

## Intelqaqa: Grow Beyond Borders

Are you a tech startup registered in Jordan looking for expansion in the Saudi market? Intelqaqa is a joint initiative by [IBTECAR](#) (Jordan) and [Arweqah Alreyadah](#) (Saudi Arabia), which is a grant co-funded by Youth Technology and Jobs (YTJ) and the Ministry of Digital Economy and Entrepreneurship, designed to expand qualified Jordanian digital startups to the Saudi market. This initiative blends structured assessments, tailored interventions, curated B2B matchmaking, and investor access—delivered by a cross-border team with on-ground presence in Jordan and KSA.

### Project objectives:

1. Assess the needs and growth potential of 12 tech start-ups for market expansion in Saudi Arabia.
2. Support the development and execution of strategic plans for tech startups to localize offers and convert business development meetings into successful client pilots and partnerships in Saudi Arabia.
3. Provide comprehensive investment readiness support to Jordanian tech startups, resulting in warm introductions to potential investors and clients in the Saudi market.

### About the project and startup journey:

The startups' journey will start with a **hybrid recruitment campaign**, using a transparent scoring system and interviews to select a cohort of 15-20 applicants. From this pool, we'll work with MoDEE to choose the final 12. Next, a comprehensive **360° needs assessment** will be conducted to pinpoint and prioritize startups unique gaps. We'll then collaboratively design a custom **intervention plan**, complete with tailored Objectives and Key Results (OKRs) and specific work packages to address startups needs. This plan will be executed through focused sprints, curated meetings, pilot programs, and strategic investor engagement. The program culminates with two separate missions to the Kingdom of Saudi Arabia (KSA) to ensure **proven business matchmaking and linkages** for all participating startups. The first mission aims to secure these connections for at least 50% of the cohort, with the remaining startups finalizing their linkages during the second mission.

### Eligibility criteria:

- The startup is registered in Jordan.
- To be digitally enabled (a business that uses **digital technologies**  to create, deliver, or enhance its core products and services, or to improve its business operations. Unlike traditional businesses that might simply have an online presence, these startups are fundamentally built around digital tools and platforms).
- Have passed the MVP stage.

### Selection criteria:

**Startup status:** Focusing on businesses that have progressed beyond the ideation phase and have a tangible product. Specifically, startups that have already built their Minimum Viable Product (MVP). This demonstrates a team's ability to execute their vision, validate their core concept, and provides a foundation for further development and market engagement. (Score 10%)

**Market readiness:** This involves a multi-faceted analysis to determine if the business is poised for commercial success, not just in its home market, but in Saudi market as well. We analyse its market potential, export readiness, and industry fit and relevance. (Score 20%)

**Investment readiness:** This includes analysing startups current financial stability, reviewing their investment history, and evaluating their potential for future investment based on the scalability of their business model and market attractiveness. (Score 25%)

**Team experience:** We assess the quality of the founding team by analysing their relevant experience in the industry. We look for deep domain knowledge, complementary skill sets, and a proven ability to work together. (Score 15%)

**Innovation and technology:** Startup's value proposition will be analysed by assessing how digital technology creates unique and compelling value for customers. This goes beyond simply using technology—it's about whether the technology itself provides a clear competitive advantage and a highly scalable, defensible solution. (Score 15%)

**Market validation:** This will be assessed through customer traction, using metrics like user acquisition and retention to show active engagement. We also assess the revenue generation model to ensure the business can effectively and sustainably monetize its customer base. (Score 15%)

### Stages of the selection process:

- Applications submitted by startups (by 03/10/2025)
- Evaluating submitted applications and conducting interviews with selected startups (by 7/10/2025)
- Send the final acceptance letter (by 12/10/2025)

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Join the information session: <https://us02web.zoom.us/join/MP3DdAUGR-2XcaoIYPFUw>

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