



astana hub

# International IT and Startup Hub

MAKE IT HAPPEN

SINCE 2018



# Astana Hub mission

Development of start-up culture and giving support for innovative projects in the field of information and communication technologies to strengthen the national economy and international cooperation



GOAL FOR 2021 Ғ.

## \$200 million

The volume of investments in resident startups



GOAL FOR 2025 Ғ.

## \$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 IT products, as well as strong young IT teams. They should be assisted in every possible way."*



# Developing the IT industry of Kazakhstan

1








## Attracting talents

-  Promotion of entrepreneurship in the Republic of Kazakhstan
-  Foreign IT startups and companies
-  Preferential work visa
-  Expat center
-  Relocation program to Kazakhstan



2






## Train and develop

-  Startup School
-  Beta Career
-  No Code School
-  Alem School
-  Startup Orda
-  Freelance School
-  Accelerator "Techpreneurs"



3



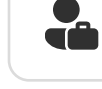


## Support with measures

-  Tax incentives
-  Seed financing
-  QazInnovation grants
-  Partner coupons
-  "English Law" AIFC



4

## Scaling

-  Scalerator
-  Plug and Play
-  Digital Ambassadors
-  Venture funds
-  Cooperation with Big Tech



# Astana Hub in numbers

2018-2021

## Financial indicators



**\$560M**

income of IT companies that became members of Astana Hub



**\$162M**

service exports



**\$55M**

saved by participants due to preferences

## Participating companies



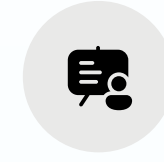
**600+**

participating companies



**70+**

foreign companies



**12 000+**

employees

## Educational and business programs



**9 000+**

people have completed educational programs



**2 000+**

graduates of the incubation and acceleration program

## Events



**1 000+**

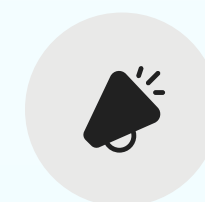
events held



**50 000+**

people attended events

## Information work



**20M+**

media and social media coverage

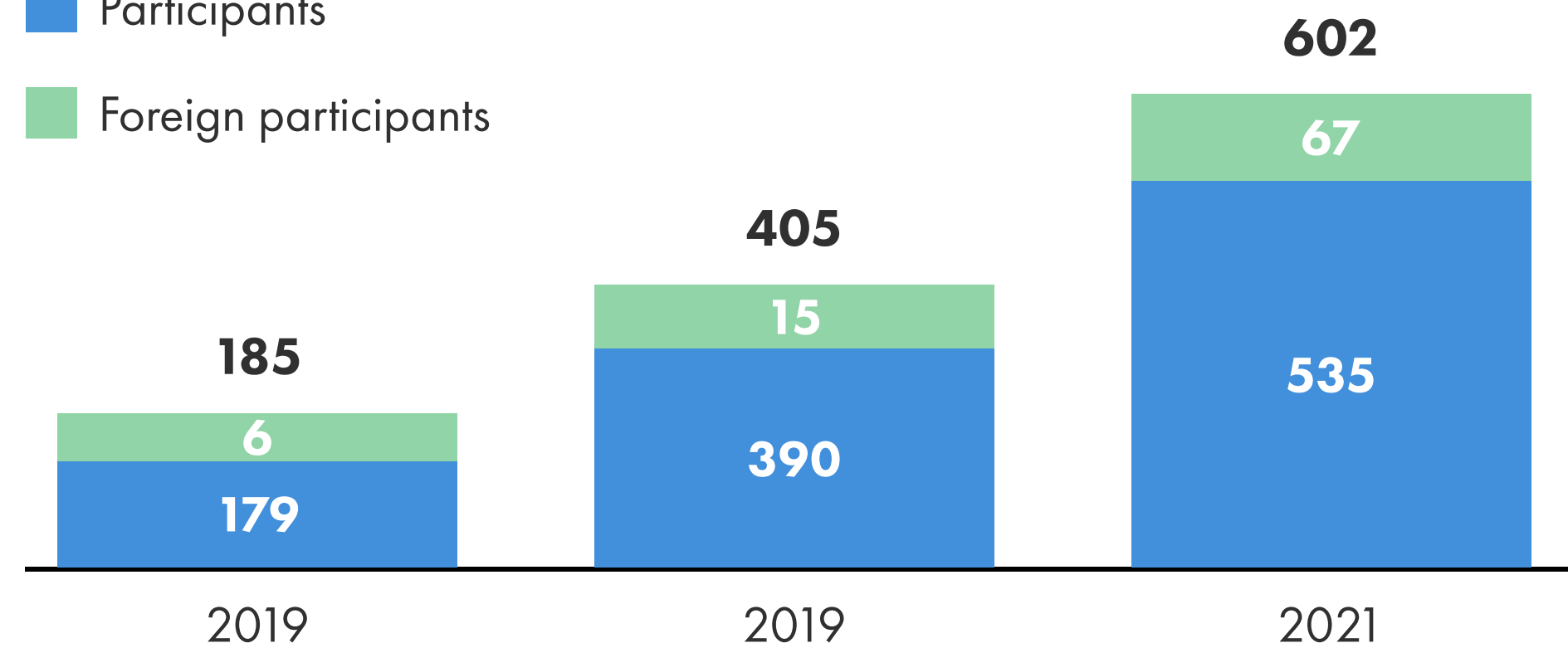


# Astana Hub in numbers

2018-2021

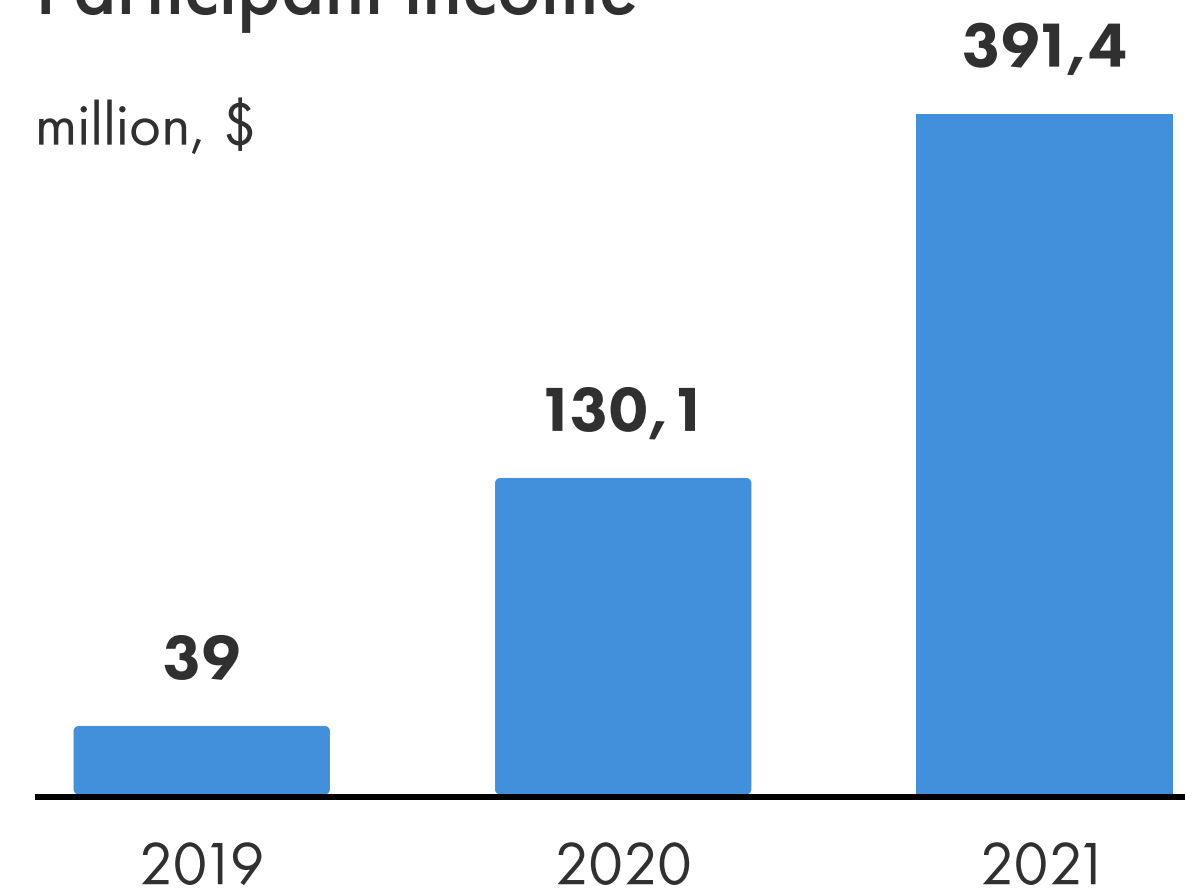
## Number of participants

■ Participants  
■ Foreign participants

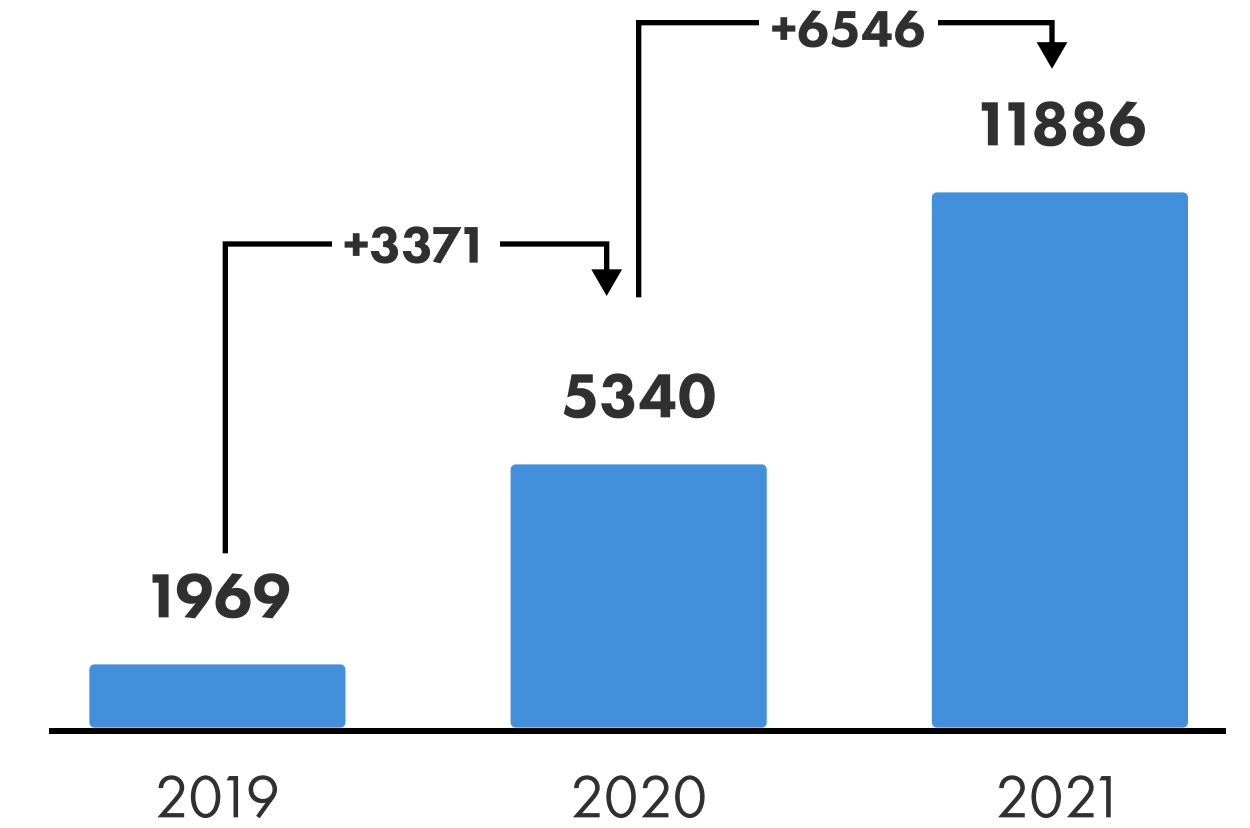


## Participant income

million, \$

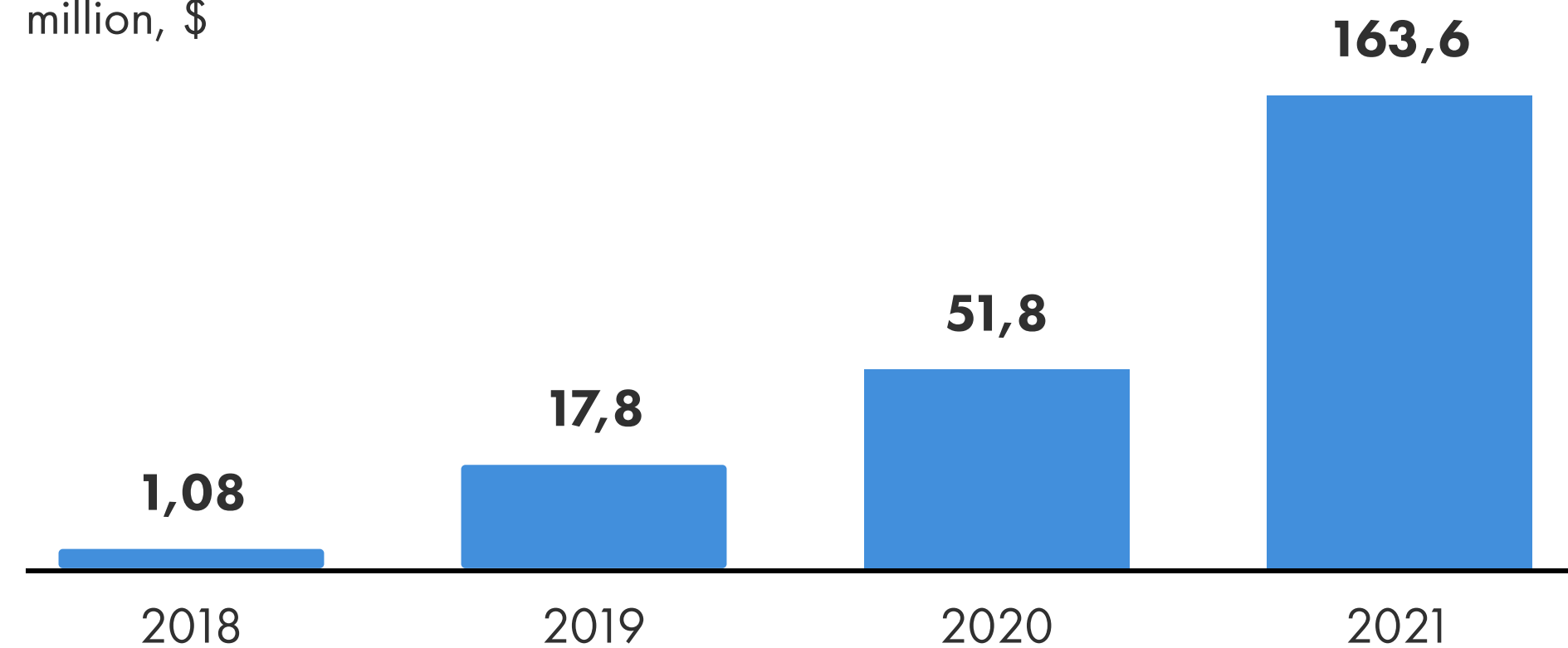


## Number of employees



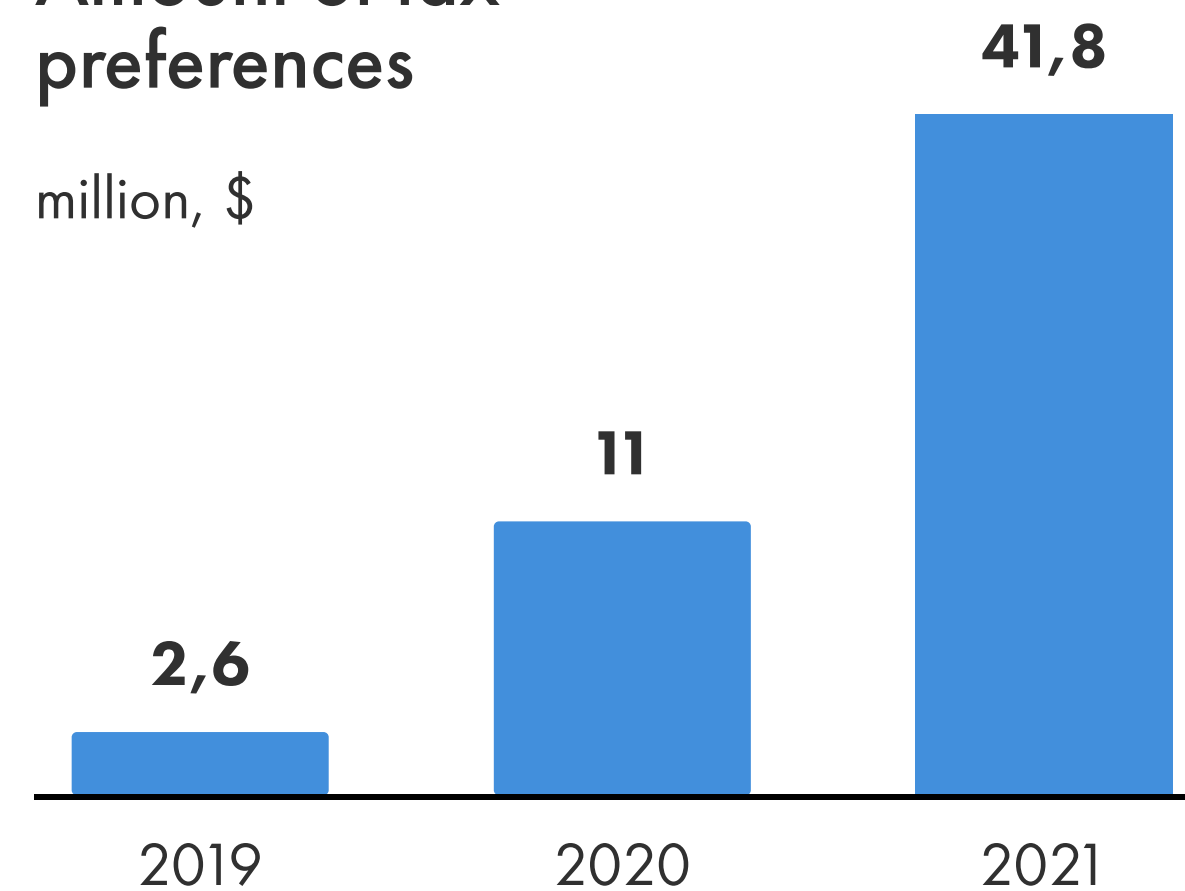
## Participants attracted funding

million, \$



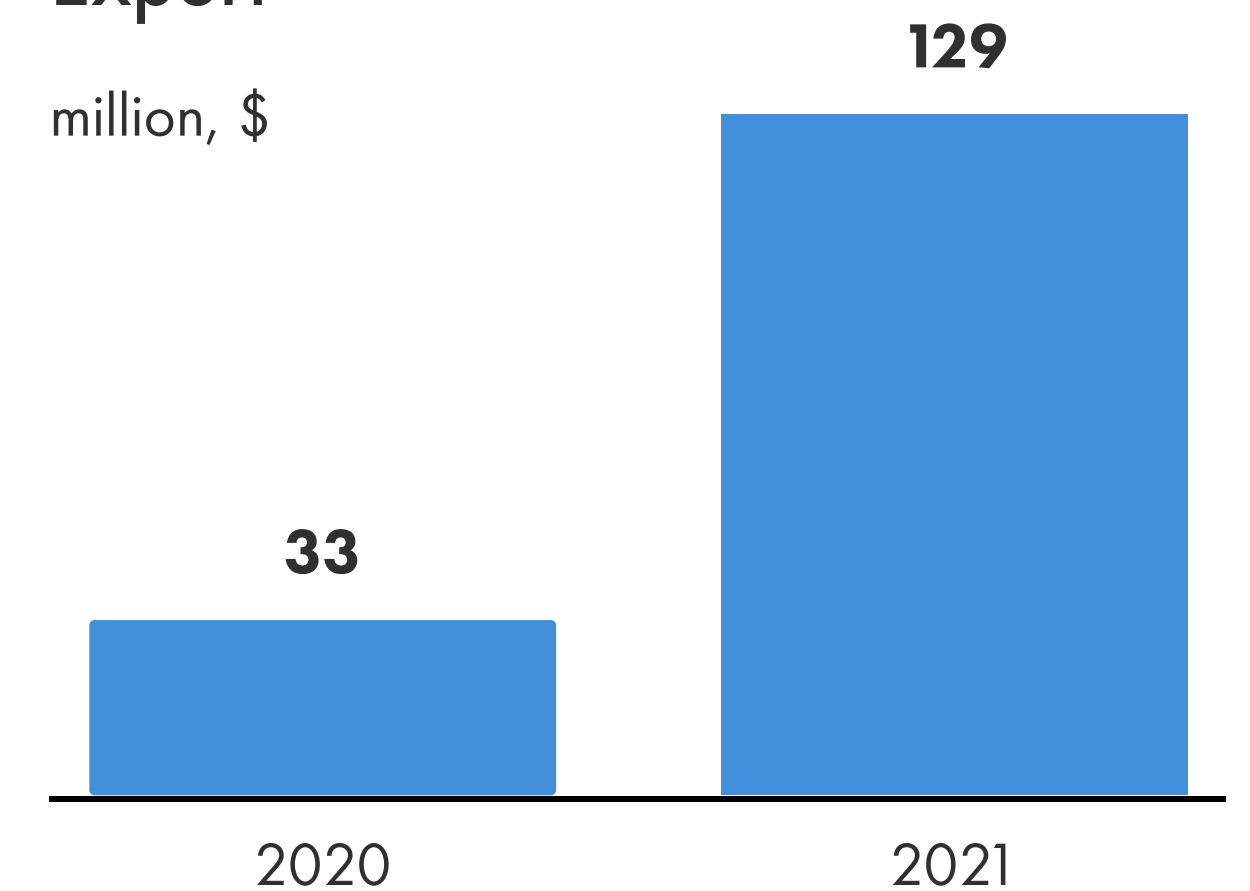
## Amount of tax preferences

million, \$



## Export

million, \$





# Educational programs

2018 - 2021

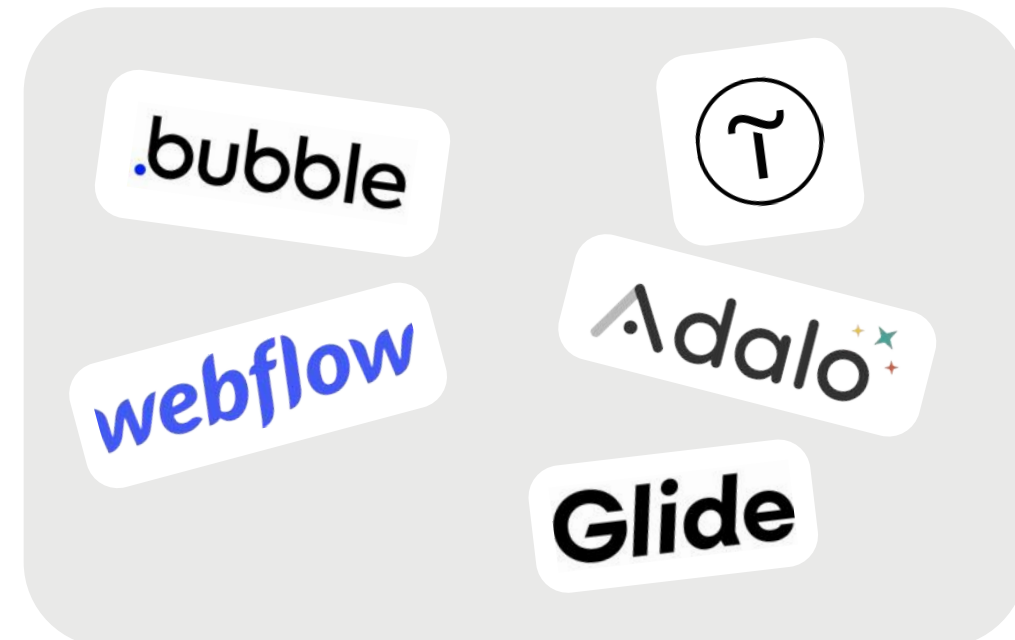
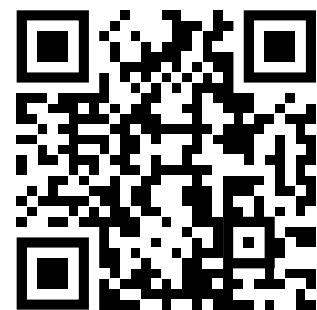


## Startup School:

A course that helps graduates create their own startup or digitize an existing business

3896

Participants

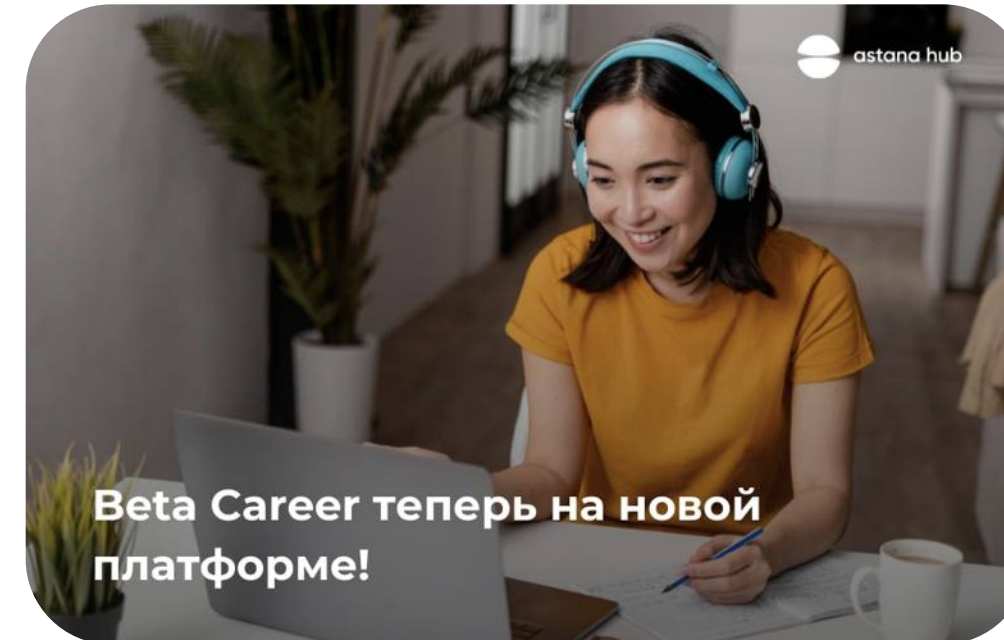


## No Code:

Course on creating IT products without programming skills

631

Participants



## Beta Career:

A course that helps students and graduates effectively plan their career path and successfully fulfill themselves in their professional activities.

1005

Participants

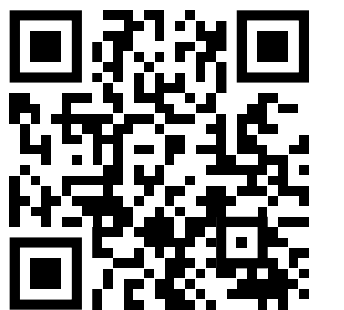


## Freelance School:

A course that provides the necessary theoretical and practical skills for a specialist to enter the foreign freelance market.

365

Participants





# Alem

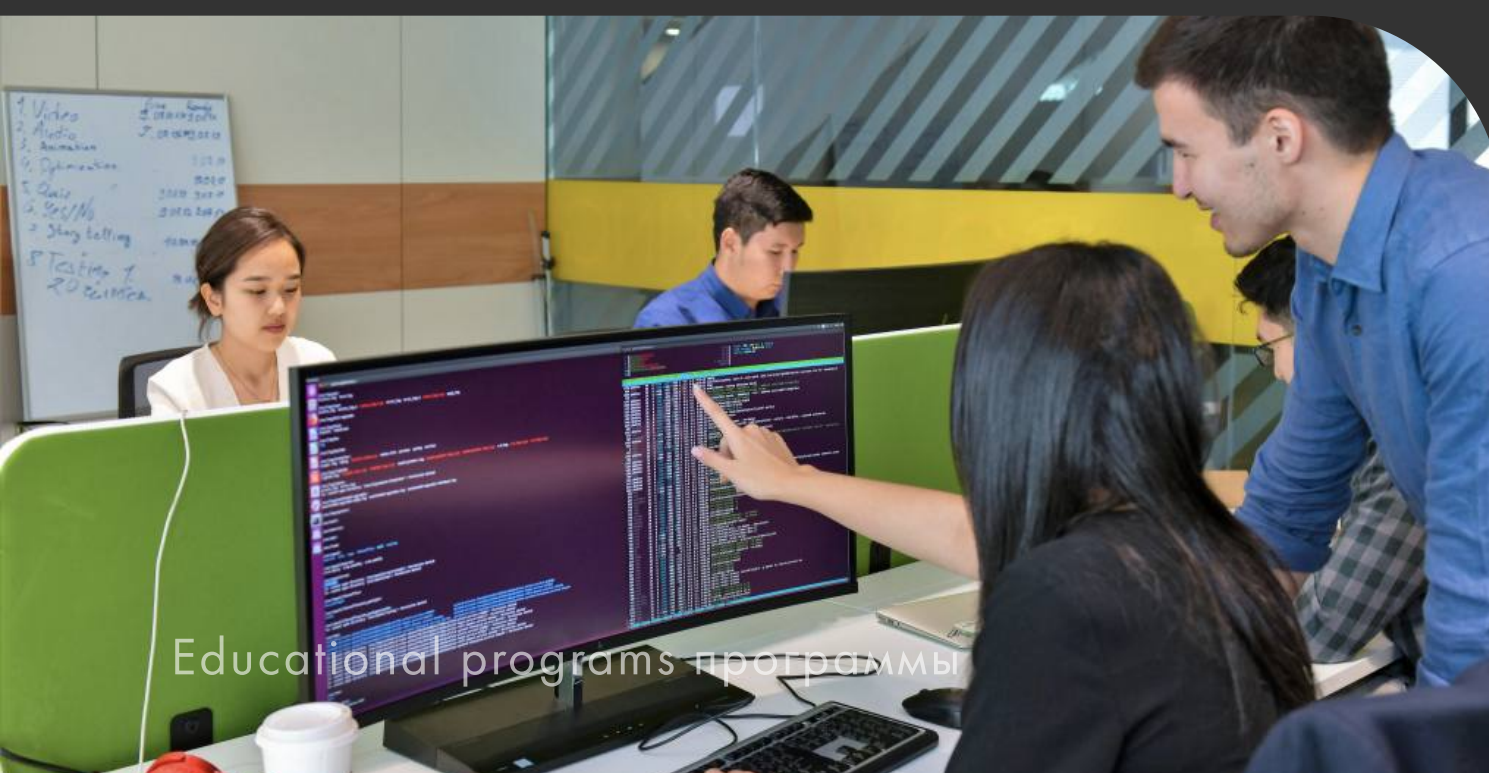
The world's first school operating under license 01 EDU SYSTEM (Ecole 42)



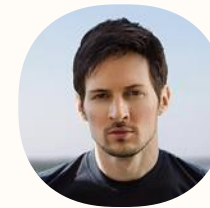
## Nicolas Sadirac

Honored worker of the international level in the field of IT education. PhD in Physics Stanford University

- **2013**  
co-founded the first school in Paris with French businessman Xavier Nael
- **2018**  
development of a new generation computer science training program under the working title "ZONE 01"
- **2019**  
Opening of alem school on the basis of Astana Hub



Educational programs программы



Pavel Durov: "I'm impressed with Xavier Niel's project 42, such a literate programming school in many areas. It's definitely the future."



Jack Dorsey: "It was great to see that. A truly unique school, I have not seen anything like it in the world."



## Admission

01

Requirements: Citizens of any country aged 18-40 can apply for free education after testing logical and deductive skills

**9 000+**

Applications for training

**900**

Members of the four pools



## Education

02

Main directions: Full-Stack Developer, Graphics, Devops, Blockchain, AI

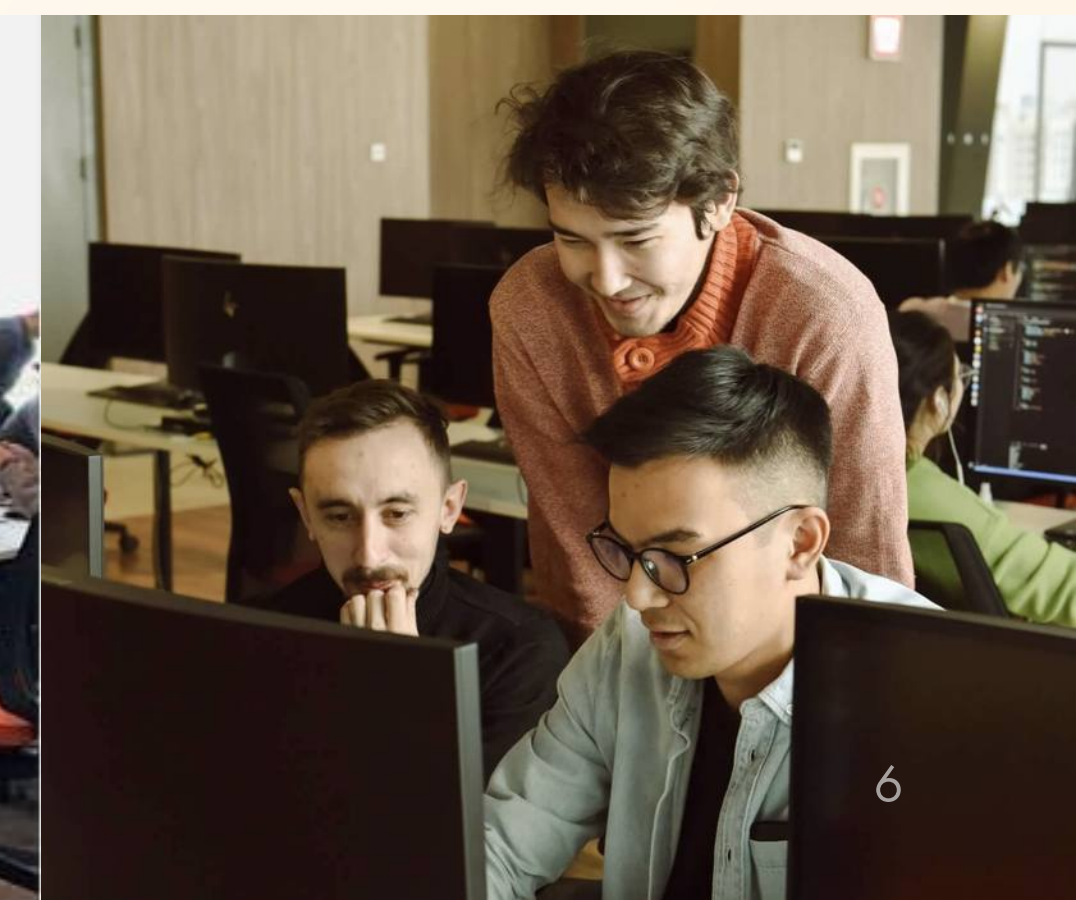
Programming languages: GO, Rust, JavaScript and more

**189**

Active students

**25**

Average age





# Tech Orda

Human capital development program  
in the IT field

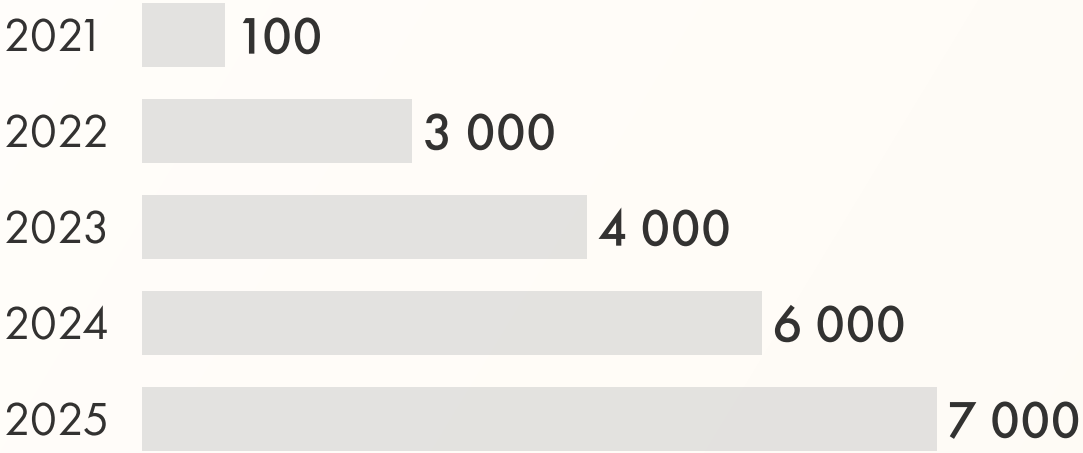
Financial support for IT schools for training  
specialists

 **\$25 million**  
Financial support until 2025

 **\$1200**  
Grant for education

## TECH ORDA GOAL

 **20 000**  
IT specialists



Educational programs

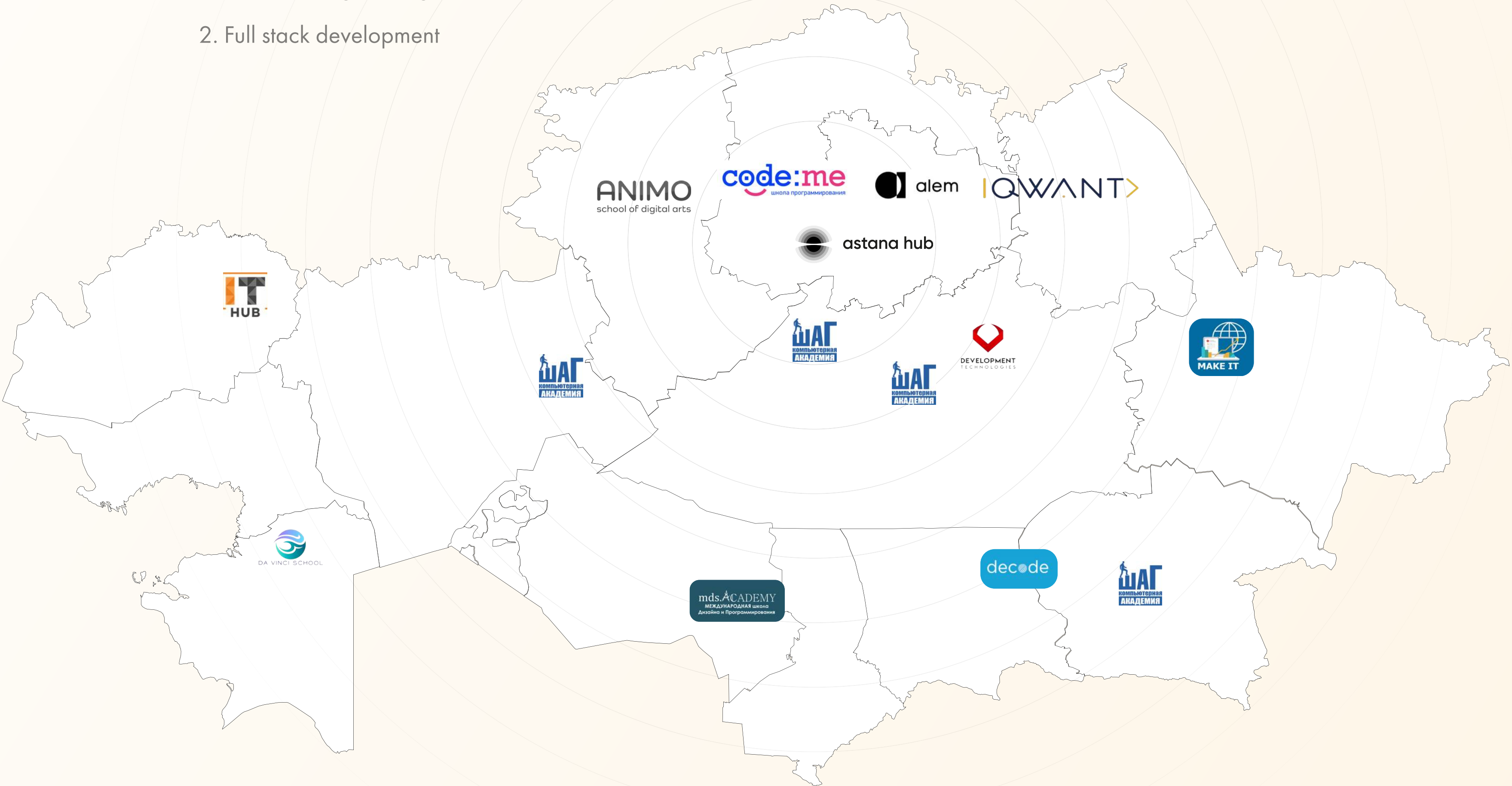
<> 13 IT-School

 Emergence and development of new private programming schools

 Training of new specialists in the field of IT

 Top 3 courses:

1. Front-end development
2. Full stack development
3. Software engineering





# Business programs

For the accelerated development of start-ups and existing startups, IT companies.



## Incubation

Program for teams at the MCI stage. Program participants implement ideas to a business prototype.

2021  
**98**  
startups

2018-2020  
**467**  
startups

**13 regions**  
domestic and regional incubation

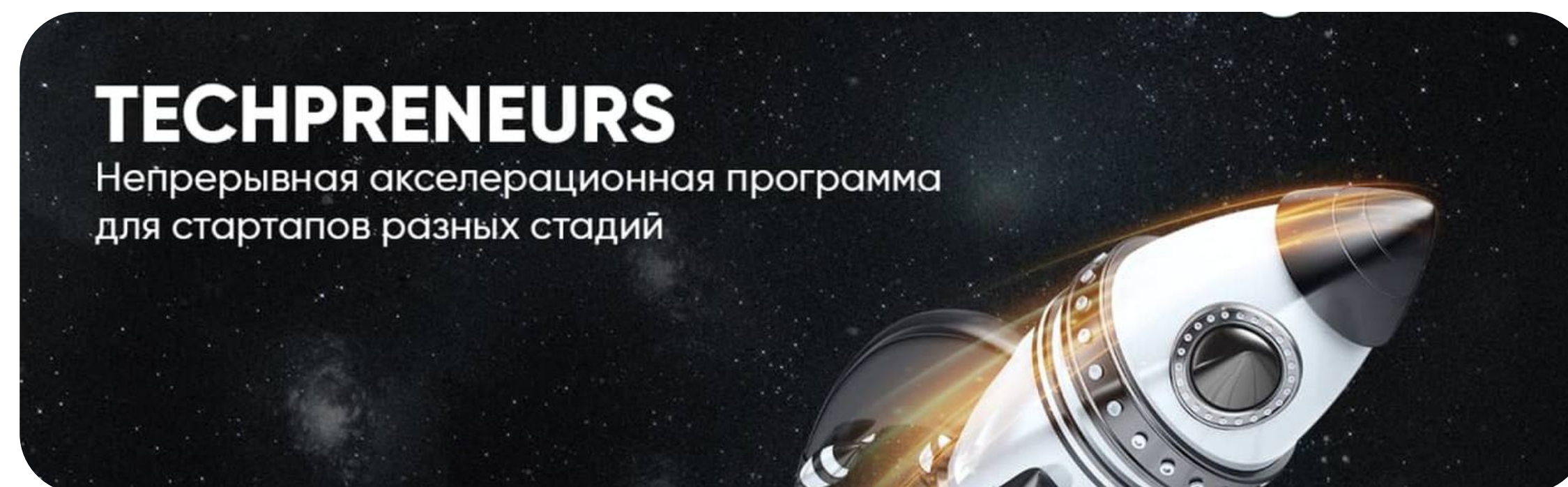


## Smart City

A program aimed at introducing digital solutions focused on improving the infrastructure and city management processes

**24**  
graduates  
since 2021

**14**  
pilots together with the  
akimat of Almaty



## TECHPRENEURS

Непрерывная акселерационная программа  
для стартапов разных стадий

## Techpreneurs

A program of continuous support for start-up projects of all stages, with the ability to choose services within the program individually.

2021  
**236**  
participants

**232**  
graduates from 2018-2020

2021  
**105**  
active startups



# Priority Technology Centers

## 5G Center

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



## Meta Center

Research of new technologies, hardware and software in the field of game design and development, and creation of effective educational programs on their basis



## DeFi Center

Development Center for the Fintech Industry, Digital Assets and Decentralized Finance



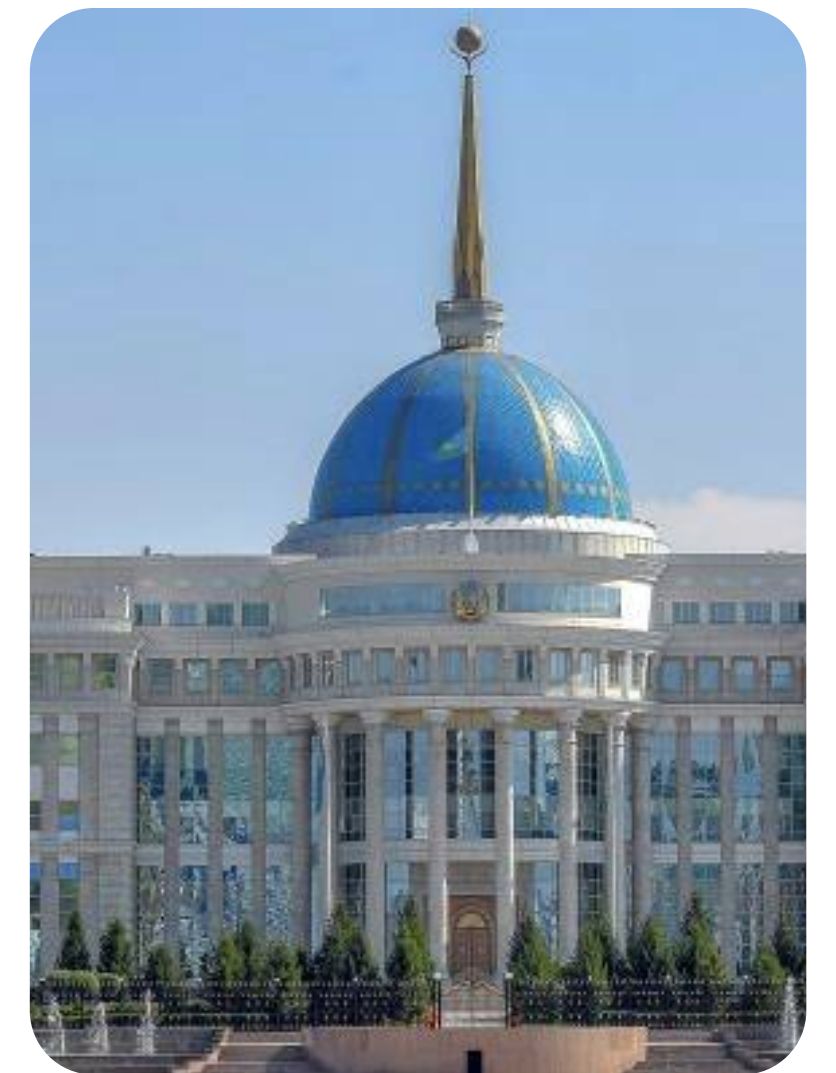
## SpaceTech Center

Center for supporting start-ups developing projects in the field of space technology and the aerospace industry



## GovTech Center

Center for supporting start-ups which create innovations for the public administration sector with the benefit of technological solutions





Nazarbayev  
University

Co-living Space  
Astana Hub

1500 m  
Botanical Garden

Hilton Astana

250 m  
"Mega Silkway"  
Mall

alem

Astana Hub

Astana International  
Financial Center

Astana Hub

GreenTech Hub

Astana IT  
University

Digital  
government  
office

Zerde и  
NITEC

Astana International  
Financial Center

Underground  
parking for 2000  
places

astana hub

# Cluster in the EXPO area

Infrastructure for a productive life, study,  
work and leisure

State and corporate innovations



# Hub Space Program



Corporate business incubator aimed at the development of IT projects

## Services:

- PR in Astana Hub social media
- Access to HeadHunter resources
- Individual project development plan
- Lab resources
- Business development
- Consultations on state supportive measures
- Product sale
- Modern office

Cost per working station

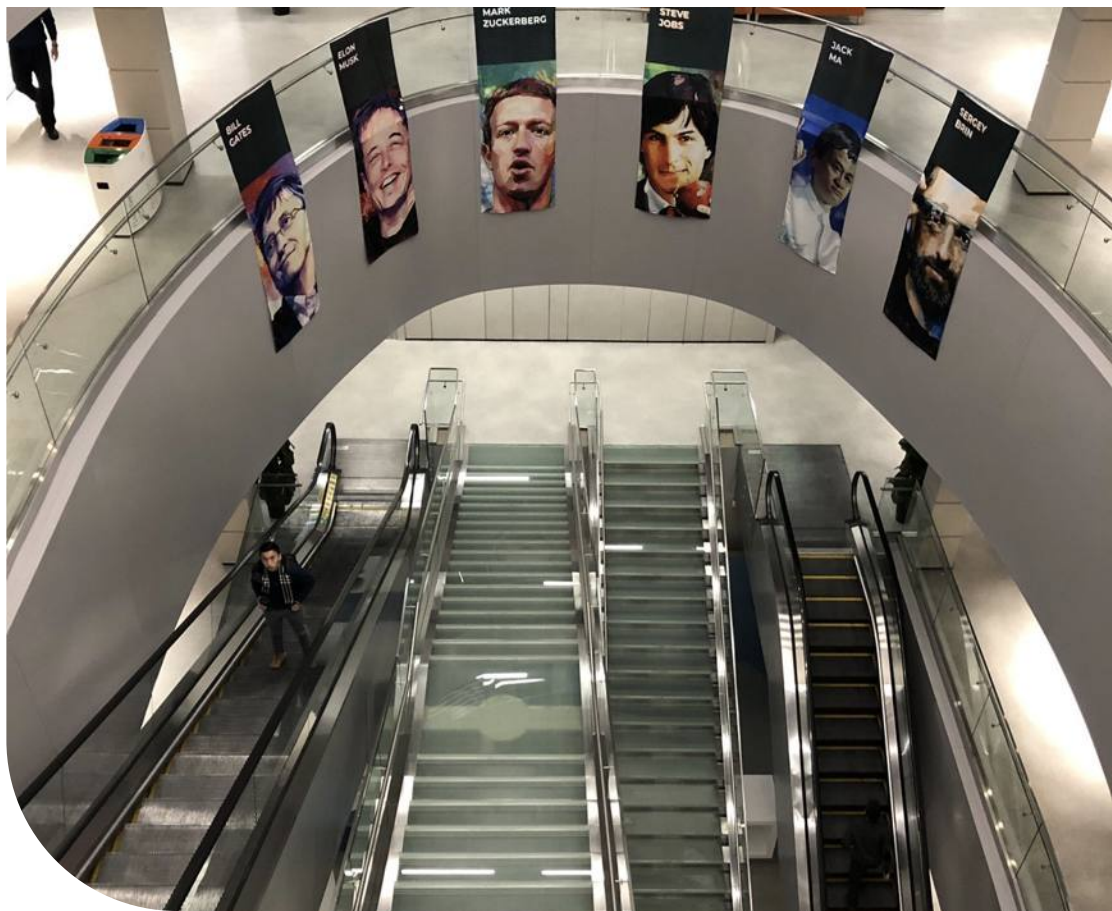
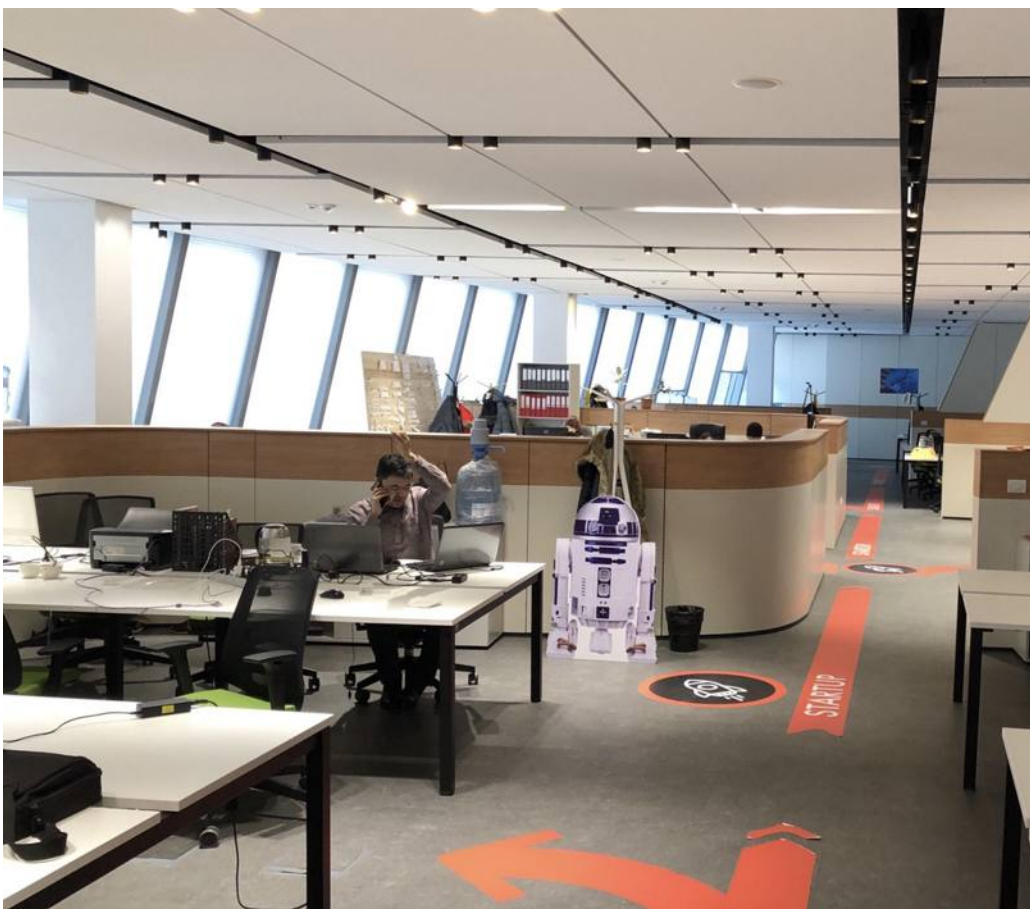
from \$72

\$143

For Astana Hub residents    For others



3D tour





## Feed

Ecosystem Event Center

## Events

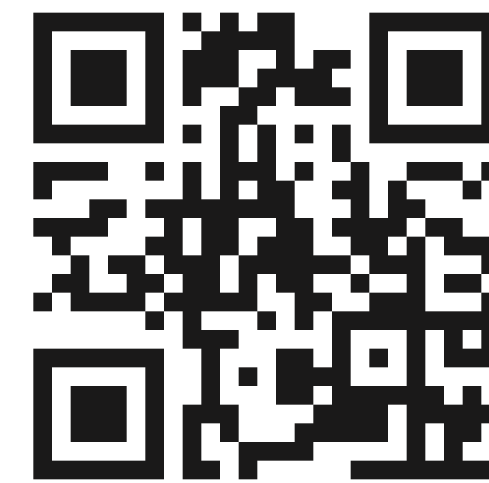
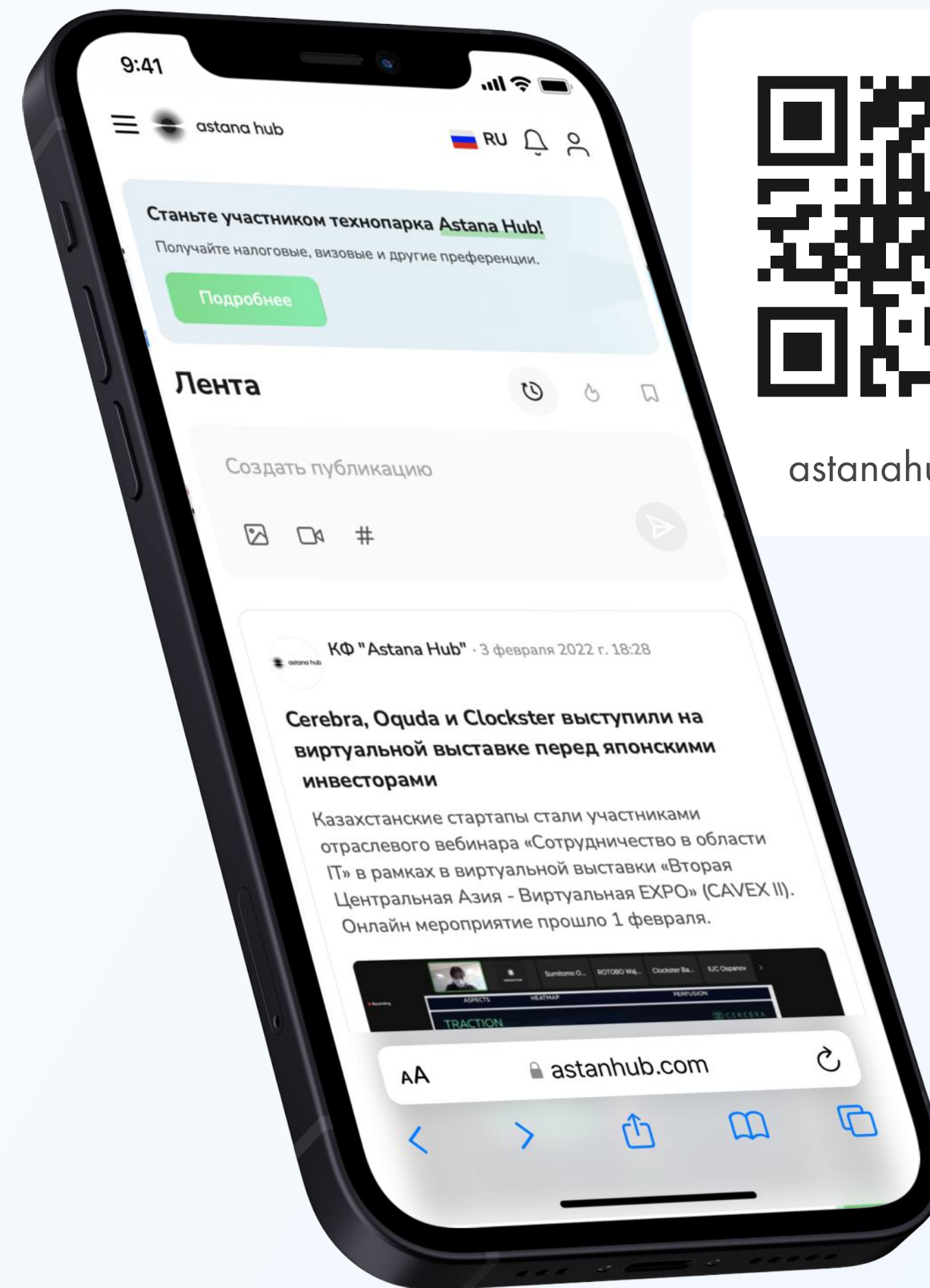
Dozens of events monthly

## Career opportunities

Job search and personnel in the IT industry

## IT initiatives

Ideas and initiatives for the development of digitalization



astanahub.com

## Participant base

Startups, investors, experts  
1000+ users

## Infrastructure

Interactive map and 3D tour.  
Startup workplace

## Technological challenges

work specification and collection of  
proposals from the IT market

under development

## Gamification

Playful approaches to Increase  
Engagement



# Seed Money Program

Financing startups according to the Revenue Share model for 1% of income for 3 years

Applications are accepted at the following stages:



MVP

up to \$12 000



Product-Market Fit

up to \$24 000



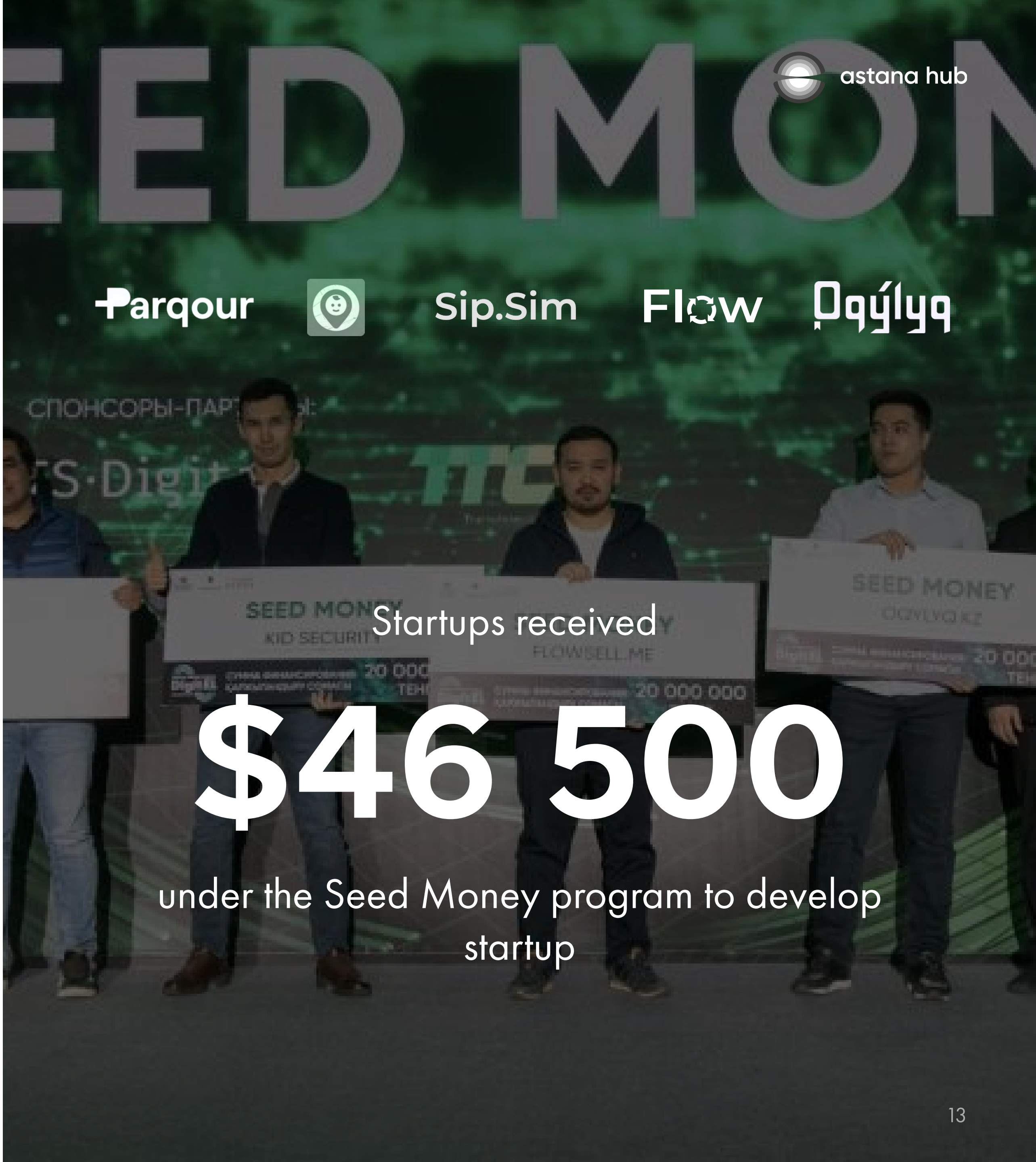
Scaling

up to \$47 000

*Funding source: own funds of Astana Hub*



Apply





# Invest Day

A platform where the best technology startups present their business projects to potential investors, business angels and venture funds to attract investment.

From 2020 to 2021

6

streams

256

applications from startups

44

startup educated

121

VC and business angels attended



# Partner venture funds



## QazTech Ventures

Included in the structure of the national holding "Baiterek".

Collaborates with the leading American venture fund management company "500 Startups" and the leading Asian management company - Quest Ventures.

They invest from \$250,000 to \$3 million in each IT project.



## Quest Ventures

We launched a world-class accelerator program - Kazakhstan Digital Accelerator (KDA) in collaboration with Quest Ventures.

Get more than 200 applications from Kazakhstan and international startups.

10 finalist projects. Of these 8 Astana Hub startups received investments from KDA in the amount of \$50,000 for the development.



## Most Ventures

\$10 million fund.

It is planned to conduct a series of acceleration programs in the Investment Readiness Accelerator format for early-stage projects, as well as investing in technology companies at the Seed and Series A stages.



## 500 Startups

Searches and selects startups from Kazakhstan.

Investment Rounds: Early/Seed/Series A. Investment up to \$250,000 per project. More than 200 applications from Kazakhstani and international startups.

## the Untitled.

### The Untitled Ventures:

An early-stage technology venture fund investing in breakthrough technologies from the Baltic States and Central and Eastern Europe.

The fund helps technology entrepreneurs in the early stages of growth create real marketable products from their cutting edge technologies, focusing on deep B2B technologies (AI, robotics, etc.).



## Umay Angels Club:

Association of venture investors who invest in startups from all over the world. The club provides working tools and the opportunity to select promising projects from the local market and co-invest with experienced venture investors.





















# Tax preferences

	Astana Hub residents	Without benefits
CIT	0% — till 2029 r	20%
VAT from the sale of goods/works/services	0% — till 2029 r	12%
Import VAT on the list of goods	0% — till 2029 r	12%
VAT on the purchase of services from a non-resident	0% — till 2029 r	12%
Corporate royalty tax	0% — till 2024 r	15%
IIT from the income of resident employees	0%	10%
Residents' dividends legal entities	0% — till 2029 r	15%
Dividends of non-residents	5% - first 3 years, 0% - after years	20%
Social tax for foreign workers	0% — till 2029	9.5%

## Who can receive benefits?

Participants of the Astana Hub are legal entities, residents and non-residents of Kazakhstan, whose activities comply with 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.

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



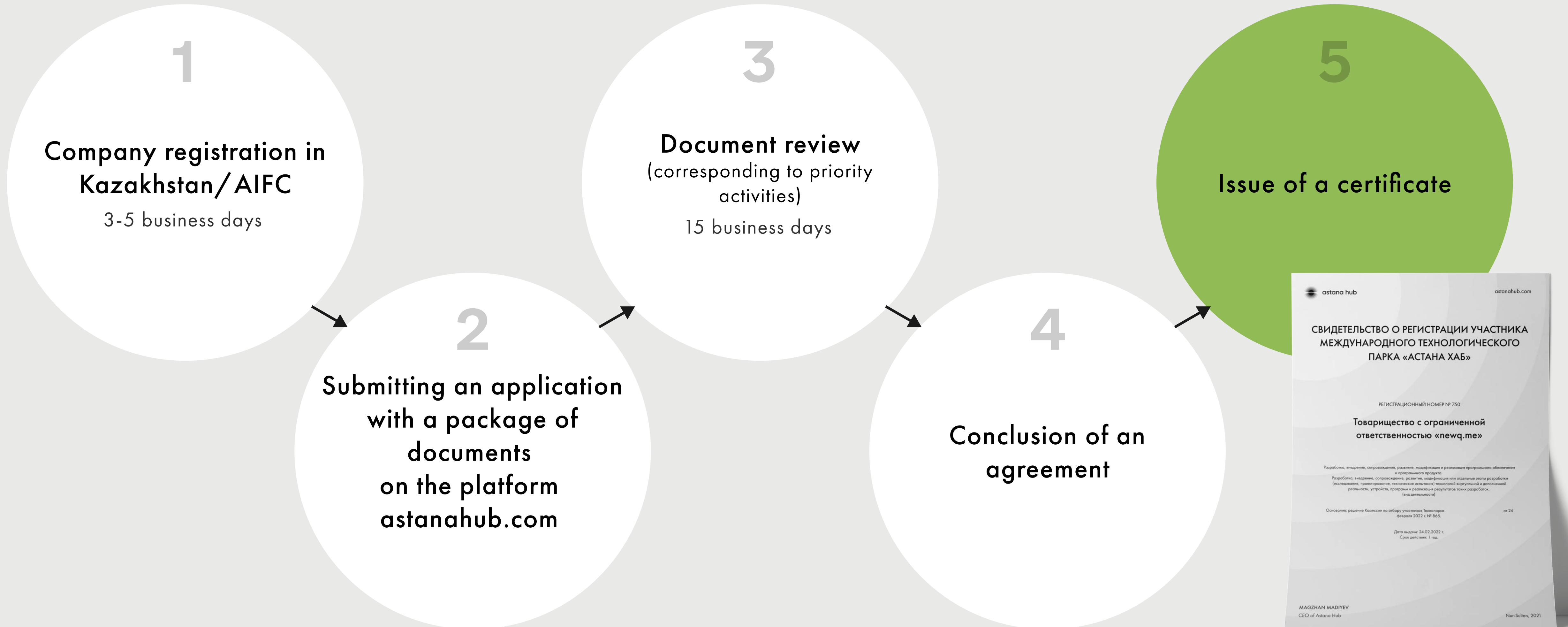
# Taxation of an employee's wages

	Current rates <b>31%</b>	Astana Hub Residents of the Republic of Kazakhstan <b>23%</b>	Astana Hub Foreign EAEU employees <b>27%/ 17%*</b>	Astana Hub Non-residents from third countries <b>10%</b>	
Retirement investments (max- \$672)	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>0%</b>	Employee pays
Individual income tax	<b>10%</b>	<b>0%</b>	<b>10% / 0%*</b>	<b>10% / 0%*</b>	
Contributions for compulsory social health insurance (max- \$25)	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	
Social contributions	<b>3,5%</b>	<b>3,5%</b>	<b>3,5%</b>	<b>0%</b>	Company pays
Social tax (max- \$30)	<b>9,5%</b>	<b>9,5%</b>	<b>0%</b>	<b>0%</b>	
Deductions for compulsory social health insurance (max- \$36)	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>0%</b>	

\* In accordance with 217 article of the tax code of the Republic of Kazakhstan, person staying more than 183 days in a consecutive 12 month period will become a tax resident of the Republic of Kazakhstan



# Registering procedure for a company as a member of Astana Hub





# Simplified procedure for obtaining a work visa for Astana Hub residents

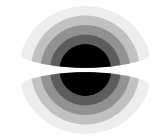
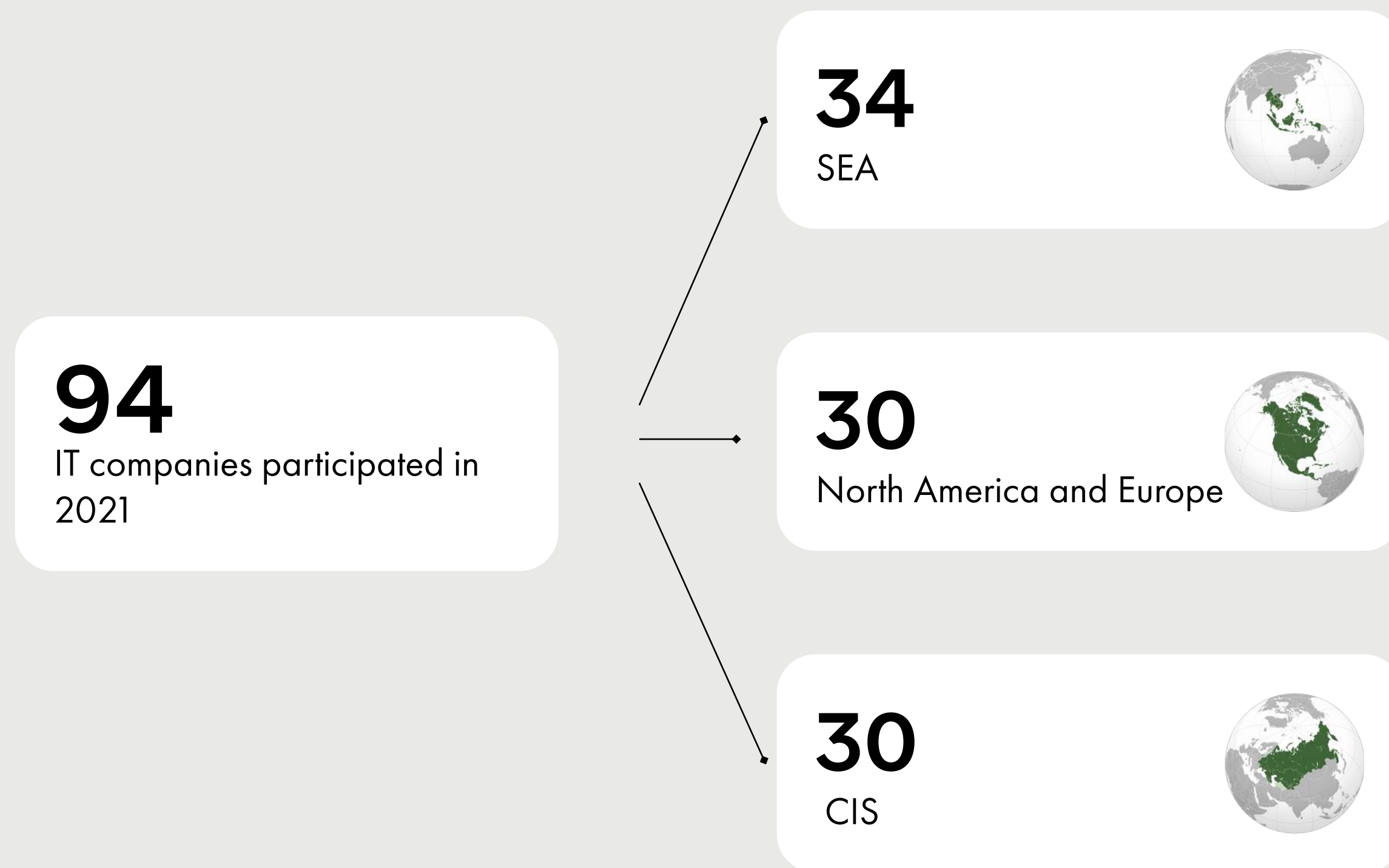
-  Work visa up to 5 years, renewable
-  No need to pay a state fee to obtain work permits
-  No quota for the number of foreign employees involved
-  No need to obtain a permit to attract foreign labor
-  Free consulting services for attracting foreign employees







An export program for IT companies that will help to adapt the project to new markets, increase sales and find partners in North America, Europe, the CIS countries and Southeast Asia.



## Program participants receive

- Individual traction meetings
- Group master-mind meetings
- Individual and group consultations with experts
- Meetings
- Networking with companies
- Final meetup
- Conclusion of at least ten international contracts in each area



SINGULARITY LAB



KAZDREAM





astana hub

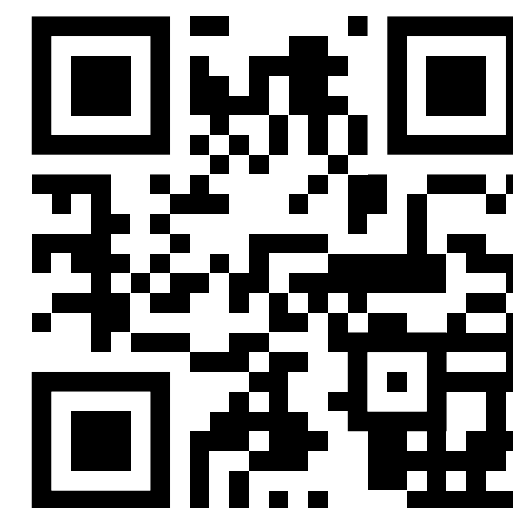
# International IT and Startup Hub

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Astana Hub Resident Support Office



[astanahub.com](http://astanahub.com)