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Ibtechar Academy

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Why choose Ibtechar?

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Building capacity for impact

Enabling innovation means pairing creativity with practical application. Both are vital for success. That's the balance we strike at Ibtechar. We equip our clients to turn vision into action — collaborating on projects, strategies, spaces and products to create new solutions and ways of working.

What sets us apart is our team. We're a diverse mix of independent thinkers with creative and practical expertise. Our partnerships span from government to multinationals to local grassroots organisations. In consultancy, training, project management and implementation we champion a human-centric approach. We prioritise action over theory to deliver meaningful change.

Our strong local roots and extensive global network help us bring fellow innovators together. We partner with local and international organisations working in Qatar and promote the nation's achievements on the world stage.

FORGING our future, together

10+ years

practical experience in innovation

600+ skilled talent

recruited and managed

40

innovation projects delivered

70% market share

of certified innovation spaces in Qatar

OUR VALUES

Impactful

We turn creative vision into practical actions and tangible outcomes.

Dynamic

We're an energetic team that values agility, boldness and creativity.

Knowledgeable

We're capable, experienced and experts in the field in which we operate.

Empowering

We equip our clients with the capacity to drive their own growth and success.

Collaborative

We're client-centric and supportive with a cooperative approach.

OUR MISSION

**Shaping
prosumers
of knowledge**

INNOVATION

INNOVATION IN ACTION

SINCE 2011

- | | | | |
|---|---|---|--|
| 2011 Officially opened, as the first incubated startup in Qatar. | 2012 Developed products tailored to market demands and customised to client needs. | 2014 Introduced emerging tech and digital fabrication skilling to Qatar. | 2015 Launched the Sanea program to promote innovation and “maker” culture to K-12 students. |
| 2017 Recognised as a Top 100 startup by WEF. | 2018 Created the first innovation lab in an incubation center in Qatar. | 2019 Launched Juthoor Al Arabiya to revolutionise Arabic teaching. | 2020 Delivered 70% of innovation spaces in Qatar. |
| 2021 Partnered with Barzan Holdings to deliver drone tracking solutions. | 2022 Awarded the QDB Top 50 SME Excellence Award. | 2023 Built value-add international partnerships with UQ and Global Innovation Institute. | 2024 Developed end-to-end government innovation offerings. |

IBTECHAR ACADEMY

Unlocking human potential through specialised digital and innovation skills training and development programs.

SUPPORTING the innovation learning journey

FOR STUDENTS

Planting the seeds of innovation

Through hands-on learning and real-world applications, we prepare the next generation to become leaders in technology and innovation.

FOR PROFESSIONALS

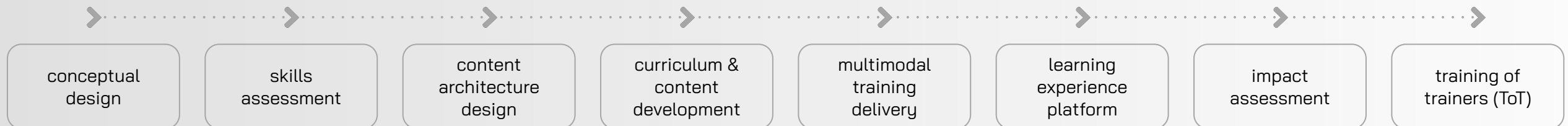
Developing innovative thinking

Our programs are tailored to help professionals unlock their potential to innovate, enhancing their capabilities and driving career development and success.

FOR ORGANISATIONS

Building capacity to innovate

We embed innovation into workplace learning and development – developing curricula, digital learning solutions, and building internal capacity and skills.



IBTECHAR CONSULTANCY

Tailored innovation strategies and support that transform your vision into actionable and sustainable success.

BUILDING the innovation learning journey

STRATEGY➤

Defining the way forward

We offer actionable insights and strategic guidance tailored to national development goals, building a roadmap for transformative growth.

ECOSYSTEM BUILDING➤

Developing talent and culture

Our programs are tailored to help professionals unlock their potential to innovate, enhancing their capabilities and driving career development and success.

CO-CREATION➤

Putting innovation into action

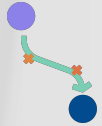
We help prototype, test, and refine concepts in real-world scenarios, ensuring they are robust, scalable, and ready for successful deployment.

- Readiness & maturity assessments
- Innovation strategy
- Innovation roadmap

- Innovation hubs:
Labs, incubators, accelerators
- Innovation programs:
Workshops, hackathons, sprints

- Proof of concepts (PoCs)
- Pilot programs
- Market-ready products & services

WHY CHOOSE IBTECHAR?



APPROACH

Our Innovation Framework provides a structured and adaptable roadmap for organisations to grow their internal capacity.



EXPERIENCE

We bring over a decade of experience in working with government organisations and cross-sectoral partners in Qatar.



NETWORK

Our strong roots in Qatar and extensive global network allow us to leverage international best practices for local growth and success.



TALENT

We're a diverse mix of independent thinkers combining creative and practical expertise to deliver lasting impact.

“The weekly check-ins and one-on-one calls have been highly valuable, as they fast-track responses and updates, ensuring smoother communication and keeping everyone up to date.”

– MCIT, on the Digital Skills Framework

“For us the most impactful services have been the training for teachers and students, engaging stakeholders and schools, and organisational management.”

– Shell, on the Nxplorer program



OUR FOUNDERS AND LEADERSHIP



Khalid AbouJassoum
Founder & Chairman

As a mission-driven entrepreneur, Khalid brings his diverse and extensive skill set in financing, product development, prototyping, manufacturing, patenting and multinational team assembly to Ibtechar.



Nayef Al-Ibrahim
Co-founder & CEO

Nayef is the driving force behind Ibtechar's goal of building a knowledge-based economy — leveraging his experience in engineering and capital projects, and able to guide projects from ideation all the way to implementation.



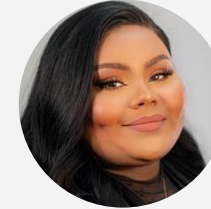
Robert Garita
Operations Director



Moustafa Raslan
Business Development Manager



Omar Ismail
Financial Officer



Einas Mohammed
Head of Services



Areej Abu Raed
Product Lead

WHO WE WORK WITH

Public Sector



NGO & Third Sector



Learners



Private Sector



OUR PARTNERS



Authorized Training & Assessment Provider

A global organization dedicated to fostering and recognizing innovation across various industries. Glnl provides certifications, resources, and a platform for individuals and organizations to enhance their innovation capabilities and showcase their commitment to innovative practices.

"Ibtechar is the only Authorised Training & Assessment Provider (ATAP) for Glnl in Qatar"



Belgium's leading company in digital skills assessment and micro-learning. UQ Learn stands out for its extensive experience in the European market in assessing digital skills for both organizations and individuals, in addition to providing micro-learning to enhance digital skills for individuals and organizations

"Ibtechar is the Middle East strategic partner for UQ"

TRACK RECORD

INNOVATION

CASE STUDY

SANEA PROGRAM

Read the full case study at www.ibtechar.com

WATSON

Cultivating a Generation of Young Innovators in Qatar

A multifaceted initiative to foster a culture of making and innovation among Qatar's youth.

Grounded in the Makers Approach and the Engineering Design Process, the Sanea Program emphasises project-based learning and the practical application of knowledge. This approach cultivates critical thinking, problem-solving, and technical skills. Key elements of the program include:

- **Sanea Competition** : An annual national competition for challenging students to solve real-world problems.
- **Sanea Bus** : a mobile digital fabrication lab equipped with 3D printers, electronic circuits, and CNC machines.
- **Sanea Camp** : Hands-on experiences that explore concepts and technologies through field trips and experiential learning.
- **Sanea Curriculum** : A comprehensive maths and science curriculum bridging the gap between theory and practice.
- **Sanea After-School Program** : Fostering key skills such as innovation, critical thinking, and communication.
- **Sanea Excellence Program** : A mentorship program for students pursuing the Education Excellence Award.



Project Impact

Launched in 2015, the Sanea Program has achieved remarkable success, with over:

8,500+

Students Engaged

24+

Evaluations

300+

Tech Teachers Trained

350+

PD Sessions

75+

Teachers Trained

150

Tech Workshops
Delivered

350+

Tech Workshops
Delivered

5

PD Tech Curricula
Developed

350+

Tech Workshops
Delivered



CASE STUDY

JOTHOOR ALARABIYA

Read the full case study at www.ibtechar.com

INNOVATION

Revitalising Arabic Language Learning for a New Generation

An innovative educational program to address the declining use of Arabic among young learners.

Recognising the crucial role of language in shaping identity and culture, Jothoor Alarabiya aims to strengthen Arabic language skills in reading, writing, listening, and speaking. The program is designed to serve parents seeking effective language learning solutions and schools looking to enhance their after-school activities.

➤ Structured, Personalised Learning

Jothoor Alarabiya employs a personalised methodology based on self-learning, spaced repetition, and incremental steps, drawing inspiration from the Kumon method.

➤ Comprehensive Curriculum

The program aligns with Ministry of Education and Higher Education (MOEHE) standards and international Arabic language standards. It provides hard-copy and online booklets, supporting videos, and access to both online and in-person tutorials.

➤ Parental Engagement

Weekly progress reports, monthly feedback sessions, and accessible mentoring options ensure parents are actively engaged in their child's language development.



جذور عربية



Project Impact

Since its launch, Jothoor Alarabiya has witnessed significant growth and positive impact.

2200+

Students Enrolled

84%

YoY Growth

220+

Teachers Trained

85%

Level-up Success

8870+

Feedback Reports

10

Program Levels

900+

Booklets Published



The Digital Future Is Human

المستقبل الرقمي هو الإنسان



CASE STUDY

DSF

[Read the full case study at www.ibtechar.com](http://www.ibtechar.com)

INNOVATION

Digital Assessment & Upskilling: DSF Implementation Project

The Digital Skills Framework (DSF) Implementation project is an initiative by MCIT to standardize digital skill assessments and accreditation through an online platform offered to public and private institutions in Qatar.

A 3.5 year project (2024-2027) in collaboration with UQ that aims to:

1. Develop standardized skill assessments for 76 digital skills across 16 industrial sectors and their employee profiles (Digital Driver License)
2. Provide a process to onboard and certify organizations to deploy the assessment process across their organizations
3. Develop incentive schemes for organizations and individuals
4. Establish online identity and presence
5. Align with 20+ local stakeholders in the form of steering and working groups



SKILLS ASSESSMENTS



PERSONAL SKILLS ID



SKILLS & JOB MATCHING



TALENT INSIGHTS

Project Impact

76

Digital and digital-enabling skills

75,000

Individuals allocated

45,000

Digital Driver's License

25

Certified organizations

Digital Assessment & Upskilling: DSF Implementation Project

Digital Skills

IT Landscape describes information technology at a structural level including the physical design and management of all IT assets

Hardware describes all skills required in the process of designing, developing, testing, producing and maintaining physical electronics

Software describes all skills needed to design, develop and maintain a software that is installed on individual devices or embedded systems

Data describes all skills needed to analyze and manage data for all uses to drive business processes and improve business outcomes

Automation describes all skills needed to design, develop and manage automated processes and underlying technologies

Security & Safety describes all skills needed to protect IT assets from attack, damage, or unauthorized access

IT Compliance describes skills that provide adherence to ICT related policies & regulation, industry standards & norms as well as licenses for the organization to help facilitate compliant, fair and up-to-date processes

Digital Strategy describes skills that are required to achieve business goals via the adoption of digital initiatives

Digital Marketing includes all skills required to promote and sell products online by leveraging different online marketing channels & content

Technology Management includes skills to manage tech fundamentals in an organization to create competitive advantage

Digital Enabling Skills

Digital Communication includes conveying and exchanging thoughts, ideas and information effectively through various channels

Creativity & Innovation describes the use of creativity and design thinking techniques to understand conceptual problems and generate new ideas in digital environments

Self-management describes taking ownership of managing personal effectiveness and holistic physical, mental, emotional and social well-being

Digital Organization describes skills required to transfer, implement and create value from digitization to adapt and balance a new culture with innovative technologies

(Agile) Project Management describes the initiation, planning, controlling, monitoring and completion of projects, including agile project management

Competencies

Individual skill profiles per key job profile / sector:

Concrete job profiles across 9 high-level job level

Manager

Profess.

Associate

Clerk

Service & sales

Agri-cultural

Craft & Trades

Machine ops.

Elementary

Skill needs for managers in Public Administration (Workforce: c. 4.5k)

IT Landscape

Hardware

Software

Data

Automation

Security & Safety

IT Compliance

Digital Strategy

Technology Mgmt.

Digital Marketing

Creativity & Innovation

Digital Communication

Self-Management

Digital Organization

(Agile) Project management

Individual skills:

Ability to steer digital transformation

Focus on data-based decision making

Requires strong project mgmt. skills

Focus on automation skills (to manage processes in administrative functions)

Job & Skill Profiles

Learn different.

1. My digital skills

How do you typically collaborate with others on projects or tasks?

I rarely or never engage in collaborative work online.

I collaborate by sharing files via email or other channels.

I regularly use communication tools like Slack or MS Teams to coordinate with team members and share project updates.

I leverage collaborative platforms like Google workspace or Trello for real-time document editing and team collaboration.

7/40

Assessments



Matching to Training

Dashboard

Download PDF

Digital Skills Label Journey Digital Pioneer

Started at July 15, 2024

31 weeks left

As a medium-sized company, you need to reach the following goals

50% of employees registered for the program

90% of employees finished the Baseline Measurement (in DSU)

90% of employees completed 2 measurements after the first year (in DSU)

15 completed successful actions (goals) from the digital skills action plan

25% of employees have reached a higher skill level after training

80

Employees invited for the Digital Skills License

90 %

Employees completed Digital Skills License

93 %

Employees completed 1 measurement

80 %

Employees completed 2 measurements

OVERVIEW PROFICIENCY LEVEL EMPLOYEES

Proficiency level

Job profile

10 managers

26 professionals

37 associates

48 clerical support

29 elementary occupations

View all proficiency levels

SKILL LEVEL PROGRESSION

40%

30%

20%

10%

0%

Q1

Q2

Q3

Q4

target

DIGITAL PIONEER ACTION PLAN (10 GOALS)

Creation date

Goal

Start date

End date

Accomplished

10 - 04 - 2024

IT Landscape Skills

01 - 05 - 2024

30 - 04 - 2024

5/5

Details

10 - 04 - 2024

Hardware Skills

01 - 05 - 2024

01 - 07 - 2024

5/5

Details

Add goal

Items per page: 20

1/2

Results & Dashboards

CASE STUDY

QBIC FABLAB

Read the full case study at www.ibtechar.com

INNOVATION

Innovation Spaces: QBIC Fablab

QBIC Fablab is the first human centric fabrication lab in Qatar for entrepreneurs and innovators.

Qatar Development Bank had the vision to build an open-access innovation lab for entrepreneurs and innovators in Qatar and to be hosted within the Qatar Business Incubation Center.

Delivering on that vision, Ibtechar designed and built a human-centric, futuristic digital prototyping lab in 2018, and operated it in the period of 2018-2021.

his innovation space provided:

Emerging tech workshops for professionals and entrepreneurs

Prototyping solutions for any innovative idea

Pre-production of mature products

R&D services to academia, research centers and institutions like Hamad Medical Corporation

A Diploma in Digital Manufacturing certified by the global fab foundation

Open access to all lab machinery for registered members



Project Impact

Within just six months of operation in 2020, the QBIC Fab Lab achieved remarkable outcomes:

790+

Innovators

148

Tech Workshop

480+

Tech Project

4384

Training Hour

7

Products



CASE STUDY

STUDIO 5

Read the full case study at www.ibtechar.com

Innovation Spaces: Studio 5

The Studio 5 (studio 5 previously) is an ICT skilling lab established by MCIT to trigger a mindset shift in the youth from being consumers to creators and equip them with future ICT skills.

This project was initiated and operated by Ibtechar and Malomatia (2019-2023) and is currently being expanded and solely operated by Ibtechar (2023-2027).

- **Target Audience**

1. 7-18 year olds (K-12)
2. 19-24 (Young Professionals)
3. Teachers & Professors (Professional Development)

- **Focus Areas:**

1. Game & App Development
 2. AI & Robotics
 3. Digital Manufacturing (3D Printing, 3D Design..etc)
 4. AR / VR
 5. Electronics and Programming
- The project is certified by the International Federation of Inventors Association as well as Fab Foundation.



Project Impact

27000+

Students

947+

Tech Workshops

250+

Learning Modules

25+

Schools

106

Teachers Trained

5

Hackathons

1

Lesson Plan Global
Award

9

PD Sessions



CASE STUDY

QATAR SCIENCE & TECHNOLOGY SECONDARY SCHOOL FOR BOYS

Read the full case study at www.ibtechar.com

INNOVATION

Digital Manufacturing Curriculum: Qatar STEM School

The Digital Manufacturing & Rapid Prototyping Curriculum was developed by Ibtechar for Qatar's first STEM school to provide guided learning for grade 9-12 students.

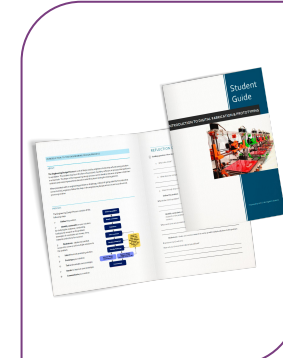
Under the supervision of MOEHE, Ibtechar designed and delivered the first digital prototyping lab in a STEM school in Qatar in addition to designing the curriculum for its' students.

- **Scope included:**

- Design & Setup of the digital prototyping lab
- Curriculum development
- Train the trainers session for the school teachers
- Ongoing support for technical and educational needs

- **The curriculum included:**

- Frameworks for design and manufacturing
- Practical exercises
- Reflection questions
- Student and teachers guides



Project Impact

CASE STUDY

NCSA CYBERSECURITY BOOTCAMP

[Read the full case study at www.ibtechar.com](http://www.ibtechar.com)

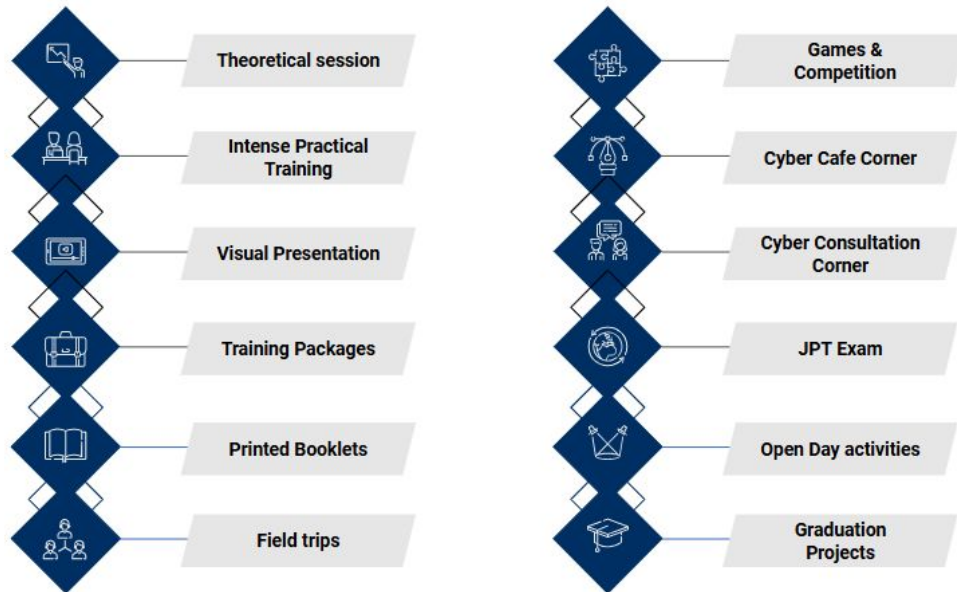
INNOVATION

National Cyber Security Agency - Cyber Security Bootcamp

A camp that was initiated by NCSA with the aim of empowering and enhancing student knowledge on cybersecurity industry through interactive, hands-on workshops and activities to ignite their experiences

By the end of the program, participants will be technically qualified to go through the Junior Penetration Tester (JPT) Certificate.

- The program Includes:



Project Impact

7
Experts

100
Training hours

2
Field Trip

4
Stakeholder

50
Projects

180
Students participation

CASE STUDY

GOVERNMENT INNOVATION TRAINING PROGRAMME

[Read the full case study at www.ibtechar.com](http://www.ibtechar.com)

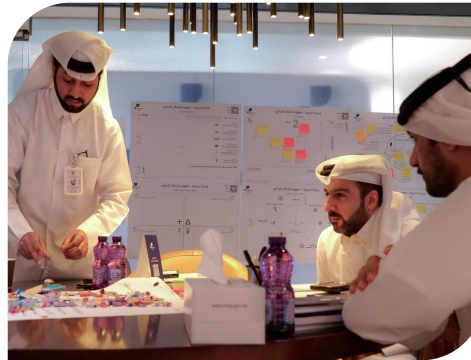
Innovation Training & Upskilling

“**Government Innovation Training**”; a 5-day training that blends theory and practice where participants from across 9 departments went through an eye-opening journey of learning how governments innovate and apply it on real case scenarios.

- **Topics**

- Innovation Concepts & Futuristic Governments
- Innovation Management Framework
- Practical Design Thinking
- Local Innovation Ecosystem

Included:



Project Impact

9

Departments

+84%

Performance Improvement

91%

Satisfaction Rate

CASE STUDY

DRONE TRACKER SOLUTION FOR BARZAN HOLDING

Read the full case study at www.ibtechar.com



INNOVATION

Innovation Pilot Project: Commercial Drone Tracker for Defence

A proof-of-concept R&D project sponsored by Barzan holdings and developed by the technical team of Ibtechar to attach a low-latency tracker chip to commercial drones for geolocation and geofencing.

This device was developed by Ibtechar in response to a pilot request from the Ministry of Defence and under the supervision of Barzan holdings to develop a local solution to track locations of any commercial drone to be licensed to fly in doha.

• The device included:

- A tracker chip with built-in sensors, memory and battery
- A locally-hosted tracker platform with geo-fencing and messaging capabilities
- An anti-vandalism attachment casing and electronics



Provides accurate location both indoors and outdoors.



Anti vandalism system detection



05 days lasting battery (Passive Mode)
01 day lasting battery (Tracking Mode)



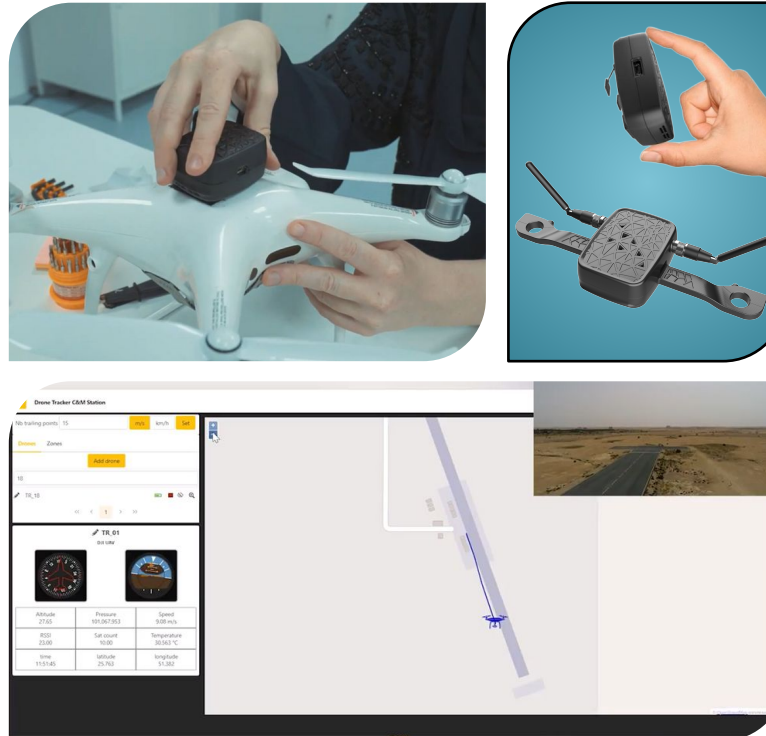
Offline mode with the help of the integrated microSD card



Records the environment's data (Altitude, Temperature, Pressure, Speed)



Easy setting of geo-fencing zones



Project Impact

500+
Flight Tests

5
Prototypes

1
Customized Tracking Platform

16+
Location Test Across Qatar



USE CASE

LEARNING EXPERIENCE PLATFORMS

[Read the full case study at www.ibtechar.com](http://www.ibtechar.com)

INNOVATION

USE CASE

Creating Engaging and Effective Digital Learning Experience

Personalised learning, adaptive assessments, gamification, social learning, and robust analytics.

Ibtechar partners with educational institutions to develop and implement comprehensive Learning Experience Platforms (LXPs) that transform digital learning. Our approach goes beyond simply providing technology; we focus on customisation, content creation, user training, and ongoing support to create engaging and effective learning environments.

➤ Engaging Platform Design

Our LXPs are designed to provide a personalised and engaging learning experience with adaptive learning paths, gamification, social learning tools, and comprehensive analytics to track student progress.

➤ Content Creation and Curation

Ibtechar's Education Unit develops and curates interactive digital content including interactive lessons, videos, quizzes, simulations, and collaborative projects designed to promote active learning.

➤ User Training and Support

We provide comprehensive training for both educators and students to ensure the successful adoption and utilisation of the LXP via online tutorials, webinars, and in-person workshops.



LXP Impact

Ibtechar's LXPs empower learners through personalised digital experiences, fostering curiosity, creativity, and skill development.

Personalised Learning

Our LXPs adapt to individual student needs and preferences, leading to increased engagement and knowledge retention.

Data-Driven Insights

Robust analytics and customised assessments allow organisations to track student progress, measure the impact of training, and identify areas for improvement.

Future-Ready Learners

By providing engaging and effective digital learning experiences, Ibtechar's LXPs equip students with the skills and knowledge necessary to thrive in an increasingly digital world.



Read the full case study at www.ibtechar.com

USE CASE

THE GINI INNOVATION MATURITY ASSESSMENT TOOL

Read the full case study at www.ibtechar.com

USE CASE

Uncovering Innovation Strengths and Opportunities for Growth

Ibtechar leverages the Global Innovation Institute's Innovation Maturity Assessment Tool to provide organisations with a clear and comprehensive understanding of their innovation capabilities.

The InMAT employs a holistic framework to assess an organisation's innovation maturity across eight key areas: Strategy, Foundation, Procedures, Financing, Enablers, Engagement, Reinforcement, and Outcomes.

➤ Targeted Enquiry

The InMAT poses a series of targeted questions within each key area to uncover the depth and effectiveness of an organisation's innovation practices.

➤ Collaborative Assessment Journey

Ibtechar's certified assessors conduct the InMAT assessment using a collaborative approach that includes document reviews, targeted interviews, and site visits.

➤ Multi-faceted Assessment Approach

The assessment encompasses a Strategy Review, Organisational Review, Program Review, Targeted Operations Reviews, and Targeted Interviews to gain a comprehensive understanding of the organisation's innovation landscape.



Outputs

At the end of the process, organisations receive a comprehensive report that provides a clear picture of their innovation maturity level and actionable recommendations for improvement.

Innovation Maturity Level

The report identifies the organisation's current maturity level as Originator, Champion, or Leader, reflecting their overall innovation capabilities.

Detailed Recommendations

The report provides specific findings and observations for each of the eight key areas, highlighting strengths and weaknesses.

Actionable Roadmap

The InMAT report helps organisations to enhance their innovation maturity through targeted strategies, effective processes, and a culture of sustainable innovation.



USE CASE

INNOVATION STRATEGY & ROADMAP DEVELOPMENT

[Read the full case study at www.ibtechar.com](http://www.ibtechar.com)

INNOVATION

USE CASE

Our 4-Phase Process to Unlock Organisational Potential

Embedding innovation as a core organisational competency

We believe that innovation is not a one-time initiative but an ongoing process that requires a structured approach, dedicated resources, and a supportive culture. Our unique 4-phase approach ensures that innovation becomes embedded within the organisation's DNA, driving efficiency and competitive advantage.

➤ Discovery

In-depth research and stakeholder engagement to understand the unique innovation needs and align initiatives with strategic goals.

➤ Design & Establishment

Idea generation, design of a tailored innovation operating model, and development of a framework to guide the innovation process.

➤ Activation Plan

An implementation roadmap, resources, and change management strategies to ensure smooth adoption of the innovation strategy.

➤ Operational Support

Ongoing support, training, and resources to sustain momentum, foster continuous improvement, and maximise the program impact.



Outputs

Ibtechar's 4-phase approach empowers organisations to:

Develop

a clear and actionable innovation roadmap.

Establish

a robust and sustainable innovation function.

Create

a culture that embraces and fosters innovation.

Achieve

strategic goals and drive sustainable growth through innovation.





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