

CUD Incubator and Venture Creation Program - Applicant Selection Criteria

We invite passionate and driven individuals with innovative ideas to apply for the CUD Incubator and Venture Creation Program.

CUD is an avant-garde University and to ensure we select the most promising applicants, applicants will be evaluated based on the following criteria:

1st Criteria – Business Idea:

- **Innovation and uniqueness:** Your idea should be unique and solve a real-world problem.
- **Growth Potential:** Your idea should have room to expand and succeed.
- **Practicality:** The idea should be realistic and achievable.

2nd Criteria - Entrepreneurial Mindset

- **Motivation & Drive:** A strong desire to start and grow your business, with clear goals and determination.
- **Resilience & Adaptability:** The ability to handle setbacks and adapt to changing conditions
- **Leadership Potential:** Ability to lead and inspire a team toward shared objectives.

3rd Criteria - Market Understanding

- **Market Research:** A solid understanding of your target market, competition, and customer needs.

- **Industry Knowledge:** Familiarity with industry trends and opportunities, particularly in the UAE context.

4th Criteria -- Commitment & Dedication

- **Time Commitment:** Willingness to commit time and effort to attend workshops, mentorship sessions, and events.
- **Long-Term Vision:** Dedication to taking your venture through its initial phases and beyond.

5th Criteria --Teamwork

- **Collaboration:** Ability to work well with others.
- **Skill Diversity:** A team with different skills (e.g., tech, marketing, finance).

6th Criteria -- Social Impact & Sustainability

- **Social Impact:** Your business idea should aim for a positive social or environmental impact, aligning with UAE's Vision 2031 or other sustainability frameworks.
- **Sustainability:** Demonstrated awareness of sustainable business practices and long-term goals.

7th Criteria -- Readiness for Mentorship

- **Willingness to Learn:** Open to receiving feedback and adjusting based on expert advice.
- **Coachability:** Ability to learn and grow from mentorship and constructive feedback

8th Criteria--Legal & Ethical Considerations

- **Business Legality:** Your business must be legally viable and comply with local laws and regulations.
- **Ethical Standards:** A commitment to conducting business with integrity and ethical principle.