



January 2024

RCU Scale-up Hub



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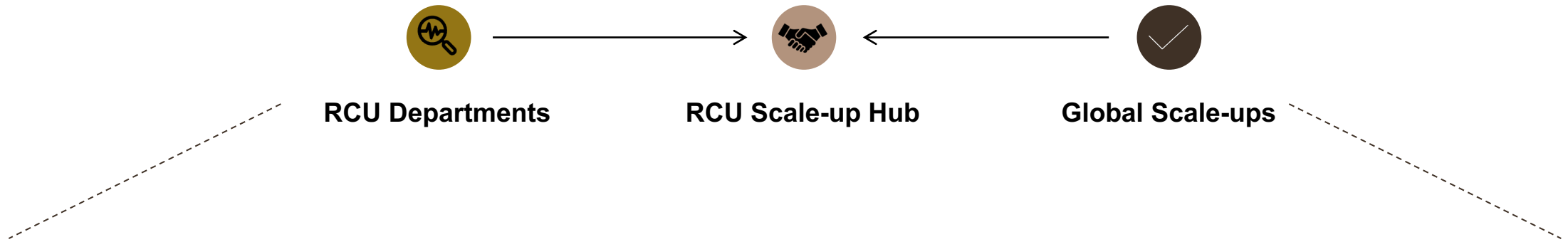
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/01 Program Objectives

The main objectives of this program are matching RCU departments with global scale-ups and facilitating pilot projects that solve specific business challenges of these departments.



Identify new solutions to business challenges that will help RCU departments stay competitive and differentiated



Test innovative products through a series of pilot projects to determine their viability and impact on RCU



Build partnerships between RCU and scale-ups to foster innovation that enhances the tourism experience in AlUla



Promote innovation in RCU, adopting new ideas and facilitating the knowledge transfer from the ecosystem

/02 Program Summary



Benefits



Pilot Paid: Up to 250k EUR paid to pilot scale-up's solution with RCU's integrated departments.

Non-dilutive: No equity will be taken from participants of this program.

Award: After the pilot period, the scale-up will have the opportunity to get a contract with RCU.



Support: RCU Innovation Department, Opinno Consultants, and ecosystem experts will be guiding the process.

Training: IE and KAUST professors will help with training of scale-ups.

Network: Leaders from UNWTO, Amadeus Ventures, MIT, NASA are key collaborators of this project.

Details



Pilot Duration: between 2 - 6 months. Depends on integration with business unit.



Delivery Format: Hybrid, with a minimum period of 2 weeks in Saudi Arabia.



Sectors: Entire tourism value chain.



Maturity level: Preferably Series A or B funded scale-ups with proven business models. Startups will not be excluded.



Timeline:

Screen
(Nov 2023 – Jan 2024)

Selection of Validation Period **participants**

Validate
(Feb - Apr 2024)

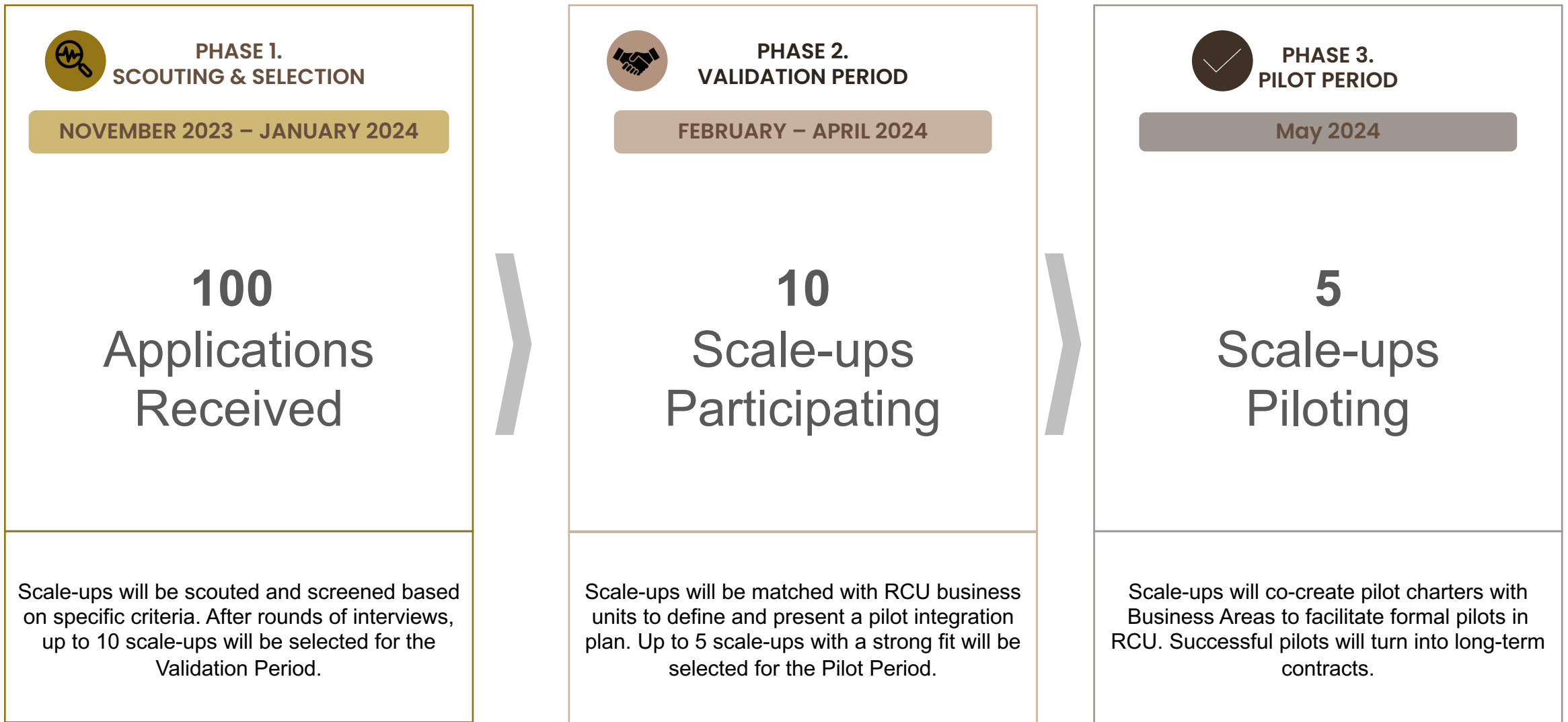
Determine if pilot is **feasible** and attractive

Pilot
(May 2024)

Create pilot charters to bring **impact** in RCU

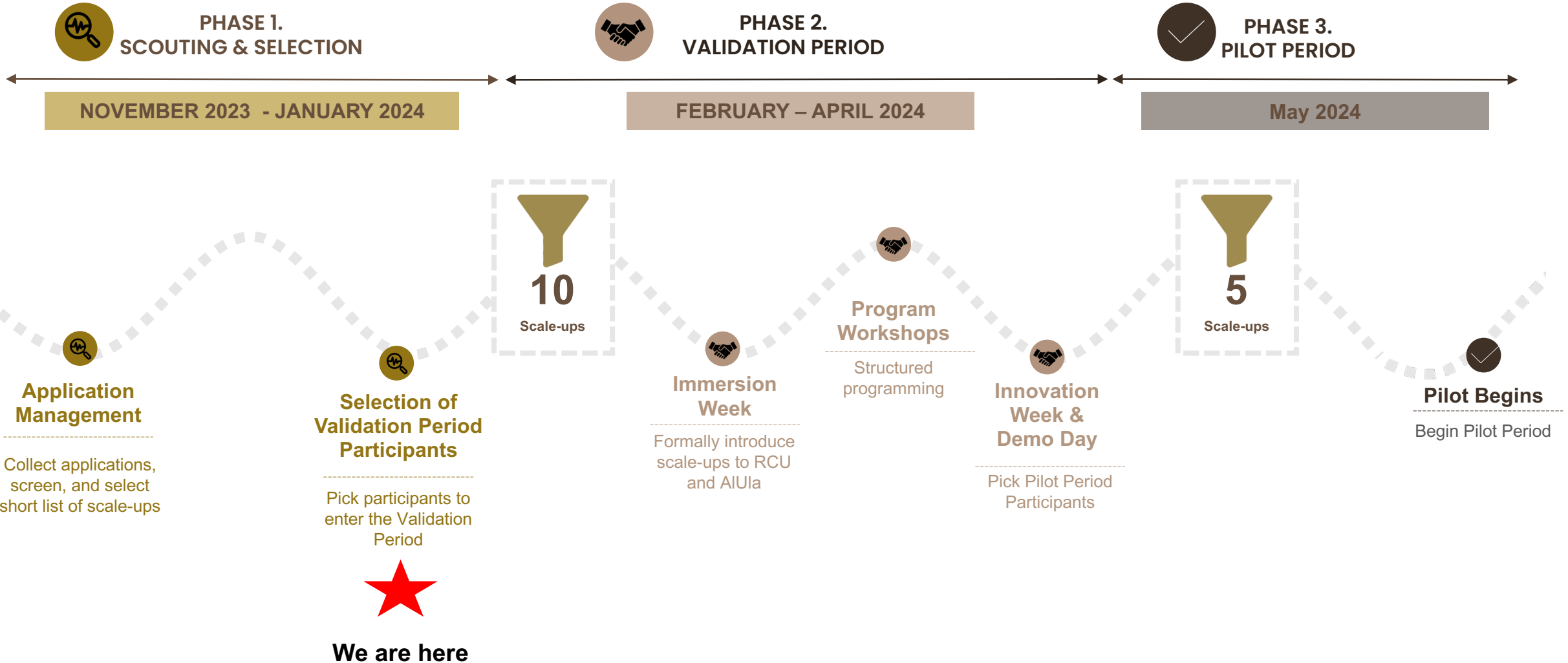
/03 Program Phases

Here are the 3 phases of the RCU Scale-up Hub program. The numbers represent our objectives in each of the phases.



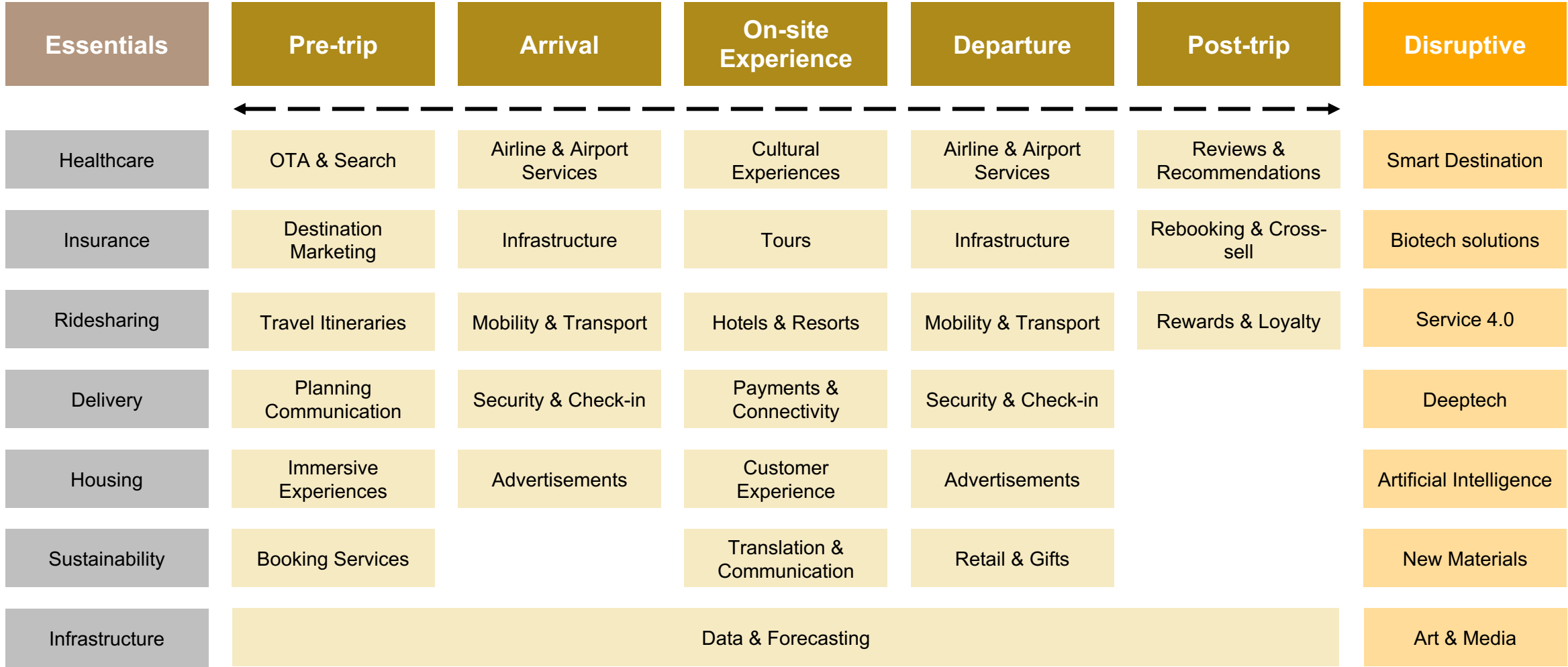
/04 Program Journey

The RCU Scale-up Hub will have key moments in the program journey that are used to further filter the participants and de-risk the outcome.



/05 Tourism Value Chain

Our search for scale-ups spans across the entire tourism value chain. It also includes essential and disruptive solutions.





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