



# SHAPING THE FUTURE

with knowledge-driven  
impact ventures



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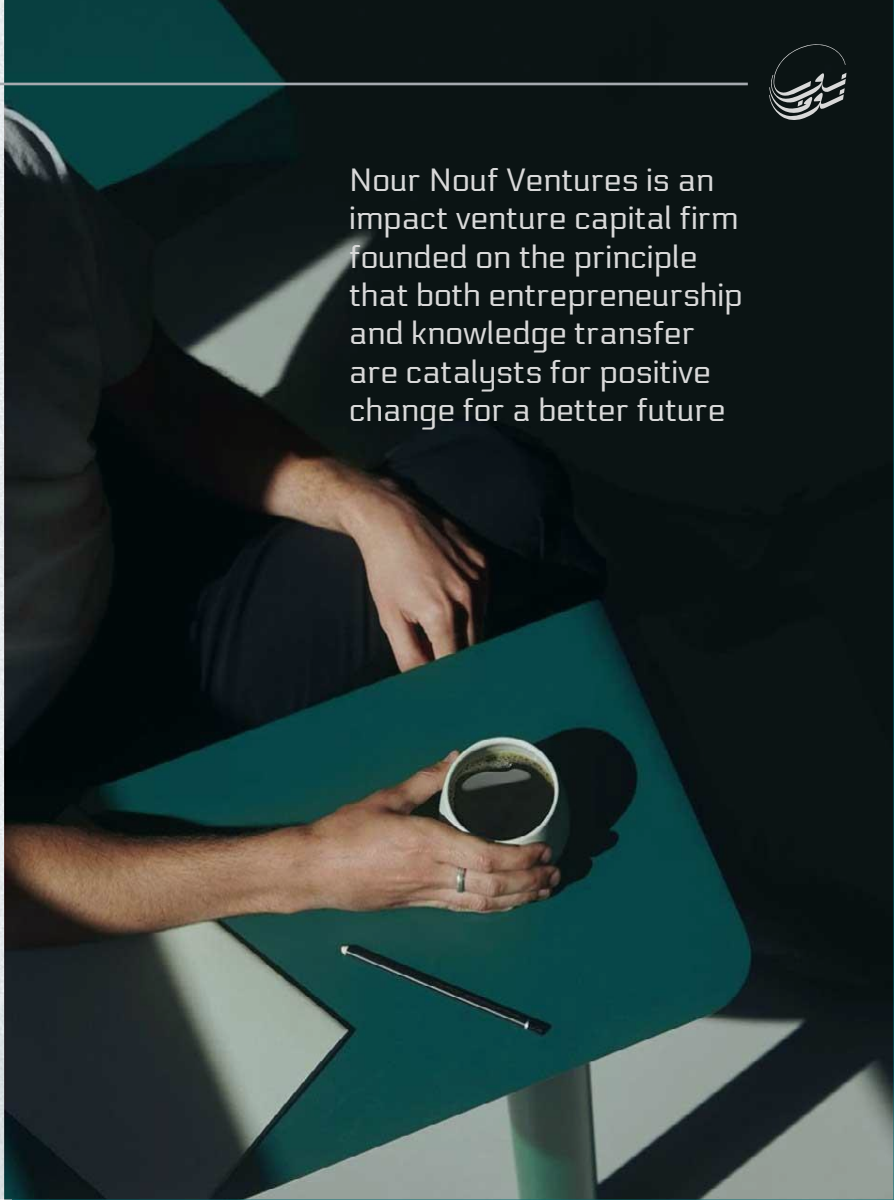
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# WHO WE ARE

Founded in 2016 in Jeddah, Saudi Arabia, we support scalable and sustainable solutions through impact investments in emerging economies, balanced with growth investing for global impact, aligned proudly with Saudi Vision 2030 and the UN SDGs.

We also strengthen Saudi Arabia's entrepreneurial ecosystem by providing co-working spaces for startups and driving community-focused CSR initiatives that promote localized knowledge and growth.

A photograph of a person sitting at a teal-colored table, holding a white cup of coffee. The person is wearing a dark long-sleeved shirt and dark pants. The background is dark with geometric shapes. The text is overlaid on the right side of the image.

Nour Nouf Ventures is an impact venture capital firm founded on the principle that both entrepreneurship and knowledge transfer are catalysts for positive change for a better future

# OUR FOUR PILLARS

## OF IMPACT INVESTING



### Knowledge Transfer

We emphasize the importance of knowledge transfer in impact investment, ensuring that insights and best practices are shared among entrepreneurs.



### Sustainable Success

At Nour Nouf Ventures, we believe that impact investment in businesses prioritizing sustainability alongside financial performance will achieve greater success than those focused solely on profit.



### Nurturing Innovation

By nurturing innovative startups, we aim to foster a culture of sustainability and social responsibility, aligning with and contributing to the transformative vision of Saudi Arabia Vision 2030.



### SDG Impact

We are committed to creating scalable solutions, which we align with the core principles of the United Nations Sustainable Development Goals (SDGs).



# KEY METRICS

These key metrics reflect our impact investment strategy, and we are committed to continuously expanding them.



32

INVESTMENTS



7

COUNTRIES



10/17

SDG GOALS ALIGNED



35M\$

AUM



USA

UK

SAUDI ARABIA (51% of investments)

EGYPT

UAE

GHANA

SOUTH AFRICA

# GLOBAL REACH

Nour Nouf Ventures proudly invests in impact ventures across regions, with a global reach and a commitment to impact Sustainable Development Goals

# IMPACT INVESTMENT SECTORS

Nour Nouf Ventures focuses on strategic sectors that drive impactful change. We prioritize investments in sectors with the potential for sustainable growth and social benefit, emphasizing knowledge transfer to enhance innovation and community impact.

## Alt-Energy

Sustainable Energy Solutions

## CleanTech

Sustainable Energy Solutions

## BioTech

Innovations in Life Sciences

## AI & Machine Learning

Intelligent Automation Systems

## E-commerce & Retail

Digital Commerce Solutions

## Emerging Technologies

Innovative Learning Solutions

## EdTech

Innovative Learning Solutions

## FinTech

Digital Financial Services

## HealthTech

Healthcare through Technology

## AgriTech

Smart Farming Innovation



# IMPACT INVESTMENT STRATEGY



At Nour Nouf Ventures, we believe that transformative change starts with early-stage investment. We focus on nurturing startups and early-stage companies that are built to drive sustainable growth and social impact.

**Investing at**  
Early-stage, Series A, Series B

**Initial Investments**  
\$100K-\$500K

**Follow-on Investments**  
\$250K-\$1.5M

**Investment GEO**  
KSA, MENA Region and Global Markets

**Investment Focus**  
Knowledge Transfer,  
Sustainability, and Innovation

**Impact Philosophy**  
Empowering businesses that prioritize social, environmental, knowledge transfer in line with SDG goals, as well as financial returns.



# SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The Sustainable Development Goals are a set of **17 global goals** established by the United Nations under the 2030 Agenda for Sustainable Development. These goals are interconnected and aim to create a more sustainable and equitable world for current and future generations. We're proud to have successfully fulfilled **10 out of 17 SDGs** through our strategic investments. These goals reflect our commitment to sustainable practices and positive social impact.



Mojan Farms



Digicenna,  
GenioMD, Grinta,  
HealTec, Shift  
Clinics.



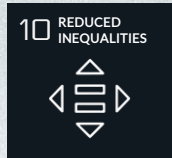
Aanaab, ITG, Nexford,  
Safand (GSM), YNMO



Affinity, Jumlaty,  
Hala, Lucky,  
Sabbar, Sary,  
Squadio, Collecta



ETFB, GenioMD, Grinta,  
HealTec, ITG, Juleb, Leia,  
Logexa, Sary, Collecta &  
Gecko Robotics



Affinity, Lucky,  
Nexford, YNMO



OneDome, Hafla



Mojan Farms,  
Gecko Robotics



Gecko Robotics



Endeavor, Catalyst,  
KADMOS, Shorooq



# OUR KNOWLEDGE TRANSFER & VALUE CREATION SYSTEMS



## Catalyzing Innovation through Knowledge Sharing

We actively promote the exchange of insights and expertise across our portfolio, enabling startups to benefit from best practices and collective learning.

## Strategic Partnerships for Value Creation

Through our partnerships with both global and local funds, we unlock greater opportunities for our portfolio companies, offering them access to international funding channels and top-tier industry expertise.

## Enhancing Entrepreneurial Growth

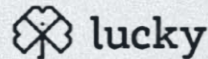
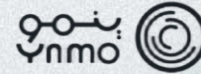
By embedding knowledge transfer at the core of our investment approach, we empower founders with the tools and strategies needed to scale their ventures effectively.

## Sustainable Value through Expertise

Our focus on knowledge transfer helps create long-term value for businesses by ensuring they are equipped with the expertise required to navigate challenges and capitalize on opportunities.

FEATURED INVESTMENTS

# FROM OUR PORTFOLIO



FEATURED PORTFOLIO IMPACT

# HIGHLIGHTS



**Leia Inc.**

USA

3D Lightfield products & software applications

SDG Goal 9: Foster innovation



**mojan farms**

Saudi Arabia

Hydroponic Environment Agriculture Ecosystems

SDG Goal 12: Sustainable Production



**أعصاب**  
منصة كل معلم

Saudi Arabia

Edtech platform for Teachers Capacity Building

SDG Goal 4: Commitment to lifelong learning



**squadio**

Saudi Arabia

Community-based Technology Talent Platform

SDG Goal 8: Economic Growth & Productivity



**Nexford University**

UK

A 100% online, global education platform

SDG Goal 4: Ensure education for all

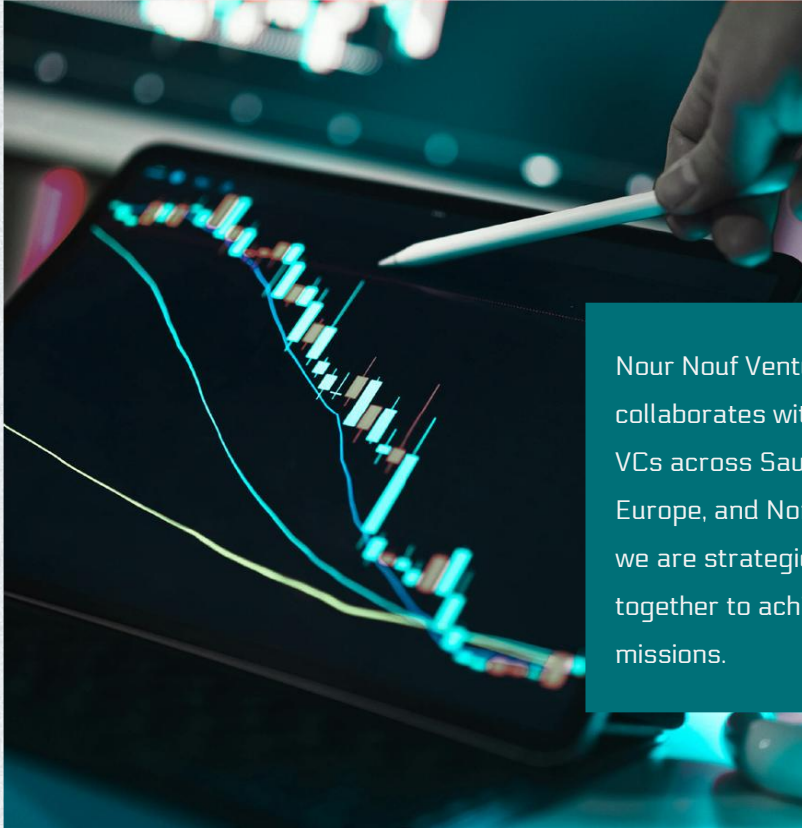


**بنمو**

Saudi Arabia

Digital solution offering educational services for individuals with special needs

SDG Goal 4: Access for persons with disabilities



## INVESTMENT PARTNERS

Nour Nouf Ventures actively collaborates with leading funds and VCs across Saudi Arabia, MENA, Europe, and North America, where we are strategic partners working together to achieve our impact missions.

This collaborative approach enhances our ability to drive innovation and create lasting value across the sectors we invest in, fostering a vibrant ecosystem, that connects Saudi Arabia with the world. That promotes sustainable growth and knowledge transfer for the startups and communities we serve.  
SHOROOQ



## OUR CO-WORKING SPACE

Entrepreneurs can focus on their work in a quiet, productive environment, in our prime location at Beuatat Business Park in Jeddah, Saudi Arabia, while expanding their networks.

By supporting pre-investment stage companies, Nour Nouf Ventures plays a key role in advancing Saudi Arabia's entrepreneurial ecosystem, aligning with Saudi Arabia Vision 2030 to foster innovation and sustainable economic growth.

Nouf Ventures offers an affordable co-working space tailored to support pre-investment stage companies, providing the resources they need to grow and reach their first investment round.



# COMMUNITY-FOCUSED CSR



Nour Nouf Ventures is deeply committed to social responsibility, actively supporting local initiatives in its key areas of focus.

We play a vital role in building and empowering our community by providing resources for existing projects, creating unique volunteering opportunities, and supporting social causes.

Our efforts emphasize social development, non-profit organizations, commissioned research studies to promote knowledge transfer, and sponsorships, all aligned with fostering meaningful change and growth within the community.



# BOARD OF DIRECTORS



**Salman bin Faisal Al Saud**

Executive Board Member  
Nour Nouf Ventures  
Board Member  
Healtec  
Board Member  
Metrics China  
Board Member  
JEO Management  
Consultants

**Sama bint Faisal Al Saud**

Executive Partner  
Nour Nouf Ventures  
Chairwoman  
Saudi Girl Scouts Advisory  
Committee  
Board Member  
World Scout Foundation  
Board Member  
Layan Cultural Foundation

**Ra'ad Siraj**

Board Member  
Nour Nouf Ventures  
Chief Information Officer  
Eaton Vance  
Chief Information Officer  
Endeca Technologies  
(acquired by Oracle)  
Chief Technology Officer  
The Boston Company (BNY Mellon) Cultural Foundation

**Reda Islam**

Chairman  
Nour Nouf Ventures  
Executive Partner  
Al-Aghar Group  
Founder and President  
Futurewaves  
Board Member  
World Refugees School

**Muhanad Attar**

Board Member  
Nour Nouf Ventures  
CEO  
SD Holding  
Founder  
Shift Clinics  
Managing Director  
Eisenmann Saudi Arabia

**Barig Siraj**

Board Member  
Nour Nouf Ventures  
Board Member  
Zahid Industries  
Board Member  
Saudi Special  
Olympics Federation  
Board Member  
OCS Arabia

INVESTMENT

# COMMITTEE



**Salman bin Faisal  
Al Saud**

Executive Board Member  
Nour Nouf Ventures  
Board Member  
Healtec  
Board Member  
Metrics China  
Board Member  
JEO Management

**Muhanad Attar**

Investment Committee  
Chairman  
Nour Nouf Ventures  
CEO  
SD Holding  
Founder  
Shift Clinics  
Managing Director  
Eisenmann Saudi Arabia

**Barig Siraj**

Board Member  
Nour Nouf Ventures  
Board Member  
Zahid Industries  
Board Member  
Saudi Special Olympics  
Federation  
Board Member  
OCS Arabia

**Wissam Hindawi**

Managing Partner  
Infinite for Consultancy  
Board Member  
Al Barq Group  
Chairman Advisor  
Maestro Events  
Board Member Advisor  
Motion

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