

## WASEL 2021 FACT SHEET

### WHAT IS WASEL?

WASEL is the leading SME accelerator in Oman designed for Omani small business owners with at least 18 months of operations and who have businesses in the following sectors:

- Agricultural processing and other value-added activities in the agricultural sector
- Aquaculture processing and other value-added activities in the aquaculture sector
- Industrial SMEs in production, manufacturing, etc.
- SMEs engaged in sustainable and/or circular economy business

### WHY WASEL?

Wasel is designed to help Omani small businesses to grow. And to overcome the challenges to this growth by:

- Preparing your small business to attract financing to grow your business to the next stage.
- Increase your ability to control your growing business.
- Help your business identify and manage the risks to the growth of your company.
- Wasel provides you with an advisor to discuss your business growth and strategy.

WASEL is designed to address the challenges SMEs face once they have an established growing business. WASEL achieves this by providing technical and financial coaching and training by specialized local and international experts.

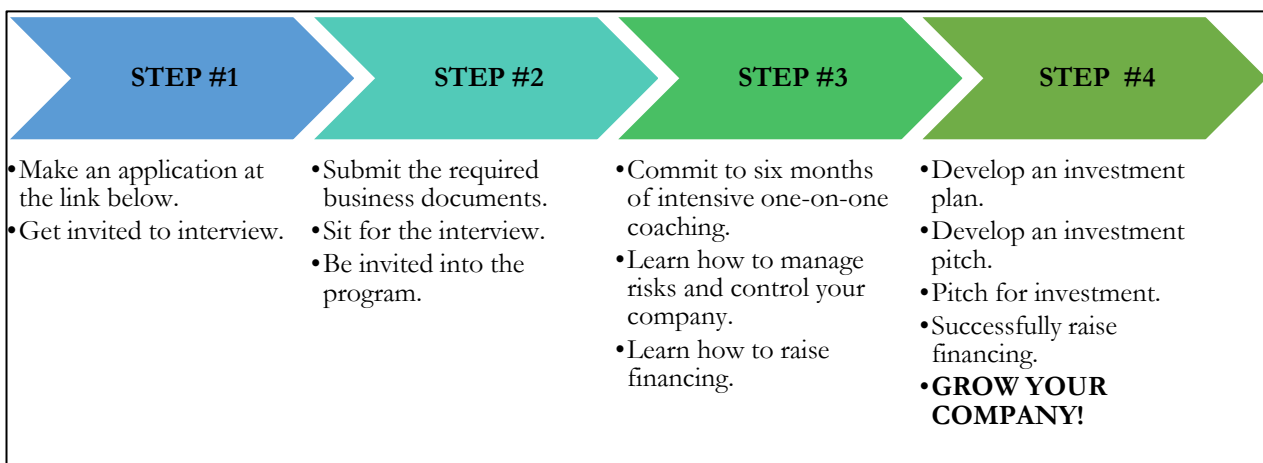
### HOW WILL WASEL HELP ME?

#### WASEL DOES NOT PROVIDE DIRECT FINANCING

However, if you are looking for financing, we can help you attract this from outside shareholders and/or credit providers. We can open the door, but you have to walk through it. Successful past Wasel graduates gained the following benefits:

- Successfully attracted capital to finance their growth.
- Increased their financial control and risk management of their businesses.
- Increased their understanding of how to use debt and/or equity financing to support the on-going growth of their companies.

### HOW DOES WASEL WORK?



## IS WASEL FOR ME?

Yes, IF:

- Your business adds value in the agricultural or aquaculture sectors (in processing of raw materials for instance) AND you have completed at least 18 months of operations in the same line of business.
- You are operating in industrial or innovative areas such as the circular economy
- You are operating in the sectors above and the majority of your company (51%) is owned, managed, and operated by Omani citizens.
- The company has a minimum of 2 founders/shareholders.
- You are an SME searching for growth capital.
- You are willing to work with us to achieve your goals and grow your company.

If you meet the above basic criteria, you can apply through the QR code below to be considered for the program.

In addition to the above mandatory qualifications, other criteria such as profitability, good financial statements and business management practices, will be considered when selecting SMEs that will participate in the program.

## WASEL APPLICATION:

