



Outcome Report

Start-up 101: Build your 1st Unicorn

Date: April 12th, 2023

Location: Virtual on Zoom platform

Facilitated by:

Mohamed Al Moosa, Governance in Tech Programme Manager at the Pearl Initiative

Delivered to:

Students across the Gulf Region.

Key Takeaways:

The speaker provided an overview of how to build a start-up, the main learning takeaways were:

1. Students were able to distinguish between start-ups and SMEs, understanding their respective characteristics, growth potential, and scalability, to make informed decisions about their entrepreneurial path.
2. Students gained a comprehensive understanding of various start-up funding rounds, including pre-seed, seed, and Series A through C, as well as the role of angel investors, venture capital firms, and other financing sources, enabling them to better strategize and plan their own fundraising efforts
3. Students developed a brief yet strong grasp of the start-up ecosystem, including the roles and functions of key stakeholders such as accelerators, incubators, and co-working spaces, as well as the importance of networking and mentorship, ultimately equipping them with the foundational knowledge necessary to successfully navigate the early stages of building a start-up.