



How Step Conference enhances the way of doing business in  
Dubai: A look into AI, Fintech, Proptech, and Adtech sectors



Step Dubai 2025 is bringing together industry experts and enthusiasts in AI, Web3, fintech, and other emerging technologies to discuss key challenges and scale-up strategies. Located at Dubai Internet City (DIC), this flagship start-up conference also welcomes key delegations from Istanbul and Silicon Valley, along with venture capitalists and unicorns, to explore disruptive ideas moulding global markets.

This document outlines the key industries showcased at Step, along with Dubai's strong support to enable the launch of such innovative conferences. Specifically, this second content piece focuses on Step's dynamic track, pitch competitions, and the general impact of doing business in Dubai.





## The five tracks powering Step Dubai 2025

Step Dubai 2025 presents five innovative tracks designed to dive deep into emerging industries, thus providing opportunities for networking, learning, and investment. Key highlights include:

### 1. Funders and Founders

This track tackles strategic ways to foster start-up growth and empower entrepreneurs through funding and mentorship. Key events include the Flagship Pitch Competition, where 30 start-ups will compete over two days, culminating in a final round to determine the winner. The AngelSpark Competition also offers start-ups the chance to present their innovations to angel investors.

Moreover, sessions such as “10 People = \$1 Billion Companies: Tools and Platforms are Reinventing Building and Scaling” examine how AI tools are transforming bootstrapping and scaling strategies, allowing for the creation of lean yet highly productive teams.







## 2. AI, LLMs, and Cloud

This track highlights the transformative potential of artificial intelligence across global industries. One key session titled 'AI-Powered Supply Chains: Driving Efficiency and Resilience in Global Markets,' discusses how AI enhances decision-making, optimises logistics, and creates agile supply chains. Experts showcase real-world applications of AI that boost sustainability and resilience in businesses worldwide.

## 3. Fintech

Focused on advancing financial technology, this track emphasises the scaling of solutions in emerging markets. The session 'Breaking Barriers: Scaling Fintech in Emerging Markets' explores critical topics such as funding strategies, customer acquisition, and forming partnerships to overcome unique challenges. This session underlines fintech's role in shaping the economic future of these regions.





## 4. Adtech 2.0

This track examines the future of digital campaigns with a focus on automation, analytics, and optimising return on investment. The session 'The Future of Digital Campaigns: Optimizing ROI with Programmatic' provides valuable insights into utilising data-driven approaches to create impactful campaigns while adapting to the fast-changing digital environment.

## 5. PropTech

This year introduces the PropTech track, organised by the Dubai Land Department, which surveys the newest advancements in real estate. The conferences cover topics such as AI-enhanced property management, blockchain-based transactions, and sustainable urban development, delivering perspectives on the future of investments and urban living.





# Become a Royalty Partner

Working with a local partner like the Seed Group opens doors to key stakeholders in both the public and private sectors, enabling accelerated business development through strategic alliances. With the Royal Family Office fostering relationships at the highest level, our partners gain access to otherwise inaccessible decision-makers.

A screenshot of a web application form titled "Become a Royalty Partner". The form is centered on a white background with a small red logo above the title. It contains several input fields and a dropdown menu. The fields are arranged in two columns. The left column includes "Company Name", "Company Website", "Company Industry", and "Company Phone No.". The right column includes "Type of Business (B2B/B2C/B2G)", "Company Location", "Product/Service", and "Year of Establishment". A small note "If not applicable, please type N/A" is located below the "Company Website" field. The form is set against a background image of a desert landscape with sand dunes and a caravan of camels in the distance.

[Apply now](#)



The strategic developments unrolled in 2025 display Dubai's strong commitment to building an innovation-driven economy. By promoting sustainability, infrastructure innovation, and tailored company incentives, these initiatives transform business setup in Dubai into a seamless experience.

Truly, the five highlighted government-led projects, among many others, are key to empowering foreign-owned and local firms to excel in the city's competitive business environment.

### More information and resources



Visit our accompanying blog post.



Visit our entire library of online resources.

We would welcome your feedback on this guide, please email [marketing@seedgroup.com](mailto:marketing@seedgroup.com).



# Find us on social media

Click on the icons below







© 2025 Seed Group. A Company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum. All Rights Reserved.  
Seed Group is the trademark of Seed Group LLC. All other trademarks are the property of their respective owners.