



جامعة
الأميرة سميرة
للتيكنولوجيا
Princess Sumaya
University
for Technology



PSUT Venture Lab



From Idea to Start-up
For Students, Alumni, Faculty & Staff



A message from the President

Building an Enduring Innovation Ecosystem at Princess Sumaya University for Technology
At Princess Sumaya University for Technology (PSUT), we recognize that higher education does not stand still—and neither do we. In an era defined by rapid technological advancement and evolving global demands, we remain anchored in a fundamental belief: meaningful innovation is not driven by technology alone, but by people.

Our Venture Lab and Entrepreneur-in-Residence (EIR) programs reflect this philosophy. They are not merely platforms for startups; they are dynamic environments where ideas are cultivated through mentorship, collaboration, and shared experience. At the heart of these initiatives lie the human qualities that sustain long-term impact—empathy, relationship-building, and deep institutional understanding.

We believe that entrepreneurship flourishes under visionary leadership. Guided by the leadership of Princess Sumaya bint El Hassan, Chair of the Board of Trustees, PSUT is committed to fostering an innovation ecosystem rooted in purpose and aligned with both national priorities and global aspirations. This guidance enables us to build trust, empower talent, and unlock meaningful opportunities for our students and founders.

At the core of this ecosystem is the Queen Rania Center for Entrepreneurship (QRCE)—a recognized center of excellence at PSUT—serving as a hub for innovation, venture creation, and entrepreneurial capacity building. Through QRCE, in synergy with the Venture Lab and EIR programs, we equip our students and innovators with the tools, mentorship, and networks needed to transform ideas into scalable and impactful ventures.

Equally central to our ecosystem is our strong commitment to research, development, and innovation (R&D). At




PSUT, we actively support applied and interdisciplinary research that addresses real-world challenges and contributes to national development priorities. We foster robust linkages with industry to ensure that research outcomes are relevant, scalable, and market-driven.

Through strategic partnerships with local and international institutions, we expand opportunities for collaborative research projects, knowledge exchange, and global impact.

A key enabler of this ecosystem is our structured approach to seed funding. We provide targeted seed funds to promising projects emerging from our students, faculty, and researchers, supporting them through a clear pathway from ideation to validation and commercialization. These projects are carefully mentored, monitored, and evaluated to ensure sustainability, scalability, and alignment with industry needs. By integrating seed funding with mentorship and industry engagement, we create a pipeline that bridges research with entrepreneurship and transforms innovation into tangible value.

At PSUT, our ambition extends beyond launching startups. We strive to cultivate visionary leaders capable of shaping industries and contributing meaningfully to society. The Venture Lab and EIR programs—anchored by QRCE and reinforced by our R&D and seed funding frameworks—are central to this mission, bridging academia and industry while transforming ideas into sustainable impact.

Ultimately, it is the combination of empathy, perspective, and purposeful innovation that forms the foundation of an enduring ecosystem. Through this foundation, we prepare our students not only to succeed—but to lead the future with resilience, responsibility, and vision.



Prof. Wejdan Abu Elhaija
President, PSUT

What is the Venture Lab?

The PSUT Venture Lab is the university's innovation hub and start-up accelerator, designed to transform innovative ideas into real-world, scalable ventures. It empowers students, alumni, faculty, and staff to develop high-impact start-ups that address real market needs and contribute to economic and social development.

The Venture Lab operates within a structured innovation ecosystem that combines expert mentorship, targeted training, and funding. It supports innovators at every stage of their journey, from the idea stage to building fully developed, market-ready start-ups.

At the core of the program is the Entrepreneur-in-Residence (EIR) program, which provides founders with personalized, one-on-one mentorship. This ensures continuous guidance in business development, strategy, execution, and overcoming early-stage challenges.

The program also includes intensive boot camps, training sessions and workshops delivered in collaboration with the Queen Rania Center for Entrepreneurship (QRCE), equipping participants with essential entrepreneurial skills, practical tools, and real-world insights.





In addition, the Venture Lab offers funding of up to 10,000 JOD per project, ongoing bi-monthly follow-ups, and access to a strong network of industry experts, mentors, and incubation pathways through iPARK for start-ups ready to scale.

By bridging academic knowledge with business execution, the Venture Lab enables participants to turn ideas, research, and prototypes into viable, sustainable ventures.

The PSUT Venture Lab is more than a program—it is a launchpad for future entrepreneurs, designed to cultivate innovation, build capability, and prepare founders to compete in dynamic local and global markets.

Vision:

To become a leading university program that transforms innovative ideas into impactful, scalable start-ups.

Mission:

To support PSUT students, alumni, faculty, and staff in building successful start-ups through funding, mentorship, and structured guidance.

What We Offer

Funding

Up to

10,000 JD
per project

Funding is distributed in stages based on project needs and progress

1:1 Entrepreneur-in-Residence (EIR)

Mentorship

At the core of the Venture Lab is the Entrepreneur-in-Residence (EIR) program, providing founders with personalized, one-on-one mentorship throughout their start-up journey.

Participants receive tailored guidance throughout their start-up journey, including:

- Coaching on business development, strategy, and execution
- Support in refining ideas and building sustainable business models
- Strategic direction for growth and scaling
- Insight into real-world entrepreneurial decision-making
- Guidance in navigating early-stage challenges





This hands-on mentorship ensures that every team benefits from practical, experience-driven support as they build and grow their venture.

Boot camp

- o Intensive training designed to strengthen entrepreneurial skills
- o Focus on discipline, execution, and start-up fundamentals

Ongoing Support

- o Regular check-ins (bi-monthly)
- o Continuous evaluation and guidance throughout the program

Access to Network

- o Support and connections through QRCE
- o Exposure to industry experts, mentors, and opportunities

Structured incubation through iPARK

- o Gateway to advanced incubation programs through iPARK
- o Continued support for start-ups ready to scale beyond the Venture Lab

Program Structure



From Idea to Start-up



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1

Application

Apply as an individual or as a team
Applicants submit their application outlining their idea, motivation, and commitment. Applications are reviewed to ensure basic eligibility and seriousness.



2

EIR Assessment

2-3 sessions with the Entrepreneur in Residence (EIR)
Shortlisted applicants meet with the EIR for a series of sessions to assess:
-Readiness to commit
-Entrepreneurial mindset
-Ability to handle challenge and execution

Outcome:

Approved: Move to the next step
Not approved: Asked to reassess goals and may reapply in a future cohort.



3

QRCE Bootcamp

25-hour intensive bootcamp
Approved applicants must complete the full QRCE bootcamp. This stage tests discipline, learning ability, and commitment.

Important:

Failure to complete the bootcamp results in disqualification from the current cohort.



4

Panel Interview & Presentation

Evaluation by a panel of experts
After completing the bootcamp, teams present and are interviewed by a panel of experienced professionals.

The panel evaluates:

- Progress and learning
- Founder mindset
- Business potential

Outcome:

Approved: Enter incubation
Not approved: Exit the process



5

Incubation Program

Build with funding, coaching, and structured support
Selected teams enter the incubation phase, which includes:
(Contractual agreement and conditions apply)

- Financial support (up to 10,000 JD)
- 11 sessions with the EIR or QRCE experts
- Ongoing guidance and accountability
- Monthly Venture Lab progress meetings

This stage focuses on building, testing, and strengthening the business.



6

Business Readiness & Recognition

Ready for official registration
At the end of incubation, teams are recognised as business-ready and prepared for official registration.

They also become eligible to:

- Join the QRCE National Competition
- Access additional funding opportunities
- Gain exposure to broader ecosystems and partnerships.



Why Venture Lab?

The PSUT Venture Lab provides more than just funding—it offers a complete support system designed to help founders succeed.

Participants benefit from:

- A structured path from idea to start-up
- Direct access to experienced mentors and industry experts
- Continuous guidance and accountability
- Direct access to advanced programs such as the iPark incubators
- A strong entrepreneurial ecosystem through QRCE
- Real opportunities to build, test, and scale a business

The program is designed for individuals who are serious about turning their ideas into real, impactful ventures.

Is Venture Lab Right for You?

Venture Lab is designed for individuals who are:

- Ambitious and self-driven
- Curious about building real businesses
- Open to feedback and continuous learning
- Willing to take responsibility and execute
- Ready to commit time and effort to their venture

You do not need to have all the answers, but you must be willing to put in the work.

Funding & Commitment Model

The Venture Lab at PSUT operates on a profit-sharing model.

- Participants receive up to 10,000 JOD in staged funding
- In return, the Venture Lab receives 5% of the start-up's profits

This model ensures long-term alignment and continued support for founders as they grow their businesses.



Business Idea Requirements

Eligible start-ups must:

- Address a clear problem with a defined solution
- Be market-relevant with real user demand
- Demonstrate innovation or differentiation
- Have scalability and long-term sustainability potential

Selection Criteria

Applications are evaluated based on:

- Innovation & Uniqueness

Originality and differentiation from existing solutions

- Feasibility

Practicality and ability to execute the idea

- Market Potential & Scalability

Demand for the solution and growth opportunities

- Entrepreneurial Commitment

Readiness and dedication of the founder/team

- Alignment with PSUT's Vision

Fit within the university's innovation ecosystem



Common Mistakes to avoid

- Vague or unclear ideas
- Weak problem-solution fit
- No clear business model
- Incomplete or poorly structured applications

Program Requirements

To remain in the program, participants are expected to:

- Attend bi-weekly mentorship sessions with the EIR
- Attend sessions and workshops
- Submit bi-monthly progress and spending reports
- Actively work on developing their start-up

Commitment and consistency are essential for success in the Venture Lab.





Outcomes

By the end of the program, participants will:

- Build and validate their start-up idea
- Develop a functional product or service
- Become business-ready
- Be prepared for official company registration

Frequently Asked Questions (FAQs)

Do I need to have a fully developed idea to apply?

No. Applicants can apply at the idea stage or with an early prototype.

Is the funding given all at once?

No. Funding is distributed in stages based on the start-up's needs and progress.

Is participation mandatory once accepted?

Yes. Participants are required to attend mentorship sessions, and submit progress and spending reports.

Can I apply as part of a team?

Yes. Applications are accepted from both individuals and teams.

Do all team members need to be affiliated with PSUT?

No. At least one team member must be affiliated with PSUT (student, alumni, faculty, or staff). The rest of the team can be external.

What happens if I am not selected?

You may refine your idea and reapply in a future cohort.





JOIN US

Take your idea
to the next level



Apply to the PSUT Venture Lab and start building your next venture with the support of funding, mentorship, and a strong entrepreneurial ecosystem.





PSUT

