



ثبات  
THABAT

HONOR LEGACY — EMBRACE THE PRESENT — SHAPE YOUR FUTURE

# THABAT Venturing Program



#### THABAT - YOUR OPPORTUNITY

“Family businesses are the bedrock of UAE's economic design, with a strong past of pioneership.

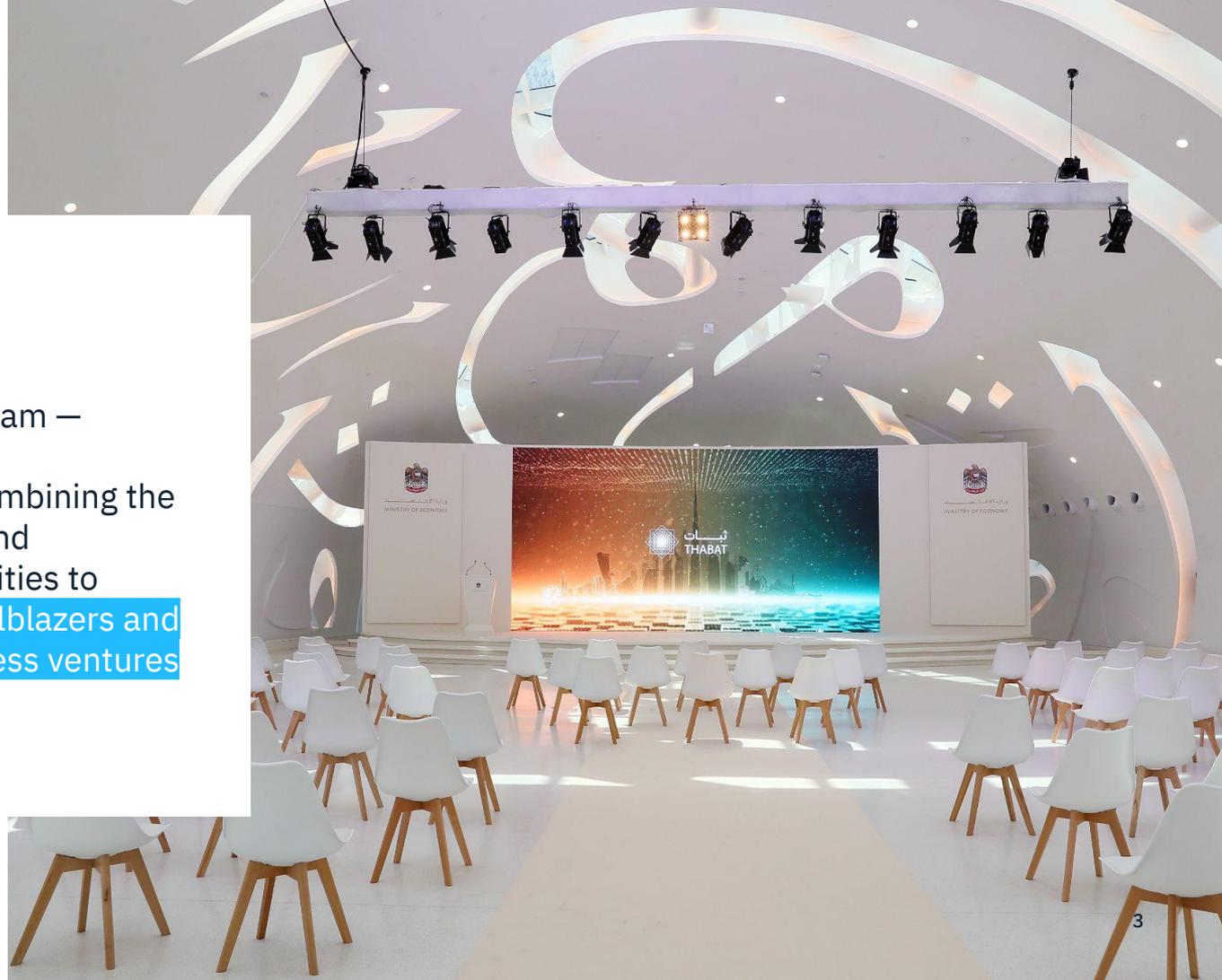
Today presents a chance to extend their legacy into the new economies, solidifying their role as tomorrow's visionary entrepreneurs and propelling their ceaseless expansion.”

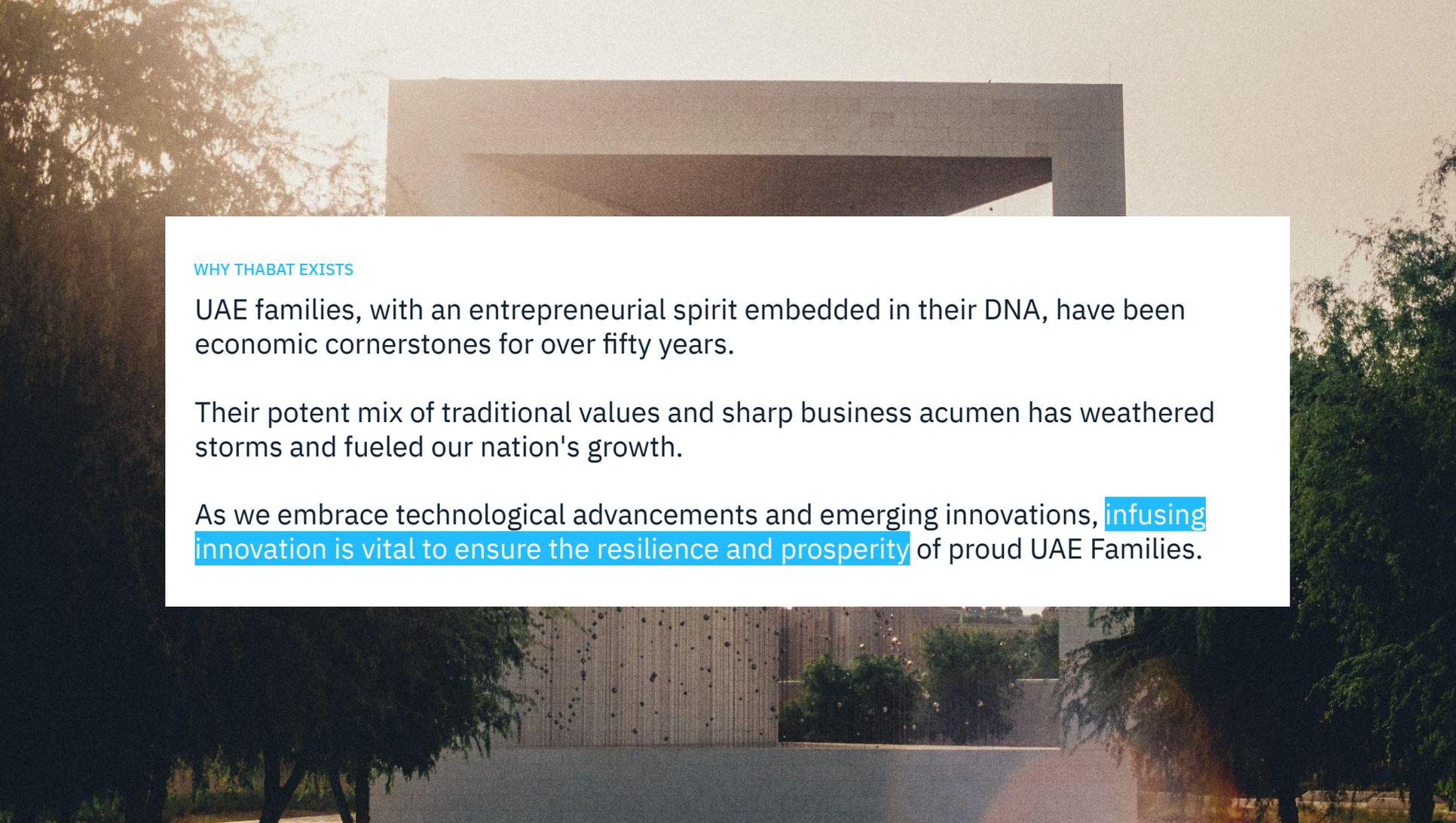
*His Excellency Abdullah bin Touq Al Marri*  
Minister of Economy of the UAE

## WHAT IS THABAT?

The THABAT Venturing Program —

a transformative initiative combining the UAE's visionary leadership and advanced innovation capabilities to cultivate future business trailblazers and foster enduring family business ventures for the new economic era.





### WHY THABAT EXISTS

UAE families, with an entrepreneurial spirit embedded in their DNA, have been economic cornerstones for over fifty years.

Their potent mix of traditional values and sharp business acumen has weathered storms and fueled our nation's growth.

As we embrace technological advancements and emerging innovations, **infusing innovation is vital to ensure the resilience and prosperity** of proud UAE Families.

# Build Tomorrow Today: Empower your business through progressive innovation

## Become a Pioneer: Re-shaping your business Through THABAT Venture Building



Create the foundation for your next 50 years with THABAT and your new Venture



Amplify your entrepreneurship legacy



Catalyze sustainable, long-term growth



Venture boldly into new economies



Future-proof your core operations

## Embrace the Digital Future Now Conquer the challenges and be disruptiv

1

### Changing competitive landscape

65% of CEOs predict their **main competitors in 5-7 years will be different** from their main competitors today.

2

### Emerging competitors & entrants

63% of CEOs predict that new competitors using **new technologies** and with **new business models** will pose a major threat to their firms' core business.

3

### New revenue sources

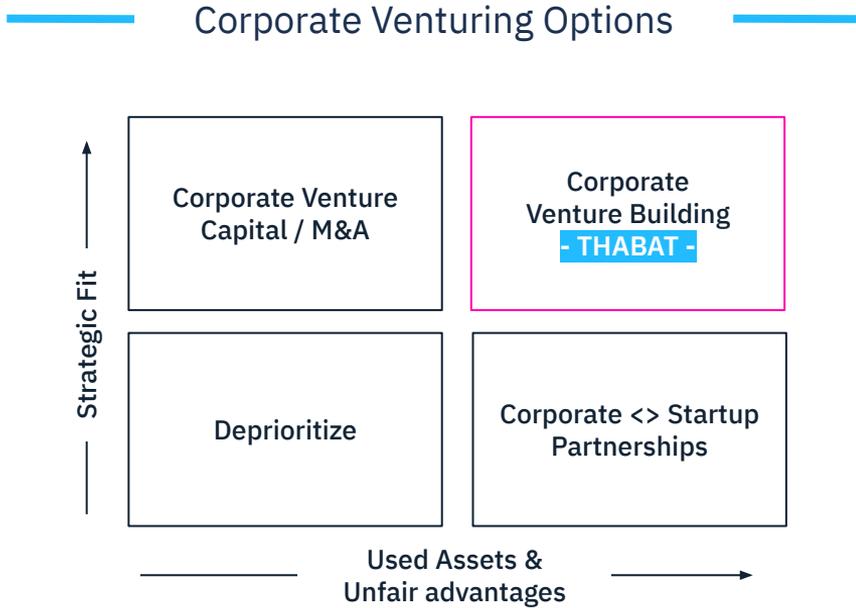
On average, CEOs expect **40% of revenues in 5 years must come from entering new markets** and launching new business models.

4

### Inaction is not an option

In the past five years **more than 60% of big public companies have stalled out** - seeing slow to zero growth.

# The choice for Family Businesses: Stagnate or shape your future, now!



Most innovations do not fail because they are not good on paper, but simply because they are **not needed by the customer.**



# Venture Building in a nutshell: Ideas built together & validated by the customer

**We will identify and validate new business models adjacent to or outside of your core**

---



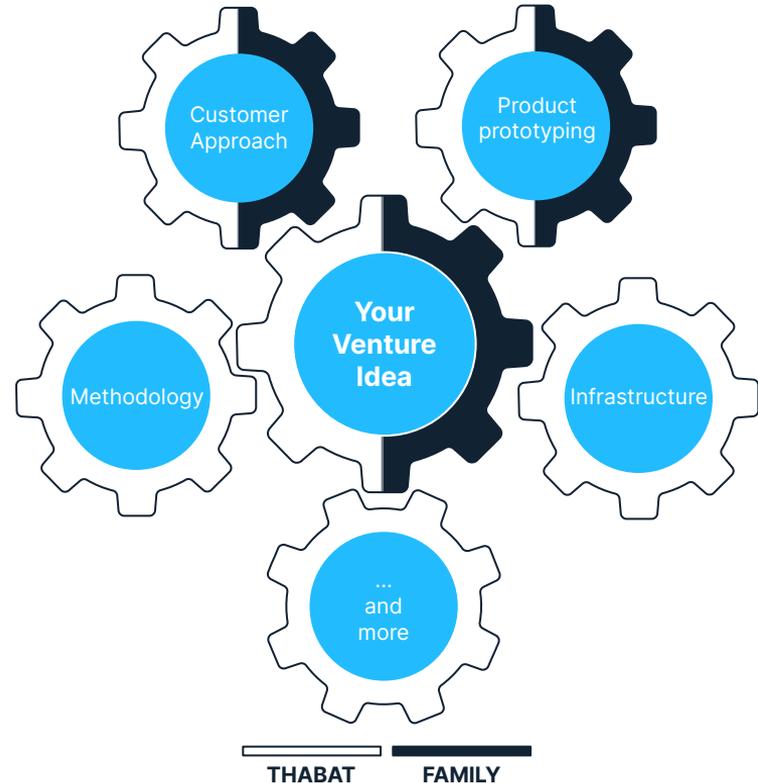
You will be guided by the THABAT mentor team and learn by venturing



We will work as one team and you will have access to our experts & network



Together we will create your idea but most importantly interact with your customers to validate the product



# THABAT is aimed at the practical application of tools and techniques to bring your idea to live and enable you to learn by venturing



## What we are going to do

---

- **Hands-on support in applying frameworks** and tools in a practical environment from validating to prototyping, and ultimately **building your own venture idea**
- **Create a product** that is **validated by the market** based on direct **interaction with the customer** in different validation stages (interviews, prototyping...)
- **Enable the families** to identify and **leverage their unfair advantages** and (in)tangible assets
- **Support the teams** in reaching their goal by building a **growth oriented business model** and **investment ready venture case**



## What we are not going to do

---

- Frontal teaching of theoretical frameworks, methodologies or tools  
→ **This is not a class room**, you will practically build
- We are not consultants, we are building with you!  
→ We are **not designing strategy papers**, we will rather **create a real business** with you
- Focus on providing popular best selling but not practical literature and reading material  
→ The **methodology works on it's own** and you will have access to our knowledge network

# Venture Building: Empowering growth beyond traditional mentoring

## Start harnessing its power from Day 1

Acquire key Innovation Knowledge and Insights



With an eye on the **UAE's economic future**, THABAT empowers families to be **leaders in innovation**. Providing a **venture ecosystem** and **enabling direct growth opportunities and long-term innovation strategies**.

Master the essential Methodology & Tools



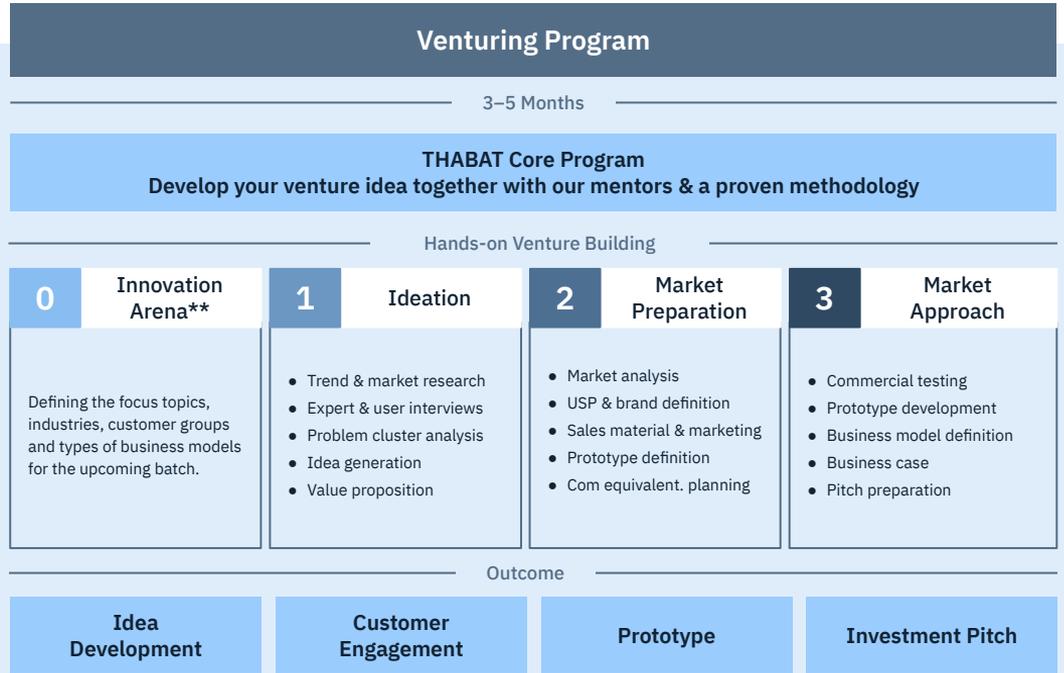
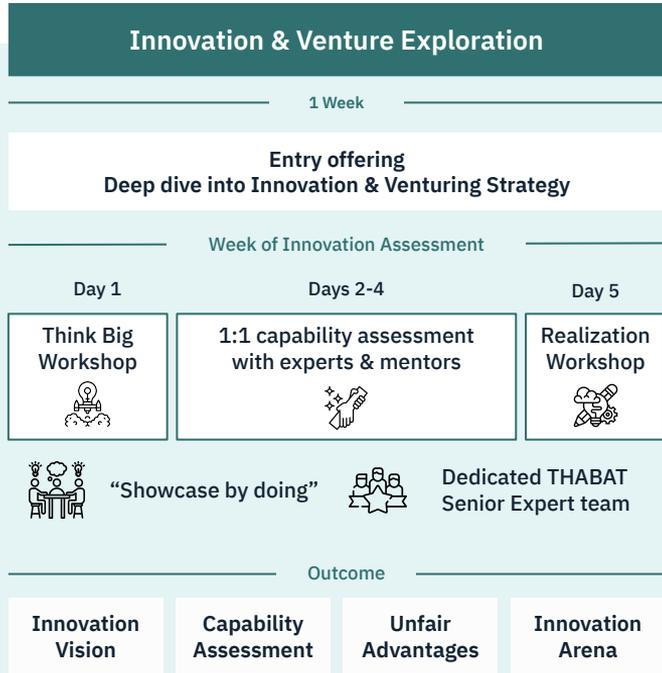
THABAT **equips participants** with a **proven venture building methodology**, an **innovation mindset**, and **cutting-edge technologies** to elevate your day-to-day business and **providing you with a repeatable formula**.

Join a Global Venture Building Community



Engage with **UAE and global startup founders**, tapping into a network of **innovation experts** who will offer **valuable insights** and push you to excel, **ensuring market success**.

# The journey of the THABAT Venturing Program is designed to guide and enable the families and co-create their new business venture



\* B-M provides senior level Venture & Innovation Experts for the 5 Days; \*\* Can be substituted by Innovation & Venture Exploration week

# Drive forward into disruptive horizons: Leverage effective methodologies to secure your family business' future

## Proven Venture Building Methodology

Fuels the THABAT Venturing Program



### Create your Starting Point and Ideas

Using creative thinking tools, ideation nights, workshops and AI

80+ Ideas per Family



### Connect with the Customer Base

Pain point interviews and customer feedback loops for product optimization

40+ Touchpoints



### Define a comprehensive Product & Business Model

First iteration of product development and business case that provides a solid investment framework

Validated Product



### Establish the Investment Base

Pitch for a family investment with product info, design prototype, investor set-up and three-year projection

Investment-Ready

## Advantages of Corporate Ventures

Quality assured and quantified proven

Venture Building emerged in 2013 worldwide and since then **has become a key factor for corporate innovation**

**50+ ventures** have been **built by** our partner **Bridgemaker**

Corporate Ventures have a **30% higher success rate** than traditional startups

**Validated Idea & Investment Readiness** in under 6 months

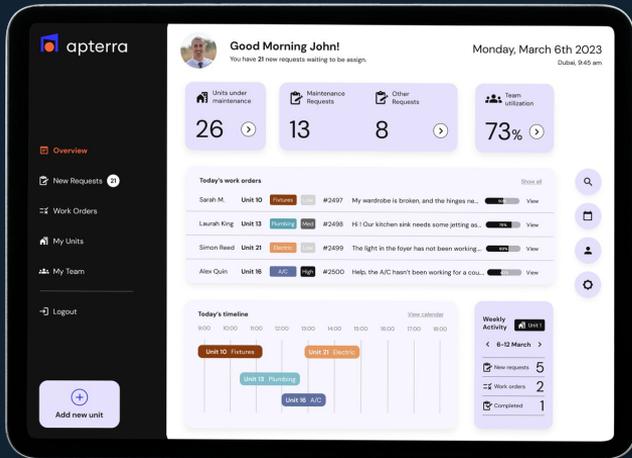
**Proven** business model, expertise, access to entrepreneurial **talent** and established **network**

Average **IRR for corporate ventures** of **53%** compared to 21% for traditional startups

# Alserkal: Compelling evidence that venture building can bring significant transformation at the heart of the core business



With the idea of “apterra”, **Alserkal** has taken a **bold step to transform its real estate business**, one of their core industry, by **digitizing maintenance services** and embracing the digital age.



Eisa Alserkal — Head of Real Estate Division

*"The program is a game changer - I learned a new way to think about business ideas."*

*"It has also enabled us to create apterra - which will lead us to digital business models as a Family Business."*



Sheikha Alserkal — Founder of Alserkal Jewellery

*"Working in the program has taught me to be more in touch with our customers and has given me the enablement to apply the innovation methodology to my own business as well."*

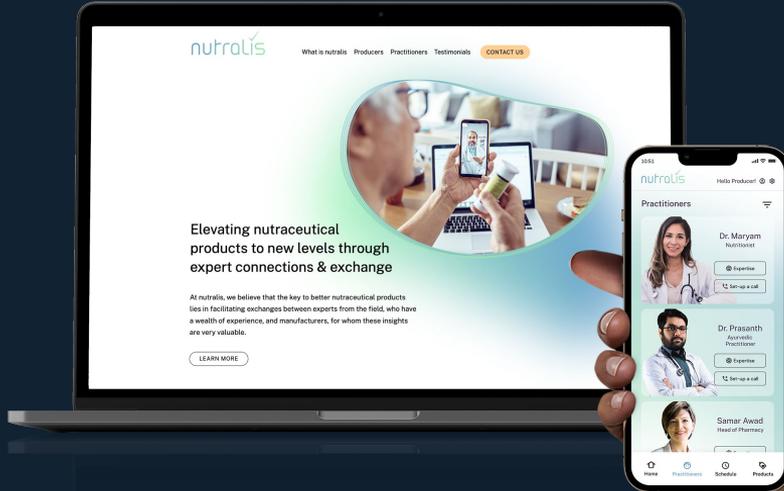
VENTURE INTO NEW BUSINESS MODELS LIKE AL YOUSUF

# Al Yousuf: The family blazed the trail, being the first to join and setting a excellent example of boldness & courage



**Al Yousuf** has discovered a promising niche **beyond their core business** and created “nutralis”, an idea with great potential in the nutraceuticals sector, **fully focused on the well-being of UAE citizens**

## nutralis



**Yousuf Al Yousuf - Chief Operating Officer**



*“It was a pleasure working within the THABAT team and to use venture building on a daily basis.”*

*“You have to invest the time but your return is a mindset change of how to tackle new business opportunities”*

**Maitha Al Yousuf - Head of HR & Marketing**



*“The collaborative model of THABAT and the work with Bridgemaker enabled us to re-imagine our path forward as a family business, exploring new industries and business models”*

ثبات  
THABAT

THABAT Batch #1

THABAT's inaugural batch illustrated how **curiosity, passion, ownership, and co-creation** intersect to forge transformative business models.

Now, it's time for you to build your own success story!

contact us for more information  
[contact@thabatventures.ae](mailto:contact@thabatventures.ae)

[www.thabatventures.ae](http://www.thabatventures.ae)



venturing into new  
s.  
n 80% of new  
asons:



ثبات  
THABAT

EMPOWERING LEGACY - FUELING YOUR FAMILY'S FUTURE

# THABAT Venturing Program