



Build. Scale. Grow.

Founder OS: the digital workspace

UAE first. Global ambition.

Expanded concept presentation



The concept at a glance

An ecosystem around the founder. A digital workspace for the journey.



STARTUP ROOF

Community, programmes, relationships and practical services

FOUNDER OS

A planned workspace for goals, actions, support and progress

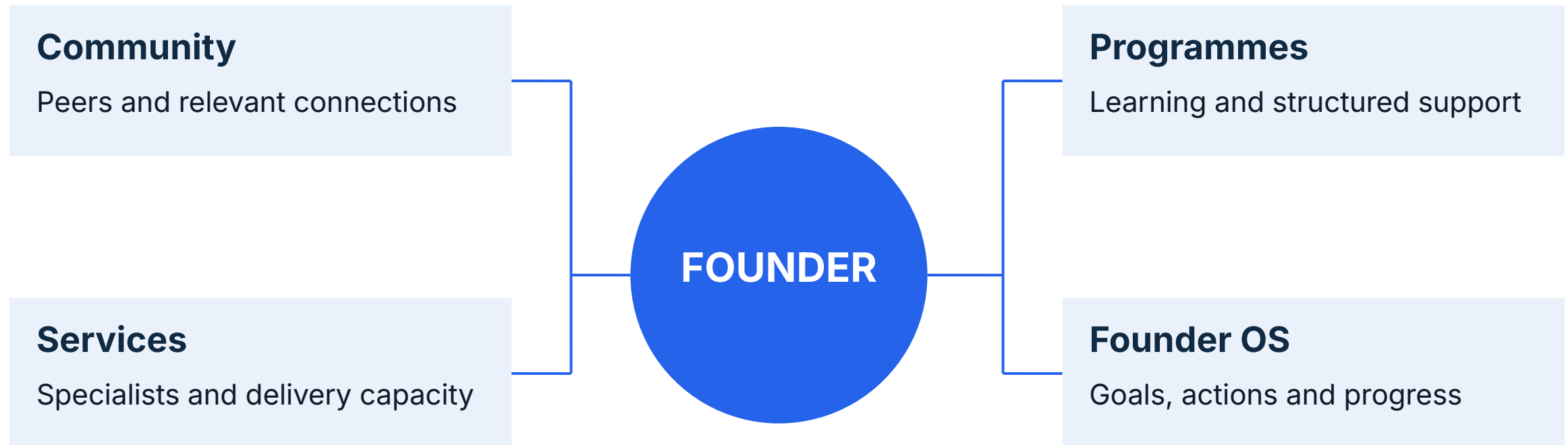
THE OUTCOME

Help each founder identify and complete a useful next step

Currently shaping the platform through an initial collaboration and pilot phase.

One ecosystem around the founder

People and software contribute different kinds of support.



The founder experience today

These are needs to test with founders, rather than proven market findings.

Fragmented support

Information across websites
Tools that do not connect
Advice without an immediate action

Unclear access

Hard-to-find specialists
Introductions without follow-up
Limited time and operating capacity



The pilot should reveal which problems matter most to each founder segment.

Who participates

Founder outcomes remain the focus of a wider network.

01

Aspiring founders

Explore whether a problem is worth solving

04

Mentors and specialists

Contribute relevant expertise

02

Early-stage founders

Test demand and build a first offer

05

Investors

Engage around readiness and fit

03

Growing businesses

Grow the customer base and improve operations

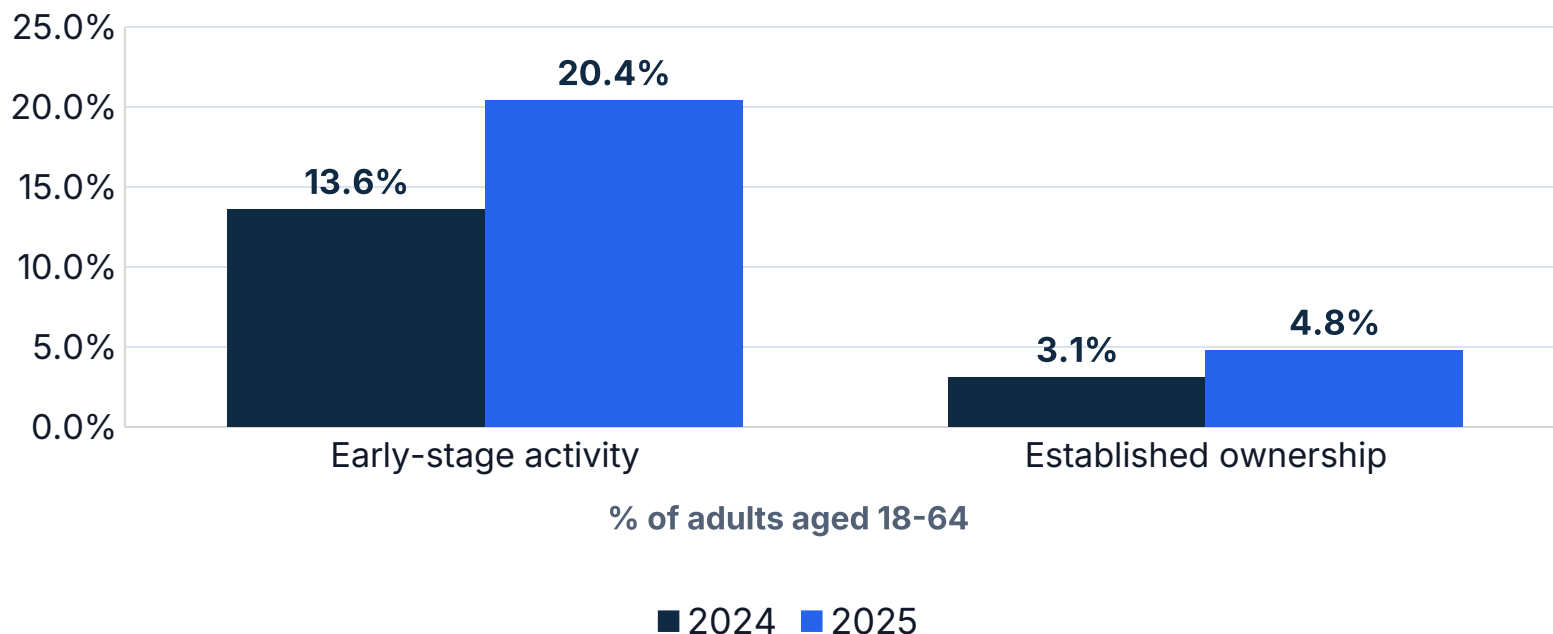
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Institutions and partners

Deliver useful programmes and services

Entrepreneurship in the UAE

GEM survey measures, 2024 and 2025



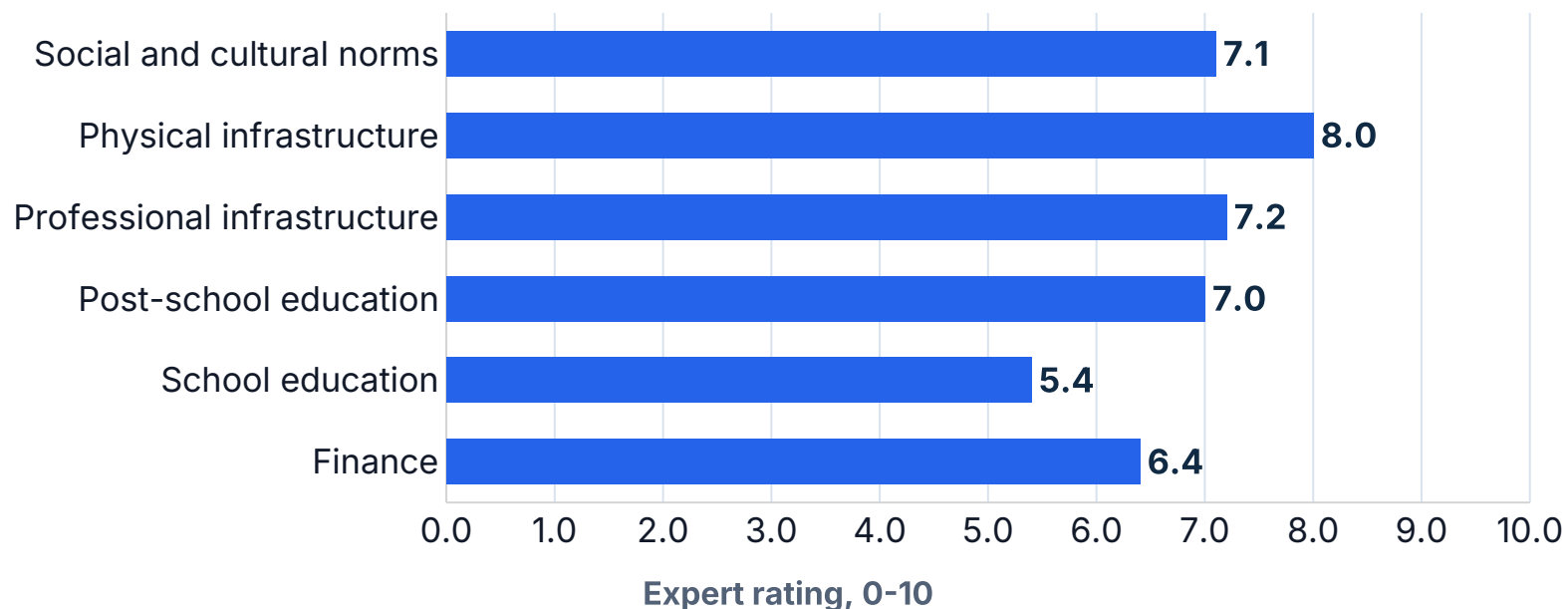
**Different stages
need different
support**

The survey measures describe activity in the wider ecosystem. They do not show conversion or survival rates.

Source: GEM 2025/2026 Global Report, p.202. Cross-sectional measures, not Startup Roof traction.

The UAE entrepreneurship environment

Selected GEM framework conditions, 2025



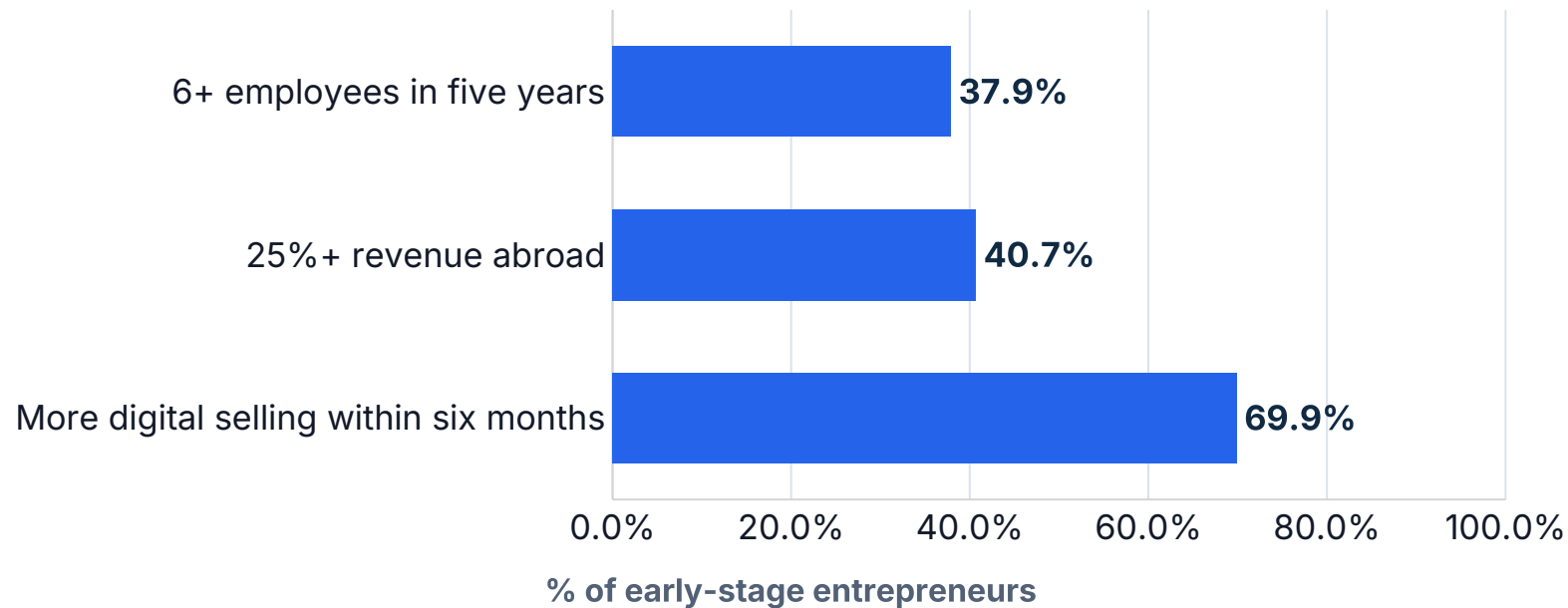
Context for a UAE-first ecosystem

These expert assessments describe the environment. Founder needs and demand for Startup Roof still require direct testing.

Source: GEM 2025/2026, pp.202-203. Selected conditions. A score of 5 denotes sufficiency.

UAE founders' digital and growth plans

Selected measures among early-stage entrepreneurs, 2025



Support needs extend beyond formation

Digital selling, cross-border customers and hiring plans raise practical execution questions for founders.

Source: GEM 2025/2026, p.202. Measures overlap. Expectations are not achieved outcomes.

Different businesses, different pathways

Support should fit the business model and the founder's goals.

Technology

Product discovery
Prototype and engineering
Usage and retention
Scalable distribution

Consumer and retail

Product and positioning
Sourcing and channels
Inventory and margins
Customer repeat purchase

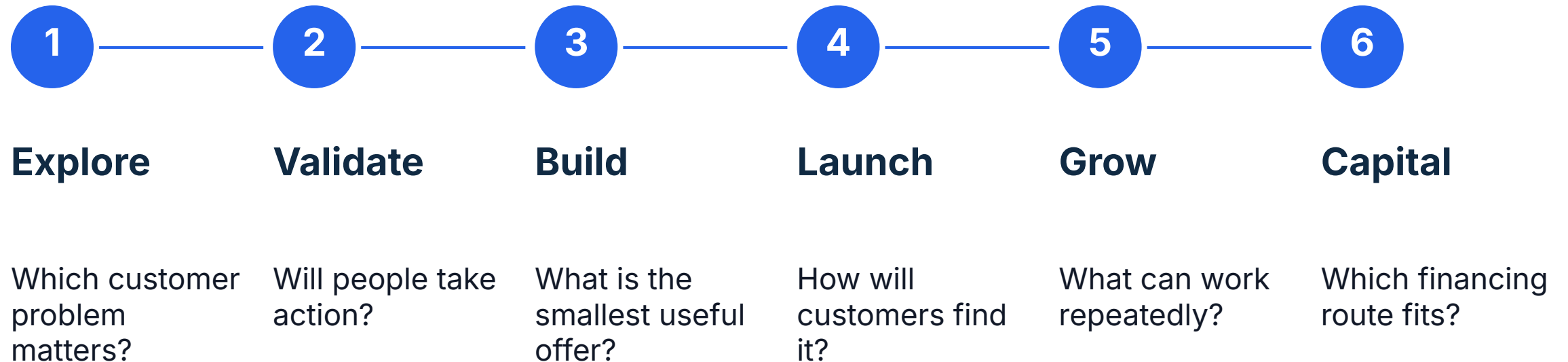
Services and wellness

Clear service offer
Credibility and acquisition
Delivery quality
Capacity and cash flow

Venture funding is relevant to some businesses. Commercial viability matters across all pathways.

The founder journey

Founders can enter at any stage and revisit earlier questions.



Explore: a clear customer problem

Proposed support for aspiring entrepreneurs.

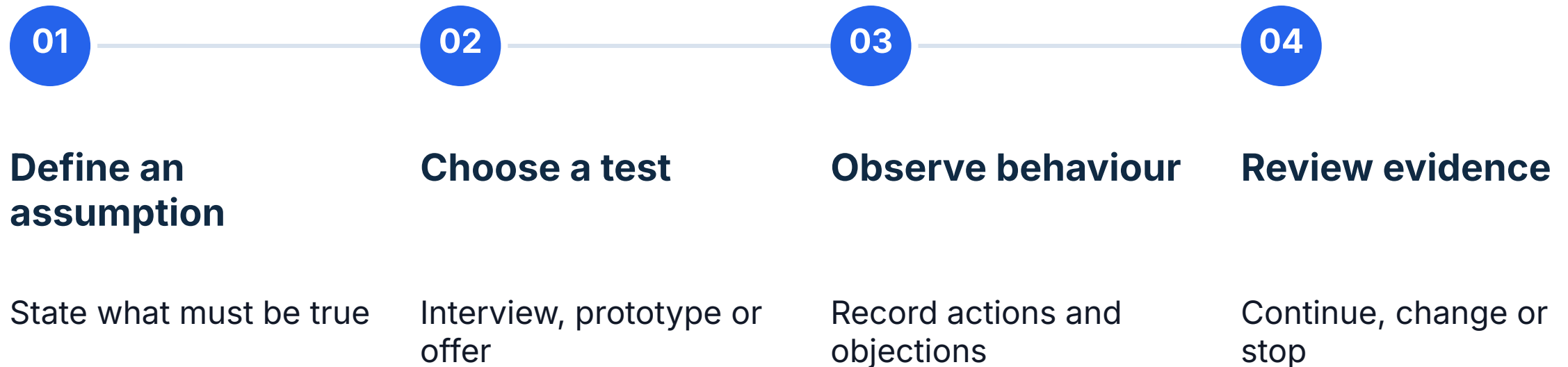
Question	Who experiences the problem, when, and how do they solve it today?
Founder work	Choose a segment, describe the situation and collect first-hand observations
Support	Problem prompts, founder interviews, a discovery clinic and peer feedback
Useful output	A concise problem statement and the next assumption to test

Illustrative pathway. Activities and service availability will depend on the pilot.



Validate: evidence before expansion

A proposed approach to testing demand.



Possible outputs: interview notes, test results, a revised customer segment and a decision log.

Build: a first useful offer

Proposed tools and specialist support for execution.

Digital products

A focused specification
Prototype and usability feedback
Build-versus-buy choices
Basic analytics and support

Physical products and services

A sample or pilot service
Supplier and delivery requirements
Quality checks and pricing inputs
A customer feedback routine



The goal is a usable offer with a clear learning objective, rather than a large feature list.

Launch: a focused go-to-market test

A proposed market-entry pathway.

Audience	Identify the buyer, decision-maker and first reachable segment
Message	Explain the problem, promise and reason to believe
Channel	Test a specific route to reach the right customers
Conversion	Create a clear next step and track the response
Follow-up	Learn why people buy, delay or decline

Go-to-market means how a business reaches, converts and serves customers.

Grow: repeatable delivery and economics

A proposed support pathway for operating businesses.

Customer health

Retention and repeat use
Customer feedback
Referral behaviour
Service reliability

Operating health

Delivery time
Capacity and handoffs
Cash collection
Quality and support

Commercial health

Price and contribution
Acquisition cost
Margin by offer
Working-capital needs

Founder OS capability map

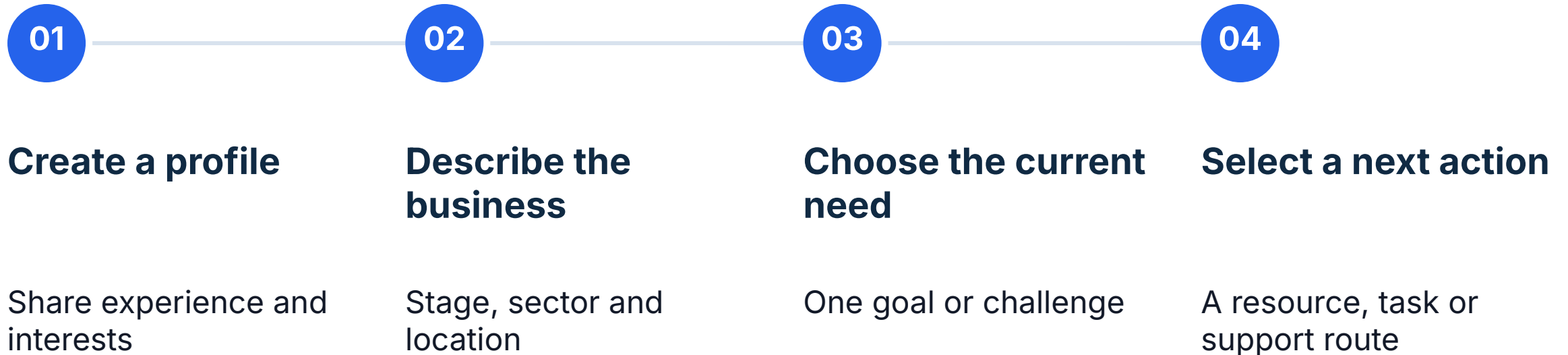
Proposed digital workspace, connected to human support.

Profile and direction	Founder profile, startup profile, stage, goals and needs
Execution	Dashboard, tasks, toolkit, templates and progress
People and learning	Academy, mentors, peers, co-founders and specialists
Discovery	Opportunities, grants, perks, programmes and news
Support and services	Service requests, marketplace and setup guidance

Publicly described modules establish scope. Authenticated workflows and integrations remain unverified.

Onboarding that starts with the founder

Illustrative product concept.



Recommended principle: collect only what is needed to make support more relevant.

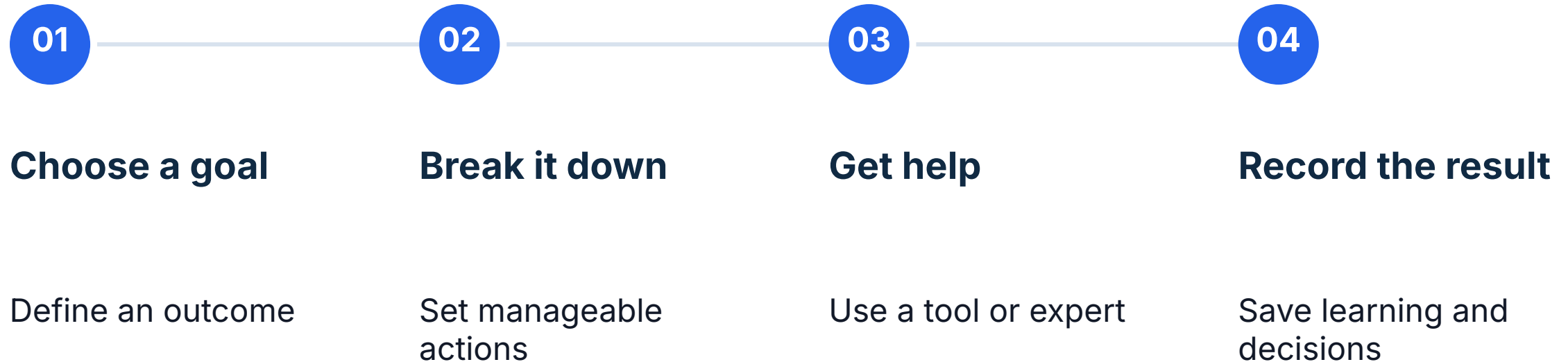
A personal workspace for the next step

Illustrative product concept.

FOUNDER OS Dashboard My startup Tasks Resources Support	Current focus Validate the customer problem Relevant support Discovery worksheet Validation clinic Mentor request	Next actions Prepare interview questions Speak with potential customers Record the evidence Progress record Questions, decisions and completed actions
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Tasks and progress

A proposed action system that helps founders return with context.



Proposed progress record: owner, next action, target date, evidence, status and support needed.

AI guidance with human support

The proposed roles are complementary and need clear boundaries.

AI-assisted support

- Organise information
- Explore questions
- Draft plans and checklists
- Suggest relevant resources
- Help summarise next actions

Human judgement

- Challenge assumptions
- Apply sector experience
- Review complex decisions
- Give practical feedback
- Take responsibility for delivery

AI output needs review. Legal, tax, investment and other specialist decisions require qualified advice.

Toolkit and reusable resources

Proposed resources should connect to the founder's current stage.

Discover	Interview guides, problem statements and assumption logs
Plan	Business-model prompts, offer design and priorities
Build	Product briefs, launch checklists and vendor questions
Operate	Basic cash-flow templates, service processes and reporting
Prepare	Pitch outlines, readiness checklists and information requests

Founder Academy

Proposed learning that ends in work the founder can use.



LEARN

A short lesson or focused workshop

APPLY

Use a template or complete an experiment

REVIEW

Get feedback and decide the next action

Curriculum, instructors and programme availability will be validated during the pilot.

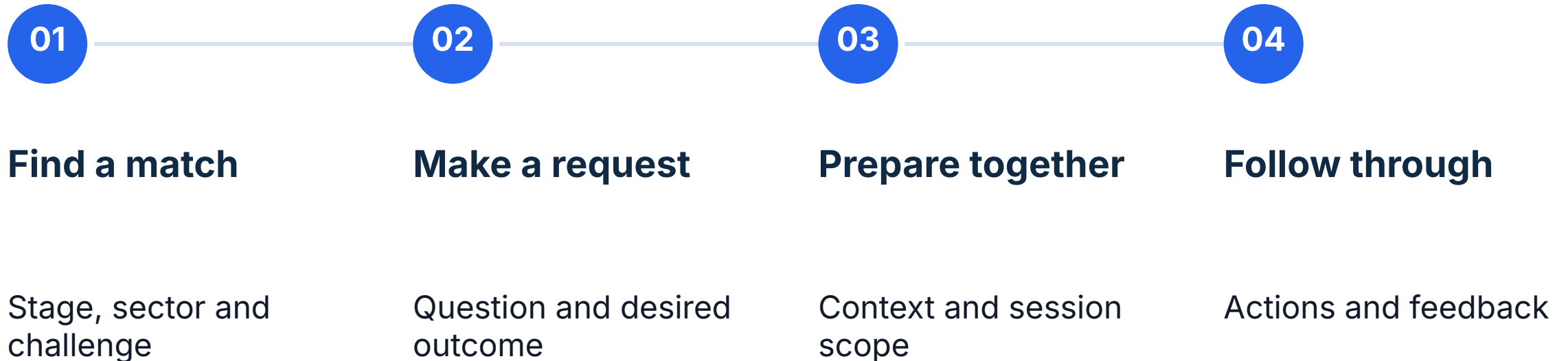
An applied learning curriculum

Proposed themes spanning business creation and operation.

Theme	Founder output	Relevant stage
Customer discovery	Problem and evidence log	Explore / validate
Offer and business model	A clear offer and revenue logic	Validate / build
AI and automation	A scoped, reviewed workflow	Build / grow
GTM and sales	A channel test and follow-up plan	Launch / grow
Pricing and economics	A cost and margin worksheet	Build / grow
Capital readiness	Funding-fit and readiness review	Where appropriate

Mentors and specialist discovery

Relevant expertise, a clear request and useful follow-up.



Proposed safeguards: availability, conflicts, confidentiality, conduct and appropriate profile visibility.

Professional services

Potential categories for practical business support.

Set up and operate

Business setup
Legal and governance
Accounting and finance
Operational processes

Build and communicate

Branding and design
Technology and automation
Customer communication
Content and media

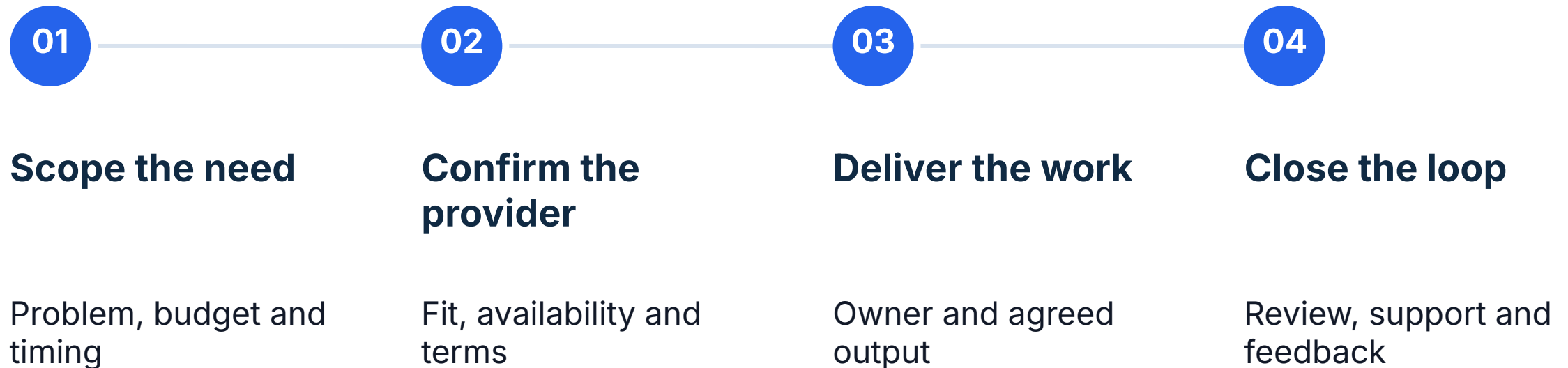
Reach and sell

Marketing and sales
Product and retail guidance
Customer lifecycle
Commercial readiness

Providers, packages, rights, pricing and fulfilment standards require validation.

A service request that can be delivered

Proposed operating workflow for specialist support.



Possible routes: expert sessions, partner-delivered work and licensed tools.

UAE Setup Wizard

A proposed route for organising business-setup questions.

Business activity	Describe the activity and planned operating model
Location and market	Consider where customers, staff and operations will be
Requirements	Organise questions about licensing, ownership and premises
Specialist route	Connect to a qualified provider for current advice
Next steps	Keep documents and decisions in a clear checklist

Guidance should be dated and jurisdiction-specific. A wizard is not a legal or licensing approval.

Community with a purpose

Proposed ways for founders to get relevant help and contribute.



PEER GROUPS

Small groups organised around a stage or challenge

OFFICE HOURS

Focused conversations with experienced contributors

ACCOUNTABILITY

A next action and a reason to return

Community quality depends on relevance, moderation, consent and completed interactions.

Co-founder and team discovery

A proposed pathway for exploring working relationships.

A useful profile

Experience and skills
Business interests
Location and availability
Working style and expectations

A careful process

Mutual interest
Introductory discussion
A bounded trial project
A separate agreement if suitable

A profile match does not confirm compatibility, appointment or commitment.

Founder and startup directories

Structured profiles can support more relevant discovery.

Founder context	Background, interests, skills and preferred ways to contribute
Business context	Problem, sector, stage, location and operating model
Current needs	Customers, expertise, collaborators or programme support
Visibility choices	Public summary, member-only context and private details
Connection request	A specific reason to connect and a clear response route

Recommended design: user-controlled visibility and consent before sharing private business information.

Investors and founder readiness

Potential value comes from preparation and fit.



BETTER CONTEXT

Structured startup information and founder questions

RELEVANT DISCOVERY

Stage and sector interests that help focus conversations

USEFUL ENGAGEMENT

Office hours, feedback and appropriate introductions

Investor engagement is distinct from Startup Roof operating an investment fund.

A readiness pack for a meaningful discussion

Proposed preparation for founders who choose to seek capital.

Area	What a founder can prepare
Business	Customer problem, offer and business model
Evidence	Actual customer learning, usage or sales with context
Economics	Revenue logic, costs, cash needs and assumptions
People	Relevant experience, responsibilities and open gaps
Plans	Use of funds, milestones and the rationale for capital
Governance	Company records and material commitments, as appropriate

Capital routes should fit the business

Proposed education around the choice of financing.

Customer-led growth

Founder resources
Revenue and retained earnings
Pre-orders when appropriate
Operating discipline

Programmes and grants

Eligibility and deadlines
Purpose-specific support
Application requirements
Reporting obligations

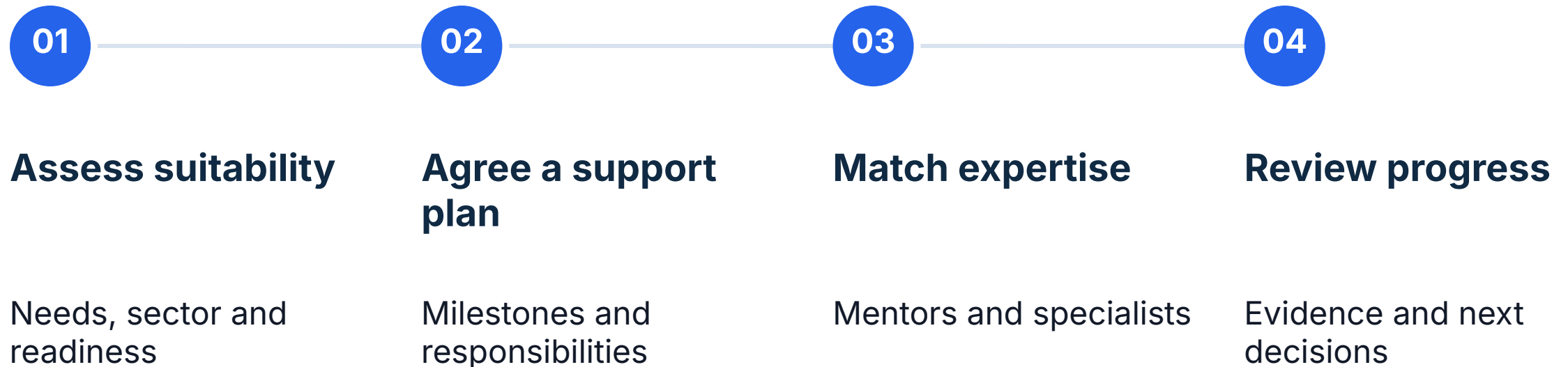
External capital

Investor or lender fit
Risk and repayment or dilution
Readiness and due diligence
Independent advice

Startup Roof does not promise investment, returns, admission or grant awards.

Selective incubation

Proposed intensive support based on fit and delivery capacity.



Selection, capacity and commercial terms require separate agreement.

Opportunities and grants

Discovery should make eligibility and next steps easier to understand.

Fit	Who the opportunity serves and what stage it supports
Evidence	The original provider, programme page and published terms
Timing	Application deadline, update date and time zone
Action	Required documents and the official application route
Follow-up	Save a decision and track the next step

Recommended principle: verify the original source before a founder applies or commits information.

Perks, tools and marketplace

Proposed discovery for useful products and services.

Founder value

A relevant tool or service
Clear eligibility and scope
Transparent commercial terms
A path to help and support

Provider requirements

Permission to distribute
Offer validity and fulfilment
Disclosure of commissions
Data and cancellation terms

Third-party offers, integrations and partner relationships must be verified before promotion.

Programmes and events

A proposed year-round rhythm of useful participation.

Small, frequent sessions

Expert office hours
Validation and build clinics
Peer discussions
Focused workshops

Structured programmes

Stage-specific cohorts
University activities
Selective incubation
Partner-led learning

Wider engagement

Founder showcases
Relevant ecosystem
gatherings
Media conversations
Opportunity discovery

Formats are illustrative. Dates, venues, speakers and delivery commitments require confirmation.

Startup Roof Radar

A proposed discovery layer for relevant founder information.



SIGNALS

Startup news, ecosystem updates and funding context

OPPORTUNITIES

Programmes, grants, events and useful resources

FOUNDER CONTEXT

Why it matters, who it fits and what to do next

UAE-first discovery with broader coverage over time. Sources and freshness should remain visible.

Startup Roof TV and founder media

Proposed stories that help founders learn from real experience.

Interviews	A specific decision, challenge or lesson
Practical explainers	A tool, business process or market question
Founder stories	Context, evidence and permission from contributors
Ecosystem conversations	Relevant specialists and institutional perspectives
Distribution	Website, social channels and newsletters where authorised

No interviews, endorsements, contributors or distribution partnerships are announced here.

Universities and emerging founders

Potential collaboration around applied entrepreneurship.



STUDENT FOUNDERS

Explore a problem and test an early idea

EDUCATORS

Link learning to a concrete founder output

INSTITUTIONS

Develop a scoped programme with an accountable owner

Proposed formats: campus workshops, mentorship, project reviews and selected founder programmes.

Partner collaboration

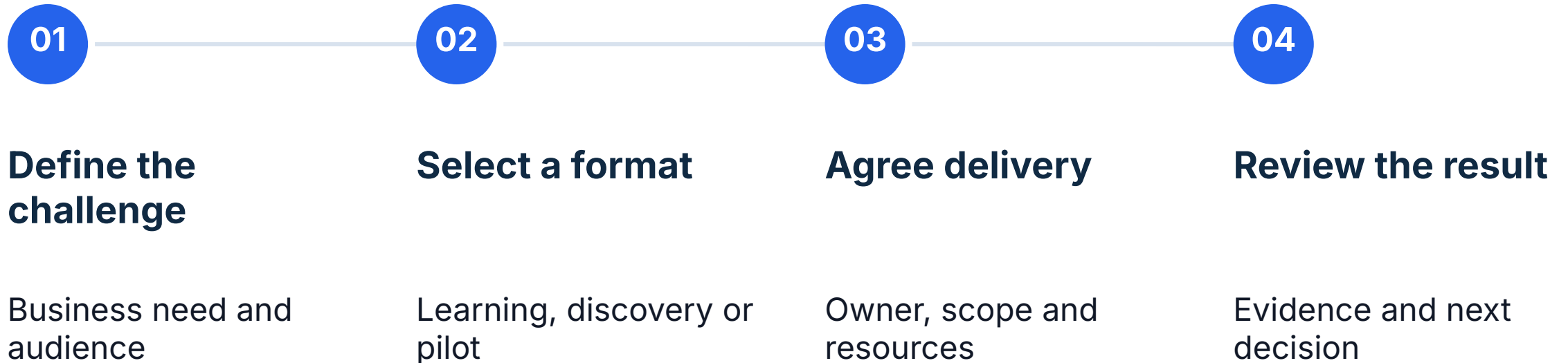
A useful partnership has a founder outcome and a delivery owner.

Partner type	Possible contribution	Shared outcome
Mentors and experts	Office hours and feedback	Better founder decisions
Service providers	Scoped specialist support	Resolved practical needs
Universities	Applied entrepreneurship activities	Evidence of learning
Corporate teams	Challenges, pilots and expertise	Useful market learning
Technology providers	Tools and licensed support	Relevant product adoption

These are collaboration possibilities. Signed partnerships are not claimed.

Corporate and ecosystem programmes

Proposed collaboration can start with one well-scoped problem.



An idea-stage founder's first cycle

Illustrative scenario, not a customer case study.

- | | | |
|---|-----------------------|---|
| 1 | Starting point | An idea for a service, with uncertain customer demand |
| 2 | Workspace | Profile, current need and a discovery checklist |
| 3 | Human support | A validation clinic and a focused mentor question |
| 4 | Action | Customer conversations and a test of one assumption |
| 5 | Next decision | Refine the offer or change the segment |

A useful outcome is clearer evidence and a next decision. No traction or success is implied.

A consumer business preparing to grow

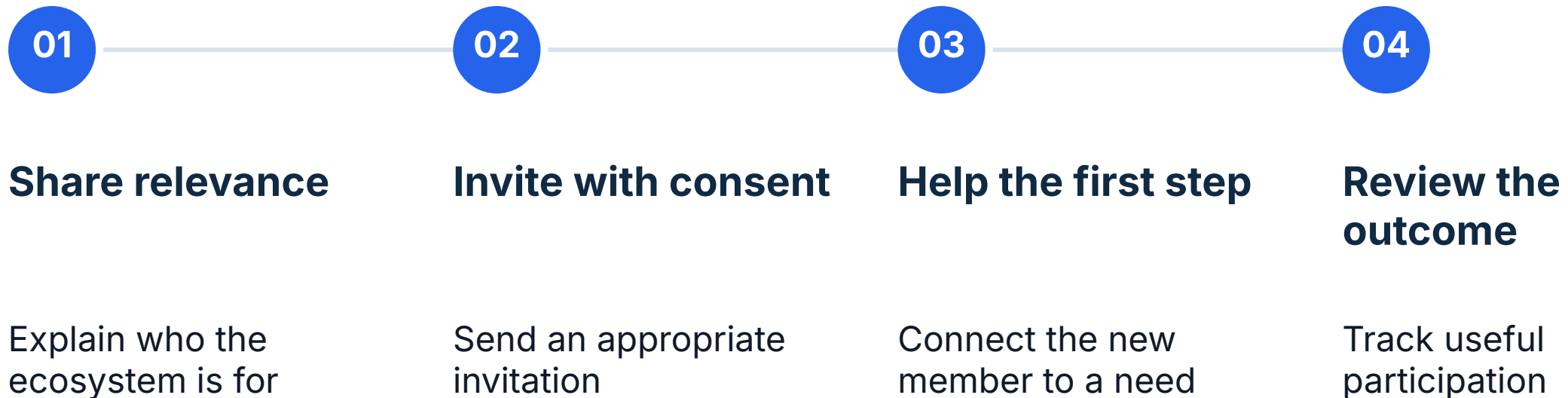
Illustrative scenario, not a customer case study.

- 1 Starting point** An existing offer with questions about repeat sales
- 2 Workspace** A focused plan for customer feedback and margin review
- 3 Human support** A retail specialist or customer-lifecycle session
- 4 Action** Test an offer, improve fulfilment and review actual costs
- 5 Next decision** Repeat the useful change or revise the approach

Growth support should reflect the business model, delivery capacity and actual operating records.

Referrals and relevant introductions

A proposed way to grow through useful participation.



Any referral incentives and eligibility terms require confirmation. No rewards are promised.

Notifications and follow-up

Proposed communication that respects founder attention.

Important activity	Respond to an accepted request or upcoming session
Chosen interests	Surface a relevant programme or resource
Progress reminders	Return to a founder-selected task
User control	Allow preferences, opt-out and suitable frequency

Channels and integrations require validation. Consent should guide recurring communications.

A practical product foundation

Proposed requirements behind the founder experience.

Identity and access	Account recovery, roles and clear profile visibility
Content and search	Useful taxonomy, filtering and dated source records
Requests and workflow	Status, ownership, notifications and follow-up
Operational tools	Moderation, support, service records and reporting
Reliability	Accessibility, device usability, monitoring and recovery

Technical architecture and vendors remain open. These requirements are not confirmed integrations.

Reaching the first useful community

Proposed acquisition channels tied to a clear founder need.

People and institutions

Founder referrals
Mentor networks
Universities and incubators
Relevant ecosystem
partners

Useful experiences

Clinics and workshops
Office hours
Practical resources
Small founder groups

Content and discovery

Founder stories
Searchable explanations
Radar and opportunities
Permission-based updates

Channel performance should be measured through activation and useful outcomes, beyond sign-ups.

Activation: a first useful action

Proposed funnel. No conversion data is claimed.

Discover

Understand who Startup Roof serves

Join

Create an appropriate profile

Find relevance

Choose a current need

Take action

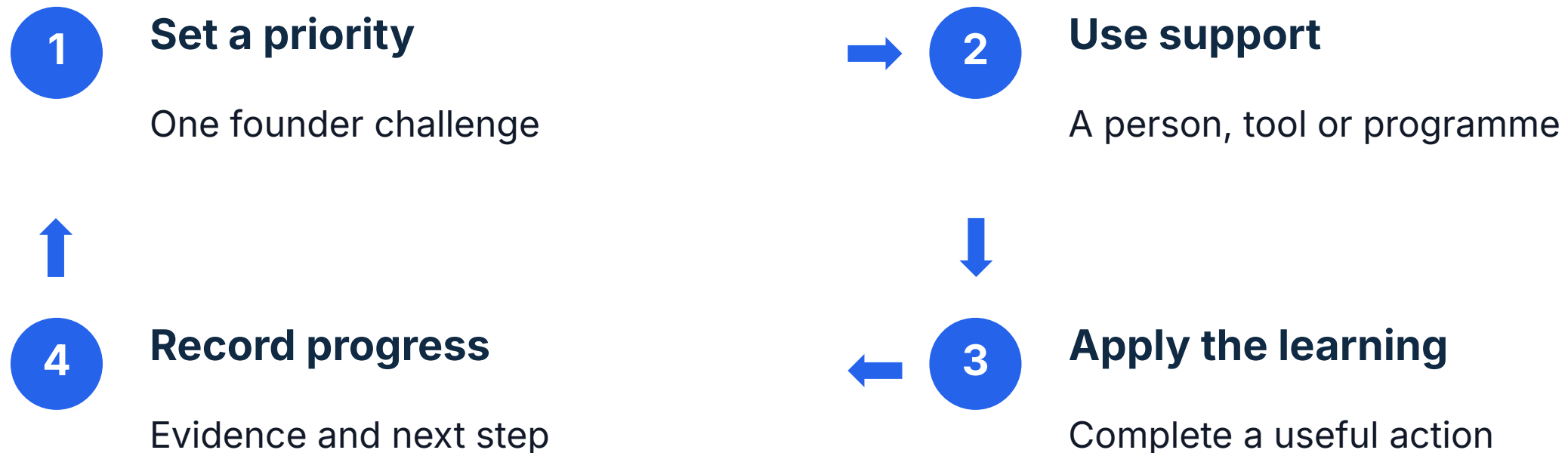
Use a resource or get support

Return

Record progress and continue

A reason to return

Proposed retention loop centred on progress.



Repeat use should reflect continuing value rather than an endless stream of notifications.

Pilot measurement framework

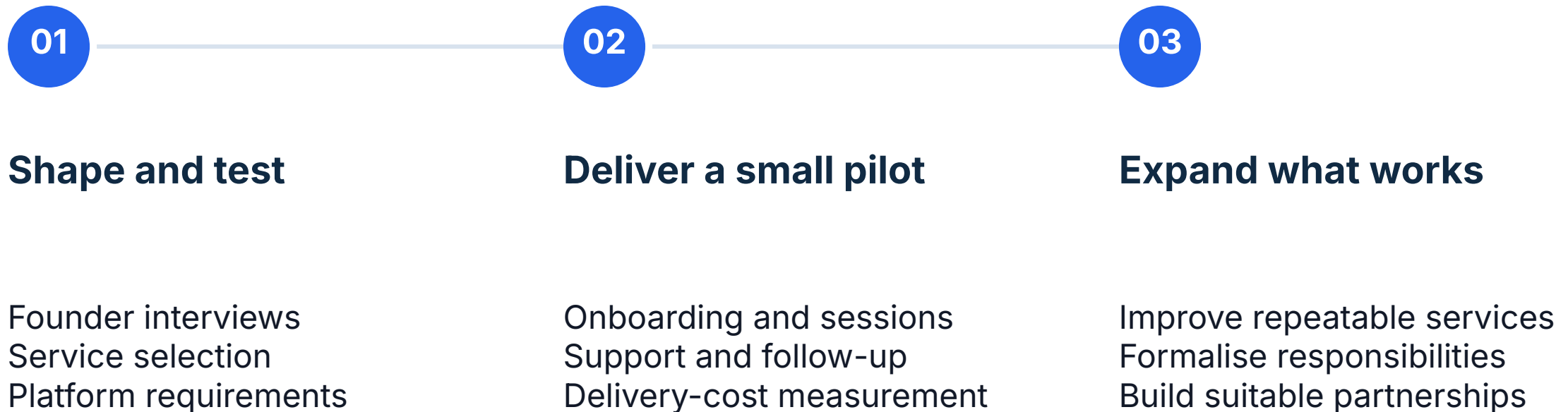
Proposed metrics connect experience, outcomes and economics.

Question	Measure to define	Evidence source
Do founders find value?	First useful action and time to value	Task or session record
Do they return?	Repeat activity over a stated period	Cohort activity
Does support help?	Need resolved and next action completed	Founder follow-up
Can we deliver?	Response time, completion and quality	Operations log
Can it sustain itself?	Direct cost and contribution by service	Actual cost records

Definitions, baseline and targets should be agreed before pilot reporting.

Roadmap: shape, pilot, expand

Targets and timing will be refined through the pilot.



Proposed sequence. Expansion depends on evidence, capacity, product readiness and governance.

A readiness gate before expansion

Proposed conditions for moving beyond a pilot.

Founder value	A clear need and evidence of useful support
Product experience	Reliable onboarding, accessibility and support routes
Delivery capacity	Owners, provider availability and service standards
Economics	Known direct costs and a credible paid-value test
Trust and governance	Privacy, terms, complaints and responsible content

A user-count milestone should sit alongside readiness in product, operations and trust.

Operations that support the promise

Proposed responsibilities across the founder experience.

Community operations	Moderation, member questions and relevant introductions
Programme delivery	Scheduling, preparation, attendance and follow-up
Service fulfilment	Provider fit, scope, delivery quality and escalation
Product operations	Access, usability, incidents and support requests
Commercial operations	Terms, records, partner arrangements and cost review

Trust, privacy and responsible access

Proposed product and operating principles.

Founder control

Clear profile visibility
Consent before introductions
Permission for private document access
Meaningful correction and removal routes

Platform responsibility

Plain-language notices
Appropriate access controls
Moderation and complaint handling
Retention and security practices

Specific policies and controls need implementation and review before they can be claimed as operational.

Quality in directories and content

Proposed safeguards for an open ecosystem.

Identity and relevance

Explain how profiles and claims are checked

Content accuracy

Link to original sources and show update dates

Conflicts and incentives

Disclose paid placements and referral arrangements

Community conduct

Prevent harassment, spam and misleading promotion

Escalation

Give members a clear report-and-review route

Risks to manage during the pilot

A practical view of what could limit delivery.

Risk	Why it matters	Proposed response
Too much scope	Weak execution across many modules	Start with a few useful journeys
Weak relevance	Sign-ups without recurring value	Segment needs and test activation
Delivery bottlenecks	Slow or inconsistent support	Scope services and measure capacity
Unclear commercial model	Costs exceed paid value	Measure service economics early
Trust and quality gaps	Misleading profiles or information	Set controls and escalation routes

Decisions the pilot should resolve

A smaller set of answered questions can guide a larger ecosystem.

Founder segment	Whose need is strongest and most practical to serve first?
Initial offer	Which few services lead to a useful outcome?
Product scope	Which workflows need software now and which can start manually?
Commercial model	Where will founders or institutions pay for repeatable value?
Operating structure	Who owns delivery, quality, governance and partnerships?

The answers should shape the roadmap rather than follow from an assumed final structure.

Wider ecosystem context: India

DPIIT recognition certificates issued in completed financial years



Source: DPIIT Annual Report 2025-26, pp.63-64. Includes approved, cancelled and expired recognitions.

Public tools and their limits

Useful educational tools still require clear assumptions.

Tool concept	Intended use	Important limit
Runway calculator	Explore cash inflow and outflow	Constant-flow model, not a forecast
Dilution calculator	Understand a simple priced round	Does not cover every financing instrument
Readiness checklist	Organise evidence in eight areas	No probability of raising capital
UAE Setup Wizard	Prepare setup questions	Qualified local advice still required

Public interfaces inspected. Calculation accuracy, exports and complete journeys were not tested.

Programme concepts: readiness and expansion

Proposed themes with scoped outputs and specialist review.

Capital readiness

A clearer narrative, financial assumptions and funding-fit review

UAE market entry

Customer discovery and an adviser-ready operating plan

Climate ventures

A pilot design and a relevant impact-measurement approach

Saudi expansion

Market validation, localisation and specialist-support questions

No licence, bank account, funding result or market-entry approval is guaranteed.

Hiring and founder leadership

Proposed support for growing responsibilities and team capacity.

Early hiring

- Identify the work and required skills
- Define a role and evaluation criteria
- Plan onboarding and supervision
- Use qualified employment advice

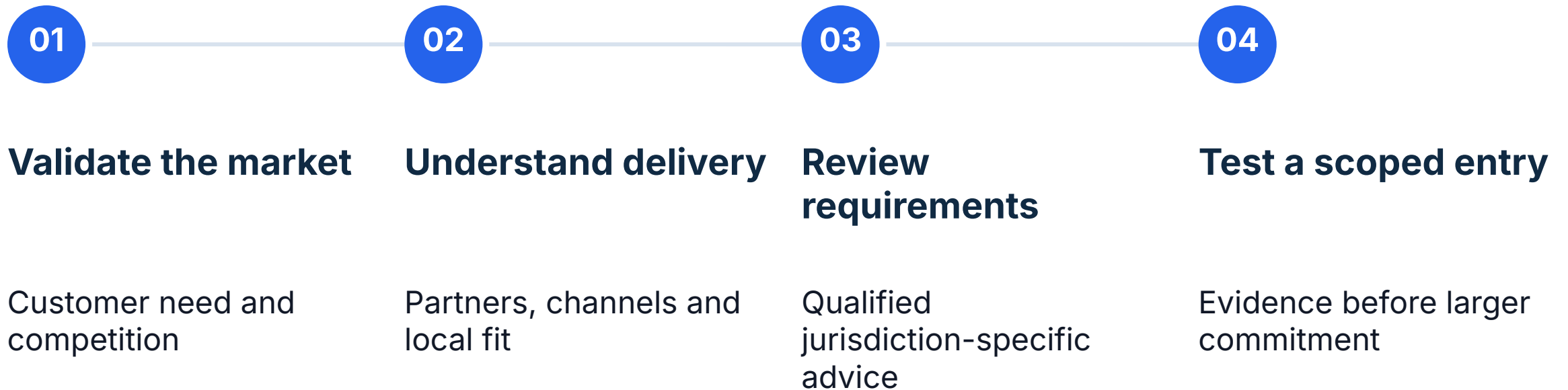
Founder operations

- Clarify decisions and ownership
- Set a manageable operating rhythm
- Document key processes
- Review delivery and team needs

Roles, contracts and obligations depend on the business and jurisdiction. This is a support theme, not legal advice.

UAE, GCC and wider market entry

Proposed support begins with the customer and operating model.



Geographic ambition does not imply an existing office, partner network or operating permission.

Ways to participate

Choose a useful contribution to the founder journey.

Founders	Share your needs and express interest in the pilot
Mentors and specialists	Contribute expertise and focused sessions
Universities and partners	Explore a scoped collaboration
Investors	Engage around readiness and suitable opportunities

Visit the public websites for project information. Registration and service availability may change.

Help shape a practical ecosystem for the founder journey

UAE first. Global ambition.



An ecosystem around the founder.
Founder OS: a digital workspace for the journey.

startupproof.com

Ritesh Kumar
Project Initiator

Sources and scope

Evidence and public references used in this edition

Project direction	Startup Roof brief supplied 10 October 2026. Current stage, proposed model and milestones.
Public websites	startupproof.com, reviewed 10 October 2026. Public previews do not verify authenticated workflows.
UAE charts	Global Entrepreneurship Monitor, Global Report 2025/2026, pp.202-203. Definitions: pp.218-219.
India chart	DPIIT Annual Report 2025-26, pp.63-64. Recognition certificates are not active-company counts.

Photos illustrate the business context. They do not depict Startup Roof participants or confirmed partners.

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Andy Barbour campus collaboration

RDNE Stock project founder discussion

Andrea Piacquadio mentor support

Thirdman design workshop

RDNE Stock project product prototype

Pavel Danilyuk product business

Pavel Danilyuk design collaboration

Viridiana Rivera academy workshop

Pavel Danilyuk conference networking

Magda Ehlers dubai context

Pavel Danilyuk business planning

Christina Morillo technology build

Campaign Creators / Unsplash Team workshop

Harjinder Cheema / Unsplash Dubai desert

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