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NOUR NOUF
VENTURES

# SHAPING THE FUTURE

with knowledge-driven impact ventures

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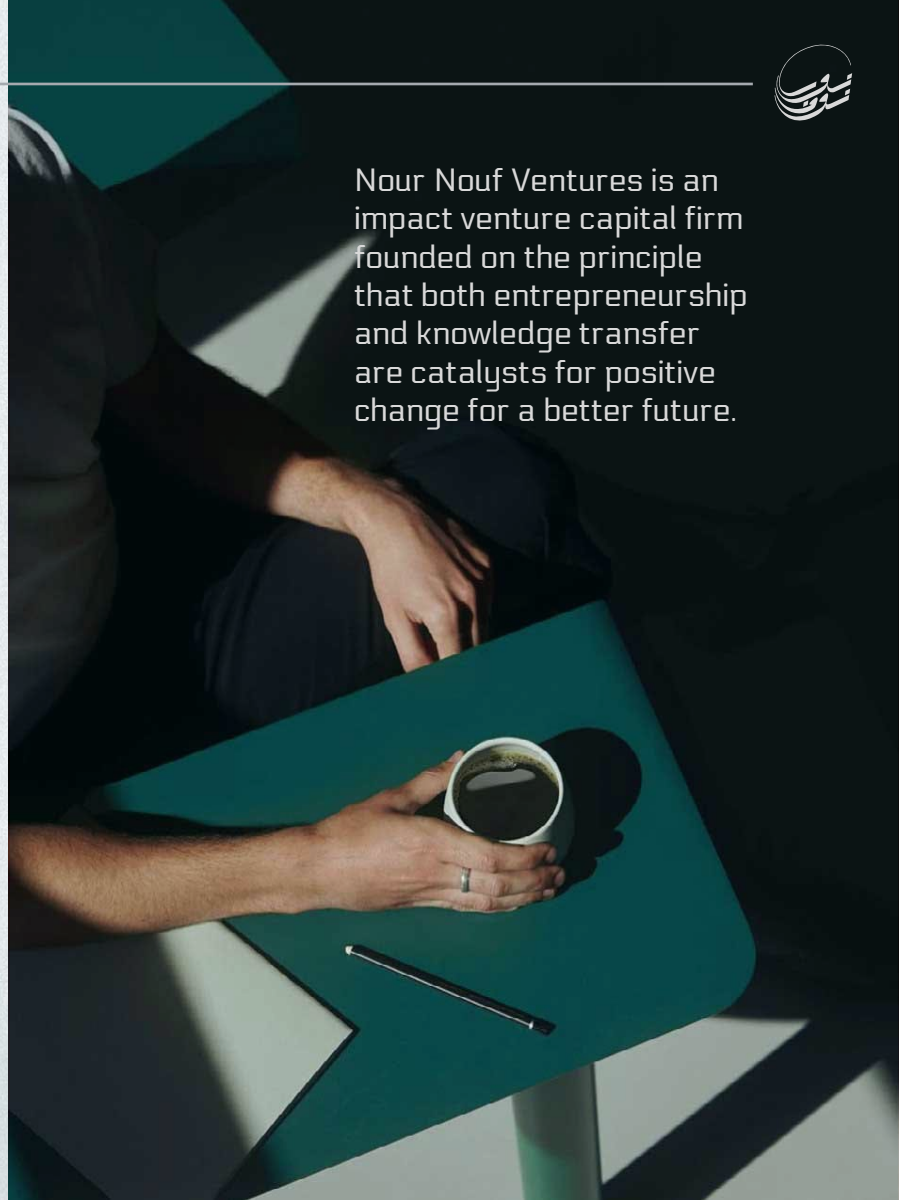
# WHO WE ARE

Founded in 2019 in Jeddah, Saudi Arabia, we support scalable and sustainable solutions through impact investments in emerging economies, complemented by investments in established technology companies abroad, 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.



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.

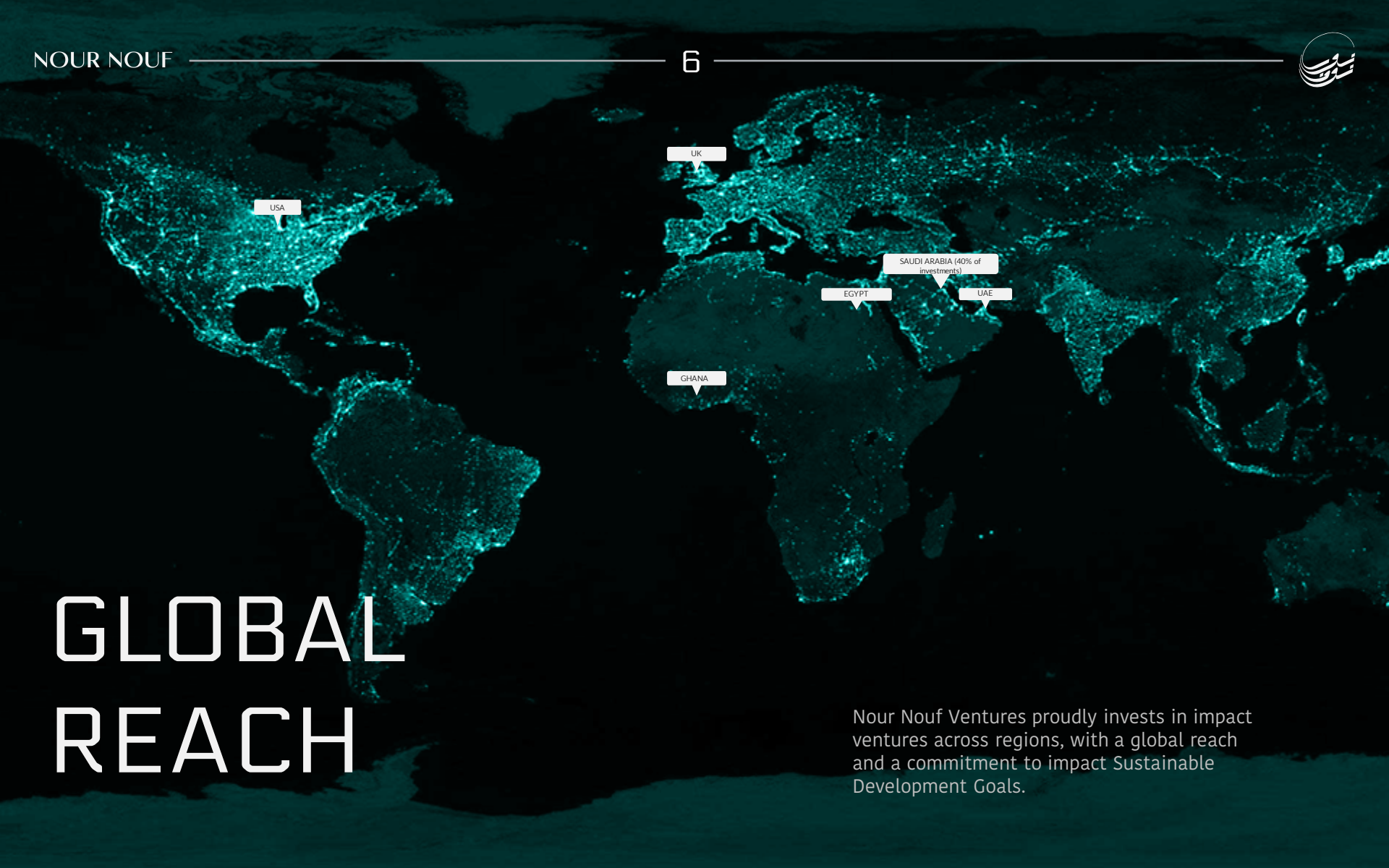


**33**
INVESTMENTS

**6**
COUNTRIES

**10/17**
SDG GOALS ALIGNED

**$40M**
AUM




# 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
Low-Carbon & Resource-Efficient Solutions

### BioTech
Innovations in Life Sciences

### AI & Machine Learning
Intelligent Automation Systems

### E-commerce & Retail
Digital Commerce Solutions

### Robotics
Robotic Systems for Industry & Infrastructure

### Emerging Technologies
Next-Generation Technologies

### EdTech
Innovative Learning Solutions

### FinTech
Digital Financial Services

### HealthTech
Healthcare through Technology

### AgriTech
Smart Farming Innovation

### Space
Space & Satellite Technologies



## 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 that our portfolio is aligned with 10 of the 17 SDGs through our strategic investments. These goals reflect our commitment to sustainable practices and positive social impact.




Mojan Farms




Digicenna, GenioMD, Grinta, Shift Clinics




Aanaab, ITG, Nexford, GSM, YNMO




Affinity, Hala, Lucky, Sabbar, Sary, Squadio, Colllecta




GenioMD, Grinta, ITG, Juleb, Leia, Logexa, Sary, Colllecta & Gecko Robotics



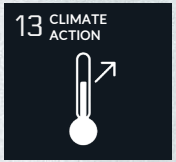

Affinity, Lucky, Nexford, YNMO




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.

## 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.

## 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.

## 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

gecko robotics

HALA

Leia Inc.

ONE DOME

أعناب
منصة كل معلم

hafla

ynmo

mojan farms

ITG
INTEGRATED TECHNOLOGY GROUP
مجموعة المتكاملة للتكنولوجيا

Nexford University

Affinity

squadi

JULEB

lucky

شفت كلنكس
shift clinics

logexa

## 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**



أعناب
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**

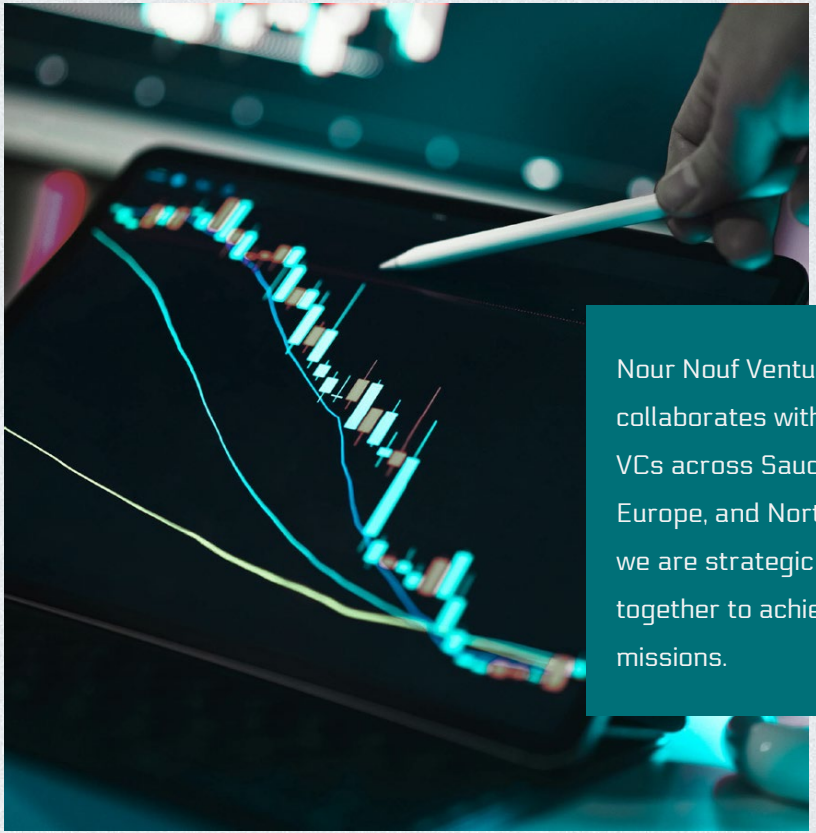


ynmo بنمو

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 and promotes sustainable growth and knowledge transfer for the startups and communities we serve.

We invest alongside our co-investment partners: Blossom Capital - DomAInate Fund, Endeavor Catalyst, KADMOS and Shorooq.

Blossom CAPITAL endeavor CATALYST KADMOS SHOROOQ

# OUR CO-WORKING SPACE

Nour 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.



Entrepreneurs can focus on their work in a quiet, productive environment, in our prime location at Al Beutat 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.

## 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
Partner
Knowledge Family
Partner
Simulix
Board Member
Metrics China Education
Board Member
JEO Management Consultants



## Sama bint Faisal Al Saud

Board Member
Nour Nouf Ventures
Partner
Knowledge Family
Board Member
Saudi Arabian Scouts Association
Honorary Vice Chair
World Scout Foundation
Board Member
Dar Layan Culture Foundation



## Ra'ad Siraj

Board Member
Nour Nouf Ventures
Head of AI Governance
MassMutual
Chief Information Officer
Eaton Vance
Chief Technology Officer
The Boston Company Asset Management (BNY Mellon)



## Reda Islam

Chairman
Nour Nouf Ventures



## Muhanad Attar

Board Member, IC & RMCG
Chairman
Nour Nouf Ventures
Chief Executive Officer
SD Holding
Managing Director
Eisenmann Saudi Arabia
Co-founder & Board Member
Shift Clinics



## Barig Siraj

Board Member
Nour Nouf Ventures
Board Member
Saudi Special Olympics Federation
Chairman
GCC BDI Jeddah chapter
General Supervisor
Jeddah Teachers award by Mubader

# INVESTMENT COMMITTEE



### Salman bin Faisal Al Saud

Executive Board Member
Nour Nouf Ventures
Partner
Knowledge Family
Partner
Simulix
Board Member
Metrics China Education
Board Member
JEO Management Consultants

### Muhanad Attar

Board Member, IC & RMCG
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SD Holding
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Saudi Special Olympics
Federation
Chairman
GCC BDI Jeddah chapter
General Supervisor
Jeddah Teachers award by
Mubader

### Wissam Hindawi

Managing Partner
Infinite for Consultancy
Board Member
Development Work Food
Company
Board Member
Turnaround Management
Association, Saudi Chapter
Board Member Advisor
Motion

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