

# Elham

# الهام



WHERE IDEAS COME TO LIFE

Entrepreneurship Centre Newsletter, issue (1), Oct23

# Message from His Excellency

## Dr. Bandar Hajar

Prince Mugrin University President

### Welcome

to the first issue of the quarterly newsletter "Elham" published by the Entrepreneurship Centre at our distinguished university. It is an educational, awareness-raising and motivational newsletter that covers a wide range of topics to enhance the spirit of entrepreneurship and open wide horizons for students, inspiring them to think outside the box of public and private sector's existing jobs and move into the vastness of the blue ocean; whose pioneers do not wait for job opportunities, but rather create them. "Elham" newsletter will be a source of inspiration for ambitious and passionate students through the valuable information it publishes regarding conferences, events, workshops, success stories of local and international entrepreneurs. It also highlights the training opportunities available for entrepreneurs, so they develop their skills and transform their ideas into businesses that create job opportunities, attract investments, and make a positive impact in society.

"Elham" works to foster communication between entrepreneurs, the university, and the external community. It gives students an opportunity to get to know people who share the same interests and challenges in the field of entrepreneurship as they work towards achieving their goals.

I conclude by wishing the editorial team every success in achieving the goals of this newsletter.



### أهلاً وسهلاً

بكم في العدد الأول من النشرة الشهرية «إلهام» التي يصدرها مركز ريادة الأعمال بجامعةنا المتميزة، وهي نشرة تثقيفية وتوعوية وتحفيزية تغطي مجموعة واسعة من الموضوعات التي تعزز روح ريادة الأعمال وتفتح آفاقاً واسعة أمام الطالب ليفكر خارج صندوق وظائف القطاع العام والخاص وينتقل إلى فضاء المحيط الأزرق الذي لا ينتظر رواده الفرص الوظيفية، بل يخلقونها

نشرة «إلهام» ستكون مصدر إلهام للطلاب الطموحين والشغوفين من خلال ما تنشره من معلومات قيمة عن المؤتمرات والفعاليات وورش العمل وقصص نجاح رواد الأعمال المحليين والعالميين وفرص التدريب المتاحة لرواد الأعمال المبتدئين لتطوير مهاراتهم ومساعدتهم في تحويل أفكارهم إلى شركات تخلق فرص عمل تجذب

الاستثمارات وتحدث تأثير إيجابي في المجتمع،

كما تعمل النشرة على تعزيز التواصل بين

رواد الأعمال والجامعة والمجتمع وتعطي

فرصة للطلاب للتعرف على أشخاص

الذين يشاركون نفس الاهتمام

والتحديات في مجال ريادة الأعمال

المبتدئين في تحقيق أهدافهم

أختم بتمنياتي لفريق تحرير النشرة

بالتوفيق في تحقيق الأهداف

المرجوة

# Welcome

to the Entrepreneurship Centre's first issue of "Elham" newsletter.

## Dear Reader,

It is with great enthusiasm and a sense of adventure that we introduce to you the first edition of "Elham," the newsletter of the University of Prince Mugrin (UPM) Entrepreneurship Centre.

At the UPM Entrepreneurship Centre, we believe in the power of ideas and the transformative potential within each of us.

**Our mission** is to empower and enable entrepreneurs in building innovative ventures by providing them with the necessary education, resources, and support. Whether you are already an entrepreneur or just taking your first step into the world of business, we are here to support you on your journey.

The theme of this inaugural edition is "Venture." We chose this theme to encourage you to take that all-important first step—the step of believing in yourself and your ideas.

Venturing into the world of entrepreneurship is an exploration of your potential, a test of your resilience, and a celebration of your creativity.

As you read through these pages, you will find stories of students just like you, who had a vision and took the bold step to bring it to life. You will discover tips and insights from successful entrepreneurs, learn about upcoming workshops and events, and explore the resources available at the UPM Entrepreneurship Centre.

We invite you to engage with the Entrepreneurship Centre, attend our workshops, seek mentorship, and connect with fellow entrepreneurs. Let us explore, innovate, and grow together.

# Centre News



## The Centre's First of Summer Workshops

As part of its efforts in fostering an entrepreneurial mindset amongst its community, Entrepreneurship Center, held a series of summer workshops during the month of July 2023 for its affiliates. The center organized five workshops covering various topics aimed at raising awareness of entrepreneurship and how to develop skills to successfully start their entrepreneurial endeavors.

The Entrepreneurship Center launched its initiative called **"The entrepreneurship Center Champions"**, which aims to create a vibrant and professional environment for students; with an opportunity to combine the benefits of acquiring knowledge and exchanging experience in the field of entrepreneurship along with community service hours. Being a Champion is a place where they are enabled to refine their professional skills and prepare them for the market. The Center sought to attract male and female students with distinct and multiple competencies and skills to represent the Centre in events, spread the word about the Centre's services.

## Hiring the first batch of Champions!





# Participation at the Saudi National Day 93 at UPM: UPM Entrepreneurs Corner



## Participation in Orientation Week Activities:

The Entrepreneurship Center Booth participated in the orientation week activities at the male and females' campuses. The Centre champions represented the Entrepreneurship Center and introduced the students to the programs and services provided by the Centre and urged them to join as beneficiaries. As a result, more than 150 male and female students joined the center's teams channel, and more than four students who have startup ideas applied as direct beneficiaries to the Centre.





# Centre's Community Engagement Activities



## Hayyak Initiative - second round at UPM

The University of Prince Mughrin hosted the second edition of the Hayyak initiative presented by the Medina Youth Council, in cooperation with the Emirate of the Medina region, on Sunday 10/01/2023. The initiative presented a dialogue session with Ms. Nujoud Al-Mughair to talk about her experiences in the field of entrepreneurship. The session aims to bring together leaders, youth and transfer of experiences in the Medina community. The Entrepreneurship Center also participated

in a special section to introduce the center and the services provided to students to encourage them to join.

The Emirate of Medina Region organised (the Technical Forum for Entrepreneurs in Medina) on Wednesday, 08/30/2023, and the University of Prince Mughrin participated in a session, delivering a presentation titled "The role of UPM in preparing Saudi youth to venture into the field of tech-based entrepreneurship and the best practices employed".





# UPM Celebrates the “Global Entrepreneurship Week”

during the 15th & 16th of Nov. 2023:

the University of Prince Mugrin joined the rest of the world in celebrating the Global Entrepreneurship Week 2023 by hosting a two day event, under the slogan of “Sail with Your Ideas”. This event aims to foster the entrepreneurial mindset within the university’s community, encourage the development of entrepreneurial start-ups, and build strategic partnerships that enhance the culture of entrepreneurship. The two-day event hosted a number of activities one of which was the official launch of The Entrepreneurship Centre. The event also held a number of sessions and panel discussions with



notable keynote speakers and leaders in their sectors including tourism, technology, freelancing, social entrepreneurship, and engineering. It is also, noteworthy to highlight the exhibition that hosted several prominent establishments from both private and governmental sectors, who are playing direct roles in the enhancement of the entrepreneurial ecosystem in the Kingdom; those companies were: Monshaat, Namaa Almunawara, Riyadhah Centre, Human Resources Development Fund, Madi-nah Munawarah Chamber, and the Social Development



Bank. 900 students and staff members attended the event and benefitted from the sessions and accompanying exhibition. Hosting this event as has created a vital environment that aspires to advance entrepreneurship and innovation with hopes to drive a positive change in the university’s community.



# The Official Launch of the Entrepreneurship Centre



**on the 16th of November 2023**, his excellency the University President, Dr. Bandar Muhammad Hajjar launched the Entrepreneurship Center as a crucial initiative for all UPM affiliates during the Global Entrepreneurship Week celebration, in the presence of the university stakeholders, sponsors and direct donors. The center aims to inspire, educate and guide students to turn their ideas into startups.

The inauguration ceremony took place in the center's physical space, an open space environment for all UPM affiliates, that includes a co-working space, meetings and workshop rooms. The centre aspires to be the birthplace of innovative startups and a community centered space where all ideas are welcome. Visit us at the Entrepreneurship Centre to learn more about how you can benefit from the services provided.



# NEWS ARTICLE

September(2023)

## Entrepreneurship in Saudi Arabia

Saudi Arabia is currently witnessing a golden age of entrepreneurship. Under its Vision 2030, the government is committed to nurturing a thriving entrepreneurial ecosystem by investing heavily in start-up incubators and venture capital funds and providing young entrepreneurs with both financial backing and invaluable mentorship. This has injected energy into the startup scene, which resulted in a thriving ecosystem that supports young entrepreneurs with funding, mentorship, and resources.

These efforts are paying off, as Saudi Arabia scored the second rank globally as the best economy in the world in which to start a business, on the National Entrepreneurship Context Index in 2022, which ranks countries based on their efforts in fostering an environment conducive to entrepreneurship. Young adults

aged 18-24 represented the fastest-growing segment in entrepreneurial activities and business projects. With approximately 60% of the population under the age of 30, Saudi Arabia boasts a dynamic and tech-savvy youth demographic. This new generation is eager to innovate, and entrepreneurship provides the perfect platform to turn innovative ideas into reality.

Moreover, nine out of ten adults in Saudi Arabia know at least one person who started their own business. This surge in entrepreneurial activity reflects a growing appetite for innovation and a willingness to explore uncharted territories. As a result, we are witnessing a boom in startups across diverse sectors, from technology and healthcare to food and sustainability.

Entrepreneurship is not just an option, it is a dynamic pathway to innovation, job cre-

ation, and economic growth. With a supportive ecosystem, abundant resources, and a youthful population ready to innovate, there has never been a better time to embark on an entrepreneurial journey!

### What is Entrepreneurship? Am I an Entrepreneur?

Entrepreneurship is more than just a buzzword. It is a mindset, a way of thinking, and a way of seeing the world. But what exactly is entrepreneurship, and how can you determine if you have the entrepreneurial mindset and spirit? At its core, entrepreneurship is the art of identifying opportunities, taking calculated risks, and creating value.

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It is about turning ideas into action, pursuing innovation, and often challenging the status quo. Entrepreneurs are visionaries who see problems as opportunities and are not afraid to forge their own path. **How can students know if they have the entrepreneurial spark within them?**

Entrepreneurs are essentially curious, resourceful, and resilient.

They embrace uncertainty and view failure as a stepping stone to success.

They have a passion for problem-solving and a relentless drive to make a positive impact. Entrepreneurship is not limited to any specific field or

background. It is a mindset that transcends disciplines, making it accessible to students from diverse academic backgrounds. Whether you are an aspiring engineer, Computer science or business major, the entrepreneurial journey is open to you. Venturing into entrepreneurship offers a multitude of benefits. It provides you with a platform to turn your passions into profitable ventures. It fosters creativity, adaptability, and critical thinking, which are essential skills for success in any field. Entrepreneurship encourages continuous learning and personal growth. Moreover, entrepreneurship allows

you to pursue your dreams, create job opportunities, and contribute to you community. So, if you have ever wondered if you have what it takes to be an entrepreneur, the answer might just be waiting for you to explore. Venture into this dynamic world, and you might discover that the entrepreneurial spirit has been within you all along!



## UPM Success Story

### Renad, tell us in brief about your startup?

RODUD is a logistic company providing a road transportation service that helps factories and warehouses in their daily logistics operation dealings with trucks between the Kingdom's cities through a technology that saves time, cost, and cargo safety.

### What was the source of your inspiration?

The source of inspiration for starting RODUD, Identifying a problem or gap in the market; the return of empty loads between the cities of the Kingdom of Saudi Arabia is one of the significant problems that Truck owners face; this is leading them to bare financial costs, wasting their time and effort in the transportation pro-

cess—besides, the environmental impact and logistical inefficiency on the economy when the truck returns with empty loads.

### How UPM played a role in building your character, and how that helped you through your entrepreneurial journey?

As someone who studied Architecture Engineering at UPM, I can say that my education played a significant role in shaping my character and providing me with skills that could be useful in entrepreneurship. My major required me to think creatively, problem-solve, and communicate effectively all essential entrepreneurship skills. Additionally, my studies involved working on team projects, which helped me develop collaboration and leadership skills.



RODUD

Eng. Renad Esam Al-Hilali, UPM Alumnae

College of Engineering,  
Architecture Engineering  
Class of 2021

RODUD, logistics & supply chain



## Share with us the milestones of your startup, and what is your next plan?

We have participated in "Taibah innovation competition". Among the hundreds of applicants and twenty projects for the finals, RODUD won third place. We have been selected for the Thousand Miles Program within 1500 projects of the National Industrial Development and Logistics Program, focusing on the logistical and industrial projects in KSA and we were the second winner. During our journey, we had the chance to participate in Misk

Accelerator cohort 4, which is, A global seed-stage accelerator for tech startups aimed to accelerate startups' growth and expansion in Saudi Arabia. One of our primary milestones is to achieve "product-market fit" by developing the product considering the logistics sector's market needs. In addition, we are looking to grow the team and scale the business.

## What advice would you give to UPM students or anyone who wants to be an entrepreneur?

Entrepreneurship can be a rewarding but challenging journey.

Pursue your passion, seek advice from others, be resilient, take calculated risks, embrace innovation, and build a solid team to increase your chances of success. Finally, even though minimum resources.



**Do you have a magical entrepreneurial Idea, and you are serious about bringing it to life?**

## Upcoming Event and Workshop

# Entrepreneurial Tips

Have you ever wondered if there is a wide platform where all kinds of entrepreneurs from different backgrounds, gathered in one place only for entrepreneurship? Check [The Global Entrepreneurship Network](#) you can learn all about entrepreneurship, programs, skills and find your community to help you initiate or grow your business.

### CRAFTING ENTREPRENEURS



This program is your 1st class ticket to the entrepreneurship world. This program offers you a hands on journey to build and enrich your entrepreneurial mindset Here we provide you the enablement to become one of the world pool of entrepreneurs!

WEEK 1

INTRODUCTION TO

## Crafting Entrepreneurs Program

What's hidden for you?

[Click Here to Find out](#)

**Click to Activate the Button and feed the entrepreneur inside of you!**



# The Entrepreneurship Center Champions

Eba'a Hamadnalla  
(Marketing student)



I joined the Entrepreneurship Center through an internship I did with them during the summer. During my internship I learned a lot about entrepreneurship and how to become an entrepreneur. I also developed skills that are going to help me in my entrepreneurship journey. It was a very good experience for me and the team members of the Entrepreneurship Center were very friendly.

Alshaima'a Almahdi  
(Marketing Student)



I joined the Entrepreneurship Centre after taking an internship this summer. I improved my skills in design and learned a lot about the work environment and got the chance to explore myself more. It was an awesome experience, I learned a lot about entrepreneurship and how I can be entrepreneur myself one day, and the team members of the Entrepreneurship Center are the best I am glad I joined them.

**Do you have superpower skills? Do you wish to aquire leadership skills? Just Scan the QR code**



# Quizzes and Games

## Word Scramble

- 1.ERNUNEERETRP \_\_\_\_\_
- 2.LSVEO PBLMORE \_\_\_\_\_
- 3.MISISON \_\_\_\_\_
- 4.EMRTAK \_\_\_\_\_
- 5.PHITC \_\_\_\_\_
- 6.RUOCDPT \_\_\_\_\_
- 7.APLPSROO \_\_\_\_\_
- 8.YAGRSTTE \_\_\_\_\_
- 9.ISESCRVE \_\_\_\_\_



1. Aim to creation or extraction of value.
2. It is the act of finding solutions to difficult or complex issues.
3. is an outward-looking statement that states the purpose and values of your organization, and how it plans to make good on its promises and connect everyone to your brand.
4. advertise or promote (something).
5. is a presentation aim of arousing the audience's interest its primary purpose is to draw new clients, investors, or stakeholders to fund your company.
6. something that is made to be sold, usually something that is produced by an industrial process.

7. the act of offering or suggesting something for acceptance, adoption, or performance. used by companies as a detailed presentation of their services and the benefits that their customers can get when they deal with the said company.

### your answers:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

# Meet Our Team

## Hello everyone

My name is Razan Alnuzha. Throughout my professional career, I have naturally gravitated towards the field of entrepreneurship and before I knew it I have accumulated around 10 years experience in entrepreneurship, both practically as an entrepreneur, and professionally within an organisation that supported startups' growth, as well as teaching entrepreneurship academically. What I love the most about this field is the creative process of developing something from scratch and letting it out into the world to see how others react to it. In my free time I like to read, reflect and spend time with the people I love.



**Razan Alnuzha**

Head of  
Entrepreneurship  
Center

[r.alnuzha@upm.edu.sa](mailto:r.alnuzha@upm.edu.sa)

I am interested in bridging knowledge in emerging technological sectors in research areas that support social sciences issues related to our Saudi Arabia's community and identity. I have over six years of experience in research management, both academically and administratively, in local trends; thus, I would consider myself an enabler at UPM community members towards innovative entrepreneurial environment. I am passionate about reading texts and books of antiquity and middle eastern eras, I also, admire joining volunteering community activities.



**Lamya' Ghamri**

Entrepreneurship  
Specialist

B.A in Supply Chain  
Management, and M.A  
Sciences of Translation

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Interested in the field of inventions, innovation, and modern technologies. I wone several international awards in the field of innovation and entrepreneurship. I proudly represented the Kingdom of Saudi Arabia in international invention exhibitions. I am the founder and CEO of Smartie, a startup company specialized in educating children about modern technologies. In my free time, I either find myself drawing or playing piano.



**Sarah Qureshi**

Entrepreneurship  
Specialist

BA, double major,  
Medical  
Physics & Business  
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WHERE IDEAS COME TO LIFE



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### Where to find us

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### Proudly Designed by UPM Students:

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**Ethar Alawad** 4311838 - Architectural Engineering major