



astana hub

International IT and  
Startup Hub

MAKE IT HAPPEN

SINCE 2018



# Astana Hub mission

Developing startup culture and supporting innovative Tech projects to strengthen the country's economy and international cooperation.



GOAL FOR 2021 г.

## \$200 million

The volume of investments in startups



GOAL FOR 2025 г.

## \$500 million

Amount of service exports



**Kassym-Zhomart Tokayev**

President of the Republic of Kazakhstan

*"Export of IT solutions can and should become one of the most important areas of diversification of the domestic economy. We have already taken the first steps. Today at the exhibition we saw competitive Tech products, as well as strong young IT teams. They should be assisted in every possible way."*



# Astana Hub Ecosystem

You will get the following benefits:

1

## PR and talent acquisition

- Media coverage
- Events PR support
- Foreign tech startups and companies
- Preferential work visa
- Expat center
- Relocation program to Kazakhstan



2

## Development

- Beta Career
- Startup Orda
- Alem School
- Startup Academy
- No Code /Low Code
- Freelance School Tech Orda
- Startup School Scalerator
- Techpreneurs



3

## Supporting measures

- Tax incentives
- Seed financing
- Partner coupons
- Human capital development program in the IT industry (Tech Orda)
- Simplified labor and visa regime
- Provision of offices and accommodation



4

## Scaling

- Venture funds
- Collaboration with Big Tech
- Astana Hub international agents
- Startup House in Silicon Valley
- Draper University
- Plug and Play



# Astana Hub in numbers

2018-2023 r.

## Financial indicators



**\$1,2B**  
revenue of Astana Hub participants



**\$378M**  
export revenue

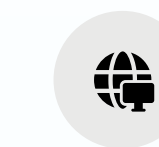


**\$191M**  
saved by participants due to preferences

## Participating companies



**1 000+**  
participating companies



**200+**  
foreign companies



**18 000+**  
employees

## Educational and business programs



**15 000+**  
people completed educational programs



**2 000+**  
graduates of incubation and acceleration programs

## Events

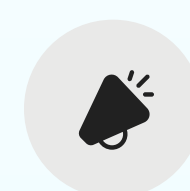


**1 000+**  
events held



**50 000+**  
people attended events

## Information work



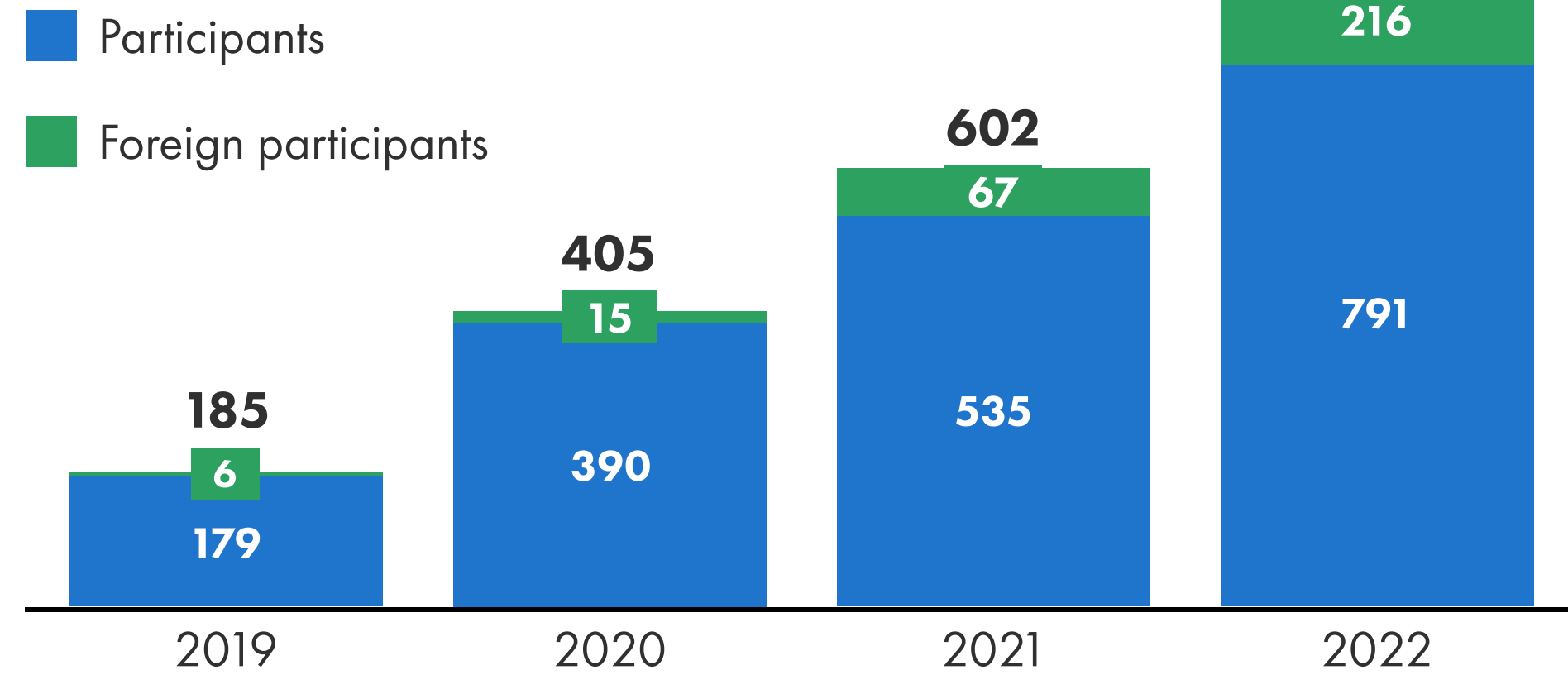
**20M+**  
media and social media coverage



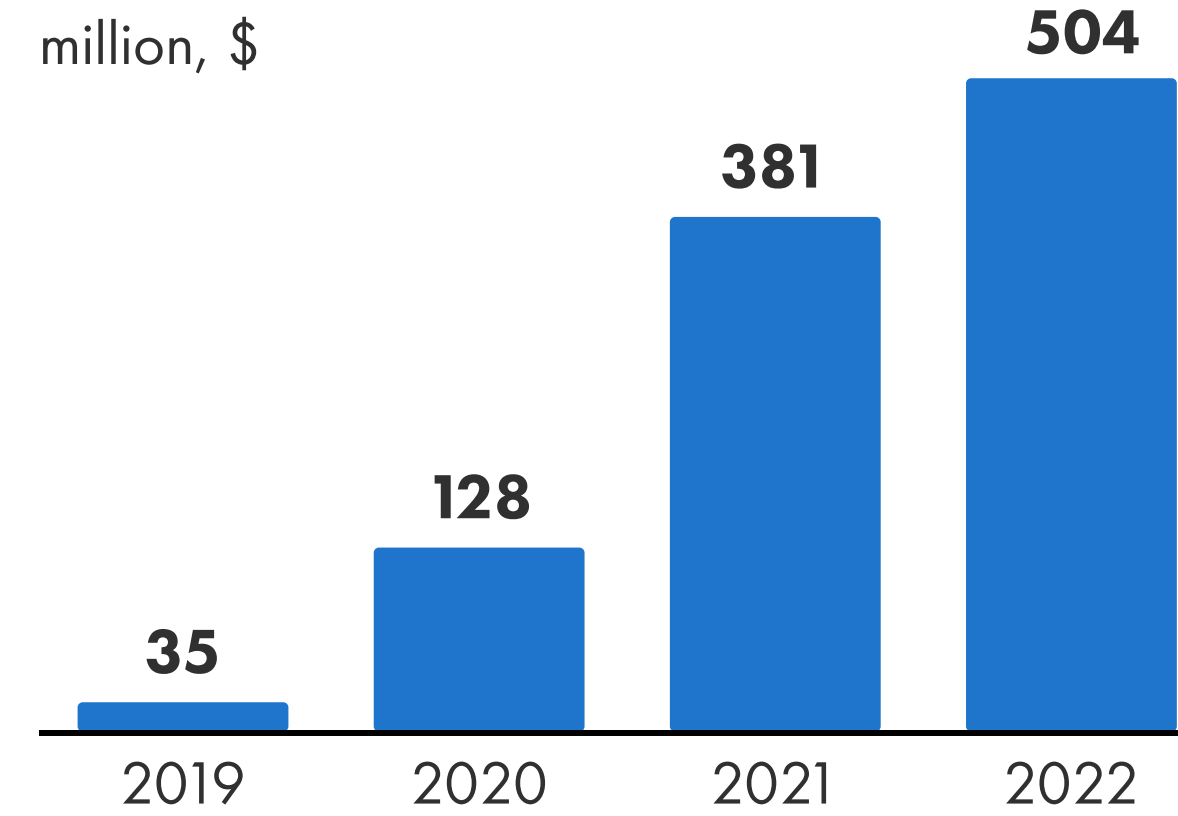
# Astana Hub in numbers

2018-2022

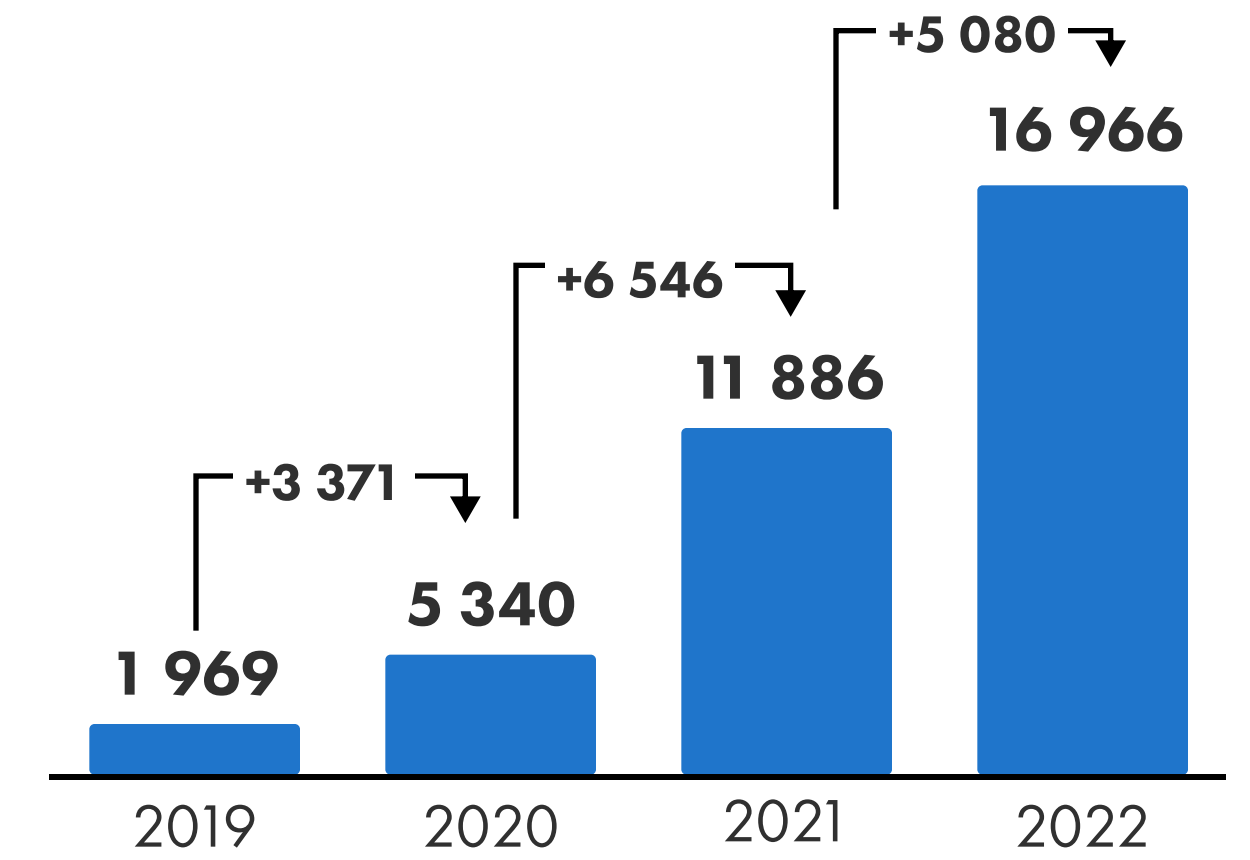
## Number of participants



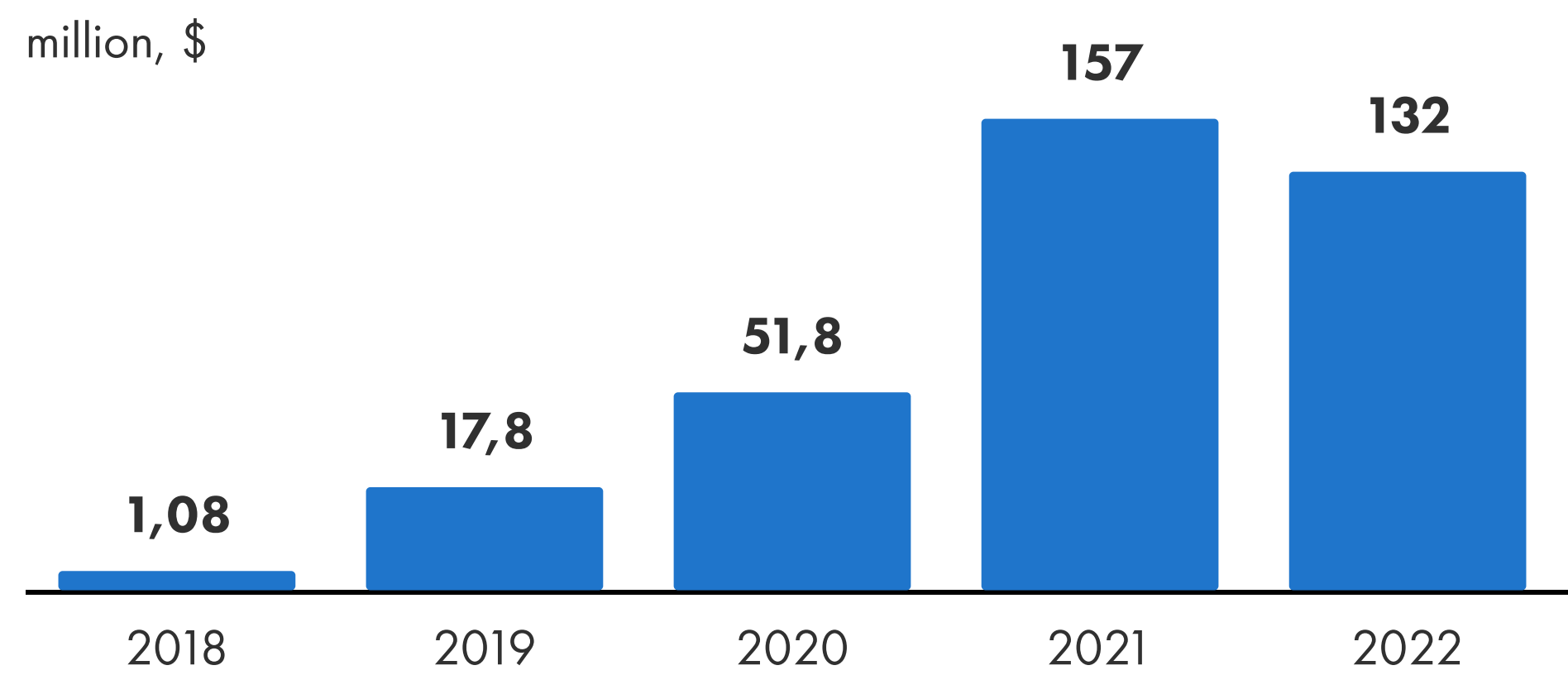
## Participants' revenue



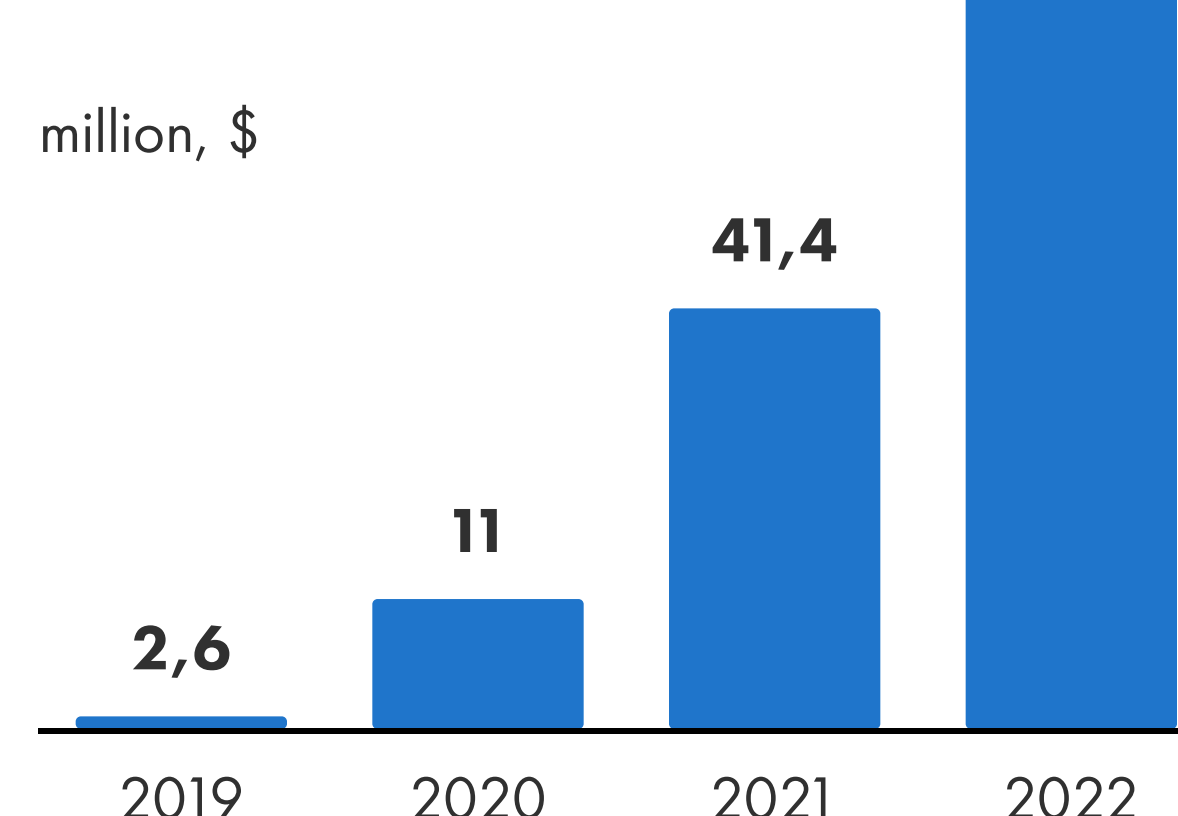
## Number of employees



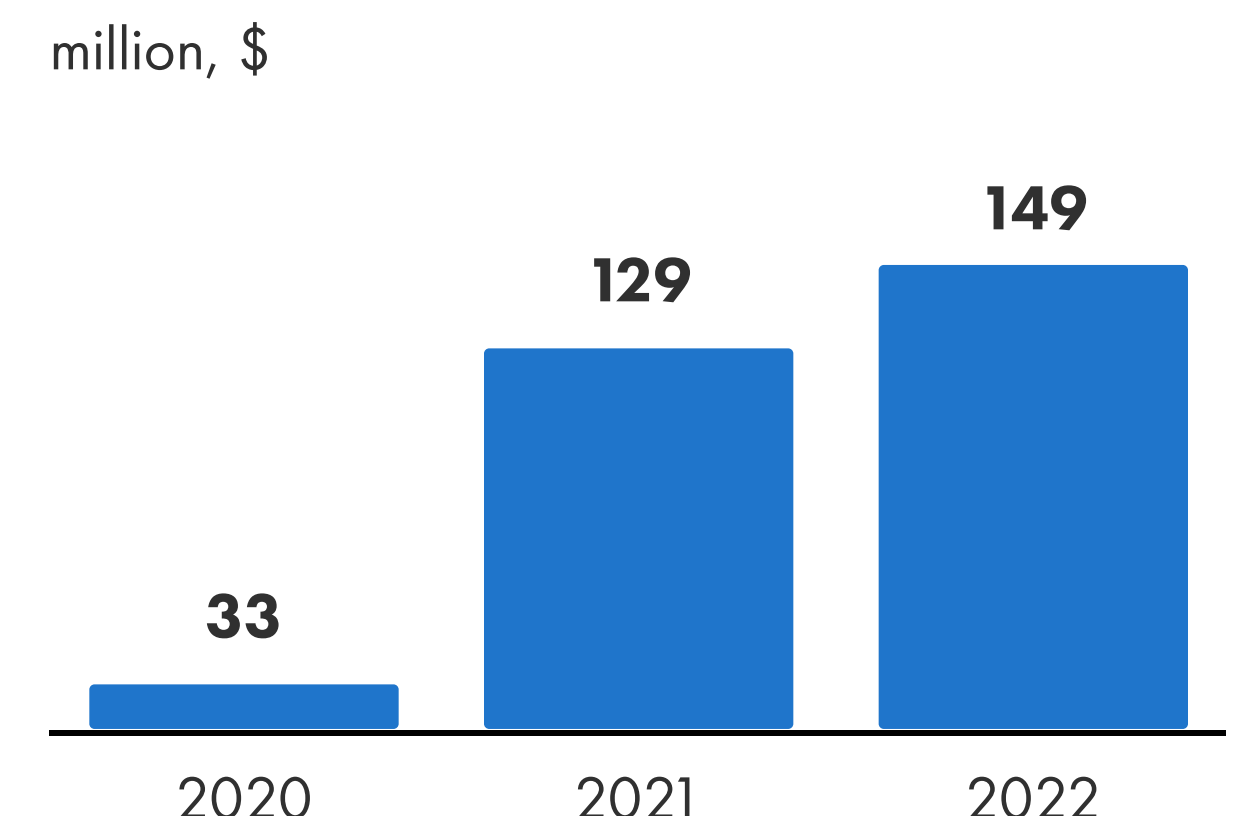
## Participants raised funds



## The total of tax preferences



## Export





# Tax preferences

	Astana Hub participants	Without benefits
CIT	0% — till 2029	20%
VAT from the sale of goods/works/services	0% — till 2029	12%
Import VAT on the list of goods	0% — till 2029	12%
VAT on the purchase of services from a non-resident	0% — till 2029	12%
Corporate royalty tax	0% — till 2024	15%
IIT from the income of resident employees	0%	10%
Dividends of non-residents	5%	15%
Social tax for foreign workers	0% — till 2029	9.5%

## Who can receive benefits?

Participants of Astana Hub are legal entities, residents and non-residents of Kazakhstan, whose activities correspond to the [List of Priority Activities](#) of the Ministry of Digital Development, Innovations and Aerospace Industry of the Republic of Kazakhstan in the field of information and communication technologies.



List of Priority Activities

- Cloud Computing
- Deep Learning
- Cryptography
- Big Data
- Virtual Reality
- Problem-Solving
- Neural Networks
- Machine Learning
- Digital Money
- Artificial Intelligence
- Robot Assistant
- Blockchain
- Marketplace
- Online Banking
- Crowdfunding
- IOT
- Cybersecurity
- Decentralization



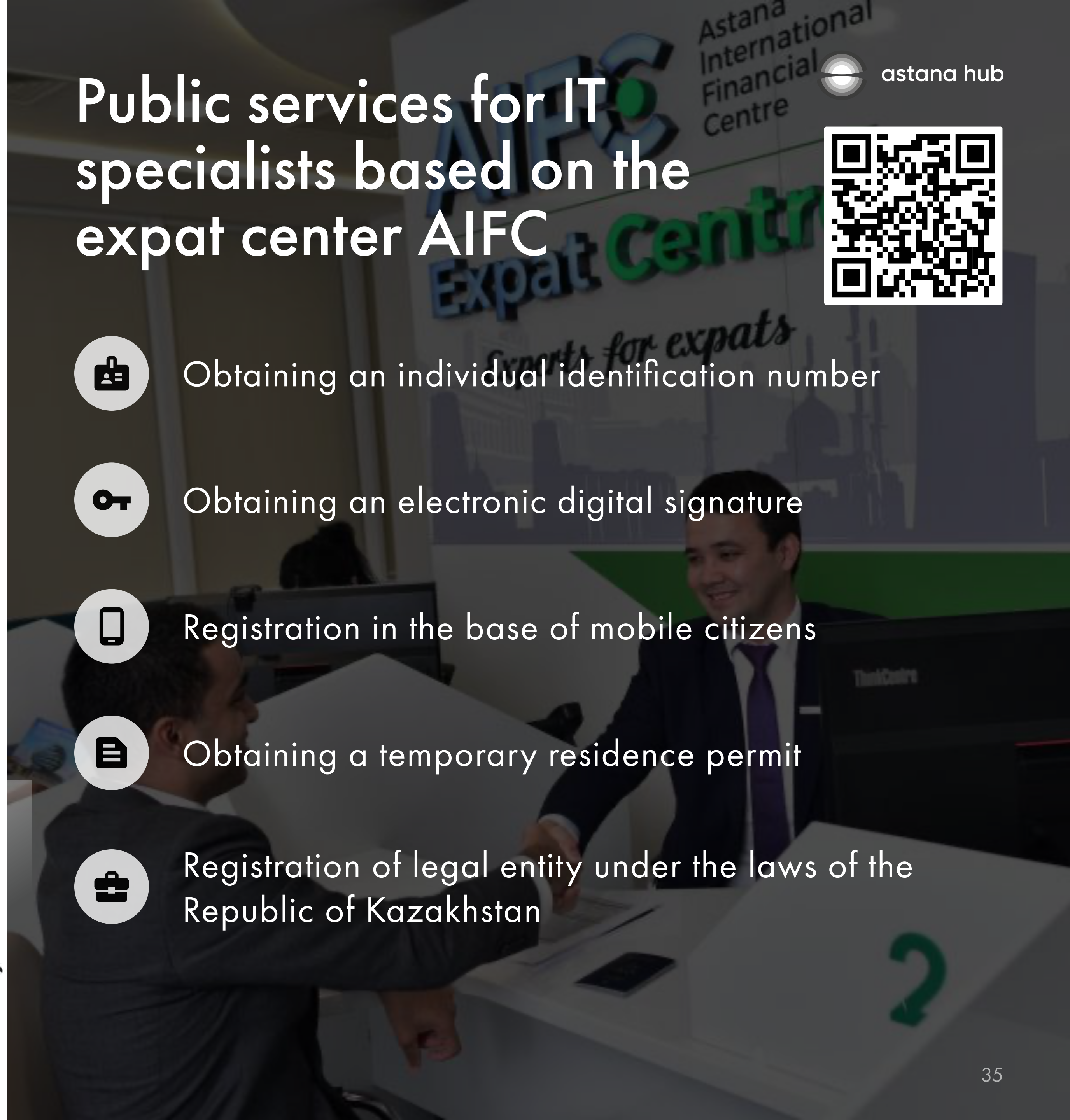
# Simplified procedure for obtaining a work visa for participants of Astana Hub.

-  Work visa up to 5 years, renewable
-  No need to pay a state fee to obtain work permits
-  No quota for the number of foreign employees involved
-  No need to obtain a permit to attract foreign labor
-  Free consulting services for attracting foreign employees



# Public services for IT specialists based on the expat center AIFC

-  Obtaining an individual identification number
-  Obtaining an electronic digital signature
-  Registration in the base of mobile citizens
-  Obtaining a temporary residence permit
-  Registration of legal entity under the laws of the Republic of Kazakhstan





Nazarbayev University

1500 m Botanical Garden

Co-living Space Astana Hub

Hilton Astana

250 m "Mega Silkway" Mall

alem 1 500 m<sup>2</sup>

Astana Hub 13 200 m<sup>2</sup>

Astana International Financial Center

Astana Hub 9 200 m<sup>2</sup>

GreenTech Hub

Astana IT University

Digital government office

NITEC

astana hub

# Cluster in the EXPO area

Infrastructure for a productive life, study, work and leisure

Astana International Financial Center

Underground parking for 2000 places



# Technology Centers

## Blockchain Center

A joint initiative of JSC "Payment and Financial Technologies development center" and Astana Hub. The center is dedicated to support the blockchain industry through the development of human capital and blockchain based projects (and DLT).



## 5G Center

Center for creating and testing new digital products based on the benefits of 5G technology



## GameDev Center

Exploring new technologies, hardware, and software in the field of game design and development, and creating effective educational programs based on these advancements



## SpaceTech Center

Center for the support of startups developing projects in the field of space technologies and aerospace industry





# Digital Bridge 2018-2022


Annual international Tech Forum of Central Asia that brings together innovation, science, government, and business




digital bridge



 **37 000+**  
Participants

 **433+**  
Speakers

 **200+**  
Regional participants

 **600+**  
Foreign participants

ASTANA HUB BATTLE

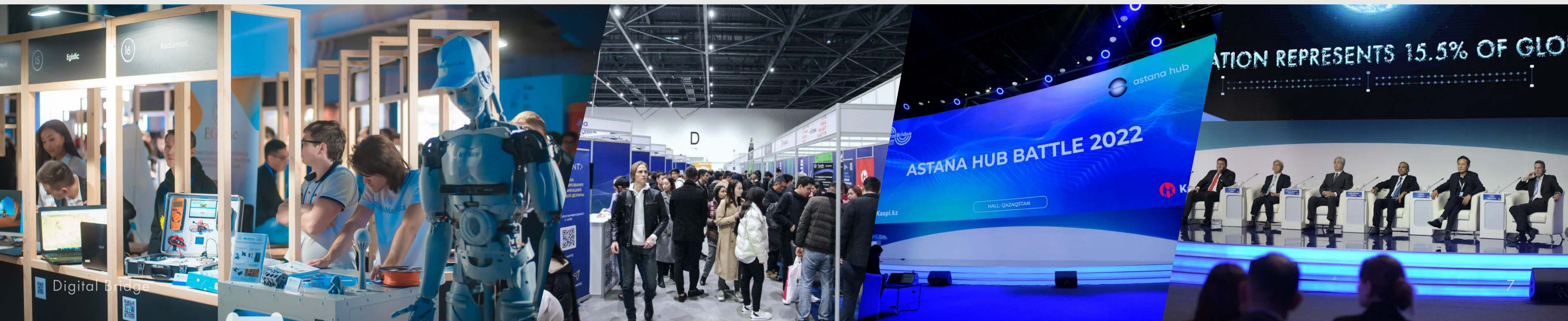
 **185**  
Participants

 **6**  
Winners

STARTUP ALLEY

 **200+**  
Startups presented their projects

 **200+**  
Investors





# ACCELERATOR Silkway

astana hub | Google for Startups



## **SILKWAY ACCELERATOR IS A JOINT PROGRAM OF GOOGLE FOR STARTUPS AND ASTANA HUB**

- Program duration **12 weeks**
- Startups at the **Product Market Fit and Scale** stage
- Countries - Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan, Turkmenistan, Azerbaijan, Mongolia and Georgia



## ACHIEVEMENTS

**7**

COUNTRIES

**37**

STARTUPS

**\$26M**

TOTAL VOLUME OF ATTRACTED INVESTMENTS

**\$413,4M**

TOTAL VALUATION

### BATCH 1

**330**

NUMBER OF APPLICATIONS

**15**

PARTICIPANTS

**13**

GRADUATES

**\$13,3M** volume of attracted investments

**\$192,3M** total valuation

**\$450K** MRR

### BATCH 3

**280**

NUMBER OF APPLICATIONS

**15**

PARTICIPANTS

**12**

GRADUATES

**\$4,2M** volume of attracted investments

**\$87,6M** total valuation

**\$535K** MRR

### BATCH 2

**237**

NUMBER OF APPLICATIONS

**15**

PARTICIPANTS

**12**

GRADUATES

**\$5,5M** volume of attracted investments

**\$78,5M** total valuation

**\$300K** MRR

### BATCH 4

**199**

NUMBER OF APPLICATIONS

**15**

PARTICIPANTS

**12**

GRADUATES

**\$3M** volume of attracted investments

**\$55M** total valuation

**\$190K** MRR



# SCALERATOR



## ACCELERATION PROGRAM FOR THE EXPORT OF IT PRODUCTS

“Scalerator” is an acceleration program conducted annually by the international tech park Astana Hub, aimed at assisting IT-companies and startups to scale their products internationally. The participants of the program are given a variety of tools to locate a suitable market to scale to, to adapt their product, to find partners and to win their first export contracts.

## THE STRUCTURE

### EDUCATION BLOCK (1 MONTH)

- Practical tasks + analysis
- Market analysis
- Determining target market segments
- Product packaging
- Searching for clients
- Web
- Inbound

### SALES-TRACK BLOCK (3 MONTHS)

- Formation of a strategy for entering export
- Guidance from leading trackers in the region
- Generating new Leads
- Contact with the market
- Sales





# SCALERATOR

## ALUMNI RESULTS



**\$1,300,000**

Sales and pre-sales under participant contracts

**140+**

Successful graduates of the program

**50+**

Export contracts achieved





# GLOBAL OUTSOURCER



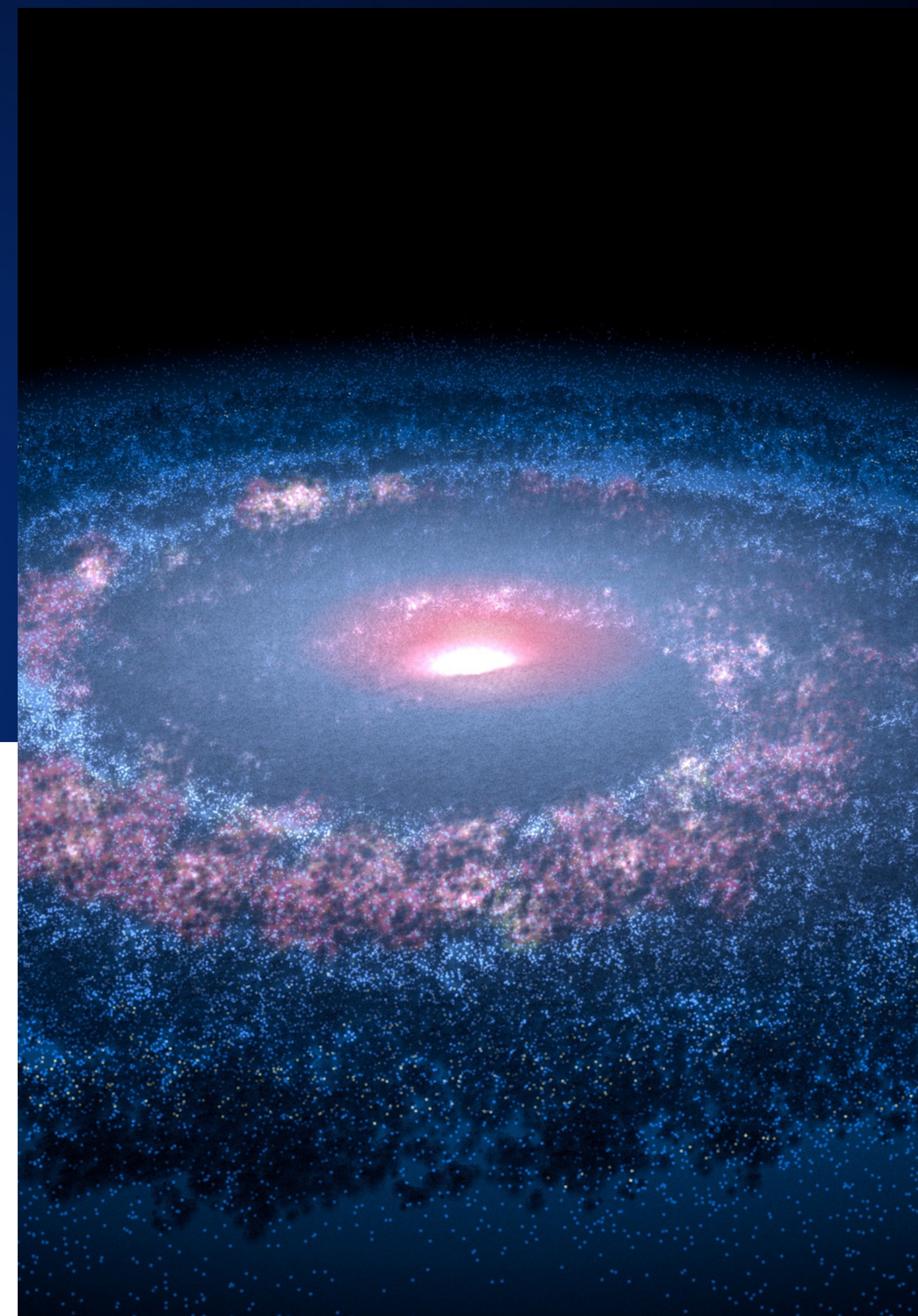
Global Outsourcer is an acceleration program of Astana Hub aimed at receiving orders for IT-service companies through the Upwork platform, which hosts more than **5 000 000** international customers with an order turnover of more than **\$4 billion per year**

## ACHIEVEMENTS

**50 APPLICATIONS**

**15 PARTICIPANTS**

**< 42 CONTRACTS**





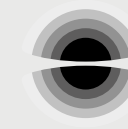
# HERO TRAINING

Astana Hub and Draper University are partnering to **bridge** the IT-communities of Turkic countries and California to open opportunities for local startups to step up in Tech capital of the world – **Silicon Valley**.

## Program includes:

- Co-living
- Co-working
- Networking
- Workshops
- Mentorship
- Acceleration
- Fundraising
- Demo Day

## Designed for Tech startups and companies from:



astana hub



DRAPER UNIVERSITY  
APPLY NOW DRAPERUNIVERSITY.COM/APPLY



## Track Record of Draper Ecosystem:

38

Years in Venture

11

Funds Managed

\$7B

Deployed

34

Unicorn Companies



Virtual pre-acceleration

2 weeks

On-campus acceleration in Silicon Valley

5 weeks

Residency Program in Silicon Valley

20 weeks







# International IT and Startup Hub

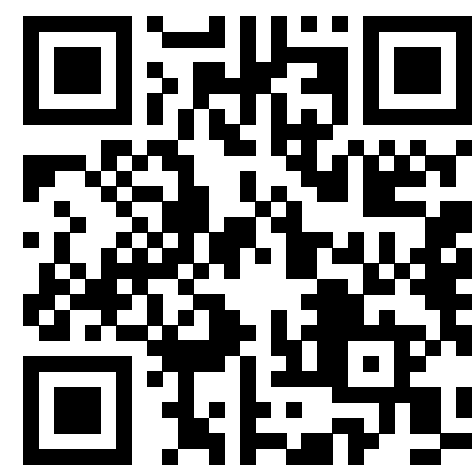
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