

Dubai Startup Hub

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Organisation: Dubai Chamber of Commerce and Industry

Country: United Arab Emirates

Level of government: Regional/State government

Sector: Economic affairs

Type: Communication, Digital, Partnerships, Public Service

Launched in: 2016

Overall development time: 1 year(s) 2 month(s)

Link to the innovation's website

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Description

Dubai Startup Hub is the official online hub of the Dubai startup and technology ecosystem, bringing together every company, startup, investor, event, job, class, blog, video, workspace, accelerator, incubator, resource and organization. Dubai Startup Hub is designed for startups, entrepreneurs, venture capitalists and technology enthusiast to meet, establish new connections, and create new partnerships that will foster innovation and stimulate local economic activity. It is the result of a unique public/private partnership between Dubai Chamber of Commerce and Industry and IBM. Dubai Startup Hub comes under the umbrella of Smart Dubai Initiative, representing a unique partnership between the public and private sector to foster innovation and entrepreneurship.

Why the innovation was developed

- The United Arab Emirates (UAE) is quickly transforming itself from an oil-based economy to an innovative, knowledge-based economy. In fact, knowledge-based industries and services now make up a greater part of the UAE's GDP than oil revenues, having grown from 32.1% in 2001 to 37.5% in 2012. The Dubai Chamber of Commerce and Industry has a big role in enabling innovation and entrepreneurship across the business community and was already conducting several initiatives to promote and activate the startup and entrepreneurship ecosystem. The 'Dubai Startup Hub' project emerged as a result of the needs expressed by the growing startup and entrepreneurship community to bring together all elements in one place: companies, startups, investors, events, jobs, classes, blogs, videos, workspaces, accelerators, incubators, resources, and organizations. There was a lack of knowledge regarding this information, and with this hub, we want to bridge that knowledge gap. 'Dubai Startup Hub' is unique because it provides a centralized platform to all players of the startup and innovation ecosystem that facilitates communication and interactions to increase the speed and success of business ideas. The increasing relevance of startups and entrepreneurs in the worldwide economy and the challenge of discovering and enabling their growth is a problem across many countries. 'Dubai Startup Hub' addresses this challenge by leveraging technology to improve this process. The solution is easy to scale, adopt and adapt to different realities.
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Objectives

Improve access, Improve service quality, Support economic growth

Main beneficiaries

Businesses, Government bodies

Existing similar practices

Digital.NYC

In other countries' public administrations

Digital.NYC

Digital.NYC is the official online hub of the New York City startup and technology ecosystem, bringing together every company, startup, investor, event, job, class, blog, video, workspace, accelerator, incubator, resource, and organization in the five boroughs. It is the result of a unique public/private partnership between the office of Mayor Bill de Blasio, the New York City Economic Development Corporation, IBM, Gust, and over a dozen leading NYCbased technology and media companies.

<http://www.digital.nyc/>

Results

Efficiency

Service quality

Accessibility:

- This innovation brings together under one place access to: Relevant local and regional news Learning resources Contact details of all startups, workspaces and incubators of Dubai Events relevant to the community: networking, learning, speaking, and the like.
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User satisfaction

- From startups to investors, they all benefit from this innovation since: Startups can find all relevant information in one place Startups and incubators can promote their products and services Other members can stay updated by looking at one place.

Development

Design

From another initiative that Dubai Chamber has, which is Tejar Dubai. Candidates of that startup program keep asking about if there is a platform where they can find all related piece of information about startups and entrepreneurship. You can find more details about Tejar Dubai www.tejardubai.ae Design time: 6 month(s)

Testing

- We develop the first prototype based on feedback from some of the startups that suggested the idea. Due to the double-sided nature of the platform, we conducted workshops with startups on one side, and government entities, incubators/accelerators and investors on the other. Being at the center of the business community helped us to achieve the engagement needed. We developed a live prototype and tested again with the different players for 4 months.

Testing time: 4 month(s)

Implementation

Tools used:

- In a two-sided business model like this one, we had to talk to Startups on one side and other related service providers on the other side, so our strategy was to partner with somebody who had been done it before. IBM has similar platforms so we chose them to be the developer of the platform. In parallel, we engaged with content development companies. The key success of this platform is the community, because of it from community to the community. So, startups' stakeholders have to provide the information, content, and another piece of information and resources.

Resources used:

- Resources used: 1) Team from DC to manage the project 2) IBM as developers 3) External company to handle the content of the platform 4) External company to handle the social media of the platform 5) Different partners to provide different kind of content related to the platform 6) The community itself to provide content to the website

Implementation time: 4 month(s)

Challenges and solutions

- The biggest challenge was to get the Startups listed, especially coming with a new platform with no added value to them at the beginning. We decided to take the first initial list from the existing incubators in the city. Another great challenge was letting the community writing the content for the platform, as there was no benefit. We encouraged some early adopters and helped them propagate the messages across the different channels.
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Partnerships

(see below)

Private sector

Development partner from the private sector: IBM Content partners from the startup community: OgilvyMedia and content management company Potential.com is a learning platform that provides practical lifelong learning programs to graduates, executives, and entrepreneurs. AstroLabs is an entrepreneurship platform in the MENA region. AstroLabs Dubai is home to innovative, technology startups from around the world. Fluidmeet is an online platform that connects business professionals to workspaces.

Lessons Learned

Lessons Learned

- involve the community itself to provide the content not hire outsourcing companies
 - The best way to start building the startups list is through the Incubators as opposed to communicate to them directly, as it is costly
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Conditions for success

- Crowd funding rules and regulations are required in this part of the world, so that will give added value to this platform
 - Data related to startups and doing business are required
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