

# International IT and startup hub

Make IT happen

Nur-Sultan 2020



astana hub



astana hub



*Astana Hub should become a platform attracting entrepreneurs and investors from around the world.*

**N. Nazarbayev**  
November 6, 2018. Official opening  
of Astana Hub



**MISSION:**

To develop a startup culture and support high-tech projects to strengthen the country's economy



**OBJECTIVES:**

**2022** - \$200 mln volume of investments in resident startups

**2025** - \$500 mln sum of service exports



# ASTANA HUB AT A GLANCE

 **5 mln**  
user penetration

 **963**  
events conducted  
in Astana Hub

 **53 735**  
people  
attended  
Astana Hub  
events

 **9 506**  
participants  
received training  
in Astana Hub

 **20**  
foreign companies  
from 10 countries  
as Astana Hub  
participants

 **2 187**  
community  
members

 **638**  
startups  
supported

 **\$38,2 mln**  
investments  
attracted

 **371**  
IT companies  
became Astana  
Hub participants  
and get tax  
benefits

 **\$103,7 mln**  
income of IT  
companies -  
Astana Hub  
participants

 **\$ 8,5 mln**  
saved by  
Astana Hub  
participants

 **4 136**  
jobs created  
by Astana Hub  
participants

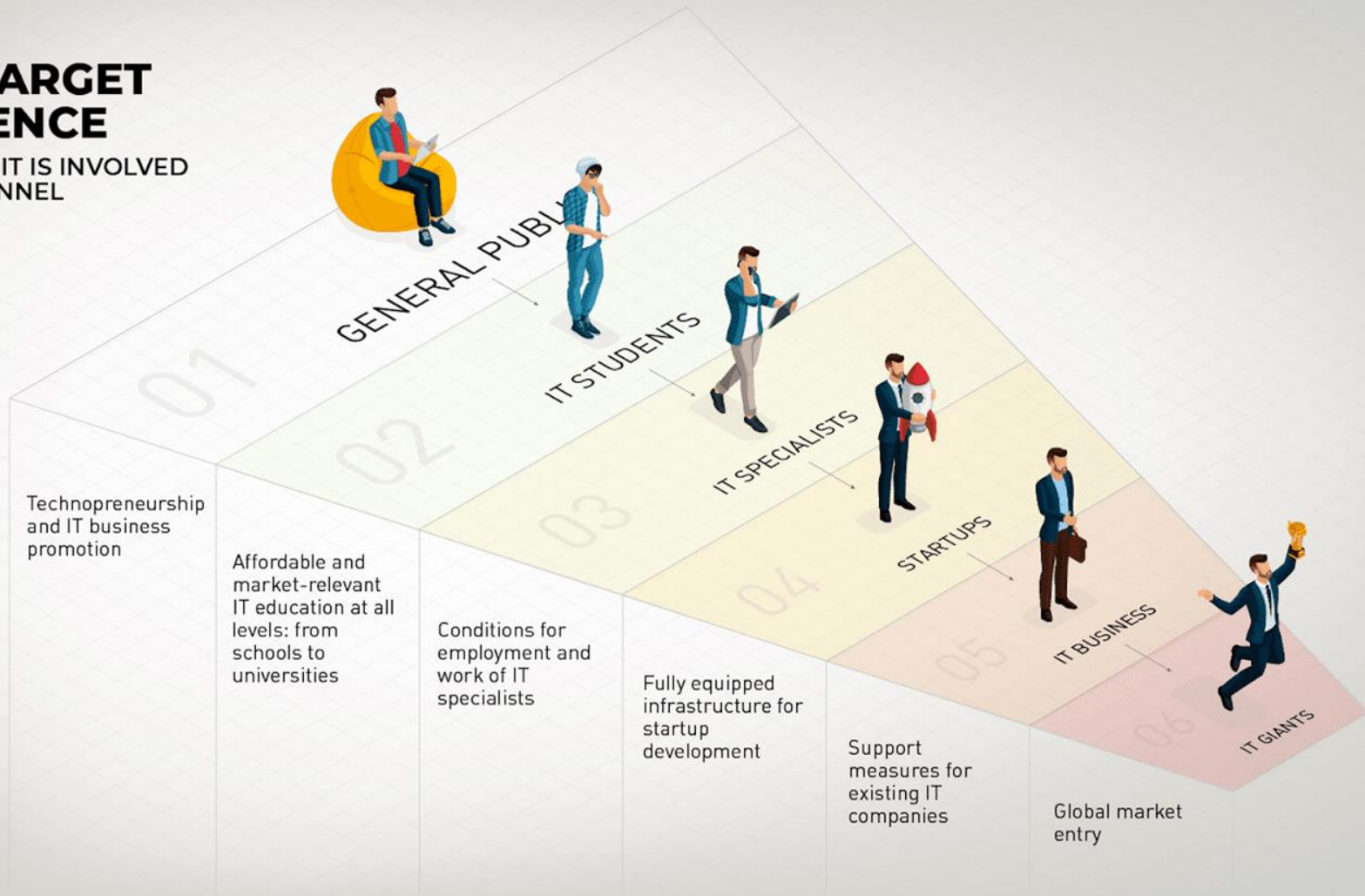
 **23 000**  
sq. meters  
Astana Hub  
space

 **26**  
R&D laboratories

 **100+**  
memorandums  
with local and  
international  
enterprises

# THE TARGET AUDIENCE

AND HOW IT IS INVOLVED IN OUR FUNNEL



# ASTANA HUB ECOSYSTEM



astana hub

53735

people attended  
the events

638

startups supported  
by Astana Hub

371

participants  
of Astana Hub  
tax exemption



Promotion of  
technological  
entrepreneurship



IT-education



Business  
programs



State and  
corporate  
innovations



Physical and  
digital  
infrastructure



Financing



Regulation



Global market

# 01 Promotion of Technological Entrepreneurship

**Mission:** Promotion of technological entrepreneurship among the population

**Objective:** To cover 5 mln people per year



# PROMOTION

## 01 Promotion of Technological Entrepreneurship

### SOCIAL WEBS



4,8 MLN PEOPLE – THE SOCIAL WEB MATERIALS CUMULATIVELY REACHED SINCE 2019

### SM APPEARANCE

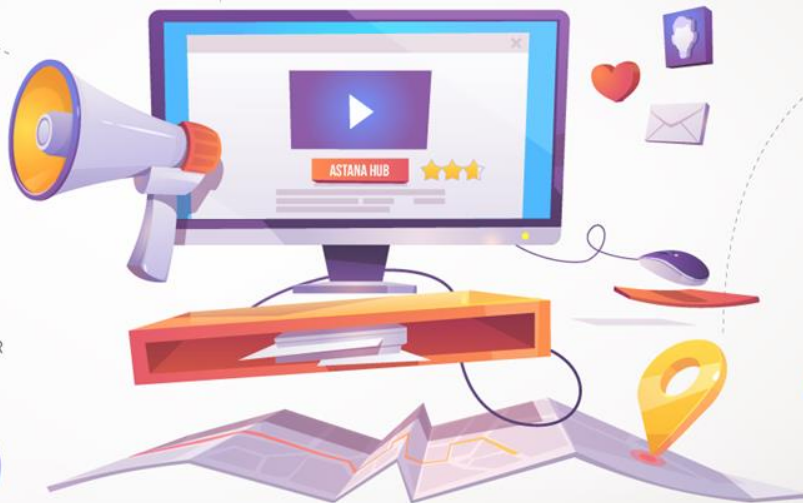


2,7 AVERAGE NUMBER OF PUBLICATIONS PER DAY

1,2 MLN READERS – AVERAGE REACH PER QUARTER

4 THOUSAND VIEWS COVERAGE OF ONE MATERIAL

## 02 Supporting Startups and IT-Companies



Reviews and interviews prepared by Astana Hub PR-team are published in:

- **Business papers**- Capital, Kursiv
- **Specialized MM**- Profit, Bluescreen;
- **Republican MM**- Khabar 24, NUR.KZ, Kazinform, Baq.kz, Astana Times, etc.

## 03 Events

189 EVENTS 11 546 PARTICIPANTS 2018 r

573 EVENTS 18 579 PARTICIPANTS 2019 r

78 EVENTS 10 965 PARTICIPANTS 2020 r

Working with 15 international MM:

**RUSBASE** **vc.ru**

Russia

**REPORT** **Day.Az** **OLAYLAR**

Azerbaijan

**itrend**

**UDF.BY** **AFN**

Belarus

**dev.** **euroradio.fm**

**hub**

Ukraine

**EMERGING EUROPE**

Great Britain

**Morgan Lewis**

USA

**The Times of Central Asia**

Kyrgyzstan

# 02 IT Education

**Mission:** To create conditions for the needed IT-specialists training

**Objective:** To train 20,000 IT specialists annually





# EDUCATIONAL PROGRAMS

## Startup Sapary



core audience: school children, students, startups, IT companies

Support and development of startups and aspiring entrepreneurs from Kazakhstan regions

**5540** PARTICIPANTS  
IN 2019

**2** DAYS OF STARTUP SCHOOL  
INTENSIVE CLASSES

In 2019, the Astana Hub team visited 14 regional centers and 3 large cities.

## Trackers School



core audience: startups, entrepreneurs and others

Course for trackers teaching how to work with startups. 2 days course complemented by 2-month internship.

**82** PARTICIPANTS  
SINCE 2018

**60** DAYS OF  
CLASSES

## Investors School



core audience: businessmen and investors

Venture Investment course for business owners, investors and business angels

**111** PARTICIPANTS  
SINCE 2020

**3-5** DAYS OF  
INTENSIVE CLASSES

Among the Investors School graduates there are such well-known investors as Marat Tolibayev and Amir Khan Omarov

## Alem 2.0



core audience: 18-35 years old

A unique coding school based on the model of the world-famous Ecole 42 school by Nicolas Sadirak

**208** PARTICIPANTS  
SINCE 2019

Prepares world-class IT specialists without teachers, lectures, assessments and other elements of traditional education.

# 03 Business Programs

**Mission:** To create conditions for training competitive startups

**Objective:** To stimulate not less than 100 venture agreements annually





## Startup School

Core audience: school students

An intensive course that helps to launch a startup or digitize an operating business.

**2021** PARTICIPANTS  
SINCE 12.2018

**2** DAYS OF  
INTENSIVE CLASSES



## Online Mentor

Core audience: university students

Product viability check. Each participant is supported by an individual tracker to reach an MVP stage.

**333** PARTICIPANTS  
SINCE 09.2019

**60** DAYS OF INTENSIVE  
WORK WITH TRACKERS



## Incubation

Core audience: startups

A program for teams at MCI stage. The program participants implement an idea to a business prototype.

**183** PARTICIPANTS  
SINCE 07.2018

**60** DAYS OF  
INTENSIVE CLASSES



## Acceleration

Core audience: startups

Providing necessary instruments and knowledge for successful and fast business growth.

**233** PARTICIPANTS  
SINCE 02.2018

**90** DAYS OF  
INTENSIVE CLASSES

# BUSINESS PROGRAMS

# State and Corporate Innovations

**Mission:** To increase competitive advantage of corporations by innovations' implementation

**Objective:** To launch 100 pilots on innovations' implementation to corporations annually



# STATE AND CORPORATE INNOVATIONS

347 IT-COMPANIES  
638 STARTUPS IN THE DATABASE



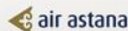
**TECHNOLOGICAL  
BROKERS FACILITATE  
A PRODUCT DEVELOPMENT**

Decisions' packaging  
and teams' acceleration



STATE BODIES,  
MINISTRY

CORPORATIONS AND  
SUBSOIL USERS



# STATE AND CORPORATE INNOVATIONS

## Corporate Innovations

**300+** IT COMPANIES

**20** TECHNICAL PROBLEMS PUBLISHED

**648** STARTUPS IN THE DATABASE

**65 000** USD THE TOTAL AMOUNT OF CONTRACTS FOR THE TECHNICAL PROBLEMS' DEVELOPMENT

## R&D Centers and Laboratories

**26** R&D CENTERS

**2 344** PARTICIPANTS

**85** EDUCATIONAL EVENTS

**9** AREAS (AR, VR, AI, BLOCKCHAIN, INDUSTRY 4.0 AND OTHERS)

## Results



Support and development of social innovations aimed at children interests in the Republic of Kazakhstan.  
4 winner projects of the competition were shortlisted to be supported



National Informational Technologies JSC Laboratory was opened for development of the decisions in the framework of Smart Data Uimet platform



There was launched the search of technological decisions and innovative projects in Architecture from Propilon Company



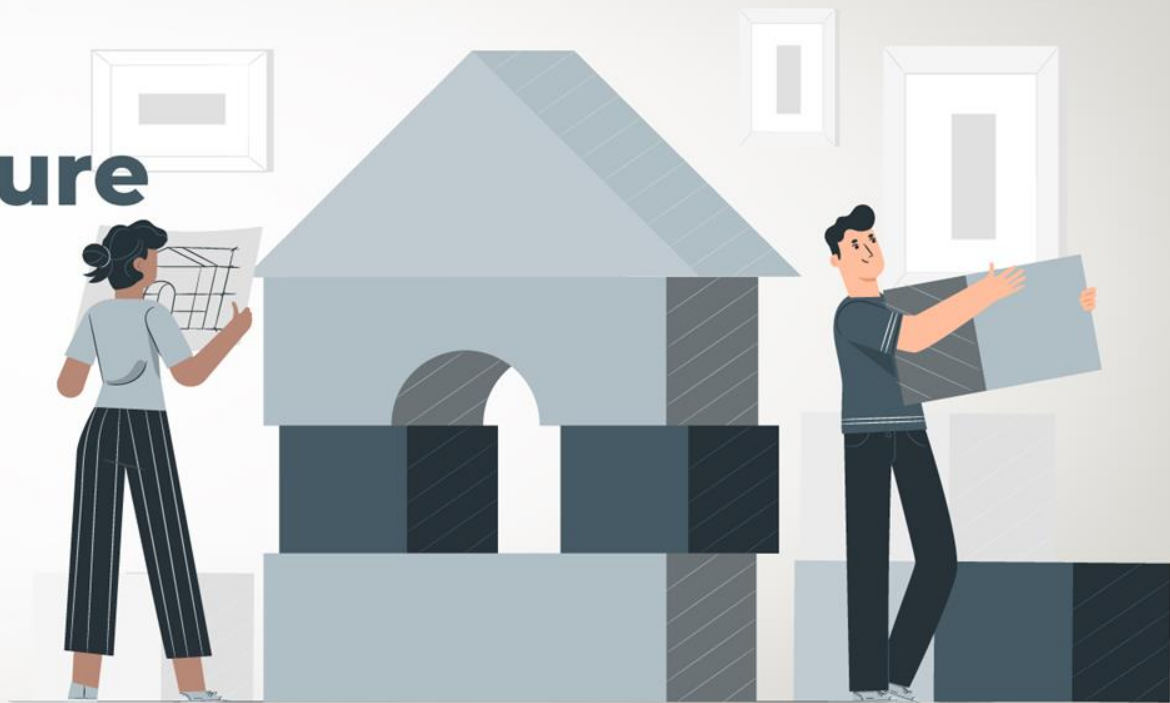
The competition for the best Moving-service project for transporting process' structuring

# 05 Infrastructure

**Mission:** To consolidate tech business by providing advanced physical and digital infrastructure

**Objective:**

- To create partnership network from 15 international and 16 kazakhstani hubs by the end of 2025
- To create a single digital platform with 100 000 MAU



1000M  
Nazarbayev University

1500M  
Botanical garden

700M  
Living quarters

250M  
Mega Silk Way Mall

400M  
Hilton Astana

International green technologies and investment projects center

Astana IT University

Alem

Astana Hub

Art Hub  
launch in 2021

International Financial Center "Astana"

Business center

Underground parking for 2000 cars

# CLUSTER IN EXPO ZONE

INFRASTRUCTURE DESIGNED WITH EVERYTHING YOU NEED TO LIVE, LEARN, WORK AND CHILL



## C 4.5 PAVILION

TOTAL AREA ~3400 M<sup>2</sup>

Alem School – 1 786 sq. m

The Center of Engineering and Transfer of Technologies JSC at the total area of 288 sq. m, Bee-line – 80 sq. m

Lecture hall, coffee shop area, cloakroom, and medical station at the total area of 240 sq. m



## C 4.6 PAVILION

TOTAL AREA ~8 800 M<sup>2</sup>

Total area – 8 800 sq. m

R&D centers – 2003 sq. m

Co-working areas for startups – 2 492 sq. m

Conference halls (event hall, classroom, lecture hall, media hall, meeting hall) – 807 sq. m

Astana Hub administration occupies office premises with the total area of 898 sq. m



# C 3.5 – C 3.6 PAVILIONS

TOTAL AREA  $\approx 9\,800\text{M}^2$

RENTABLE -  $5\,805\text{M}^2$

AUXILIARY -  $3\,378\text{M}^2$

R&D centers  $\approx 2\,800\text{sq. m}$

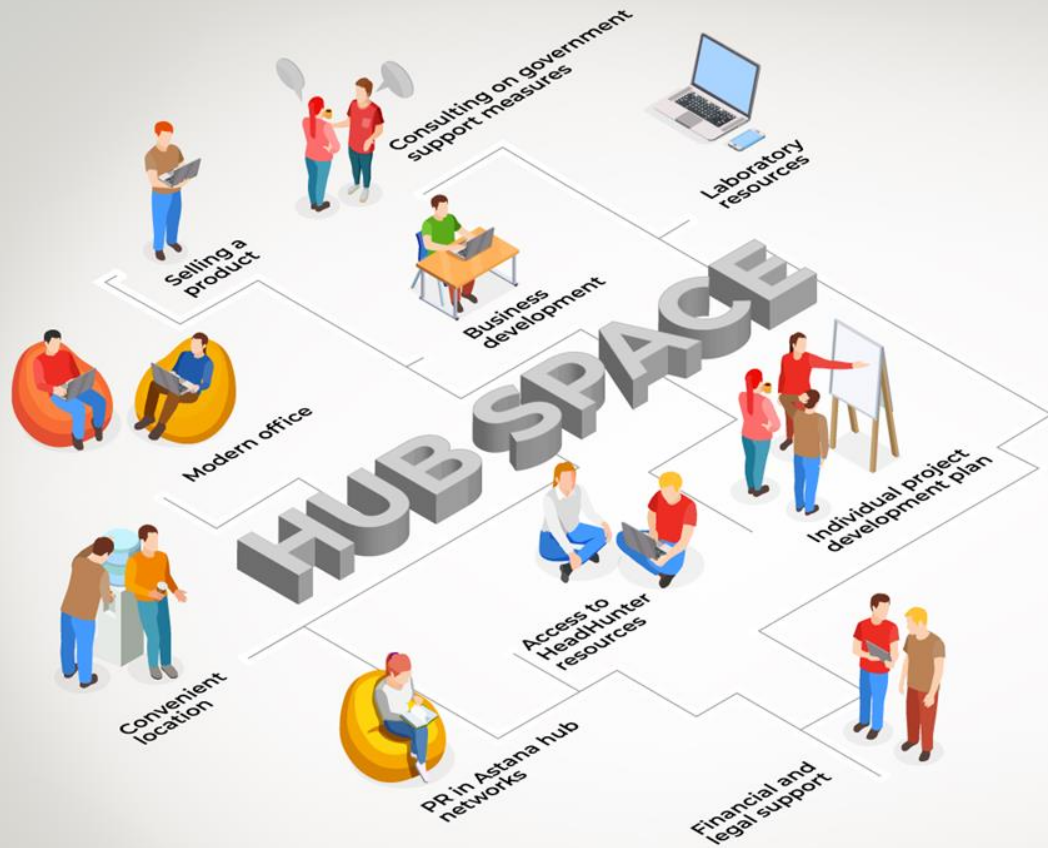
Co-working area and offices for startups  $\approx 2\,400\text{sq. m}$

Conference halls (event hall, classroom, lecture hall, media hall, meeting hall)  $\approx 300\text{sq. m}$

IT-freelance area  $\approx 300\text{sq. m}$

Venture funds  $\approx 150\text{sq. m}$





Corporate business incubator aimed at the development of IT projects. Hub Space is a coworking space with the ideal infrastructure to grow your startup. The space can accommodate up to 200 participants.

**Cost**

The cost of one package of services for 1 person per month

**\$81**

Participants of the acceleration program or Astana Hub participants (residents of the Republic of Kazakhstan)

**\$163**

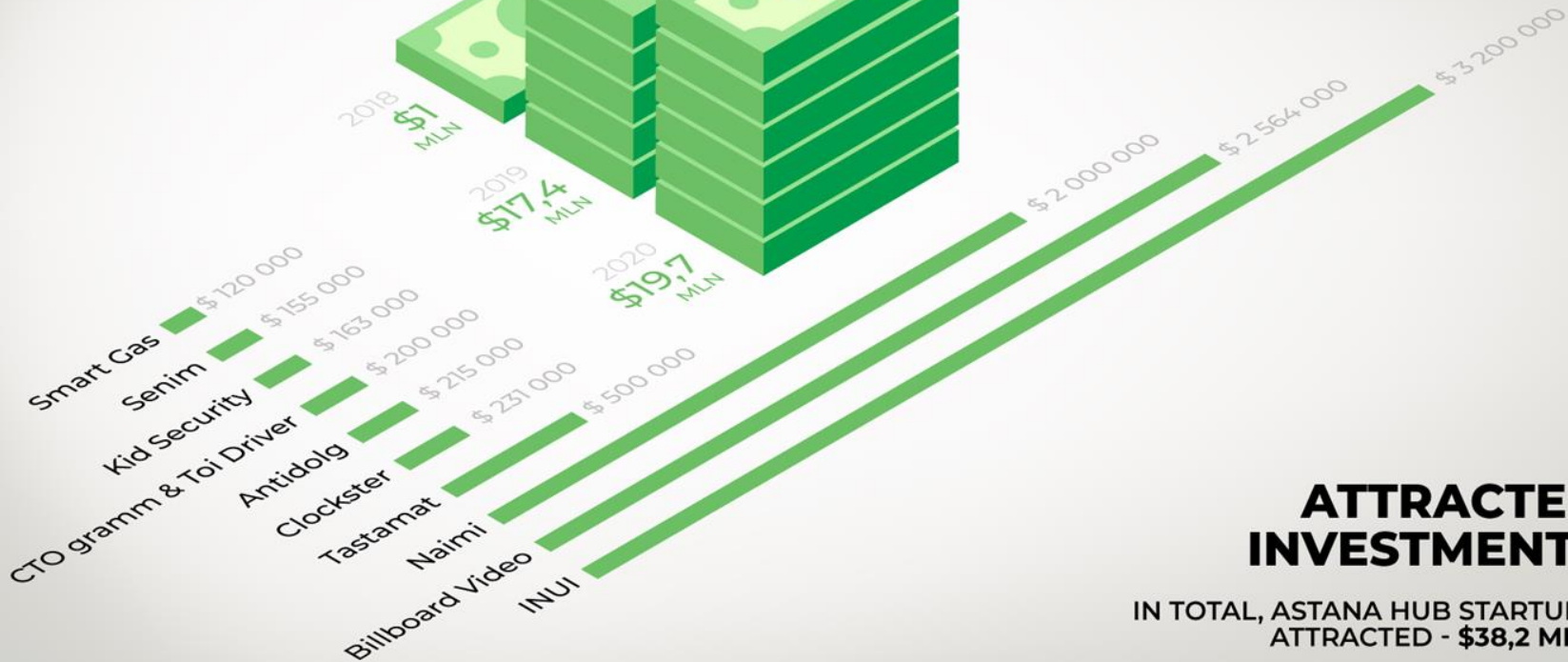
For everyone else (residents of the Republic of Kazakhstan)

# 06 Financing

**Mission:** To stimulate inflow of private venture investments into local tech business

**Objective:** \$200 mln of investments attracted to Astana Hub startups by the end of 2025





## ATTRACTED INVESTMENTS

IN TOTAL, ASTANA HUB STARTUPS ATTRACTED - \$38,2 MLN



It is part of the structure of the Baiterek national holding. Collaborates with the leading American venture fund management company "500 Startups" and the leading Asian asset management company - Quest Ventures.

They invest from \$250 thousand to \$3 million in each IT project.



A memorandum of cooperation was signed, which envisages the opening of the Foundation's office in pavilion C4.5, as well as the placement of 15 startups of the acceleration program in the coworking space.

Together with QazTech Ventures JSC launched a world-class acceleration program - Kazakhstan Digital Accelerator (KDA).

About 200 applications from Kazakhstani and international startups.

10 projects-finalists, 8 of them Astana Hub startups (Okoo, Qlang, Egistic, ApartX, Smart Gas, 1Fit, Aero, Retail Analytica) received investments from KDA in the amount of \$50 000 for the development of the startup.



Together with TUZ Ventures and the AIFC, Zerde Holding JSC, Tech Garden, with the Most business incubator, a study of the Kazakhstan startup ecosystem was carried out.

A base has been formed: 480 startups, 250 ecosystem participants.

It is planned to open a representative office in pavilion C4.5.



Searches and selects startups from Kazakhstan.

Investment rounds: Early stage / seed / series A.

Investment up to \$250,000 in each project.



Based on the results of the club investors participation in the Invest Day, Demo Day events, club members invested in Astana Hub startups: Clockster, CTO Gramm, Toi Driver, etc.

Act as speakers at the educational course "Investors School".

## COOPERATION WITH VENTURE FUNDS



# REGULAR EVENTS FOR ATTRACTING INVESTMENTS

## INVEST DAY 19-20

A platform where the best investment attractive tech startups pitch their business projects to investors and business-angels for attracting investments.

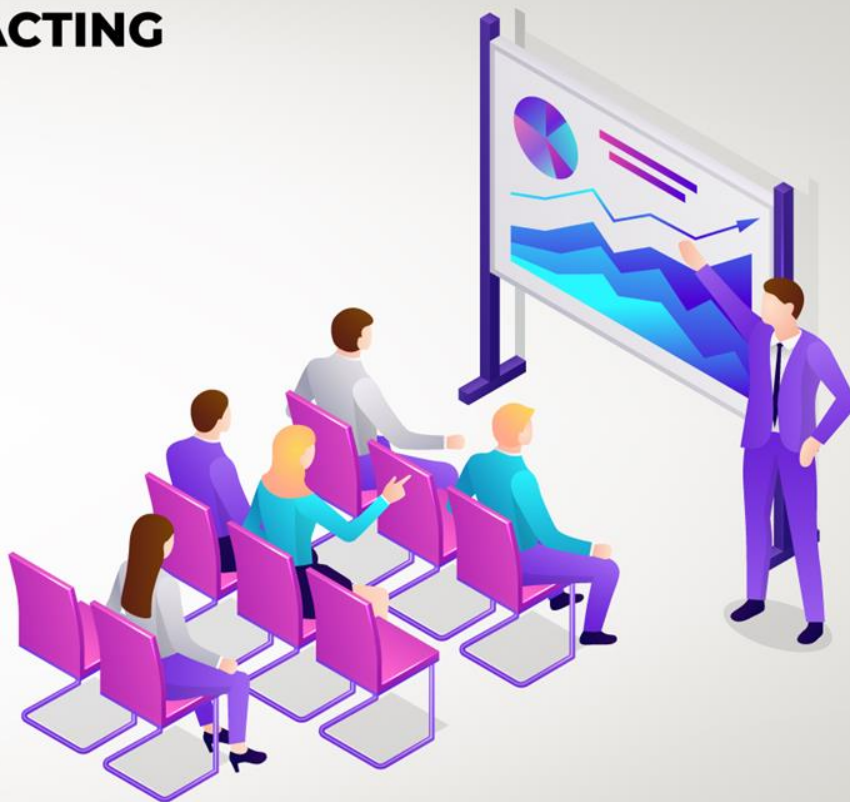
**161** STARTUP APPLICATIONS

**120** INVESTORS

**45** STARTUPS SELECTED

## DEMO DAY

A startup reporting event where participants pitch their projects and outcomes to investors and all the guests based on the results of 3-month Acceleration course.



# 07 Regulation

**Mission:** Develop world-class innovation friendly regulations.

**Objective:** Registration of 10 000 Astana Hub participants by the end of 2025.





# REGULATIONS

## SME



## ASTANA HUB MODEL

	CIT	20%	0% till 2029
VAT FROM GWS (GOODS, WORKS, AND SERVICES) REALIZATION		12%	0% till 2029
VAT FOR IMPORT		12%	0% till 2029
VAT FOR OBTAINING NON-RESIDENTIAL SERVICES		12%	0% till 2029
TAX ON LEGAL ENTITY (LE) ROYALTY		15%	0% till 2029
TAX ON PRIVATE INDIVIDUAL ROYALTY		15%	15% till 2029
IIT FROM RESIDENTIAL EMPLOYEES' INCOME		10%	0%
NON-RESIDENTIAL DIVIDENDS		15%	5% till 2029
RESIDENTIAL LE DIVIDENDS		20%	0% the first 3 years, then 0 % till 2029
SOCIAL TAX FOR NON-RESIDENTIAL EMPLOYEES		9,5%	0% till 2029
IIT		10%	10% till 2029
SOCIAL CONTRIBUTIONS		3,5%	3,5%
OBLIGATORY SOCIAL HEALTH INSURANCE CONTRIBUTIONS		2%	2%
OSHI PAYMENTS		1%	1%

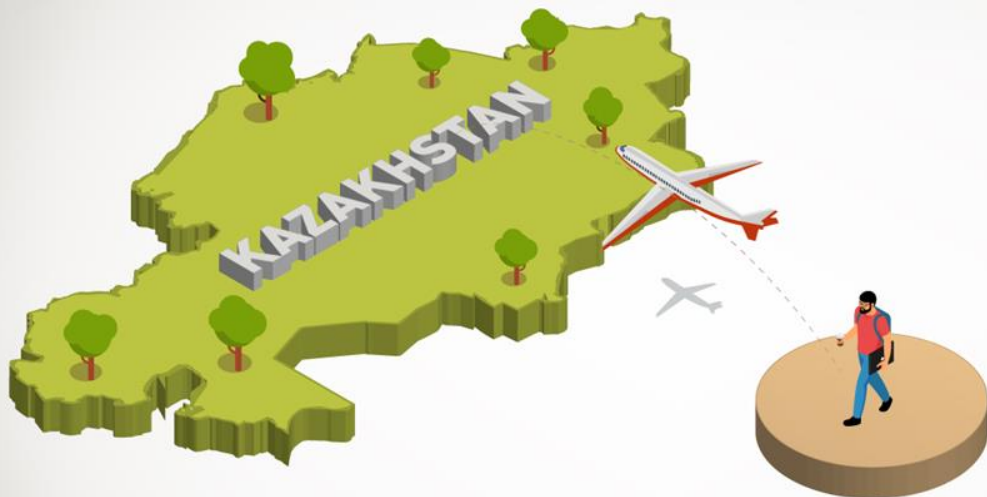
## Who can get the preferences?

Astana Hub participants – legal entities, Kazakhstan residents and non-residents, whose activities correspond to the List of priority types of activity in the field of Information and Communication Technologies.

**371** IT COMPANIES ARE ALREADY GETTING THE TAX PREFERENCES

**8,5** MLN USD SAVED BY THE PARTICIPANTS GETTING THE TAX PREFERENCES





## SIMPLIFIED PROCEDURE FOR OBTAINING A WORK VISA

### Expat Centre

The AIFC Expat Centre is a «single window» for the foreign labour to get primary access to Kazakhstan and to provide government services for establishing favorable social and educational conditions, including assistance in finding suitable social, medical and educational institutions for their families.

#### Benefits for Astana Hub participants

- ✓ No need to obtain a permit to attract foreign labor
- ✓ Unlimited number of foreign employees
- ✓ No need to pay government fee to obtain work permits
- ✓ Work visa issued up to 5 years with the possibility of extension
- ✓ Free consulting services on attracting foreign employees

**20 foreign specialists attracted by Astana Hub participants (including 9 business visas)**



# 08 Global Market

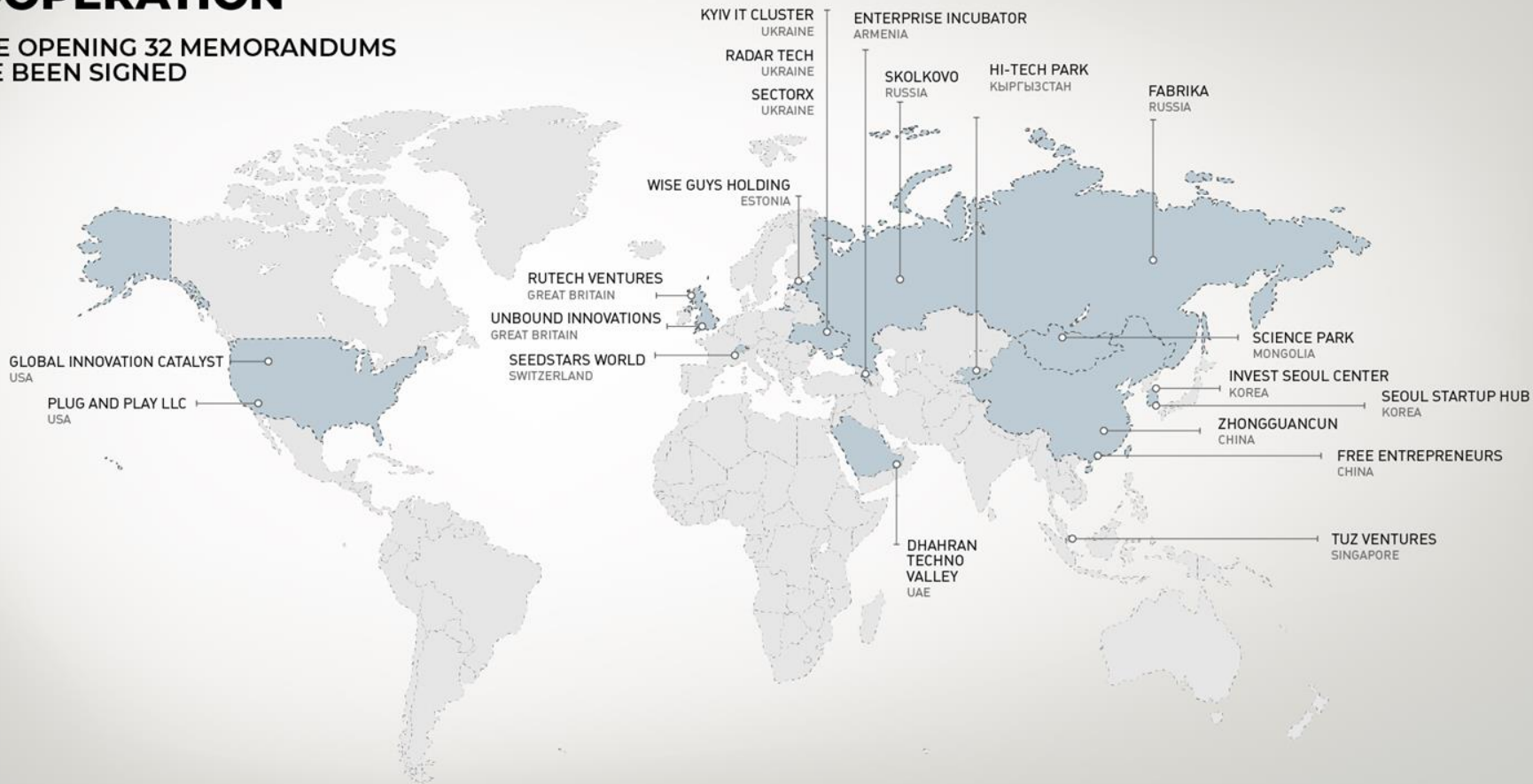
**Mission:** To stimulate the export of services and products of Astana Hub participants

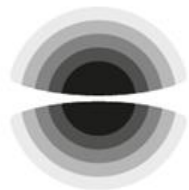
**Objective:** To ensure export of digital products and services in the amount of \$500 million in 2025



# INTERNATIONAL COOPERATION

SINCE OPENING 32 MEMORANDUMS HAVE BEEN SIGNED





**astana hub**

Make IT happen

[welcome.astanahub.com](http://welcome.astanahub.com)



## Welcome to Astana Hub

**Magzhan Madiyev**

CEO

International IT and startup hub  
"Astana Hub"

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