## Post-Program Recap

**BTP 2019 Program – in numbers**

<table>
<thead>
<tr>
<th>16 teams</th>
<th>40 participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 teams completed the program</td>
<td>32 Participants regularly attended</td>
</tr>
<tr>
<td>• 3 (25%) teams from Murdoch</td>
<td>• 22 (55%) female</td>
</tr>
<tr>
<td>• 3 (25%) teams from NYUAD</td>
<td>• 18 (45%) male</td>
</tr>
<tr>
<td>• 2 (17%) teams from BITS Pilani</td>
<td>• 23 ave. age</td>
</tr>
<tr>
<td>• 4 (33%) teams from UAEU, UOW, Masdar Institute, Manipal</td>
<td>• 3 (8%) UAE nationals</td>
</tr>
<tr>
<td>• 3 (25%) teams with all female founders</td>
<td></td>
</tr>
</tbody>
</table>

### BTP 2019 core team overall
- 4 startAD startup coaches
- 2 anchor partners
- 3 guest speakers
- 17 mentors/industry experts

### BTP 2019 participants overall
- 7 universities
- 3 Emirates
- 12 teams
- 40 participants
Post- Program Recap

Program | General

- It was a great experience. We learned things we didn’t know before such as interviews and how to pitch in front of an audience.
- I had an amazing experience and would like to share that fact with others.
- Very good content for people new to the start up scene and it really helps to refocus on the essentials and fine-tune the pitch and product market fit.
- It was a game changing experience!
- I found the program helpful in understanding how to turn a project into a real business.
- The way the programme was designed to make us focus on the customers rather than the product definitely had a huge impact on our startup. Besides the direct learning, I also feel like we were exposed to a very good network.
- We learned how to do effective customer interviews, competitor landscaping, pitch under 3 min.
- Great learning experience and the mentors were so great and helpful.

Hold more sessions in Dubai, the Youth Hub venue was very interesting.

Better time management of the sessions/some sessions could have been a lot more condensed.

A couple more workshops to explore the business side of things even more deeply.
# Post- Program Recap

## Program | Specific

<table>
<thead>
<tr>
<th><strong>Bootcamp sessions (full-day workshops)</strong></th>
<th>- 4.3/5 (based on usefulness of a session)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program mid-way check-in</strong></td>
<td>- 4.2/5 (based on usefulness of a session)</td>
</tr>
<tr>
<td><strong>Evening workshops</strong></td>
<td>- 4.2/5 (based on usefulness of a session)</td>
</tr>
<tr>
<td><strong>Course materials (sample pitch decks, template slides, videos, Slack group)</strong></td>
<td>- 3.8/5 (based on usefulness of the materials)</td>
</tr>
<tr>
<td><strong>Mentorship component</strong></td>
<td>- 4.3/5 (based on usefulness of this component)</td>
</tr>
</tbody>
</table>

- Full-day training sessions were the best as we were able to learn a lot and apply it to our project simultaneously.
- Feedback we received helped us progress.
- The session could be a little longer and twice instead of just once.
- It was crucial for our work, very on point with useful feedback, and very well planned time-wise.
- These were helpful ways to stay on track and get personalized feedback.
- Other than the duration and timing, everything else was perfect.
- The Disciplined Entrepreneurship book was a bit technical.
- Very good content for people new to the start up scene and it really helps to refocus on the essentials and fine tune the pitch and product market fit.
- I loved this component the most.
- The mentors provided to us were a perfect fit.
- A session with personal mentors and trainers giving feedback together would be great.
Post- Program Recap

Program | startAD Coaches & Mentors

4.7/5
“Fun guy and an amazing mentor.”

“Tanseed is a wonderful individual who is passionate about sustainability.”

4.7/5
“Your enthusiasm is contagious :)”

4.5/5
“Adrienne Doolan was very helpful. She gave us so many feedback.”

4.8/5
“Great feedback and clever ideas to enhance our work. Exceptional attention to detail.”

“Abdulaziz was absolutely amazing- so intelligent and helpful despite his busy schedule”

4.8/5
“Exceptional attention to detail.”

4.0/5
“Insightful and supportive. Always willing to help.”

“Marc allowed us to see different perspectives for our startup and make valuable connections.”

4.8/5
“Great feedback and clever ideas to enhance our work. Exceptional attention to detail.”

“Mr. Mohammed from GGGI was simply brilliant and was very eager to help.”

“Mohammed from GGGI was so supportive. His comments has helped us in refining our pitch to a great extent.”

4.8/5
“Very very positive and encouraging.”

“Ebrahim gave us feedback for our final presentation and helped us with our market strategy.”

“The scalability and relevance of the project was quantified by our mentor (Charles) who himself built a sustainability driven company.”
## Post-Program Recap

### BTP 2019 Program – Next steps

<table>
<thead>
<tr>
<th>What went well</th>
<th>What needs to be improved</th>
</tr>
</thead>
<tbody>
<tr>
<td>• General organization of the program</td>
<td>• Program length and depth</td>
</tr>
<tr>
<td>• Program content</td>
<td>• Workshop location</td>
</tr>
<tr>
<td>• Strength of teams</td>
<td>• Application pipelines</td>
</tr>
<tr>
<td>• Partner engagement</td>
<td>• Mentor pool</td>
</tr>
<tr>
<td>• Mentorship component</td>
<td>• Scope of mentor engagement</td>
</tr>
</tbody>
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### Proposed areas of engagement for GGGI and MOCCAE in next year’s cycle

- Sourcing of applications (nominations, referrals)
- Sourcing of entities with substantial offers to winning teams (paid/non-paid pilots, etc.)
- Sourcing of mentors and industry experts (nominations, referrals)
- Monetary sponsorship (cash prize for winning teams)
- Continued presence and engagement during workshops
- Continued marketing & comms support during application period and the program