

Dubai Tourism & Commerce Marketing joins the Emirates Group and GE as a principal partner of Intelak

Winners of the third cohort of the incubator programme announced

Dubai, UAE, 07 February 2018 - Intelak, one of the first industry- and technology-focused incubators in the MENA region, has announced that Dubai Tourism & Commerce Marketing will be joining the Emirates Group and GE as a principal partner. The incubator has also selected four winning teams from the third round of applications to be part of the incubation programme.

Launched in September 2016, Intelak gives innovators, entrepreneurs and students an opportunity to submit business concepts in tourism, travel and aviation related domains. Intelak then provides the winning teams with funding of AED 50,000 each, as well as structured support including training modules, work space at Dubai Technology & Entrepreneurship Centre (DTEC), mentorship from local and international experts and access to investors at the end of the incubation period to realise their visions.

Dubai Tourism will offer expertise in the exciting 'inspiration' and 'destination' aspects of the aviation and travel journey which is core to Intelak, as well as providing a valuable B2C (business to consumer) link to the incubation programme by introducing the winning teams to relevant industry partners in the travel and tourism sector.

Abdulaziz Al Ali, Emirates Executive Vice President, Human Resources said: "We are delighted to welcome Dubai Tourism as one of the principal partners to Intelak. The overall aim of the initiative is to foster and support a strong culture of innovation that can bring about the next cutting edge idea to help redefine the travel experience. Dubai Tourism's participation in Intelak will also ensure a strong injection of expertise from the travel and tourism sector into the incubation programme."

Rania Rostom, Chief Innovation Officer for GE MENAT added, "Intelak strives to address the entire value chain of the aviation industry. From the engines and systems that help planes to fly, to passengers' experiences in airports and on board, to the experiences tourists have in destinations around the world, this Incubator is now uniquely placed to look at new ideas in every aspect of travel. We are thrilled to partner with DTCM, as their level of expertise in the travel and tourism sector is unmatched. Their immense industry knowledge will be an enormous benefit to Intelak's startups."

Yousuf Lootah, Executive Director Tourism Development and Investments, Dubai Tourism said: "Intelak program fits well with Dubai Tourism strategy to foster innovation and entrepreneurship as envisaged by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. With this partnership, we look to strengthen Dubai Tourism's position as an advocate of innovators and creators in the wider tourism sector we continue to encourage more and more startups in the industry by offering advice and connecting people."

Winners of the third cohort

Four winners were chosen from over 200 submissions for Cohort 3 of the Intelak programme. Applications included a mix of ideas for the travel and tourism industry including RV camps, machine

learning, hardware improvements, AI and sustainability platforms. The four winning teams were selected after participating in an intensive one week-long pre-incubation bootcamp that provided the top 15 finalists with training on value creation, marketing, growth hacking, financial modelling and building an investor pitch deck. The winning teams were selected based on their team's abilities to execute their startup, the innovativeness of their product or service and the financial feasibility of their project. The teams chosen to be part of cohort three of the incubation programme are Ecopoints - a sustainability rewards platform, SLS Logistics - a smart software solution for cargo, Safeflight - a platform that connects passengers with medical professionals in-flight and Trepit - a peer-to-peer travel rating website.

The four winning teams will now have access to an intensive industry specific 90-day incubation programme with expert guidance from trainers and mentors in addition to seed funding of AED 50,000 per team. At the end of the incubation period, teams will be able to pitch their startups to a panel of industry experts and well as potential partners and investors.

For further details about the Intelak programme please visit www.intelak.com

About Intelak

Intelak Incubator, founded in 2016, is one of the first industry and technology focused incubators to be established in the MENA region. The Emirates Group, GE and Dubai Tourism & Commerce Marketing are principal partners in the programme, bringing a wealth of public and private support to the initiative. The Incubator is located at the Dubai Technology & Entrepreneurship Centre (DTEC), a hub for ideas and entrepreneurship within Dubai Silicon Oasis.

Intelak invites business concepts from UAE-based innovators, entrepreneurs and students in tourism, travel and aviation related domains. Teams go through a rigorous selection process, and winners are provided with funding of up to AED 50,000 each and a 90-day intensive, tailored incubation programme with guidance from mentors and trainers. At the end of the incubation programme, winning teams pitch their start up concepts to a panel of industry experts as well as potential partners and investors.