



جامعة جدة
University of Jeddah

عمادة البحث والابتكار
Deanship of Research and Innovation

أيام البحث والابتكار

STRATEGY PLAN

2023 – 2030



Our Mission

To champion **A Mission-Driven Integrated Ecosystem** where research, innovation, and entrepreneurship converge, ensuring research excellence aligns with practical application and entrepreneurial endeavors.

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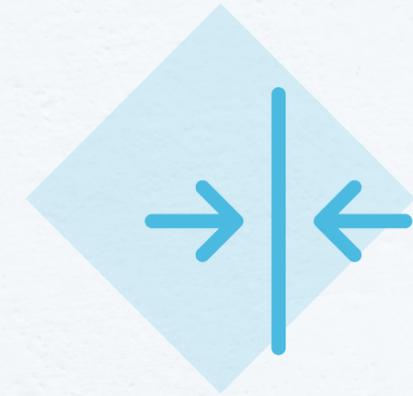
Purpose of This Plan



To chart a strategic course for bolstering the university research contributions and nurture an ecosystem of innovation.



To contribute to the national goals of RDIA set forth by the Kingdom of Saudi Arabia.



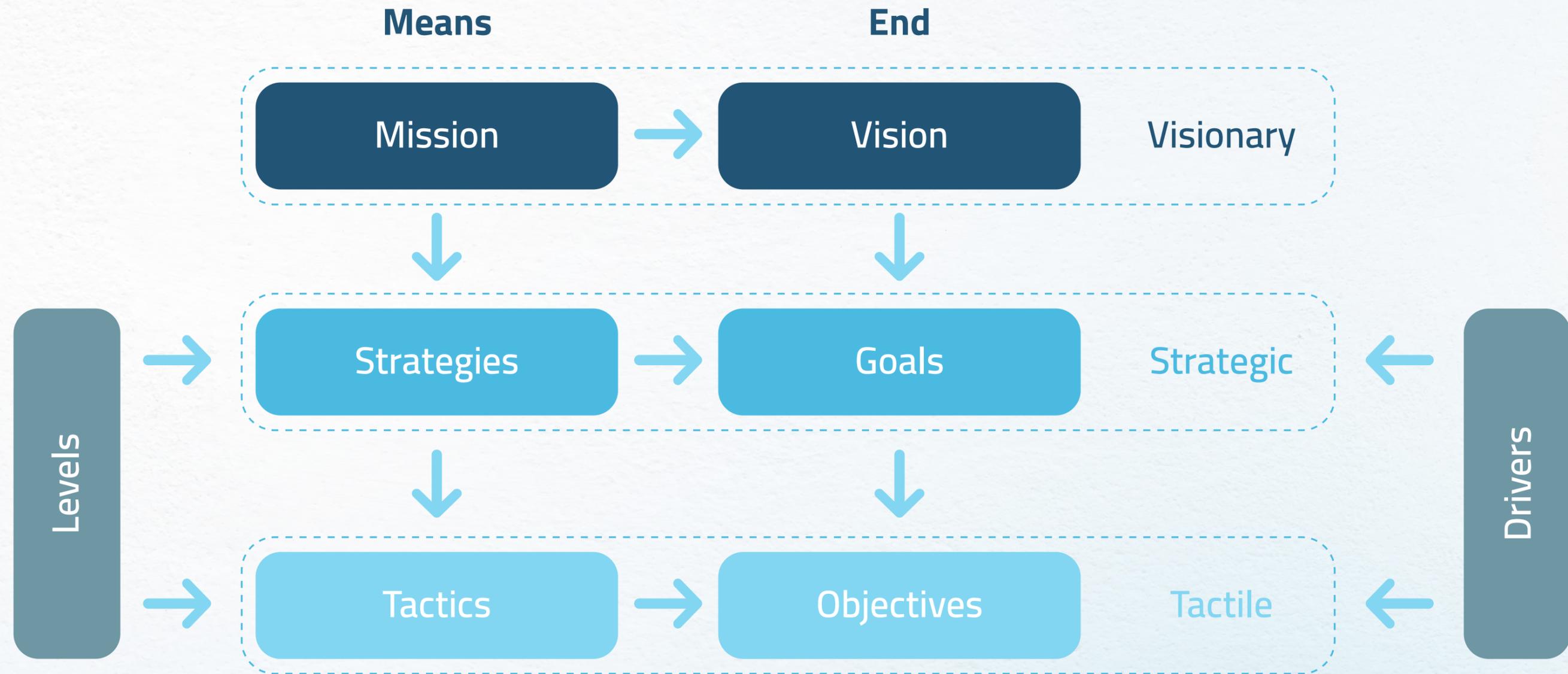
To ensure the key elements of the strategy plan (including the vision, mission, goals, objectives, strategies, and tactics) are in alignment.

Strategic Alignment



- ◆ Strategic alignment and traceability across the desired outcomes of the strategy plan (along with the courses of action needed to achieve those results) have been attained by applying the Business Motivation Model as the underlying strategic framework.
- ◆ Every objective, initiative, and effort has been crafted to align with:
 - The Kingdom's transformative RDIA aspirations.
 - The New Saudi Vision goals emphasize research excellence in the nationally prioritized fields, especially logistics while fostering sustainable partnerships between academia and industry.
- ◆ These guiding principles will ensure our strategic journey remains purposeful, directed, and impactful.

Business Motivation Model Overview



The New Saudi University Vision Alignment



Goals



Research and Innovation

Bolster the University's contribution to research and innovation in the global academic community.

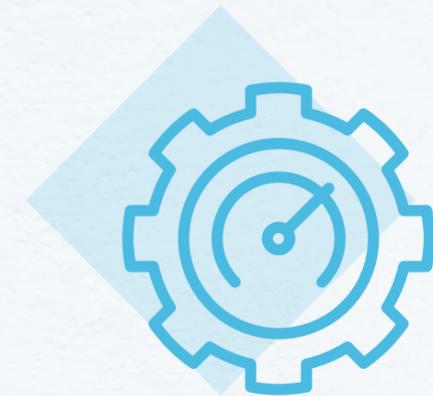
Deliver quality research in the nationally prioritized fields (especially in the University's primary areas of focus).



Entrepreneurship

Foster a culture of innovation and entrepreneurial spirit, enabling research results to be transformed into practical applications, commercial products, patents, and entrepreneurial ventures.

Achieve collaborative growth by leveraging external expertise, resources, and industry.



Performance Optimization

Maximize the proportion of University funds and resources dedicated to research and innovation, while increasing the effective and efficient use of those funds.

Promote a consistent purpose and standard of excellence across the research centers and chairs.



Objectives: Research and Innovation

Contributing to Global Research

- ◆ Increase the number of publications per year to reach a yearly total of 7,000 published research papers by 2030.
- ◆ Increase the number of supported research projects targeting high-quality outcomes by 20% per year to reach a total of 2,000 supported research projects by 2030.

Producing Quality Outputs

- ◆ By 2030, complete more than 2,000 research projects oriented toward the nationally prioritized fields (especially within the University's primary areas of focus).
- ◆ By 2030, secure at least 200 patents.



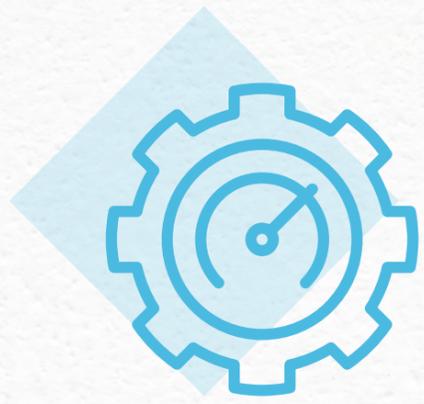
Objectives: Entrepreneurship

Cultivating an Entrepreneurial Spirit

- ◆ Produce five startup companies from the University's business accelerator program by 2030.
- ◆ Develop and successfully launch at least 10 commercial products by 2030.
- ◆ By 2026, achieve a 100% establishment for operational business incubators.
- ◆ Increase the total number of research, innovation, and entrepreneurship programs by 10% annually.

Achieving Collaborative Growth

- ◆ Launch six events per year highlighting excellence in research and innovation performance and outcomes, at least one of which must be an international event.
- ◆ By 2030, deliver more than 100 one-on-one consultation sessions annually to faculty members and students related to research, innovation, and entrepreneurship.
- ◆ Increase the number of research partnerships locally and with G20 countries in the nationally prioritized fields to reach a total of 200 partnerships by 2030.



Objectives: Performance Optimization

Optimizing Funding and Resources

- ◆ Have 10% of the University's budget allocated to research, innovation, and entrepreneurship programs by 2030.

Promoting Consistency

- ◆ By 2025, achieve a 100% degree of alignment between the research centers and chairs plans, and the University's research and innovation plans.



Courses of Action: Strategies ♦♦

1. Prioritize collaborative research, innovation, and entrepreneurship activities in the domains of the nationally prioritized fields (especially within the University's primary areas of focus).
2. Emphasize operational efficiency and resource optimization with clear governance.
3. Develop and nurture a collaborative ecosystem of innovation with external entities, bridging academia and industry.
4. Champion an integrated approach, working closely with stakeholders to collaboratively develop products that generate strong economic returns.



Courses of Action: Strategies ♦♦

5. Create a smooth and supportive path for innovations, from theoretical research to prototyping, patenting, and commercialization.
6. Ensure resources are being directed towards the highest-impact areas.
7. Ensure that all research entities within the university, from individual researchers to research centers, are aligned in their goals with the university's broader research and innovation strategies.
8. Prioritize and support research projects targeting high-quality outcomes and economic returns.
9. Instill a culture of excellence in research centers, ensuring high-quality outputs and practices.
10. Ensure a significant proportion of the University's budget is set aside specifically for scientific research endeavors.
11. Offer consultation services to university affiliates to promote high-quality research and innovation projects.
12. Continuously monitor and support startups and projects emerging from the University of Jeddah's business accelerators.

Courses of Action: Tactics

- ◆ **Create** a robust implementation plan with mechanisms to monitor, assess, and perpetually refine the University's research and innovation pursuits.
- ◆ **Establish** clear, supportive policies and regulations that guide research activities.
- ◆ **Review and adjust** the allocation of resources on a regular basis.
- ◆ **Support** the growth of startups emerging from the University's business accelerators.
- ◆ **Monitor** the utilization of allocated funds and ensure they are used effectively for high-quality research outcomes.



Courses of Action: Tactics

- ◆ **Establish** new partnerships to bolster research in nationally prioritized fields (especially the university's primary areas of focus) and innovation programs.
- ◆ **Launch** a call for prioritizing research projects according to specific criteria along with the allocation of sufficient funding.
- ◆ **Conduct** regular seminars, workshops, and training sessions on the latest research methodologies and innovation practices pertaining to the nationally prioritized fields.
- ◆ **Collaborate** with international organizations for knowledge exchange and joint research projects.
- ◆ **Set up** a dedicated consultation desk for research and innovation inquiries, and for collaborating with industry experts to provide real-world insights.
- ◆ **Organize** biannual "Research and Innovation Days" to showcase innovative projects and gather feedback.
- ◆ **Conduct** workshops on patent application processes and intellectual property rights.
- ◆ **Set up** a quarterly review process for incubators and startups in the accelerator program.

Courses of Action: Tactics

- ◆ **Collaborate** with local businesses and investors to provide incubators and startups with growth opportunities
- ◆ **Organize** networking events for incubators and startups to connect with potential partners and customers.
- ◆ **Engage** with industry partners to identify market needs and potential product ideas, and to understand current industry challenges as well as potential areas of research.

- ◆ **Formalize** partnerships through Memoranda of Understanding (MOUs) and collaborative research agreements.
- ◆ **Establish** a database of current and potential partners to track and nurture relationships.
- ◆ **Engage** in collaborative grant applications and joint research projects with established partners.
- ◆ **Develop** guidelines for research centers and chairs to ensure their plans are in alignment with university objectives.

A hand is shown holding a glowing, pixelated globe. The background is a dark teal color with a network of white lines and nodes. Overlaid on the network are several white icons: a lightbulb, a bar chart with an upward arrow, two interlocking gears, a document with a bar chart, a target with an arrow, a magnifying glass over a bar chart, and a clock with a circular arrow. The text 'OPERATIONAL MODEL' is written in large, bold, white capital letters on the left side of the image. Below it, the subtitle 'A Mission-Driven Integrated Ecosystem' is written in a smaller, white font. In the top right corner, there is a small blue diamond icon.

OPERATIONAL MODEL

A Mission-Driven Integrated Ecosystem

Mission Driven Approach

Focus Areas

Health and Wellness, Sustainable Environment and essential Needs, Energy and Industrial Leadership, Economies of the Future

Key Challenges

Cities of the future, future Mobility, Space, Deep Sea Exploration ... etc.

RDIA Goals

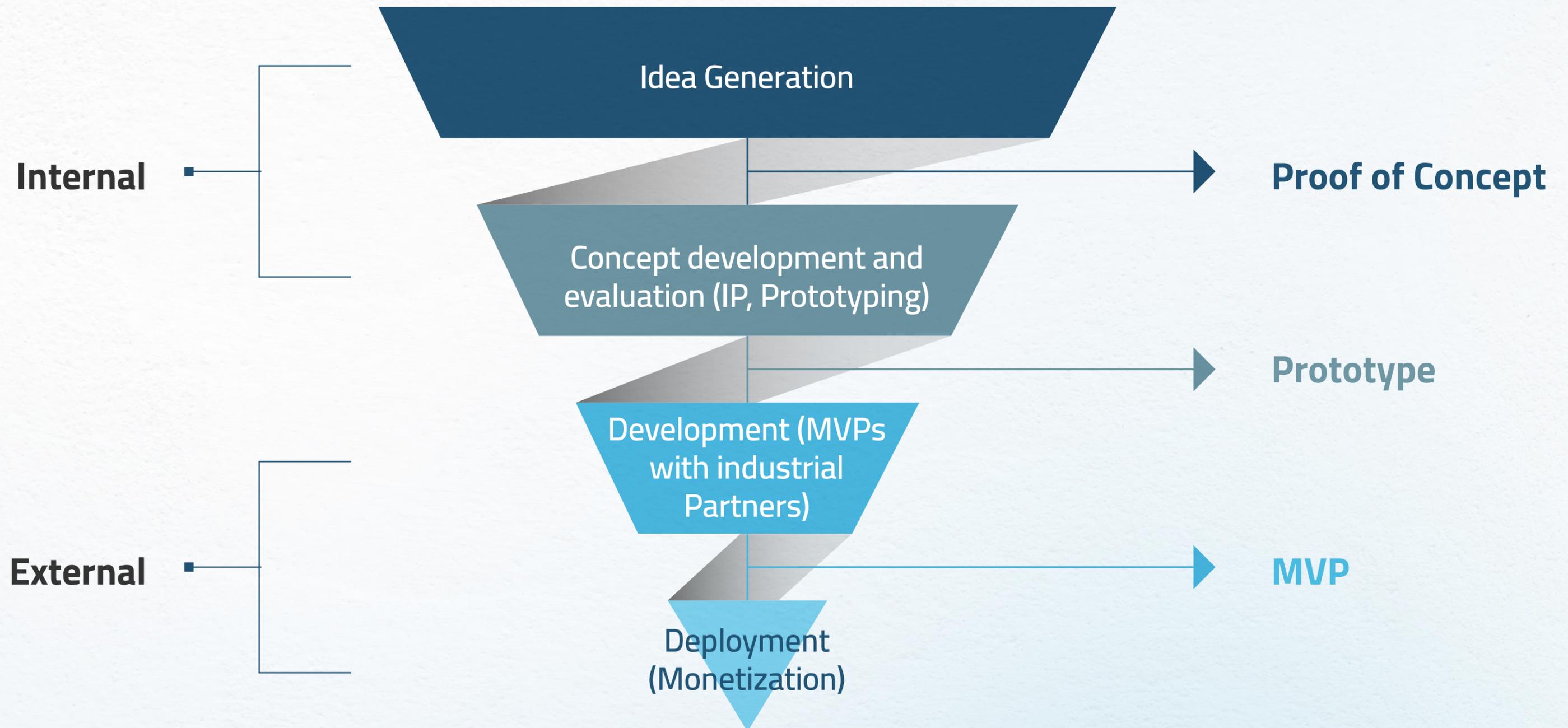
Reimagining the future, Becoming a space champion, etc.

RDIA Missions

Cure Cancer, Establish habitats on Mars by 2050 etc.

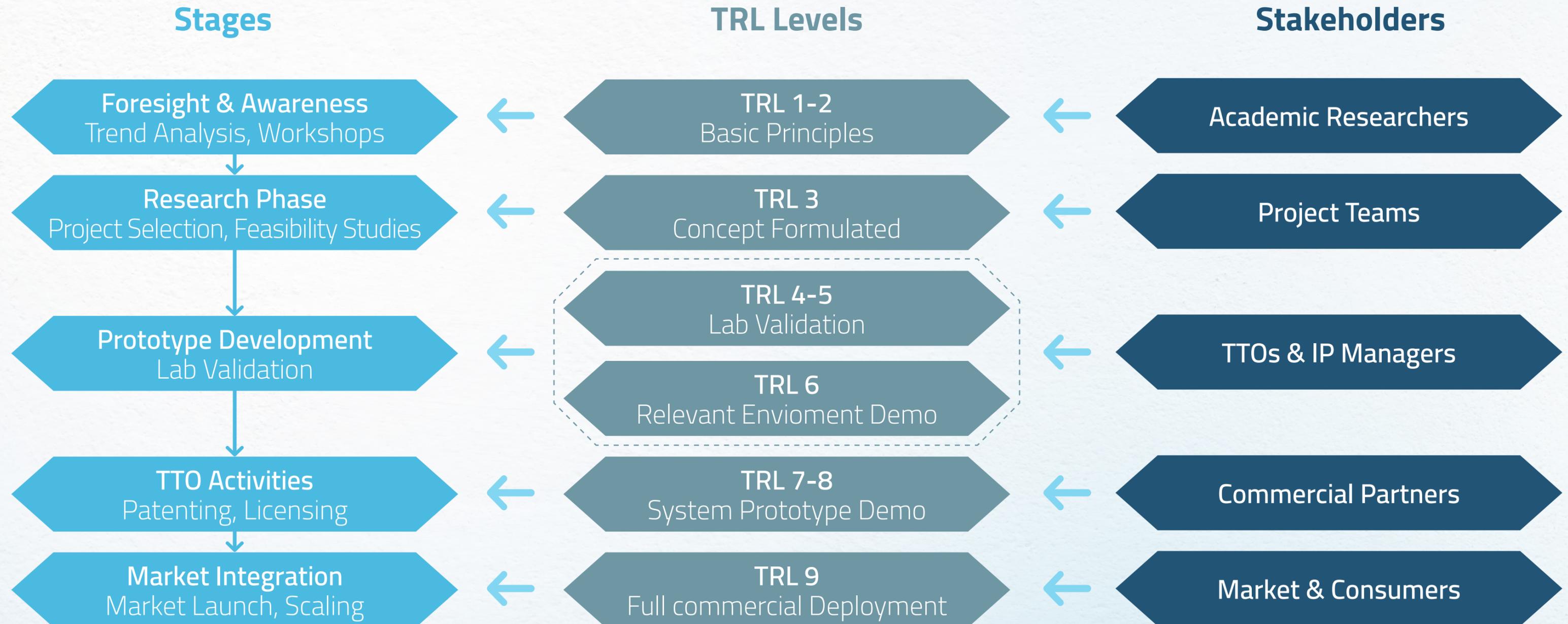
RDI Programs

Integrated Ecosystem



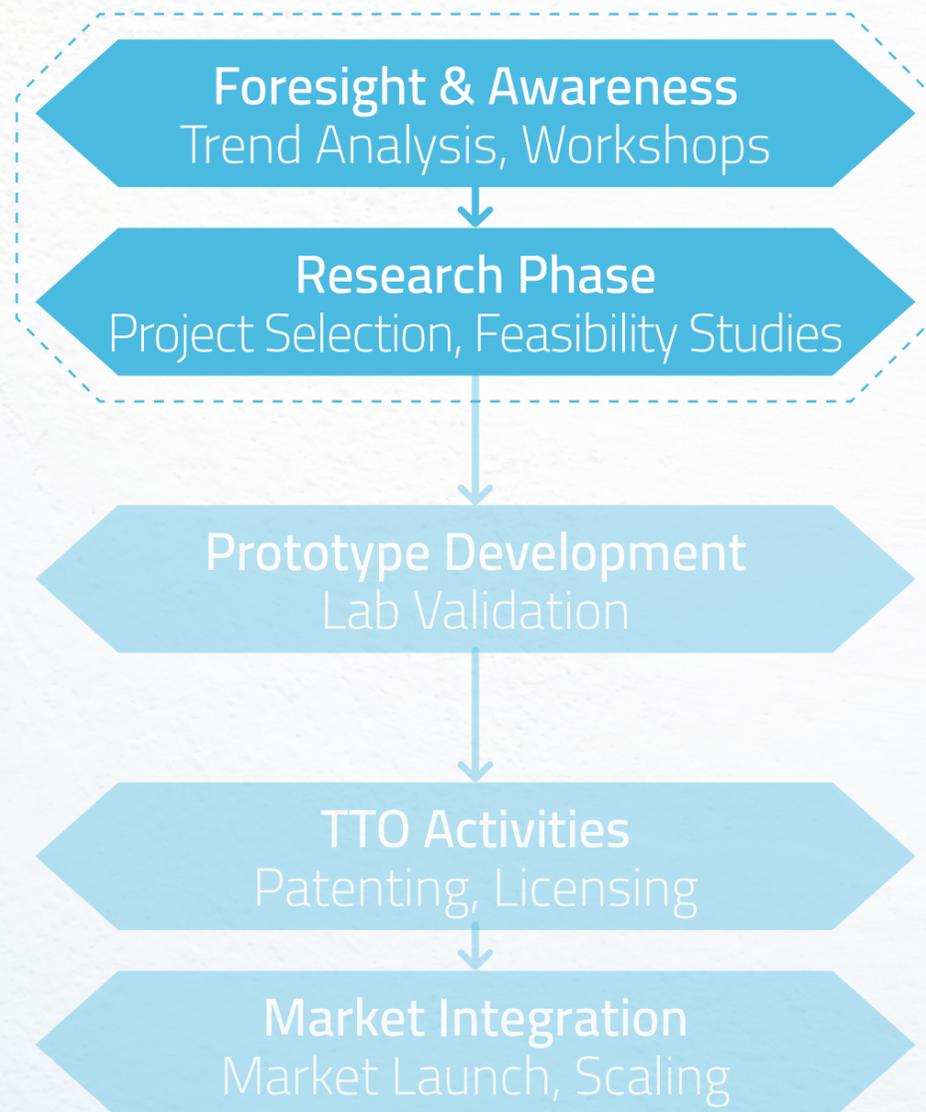
Operational Model ..

Research Commercialization Process Flowchart with TRL Mapping



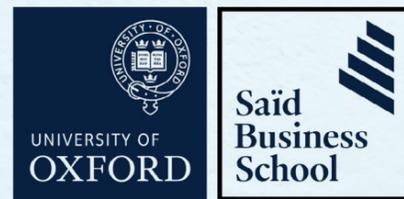
Operational Model ..

RDIA Mission



Foresight Studies Program

The Era of Change: Together for a Foresighted Tomorrow



Diana Mangalagiu
Associate Fellow



Prof. Dr. Jan Oliver Schwarz



George Wright
Professor

KAUST Partnership

Technology Transfer Office



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King Abdullah University of
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