Dubai: Trusity, a leading skill tech platform, has become the latest educational training provider to be accredited as a 'Certified Incubator' by the Mohammed Bin Rashid Establishment for Small and Medium Enterprises Development (Dubai SME), a part of Dubai Department of Economy and Tourism (DET), according to a media release.

The organisation, noted for its flagship program, truPreneurs, focuses on working with youth to ideate, develop and launch innovative ideas into viable businesses, the release added. Designed and developed by a team of successful entrepreneurs, it enables learners to develop innovative ideas, grow an entrepreneurial mindset and polish their communication skills through a three-phased program encompassing innovation, entrepreneurship, and the art of communication. Post-completion, they present their ideas to a panel of esteemed judges and investors to win startup funding packages and commence product development. The startups are then incubated, trained and supported to develop and launch their solutions.

Dubai SME was established to foster the development and growth of small and medium enterprises (SMEs) in the city. One of its key initiatives is the Certified Incubators programme, which is designed to support and recognise business incubators that provide high-quality services to startups and entrepreneurs in Dubai. Certification is awarded to organisations that have met certain standards in order to nurture businesses and help them to grow and succeed. Dubai SME's Certified Incubators initiative is aligned with the goals of the Dubai Economic Agenda, D33, to double the size of Dubai's economy in the decade up to 2033 and to further consolidate Dubai's position as a leading global city for business and leisure, the company said.

"Trusity's accreditation as a Certified Incubator is a significant milestone in our mission to cultivate a vibrant startup ecosystem in Dubai as envisioned by our visionary leadership," said Abdul Baset Al Janahi, CEO of Dubai SME.

"This further reflects our unwavering support for entrepreneurial innovation and mentorship, which are essential to building a resilient and diversified economy. By empowering the next generation of entrepreneurs, we are not only aligning with the D33 Agenda but also ensuring that Dubai remains a hub for sustainable growth and groundbreaking initiatives," he added.

Young entrepreneurs who have graduated from the program are working on product development of tech apps, creating solutions for driving sustainability (Eco-select), mental health (MentaCare), pet care (ResPAWnsibilities), quality education (SownKnow.ai), healthcare (HealthSync) and high-school student support (TeenEdge).

"As a Certified Incubator, Trusity strives to build a comprehensive ecosystem that builds and supports new entrepreneurs. With a focus on the future generation, we support young entrepreneurs in evaluating the feasibility of a business idea, advisory on chalking out the business model canvas, and support detailing work plans, financial models, technical workflows and legal planning. With the support of Dubai SME, our goal is to continue driving innovation, entrepreneurship and economic growth in UAE and Dubai in particular, while being aligned with the UAE's Fifty Economic Plan that aims to stimulate entrepreneurship and small and medium enterprises, spread the culture of entrepreneurship among future generations and establish the position of the UAE as a global hub and destination for entrepreneurship, especially in the areas of innovation and technology." said Rajani Nalla, Founder & CEO, Trusity.

According to the company, the organisation has been driving innovation, entrepreneurship, and financial literacy through its partnerships with Delta Skills Academy and GEMS Education, Zurich Middle East, and several top British, IB and Indian schools in the region. Through its collaboration with Abdullah Al Ghurair Foundation’s Takween initiative, Trusity trained and supported Emirati students to develop innovative business ideas and consolidated pitch decks for their startups.