



ثبات
THABAT

HONOR LEGACY — EMBRACE THE PRESENT — SHAPE YOUR FUTURE

THABAT - Family Business Innovation Bootcamp



SHIFT YOUR MINDSET

learn how to
create & identify
innovation ideas &
analyse startup models

EXPLORE



LEAVE YOUR MARK

learn how to innovate
as a family business &
transform into digital and
AI-driven business models

TRANSFORM



ADAPT YOUR STRATEGY

learn how to identify the
right start up investment
approach and equity
scenarios

INVEST



EXPAND YOUR HORIZON

learn how to create
your own business
idea enabled & supported
by AI

LEVERAGE AI

Your 8 week bootcamp to become your families innovation champion and learn how to create innovation and invest into ventures

Supported & enabled by AI
You will learn how to apply AI in your everyday life



Family Business Innovation Bootcamp



8 weeks immersive start-up building methodology & ideation course

Learn, Create, Ideate

The journey to your own innovation & start-up ideas

Methodology Masterclass Session

With start-up building + local experts

1:1 Tailored Coaching Sessions

in person & online targeting individual needs

Idea Development & Validation

Trend & Market Research
+
Expert & User Interviews

Problem Definition
+
Idea Generation

Idea Validation
+
Initial Feasibility Analysis

Business Case*
+
Investment Scenarios*



Up to 15 participants

of NxtGen Family Members,
Non-family Executives &
Future Business Leaders



60k AED
participation fee



8h / week
time investment



Starting April 2024

**Final Week in Berlin -
Summer 2024**
incl. diving into the Berlin
startup and VC ecosystem

Outcome

**Hands on Ideation for your
1st Start-up & Case**

Replicable Venture Building Methodology

**Expanded Knowledge into Startup Building,
Evaluation and Investment Decisions**

Get more than just an idea - get a full roadmap with a replicable approach for your family business

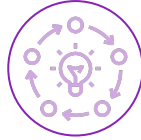


Graduation

Official certification as
“Innovation & Venture Expert”

Honouring by HE. Abdulla bin
Touq (Minister of Economy)

Graduation ceremony with
50+ families present

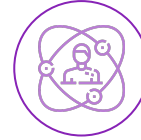


Methodology

Complete Venture Building
Methodology

Understanding innovation
from idea definition to launch

Deep dive into investment
scenarios & business case



Experience

Market & trends for your
industry

30+ venture ideas & one
detailed idea evaluation

New venture brand & landing
page *(AI supported)*



Future-Readiness

Fails fast mentality & ways of
working

Long-term opportunity for
your family business

Leave your own mark on your
family legacy

The bootcamp is consistent of practical experiences and methodological knowledge transfer about all aspects of venture building

Hands-On Approach

The hands on focus of the bootcamp is the practical application of the ideation process...

Venture Exploration <i>(individually with mentor pre-bootcamp)</i>	Ideation	Market Preparation
Innovation Arena set-up	Trend & market research for your case 	Brand development 
Unfair advantage assessments	Expert & user interview with relevant customer groups 	Landing page set-up 
	Problem & cluster analysis for your case 	
	Idea generation, decision & feasibility analysis of your idea	

Capability Building

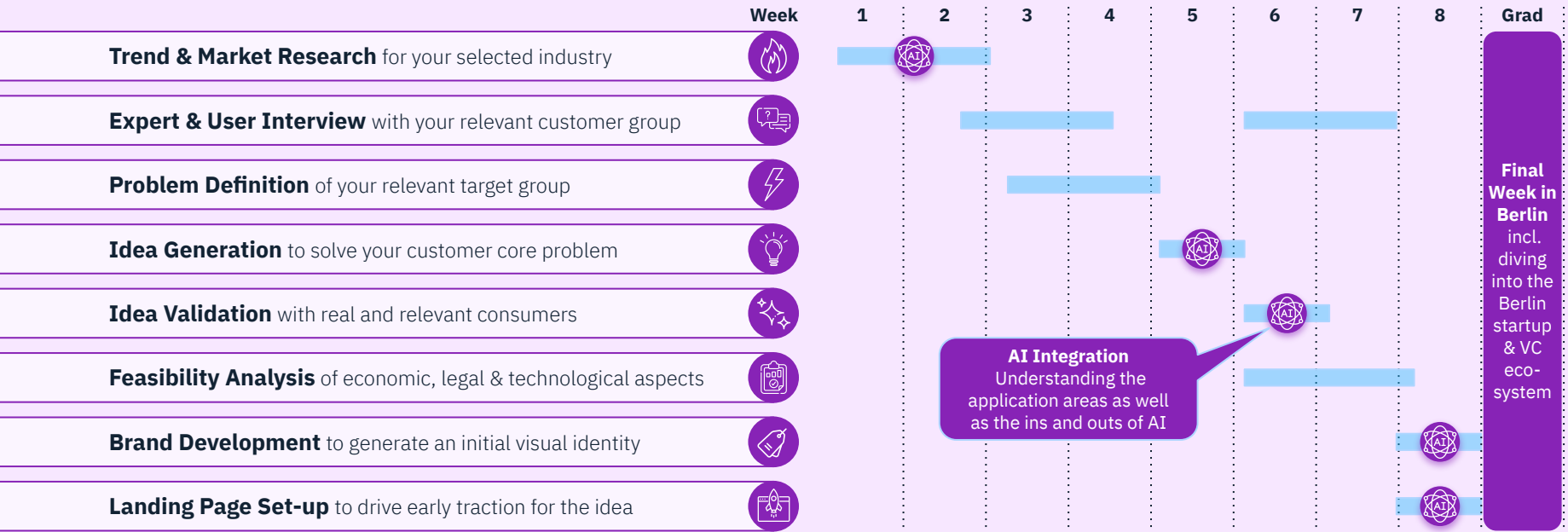
...and you will build the capabilities for the complete start-up building & innovation evaluation process

Idea Framing	Ideation	Market Preparation & Approach	Funding, Investments & Equity
Innovation Arena framework	Trend & market research tools	Market analysis know-how	Business model definition guideline
Unfair advantage assessments	Expert & user interview guidelines	Brand & Marketing Definition	Business & investment case frame
	Problem & cluster analysis methodology	Prototype definition process guidelines	Equity scenario options
	Idea generation & feasibility analysis toolbox	Commercial success testing approach	Pitch preparation strategy

The focus of the 8 weeks is the exploration of Idea Development & Validation in a practical experience supplement with methodology sessions

Parallel to the experience we will have **methodology teach sessions** for the later stages of the venture building process

8-Week Idea Development & Validation (Experience) consumer-based for your chosen industry based on existing assets & capabilities



AI Integration
Understanding the application areas as well as the ins and outs of AI

Your weekly experience will elevate your innovation & venture building knowledge day-by-day

The schedule (up to 8H/week) is aligned with the day to day business and allows individual working times

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Classroom Teaching Session <i>(virtual or hybrid)</i>	1.5 hrs			1.5 hrs			
Working Session <i>(in tailored time slots)</i>	1 h	1 h	1 h				
1:1 Coaching Session <i>(for you or your team)</i>					1 h		
At Home Work <i>(to go as deep as desired)</i>	as desired				1 h	as desired	



Networking & sparring with your peers



Dedicated THABAT team & access to our industry experts



Find your next family business idea & leave your mark



Opportunity to directly continue in the THABAT program

Fixed schedule Flexibly as desired

Berlin (Ad)Venture

Dive into the vibrant startup and VC world of Berlin and get inspired to ideate your own venture idea

June 2024

Be part of a **special experience provided by THABAT** and it's partner **Bridgemaker**

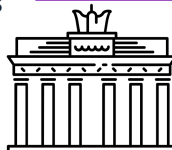
Dive into a 3 Day (Ad)Venture in Berlin, DE



Get inspired by our **ventures** and **founder network**

Get an **insight into the vision of corporate venturing**

Feel the energy from one of the most **innovative cities**



THABAT Innovation & Graduation Day

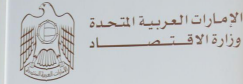
Graduate and present your achievements at the biggest Family Business Innovation Event in 2024

September 2024

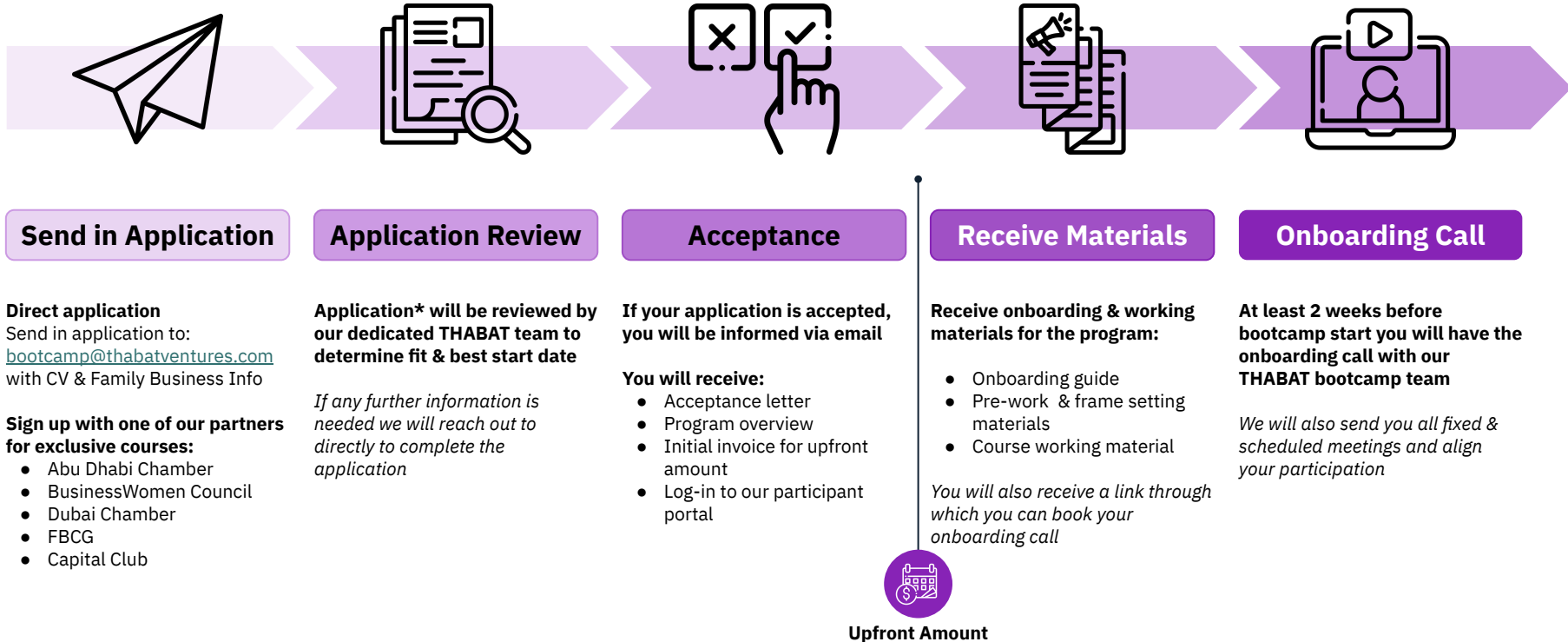
With over **40 UAE families** in attendance, **H.E. Abdulla bin Touq**, will honour the graduates of the THABAT Family Business Innovation Bootcamp & Venturing Program on their success

The 'Thabat' programme is a key incentive to enhance the capabilities of the UAE's family businesses, enabling them to transition to new economic heights.

H.E. Abdulla bin Touq
Minister of Economy

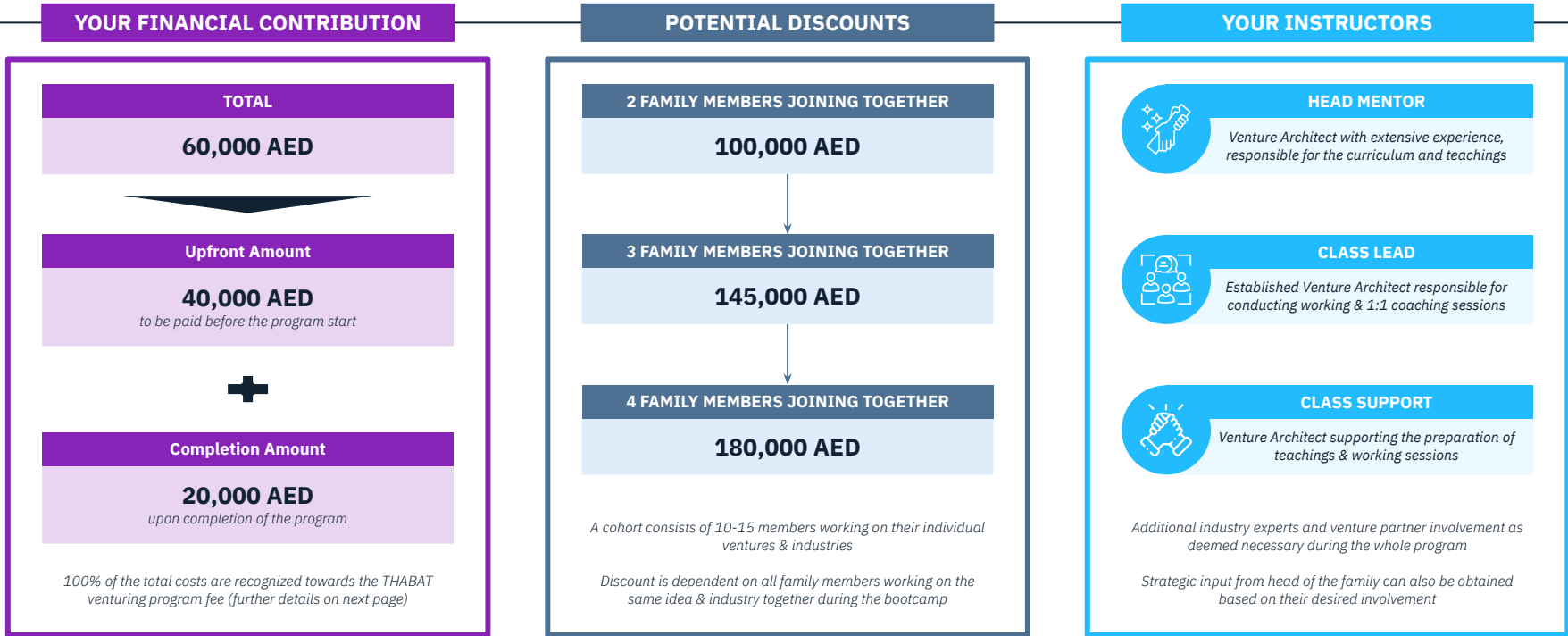


Our application is super simple and can be start directly with us or our partners



*Your application is binding - if your application is accepted you agree to pay the upfront amount

We are very transparent about our pricing & the team behind your program



After completion of the Bootcamp you are set to directly continue with the THABAT Venturing Program

