

Discover Saudi Arabia's Thriving Startup Ecosystem

استثمر في السعودية



Entrepreneurship & Innovation key pillars of Vision 2030

Vision 2030 goals

A vibrant
society



A thriving
economy



An ambitious
nation



Primary targets

Increase the **SME** contribution to GDP to 35%

Become one of the top 15 largest economies in the world

Increase the private sector's contribution to 65% of GDP

Increase the share of non-oil exports to 50% of non-oil GDP

Secondary targets

Increase the SME lending share out of total bank loans to 20%

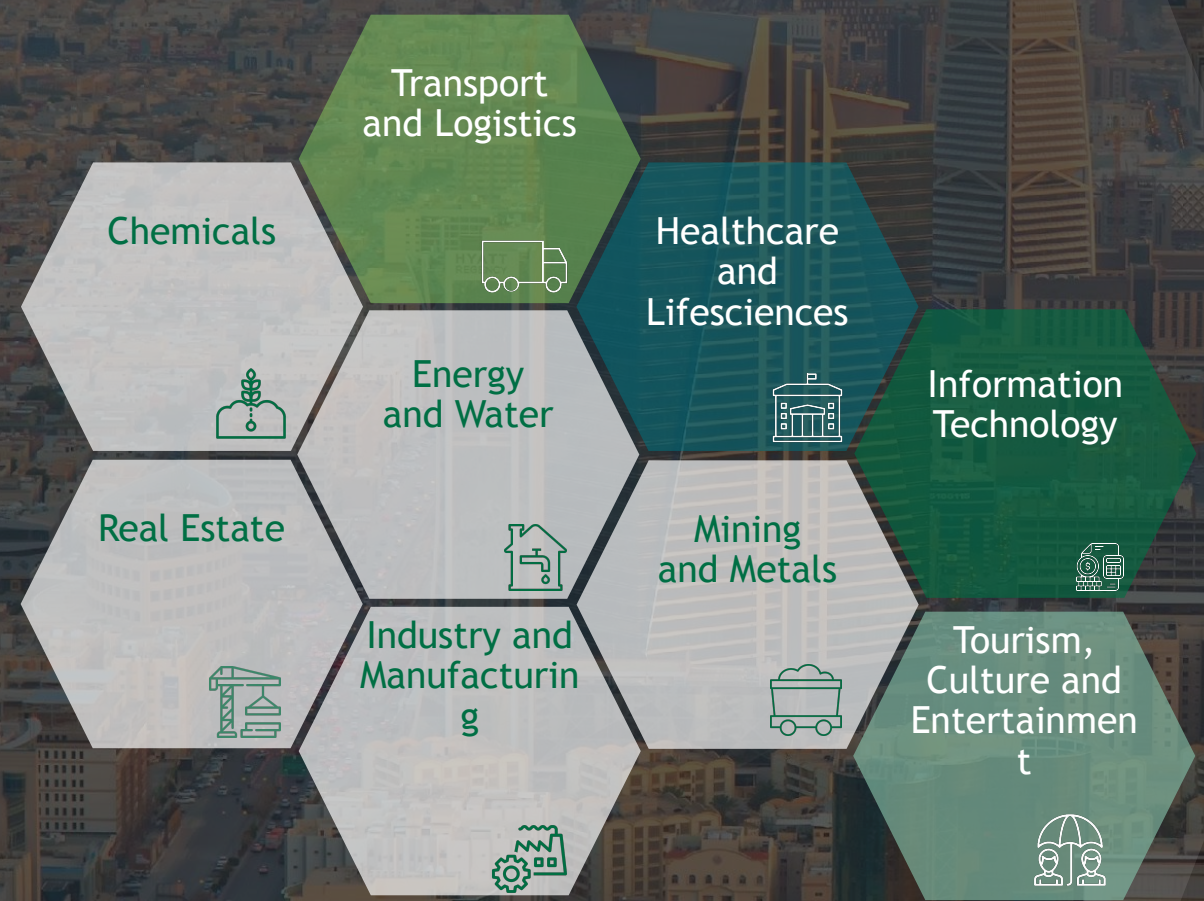
Increase foreign direct investment to 5.7% of GDP

Lower the unemployment rate to 7%

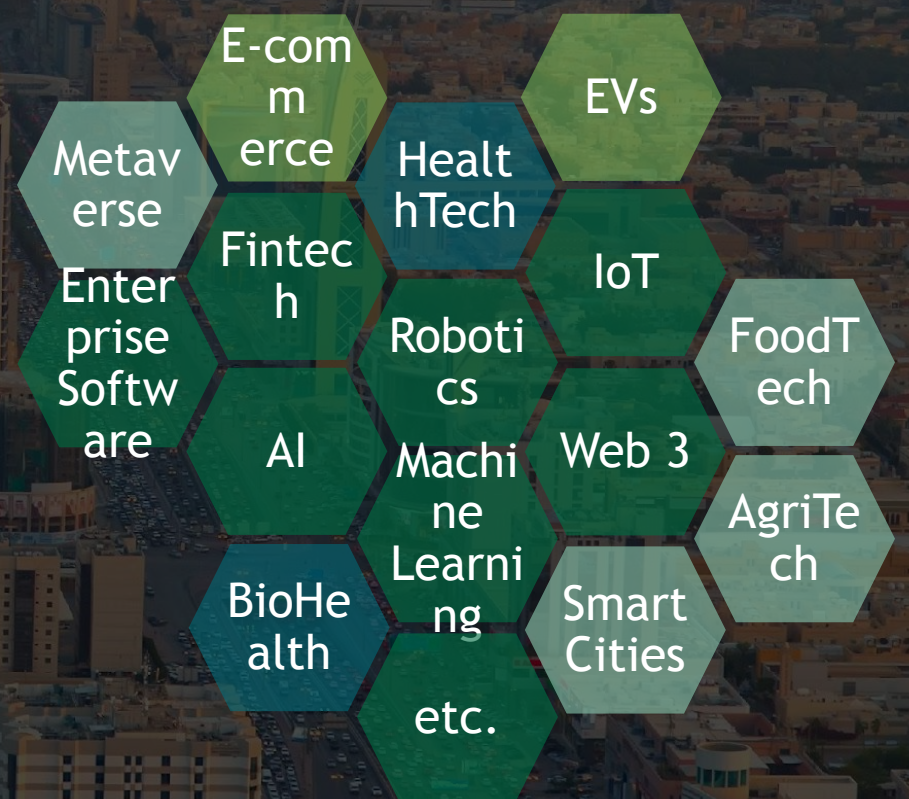
Increase female participation in the workforce to 30%

Entrepreneurship is Unlocking Key Technologies Across Multiple Sectors

Vision 2030 target sectors



With focus on the disruptive technologies in sectors like...



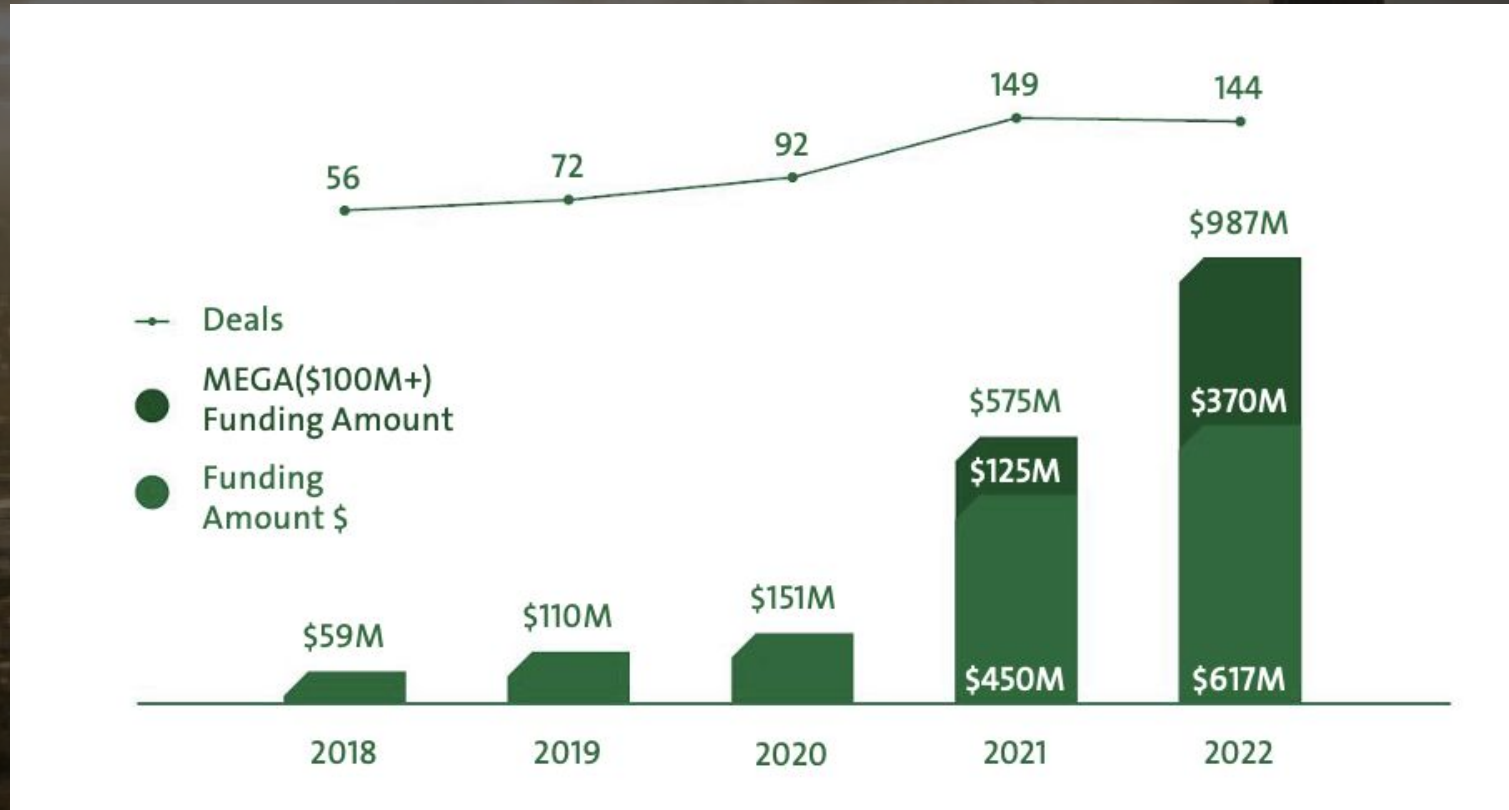
Significant Growth in Startup Funding 2018 - 2022

2022 was a record year for funding in Saudi Arabia with close to \$1Bn of Investment

The Kingdom aggregated \$987M in funding in 2022 recording a 72% increase compared to 2021

Saudi Arabia accounted for 23% of the total deals in MENA

The VC ecosystem ranked third in terms of total transactions in MENA in 2022 after observing a 3% decline compared to the year before



As a result, KSA VC funding market is now the second largest and the fastest growing in MENA



#1

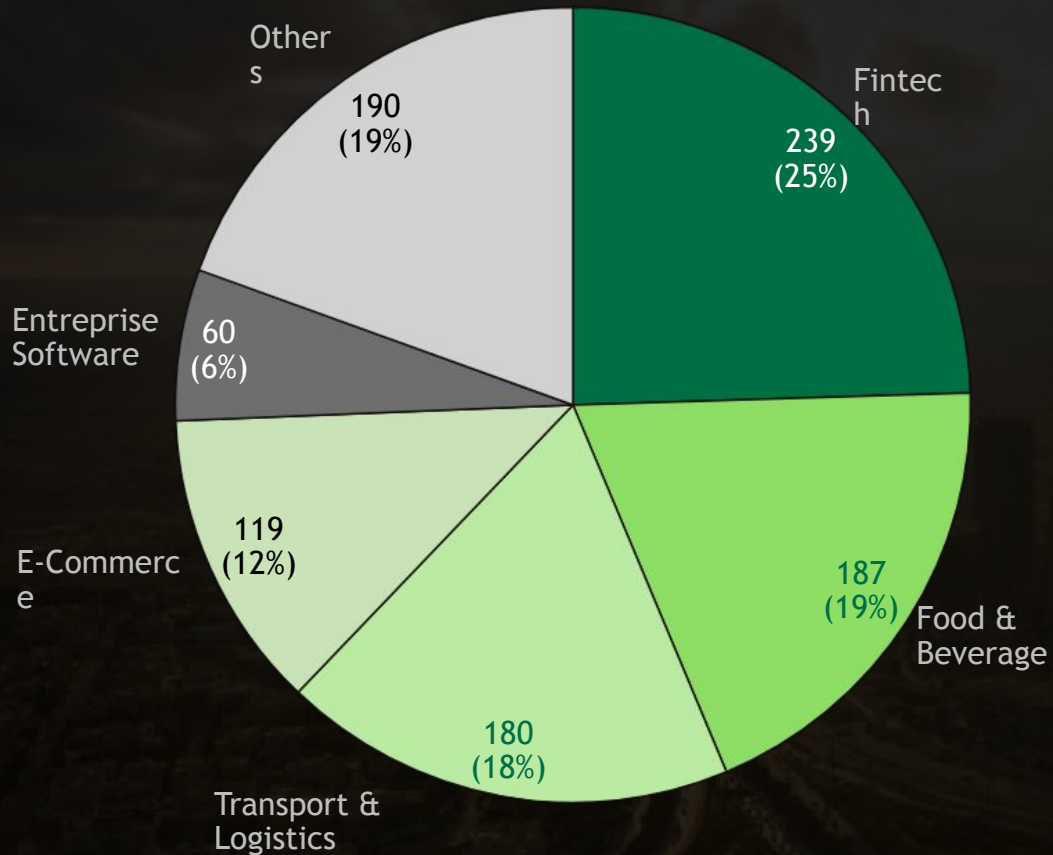
Fastest growing
Top 8 ecosystem in
the MENA region in
2022

#2

Second largest
MENA market in
total funding in
2022

The result is a well-balanced market with several sectors under the spotlight

Total KSA funding amount in 2022, per industry [USD m]



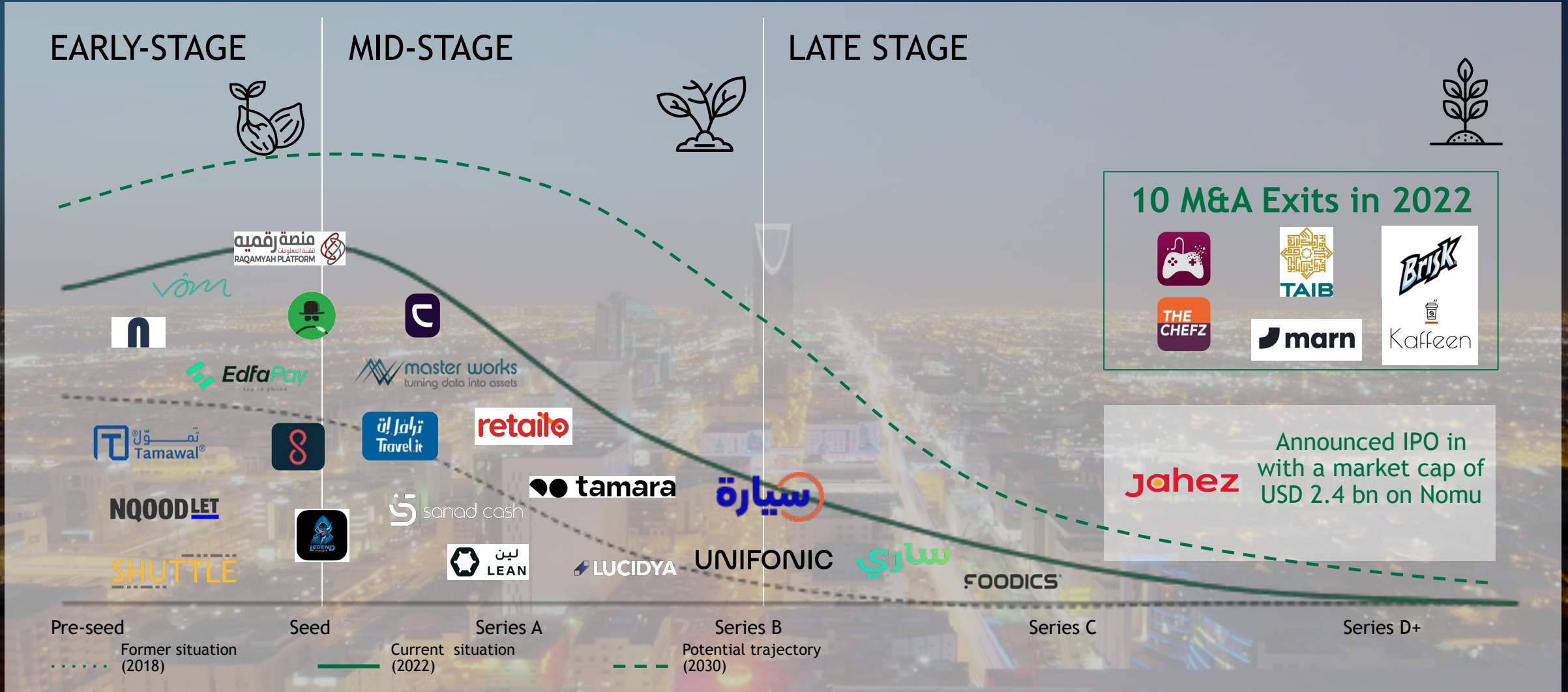
Total KSA funding deals in 2022, per industry [#]



1) Difference between total funding per sector and total funding per stage is due to some deals having undisclosed stage levels

Source: Magnitt, Crunchbase, MISA

The Market is Evolving With Increasing Later-Stage Deals and The Exits Market Ramping Up with 10 M&A Deals in 2022



Multiple Entities Are Actively Contributing And Supporting The Saudi Entrepreneurship Ecosystem Success



INVEST SAUDI Startup Support Cycle

1. Pre-Entry Support:

- ✓ Market insights
- ✓ Legal guidance
- ✓ Networking opportunities

2. Access to Local, Regional & Global Network:

- ✓ Dedicated incubation and accelerator programs
- ✓ Technical support
- ✓ Access to a network of mentors, founders and resources

3. Facilitate Access to Funding:

- ✓ Connecting with local and international investors
- ✓ Access to government funding schemes
- ✓ Link with venture capital firms

4. Market Entry and Scaling:

- ✓ Market entry strategies
- ✓ Business development support
- ✓ Opportunities for corporate partnership

5. Continued Support and Growth:

- ✓ Facilitating collaboration within the INVEST SAUDI Network
- ✓ Integrating startups into the ecosystem
- ✓ Advocating for policies that foster a favorable business environment

MISA Entrepreneurship License was launched to attract global startups to set-up and expand to Saudi

BENEFITS

Quick and seamless fully digital process

100% Foreign Ownership

Eligibility to apply for local funding

Access to local, regional, and global network

Thrive in the Kingdom as a hub to serve GCC, MENA markets

Investor License

Validity: 5 years

Min. required Capital: USD 0

Price: USD 500



وزارة الاستثمار
Ministry of Investment

1) Some industries could require minimum investment



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