

School of Entrepreneurship

The Ruwad Al Ain Bootcamp

ABOUT THE RUWAD AL AIN BOOTCAMP

The Ruwad Al Ain Bootcamp is an intensive, government-funded programme by Khalifa Fund, powered by ADGM Academy. Delivered at MZN Hub – a dedicated business accelerator in Al Ain – the bootcamp provides targeted training and mentorship to equip aspiring entrepreneurs and early-stage founders with the mindset, skills, and strategies to thrive in today's business landscape.

THE BOOTCAMP WILL:

01

Equip participants with the tools to identify, validate, and pitch impactful solutions

02

Deliver hands-on learning in a focused, high-engagement format

03

Connect participants with sector experts, mentors, and funding pathways

04

Create a clear bridge to incubation and funding via MZN Hub and partner organisations

WHY JOIN?

A bootcamp tailored to UAE Nationals in Al Ain, this intensive 5-day bootcamp will help you launch your venture. Dive into four days of hands-on learning and a Demo Day to showcase your ideas.

Participants will benefit from expert partners, immersive content on opportunity recognition, team building, prototyping, and pitch development. Top teams earn milestone grants and access to MZN Hub for continued incubation.

This bootcamp connects aspiring founders and professionals with industry experts, funding pathways, and incubation opportunities

TARGET SECTORS

Target Sectors

The Bootcamp includes four strategic sectors addressing national priorities in Al Ain:



Agriculture & AgriTech



Light Manufacturing & Industrial Innovation



Tourism, Culture & Heritage



Cybersecurity, Artificial Intelligence & Applied Technologies

HOW TO BOOK ANY OF OUR PROGRAMMES

+9712 3338500 ✉ ACADEMY@ADGM.COM
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PROGRAMME MENTORS

The programme features three types of mentors to accelerate learning and impact: Programme mentors deliver daily workshops and small-group coaching; Partner mentors provide sector insights, refine ideas, and open industry networks; and Tech mentors lead hands-on prototyping labs and review sessions to sharpen solutions.

EQUIPPING PARTICIPANTS WITH THE TOOLS, MENTORS, AND INSIGHTS TO SUCCEED

From expert mentors to practical toolkits, our bootcamp gives participants everything they need to ideate, build, and pitch with confidence. Daily coaching, office hours, and pitch practice ensure every team is ready to turn ideas into investor-ready ventures.

THE BOOTCAMP LEARNING JOURNEY



FUEL YOUR GROWTH: POST-BOOTCAMP INCUBATION PATHWAY

Take your ideas further with our structured post-bootcamp support. Get hands-on mentorship, expert guidance, and access to a network of industry leaders—all designed to help you turn your concept into a thriving, scalable venture. Bridge the gap between learning and action, accelerate your growth, and confidently navigate the early stages of your entrepreneurial journey.