



## **PRESS RELEASE: EU and GCC business communities launch the first GCC Pitch Tour**

As part of the EU-GCC Trade and Business Cooperation Facility project, [Startup MENA](#) has kicked off the “GCC Pitch Tour” in the 6 Gulf countries with an impressive start. With funding from [EU Commission](#) and in collaboration with the [Federation of GCC Chambers](#), [BUSINESS EUROPE](#) and [Confederation of Danish Industry](#) – the team of Startup MENA is meeting with the best tech startups in the region as well as helping aspiring Arab entrepreneurs to start their businesses.

### **The GCC Pitch Challenge**

The GCC Pitch Challenge invites the best tech startups to pitch in a regional competition, meet with expert mentors and get the chance to win the main prize of €20.000 at the finals in Abu Dhabi. Semi Finals are held in Kuwait, Bahrain, UAE, Qatar, Saudi Arabia and Oman during February and March.

The first Semi Final took place in Kuwait Feb 17-18, where Pitch Trainer Jakob Kistorp welcomed 8 Kuwaiti teams to train their pitch at [Sirdab Lab](#). During the first day, the teams received feedback on their presentations and tools to improve and practice their pitch. With lots of excitement, the teams finally pitched on the second day in front of a room full of expert mentors. The startups pitched 5 minutes followed by a quick Q&A sessions.



@stores pitching at Sirdab Lab while the mentors observe

After the pitches, the teams met each mentor for 30 minutes where they received feedback on their businesses. Some of the mentors include Mohamed Korayem of Wasalny, Barrak Al-Babtain of Catalyze and Ayoob Kalathingal, Director of Emstell.

After a selection process among the mentors, [Boxit](#) and [Dawrat](#) were selected as the Kuwait Finalists to go to the Finals Abu Dhabi on April 29<sup>th</sup>. “I really appreciate the opportunity to meet such wonderful people and to learn multiple answers to my questions”, Mostafa Hashem said after the pitch.



The Kuwait startups and the mentors outside Sirdab Lab

### **The GearUP Sessions**

The second part of the GCC Pitch Tour consist of the GearUP Sessions – a 1-day hands-on workshop for aspiring Arab entrepreneurs who are curious about starting up their own business. With the help of Jordan Schlipf, an experienced serial entrepreneur, the 100 participants will get tools and education to start their entrepreneurial journey. The Kuwaiti edition is taking place today at GUST University.



Jordan Schlipf and Kuwaiti attendees at the workshop today

Startup MENA and EU-GCC will continue to Bahrain and UAE in the next 2 weeks to meet with even more Arab entrepreneurs.

**Follow the Tour here:**

[www.facebook.com/startupmena](http://www.facebook.com/startupmena)

[www.twitter.com/startupmena](http://www.twitter.com/startupmena)

<http://startup-mena.com/details/social/>

<http://www.wamda.com/community/posts>

<https://www.flickr.com/photos/123943225@N07/>

**Tour Dates**

Startup MENA's tour plan in the Gulf:

February 17-18<sup>th</sup>: GCC Pitch Challenge Kuwait  
Venue: Sirdab Lab,  
Time: 10AM-5PM

February 19<sup>th</sup>: GearUP Sessions Kuwait  
Venue: GUST University  
Time: 10AM-6PM

February 21-22<sup>th</sup>: GCC Pitch Challenge Bahrain  
Venue: RUKN, 2<sup>nd</sup> floor Batelco Building, Manama  
Time: 10AM-5PM

February 23<sup>rd</sup>: GearUP Sessions Bahrain  
Venue: RUKN, 2<sup>nd</sup> floor Batelco Building, Manama  
Time: 10AM-6PM

- February 25-26th      GCC Pitch Challenge UAE  
Venue: In5Hub, Al Sufouh 2 - Dubai  
Time: 10AM-5PM
- February 27<sup>th</sup>:      GearUP Sessions UAE  
Venue: MAKE Business Hub, Jumeirah Beach Rd - Dubai  
Time: 10AM-6PM
- March 17-18<sup>th</sup>:      GCC Pitch Challenge Qatar  
Venue: Katara Village, Doha  
Time: 10AM-5PM
- March 19<sup>th</sup>:      GearUP Sessions Qatar  
Venue: Katara Village, Doha  
Time: 10AM-6PM
- March 21-22:      GCC Pitch Challenge Saudi Arabia  
Venue: Flat6Labs Jeddah, First floor, office number 106, Al Fakhr, Al  
Khalidiyah, Jeddah 23423, Saudi Arabia  
Time: 10AM-5PM
- March 23<sup>rd</sup>:      GearUP Sessions Saudi Arabia  
Venue: KAUST University  
Time: 10AM-6PM
- March 25-26<sup>th</sup>:      GCC Pitch Challenge Oman  
Venue: TBC  
Time: 10AM-5PM
- March 27<sup>th</sup>:      GearUP Sessions Oman  
Venue: TBC  
Time: 10AM-6PM

**With Funding from:**



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