

TASMU Accelerator Progress Report



The results achieved reflect the effectiveness of this initiative in supporting entrepreneurs and deepening collaboration between the public and private sectors. MCIT remains dedicated to enabling transformative initiatives that cultivate innovation and propel Qatar's digital economy forward, in alignment with the country's national vision and future aspirations.

H.E. Mohammed bin Ali bin Mohammed Al Mannai
Minister of Communications
and Information Technology



TASMU Accelerator is a key initiative that underscores the Ministry of Communications and Information Technology's commitment to fostering innovation and empowering startups to drive Qatar's journey toward digital transformation.

Since its launch, the Accelerator has played a vital role in advancing the Digital Agenda 2030, opening the door to tech-driven solutions for sectors such as healthcare, environment, logistics, and tourism.

The Accelerator has provided a practical platform that connects startups with key national stakeholders, helping them test and refine their ideas in line with local market needs, thereby enhancing their growth and long-term viability.

Executive Summary



TASMU Accelerator Annual Progress Report

Accelerating Innovation to Shape Qatar's Digital Future

The TASMU Accelerator is one of the flagship initiatives under the Digital Agenda 2030, launched to support the country's digital transformation and reinforce its position as a hub for innovation and sustainability in technology. Designed to empower growth-stage startups by supporting the development of innovative solutions aligned with the priorities of the TASMU Smart Qatar Program, with a particular focus on key sectors such as healthcare, logistics, environment, and tourism.

Global Reach and Impact

With over 1,185 applications from 78 countries, the TASMU Accelerator has garnered significant global attention in both cohorts. In-kind support of QAR 1.8M and over 1,700 mentorship hours showcase the program's tangible impact on startups. Additionally, more than 80 meetings with key Qatari organizations like Sidra Medicine, Qatar Airways, and Microsoft have helped facilitate market access and vital partnerships for the startups.

Startup Achievements

Startups from the TASMU Accelerator have witnessed remarkable success, with a total portfolio valuation of QAR 2.92B and sales of QAR 479M from both 1st cohort and 2nd cohort. The startups managed to raise QAR 228M in funding and earn 11 prestigious awards, including 9 international recognitions and 2 local awards. These accomplishments underline the accelerator's effectiveness in nurturing world-class innovation.

Market Reach and Economic Impact

Since joining the accelerator, startups have generated over QAR 72M in global sales and QAR 1.5M in local sales. Additionally, the startups have generated high-value leads and attracted substantial investor interest, with 15 venture capital firms attending the accelerator's Investors Demo Day, helping to secure further opportunities for growth.

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Investment opportunity

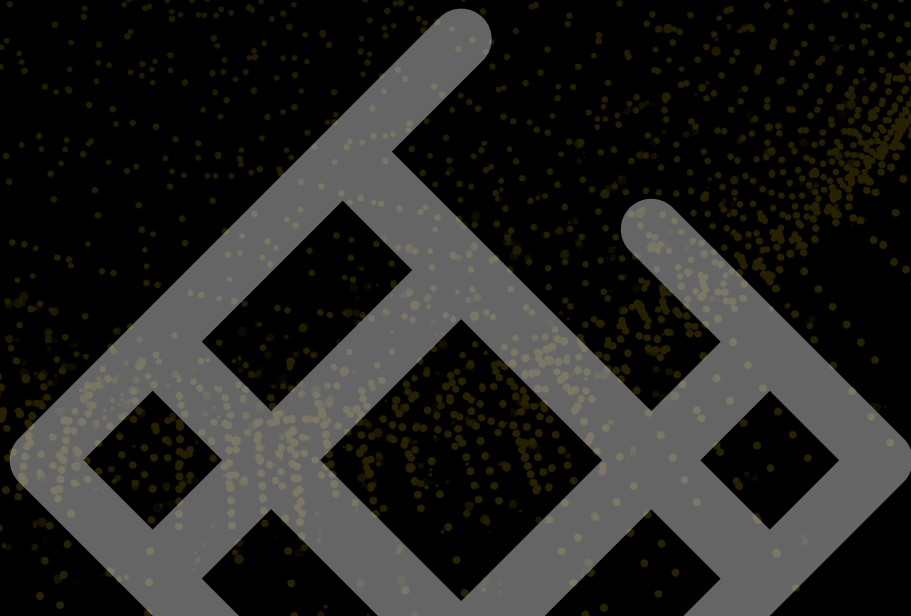
Sales & pilots

Lead generation

Establishing partnerships

Program Brief

- **Program Overview:** Outline of the program history, foundation, and strategic purpose.
- **Alignment with Qatar's Digital Agenda 2030:** How the program supports Qatar's digital innovation by advancing key sectors, enhancing the digital infrastructure, and contributing to long-term economic growth.
- **National Priorities:** The accelerator fosters innovation in key sectors, aligning with Qatar's national priorities to fuel economic growth and diversification.



TASMU Accelerator Program Overview

Driving Innovation & Impact

History and Foundation

The TASMU Accelerator was established in 2022 by the Ministry of Communications and Information Technology to address gaps in Qatar's entrepreneurial ecosystem, such as limited funding options, lack of mentorship, and barriers to market entry. By providing startups with tailored resources, strategic connections, and financial support, the program has become a model of digital innovation in the region.

TASMU Accelerator Program Performance Metrics

The TASMU Accelerator program has made a significant impact in fostering Qatar's digital innovation ecosystem, empowering startups, and driving the digital transformation goals of TASMU. Below is an overview of the program's performance over the past 2 years.

Purpose and Vision

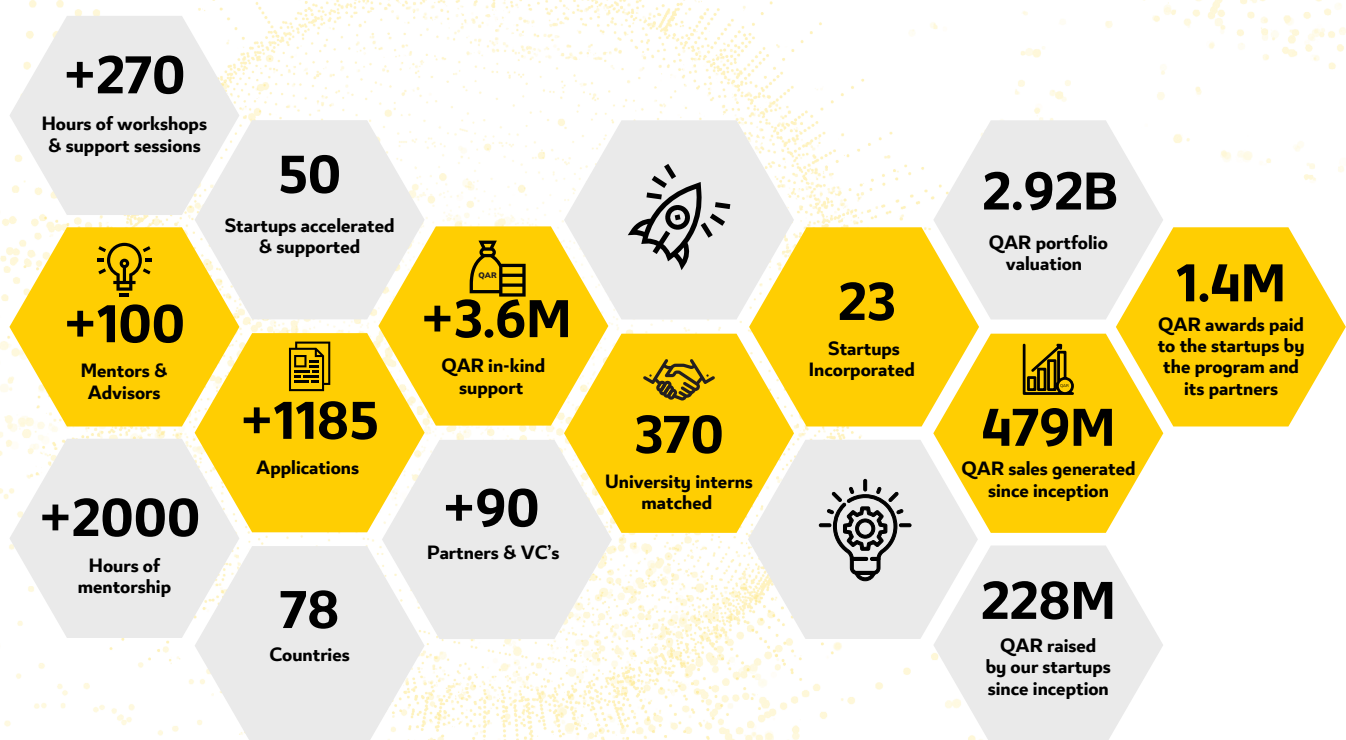
Launched by the Ministry of Communications and Information Technology (MCIT), the TASMU Accelerator catalyzes entrepreneurship and technological advancement. It serves as a critical engine for fostering digital innovation that addresses national priorities, contributes to sustainable economic growth, and positions Qatar as a global leader in the digital ecosystem.

1st and 2nd Cohort

The TASMU Accelerator's 1st cohort focused on Health, Environment, and Logistics, fostering 25 startups from 15 countries with support from the cohort champions.

The 2nd cohort expanded to include Tourism alongside Health, Transportation & Logistics, and Environment, welcoming 25 startups from 14 countries. Both cohorts provided startups with funding, mentorship, market access, and tools to drive innovation in AI, IoT, and Big Data, aligning with the Digital Agenda 2030 and fostering sustainable growth across priority sectors.

Value Proposition



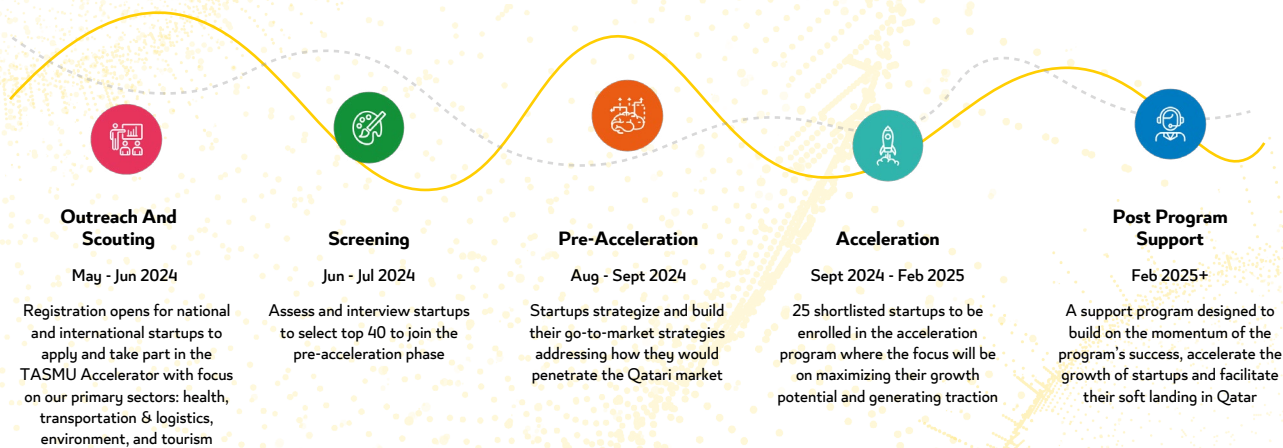
2nd Cohort at a Glance

Key Highlights

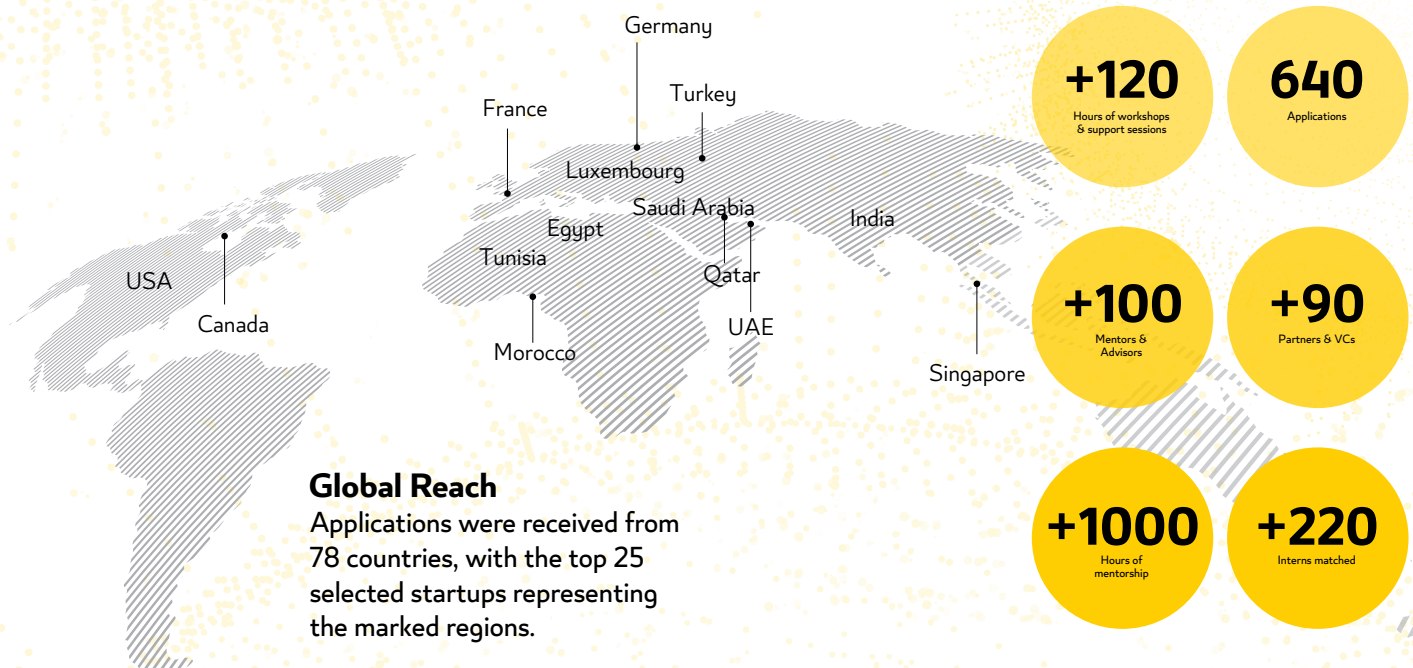
Focusing on priority sectors, the TASMU Accelerator fuels Qatar's digital ecosystem by nurturing global growth-stage Startups with a six-month program, equipping visionary entrepreneurs with the tools and resources needed for successful market entry and growth in Qatar.

The 2nd Cohort focuses on four priority sectors – Healthcare, Transportation and Logistics, Environment, and Tourism. The program is supported by four Cohort Champions: Ooredoo, HPE, Malomatia, and Qatar Airways.

2nd Cohort Timeline



Results



Alignment with the Digital Agenda 2030

Syncing with Qatar's Digital Future

The TASMU Accelerator aligns with the Digital Agenda 2030 by fostering a thriving digital innovation ecosystem. By supporting tech startups, it contributes to the development of a booming digital economy and cutting-edge digital infrastructure. Key objectives of the agenda are laid out below.

**1**

Cutting-Edge Digital Infrastructure

TASMU Accelerator enables the adoption of advanced, secure, and sustainable technologies to position Qatar as a global leader in digital infrastructure.

Booming Digital Economy

The Accelerator empowers startups to fuel economic diversification and innovation, transforming Qatar into a globally competitive hub for digital businesses.

2**3**

Thriving Digital Innovation

The Accelerator strengthens the digital innovation ecosystem by fostering R&D, providing funding, and accelerating the growth of the technology sector.

4

Nurtured Digital Technologies

Accelerates the development of advanced technologies with strong regulatory frameworks and robust data foundations to ensure long-term sustainability.

Alignment of TA Sectors with National Development Strategy 3

Catalyzing Innovation for National Growth

The TASMU Accelerator's 2nd cohort is strategically crafted to contribute to Qatar's national vision 2030 by driving innovation in key sectors. Each track aligns seamlessly with the Digital Agenda 2030 and the Third National Development Strategy, fostering a thriving digital economy and sustainable development across the nation.

2nd Cohort Sectors

Healthcare Sector

This sector strengthens Qatar's healthcare system by fostering innovation in digital health and precision medicine. It supports the development of advanced healthcare technologies and infrastructure, enabling a more efficient and patient-centric approach. The focus on R&D promotes groundbreaking solutions that contribute to better health outcomes while driving economic growth through a robust health ecosystem.

Transportation & Logistics Sector

By integrating automation and digital tools, this track transforms transportation and logistics networks, making them more efficient and sustainable. It supports the optimization of port operations, e-commerce logistics, and smart transportation systems, ensuring Qatar's role as a regional logistics hub. These advancements align with national goals for infrastructure development and sustainable growth in critical economic sectors.

Tourism Sector

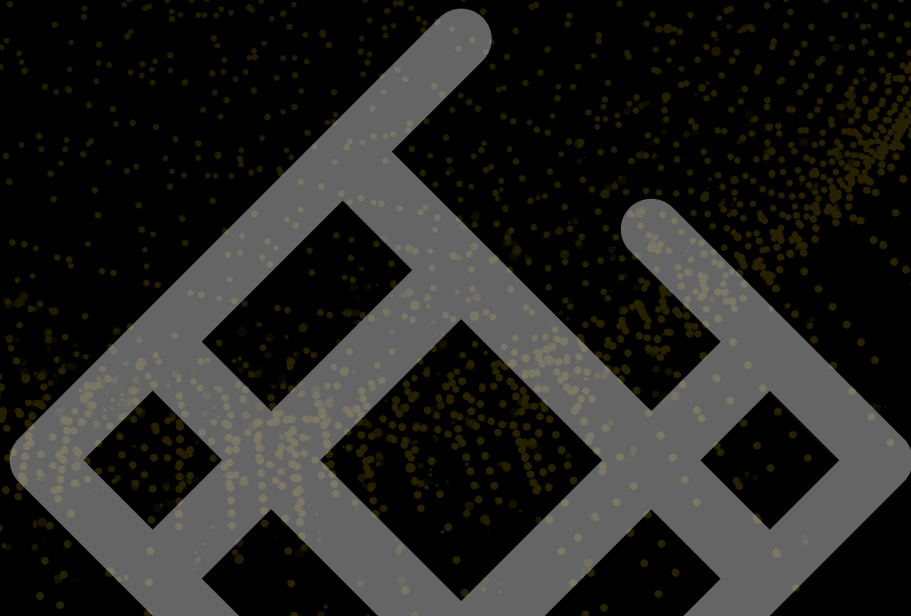
This sector enhances Qatar's tourism offerings through digital solutions, focusing on family-friendly initiatives and the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector. By driving innovation in tourism experiences, it contributes to economic diversification and strengthens Qatar's appeal as a global tourism destination. The track also aligns with Qatar's vision of positioning tourism as a key pillar for sustainable economic growth.

Environment Sector

This sector is centered on sustainability, supporting green technologies and solutions that enhance Qatar's ability to address climate change. It aims to accelerate innovation in the areas of natural resource conservation, waste management, and clean energy. The sector also encourages the adoption of sustainable practices that balance economic growth with environmental protection, reinforcing Qatar's commitment to global sustainability standards.

Program Insights

- **Global Growth:** With applications from 78 countries, the TASMU Accelerator has become a global program.
- **Program Traction Overview:** Over 640 applications for the 2nd cohort, highlighting the program's global appeal and robust mentorship support.
- **Sector Shifts:** The inclusion of tourism alongside established sectors reflects the program's alignment with the country's priority sectors, with a continued focus on sustainability and growth.

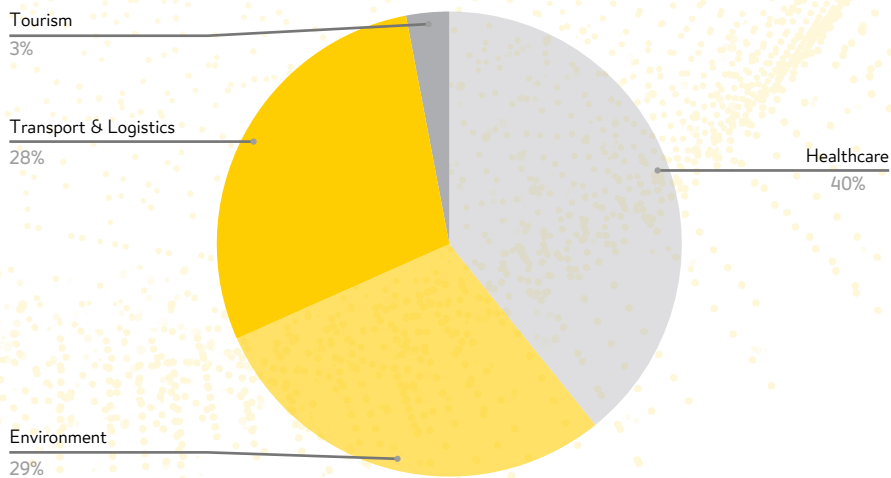


Startup Sector Overview

Tracking Growth and Innovation Across Cohorts

The TASMU Accelerator's 1st and 2nd cohort highlight a trajectory of growth and impact, with increased international representation, sector diversity, and adoption of innovative technologies.

Sectors Representation



In the 1st cohort, the healthcare sector led the TASMU Accelerator with 38% of startups, followed by transport and logistics with 30%, and the environment sector with 32%. Notably, tourism had no representation.

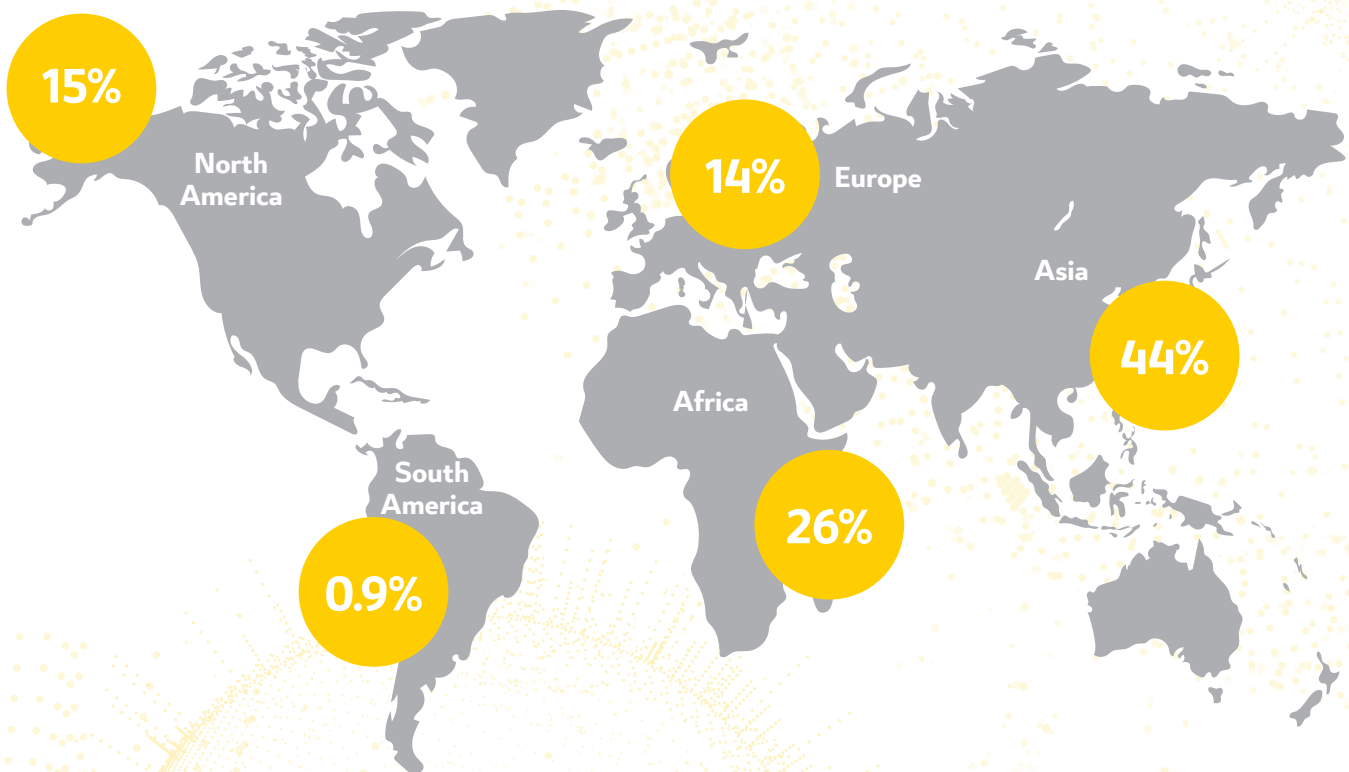
By the 2nd cohort, the landscape evolved. The environment sector attracted 25% of startup applications, while healthcare and transport/logistics represented 41% and 27%, respectively. Meanwhile, tourism made its debut with 7% of startups, reflecting a growing diversification and a strategic pivot toward sustainability and economic growth in emerging areas.



Program Traction Overview

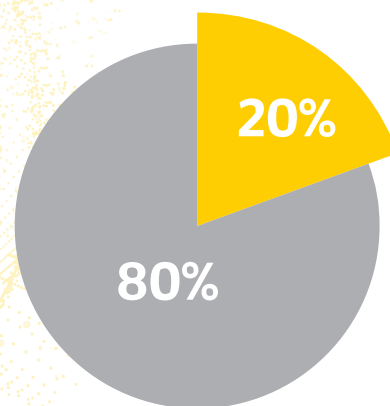
Demographics & Geographic Representation

Over the last 2 years, the accelerator received applications from 78 countries across the 5 continents as shown below



Global Reach: percentage of startups application from each continent

This infographic highlights the gender distribution of TASMU Accelerator founders: 80% male and 20% female, showcasing diversity while emphasizing the need for greater female representation.



Founders Demographic

Empowering Startups with Expert Mentorship

Personalized Guidance from Industry Leaders

One of the core pillars of the TASMU Accelerator is its robust mentorship network, which connects startups with seasoned professionals who offer personalized guidance and industry insights.



Assessment

Mentors' Assessment of TA Startups

How suitable was your expertise with the startup you were matched with?



How would you rate the startup's overall progress & commitment during the program?



Do you believe the startup is ready to scale to Qatar or attract investment?



How effectively did the startup receive & apply your feedback?



How clear was the startup's vision & strategy when you started mentoring them?



TA Startups' Assessment of Mentors

Overall, how would you rate the mentorship sessions in terms of their impact on your startup's progress & development?



Did the mentor provide constructive feedback & help you identify areas for improvement?



Were the mentor's insights & recommendations relevant & helpful to your current growth stage?



Did the mentor demonstrate a good understanding of your industry & niche?



Did the mentor provide actionable advice & guidance that you can implement in your startup?



Equipping Startups with Training Programs

Training Program

TASMU Accelerator provides startups with tailored training programs designed to address key challenges faced by early-stage businesses and scale-ups. These workshops and masterclasses are facilitated by industry experts and are focused on equipping participants with actionable insights and skills.

Core Topics Covered:

Topics	Brief
Go-to-Market (GTM)	Strategies to successfully enter the market, including market analysis, positioning, and achieving product-market fit.
Growth Hacking	Innovative and data-driven approaches to rapidly grow startups, including campaign execution and optimization techniques.
Expert Insights (TNA)	A series of expert-led talks covering diverse areas such as financial modeling, UI/UX, sales strategies, customer service, and business development.
Investment Readiness	Preparing startups for successful fundraising, including valuation, investor relations, mock pitching, and strategic use of funds.

Ratings & Testimonials

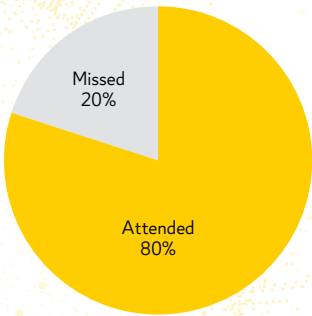
“The training was the best education I ever had,, including my academic career. It was incredibly practical for us.”

“The trainers' energy was contagious, kept me engaged.”

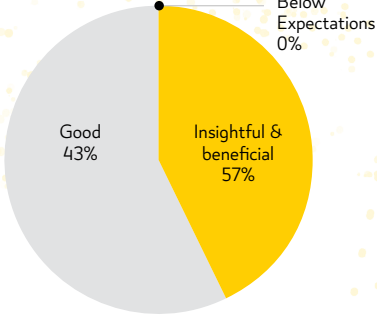
“Sky high, incredible presentations and presenters, many thanks.”

“The training helped us reshape our growth planning and market entry strategies.”

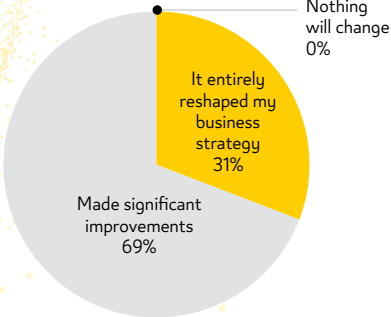
Attendance Rate



Overall Assessment

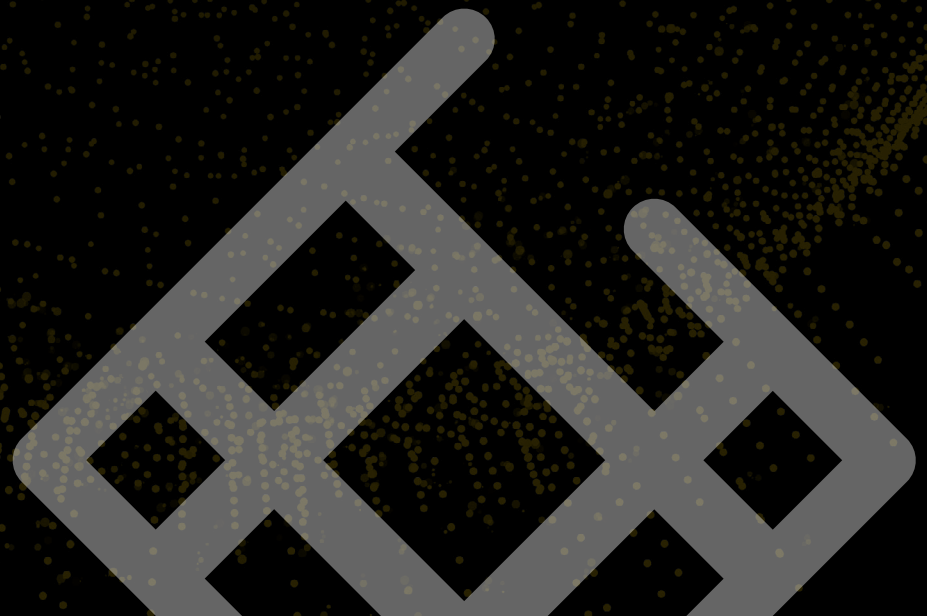


Training Session Impact



Ecosystem Integration

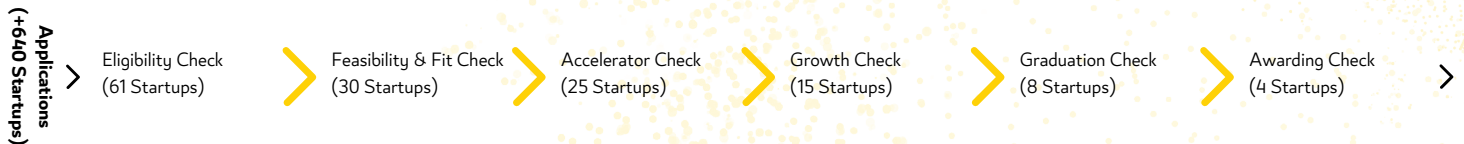
- **Selection & Support:** To ensure integration in the local ecosystem, Qatar's primary stakeholders were involved in the startup selection process.
- **Go-To-Market & Funding:** Over 100 meetings with key players and VC partners that helped integrate startups into Qatar's ecosystem to provide scalable & sustainable solutions.



Ecosystem Integration & Network That Drives Growth

Ecosystem Integration in Startups Selection & Support

To ensure alignment with the program's mandate and enroll outstanding startups in the Acceleration program, multilevel screening and assessment (checkpoints) are conducted. More than 30 experts & VC from 25 entities took part in the 2nd cohort assessment committees and startups support to penetrate the market.



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Ministry of Communications and Information Technology
مجلس الوزراء - دولة قطر

ooredoo

مركز قطر للمال
Qatar Financial Centre

QATAR
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Qatar Environment & Energy Research Institute
جامعة حمد بن خليفة
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malomatia
excel with IT

Hewlett Packard
Enterprise

مؤسسة حمد الطبية
Hamad Medical Corporation
HEALTH - EDUCATION - RESEARCH - CARE
صحة - تعليم - باحث - رعاية

Apex
Health

qū
nuwa
CAPITAL

ORYX FUND

مواصلات
mowasalat

سدرة للطب
Sidra Medicine

PLUS.VC

QDB
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Golden Gate Ventures

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Member of Qatar Foundation

راسمال
rasmal
ventures

Hitachi Energy

ALCHEMIST ACCELERATOR

Iberdrola

Ecosystem Integration in Startup Go-to-Market

Boosting Startups' Market Traction Through Key Qatari Stakeholders

Over 80 meetings connected TA startups with key stakeholders in Qatar's healthcare, environment, transportation & logistics, and tourism sectors. These sessions aimed to foster partnerships and boost market traction.

Key organizations involved include Microsoft, Ooredoo, Qatar Airways, Sidra Medicine, Hamad Medical Corporation, TotalEnergies, and Mowasalat, among others. The collaboration underscores a strategic effort to integrate startups into Qatar's ecosystem by leveraging the expertise and reach of these prominent entities.



Ecosystem Integration in Startup Funding

Startup Funding Facilitation

As part of the accelerator's mission to support startups in securing the necessary investments for scaling their operations, an exclusive Investors Demo Day was organized. This event brought together a curated group of venture capitalists and startups, fostering meaningful connections within the entrepreneurial ecosystem.

9

Startups from the
2024 cohort showcased

+15

Venture capital
firms attended

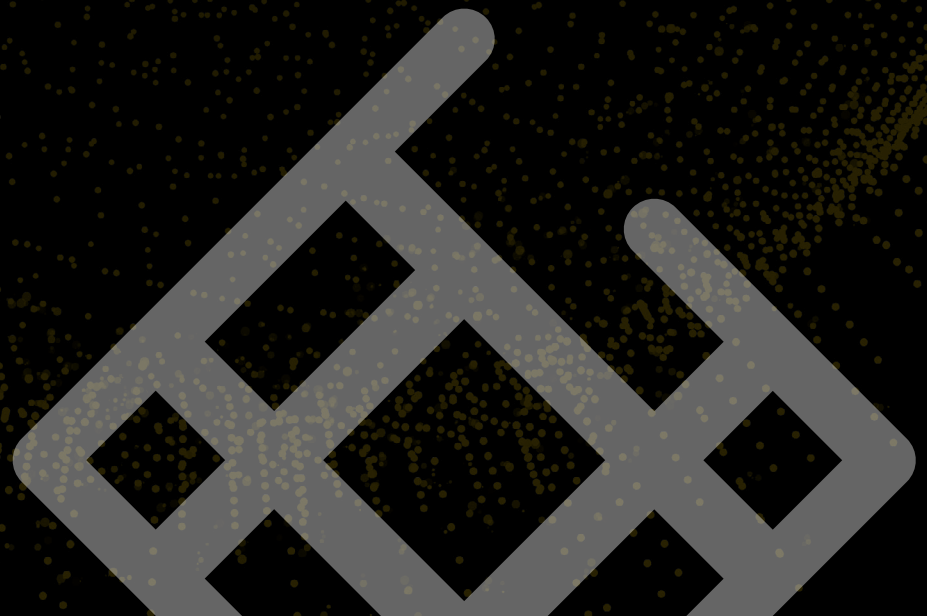
14

Investment interests
generated from
participating VCs



Startup Achievements of the 2nd cohort

- **Driving Growth:** Startups have a collective portfolio valuation of QAR 1.10B, with QAR 114M in sales.
- **Recognition & Impact:** Startups won 11 prestigious awards, showcasing global market readiness and innovation.
- **Market Reach:** With QAR 72M in global sales and QAR 1.5M in local sales, the accelerator is supporting Qatar's digital economy.



Driving Growth & Opportunities

Startup Achievements

The Accelerator's startups have cultivated a robust pipeline of high value leads. These leads signify their role in unlocking opportunities for growth, and driving business development.



1.10

Billion QAR
portfolio
valuation



114

Million QAR
sales generated
since inception



96

Million QAR raised
by our startups
since inception



Celebrating Success & Excellence

Recognition & Awards

Startups nurtured by the TASMU Accelerator have been recognized by 11 prestigious national & international awards, a testament to their innovation and market readiness. These honors highlight the program's effectiveness in fostering groundbreaking solutions that resonate with both global and regional audiences.

9

Global
Recognitions

2

Local
Recognitions

Enabling Growth through Investment

Funding

TASMU accelerator startups were successful in raising investments, grants, and awards. This achievement reflects the accelerator's success in preparing startups to secure financial backing from local and international investors, reinforcing their capacity to scale and innovate.

TASMU Accelerator startups have secured funding from 17 global entities and 2 Qatar-based organizations, reflecting the program's robust capability to position its startups on the global stage. This funding not only amplifies their financial resources but also enhances their credibility and visibility among international investors.

The diversity of the funding network reflects the strong confidence that global stakeholders place in TASMU Accelerator startups. By attracting high-potential start-ups, the Accelerator plays a pivotal role in advancing economic diversification and reinforcing Qatar's position as a regional hub for technology and entrepreneurship.



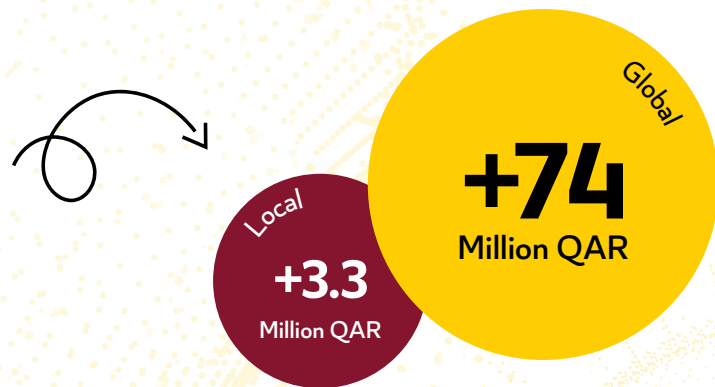
Expanding Market Reach

Sales & Pilots

TASMU Accelerator's startups tapped into diverse industries, ranging from healthcare, manufacturing, telecommunication, & tourism. These collaborations underscore the high calibre of the selected startups and the strong alignment between their solutions and market needs, locally & globally.

60 Entities

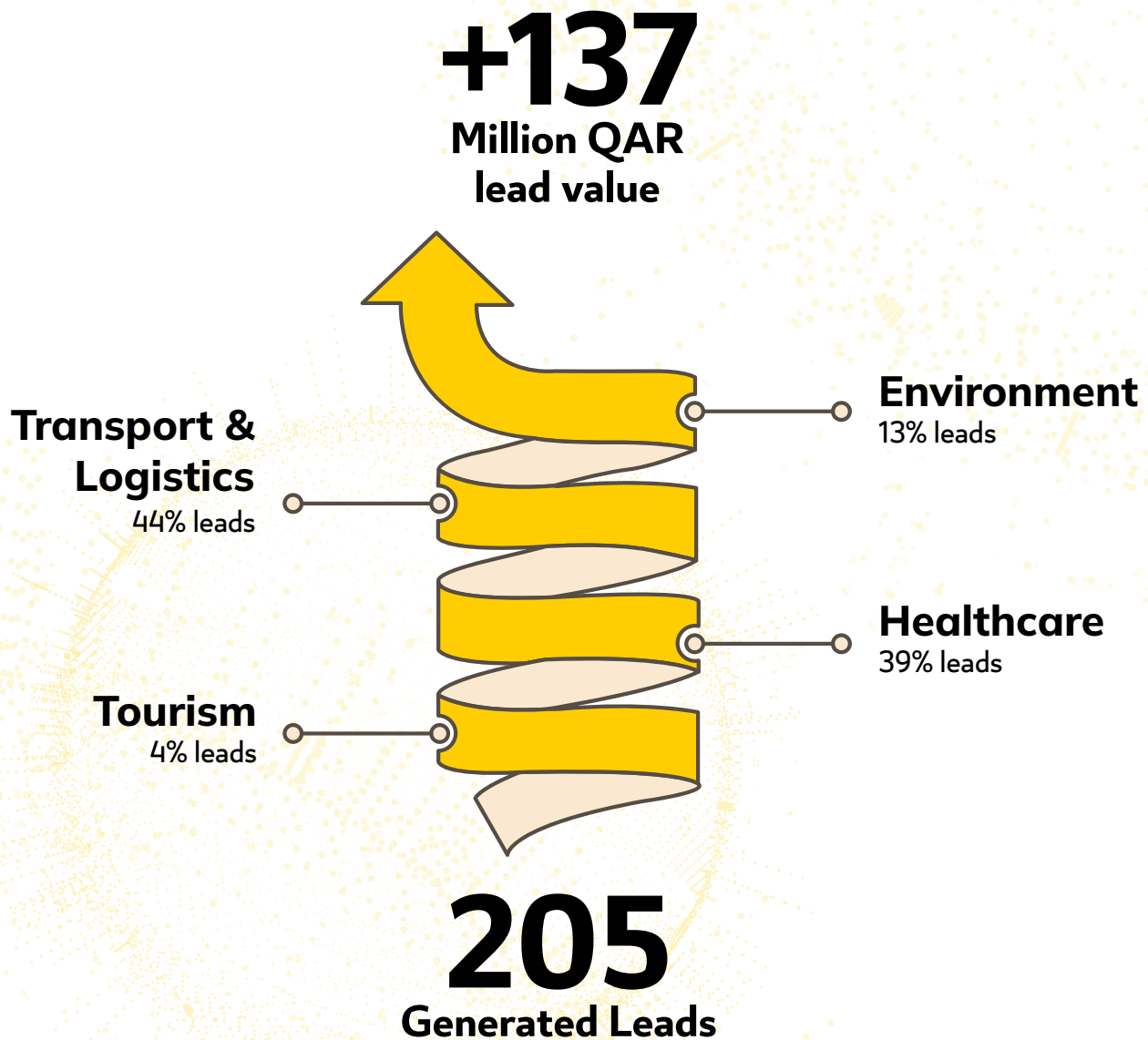
Piloted and contracted with our startups, generating over QAR 3.3 million within Qatar and more than QAR 74 million in global sales. These figures highlight the Accelerator's key role in strengthening the local ecosystem while maintaining a robust global footprint.



Driving Quality Leads

Leads Generated

This section highlights the lead generation efforts of TASMU Accelerator startups, demonstrating their ability to attract valuable opportunities and drive market engagement across various sectors.



Startups that have established partnerships with Qatari entities or partners

Onboarded +49 Qatari Partners for Market Access

The Accelerator's startups have successfully partnered with 49 Qatar-based entities, providing startups with valuable market access. This network of collaborations spans across various sectors, reinforcing the Accelerator's role in driving digital transformation and fostering growth within the local ecosystem.

List of Partnerships



2nd Cohort

Best Performers

This section highlights the top 15 startups selected for their exceptional growth, innovative solutions, and alignment with Qatari industries, showcasing their strong go-to-market strategies, progress, and potential to address key sector challenges.

Healthcare



Aumet digitizes and streamlines the pharmaceutical procurement process for healthcare providers with AI-powered ERP and marketplace solutions, enhancing efficiency and supply chain management.



Eshfaa is the first digital platform specializing in medical concierge, case management, and care coordination for both domestic and international patients, enhancing medical tourism in Qatar, Egypt, and KSA, while offering accredited, cost-effective solutions through its app and website.



Knowlepsy is an AI-driven predictive analytics platform that enhances neurological health management by forecasting triggers for conditions like epilepsy and migraines, offering hospitals and payors actionable insights to optimize treatment, reduce costs, and improve patient outcomes through personalized care.



PhysioHome offers personalized, culturally sensitive home care services for adults, the elderly, and children through Ameen Care and Tuful, providing families with trusted, professional care for their loved ones.



Santechture is a healthcare technology innovator transforming Revenue Cycle Management in the MENA and Asia regions with AI-based, cloud solutions that enhance efficiency, accuracy, and automation while reducing claim rejections and safeguarding revenue.

Environment



DeepLeaf is an AI-powered platform that detects 690 plant diseases across 30 crops using mobile and drone technology, providing real-time, actionable insights to optimize crop health, boost yields, and promote sustainable farming.



Nafas offers a cost-effective, IoT- and AI-driven indoor air quality management platform that transforms buildings into healthy environments through an OpEx-based clean air-as-a-service subscription.



NextAV leverages AI-driven superresolution technology to transform low-cost satellite data into high-resolution imagery, providing affordable, real-time insights for industries like energy, agriculture, and environmental monitoring.



Nadeera is a social enterprise, driving circular economy practices in MENA through user-centric, tech-enabled waste recovery solutions, including AI-powered tools, smart bins, and reward-based programs to promote sustainability and traceability.

2nd Cohort Best Performers

Transport & Logistics



BuildHop streamlines construction procurement with an AI-powered platform that automates workflows, reduces material costs by up to 15%, ensures standardization, and connects SME contractors to fintech solutions for seamless transactions.



Cognecto offers a cost-effective SaaS platform leveraging soft sensing technology to provide comprehensive visibility and oversight across fleets, equipment, and personnel in the mining and construction sectors.



Oreyeon delivers an AI-powered system for automated airfield safety inspections, enhancing accuracy, reducing inspection time by 70%, and improving operational efficiency by over 40% to ensure safer and more cost-effective airport operations.



WrenEV is an all-in-one EV charging software solution for the Middle East, supporting diverse businesses to integrate seamless, scalable EV charging solutions, supporting their sustainability goals.



Ymarinas offers an IoT-powered platform that streamlines marina operations with real-time resource monitoring, integrated booking, and predictive energy optimization, reducing costs and enhancing the experience for operators and yacht owners.

Tourism



2Sync's SDK enables auto-adaptive Mixed Reality apps that seamlessly blend reality with virtuality, enabling novel experiences in and for the tourism sector.

Partners of Success

We extend our sincere appreciation and gratitude to our partners for their continued collaboration and unwavering support, which have been instrumental in driving TASMU Accelerator's success. These partnerships embody a shared commitment to advancing progress and fostering innovation across future initiatives and programs.

Strategic Partners & Cohort Champions



Local University Partners

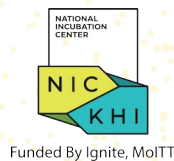


Venture Capitals



Partners of Success

Ecosystem Partners



Thank you
for being part
of this journey