



Achievements Report

Dulani Business Center (DBC)

2022- 2023

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Preamble

In extension of the Bank's efforts... To Enable Social Development tools... and to Enhance the Financial independence of individuals and families... towards a vital productive Society in light Of Vision 2030

DBC Reviews Bright Pages During its Pioneering journey that Extended For Two Consecutive years... beginning with the main objectives of the Social Development Bank in Several Areas... including Enhancing Financial Sufficiency and Raising Economic Productivity...

The Report Results in Packages of Achievements... for Activities and initiatives... With Performance and Contribution

with an Effective impact ...To Contribute to

Qualitative Support and Community Empowerment. We are honored to provide you with a comprehensive report on the most prominent development Programmes, initiatives, events and development participations... leaving ample Room for the language of Numbers... to talk about the Details of the enjoyable journey that Received Guidance and Care from the CEO of the Social Development Bank and all colleagues in the bank and the Center. Achieving Record Numbers in the Memory of the Center's History by which we are Honored as part of the Contribution of National Development Entities.



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Dulani Business Center

DBC was Established after a long journey of cumulative Experiences within the bank and a study and analysis of the target segments and their needs. It began in the form of Business clinics within the bank, Followed by a Study by McKinsey as one of the Bank's initiatives to provide Qualitative non-financial Services, including training, Consultation, Mentorship and Building partnerships, to attract the entrepreneurs and owners of the small and micro enterprises, in order to Contribute to helping them establish and sustain their Businesses on Modern Scientific, Technical and Administrative Basis.

Historical Stages of the Center



Know More

Executive Summary

2022- 2023

During this period, the Center sought to build technical services supporting its work and to build the institutional structure and Strategic Initiatives That Contribute to Maximizing the impact and raising the quality of the services delivered, and also to launch new services that Contribute to P r o viding additional value to the Bank's financing customers.

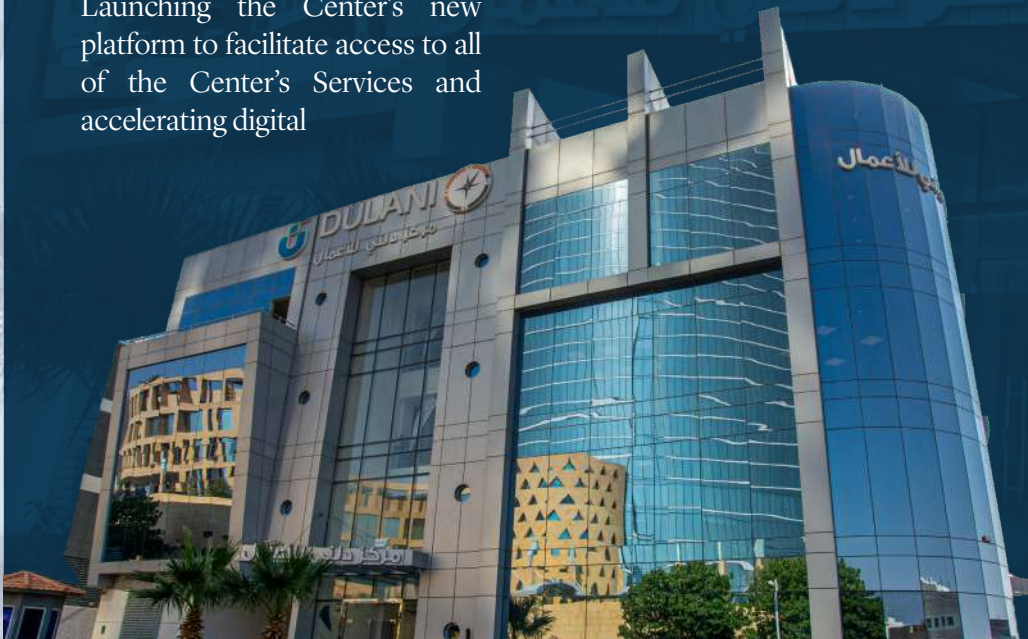
Establishing and launching new units, including preparing for financing and Volunteering unit, to meet needs and changes in the market and activate the benefit from specialized experience. This provides entrepreneurs with an integrated consultations, training and financing environment to ensure the continuity and success of their projects

Launching the Center's new platform to facilitate access to all of the Center's Services and accelerating digital

transformation to improve the customer experience, which was reflected in an increase in the number of beneficiaries and an increase in their satisfaction with the customer journey up to %94

The Center won four local, regional and international awards in recognition of its contribution to Serving Entrepreneurs, Freelancers and Social Empowerment of target groups During the period 2022-2023.

Achieving a noticeable increase in the number of beneficiaries of all its consultations, Training and mentorship in various economic activities, where the growth rates have reached an increase estimated at %63 compared to 2021 AD.



Social Development Bank

To be a pioneer in enabling social development tools and enhancing financial independence for individuals and families, towards a vital and productive society.

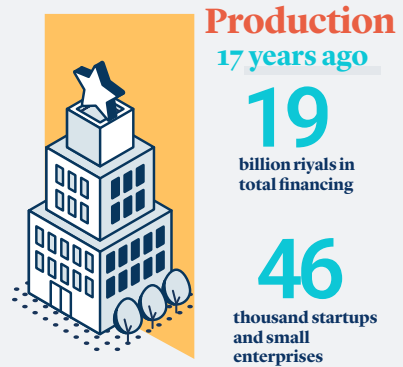
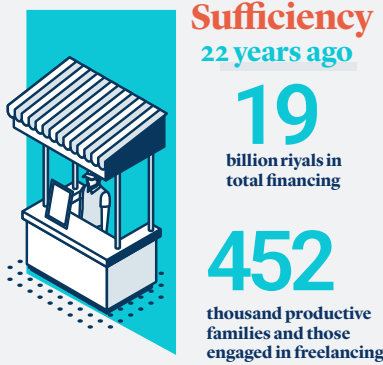
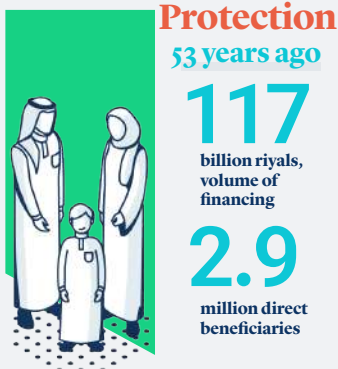
Economic and social impact

Comprehensive empowerment of citizens to establish their business, enhance their sources of income, and improve their standard of living

We are proud of a journey that has reached 47 years

 **10**
million citizens

 **151**
billion riyals



Know More

The center's objectives Focus on the Following



Support and empowerment for those wishing to establish their businesses on right basis



Contributing to the sustainability of businesses, ensuring their long-term continuity and increasing their efficiency.



Contributing to reducing the failure of small and startups enterprises



Maximizing impact by activating social responsibility and volunteer work for entities and individuals to support and empower target groups



Know More



Raising the capabilities of entities and empowering those working with small and micro enterprises and productive families

Cumulative statistics for DBC

The total number of beneficiaries is **130,361** across the Kingdom
2018 - 2023



Total consultations
50,800+
beneficiaries

Percentage of
males and females

%47

%53

Number of volunteer
consultants
2,158
consultants



Total beneficiaries
of the workshops
40,089
beneficiaries



Number of workshops
337

The economic value
of volunteering
8,400,000
riyals



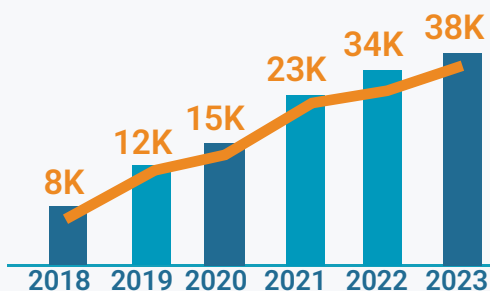
Total beneficiaries of
development programs
14,855
beneficiaries



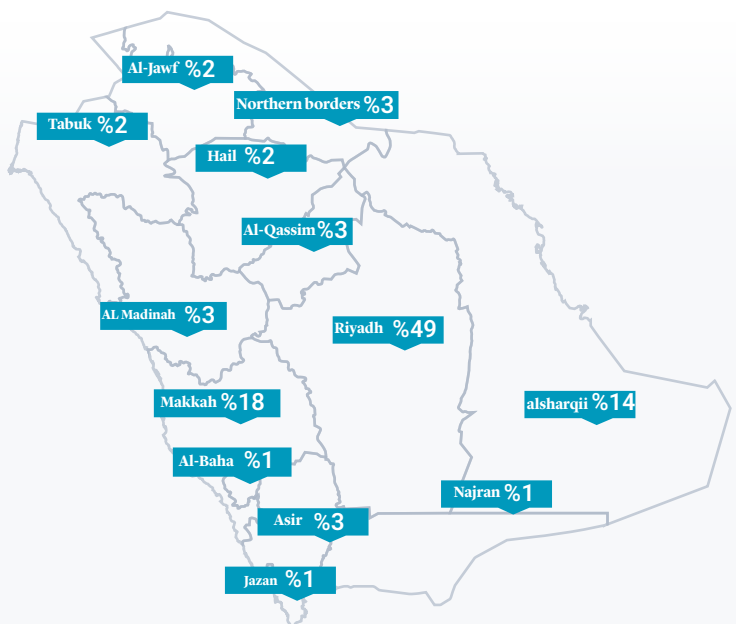
Number of programs
294
programs

Number of
volunteer hours
33,438
volunteer hours

Number of
beneficiaries by year



Number of
volunteer
consultants




Indicators for measuring Satisfaction and impact

 **%89**

NPS client satisfaction index is higher than the general average for consulting activity

 **%91**

level of satisfaction with specialized consultations

 **%94**

level of satisfaction with the Training contents of the development programmes

 **%75**

Of the beneficiaries of development programs for existing business have had the business model redeveloped as per their business needs.

 **%63**

of the beneficiaries of development programs, the center contributed to motivating them to start their businesses and implement their entrepreneurial ideas.

 **%94**

of the beneficiaries of the Center's consultations and training, the Center contributed to increasing their knowledge in the field of business

 **%75**


of the businesses benefiting from specialized development programs, their sales increased within a 1-year period

 **%263**

increase in the number of views on the social media platforms in 2023 (24,109,662 views) compared to 2021 (6,633,400 views)

 **%53**

increase in the number of visits to the platform in 2023 (153,119 visits) compared to 2021 (100,077 visits)

 **%15**

increase in the number of development programs in 2023 (103 programmes) compared to 2021 (89 programmes)

The Center's Contribution to Women's Empowerment

2018	2019	2020	2021	2022	2023
4,349+	5,923+	9,527+	12,000+	16,000+	17,000+

%43 Workshops
%21 Consultations
%25 Lectures and Meetings
%11 Development Programs

Total +64,799



2. Development and Empowerment Programmes

They are programs that aimed at developing and improving the skills of the entrepreneurs in the various stages of business management and operation

Number of programs



104

Number of beneficiaries



2,836

Average weekly programs



2.38

Satisfaction rate



%92.7

Program for Establishing Startups Businesses

A specialized program designed to provide the entrepreneur with the tools and skills necessary to start a business

 **Customer satisfaction level** **%93+** +  **Number of batches** **26**

Development Programme For Existing Enterprises

It aims to rebuild the commercial and operational business model of existing enterprises to overcome challenges and keep pace with market changes

 **Customer Satisfaction level** **%89+** +  **Number of batches** **17**

Qualification programme Micro-Business

A program aimed at empowering and providing productive families and micro-business with the necessary skills to manage their projects

 **Customer satisfaction level** **%97+** +  **Number of batches** **29**

How to own your Freelancing Program

A program that aims to provide freelancers and those with programming, translation, and design skills with the necessary knowledge to begin turning passion into a source of income.

 **Customer satisfaction level** **%92+** +  **Number of batches** **32**

Specialized workshops

In the Field of Entrepreneurship



To develop skills and knowledge in the field of entrepreneurship, where these workshops are designed to meet the needs of individuals seeking to build and develop their own business



Number of fields

16



Number of beneficiaries

10,806



Number of courses and workshops

107

Guest of Dulani



Business Development consultant

17



706

Beneficiaries



Entities and Success Partners

30

A series of diverse meetings in several fields that bring together an elite group of officials and experts with business leaders to provide mentorship



Number of guests 9 experts and officials



Specialized Camps

Health Sector Camp

An initiative to qualify, train and empower entrepreneurs in the health sector in partnership with the Ministry of Health to start their own businesses



Duration **5 weeks**



Number of graduated start-ups **18**



Medicine

Physiotherapy

Pharmacy

Dentistry

Information Systems

Nutrition

Healthcare

Laboratories

Hackthon Social Investment camp

Number of beneficiaries



147 beneficiaries

It is designed to encourage investment in businesses that aim to create a positive social and environmental impact and benefit, in addition to a financial return for the business and its workers.



Ensan Charitable organization Camp

Number of beneficiaries



34 beneficiaries

Charitable organization for Orphan Care, Ensan, to empower the organization's beneficiaries with the basics of entrepreneurship



Consultation

Direct consulting service with a Specialized Consultants in the fields of entrepreneurship



E- Gaming

Legal

Technology

Marketing

Operational

Financial

Administrative

**In- Person
Consultation**

**Field
consultation**

**Remote
Consultation**



Satisfaction
level

%95



Number
of consultations

26,200 Specialized
consultations



Higher than average indicator
for the consultancy sector

%89 NPS indicator

Mentorship

A specialized enabling service that allows entrepreneurs to access a mentor specializing in the same field to provide mentorship and transfer their expertise to enhance the success of entrepreneurs businesses



Number
of sectors **8** Sectors



Number of
beneficiaries **718** beneficiaries



3. Events and Participations

Forums that Bring together Experts and Consultants

Specialized fields with Entrepreneurs and Owners of investment ideas to Enhance the entrepreneurial spirit and provide a supportive Environment to motivate Success in the Business World.

Number of participation and Events



52

Number of cities and governorates



41



E- Gaming

Specialized enabling interventions for entrepreneurs in the gaming and e-sports sector

E- Gaming Compass



A specialized event to guide investors and entrepreneurs to investment opportunities in the sector



Number of Tickets

1800



Number of attendees

700+



17 Business Development Consultants



30 Entities and success partners

157+ Specialized

Consultations

12+ Interactive Experiments

And virtual reality games in live the experiment





Financing Preparation Program



It targets entrepreneurs wishing to obtain financing in the E- Gaming sector



Number of batches

3



Number of businesses

23



Number of beneficiaries

146

Dulani solutions for E-Gaming



An event aimed at mentoring entrepreneurs to start their pioneering business through specialized experts



10

participating



423

beneficiaries



16

business development consultant



8

E- Gaming developers

Entrepreneurial community for the E- Gaming sector



An interactive community that brings together an elite group of entrepreneurs and investors in the sector



Number

of registered

24



70

million followers



Know More

Franchise

Dulani Franchise Solutions



A forum that brings together many distinguished brands in the local market and franchise experts to provide a package of specialized consultations



Meeting with specialists
in franchising



Business
Development
Consultation



Financing
Consultation



Success
Partner **11**



The number
of participating
consultant is **17**



Number of
Beneficiaries **90**

Financing Preparation Program



A financing program targeting entrepreneurs seeking investment through successful brands



Number of
financing requests **11**



Number
of batches **1**



Number of
beneficiaries **22**

Participation in the Empretec International Conference



The Empretec International Forum is a place to build the capabilities of entrepreneurs, and its activities include discussing modern directives and international capabilities for entrepreneurs.

Providing Specialized Consultations



246
Consultations



60
Consultants

Marketing

Business
Development

Finance

Technology

logistics

The accompanying exhibition of Distinguished Projects



7
sectors



20
projects



تصفح أكثر

Compass of precious metals and gemstones - Jeddah



A specialized event that brings together stakeholders to review opportunities and guide entrepreneurs in the sector.



Number of consultations

252



Number of speakers and experts

7



Number of projects and participation

37



Number of attendees

324

Shor dulani event - Al-Qassim



A specialized consultancy event within the Qassim Forsati Forum 2021-2022

The number of beneficiaries is



1,735 beneficiaries

The number of consultants is



140

Biban participation



The Center participated by providing international and local consultations and workshops during the days of the Biban event



210

Consultations Provided



143

volunteer hours



112

International consultations



18

Volunteer International consultants from 8 countries

Ignite participation



Implementing a project presentation Pitch Sessions in the presence of +100 people to present the distinctive projects during the event that aims to empower and activate the games industry and development sector.

Consulting session



35

sessions

Number of beneficiaries



500

beneficiaries

Number of projects



13

projects

Artificial Intelligence Forum for Serving Entrepreneurs 2023

ملتقى الذكاء الاصطناعي
لخدمة رواد الأعمال 2023



A forum that brings together an elite group of experts and specialists in the fields of artificial intelligence and its applications to discuss and present new ideas and technical trends to support the entrepreneurship system and raise efficiency and benefit from it.



Participation in Souq Al Dar activities 93

سوق
الدار

Participation of Dulani Business Center during Souq Al Dar activities, which aim to support and empower productive families and micro-enterprises around the Kingdom.



16,000

Consulting hours



57

Sites



73

Consultants

Participation in the “One Thousand Miles” program



برنامج تطوير الصناعة
الوطنية والخدمات
اللوجستية



Dulani Business Center's participation in the “One Thousand Miles” program to enable entrepreneurship in the industrial and logistics services sector by providing a package of enablers and incentives to support promising investment opportunities.

Training Workshops



3



8

Consultants



174

Beneficiaries

Participation in next world events

NEXT
WORLD

An initiative to empower and motivate young men and women with their own business in E- Gaming sector

**Total estimated
Value of financing**



80

Million
Riyals

**Number of new
projects wishing
to be Financed**



9

**Number of existing
projects wishing to
be Financed**



16

Participation in the global village

القرية العالمية
Global Village



Enabling interventions for micro-enterprises participating in the Saudi pavilion in the Global Village



30

beneficiaries



43

consultations



4

Training workshops



04 Development Initiatives

Development initiatives that contribute to achieving greater impact for beneficiaries, rapid access, and a rich experience

Electronic services

Dulani Business Center Website



To accelerate and enable the digital transformation in the center by providing consultations and development services in the digital manner



Number of beneficiaries

 **44** thousand

Number of visits

 **237** thousand

Percentage of Automated Processes

 **%90**

Number of Services

 **8** Main Services



Launching the new version of the website

With a new identity and a different journey for target customers



Developing 5 platforms affiliated with the center

Compared to one platform in 2021



Unified National Platform

Linking registration in all the center's services through the center's platform with the Unified National Platform to raise the reliability of data for beneficiaries

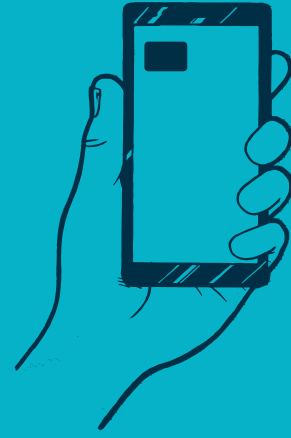


Developing the issuance of certificates and reports in an automated manner

Automating the obtaining of certificates by beneficiaries who complete programs and courses through the client's file on the website

Electronic Services System

The electronic application for Dulani Business Center



The digital application was built to facilitate the beneficiary's journey and benefit from the center's services, with great efficiency, in addition to support different types of devices



The most prominent Services Provided



Courses and workshops



Development programs



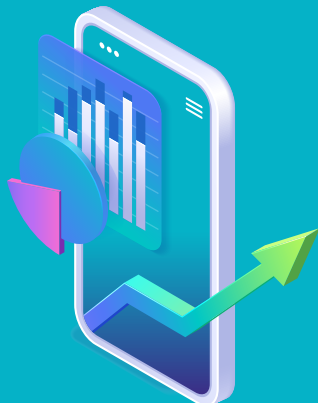
Consulting services



Live Conversation

Developing Dulani Business Center databases

For faster access and deeper analysis of target groups



Beneficiary Fields



Regional distribution of Beneficiaries



Classification of Beneficiaries



Launching the Technology Partners Initiative

One of the center's initiatives to serve entrepreneurs, to support them through specialized e-platforms and to support the operational processes of their businesses to reduce costs and raise the level of productivity.

 **361** beneficiaries



Technology partners

إقرار
EGRAR

زد

مندوبك
Mandobk

طرود
Torod

مخازن
M5AZN

سلة
salla

منصة كرز
Karz Platform

ANDR@MEDA

أمين
AMEEN

نظمت

الجدوى
Feasibility

exa call

WOSUL

قيود
Qoyod

قيود
Qoyod



Launching the new version of businesses platform



Designing the new identity for Business Noura
platform, targeting the freelancers



Developing Business Noura website and
linking it to the Dulani Business Center website
and charting a path for the customer's journey
there.

Establishing training programs on freelancing in
cooperation with more than 10 UNIVERSITIES,
with more than 3,000 beneficiaries.

The Empowering journey for Freelancers

1 — 2 — 3 — 4 →
Learn ▶ Start ▶ Finance ▶ Empower



Entities
Map

+450



Blog

250



Interactive
models

122 



Know More

Launching Tajseer platform Interactive electronic platform

Through it, the activities of Productive families and free lancers are transformed into sustainable activities with Commercial registers



Training about
2,391 beneficiaries



Training hours
21,519 hours



Know More

Establishing and launching The Volunteering Unit

To empower entrepreneurs and freelancers by activating the social responsibility of entities and individuals

1,671

volunteers

21,438

volunteer hours

Rapid Access

More comprehensive
in various specializations

الجائزة الوطنية
للعمل التطوعي



**Obtaining the National Award
for Volunteer Work in 2022**



**Launching the standard
for activating volunteerism**
For in the private sector in 2023



Signing a cooperation agreement to activate the
Volunteer Standard in private Sector Companies
by Qualifying Certified Consultants



**Launching the volunteer consultation
services platform +250 registered consultants**

Establishing and launching the financing preparation unit

It works to qualify those Seeking Financing and Empower them with the tools, skills, and knowledge to be able to apply for financing products



Franchise



E- Gaming



Entrepreneurship

◆ **403 male and female**
◆ **Entrepreneurs were qualified**

The amount of approved

Financing amounted
To 76 Million Riyals



The Financing Partners Qualification Initiative

Qualifying a number of Employees of the bank's Strategic partners to be licensed trainers and Consultants to for Financing Preparation



Developing the HR Systems

Developing the human resources system



For a more convenient and accurate service for Employees that matches the nature of the center's work and its various programs

Develop job families and descriptions



According to the center's needs and the approved administrative structure for the possibility of attracting and evaluating more efficient human resources

Developing a performance monitoring system for the center's units and departments



To follow up on its achieving, raise the quality of reports, and share them with relevant parties

Inventory the Center's assets Initiative

Quantifying knowledge assets

 **47** Content

By Creating a Database that includes Documents, programmes, Reports, achievements and awards to Contribute to achieve our Strategic Goals for Development and sustainable development of the center.



Training materials



Training presentations



Forms and tools



Training videos



inventorying

and Evaluating logistical and Technical assets and Reconfiguring warehouses



Improving the center's

Facilities and building a new hall with a creative identity that can accommodate 70 beneficiaries



Awards Won by the Center During the years 2022- 2023



- ◆ **Her Royal Highness Princess Sitta Award**
for Excellence in social
work across the Kingdom



- ◆ **Her Royal Highness Princess Sabeeka Award**
to encourage productive Families
throughout the Arab world



- ◆ **The National Award for Voluntary
Work at The Kingdom Level**



- ◆ **Asian Banking & Investment
Banking (ABF) Award**
As the best initiative presented to
customers and beneficiaries across
the Asian continent





@SAUDIDBC

Website

Dulani.gov.sa



Social Development Bank Dulani Business Center

2022- 2023

DULANI
مركز دلني للأعمال

