



Steering Dubai's entrepreneurial story at in5

Start-ups are at the heart of innovation and, considering the UAE's laser focus on technological advancements and diversification, they are pivotal to the nation's sustainable growth and global leadership. Recent years have seen the UAE government strengthening its business-friendly policies to give a boost to its ambitious and hungry crop of entrepreneurs with greater support and resources.

To amplify the region's entrepreneurial spirit and cement Dubai's status as a global hub for business, entrepreneurs and investment, in5 was launched in 2013. It is an enabling platform for businesses in tech, media and design, which provides 5 core benefits: business incubation, creative working spaces, mentorship and advisory, more than 400 annual workshops and events, and access to investors. It provides new businesses cost effective set-ups and unwavering support throughout their journey.

In under a decade in5 has left a significant impact on the region's tech environment. The platform has empowered more than 500 start-ups, a quarter of which are female-led – nearly twice as high as the regional average of women-owned SMEs, according to the World Bank.

Many of these are advancing priority sectors such as agriculture, finance and banking, healthcare, F&B and more by developing and exporting innovative solutions to the wider region.

in5-alum Desert Control's revolutionary liquid nano-clay technology, for example, is battling desertification and turning sand into fertile soil, while Derq is an AI-powered platform working to reduce car accidents and create safer, smarter roadways. Both have expanded their services to new markets, amplifying Dubai's renown for disruptive start-ups on a global scale.

Where the funding journey can be daunting, in5 start-ups receive personalised support from pre-seed to seed stages and have successfully secured AED 1.4 billion in investments. That threshold has only increased as in5 continues to gain investor confidence, reaffirming Dubai's reputation as an attractive destination for talent, entrepreneurship and investment.

The drive to ensuring start-ups and investors have access to investment funds and venture capital firms has amplified significantly in recent years. To fuel further the scope of investment opportunities for start-ups, in5 introduced a dedicated space for investors. The extension to its offerings will serve as a common ground for the city's investor



community with flexible office spaces, as well as a packed calendar of networking events, specialised workshops, trainings and more to engage the complete start-up ecosystem.

Mentorship and advisory have proven to be some of in5's most essential assets, with a steering committee representing industry leaders providing start-ups with invaluable guidance. Creators and innovators also have access to fully equipped prototyping and fashion labs, green rooms, recording studios and more to produce industry-standard content, software and prototypes with low inventory investment.

in5's commitment to spearheading the country's innovation story has been a key enabler of entrepreneurial growth. With many of its start-ups graduating to Dubai's renowned business districts, it has contributed to countless success stories and continues cultivating the land for future unicorns.

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