

| Ecopreneurship Bootcamp

Launched in: 2023

In partnership with: UAE Ministry of Education, Sharjah Entrepreneurship Center (Sheraa) and Expo City

The Ecopreneurship Program is designed to empower the UAE's youth to drive sustainable development and promote eco-conscious values. The program enables young entrepreneurs to transform their viable ideas into actionable business ventures in the sectors of climate change, environmental conservation, and sustainable development.

The Ecopreneurship Program recorded:

1,000 applicants

150 selected participants

5 finalist teams pitched at COP28

3 winning teams

Participants embarked on a 4-month journey, consisting of 4 stages.

Stage 1 Weekend Bootcamp 150 Participants

- 10-day startup ideation bootcamp, providing youth with the necessary tools, mentorship, and insights.
- The top five teams that successfully completed the bootcamp were awarded notable equity-free grant.

Stage 2 Pre-accelerator 5 Teams

- Over 5 weeks, teams built the startup foundation and prepared for their final pitch.
- Participants were provided with expert insights on goal setting, product development, and market strategies.

Stage 3 Pitch at COP28 5 Teams

- A final pitch competition, showcasing five winning solutions.
- Three teams that won the pitch competition secured awards.

Stage 4 Accelerator 3 Teams

- A 16-week customized accelerator program to successfully launch startups.
- Guided by Experts-in-Residence (EiRs) from Sheraa, teams develop their concepts and become market-ready.
- Participants were provided with one-on-one coaching from EiRs, a vast network of clients and partners, and financial grants.

The three winning teams:

- **ECOSAT** proposed an innovative and cost-effective approach, leveraging satellite imagery and AI models to monitor pollutant sources globally.
- **Golden JoTree** proposed a startup to generate revenue through local jojoba oil production and distribution using innovative agriculture techniques that improve soil quality.
- **AIN, by TYAR**, proposed an intelligent solar-powered irrigation system that can revolutionize water management in agriculture, transforming traditional agricultural practices.

The Ecopreneurship Program included the “Startup Blueprint,” an 8-week online platform for continuous development. This supported participants who did not advance to the pre-acceleration stage to nurture their ideas and navigate the world of entrepreneurship.



My experience in the Eco-preneurship program was incredibly rewarding. The highlight for me was collaborating with my peers and our instructors to delve into the issue and its underlying causes to find a solution. Addressing an environmental problem while making sure the business remained sustainable, cost-effective, and met the needs of our target market was challenging but educational. I learned a lot and built amazing relationships with driven, like-minded young people.

Bashayer Alsalami