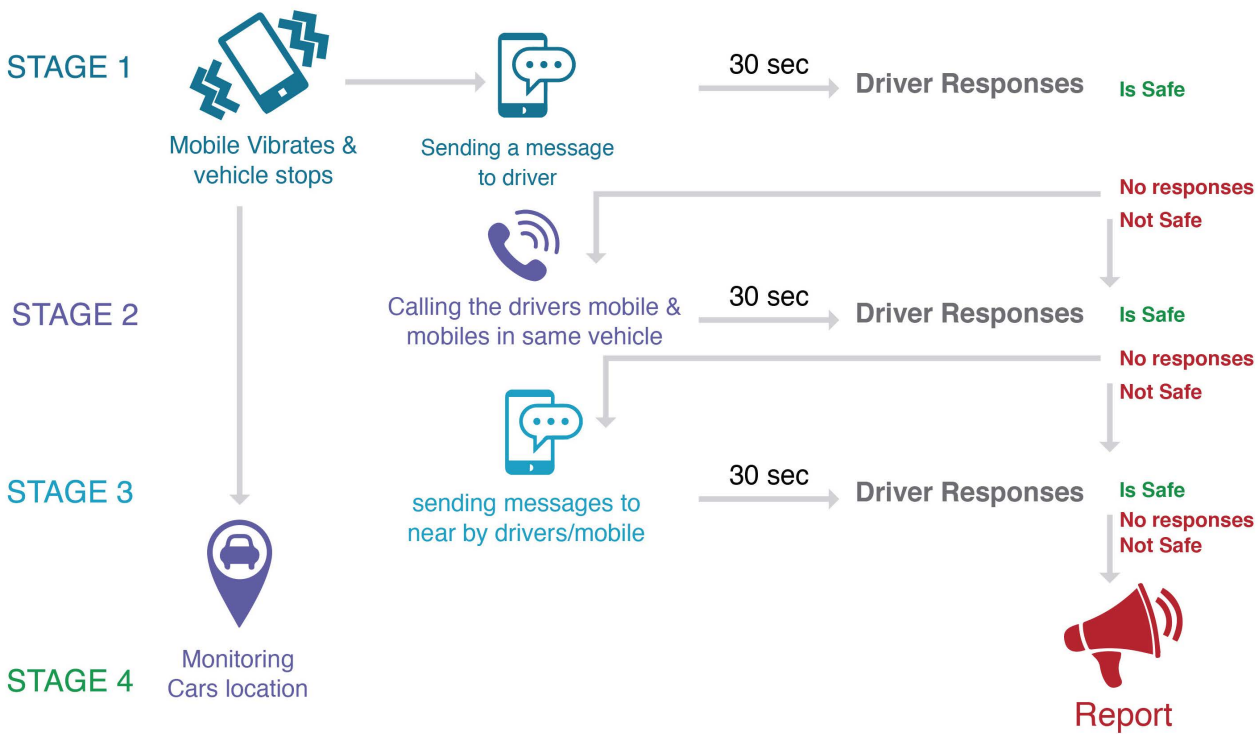


Under the experimental
launch for several clients

Project example: “Munnjid” for mobile data analysis and accident observation

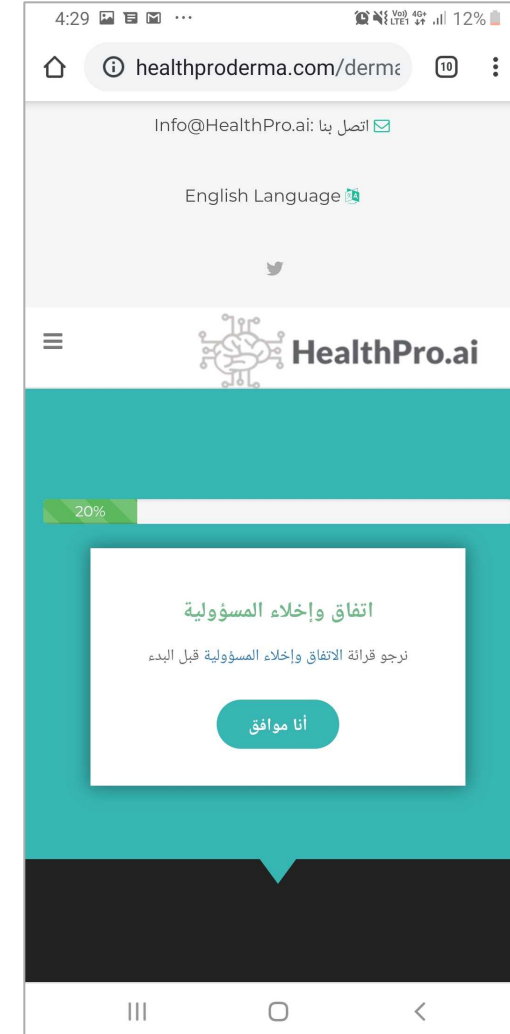
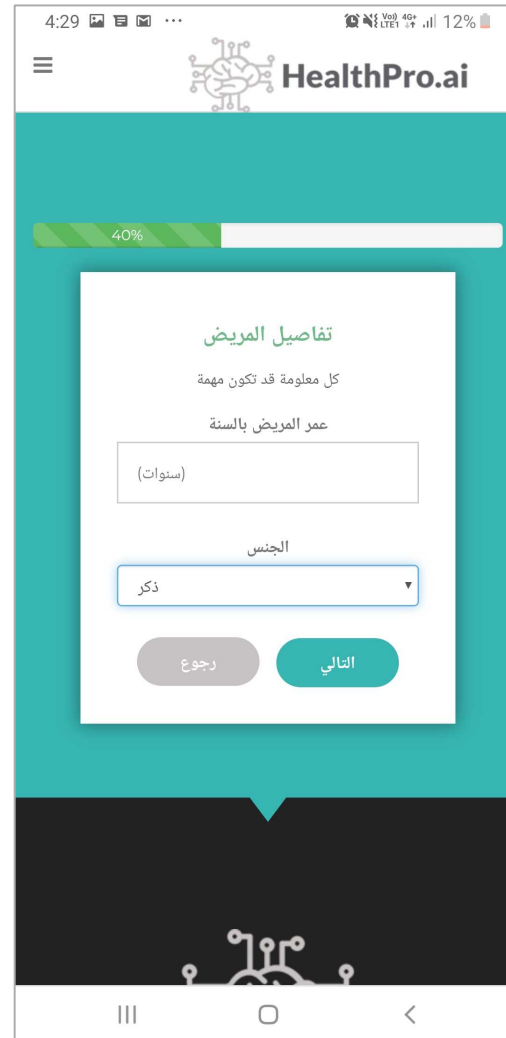
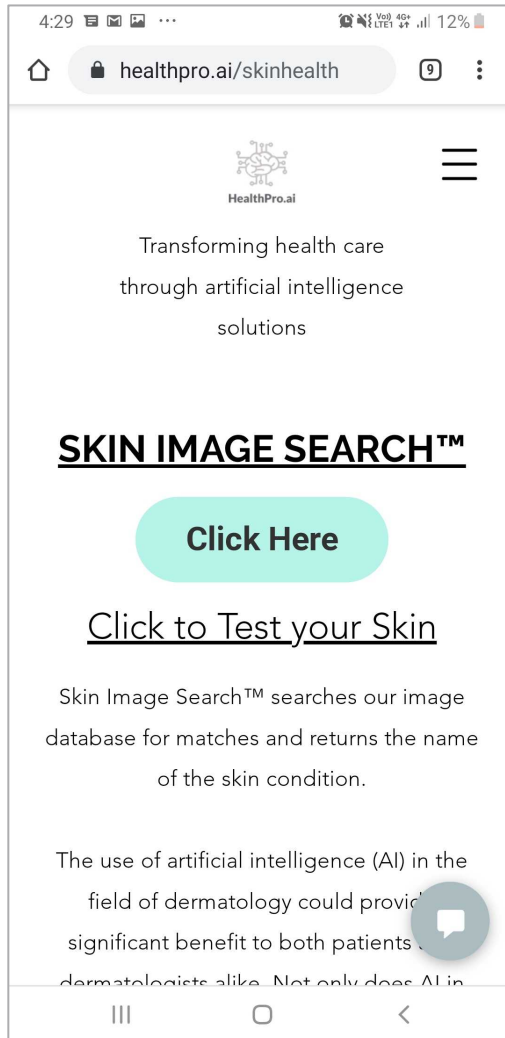


Project example: “Munnjid” for mobile data analysis and accident observation



* Confidential: Not to be shared outside of this communication

Project example: HealthPro.AI A skin data analysis program to learn about disease type



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Next steps for Thakaa Center



Double and expand programs that have proven to be successful and have a significant impact

E.g. **Consulting and Boot-camps**



Launching new specialized programs such as the **Thakaa pioneers** program to help companies launch and adopt AI projects, as well as **involving investors**



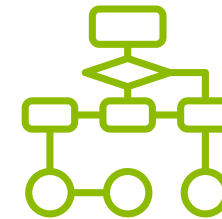
Double **marketing efforts** to reach a larger segment of society



Launching more **events online** to achieve wider impact



Providing programs in **other cities** in cooperation with partners



Organize and standardize **internal processes** for higher efficiency

Online events will help us to have a greater impact on a larger scale



Creating educational e-content (for example: Blogs, brochures, etc.)



Promoting online consulting across the kingdom and through Thakaa community



Broadcasting more workshops and events on a larger scale for beneficiaries, and promoting and recording broadcasts



Developing webinars to make the content more targeted towards online beneficiaries

Amplifying marketing efforts will result in a larger segment of beneficiaries & participants



Thakaa Center website development

- Creating a webpage in English
- Chatbot feature



Events and partnerships

- Thakaa Center Marketing: Creating special events to enhance the center's identity and presence
- Partnerships: Partnership with/sponsoring technology-related employees, channels, and institutions
- Souvenirs



Brand & guidelines

- Logo promotion
- Renew logo guidelines



Social media channels

- Launching an Instagram and WhatsApp business account



Special marketing campaigns

- Special marketing campaigns to highlight Thakaa success stories

We are working on several upcoming challenges for AI applications

A set of challenges aimed at building applications that use AI to support entrepreneurs and local project owners. So that the challenges are designed to work with local businessmen and investors to ensure that products are suitable for the local market.



Challenges type:

Challenges are chosen so that each solution is the application of AI that can be used for different purposes, applications and sectors.



Proposed challenges examples:

- Building Computer Vision applications
- Developing applications for natural language processing (NLP) and text recognition (supports Arabic)
- Automated product classification
- Choosing the best delivery way
- Automated early detection of agricultural problems



Suggested partners:

Local investors





Thank you