

Equipping Dubai's AI Startups for Sustainable Success with Mid-to-Enterprise Organisations.

- A Practical Approach to Bridge Innovation with Business Adoption -

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Opportunity

- 📌 Dubai's AI Campus hosts 80+ startups striving for mid-sized and enterprise adoption.
- 📌 With AI adoption rising, firms need solutions to boost efficiency, decisions, and competitiveness.

Challenge

- 🚧 AI startups excel at innovation but often lack the expertise to secure enterprise deals and deploy at scale.
- 🚧 Without these skills, even groundbreaking AI solutions struggle to gain traction in complex organisations.

Solution

Our AI Courses and Labs bridge the gap between AI innovation and business success, equipping startups with:

- ✅ **Enterprise Sales & Partnership Mastery** – Overcome cultural, sales, and non-tech barriers to secure deals.
- ✅ **AI Compliance & Security Readiness** – Align AI with procurement, governance, and ethical requirements.
- ✅ **Scalable AI Implementation Frameworks** – Ensure seamless, long-term enterprise adoption.

By providing these critical capabilities, we can help turn AI innovation into real-world impact.

According to a 2024 report by the RAND Corporation, over 80% of AI projects fail, which is twice the traditional high failure rate of non-AI IT projects.

Why This Matters for Everyone at Dubai AI Campus

For Startups

- ✓ Win enterprise deals faster
- ✓ Master procurement and compliance
- ✓ Scale AI solutions with confidence
- ✓ Build investor-ready AI products
- ✓ Secure key partnerships and funding
- ✓ Reduce risks with proven frameworks
- ✓ Stand out in competitive markets
- ✓ Fast-track AI adoption and growth

For AI Campus Stakeholders

- ✓ Boosts startup success rates
- ✓ Attracts corporate and VC interest
- ✓ Strengthens UAE's AI ecosystem
- ✓ Aligns AI with real business needs
- ✓ Positions AI Campus as a leader
- ✓ Creates enterprise-ready AI talent
- ✓ Drives commercial AI adoption
- ✓ Enhances startup credibility

Serving the GCC and Beyond Since 2016

Our online training turns innovation into real transformation.

We've already supported managers, leaders, and consultants at these and thousands of other organisations.







Visit us at cxotransform.com







Both our AI Courses and AI Labs equip startup founders with key skills - each tailored to different learning needs and challenges.

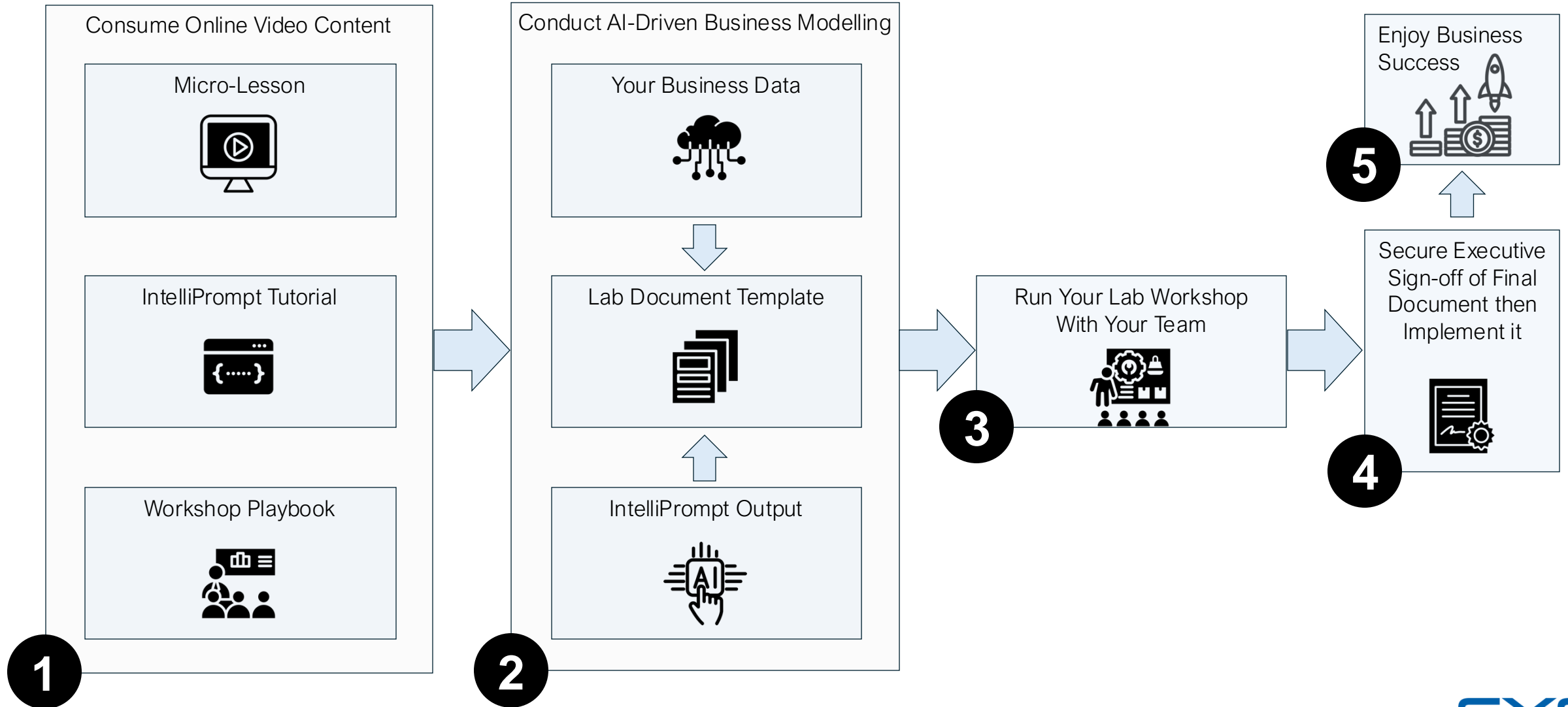
Online Courses

-  Comprehensive knowledge to build a strong AI foundation
-  Expert-led insights for strategic AI leadership
-  Structured learning at your own pace
-  Learn to navigate AI strategy and implementation in mid-sized and large organisations

Online Labs

-  Hands-on, action-driven learning focused on practical application
-  Apply AI concepts in real business scenarios
-  Generate enterprise-ready deliverables using IntelliPrompts
-  Designed for measurable, real-world impact

How The Lab Process Works



AI Online Courses

AI Strategy and
Implementation Leader

AI Governance and
Ethics Practitioner

AI Innovation for
Business Transformation

Courses above each include
an exam and certificate

Available now, except the course at the top, which launches March 2025

AI Online Labs

Landing and
Scaling AI Deals
with UAE
Companies

Building
Solutions for
Mid-Sized &
Enterprise
Adoption

AI Go-To-
Market &
Strategic
Partnerships

AI Compliance,
Governance &
Enterprise
Security

Scaling &
Positioning for
Investment &
Acquisition

Data Strategy &
AI Model
Optimisation

Building AI-
Powered SaaS
& Subscription
Models

AI Ethics,
Fairness & Bias
Mitigation.

AI in Industry-
Specific
Applications

AI-Driven
Customer
Success &
Retention

Building AI
Solutions for the
Public Sector

Implementation
in Medium &
Large
Enterprises.

Will be produced based on AI Campus needs

AI Strategy and Implementation Leader

Module 1
AI Strategy Development

Module 2
AI Readiness and Maturity
Assessment

Module 3
Roles and Responsibilities in
AI Initiatives

Module 4
Building the Framework for AI
Implementation

Module 5
Data Strategy and
Infrastructure

Module 6
AI Project Planning and
Management

Module 7
Building and Deploying AI
Solutions

Module 8
Operationalising and
Scaling AI

Module 9
AI Risk Management and
Challenges

Module 10
Case Studies and Best
Practices

Exam & Certification

AI Strategy and Implementation Leader

AI Strategy Development

AI Readiness and Maturity Assessment

Roles and Responsibilities in AI Initiatives

Building the Framework for AI Implementation

Data Strategy and Infrastructure

AI Project Planning and Management

Building and Deploying AI Solutions

Operationalising and Scaling AI

AI Risk Management and Challenges

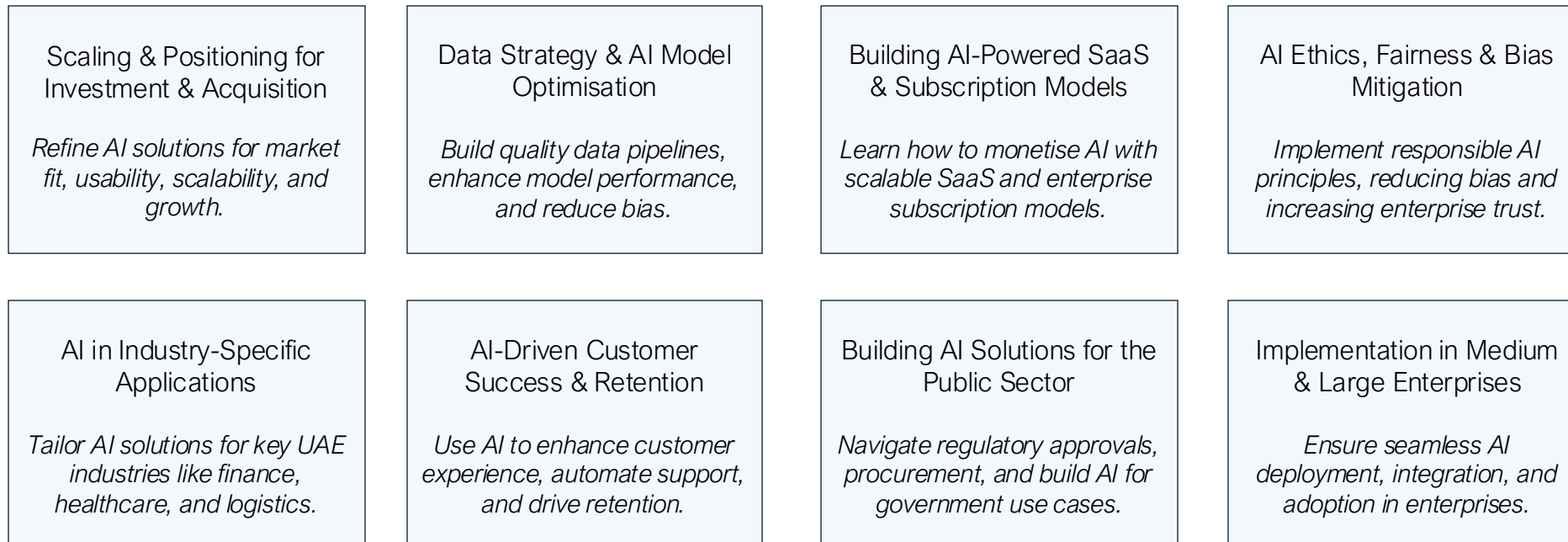
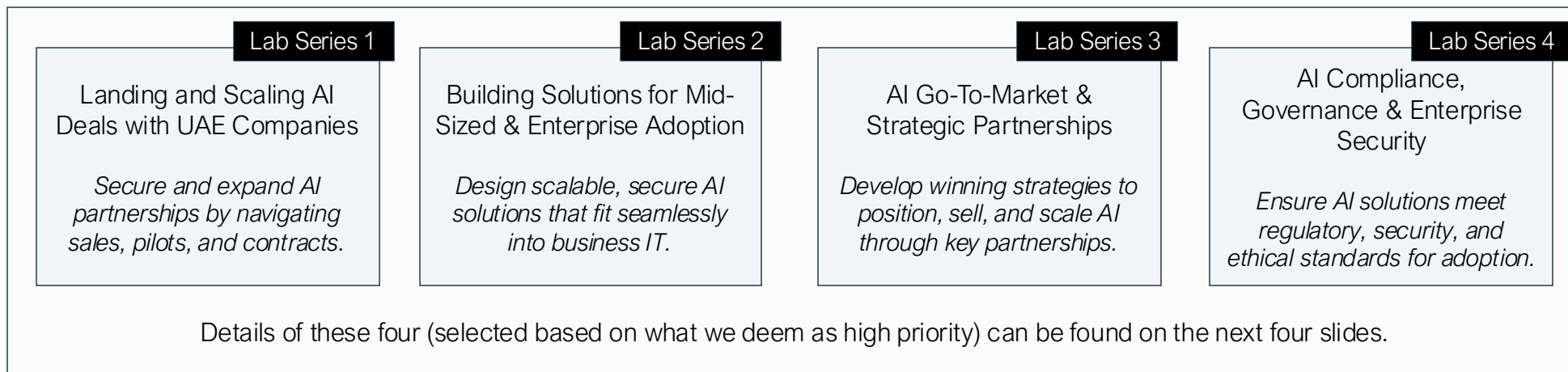
Case Studies and Best Practices

Exam & Certification

Key Features of this Online Course:

- ◆ 10 Modules
- ◆ 13+ Hours of Video Lectures
- ◆ 100+ Video Lessons
- ◆ 100+ Revision Tests
- ◆ 100+ IntelliPrompts
- ◆ 10 Document Templates
- ◆ 1 Final Exam
- ◆ 1 Blockchain Verified Certificate

AI Lab Series Overview – What Startups Need to Learn



Landing and Scaling AI Deals with UAE Companies

💡 Benefits For AI Startups:


- Learn how UAE companies evaluate & adopt AI solutions.
- Navigate procurement, compliance, and decision-making barriers.
- Structure pilot projects that convert into long-term enterprise contracts.

💡 Benefits For AI Hub Executives:

- Ensures AI Hub startups secure real business deals, not just proofs of concept.
- Strengthens corporate-startup collaboration, making AI adoption easier.
- Creates success stories that attract more enterprises & investors to the AI Hub.


Lab Series 1 Consists of Three Labs:

Lab 1: Enterprise AI Readiness & Positioning

 **Outcome:** Startups will assess and refine their AI solution's strengths, ensuring they meet enterprise expectations and market demands.

Deliverable: Enterprise AI Readiness Blueprint
A roadmap outlining the startup's AI solution's strengths and gaps for enterprise adoption.

Lab 2: Crafting Winning AI Pilot Proposals

 **Outcome:** Startups will learn how to structure and pitch AI pilot projects, ensuring they meet corporate needs and decision-making processes.

Deliverable: AI Enterprise Pilot Proposal Kit
A ready-to-use proposal template for pitching AI pilot projects to enterprises.

Lab 3: Procurement & Scaling AI Deployments

 **Outcome:** Startups will gain a step-by-step playbook for meeting corporate procurement, compliance, and scalability requirements.

Deliverable: AI Procurement Checklist
A structured guide to ensure the startup meets enterprise buyer requirements.

📌 Why These Matter:

- Reduces sales barriers by ensuring startups meet enterprise requirements upfront.
- Accelerates deal-making by helping startups submit pilot proposals quickly.
- Avoids procurement roadblocks with a clear checklist tailored for UAE companies.

Building AI Solutions for Mid-Sized & Enterprise Adoption

💡 Benefits for AI Startups:


- Develop AI solutions compatible with mid-sized and enterprise IT systems.
- Ensure AI models are scalable, explainable, and meet reliability standards.
- Address security, compliance, and performance challenges for wider adoption.

💡 Benefits for AI Hub Executives:

- Helps startups create AI solutions that businesses can easily adopt.
- Reduces startup failures from technical incompatibility with businesses.
- Enhances AI Hub's reputation as a leader in AI deployment.

Lab Series 2 Consists of Three Labs:


Lab 1: Enterprise AI Deployment & Integration

 **Outcome:** Startups will refine AI solutions for seamless integration into mid-sized and enterprise IT environments, ensuring compatibility, efficiency, and scalability.

Deliverable: AI Integration Playbook

A guide outlining best practices for integrating AI into IT infrastructures, reducing adoption barriers and deployment risks.


Lab 2: Scaling AI Solutions for Growth & Security

 **Outcome:** Startups will develop AI models that are scalable, secure, optimised for performance across businesses of different sizes, and built for long-term adoption.

Deliverable: Scalability & Security Roadmap

A framework outlining technical, security, and infrastructure requirements to make AI solutions robust, compliant, and enterprise-grade.

Lab 3: AI Governance & Compliance Readiness

 **Outcome:** Startups will establish governance frameworks that ensure their AI models are compliant, explainable, and bias-free to increase enterprise trust.

Deliverable: AI Model Governance Action Plan

A structured plan defining governance policies, ethical AI considerations, and regulatory compliance measures for responsible AI adoption.

📌 Why These Matter:

- Ensures AI solutions meet legal, ethical, and regulatory requirements, preventing compliance risks.
- Builds trust with enterprise clients by demonstrating commitment to responsible AI practices.
- Reduces potential reputational and legal risks, making AI solutions safer for long-term use.

AI Go-To-Market & Strategic Partnerships

💡 Benefits for AI Startups:


- Develop a clear sales & market entry strategy.
- Form strategic partnerships with consulting firms, system integrators, and accelerators.
- Learn how to position AI solutions for enterprise adoption instead of struggling with direct sales.

💡 Benefits for AI Hub Executives:

- Creates a pipeline of commercially viable, investable AI startups.
- Strengthens collaboration between AI Hub startups & UAE's enterprise ecosystem.
- Increases AI Hub's credibility as a business success accelerator, not just a tech incubator.


Lab Series 3 Consists of Three Labs:

Lab 1: AI Market Positioning & Differentiation

 **Outcome:** Startups will refine their value proposition, ensuring clear differentiation in competitive AI markets to attract enterprise and mid-sized business clients.


Deliverable: AI Market Positioning & Guide
A structured messaging framework that defines the AI startup's unique value proposition, competitive edge, and key market positioning strategies.

Lab 2: Building Strategic AI Partnerships

 **Outcome:** Startups will develop a structured approach to forming alliances with accelerators, system integrators, and consulting firms to expand market reach.

Deliverable: Partnership Acceleration Toolkit
A step-by-step guide for identifying, negotiating, and securing strategic partnerships that drive AI adoption and business growth.

Lab 3: AI Sales & Executive Communication

 **Outcome:** Startups will master executive-level sales messaging, ensuring they can effectively pitch their AI solutions to decision-makers in enterprises and mid-sized businesses.

Deliverable: AI Sales Messaging Blueprint
A ready-to-use communication guide designed to help startups articulate AI value in business terms and secure enterprise buy-in.

📌 Why These Matter:

- Helps AI startups position themselves effectively in a competitive market.
- Strengthens partnerships to accelerate enterprise adoption and revenue growth.
- Equips startups with the right messaging to secure executive buy-in.

AI Compliance, Governance & Enterprise Security

💡 Benefits for AI Startups:


- Master UAE AI compliance, data privacy & security standards.
- Learn how to pass enterprise security reviews & risk assessments.
- Ensure AI solutions meet ethical, regulatory, and corporate governance expectations.

💡 Benefits for AI Hub Executives:

- Produces startups that are enterprise- and government-ready.
- Attracts corporate & government partnerships by ensuring compliance.
- Strengthens Dubai's reputation as a global leader in responsible AI.


Lab Series 4 Consists of Three Labs:

Lab 1: AI Compliance & Regulatory Readiness

 **Outcome:** Startups will master UAE and global AI regulations, ensuring their solutions meet compliance standards and are enterprise- and government-ready.


Deliverable: AI Compliance Fast-Track Toolkit
A structured guide to navigating UAE and international AI regulations, ensuring startups meet legal, ethical, and corporate compliance expectations.

Lab 2: Enterprise AI Risk Mitigation & Security

 **Outcome:** Startups will build secure AI models by identifying and mitigating risks related to bias, explainability, and enterprise security requirements.

Deliverable: AI Risk Mitigation Framework
A customised risk assessment framework that ensures AI models are bias-free, explainable, and meet enterprise security standards.

Lab 3: Responsible AI Checklist

 **Outcome:** Startups will establish responsible AI practices, ensuring solutions meet ethical, transparency, and governance expectations for enterprise and regulatory approval.

Deliverable: Ethical AI & Assurance Checklist
A framework helping startups demonstrate responsible AI practices, governance compliance, and transparency to enterprises, investors, and regulators.

📌 Why These Matter:

- Helps AI startups position themselves effectively in a competitive market.
- Strengthens partnerships to accelerate enterprise adoption and revenue growth.
- Equips startups with the right messaging to secure executive buy-in.

5-Step Launch Plan at Dubai AI Campus

- 1 **Equip Startups with AI Strategy Certification:** All startups gain access to the online course.
- 2 **Launch a Pilot AI Lab:** AI Campus selects one Lab, which we will develop.
- 3 **Deliver Pilot Lab:** All startups gain online access - plus optional in-person CEO-led session.
- 4 **Set Transparent Pricing Model:** Fixed fee per participant helps budgeting and scalability.
- 5 **Expand with 18-Month Roadmap:** Grow with more Labs after a successful pilot.



Let's Equip Dubai's AI Startups for Sustainable Success with Mid-to-Enterprise Organisations.

**Click Here For Video &
Voiceover Presentation**

**Request a Zoom
Meeting with Our CEO**

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