PARTNERS IN KNOWLEDGE UK LTD
Suite No. 129
295 Chiswick High Road
LONDON W4 4HH



Saudi Students in UK - Turning Your UK Experience into a Business in KSA

PIK882-1027 UK-LDN-1

PARTNERS IN KNOWLEDGE UK LTD
Suite No. 129
295 Chiswick High Road
LONDON W4 4HH

Place	: London	**Venue**	: TBA		
Start Date	: 02-10-2027	**End Date**	: 02-10-2027	**PPP**	: £195

Saudi Students in UK - Turning Your UK Experience into a Business in KSA

PIK882-1027 UK-LDN-1

If you can't train them, you can't blame them!

Short Description:

This customised one-day program is designed for Saudi students in the UK who aspire to establish their own businesses after graduation and return to Saudi Arabia (KSA). The program provides a practical journey from identifying a business opportunity to developing and presenting a viable business idea, using the students' UK education, experiences and skills as potential sources of business opportunities in the Saudi market. Rather than focusing on entrepreneurship theory, the day is highly interactive and concludes with a Saudi Startup Challenge, where every participant presents their business idea and initial launch plan in a three-minute presentation.

Course Overview:

Course Objectives

By the end of the program, participants will be able to:

- Identify and develop a realistic business opportunity based on a customer need in Saudi Arabia.
- Use their UK education, skills and experience to identify potential business opportunities in the Kingdom.
- Develop a basic business model, including customers, value proposition, revenue and costs.
- Understand how to test and validate a business idea before committing significant resources.
- Present a clear business idea and 90-day launch plan through the Saudi Startup Challenge.

Program Outline:

Key Areas to Be Covered

1. ***From Student to Entrepreneur***

- Developing an entrepreneurial mindset.
- Finding opportunities rather than simply having ideas.
- Turning knowledge, skills & UK experience into business opportunities.
- Understanding the characteristics of a viable business idea.

2. ***Finding & Validating a Business Opportunity in Saudi Arabia***

- Identifying customer problems & needs.
- Understanding the Saudi customer.
- Market & competitor analysis.
- Identifying a target customer.
- Testing whether people will actually pay for the solution.

3. ***Building Your Business Model***

- Business Model Canvas.

- Value proposition.
- Products & services.
- Revenue & costs.
- Pricing.
- Competitive advantage.

4. ***From Business Idea to Launch***

- Minimum Viable Product (MVP).
- Marketing & customer acquisition.
- Funding & start-up costs.
- Potential partners & support.
- Creating a practical 90-day launch plan.

5. ***Saudi Startup Challenge – 3-Minute Business Pitch***

Each participant presents their proposed business in 3 minutes, covering exactly these 8 points:

1. My Business Idea.
2. The Problem I Am Solving.
3. My Target Saudi Customer.
4. My Proposed Solution.
5. Why Customers Would Buy It.
6. How I Will Make Money.
7. What I Learned from the UK That Gives Me an Advantage.
8. What I Need to Do During My First 90 Days After Graduation.