



# Qatar Investment & Innovation Conference

مؤتمر قطر للاستثمار والابتكار

Driving GCC Entrepreneurial Growth

NOV, 03  
2025

Barahat  
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AI for Good Qatar Challenge 2025

Application Guide & Terms  
Qatar Investment and  
Innovation Conference

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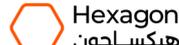
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## Introduction

**T**he **Qatar Investment and Innovation Conference**, co-organized by The Business Year and Msheireb Properties, will be host to the AI for Good Qatar Challenge, a start-up competition that showcases GCC-based innovators using AI to solve pressing global challenges aligned with United Nations Sustainable Development Goals (SDGs).

The winner of the Qatar Challenge will gain exclusive one-to-one mentorship from flagship global VCs, the opportunity to pitch directly to leading venture capitalists as well as in front of Plug and Play's worldwide accelerator, The Alchemist accelerator and the AI for Good YAILs Chapter in Qatar, free access to major Plug and Play global events, and a fast-tracked application to the finalist stage of global accelerator programs.

## Eligibility Criteria

- There is **no entry fee** to apply.
- Only **pre-seed or seed-stage start-ups registered and operating in the GCC region** are eligible.
- Applicant companies must be **legally registered** and legally qualified to operate in their line of business at the time of application.
- Start-ups must have an **AI-native product**—AI/ML must be at the core of the solution, not just an added feature.
- Applications must demonstrate a clear **impact aligned with at least one UN Sustainable Development Goal (SDG)**.
- A **working prototype or MVP** is required.
- All shortlisted start-ups must pitch **in person** at Barahat Msheireb, Doha, on **November 3, 2025**. Remote participation is **not permitted**.
- All pitches and submitted materials must be delivered in **English** (mandatory).
- Employees of the Organizers (The Business Year, Msheireb Properties), their affiliates, subsidiaries, promotional agencies, suppliers, and immediate family members are **not eligible** to participate.
- By submitting an application, you agree to and accept the **Competition Rules** and the **Terms + Conditions** outlined in this document, and to abide by the **judges' final decisions**.



## Application Process & Timeline

| Stage                  | Date (TBD)        |
|------------------------|-------------------|
| Application Opens      | September 10,2025 |
| Submission Deadline    | October 10,2025   |
| Shortlist Notification | October 20, 2025  |
| Final Pitches (Doha)   | November 3, 2025  |

## Application Information Required

**Applicants will provide details in six categories:**

- 1. Start-up & Team** – name, website, country, year founded, team bios, contact info.
- 2. Product & Business** – description, problem solved, AI-native explanation, stage, traction, funding, business model.
- 3. Impact & Relevance** – societal impact, GCC relevance, scalability, five-year vision.
- 4. Pitch Preparation** – prior pitch experience, four-min deck readiness, deck link, optional video.
- 5. Motivation & Participation** – reasons for joining, expected benefits, availability to pitch live.
- 6. Declarations** – confirm AI-native, seed stage, product ready, acceptance of rules.

[Click here for the AI for Good Qatar Challenge application form](#) 



## Evaluation Criteria

| Criterion                      | Weight |
|--------------------------------|--------|
| Team & Founder Quality         | 25%    |
| Product & Technology           | 25%    |
| Market & Business Model        | 20%    |
| Impact & AI for Good Alignment | 20%    |
| Pitch & Communication          | 10%    |

## Competition Format (Nov 3, 2025)

- **Pitch Length:** 3min.
- **Rounds:** One round per Start-up.
- **Winner Announcement:** Closing session at ~7:20 PM.

## Benefits for Start-ups

- Mentorship, exposure to global investors, integration into the AI for Good Global Summit 2026 in Geneva.
- Tailored Mentorship with Regional Leadership. Exclusive one-on-one mentorship sessions with Plug and Play's regional leads, providing strategic insights, market knowledge, and personalized guidance to accelerate startup growth.
- Access to a Fast Track last stage application to The Alchemist Accelerator.
- Access to Plug and Play Global Summit – Silicon Valley: An invitation to the flagship Plug and Play Summit in Sunnyvale, California, offering unparalleled exposure to global investors, corporate leaders, and innovation experts.
- Possibility to gain access into Plug and Play GCC Accelerator Network: Direct opportunity to tap into Plug and Play's accelerator programs across the GCC
- Media visibility through official event partners channels.

*Note: There is no cash prize, and travel/accommodation to the additional events is not covered.*



## Terms + Conditions

These terms of use (these “Terms”) pertain to the AI for Good Qatar Challenge 2025, offered by The Business Year in collaboration with the AI for Good initiative YAILs. Please read these Terms carefully.

These Terms are the legally binding conditions governing your participation in the AI for Good Qatar Challenge. By submitting an application, you acknowledge and accept these Terms. If you submit an application on behalf of a company, organization, or entity (“organization”), you agree that these Terms also bind the organization, and “you” includes the organization.

You represent and warrant that you have the right, authority, and capacity to enter into these Terms (on behalf of yourself or the entity you represent). Applicants must be at least 18 years old to participate. If you do not agree with these Terms, do not submit an application.

### Organizers

- The AI for Good Qatar Challenge is part of the event hosted by The Business Year, in collaboration with the AI for Good initiative YAILs.
- Additional partners and sponsors may be announced, independently from the AI for Good Qatar Challenge.

### Principle of Confidentiality

- Organizers, Mentors, Judges, and anyone involved in the competition agree to respect the confidentiality of submissions in accordance with these Terms.
- All application information will be treated as confidential, except for publicly available content (e.g., company description, website link, logos).
- Applicants may be asked to provide logos, profiles, and/or materials for use on official event channels, websites, and social media.
- Judges and mentors will have access to submitted decks and materials under confidentiality obligations.



## Data

- Organizers will strive to maintain accurate and up-to-date data but cannot guarantee accuracy or completeness of information derived from applicant submissions.

## Prizes and Benefits

- There is no cash prize for the Qatar competition.

## Tax and Legal Considerations

- Organizers hold no responsibility for any tax or legal obligations arising from participation or benefits obtained through the program.

## Event Format Changes

- In the event of force majeure (including but not limited to public health emergencies, natural disasters, war, or government actions), the Organizers may, at their discretion, move the AI for Good Qatar Challenge to a virtual format.

## Cancellation

- The Organizers reserve the right to cancel the competition at any time. If cancelled, participants waive any claims for damages against the Organizers or their partners.

## Indemnification

You agree to indemnify and hold harmless the Organizers, affiliates, officers, agents, and employees from any liability, claim, or expense arising out of:

- Your participation in the competition,
- Your breach of these Terms, or
- Any claims related to your content, pitch, or materials.



## Disclaimer of Warranty; Limitation of Liability

- Participation in the AI for Good Qatar Challenge is at your sole risk.
- Organizers provide the competition and related services “as is,” without warranties of any kind.
- Organizers are not liable for technical issues, errors, or third-party conduct.
- Liability is limited to the maximum extent permitted by the laws of the State of Qatar.

## Entire Terms

- These Terms constitute the entire agreement between participants and Organizers.
- If any provision is invalid, the remaining Terms remain enforceable.
- These Terms are binding on permitted successors and assignees.

## Changes

- Organizers may revise these Terms at their discretion, with notice posted on the official event site.
- Continued participation after changes indicates acceptance.

## Dispute Resolution

- These Terms are governed by the laws of the State of Qatar.
- Any disputes arising from the competition shall be subject to the exclusive jurisdiction of the courts of Doha, Qatar.
- Participants waive any right to class or consolidated actions.

## Contact

Bilel Al Souaied  
bilel@dohahubyoungaileaders.com



## Judges

### Tarik Sultan - Builders VC

Tarik Sultan is a General Partner at Builders VC, leading the firm's MENA strategy from Doha. He is also the Founding Partner of Sultan Ventures and Co-Founder of XLR8UH, a nationally recognized proof-of-concept accelerator. With experience spanning venture capital, ecosystem building, and advisory roles—including the Hawaii Venture Capital Association and the U.S. Commerce Department's Hawaii Pacific Export Council—Tarik has been a driving force in supporting early-stage innovation globally. He holds a B.S. in Neuroscience from Tulane University and an MBA from the University of Hawai'i.

### Bilel Al Souaied - Young AI Leaders for AI for Good in Qatar

Bilel Al Souaied is President of the Young AI Leaders for AI for Good in Qatar, a UN-appointed Young AI Leader, and a WEF Global Shaper and Davos 50 delegate. He works at the intersection of AI, venture capital, and economic development, advising funds across MENA and the US on direct equity investments. Previously, he was part of Qatar's first sovereign-backed VC program, held an COO role at Cytomate, the GCC's first CyberTech exporter and worked in investment consulting on global M&A and restructuring for Fortune 500 clients.

### Alexander Wiedmer - Rasmal Ventures

Alexander Wiedmer has 25 years' experience in venture capital in Europe, North America and MENA. He is now Director and co-Managing Partner of Rasmal Ventures, the first independent venture capital fund in Qatar. Previously, he was a long-time Partner of Iris Capital and opened Iris Capital's presence in Qatar as an advisory to Qatar Development Bank. Was a Partner and IC member of STC Ventures, a GCC regional fund managed by Iris Capital that returned a top decile performance. Seven years of prior experience in technology sales. Active in GCC since 2011 and in Qatar since 2019. Board member of various educational organisations. B.A. (Hons.) in Philosophy, MBA Technology Management (EDHEC).



## Judges

### Andrea Azzolari - Plug and Play

Andrea is an investment professional with 7 years of experience in financial services across investments and consulting. Previously at KPMG where he led engagements with large international & global conglomerates, Andrea currently leads the investment team at Plug and Play in KSA. He has invested in more than +17 GCC based startups across different verticals and he's managing key accounts for Plug and Play.

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### Omais Sultan AlNaimi - Acting Head of Digital Economy Development section - Digital Economy Department at the Ministry of Communications and Information Technology

A seasoned entrepreneur and digital transformation leader with over a decade of experience shaping Qatar's ICT landscape. He possesses deep expertise in strategic planning and business operations, currently spearheading key national initiatives at the Ministry of Communications and Information Technology. Concurrently, he applies his strategic acumen to the private sector, successfully managing and scaling multiple F&B ventures across the country.

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