Startup Pitching Contest

Eligibility Criteria for Start-up Registration

1. **Genuine Sustainability Focus**
   Start-ups must be purpose-driven, with sustainability embedded at the core of their mission and operations.

2. **Sector Focus**
   We are seeking transformative textile and fashion innovations across the value chain, with particular interest in the following focus areas. The examples provided offer orientation and are not exhaustive:

   a. **Raw Materials** – e.g. biofabricated or regenerated proteins, biosynthetics, alternative feedstocks, processed man-made cellulosics, cottonised bast fibres

   b. **Processing** – e.g. low-carbon pre-treatment, innovative colouration and finishing machinery, non-toxic or bio-based chemistry, more efficient processing methods, more efficient energy solutions (including heat pumps and thermal storage)

   c. **Design & Manufacturing** – e.g. robotics and AI in production, 3D printing, AI-driven design tools, AI-based fault detection

   d. **Retail & Use** – e.g. smart labelling, AI-powered virtual fitting rooms, personalised size/style recommendations, overstock management solutions

   e. **End of Use/Life** – e.g. mechanical and chemical recycling, textile-to-textile integration, advanced sorting, recommerce platforms, rental and repair software

   f. **Transparency & Traceability**: Product trackers enabling digital product passports, supply chain and waste mapping platforms, impact measurement tools, forensic and additive tracers

   g. **Sustainable Fashion Brands (B2C)**

3. **B2B Supply Chain Emphasis**
   We are particularly interested in start-ups developing B2B solutions that address challenges across the supply chain and upstream stages of the industry. While our main focus is on business-facing innovations, we also welcome consumer-facing products which support scalable and long-term impact.

4. **Stage of Development**
   Eligible start-ups must:

   - Be legally incorporated (officially registered as a company)
   - Have secured initial funding, either through external investors or by self-funding (bootstrapping)
   - Have developed a first version of their technology
   - Have demonstrated early commercial traction
   - (If applicable) Have a clear intellectual property (IP) strategy in place

5. **Regional Relevance**
   Start-ups must either have operations in, or the potential to establish strong partnerships or market presence in Saudi Arabia and the broader region.