

COMMERCIALIZATION WORKSHOPS

Take the first
step toward your
own venture.

Two hands-on workshops
Open to all

Led by Ahmed Abdulwahab
CEO, Next Arabia

You have the idea or the research. These sessions help you find the market for it — customers, pilots, and a pitch that lands.

Two standalone workshops for researchers, students, founders, engineers and anyone with a technology looking for its first market.



WORKSHOP 1 - 8 SEPTEMBER 2026 | 15:00-18:00 | NOVOTEL DHAHRAN

From Research to Commercialization

Finding your first market path: customer, value proposition and a starter business model.



WORKSHOP 2 - 9 SEPTEMBER 2026 | 15:00-18:00 | NOVOTEL DHAHRAN

From MVP to Market Entry

Customer validation, pilot design and building a pitch story for industry and investors.

www.urd2026.com

Register — seats are limited

www.urd2026.com/en/workshop-registration

Registration help: urd-help@kfupm.edu.sa

Please use a non-KFUPM network to access the registration link.



SCAN TO REGISTER