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The future eventTM

**SAUDITM
STARTUP
EXPO**

Riyadh, KSA



Presenting Partner :

وصيرة
waseera



**ACCELERATING THE SAUDI
STARTUP ECOSYSTEM**

AGENDA

12 – 13 November, 2025

**Crowne Plaza , Riyadh – King Salman
Neighbourhood**



www.saudistartupexpo.com

DAY 1

TIME	SESSION
9:00 AM	Registrations, Coffee, Tea & Refreshments & Open Networking
9:50 AM	Welcome note by the Organizers, Introduction to Sponsors & Partners
10:00 AM	Opening Keynote: Fintech Era Disrupt Business Industries: Presentation by Abdulelah J. Aloshayni , Chief Executive Officer at Waseera FinTech Company
TRACK 1: STARTUP DEVELOPMENT AND GRASS ROOTS	
10:15 AM	Panel Discussion: Saudi's Startup Surge: Mapping the Next Unicorns: Regional & Global Perspective - Enhancing Tax & regulations framework and Enabling a Business-friendly Environment - Changing ratios in startups and how women can lead in entrepreneurship - Helping Gig-workers and Social Entrepreneurs - Scaling and expanding to the Middle East and beyond Moderated By: Musaed Alkhalifi CEO of Saudi-Peaks Panelists: Ali Alkhars, Chief Executive Officer at AKLaunch Bahar Alharbi, Founder & CEO at Startups House Maged Harby, General Partner at Value Makers Studio
10:55 AM	Fireside Chat: Building Resilient Teams: Talent, Culture & Leadership in GCC Startups Featuring: Frankie Cornelissen , Co-Founder & Talent Expert at MawHub Turki Hammam , Investors relations – Founding Team at SBR
11:15 AM	Keynote Presentation: Startup team dynamics for growth Presented by: Dr. Marwan Tawakol , Senior Management Consultant at QM Consulting
Parallel Session in the exhibition area	Capital & Coffee: Women Investors x Founders" Presented by: Shreya Rammohan , CGO and Co-founder at Playbook
11:30 AM	Duhur Prayer Break:
Startup's Screwupedia – 20 recipes to Failure. How to avoid them	
12:00 PM	Panel Discussion: The First year Survival Guide: - Why 90% of startups fail and how to avoid making common mistakes - Profitable Business Models for Startups Building a sustainable business - Talents of Startups: How to create an exciting environment attract desired talents to your Startup? - Popular business models and success stories - Creating your customer base – 1000 first-hand customers Moderated by: Bana AlMohammad , Training and Business Development Director at Mani Company Panelists: Ayman Aljohani, Founder & CEO of Builtop Naif Mohammad Majdali, Founder & CEO Al Jazeera Falcon LLC

DAY 1

TIME	SESSION
12: 45 PM	Keynote Presentation: Building Sustainable Growth in Saudi Arabia's Evolving Startup Landscape" Presented by: Ali Alkhars , Chief Executive Officer at AKLaunch
1:00 PM	Lunch Break
TRACK 2: PERFORMANCE, TECHNOLOGY & DATA SCIENCE	
1:45 PM	Panel Discussion: Disrupting the Startup Tech Industry • What are the regulatory risks that a startup must overcome • Why is it necessary to keep your data secure from external cyber threats? • Why is it necessary to create an Omni-channel strategy for your e-commerce platform? • Mobile Friendly Applications: Key factors that improves User Moderator: Tahir Latif , Board Member and Chief AI Ethics & Governance Officer Ethical AI Alliance Panelists: • Hussein A. Attar, Chief Executive Officer at Tech Invest Com • Isabella Williamson, CEO at Tyde.AI • Dr. Nisar Ahmad Zafar, Ph.D. Founder and CEO of Haptal
2:25 PM	Industry Keynote Presentation: Fusion of Artificial Intelligence Across All Sectors: An Omni-sectoral View. Presented By: Sultan H Ghaznawi , Chairman & Managing Director at Scene Holding
Parallel Session in the exhibition area	Capital & Coffee: Women Investors x Founders" Presented by: Shreya Rammohan , CGO and Co-founder at Playbook
2:40 PM	Asr Prayer Break
3:00 PM	Closing Remarks and Open Networking

DAY 2

TIME	SESSION
09:00 AM	Registrations, Coffee, Tea & Refreshments & Open Networking
09:50 AM	Welcome note by the Organizers, Introduction to Sponsors & Partners
10:00 AM	Opening Keynote Presentation by : Startups and Community Service in line with Vision 2030 – The partnership between Madad Center for Philanthropy Research and Waseera for Financial Technology as a model. Presented by: Dr. Khaled Alsuraihi , Chairman of the Executive Committee at Waseera
TRACK 3: SALES, MARKETING, BRAND AND ENGAGEMENT	
10:20 AM	Startup Panel: From Leads to Loyalty: Building Scalable Sales Funnels: • Closing Deals in the GCC: Sales Tactics That Convert" • B2B vs B2C in MENA: Sales Models That Work" • High-Ticket Sales: Winning Enterprise Clients in Saudi" • Sales Tech Stack: Tools That Drive Performance" Moderated by: Ghaya Alboghail Transformation & Business Development Advisor Panelists: • Hossam Al Jamal, Co-Founder, CEO at Health & Life • Umair Khalid, Founder & CEO at Kitchenara • Hashim Alfatayerji, CEO & Managing Director at Cararak
11:00 AM	Keynote Presentation: Strategy: Simplified" Presented by: Hasan Hamed, Strategy Advisor at Sarawat Strategy
Parallel Session in the exhibition area	Capital & Coffee: Women Investors × Founders" Presented by: Shreya Rammohan, CGO and Co-founder at Playbook
11:30 AM	Duhur Prayer Break and Networking session.
12:00 PM	Fireside Chat: The Evolution of EduTech, Entertainment & Gaming in the Kingdom of Saudi Arabia: Moderated By: Hanan Alahmari, Foreign Direct Investment Specialist & Soft-Landing Program Lead at Startups House Panelists: • Mustafa Aldhaif, Chief Executive Officer at Rivaln • Mohanad Alaswad, Founder & Strategic Lead R Saudi
TRACK 4: FINANCE AND FUNDING	
12:30 PM	Fire Side Chat: Formulating an excellent exit strategy with an investor • Paula Tavangar, Chief Investment Officer at Injaz Capital • Javier Sanchez-Marco, Founding Partner at Obersis Ventures

DAY 2

TIME	SESSION
1:00 PM	Lunch Break
1:40 PM	Industry Keynote Presentation: Securing SuperApps in the Era of open Banking Presented by: Mamdoh Alzahrani, Angel Investor at Oqal
2:00 PM	Panel discussion: Investor Playbook: What VCs Want in 2025" • How do investors gauge startups • The Right time to find an investor • What sort of investment to expect for Seed/Pre-seed V/s Post Seed and Series A • To-do's to ensure on point before reaching an investor. • Making a pitch deck that makes a difference and the rationale behind it Moderated by: Bana AlMohammad, Training and Business Development Director at Mani Company Panelists: • Ali Al Majthoob, Managing Director at Middle East Venture Partners (MEVP) • Mohamed Nawito, COO at Falak Investment Hub • Motaz Abuonq – Founder of Value Makers Studio
2:40 PM	Startup's Pitch Competition: 6 qualified startups will be selected to deliver a 10 min pitch in front of 4 Judges & Investors. Judges & Investors: • Dr. Sumayh Aljameel, AI & Innovation Lead Aramco SAIL • Javier Sanchez-Marco, Founding Partner at Obersis Ventures • Ali Al Majthoob, Managing Director at Middle East Venture Partners (MEVP) • Paula Tavangar, Chief Investment Officer at Injaz Capital • Mohamed Nawito, COO at Falak Investment Hub
4:20 PM	Closing Remarks and Open Networking

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