



M²INNOVATION HUB

A PROGRAMMATIC INTERVENTION

This is part of a set of suggested policy and Programmatic Interventions outlined in the region's REAP strategy for accelerating innovation and entrepreneurship ecosystem. The purpose of such interventions is to catalyze change in the entrepreneurship and innovation ecosystem through enacting the regional strategy, engaging stakeholders and strengthening the system.



MIT REAP

Regional Entrepreneurship
Acceleration Program

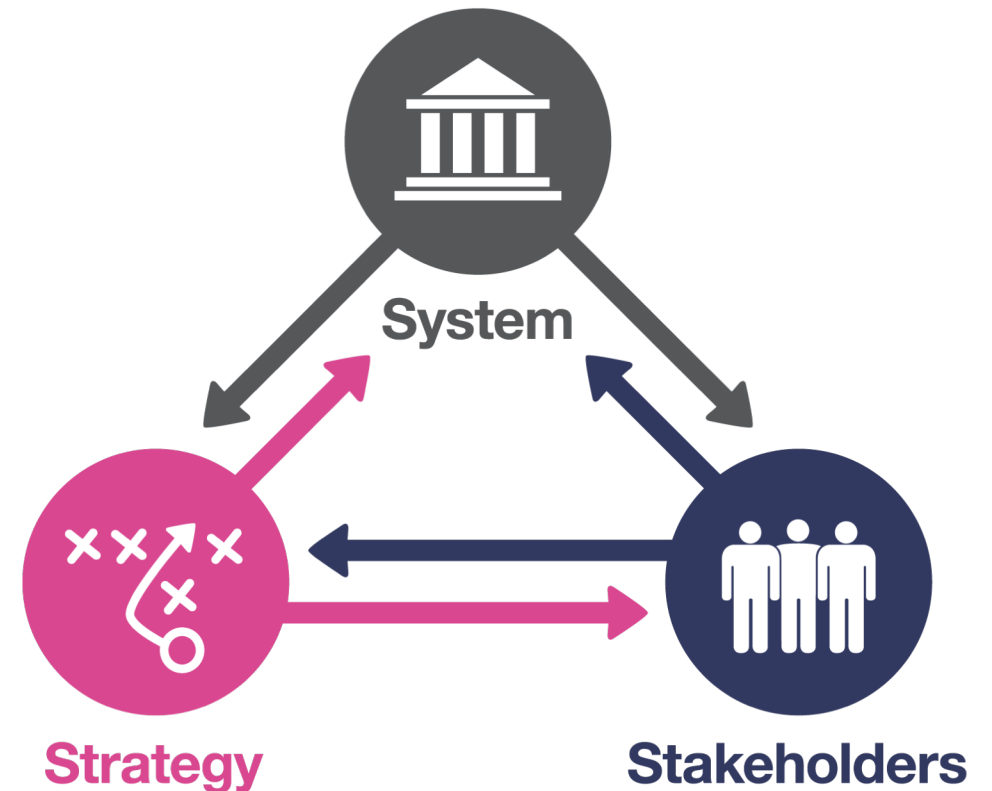
MIT REAP provides opportunities for communities around the world to engage with MIT in an evidence based, practical approach to strengthening innovation driven entrepreneurial (IDE) ecosystems.

- Convening stakeholders from around the world to build a community for collaboration and learning focused on IDE
- Educating regional innovation ecosystem leaders through team-based learning to facilitate meaningful social and economic outcomes
- Impact regions through the development of new programmatic and policy interventions that build on strengths and improve weaknesses to support IDEs

STRATEGIC INTERVENTIONS:

This document is part of a set of suggested Policy and Programmatic Interventions (PPIs) outlined in the region's REAP strategy for accelerating innovation and entrepreneurship ecosystem. The purpose of such interventions is to catalyze change in the entrepreneurship and innovation ecosystem through enacting the regional strategy, engaging stakeholders and strengthening the system (as shown in the MIT REAP Framework).

MIT REAP FRAMEWORK



M2INNOVATE HUB: A PROGRAMMATIC INTERVENTION (OVERVIEW)

The objective of the hub is to provide a collaborative platform where scientists, creatives, innovators, scholars, investors and entrepreneurs from all over the world get together to foster innovative solutions. Such innovations would continually advance the well-being of the city as well as the sector of Hajj and Umrah at large. The hub will create a platform for collaboration that reinvigorate the Islamic precept of unity. This is also a vital step to ensuring that Makkah become at the forefront of emerging technologies and attract tech investments

TARGETED SECTORS:

- Transportation
- Real Estate
- Crowd management

SUGGESTED SPONSOR:

- Royal Commission for Makkah and Holy Sites (RCMC)

SUGGESTED PROGRAM OWNER:

- Ministry of Communications and Information Technology

ESTIMATED BUDGET:

- TBC

EXPECTED IMPACT:

- *Upgrading the quality of life in Makkah and Holy Sites*
Adopting new technological and innovative solutions to
- *Promoting a globally compelling vision of Makkah and Holy Sites, highlighting it as a beacon of innovation and world peace.*



PROGRAMMATIC INTERVENTION (CANVAS): M²INNOVATE HUB

(ILLUSTRATIVE)

KEY INPUTS

PARTICIPANTS

Scholars, Scientists, Entrepreneurs, Inventors, Innovators visiting Makkah and the Holy Sites

RESOURCES

Through RCMC's mandate, resources could be provided through relevant entities that RCMC would partner up with to drive the implementation of program (e.g., MCIT; MODON)

INCLUSION COUNCIL

Representatives from the key innovation stakeholder groups and targeted sectors will be steering the efforts to achieve the objectives of the program.

PARTNERSHIPS

Partnership model that will bring together resources and vision from the public sector, and private sector experience to catalyze innovation and drive the objectives of the M²Innovation Hub.

PROGRAM OVERVIEW

OPPORTUNITY

The growth of Innovation in Makkah and the Holy Sites come along with more equality, solidarity and social inclusion. The hub will help in integrating and adopting innovative and technological solutions to continually upgrade the quality of life in Makkah and the Holy sites in order to better serve its citizens and visitors. Targeted participants will be encouraged to tackle challenges and needs in innovative, and engaging way. The hub also posits a great opportunity to reinforce the positive vision of Makkah and Holy Sites as a beacon of innovation, and world peace.

HYPOTHESIS

Great things could happen when great minds from very diverse backgrounds connect with each other to discover and advance new ideas that continually upgrade the quality of life in Makkah City and Holy Sites. The Innovation Hub could be leveraged for driving Innovation in Makkah and the Holy Site through engaging pilgrims/visitors from different countries to address the evolving opportunities in the sector through innovative and technological solutions.

OPERATIONAL OVERVIEW TBD

RESOURCES PROVIDED

INFRASTRUCTURE AND SPACE

+10,000 sqm plot to be leased for 20 years (BoT) within Wadi Makkah. State of the art facilities at the heart of the Holy Sites, adjacent UQU

ACCESS

The hub is accessible to all of the holy sites including Arafat (500m); and Mina, 5KM from residential areas, the major university in Makkah. Licensed by the Saudi Authority for Industrial Cities and Technology Zones

ECOSYSTEM RESOURCES

- Access to related entities (including corporations, and government entities) to further drive innovation in the targeted sector.
- Connection to the Institute for Hajj and Umrah Research, and Wadi Makkah.
- Networking and Events. Potential Capital Investment

STAKEHOLDERS ROLE

GOVERNMENT

RCMC, MCIT, UQU, Monshaat, MODON, Ministry of Hajj, Makkah Municipality, The Custodian of Two Holy Mosques Institute for Hajj and Umrah Research,

CORPERATE PARTNERSHIPS

Big corporates (from the specified sectors) will be engaged to explore potential

INVESTORS

Investors, including VCs, will be involved to identify and invest in potential opportunities. Wadi Makkah Ventures (Investment thesis focuses on Hajj and Umrah Sector.)

MIT REAP – TEAM WR of Saudi Arabia

Harnessing the collective efforts. Facilitating access to MIT REAP Faculty and other regions (part of GIN for advice and best practices).

KEY OUTPUTS

KEY METRICS:

Number of Visits

Diversity and Inclusion (measured as percentage of the different countries represented)

Number of challenges solved; and opportunities addressed.

New patents, inventions, papers that come out of collaboration and partnerships

OUTCOMES:

Upgrade the quality of life in Makkah and Holy Sites Adopting new technological and innovative solutions to

Promoting a globally compelling vision of Makkah and Holy Sites, highlighting it as a beacon of innovation and world peace.

Strengthening ties between Muslim communities from all over the world.

Creating interfaith dialogue through innovation and entrepreneurship

Macroeconomic metrics: Indicators to maximize through the intervention:

- Contribution to regional GDP
- Share of Local Content
- Employment in the private sector in the region
- Non-Oil Revenues
- Non-Governmental Investment

