



Event Outcome Report

## Governance in Tech

Building Better Businesses

Significance of Corporate Governance for Start-ups & SMEs

**Date:** 6<sup>th</sup> October 2021

**Location:** Pearl Initiatives' Zoom Platform



## Executive Summary

As corporate governance obligations expand globally, they reflect global potential and business expansion. This is critical for start-ups to be aware of, as new levels of sustainability result not just from new laws and regulations but also from internal and external stakeholder expectations. This has also heightened board-level concerns about ensuring effective, strong, and dependable governance.

It is also common and on the rise in the Gulf region to provide tangible help to build infrastructure for achieving Sustainable Development Goals (SDGs). Corporate governance contributes to countries' long-term development prospects, and it can help start-ups to make their businesses more sustainable, while also improving public and private sector governance.

## Session Objectives

- Understanding the fundamentals of corporate governance policies and procedures for Tech companies
- Looking at the functional governance frameworks versus the structural governance frameworks that tech start-ups can adopt
- Understanding the current tech start-up environment in the Gulf and future trends in this space



## Key Takeaways:

- Regulation should envision what it will look like and create a template based on that perspective.
- Senior management should oversee all decision-making processes to maximize the likelihood of successful outcomes for the business. This is further amplified within Tech companies because there is a plethora of data and governance that needs to be managed, making the decision-making process complex, but achievable.
- When compared to foreign enterprises, there are distinct processes that larger companies in the Gulf region need to incorporate in order to serve the local communities. This includes recruiting from the local population and contracting local SMEs as part of their supply chain.
- It is a senior manager's obligation to be aware of all strategic decision making undertaken by their employees and ensure that both have the same end goal.
- Part of governance is having a knowledgeable concept that benefits the organization and executing the plans without making compromises while still being innovative which can aid start-ups success.
- Governance is essential for start-ups to hire talent who will challenge the design process rather than make a noise that the company is only successful based on how much money it earns. The ecosystem must shift its narrative to emphasize the contribution and value that start-up enterprises provide to the region.
- By strengthening the methodology, start-ups can address diversity issues and enhance the quality of start-ups, resulting in more strategic opportunities.
- The company's purpose must be aligned with strong principles for everyone in the organization to be in sync in the way decisions are made and to align performance with the principles and purposes so that the company can easily evaluate success, ensuring that they follow their purposes in practice.
- One of the primary components of governance is establishing a robust company culture.
- Companies that will thrive in the future will be in platforms that allow individuals to achieve their goals and evolve, which will offer more value to the companies.
- To obtain a government contract, start-ups must have a clear vision of the future and be devoted to achieving it. This will allow start-ups and other enterprises achieve greater success and credibility since collaboration can be a key metric for growth.