

Conducting a study on government incentivization schemes for SMEs



Client

Saudi-based Consulting Firm (engaged with the IT and Communication Entity)



Project

Global Benchmarking of Incentivization Programs & National Champion Case Studies



Objective

Help the client assess international government-led incentivization programs that enabled local companies to scale and evolve into national champions — with the goal of informing similar initiatives in Saudi Arabia

Scope of Work

Study **incentivization schemes across 12 global markets**, including both tech and non-tech sectors

- Analyze 4–6 high-impact programs per country, covering:
- Program design and delivery mechanisms
- Benefits provided (e.g., tax relief, grants, R&D credits, public procurement)
- Eligibility criteria and strategic alignment with national priorities

Develop 20+ in-depth case studies of **local companies** that **became national champions through government support**, analyzing:

- Transformation journey from early-stage to national/global leader
- Role and timing of incentive programs in their growth
- Measurable impact on sector and economy

Approach

- Conducted extensive desk research to identify and evaluate high-impact incentivization programs globally
- **Mapped each program's** structure, funding model, and effectiveness in fostering domestic enterprise growth
- Aligned selected company case studies with respective programs to showcase tangible outcomes and success stories

Outcome & Impact

- Benchmark international best practices in government incentivization strategies
- Identify **success factors behind the creation of national champions**
- Provide **actionable insights and policy recommendations** to the Entity for designing impactful local programs



Secondary Research ☒



Primary Research ☐



Data Modelling ☐