



# Promotion of DAC Industry through Incubation

*Final Meeting  
Dec 14-15, 2009, ESCWA, Beirut*

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Berytech**

# Berytech 'trilogy'... an eco-system to breed entrepreneurs



# ESCWA DAC Program

Encourage holders of innovative projects in DAC to launch themselves in a start-up creation

Benefit from a grant to develop the startup in the **incubator** of Berytech



Submission Dead  
31/7/2008

Promotion of the Digital Arabic Content Industry through Incubation

## Digital Arabic Content Competition

For more information:  
<http://www.escwa.un.org>  
<http://www.berytch.org>



**UN-ESCWA**  
UNITED NATIONS - Economic and Social Commission for Western Asia



**Berytech™**  
Technology & Health

## Launching event: June 26, 08

- Importance and Opportunities of the DAC Industry
- How to apply to the DAC Competition
- Value of Incubation process through Berytech



# Stage I

- Deadline July 31, 08
- Application form (En/Ar) and transparent process
- eAds, web banners
  
- 1<sup>st</sup> screening: Berytech – ESCWA Committee
  - Screened about 15 applications
  - Short-listed 5 applications for stage II



## Stage II

- Meeting the short listed candidates
- Committee: ESCWA – Berytech – ICT professionals - Financiers
- Selecting the winning project



## Announced winner Oct 08: Alf-Mile

- ▶ Educational interactive game set in 3D virtual reality
- ▶ *“Players travel around a virtual Arab World learning about local customs, getting a closer look at the culture of various Arab countries, discovering large and lesser-known historical and geographical sites while meeting and interacting with other players online. The game allows players to customize their virtual environment and will help improve their design, programming and 3D gaming skills”*
- ▶ The project holder name is Hassan Ayoub, and has 4 team members (original application form)



# Alf-Mile: Conducive environment

## Hassle-free managed office space

*24/7 power – UPS – Internet/Tel/fax – Security – maintenance – Reception, secretarial & mail service – Business center – Meeting rooms*

## Technical Assistance

*Networking (meeting with peers and develop partnership)*

*Visibility*

*Access to Finance – Mentoring – Followup*





## Alf-Mile: Visibility

- Booth in Berytech Pavilion in Termium Dec 08
- Winner PCA Golden Chip Awards



## Alf-Mile: Programs

- Enrolled in the BizSpark program
- Summer School for Young Entrepreneurs



## Af-Mile: Where we stand

- ▶ Core engine still in development phase
- ▶ Scenario & story board developed
- ▶ Feasibility study completed to get financing (Kafalat, seed-funding)

## DAC: From lessons learnt...

- ▶ More time needed for awareness to source more DAC projects
- ▶ Challenge of “Virtual Incubation” dealing with “tech wizards”
- ▶ Importance of seed financing, especially for game development

**to questions...**

