



BEBAN
SEASON 4

Applications Are Open!

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حيّاكم

Welcome to Beban

There is a local saying that goes as “**لكل مجتهد نصيب**”, but we believe that there is more to it than just **نصيب**, or in other words, luck.

We believe in opportunities, and that we each have a unique ability to seize them. Every opportunity is an open door that can lead us to our highest ambitions; our full creative potential. This is why we were inspired to create our version of the saying.

Beban is an entrepreneurial-themed reality show where diverse entrepreneurs pitch their businesses to a panel of investors for immediate investment offers and strategic business opportunities to:

- 1- Raise awareness and highlight local youth entrepreneurs.
- 2- Provide a platform for local entrepreneurs to secure investment and business opportunities.
- 3- Provide investors with access to promising investment opportunities.

Beban Season 3 Results

75

Entrepreneurs

41

Businesses

8

Countries

\$4.2m

Raised on
Season 3

Produced By **Hope**



Not a typical accelerator program

Practical Learning with Sector Experts

The Beban program brings sector experts and mentors who will guide you through different areas of your business, including but not limited to strategy, negotiations, accounting, finance and more.

Hands-On Support

The Beban team will assist you in preparing your business for investment readiness and negotiating terms with investors

Access to Community, Network, and more!

Access to 1,500+ businesses, 100+ mentors, and valuable business development opportunities to grow your company

Key Topics Covered



Investment Memorandum

Prepare a highly detailed investment memorandum that includes but is not limited to your business profile, products & services, competitive landscape, marketing strategy, financial projections, use of funds, and disclosures

Financial Statements & Budgets

Founders will understand and learn about financial statements, separating business and personal wealth, manage cashflows and auditing

Valuations and Exit Strategy

Founders will understand how to value their business in different methods and set a reasonable price, negotiate favorable terms and understand different exit strategies in the perspective of founders and investors

Art of Pitching & Storytelling

Founders will learn how to communicate their business and value proposition to investors in Arabic and English

Business and Market Overview

Founders will learn how to develop and assess new opportunities, competition, target market, customer trends and identify market gaps

Governance, Risk Management & Legal

Founders will explore corporate governance, the importance of incorporating governance structure in their business, how to form and manage board and understand risk management fundamentals



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Key Dates

Applications

Open until the End of May, 2024

GCC Bootcamp

Late June – Early August (2-4 Weeks)

Shooting Day

October

Season Airing

January – March 2025

بيبان

Your Journey in the Bahrain Bootcamp

Your company must have a 50% or more of Bahraini shareholding to be considered for the Bahrain Bootcamp

	Businesses	Objective	Key Outcome
Phase 1	30	Evaluate business traction and founder capabilities Support the founders in pitching their business Provide basic fundraising knowledge and awareness	Founders have identified their investment ask and use of funds
Selection Day	30	Evaluate business investment potential, traction, and founder capabilities	Selection of 10 businesses that will participate in Phase 2
Phase 2	10-15	Prepare the founders for investment readiness Support the founders in pitching skills	Businesses have audited financial statements and legal disclosures Highly detailed investment memorandums
Shooting Day	You will pitch your business to a panel of investors for immediate investments and business opportunities		

**The Bootcamp is held in person*

Your Journey in the GCC Bootcamp

The GCC Bootcamp will be held as a hybrid model (*physical and online*)

	Businesses	Objective	Key Outcome
Bootcamp	15	Evaluate business traction and founder capabilities Prepare the founders for investment readiness Provide basic fundraising knowledge and awareness	Founders have identified their investment ask and use of funds Businesses have audited financial statements and legal disclosures Highly detailed investment memorandums
Selection Day	15	Evaluate business investment potential, traction, and founder capabilities	Selection of 10 businesses that will pitch on the show
Shooting Day	10 businesses will pitch their business to a panel of investors for immediate investments and business opportunities		

**The Bootcamps are held in person (hybrid option is available)*



Founder Selection Criteria

Revenue Generating

The business is generating revenue with potential for stable cash flows
(Growth and expansion stage)

Product-Market Fit

Proven market traction with a solid product and customer base

High Achievers

Founder(s) must have strong traits and skills that will help the company achieve its goals

Solid Business Model

The business has a solid business model and in full operation
(MVPs are not accepted unless founder has a successful track record)

Scalability

The business has high scalability potential

Full-Time Founders

Founder(s) are preferably full-time. *(Part time founders are accepted)*



Beban is committed to empowering entrepreneurship in the Middle East



Rapid growth & expansion of business participating in Beban

As a result of exposure on the show, perks and partnerships formed, and the investment of key strategic regional investors



Knowledge building and raising investment

All Beban participants attend a 4-6 weeks training bootcamp that prepares them to raise funding. The show also is produced to educate viewers on entrepreneurship



Immediate Funding

High investment conversion rates as a result of preshow matching of investors and businesses

Why fundraise through Beban

Access to regional investors to grow and expand into new markets

Reach a mass audience in the GCC

Business growth opportunities through strategic investors & partners

Business knowledge & training for founders



Rabih El Chaar

CEO of Nadeera
Beban 2 Participant
www.nadeera.org

“

We were fortunate that we were selected to partake in Beban Season 2. While we knew that our participation would help advance our start-up, we were surprised by the magnitude that it was able to boost us.

”



Amal Al Majed

Founder of Amal Al Majed
Jewelry
Beban 2 Participant
www.amalalmajed.com

“

Joining Beban is a great step in my business journey. This experience taught me a lot and changed the mindset of me as an entrepreneur. Beban made our humble beginnings grow with their support. It was an unforgettable step in my business journey!

”

FAQs

Frequently Asked Questions

Where will Beban take place?

The Beban Bootcamps will take place in your country of business operations (GCC) in a hybrid model, while the Shooting Day will take place in Bahrain

What is the pitching language?

You will pitch to investors in Arabic during the Shooting Day. The Bootcamp is delivered in English and is designed to assist you in preparing a pitch script in Arabic

Can someone else pitch on behalf of me?

Yes, you may nominate a co-founder or an employee to pitch in Arabic, while the founder can negotiate with the investors.

What is the cost of the program?

The cost of the program is USD 265 which is refundable if the participant secures investment in the show. The cost covers the founders' training.

What are the timings of the bootcamp?

The bootcamp will be held in the evening.



Frequently Asked Questions

What if I pulled out from the program?

Fees associated with entering the bootcamp upon your acceptance will be non-refundable. No other fee will be charged to the entrepreneur.

Where can I find the program agenda?

The agenda will be distributed to the participants upon their acceptance to the Beban program

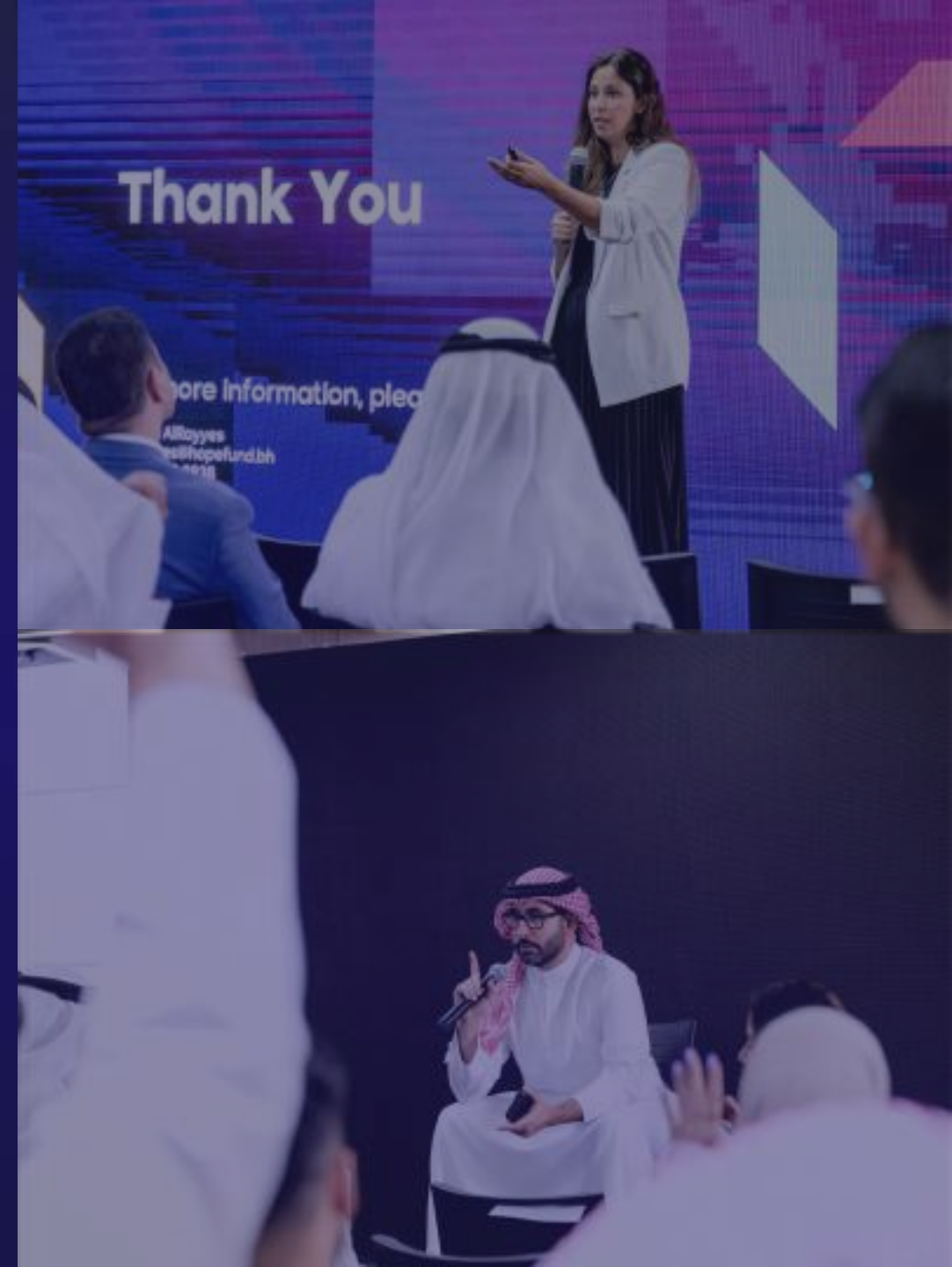
When is the Shooting Day?

The Beban Shooting Day is similar to the Demo Day, where the founders will pitch in front of investors for immediate investments. The shooting will take place from the end of September to mid-October (TBC) in Bahrain.

Beban will cover the founders' travel and accommodation costs as well as visa requirements.

What kind of information will be aired on the show?

The total shooting time allocated to each business is **40-50 minutes**. The show allocates approximately **8 minutes** of airing time per business. This includes a 2 minutes pitch, 2-3 minutes of business overview and 2-3 minutes covering the negotiations with investors.



Frequently Asked Questions

What will happen after securing an investment?

If you secure an investment, you will undergo the due diligence and legal registration process to finalize the deal.

Are there fees associated with securing an investment?

If you secure an investment, 3% of the total investment raised will be paid to Beban as a success fee.



Frequently Asked Questions

How do you source the investors?

Over 200 regional investors are presented with investment opportunities pitching on Beban prior to the show shooting by the Beban team. Investors include family offices, angel investors, VCs, Accelerators, financial investment companies, groups, and more.

On what basis are investors selected?

Beban prioritizes maximizing the number, quality, and value of investments made on the show. Accordingly, the investors on Beban change each episode and are selected based on their level of interest and intention to invest in the businesses pitching on their respective episodes.

What are the ticket sizes of investors on Beban?

The ticket sizes will vary based on the type of investor. Some startups successfully raise the full investment round from multiple investors on the panel, while others raise a partial amount of the full investment ask.



Frequently Asked Questions

What is the role of Hope Ventures on Beban?

Hope Ventures produced and launched Beban with a mission to boost the entrepreneurship scene in the MENA region. They also invest on Beban TV show through H.E. Aymen bin Tawfiq Almoayed.

Does Hope Ventures invest in businesses?

Hope Ventures co-invests alongside the private sector through Beban TV show.

What is the role of H.E Aymen Al Moayed on Beban?

H.E. Aymen Al Moayed represents Hope Ventures' investments as its Chairman, as well as moderates the discussions between entrepreneurs and investors





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