

WORK

LIVE

PLAY

BDD, A SMART INNOVATION CLUSTER FOR THE DIGITAL CREATIVE COMMUNITY

PRESENTATION PREPARED BY

ZRE

BUILDING COMMUNITIES



**Beirut Digital District is the Largest
Community we have Built**

BDD IS A COMMUNITY OF 1,500 + MEMBERS HOSTED ACROSS 17,500 M²



COMMUNITY

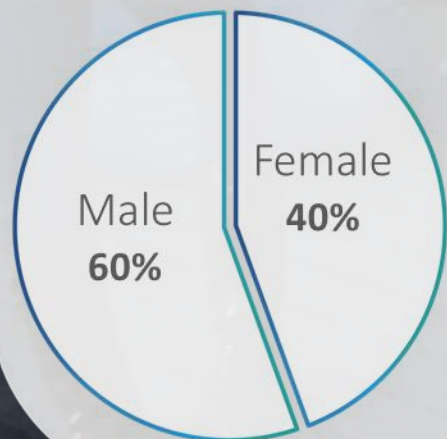


~135 COMPANIES



~1,500 MEMBERS

AGE 40 → 22



DISTRIBUTION OF MEMBERS

38%
Startups
& Scaleups

12%
Large
Companies

50%
Services Providers
& Support Org

INDUSTRIES: tech, digital media, consultancy, gaming, etc.
with the majority in Fintech, Edtech & Healthtech



5 startup accelerators

GRADUATING 75 STARTUPS PER YEAR



3 VCs



1 INCUBATOR

HOSTS 45% OF LEBANON'S STARTUP EVENTS



SPACE



17,500 M²



10 BUILDINGS



4 MEETING ROOMS



4 TRAINING ROOMS



2 EVENT SPACES



MEMBERS ARE COMPOSED OF INCUBATORS, ACCELERATORS, VCS, STARTUPS, SCALEUPS, SERVICE PROVIDERS AND CORPORATIONS

SUPPORT ORGANISATIONS



SERVICE PROVIDERS



STARTUPS & SCALEUPS



CORPORATIONS



BDD IS BUILT ON FIVE SOLID FOUNDATIONS

01



COMMUNITY

An environment catering to creative minds, providing the framework for ambitious and sustainable communities. BDD creates a community for collaboration, facilitates the sharing of ideas and connects decision makers with entrepreneurs.

02



BUSINESS CLUSTER

A business district providing value added services and cutting edge facilities for developing, producing and exchanging innovative tools and applications.

03



DESIGN

A new urban topography that reflects the creative community with innovative and ground breaking architecture seamlessly integrating the latest technological solutions.

04



SUSTAINABILITY

An urban environment focused on minimizing primary energy consumption and reducing the impact of the built environment on human health and nature, with the aim of achieving LEED silver rating.

05



WORK / LIFE BALANCE

A high tech and high quality environment that allows new ways of working and promotes change for more flexible work practices and lifestyles.

digital | BDD | BENTLEY



VARIOUS OPPORTUNITIES TO GUIDE TALENTS FROM SCHOOLS ALL THROUGHOUT THEIR STARTUP JOURNEYS

Schools

المجتمعات التعليمية الدولية
International Education Association
IEA

TUMO



Teens Who Code

The Little Engineer

the makershub
THINK CENTRUS

CODER MAKER
THE CLUB



Universities

FEARDD

1866
AUB
American University of Beirut
الجامعة الأمريكية في بيروت

LAU
Lebanese American University
الجامعة اللبنانية الأمريكية

USJ
1875
Université Saint-Joseph de Beyrouth

alba

IEEE
Lebanon Section



مؤسسة عبدالله الغراير للتعليم
Abdulla Al Gharair Foundation for Education

Accelerators

speed
BDD

FLAT 6 LABS
BEIRUT

UK LEBANON
TECH HUB

HULT PRIZE

startecheus
THINK BIGGER, GO GLOBAL

Incubators

Berytech

The Ecosystem
for Entrepreneurs

Venture Capitals

LEAP
VENTURES

FLAT 6 LABS
BEIRUT

Lebanese Seed Fund



IM CAPITAL



WORK

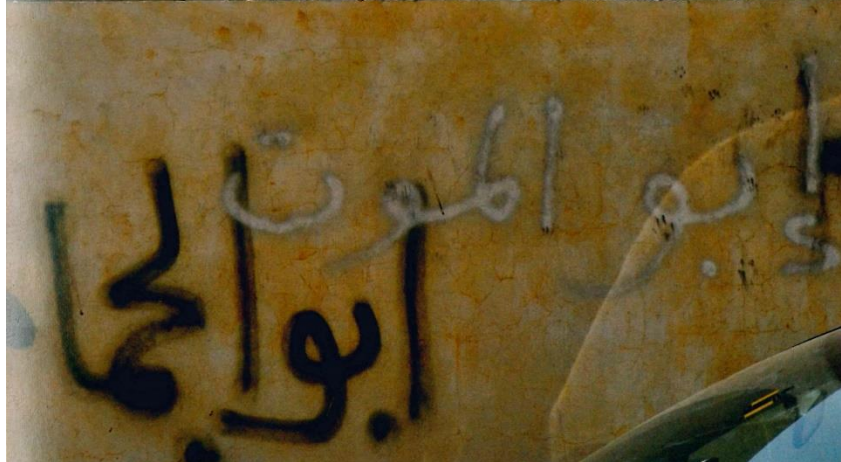
LIVE

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BDD Yesterday, Today and Tomorrow

IT TRANSFORMED BACHOURA FROM A WAR TORN AREA...





... ONTO A VIBRANT DISTRICT FILLED WITH IDEAS AND ENERGY







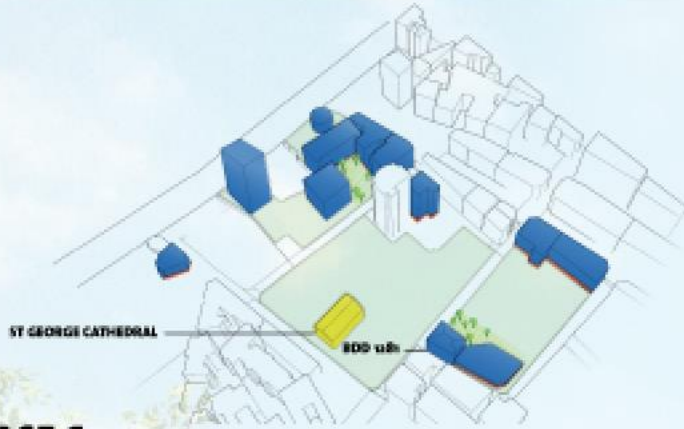


BDD WILL DEVELOP TO ATTRACT 10,000 CREATIVE TALENTS BY 2030

PHASE A

TOTAL 17,500m²

Companies: 100
Members: 1,500



PHASE B

TOTAL 17,500m²

TBUA: 35,000 m²
Companies: 150
Members: 2,500



PHASE C

TOTAL 40,000m²

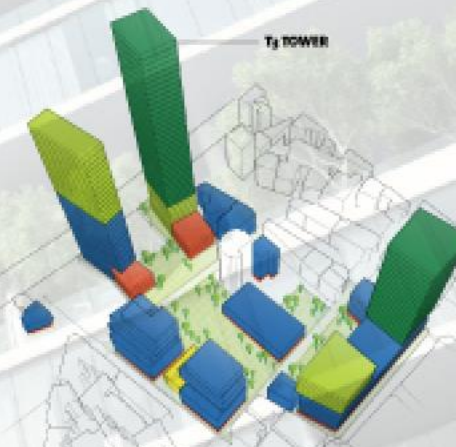
TBUA: 75,000 m²
Companies: 350
Members: 6,000
Res. Units: 100



PHASE D

TOTAL 45,000m²

TBUA: 120,000 m²
Companies: 500
Members: 10,000
Res. Units: 250



■ Church
 ■ Community spaces
 ■ Hotel / Furnished Apartments
 ■ Offices
 ■ Residential

PARALX /





PARALX /



PARALX /









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Ecosystem
Support

WE ATTRIBUTE OUR CURRENT SUCCESS TO THE WEIGHT WE PUT ON INCLUSIVENESS, OPENNESS & PARTNERSHIPS

- **Partnerships and collaborations are at the core of what we do**
 - Partnerships with ecosystem players
 - Partnerships with leading tech innovators
 - Partnerships with private land owners
 - Collaboration with government entities
- **Inclusiveness and openness**
 - Open space for universities, schools and innovators
 - Inclusiveness of all social classes
- **Integration within the local community**
- **Introducing a human centered approach to a traditional industry**
- **Enabling the user journey with advanced Tech**
- **Our mantra: Give before you take**

WE SUPPORT THE ECOSYSTEM ACROSS SEVERAL DIMENSIONS

1 Startup Acceleration

BDD hosts 4 startup accelerators that graduate 75 startups per year



2 Mentorship Programs

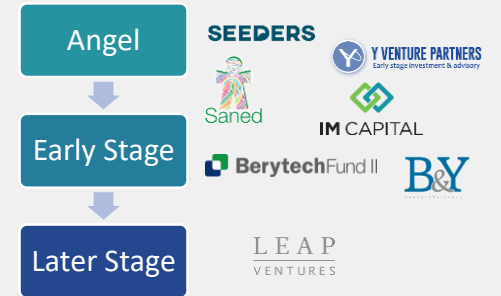
BDD co-organizes several mentorship programs for entrepreneurs



Mix N' Mentor endeavor Ignite
LEBANON

3 Access to Financing

BDD hosts funding orgs. that target startups in different level of maturity



4 Cultural Support

BDD sponsors & hosts conferences and media to promote a culture of innovation



6 Underprivileged Communities Support

BDD supports underprivileged communities with several initiatives



Bachoura School AltCity Programs Jusoor

5 Education Programs

BDD supports employment and STEAM education programs



Kids & Teens Internship Prog. SE Factory





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Our Current Priorities

OUR FIRST PRIORITY IS CONTINUOUS INNOVATION IN REAL ESTATE TO ENHANCE THE CUSTOMER EXPERIENCE

Innovating in Real Estate

1



Digitizing Customer Experience



1 WE CONTINUOUSLY INNOVATE BY IMPLEMENTING A USER-CENTERED APPROACH LEVERAGING TECHNOLOGY WHERE POSSIBLE

INSPIRATION

IDEATION

EXECUTION

MARKETING

SALES

FACILITY
MANAGEMENT

COMMUNITY
MANAGEMENT



Augmented
Reality



Virtual
Reality



Blockchain



AI Assistant



Drone



Big Data



Beacon



Interactive/
Touch Screens



3D Printing



NFC



Modular
Construction



Bot

Digitizing community management processes and integrating them with other platforms is essential...

BDD Community

Network



BDD App



Access Control



CCTV



BMS



Elevators & Turn-stiles



Platforms and Systems

Foundation

BDD Net i.e. the BDD intranet/ infrastructure connecting all systems required to manage the community

... to accommodate for our upcoming growth and ensure a smooth transition into the next phases of BDD

Network

- Allows **connectivity across all BDD campus** through a unified network infrastructure

CCTV

- Allows the implementation of **advanced tech through intelligent sensors** e.g., car plates recognition, etc.

BDD App

- **Digitizes day-to-day activities of tenants**
- Optimize back-office community processes

BMS

- **Optimizes facility management** and enhances **monitoring of HVAC** systems

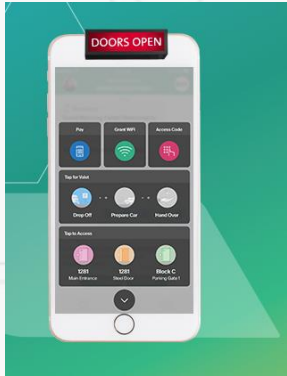
Access Control

- **Ensures security across all campus** and allows for a more **structured onboarding**

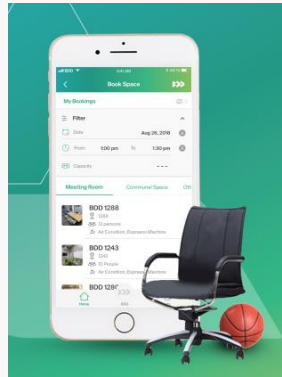
Elevators & Turn-Stiles

- Ensures higher security and the implementation of **digital secretaries/ receptions**

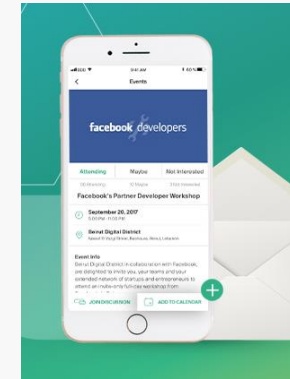
Case in point: the BDD App features



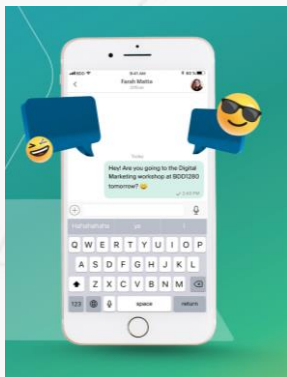
Door
Opening



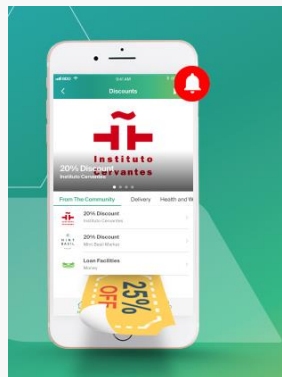
Booking
Meeting
Rooms



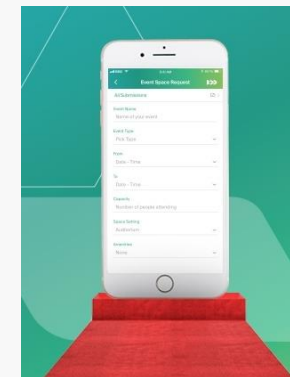
Checking
Events,
Registering
and Creating
Chat Groups



Chatting
with
Community

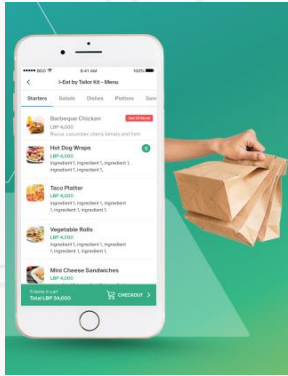


Accessing
Community
Discounts



Requesting
Event
Spaces

Case in point: the BDD App features



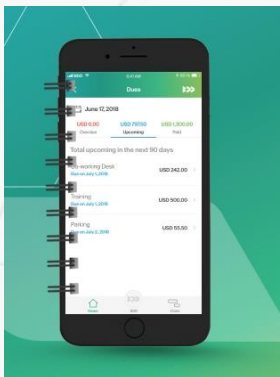
Ordering Food and Tracking Customer Satisfaction



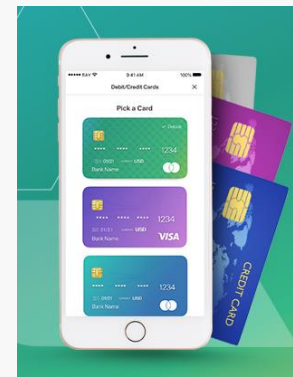
Reporting Issues and Live Chatting with BDD Team



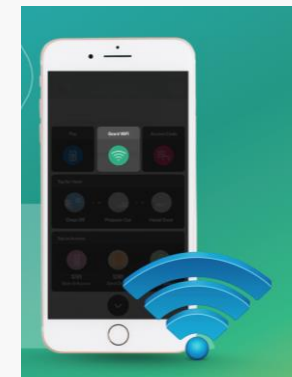
Checking BDD and Ecosystem News



Tracking and Paying Dues



In-App Payment & In-Store Payment through App



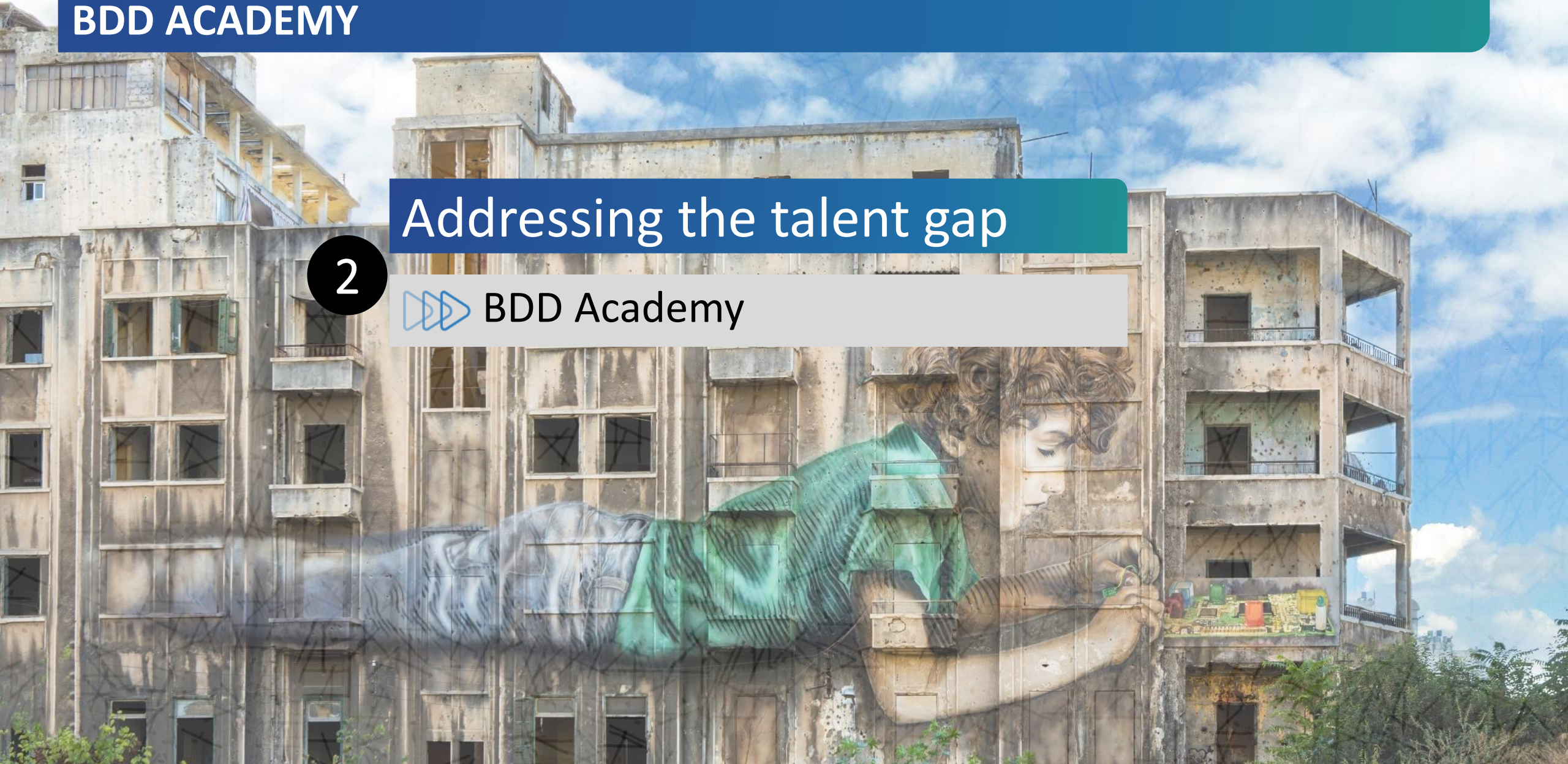
Digital Secretary with Automatic Wifi Access

OUR SECOND PRIORITY IS ADDRESSING THE TALENT GAP THROUGH THE BDD ACADEMY

Addressing the talent gap

2

 BDD Academy



Today, the Beirut Digital District community and wider ecosystem are struggling to acquire relevant talent to fuel its growth...

50+ Open Jobs

Sample Unfulfilled Positions in BDD	
	Sales & Operations Team Leader Digital Marketing Manager Business Developer Community Manager
	Customer Success Leader
	Full stack Developer
	Frontend Developer Backend Developer
	Community Manager
	iOS Engineer Full-Stack Engineer
	Business Developer Sales Manager
	Android Developer
	Business Development Coordinator Junior Art Director

BDD Community CEO's Feedback

 *Finding a marketing team leader is one of our biggest pain points*

There is a huge talent gap. Initiatives like SE Factory need to be multiplied



 *The main issue in the ecosystem is lack of tech talent*

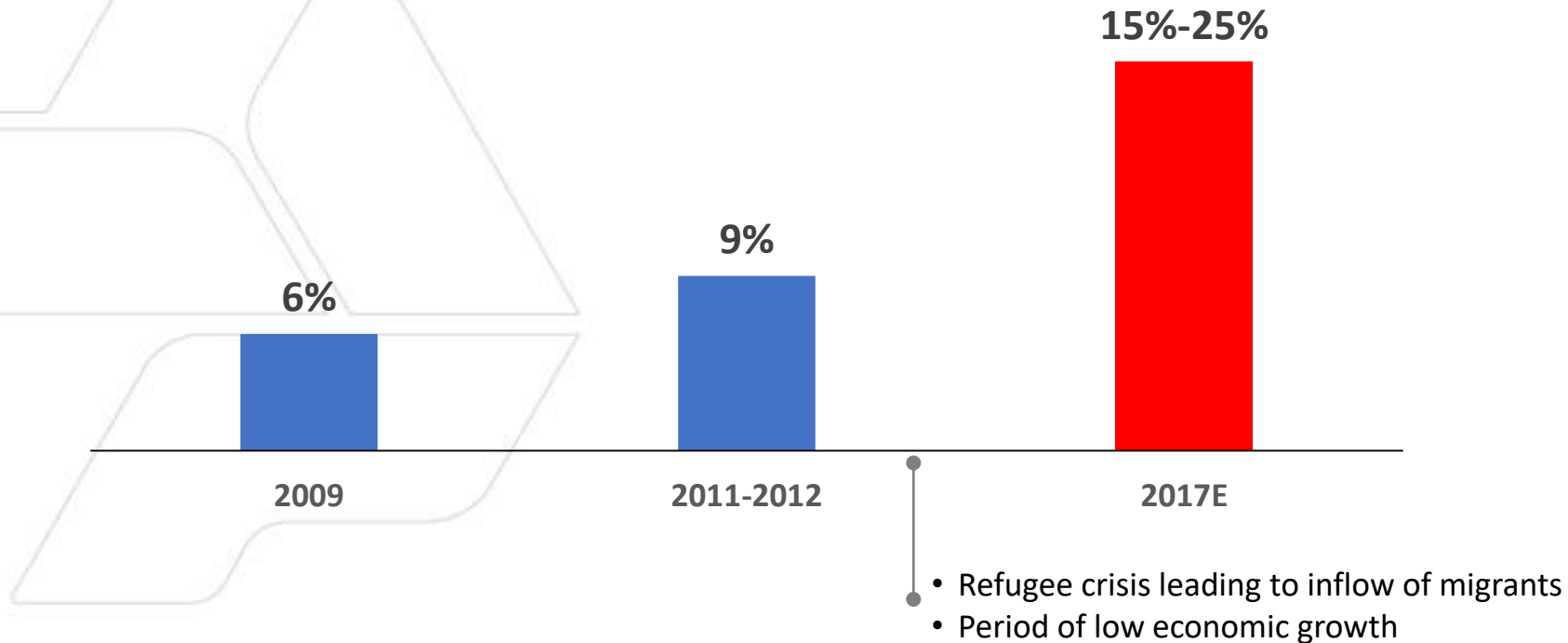
Tech talent and HR services are our biggest pain points



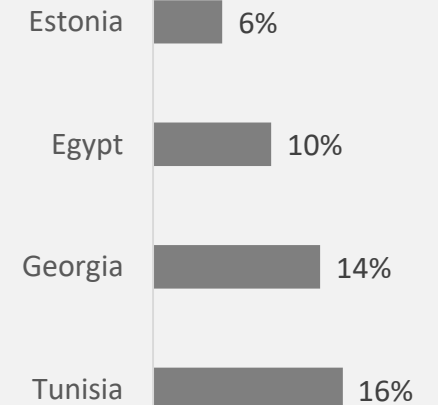
 *We are facing difficulties recruiting 2 program managers and one marketing manager*

...which is counter intuitive in the current context of unemployment

Estimated Unemployment Rate in Lebanon



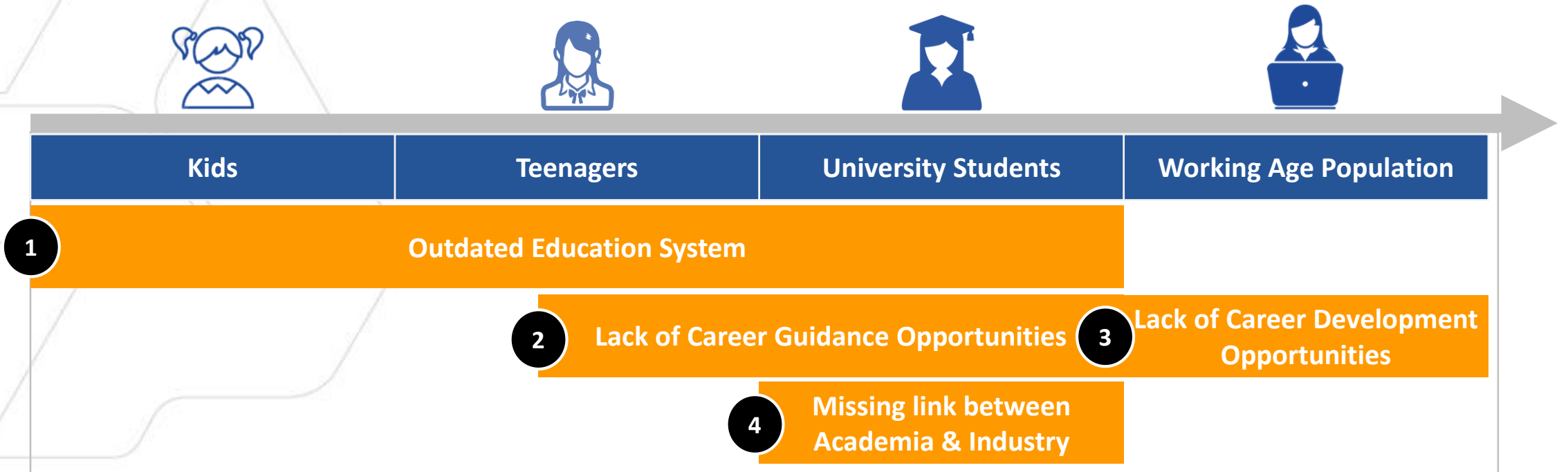
Benchmarks 2017-2018




Note: No reliable data exists on Lebanon's labour force and employment levels
Source: Lebanon Economic Vision McKinsey Report, CAS Labour Force Survey, World Bank

This is due to several pain points along the talent development journey

Issues along the Talent Journey



Most importantly, the Lebanese education system is outdated and lacks focus on experiential learning, interdisciplinary approaches, Tech skills and EQ...

 Traditional Education System		
1 Theoretical	Directive instructional learning	Memorization rather than problem-based learning
2 Rigid	Paper/book based approach	Standard learning style and process
3 Segregated & Outdated	Basic standard topics: science, math, etc.	Separation of different topics
4 Individualist	Teacher-based approach	
5 Focused on IQ	Technical and scientific subjects	

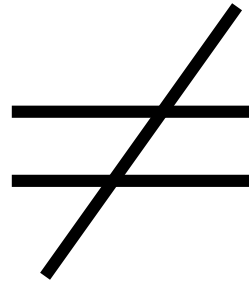
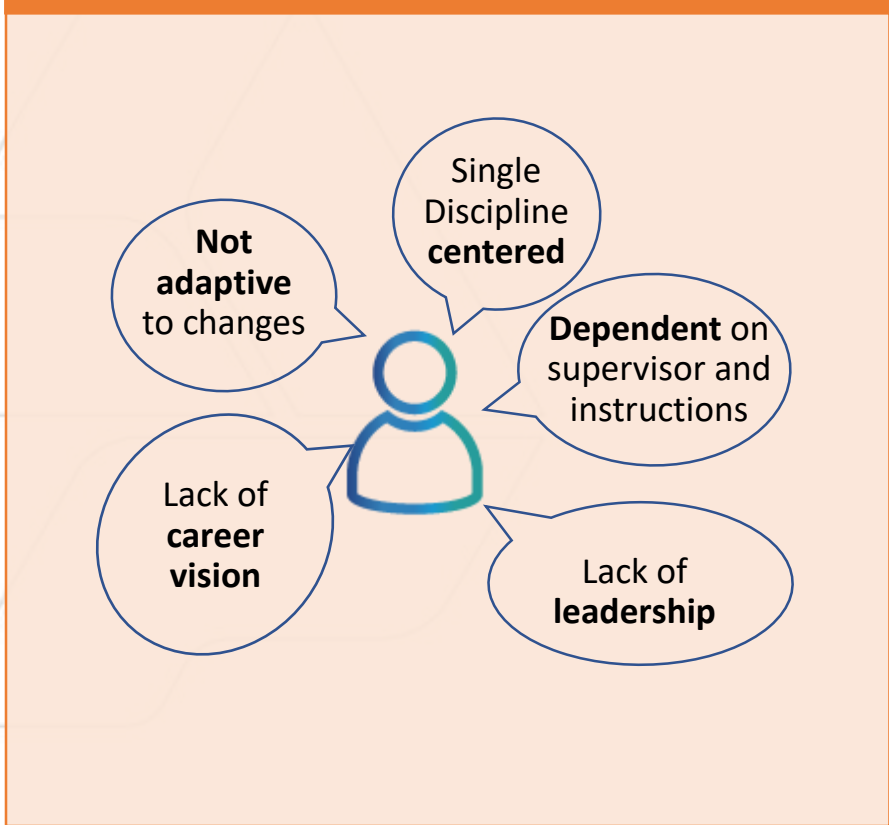


Required Education System			
1 Experiential	Trial & discovery	Problem solving & critical thinking	Self-driven learning process
2 Interdisciplinary	Integrated learning across topics		
3 Integrative of Tech Skills	Deep Tech Skills: Robotics, AI, Blockchain, etc.		Digital and technological Tools
4 Collaborative	Oral and written communication skills		Leadership skills
5 Focused on EQ	Develops self-awareness, self-regulation, social skill, empathy & motivation		

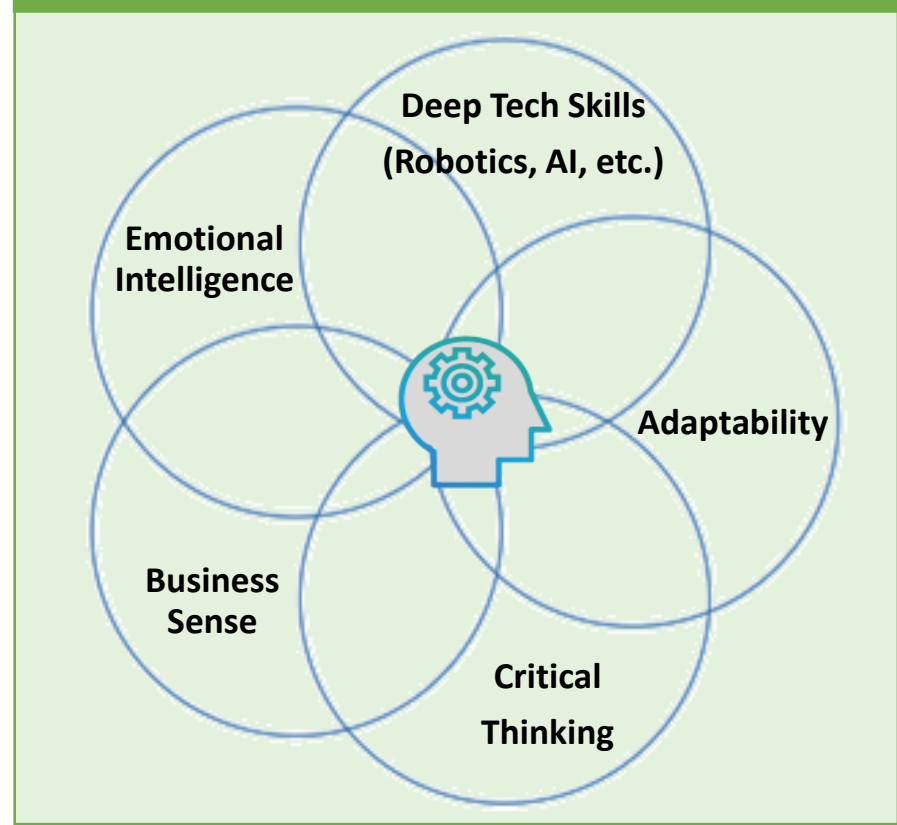
Latest curriculum update was done 22 years ago!

... which results in skillsets that are not adapted to the needs of the job market

Resulting Skillset From Current Education System



Needed Skillset by the Industry



If not addressed, the talent issue will only exacerbate, as the knowledge economy is expected to be the main driver of growth with 48K new Jobs by 2025

2025 Potential

		A Macro Aspirations			Comparative advantage	
Sector		A1 Potential additional GDP USD Bn	A2 Potential job creation K Jobs ¹	Induced job multiplier	A3 Regional balance & distribution	Lebanon's comparative advantage
High comparative advantage, macro potential and impact	Tourism	1.6	40	2.1	Urban, Semi-urban, Rural	Positive
	Knowledge Economy	2.2	48	1.5	Urban, Semi-urban	Positive
	Financial Services	1.8	12	1.4	Urban	Positive
High potential and regional balance	Industry	0.7	23	2.7	Semi-urban	Neutral
	Agriculture	0.5	1	1.2	Rural	Neutral
Niche plays	Diaspora	N/A	N/A	N/A	Urban, Semi-urban, Rural	Positive
	Education	0.7	19	1.3	Urban, Semi-urban	Positive
	Healthcare	0.8	18	1.3	Urban, Semi-urban	Positive
	Oil & Gas	0	0	1.7	Semi-urban	Negative
Low impact	Real Estate & Construction	1.6	10	2.3	Urban	Neutral
	Retail & Commerce	1.5	-7	1.2	Urban, Semi-urban	Negative
	Transport & Logistics	0.4	3	1.5	Urban	Negative
	Power & Water	0.2	1	2.2		Positive



- Core engines
- Economic contribution covered within core engines
- Rural
- Semi-urban
- Urban
- Positive
- Neutral
- Negative

1) Direct impact Medium & High-skill jobs
Source: Lebanon Economic Vision, McKinsey

In 2018, BDD has launched the BDD Academy to address the talent gap

BDD Academy aims to develop the skillset of people from all backgrounds to fulfill the digital jobs of today and tomorrow. It supports the new generation of educational programs in testing and developing their curriculum, sourcing participants, fundraising and scaling.

BDD Academy is an incubator of educational programs.

The BDD Academy offers multiple services to support existing educational programs in scaling-up

A la carte

BDD Academy Offering for Program Providers

1 **Education Sandbox** 

Support in development & test of new curriculums

2 **Commercialization** 


Support in program marketing and sales

3 **Fundraising** 

Support in raising funds from investors, sponsors and DFIs

4 **Mentorship & Networking** 

Support in connecting to intl' mentors in Education

5 **Hosting** 

Support with space for trainings and offices

6 **Scaling** 

Support in geographic and online scaling

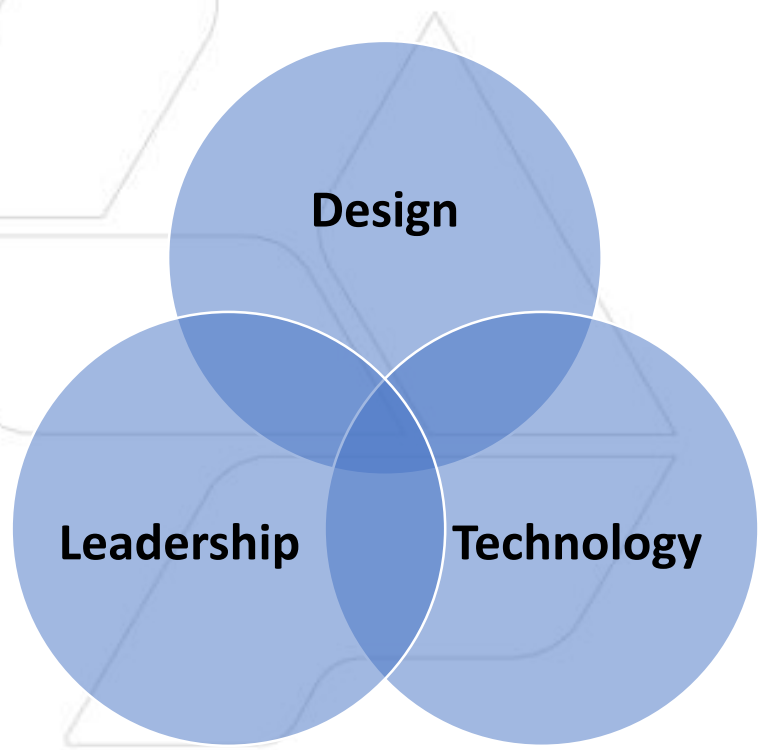
7 **Career Management** 

Support in placing trainees in jobs, internships or projects

8 **Impact Measurement** 

Support in measurement and reporting of impact

The BDD Academy targets three types of next generation curriculum providers at the intersection of design, leadership and technology



Target Program Providers

	International Education Programs	Professionals Planning to Develop Curriculum	Local Education Providers
Academy's Role	Localize	Develop Curriculum	Augment
	Deploy	Deploy	Deploy
Examples			

The programs are across three tracks targeting kids, university students and continuous learners

Tracks

KIDS



Build your kid's technical, creative and leadership skills and prepare them for the jobs of tomorrow!

UNIVERSITY



Prepare for your future career and experience the digital business ecosystem

CONTINUOUS LEARNING



Enroll in our L&D training to upskill your career

The BDD Academy has kick-started different programs

<h2>1 KIDS</h2>	<h2>2 UNIVERSITY</h2>	<h2>3 LEARNING & DEVELOPMENT</h2>
<h3>STEAM Summer camp Programs</h3> <ul style="list-style-type: none"> STEAM Camps to teach kids Making, Coding and Design Thinking methodologies while having fun. 115+ kids subscribed 	<h3>Internship Program</h3> <ul style="list-style-type: none"> Includes Workshops & Trainings on career guidance and startup ecosystem 101 65 interns participated across 23 companies in 2018 	<h3>Change Maker Festival Workshops</h3> <ul style="list-style-type: none"> Organized 32 workshops on Tech, Design, Entrepreneurship & Personal Development 
<h2>4 CORPORATE INNOVATION</h2>	<h3>The Future of Retail in the Digital Age</h3>  <div style="display: flex; justify-content: space-around;"> <div data-bbox="1210 1206 1465 1356"> <h4>Offer Packaging</h4> </div> <div data-bbox="1477 1206 1860 1356"> <h4>Corporate Venture Capital</h4> </div> <div data-bbox="1872 1206 2216 1356"> <h4>Innovation Challenges</h4> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div data-bbox="1516 1306 1847 1349"> <h4>Corporate Accelerators</h4> </div> <div data-bbox="1860 1306 2204 1349"> <h4>Mentorship Programs</h4> </div> </div>	





THANK YOU