



REPUBLIC OF KENYA



**KENYA EXPORT
PROMOTION & BRANDING
AGENCY**

SCALE2DUBAI PROGRAMME

BACKGROUND

District 2020 is the permanent master development which was identified to host the Expo 2020 Dubai event for six (6) months. District 2020 is driven by an ecosystem strategy which includes several platforms that provide innovative businesses with the opportunity to be part of a fully enabled, connected and sustainable ecosystem.

Scale 2 Dubai is District 2020's global entrepreneurship programme which offers **startups** and **small businesses**, with a proven track record in their countries, an opportunity to scale to Dubai.

"Scale2Dubai 'Programme'" means the global entrepreneur programme branded as "Scale2Dubai" being run by District 2020 to help Small Businesses and Start Ups to scale within and to Dubai;

"Small Businesses" means businesses with between ten (10) and forty-nine (49) employees;

"Start Up(s)" means businesses with nine (9) or less employees;

SCALE2DUBAI PROGRAMME QUALIFICATION CRITERIA

In order to be considered for the Scale2Dubai Programme, Start Ups and Small Businesses must meet the following Scale2Dubai Programme qualification criteria:

- They must be aligned to the District 2020 focus industries or technologies and be innovative or disruptive in nature;
- Disruptive technologies including but not limited to those focused on artificial intelligence, big data, internet of things, augmented reality;
- They must have been in operation for at least two (2) years, and have sufficient capital to expand to and within the UAE;
- They must have a proven track record and be able to present at least one case study demonstrating a relationship with a previous/existing client;
- They must confirm that they are willing to occupy the area on a non-exclusive basis and will engage with any Emirate Start Ups and Small Businesses located adjacent to them; and
- They will dedicate at least one (1) full time employee to be based in the Project during the two (2) years that they participate in the Scale2Dubai Programme;



ENTERPRISE CONTACTS

- Company Name:
- Location (Town)
- Name of Contact Person:
- Position in the Company:
- Tel/Cell Phone Number:
- Email Address:
- Fax:
- Website:

High-resolution digital photo (in tiff, eps, or jpeg format in at least 300dpi) of Company Contact Person or Representative taken on a white background

INNOVATION ECOSYSTEM (*Tick District 2020's key industries and Technologies Your Business is involved in*),

INDUSTRIES

- Smart logistics
- Smart mobility
- Smart cities
- Digital healthcare

TECHNOLOGY

- Internet of things
- Big Data
- Block chain
- Artificial intelligence

ENABLERS

- Accelerators & Incubators
- Co-working spaces
- Research & Education
- Venture Capital



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BRIEF COMPANY PROFILE (about half a page only) Explaining nature of business and key industry and/or Technologies

ASSORTED IMAGES OF BUSINESSES' PRODUCTS OR SERVICES

- *At least 4 images*
- *High-resolution digital photos (in tiff, eps, or jpeg format in at least 300dpi) taken on a white background*

<i>Image 1</i>	<i>Image 2</i>
<i>Image 3</i>	<i>Image 4</i>