

منشآت
monsha'at

الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

The Real Estate Innovation Program

The Future Construction Methods
Challenge Report

November
2023

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About the Challenge

Introduction

The General Authority for Small and Medium Enterprises (Monsha'at), through the "Future Construction Methods Challenge" in collaboration with the Modern Construction Initiative, an initiative of the Ministry of Municipal and Rural Affairs and Housing, aims to support the development of the real estate sector. The goal is to address the challenges faced in implementing and integrating modern construction methods and technologies, and contributing to improving quality of life and the environment. This challenge is the third in a series of challenges for which we are seeking solutions for the Real Estate Innovation Program, which is dedicated to exploring the unlimited potential in this vital sector. This video provides an overview of the challenge and the results achieved.



Summary of the Challenge



No. of Tracks

2 Sub Tracks



The Challenge
Timespan

1st of Oct. – 14th of
Dec.



Platform

The Challenge
webpage on the
Monsha'at website



Winners

3 Projects



The Qualifiers of the
Final Stage

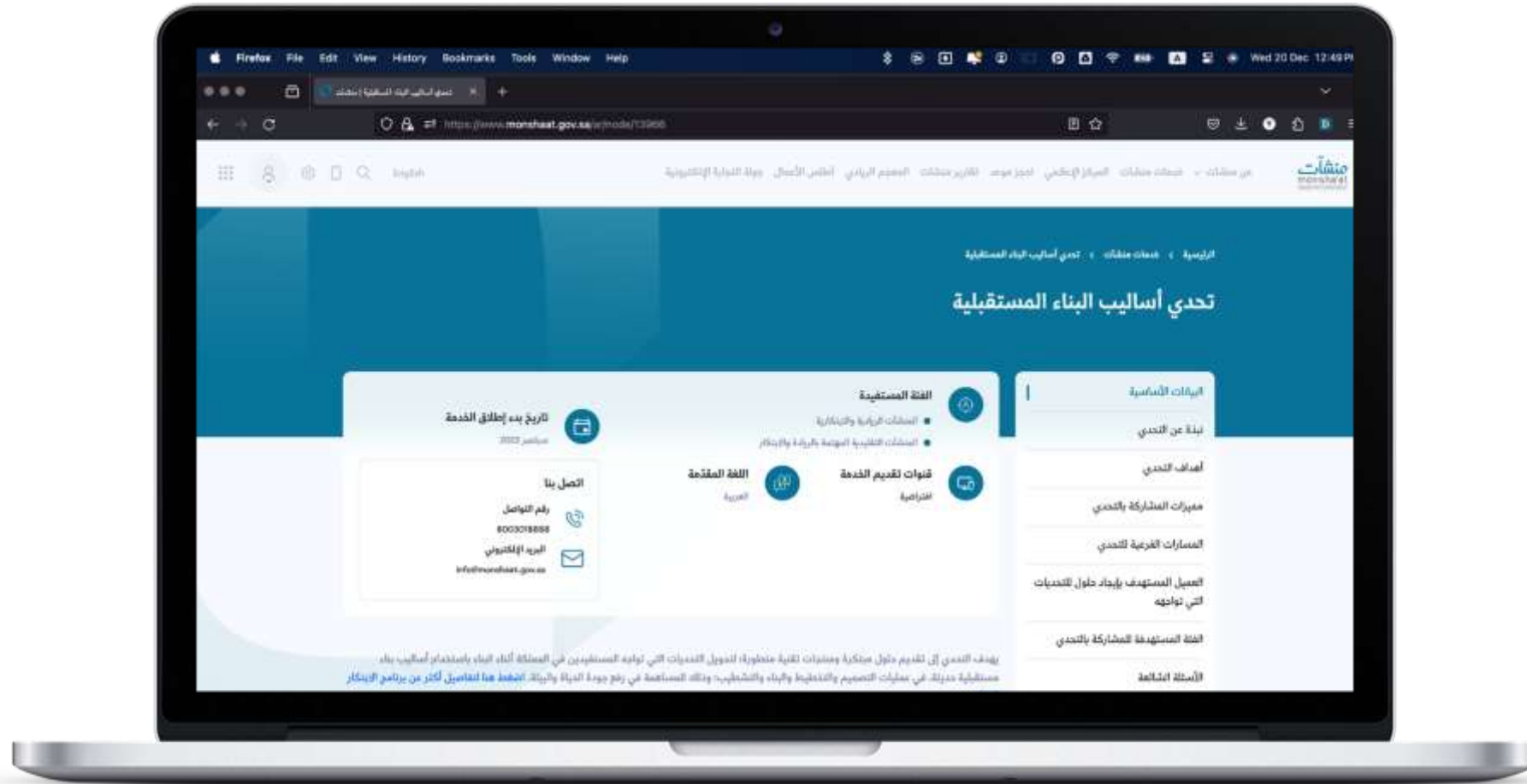
40 Projects



No. of Registrations

93 Registrations

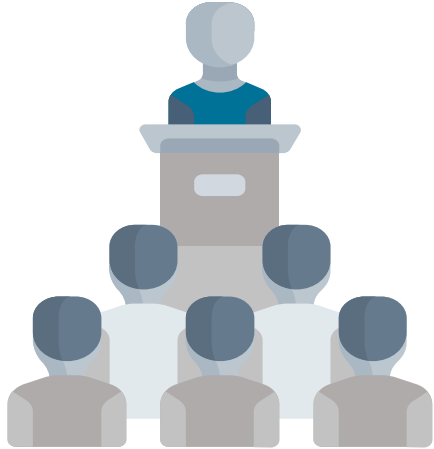
Official Challenge Page on Monsha'at's Website



[Click here to access the challenge webpage](#)

The Challenge Objectives

The challenge aims to find innovative solutions that contribute to achieving the following:



- Developing a sustainable real estate infrastructure by promoting the adoption of future-oriented design and construction methods. This will be achieved through the implementation of solutions and technologies that ensure resource sustainability, reduce the environmental impact of buildings, and result in cost savings.

- Enhancing innovation and competitiveness by adopting new and innovative methods in design and construction processes which reduce construction time. This enhances competitiveness and positions the sector as advanced and developed on the global map.

- Improving the quality of life by achieving major advancements in through the application of designs and methods that enhance confidence during construction and provide comfort through an urban environment.



The Challenge Stages and Timeline



The Challenge Tracks

The Future Construction Methods Tracks

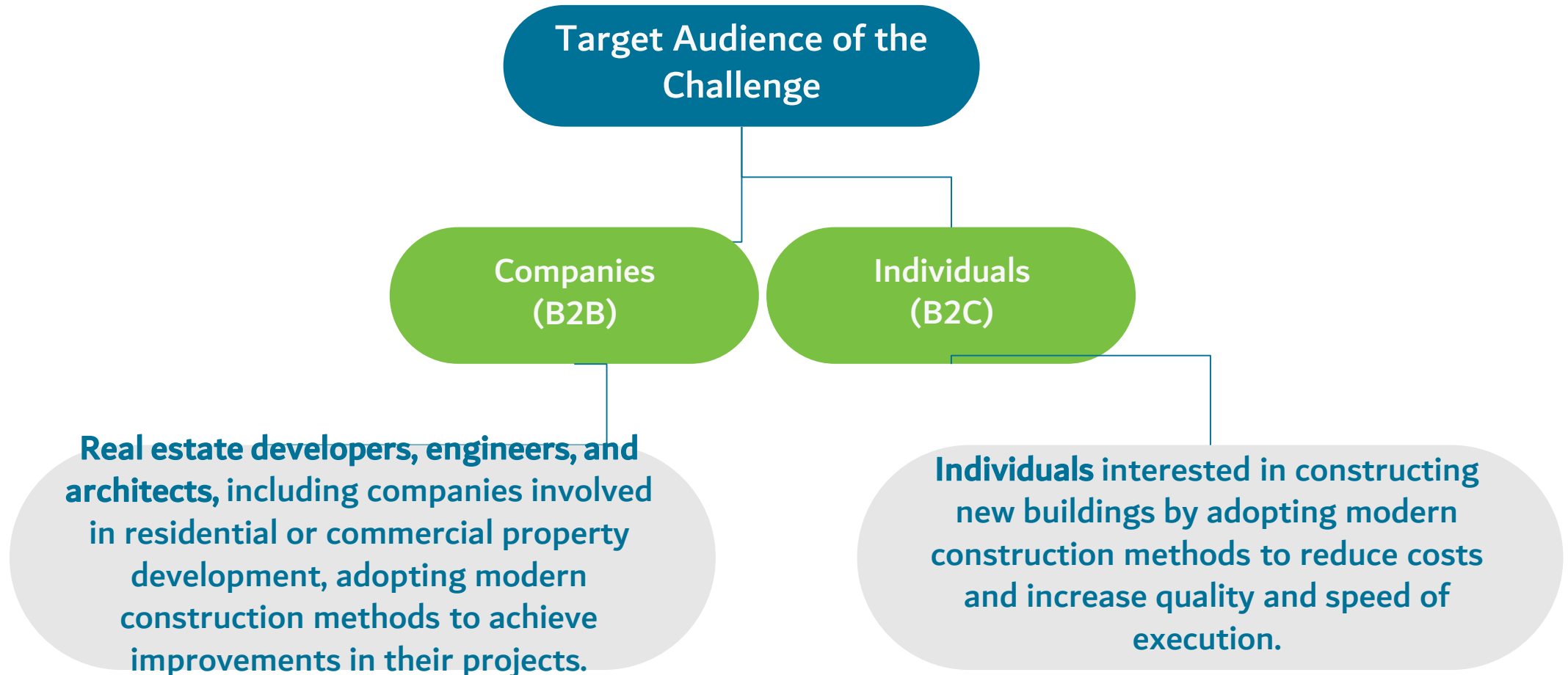
Planning & Designing Track

A track specializing in advanced design and engineering planning methods, including architectural, structural, and interior design, using advanced solutions and technologies, such as utilizing artificial intelligence in material calculation and construction costs, and virtual reality technology in interior design.

Construction and Finishing Track

A track specializing in advanced construction and finishing methods for buildings, using advanced solutions and technologies, such as 3D printing techniques, lightweight concrete, and heat-insulating facades/paints.

Target Audience of the Challenge



Target Audience of the Challenge

The Target Audience for Participation

Traditional enterprises interested in entrepreneurship and innovation

Entrepreneurs in the real estate, technology, and industrial sectors who are interested in exploring the industry, from various stages including:

- Startup stage
(Building the idea, team, and business model)
- Launch stage
(Building the initial product, market testing, and starting revenue generation)
- Growth stage
(User expansion and revenue growth)



Impact in Numbers

93
participants

Registration of 93 participants and innovative solutions during the registration phase. This facilitated the identification of enterprises that provided innovative real estate solutions and enabled easy access and future communication with them.

40 qualifying
participants

Development of 40 innovative solutions through training camps, a crucial phase of the challenge. Experts in the field focused on refining the solutions of the participating enterprises and empowering them.

3
winners

Cash prizes were awarded to the winning enterprises to support the development of their operations. In addition, facilitating their participation in the Real Estate Innovation Accelerator by the end of 2024 was achieved, which seeks to connect them with investors interested in the sector.

The Judges' Committee

The Judges' Committee



Mr. Msfer Al Qahtani

Team Leader - Real Estate Development – Monsha'at



**Mr. Fahad
Almushayqih**

Capacity Building Manager for the real estate sector at the Real Estate Development Agency - Modern Construction Initiative, under the Ministry of Housing



**Eng. Ibrahim Al
Darweesh**

Manager of Technical Studies Department - Modern Construction Initiative, under the Ministry of Housing



The Training Camp

The Training Camp Summary

The Training Camp Objectives

Enhancing the quality of submissions in the 'Future Construction Methods' challenge by providing workshops that help participants understand creative thinking tools, types of innovation, financial and operational liquidity management, and best practices for presenting to investors. This is done to assess the readiness of their projects and contributions and to develop them through workshops with experts and trainers.



Total Participants

Participating teams:
38

Each team is represented by an individual from their respective company



Training Material

4 training days

Including (Building the Business Model - Financial Planning - Design Thinking - Project Presentation Skills and Training Exercises)



Timeframe

Nov. 19th – Nov. 22nd

Pitch Day: Nov. 28th

4 training days + 1 pitch day
4 hours per day
Total of 20 hours

The Training Camp Summary



No. of Trainers

5 Trainers



No. of Participating
Projects

40 Projects



Registration Channel

Monsha'at Academy



Time

1 – 5 p.m.



Date

Nov. 19th – Nov.
22nd

Pitch day Nov. 28th

zoom

Platform

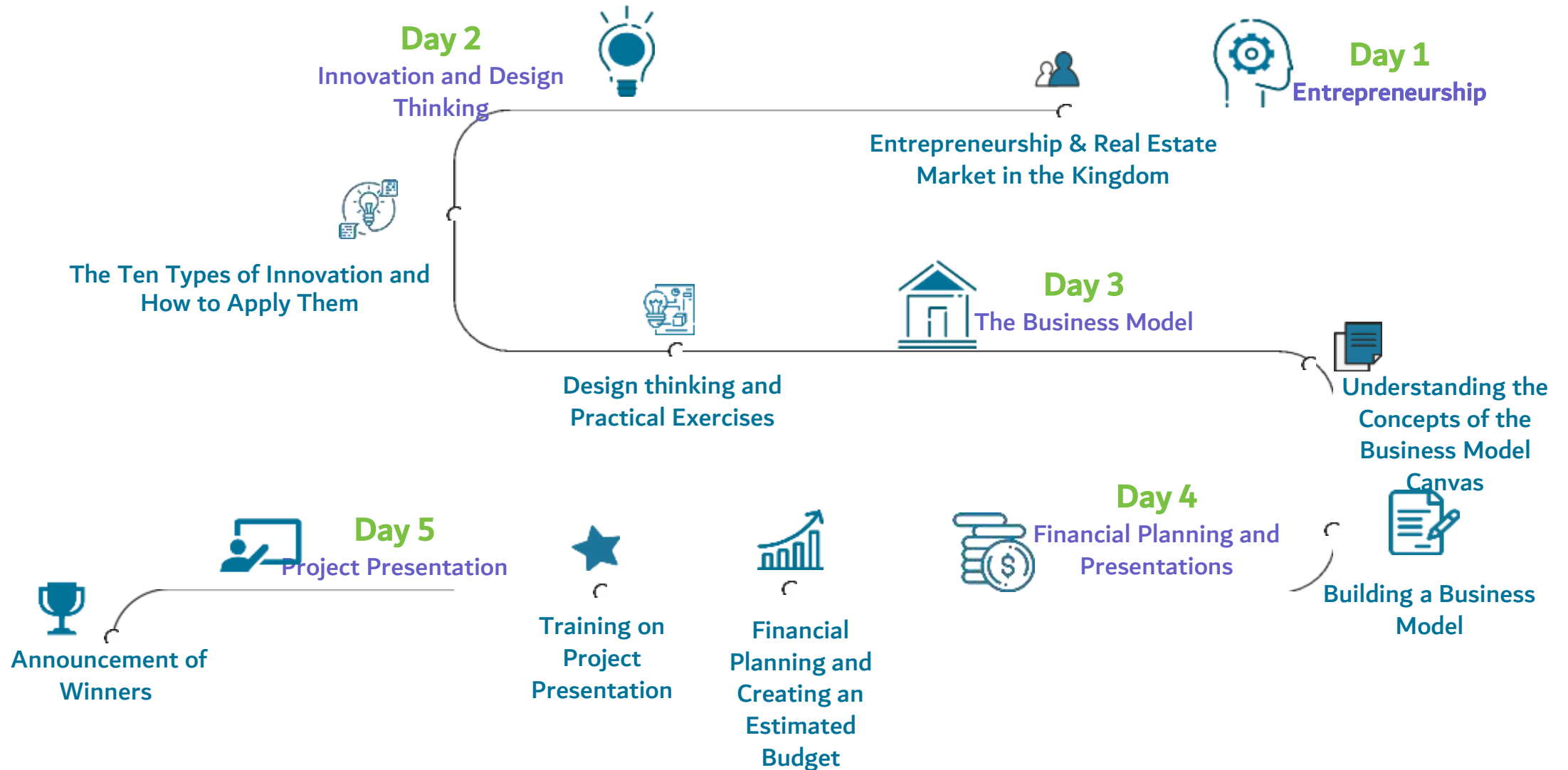
Virtual App

Registration on the Camp's Page via Monsha'at Academy



[Click here to access the camp page](#)

The Training Camp Topics and Timeline



Trainers



Mr. Mohammed Alhashmi

Trainer and specialized consultant in design thinking methodology and startup project design



Mr. Talal Alosaimi

Founder of startups and an expert in entrepreneurial business development and growth



Mr. Essam Al Domaini

Ph.D. researcher in city marketing, interested in business development, and a member of the judging committee for the Marketing & Customer Experience Pioneers Award



Trainers



Mr. Samer Arabiat

Financial advisor for several institutions and a trainer on financial modeling for startups



Mr. Muath bin Hussain

The General Manager of GOODAT and a consultant in business management and development



Summary of Qualified Participants

Demo Day

After completion of the participants' training camp, their presentations were refined based on the learning outcomes before being evaluated by the judging committee. The submissions were assessed to determine the winners, with the first-place winner receiving a prize of fifty thousand Saudi riyals, the second-place winner receiving a prize of thirty thousand Saudi riyals, and the third-place winner receiving a prize of twenty thousand Saudi riyals. Below is a summary of the qualifying participants on the demo day.



Winners

3
Projects



No. of Participants on
the Demo Day

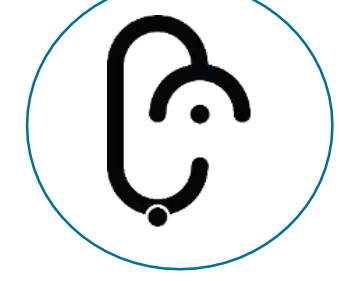
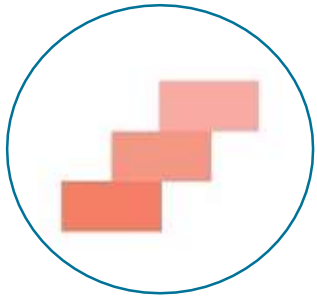
31
Projects



No. of Qualifiers for
the Training Camp
Stage

40 Projects

Participants Overview





Winners

Announcement and Prize Distribution Day



Time
5:30 p.m.



Date
14th of Dec.

مركز نكاء | منشآت
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Location
Thakaa Center –
Riyadh Front for
Businesses



3 Winners

First Place



Souq
Acwme



[@acwme](https://twitter.com/acwme)

Second Place



AMUNIQUE

E



[@AMUniquE](https://www.instagram.com/AMUniquE)

[eSA](https://www.instagram.com/AMUniquE)

Third Place



ABN



[@ABN_store](#)

Media Announcement of Winners



[Click here to access the news page](#)



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Thank you