



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."*

# Astana Hub Ecosystem

You will get the following benefits:

1

## PR and talent acquisition

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



2

## Development

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



3

## Supporting measures

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



4

## Scaling

- Plug and Play
- Digital Ambassadors
- Venture funds
- Cooperation with Big Tech
- Chamber of commerce
- Astana Hub international agents



# Astana Hub in numbers

2018-2022 г.

## Financial indicators



**\$751M**

income of IT companies that became members of Astana Hub



**\$223M**

service export



**\$86M**

saved by participants due to preferences

## Participating companies



**900+**

participating companies



**160+**

foreign companies



**12 000+**

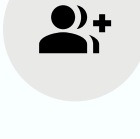
employees

## Foreign participants



**142**

applications for registration in Astana Hub



**117**

became Astana Hub residents



**6 131**

Number of involved employees

## Educational and business programs



**15 000+**

people have completed educational programs



**2 000+**

graduates of the incubation and acceleration program

## Events



**1 000+**

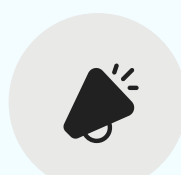
events held



**50 000+**

people attended events

## Information work



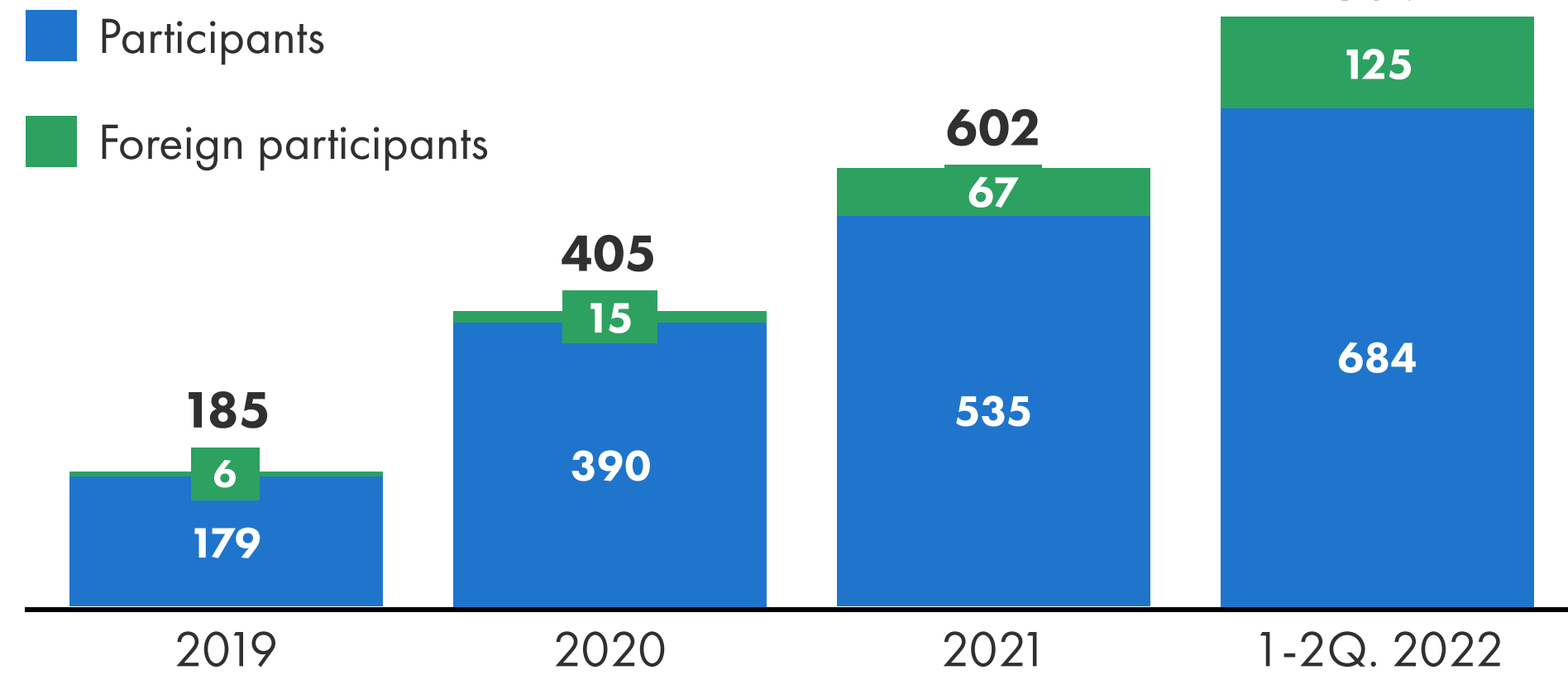
**20M+**

media and social media coverage

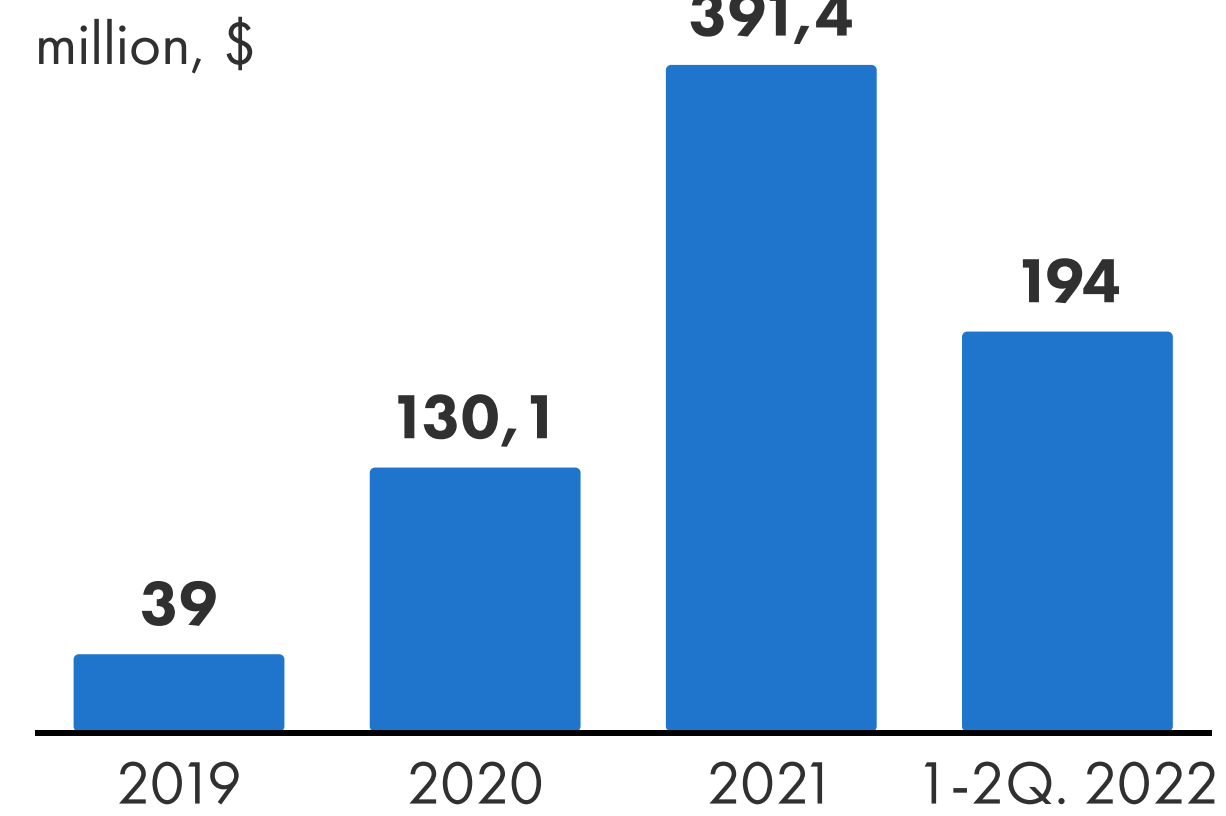
# Astana Hub in numbers

2018-2022

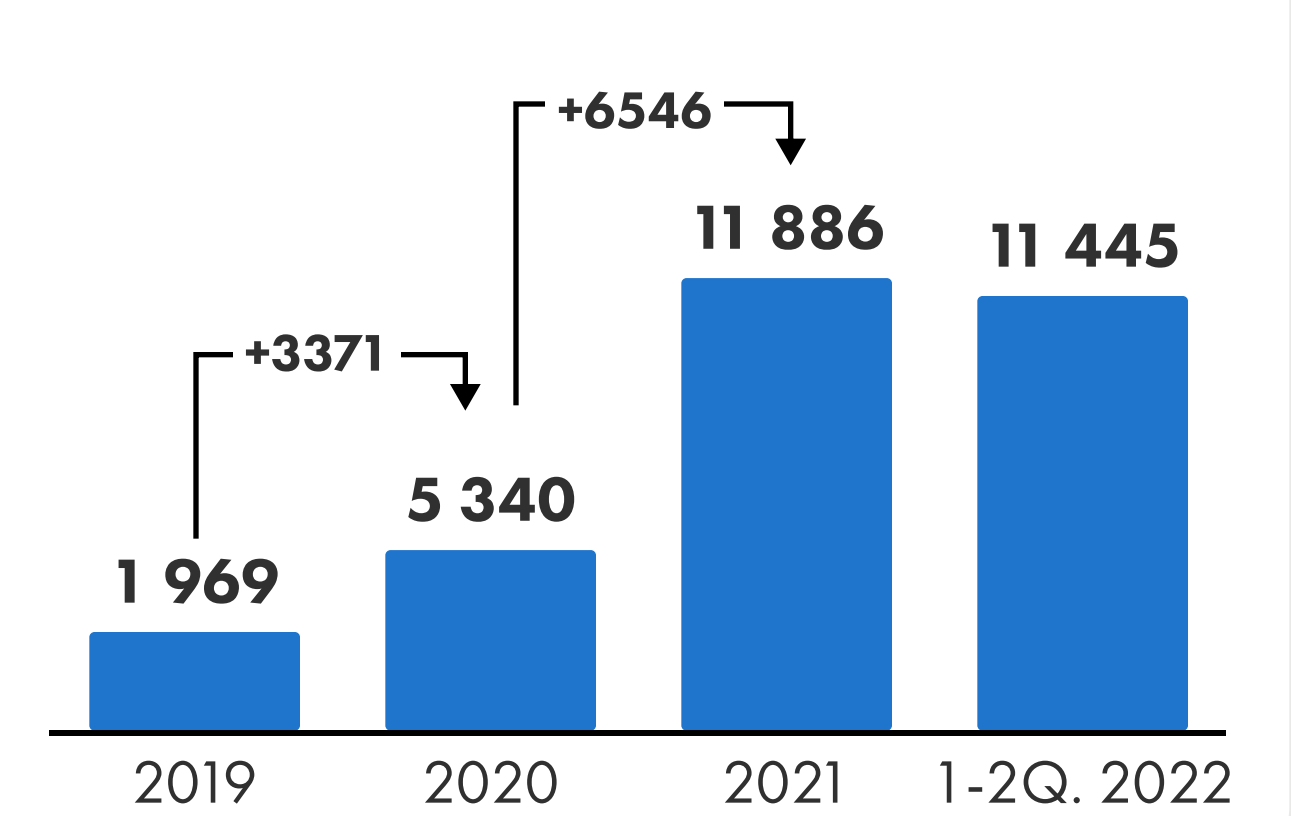
## Number of participants



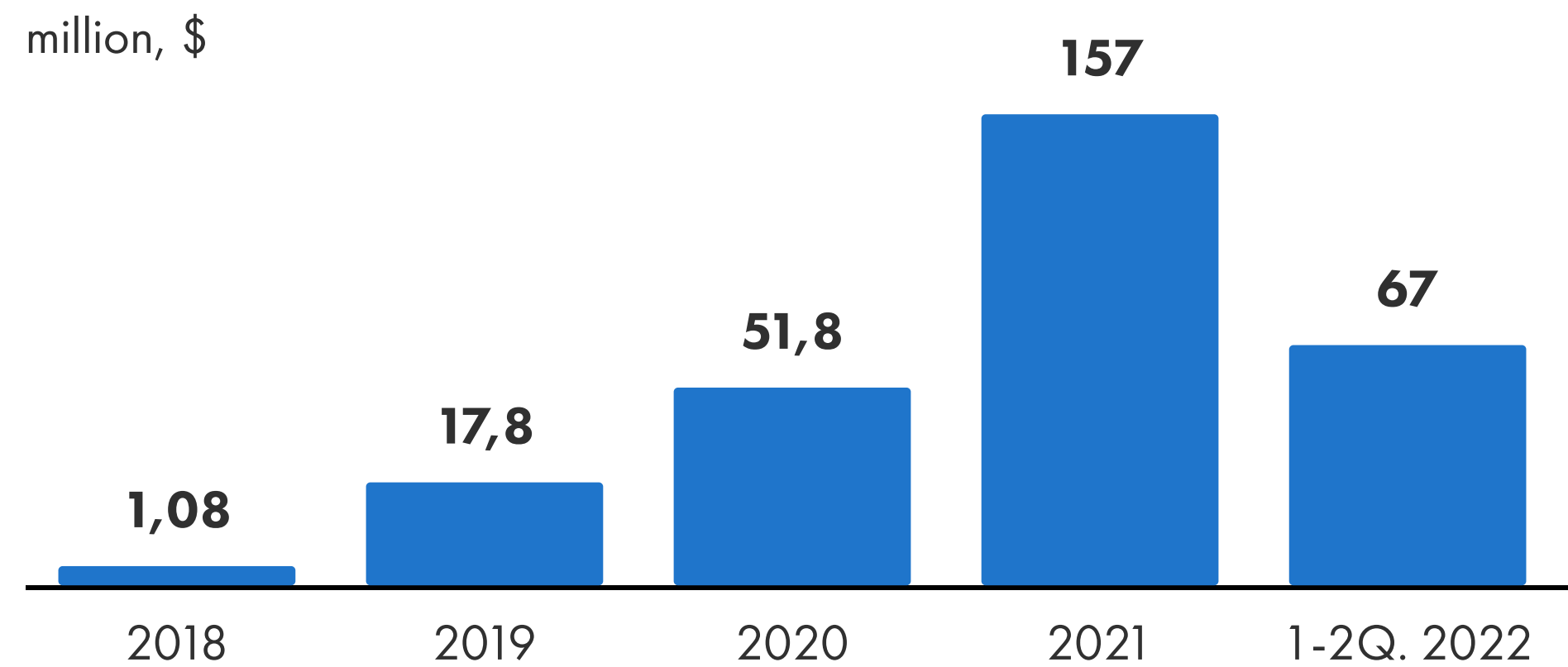
## Participant income



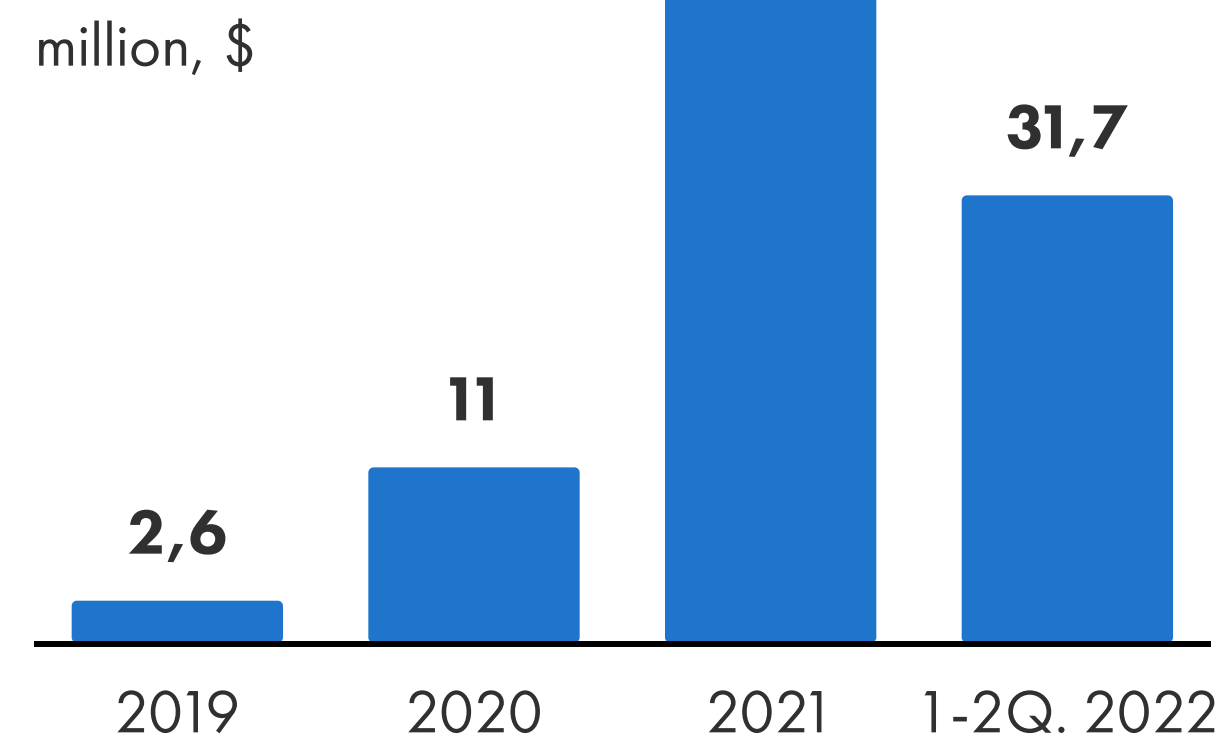
## Number of employees



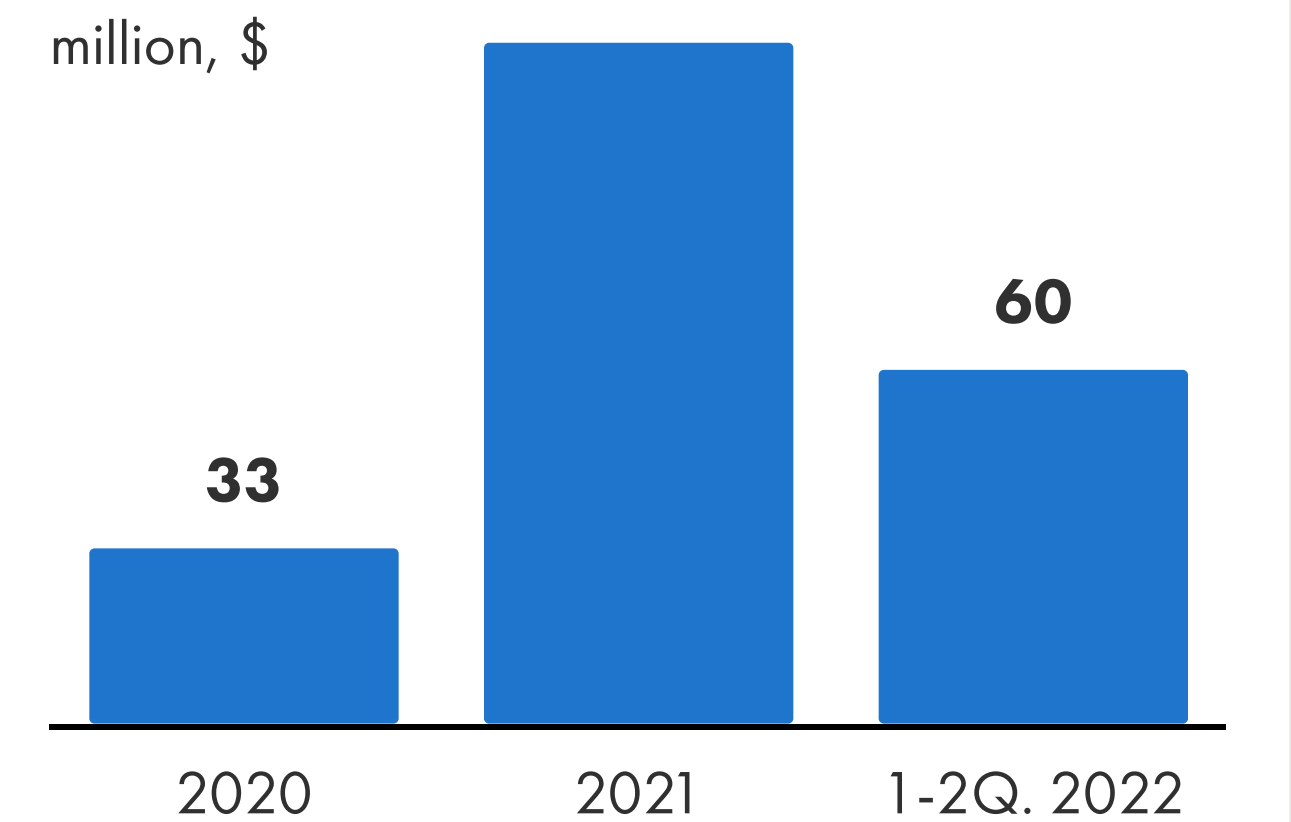
## Participants attracted funding



## Amount of tax preferences



## Export

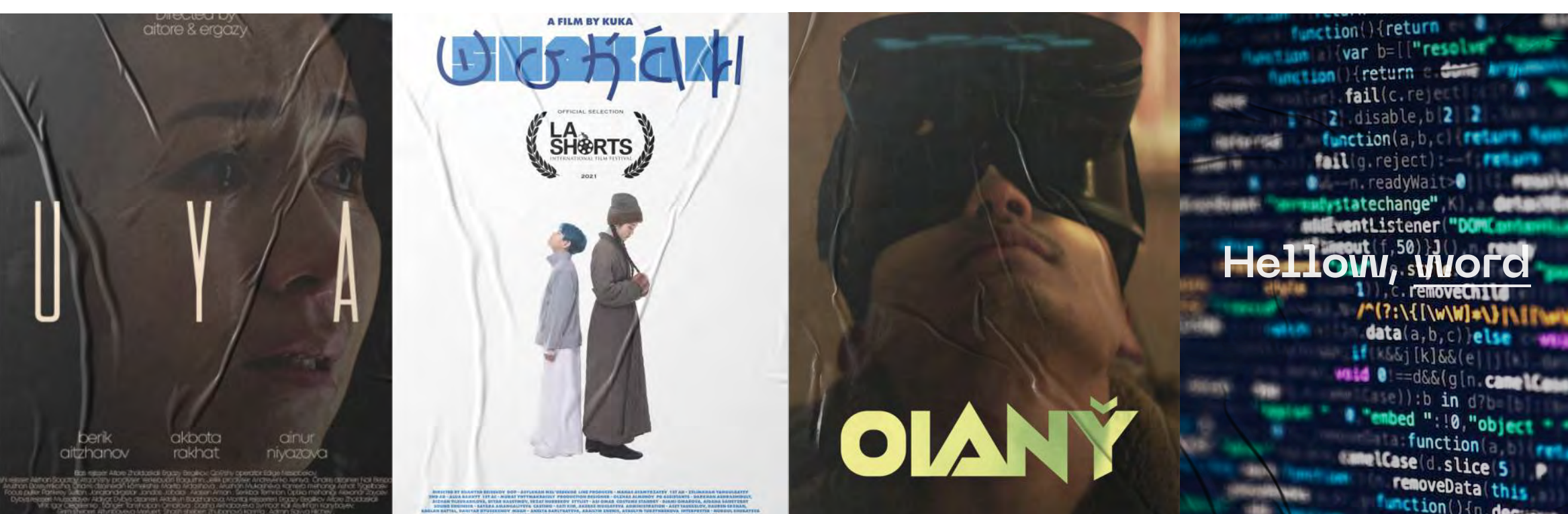


# Popularization of technological entrepreneurship

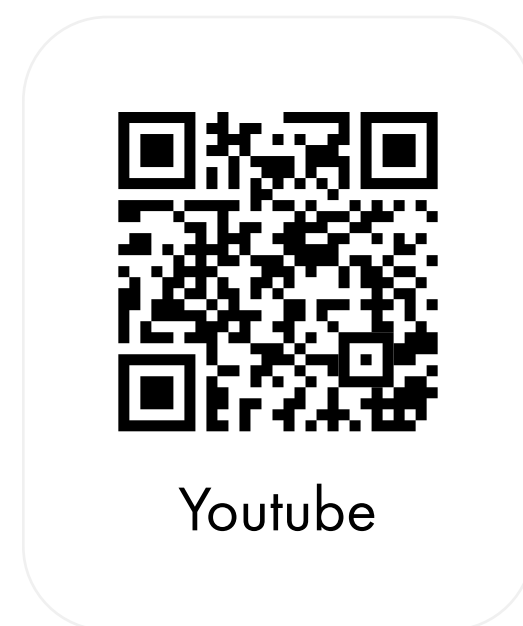
1 Short films about the technological future were released collaboratively with Kazakh directors:



"Shoqan" film was nominated for the Best Sci-Fi Film category in the prestigious LA Shorts Film Festival .



5.3K views      243K views      130K views      158K views



## 2 Social media

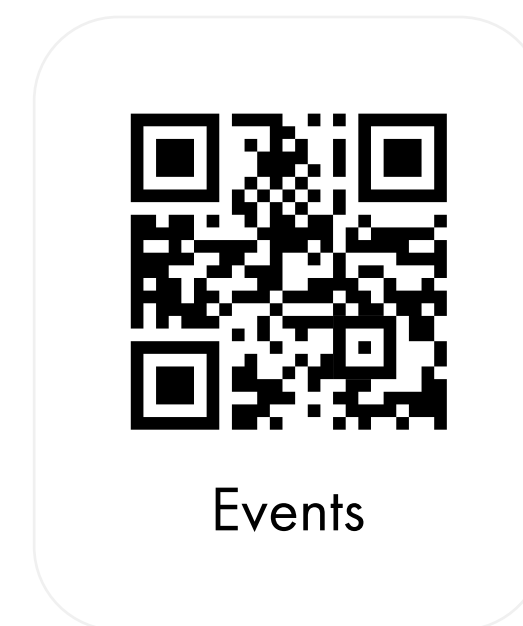
18 591    24 193  
 4 418    6 214  
 5 211    2 241

Mention on the "ВДудь" youtube channel



10M views

## 3 Events



### Digital Bridge

International forum on digitalization. An open platform for discussing the development of digital technologies and innovations and for generating new ideas

### Pizza Pitch

A platform for practicing presentation skills and receiving feedback from listeners.

### Speaker Night

An interactive platform where an expert shares successful cases and insights from the industry.

### Startuphana

A dialogue platform where experienced startups discuss the history of creating cool products.

and a lot more

# Digital Bridge 2018-2022

Annual international technological forum which brings together participants in the digital ecosystem of Kazakhstan and foreign experts.



## ASTANA HUB BATTLE


## STARTUP ALLEY

 **37 000+**  
Participants

 **200+**  
Regional participants

 **185**  
Participants

 **200+**  
Startups presented their projects

 **433+**  
Speakers

 **600+**  
Foreign participants


 **6**  
Winners

 **200+**  
Investors




# Working with universities and schools



 3000+ students


Specialties: Cryptography, digital forensics, artificial intelligence, programming



 6000+ students

Specialties:  
62% - natural sciences, engineering, technology and mathematics.  
38% - humanities, business education



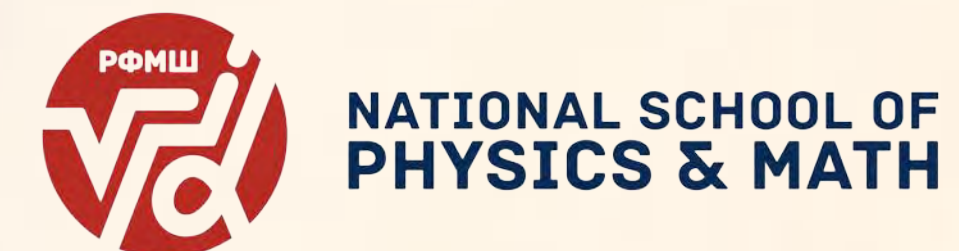
 208 students

It is planned to release 1000 developers in 5 years



 22 schools in Kazakhstan

NIS Valley (more than 400 students are members of the startup community)



 2 schools in Kazakhstan

Qadam Hub (more than 100 students in the school incubator)



# Educational programs

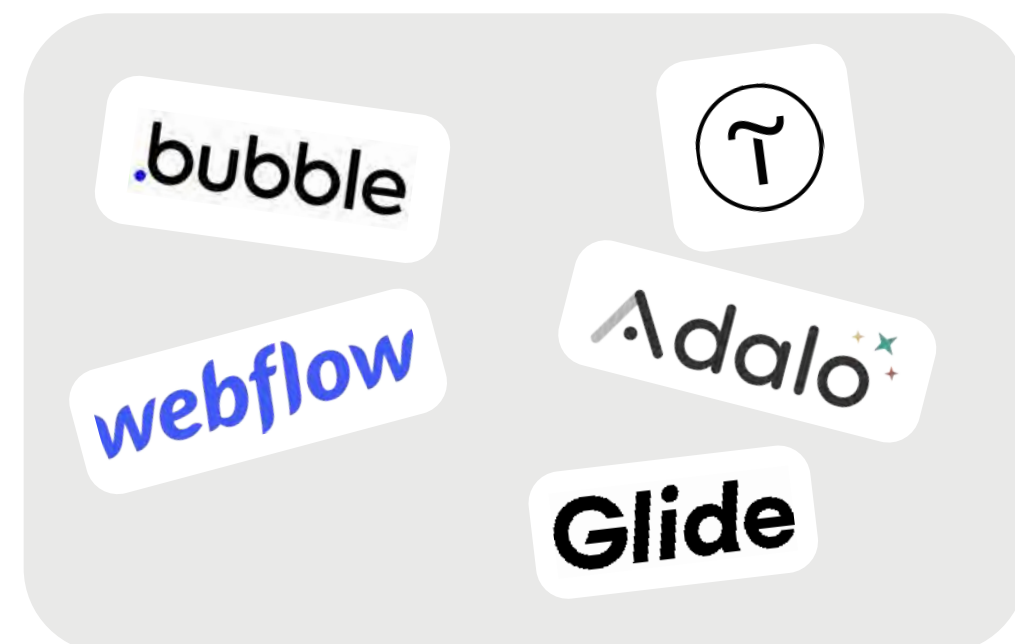
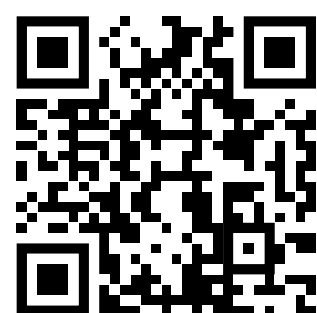
2018 - 2021



## Startup School:

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

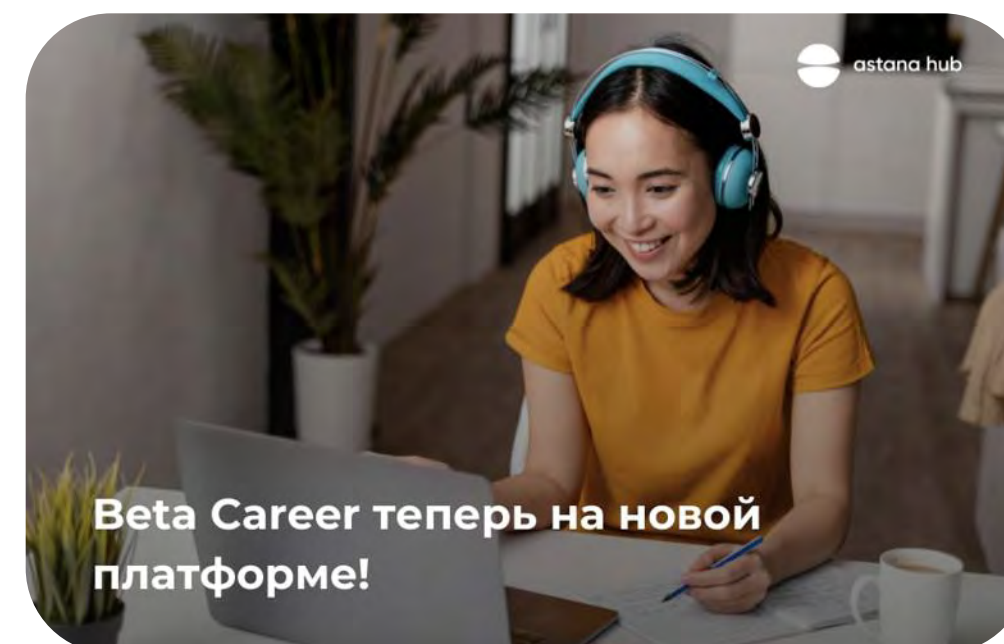
**3896**  
Participants



## 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

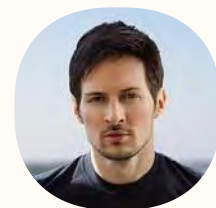
The world's first school operating under license 01 EDU SYSTEM (Ecole 42)



## 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



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

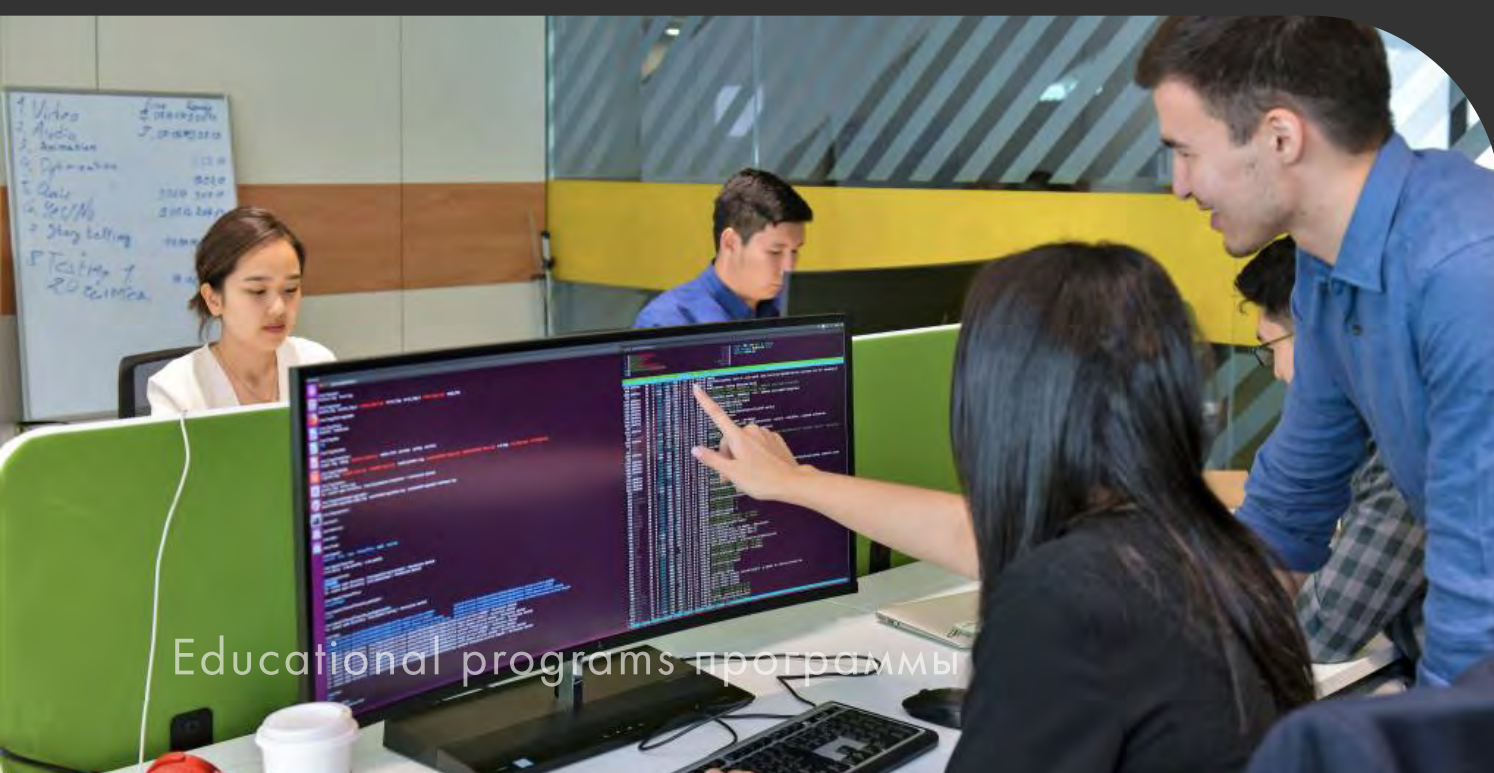
Programming languages: GO, Rust, JavaScript and more

**189**

Active students

**25**

Average age



Educational programs программы

# Tech Orda

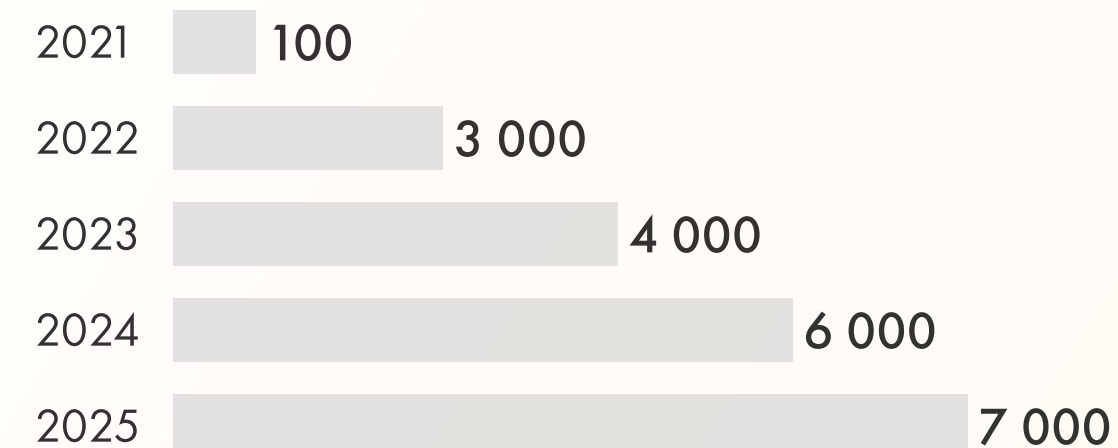
Human capital development program in the IT-field

Financial support for IT schools for training specialists

- \$25 million**  
Financial support until 2025
- \$1200**  
Grant for education
- 17**  
IT-Schools
- 70**  
application for participation
- 50**  
Schools accredited

## TECH ORDA GOAL

**20 000**  
IT specialists



Emergence and development of new private programming schools

Training of new specialists in the field of IT

## Successful cases of the first stream of the Tech Orda program



**Parkhomenko Andrey**

ANIMO Programming school

Course: 3D modeling

“Previously, I only received internship rejections, but now due to educational courses I have a game project in my portfolio. As the result I have received responses from employees and am being selected. And thanks to 3D models, animation and rigging, I am considered for positions in the game model design department.”

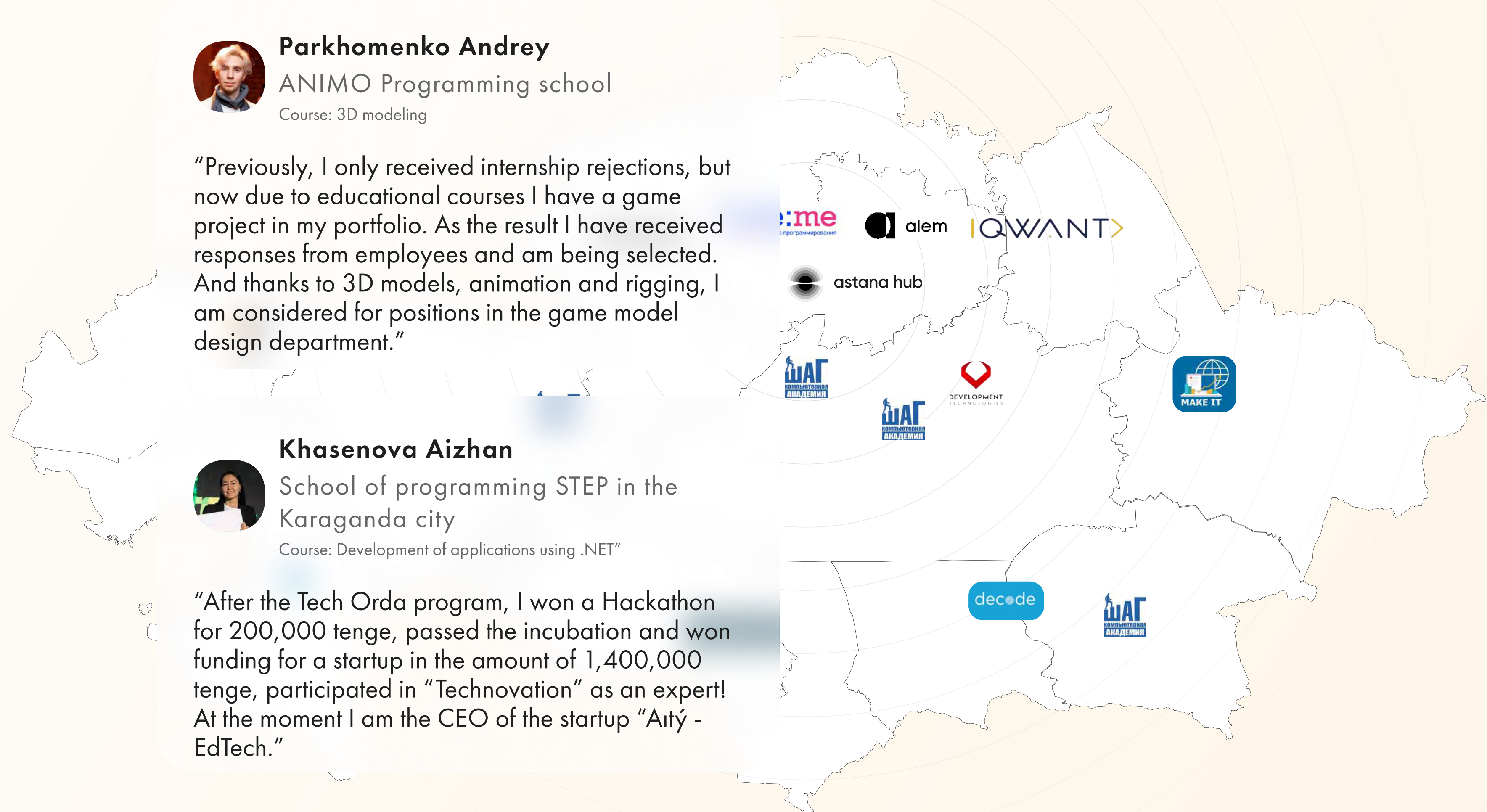


**Khasenova Aizhan**

School of programming STEP in the Karaganda city

Course: Development of applications using .NET”

“After the Tech Orda program, I won a Hackathon for 200,000 tenge, passed the incubation and won funding for a startup in the amount of 1,400,000 tenge, participated in “Technovation” as an expert! At the moment I am the CEO of the startup “Aitý - EdTech.”



# Business programs

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

## Incubation



## 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

2021  
**105**  
active startups

**232**  
graduates from 2018-2020

## Scalerator



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.

**94**

IT companies participated in 2021

**34**  
SEA



**30**  
North America and Europe



**30**  
CIS



## Program participants receive



# Successful startups



Acceleration program participant in 2018

## KOMPRA LLP

The first professional service for checking contractors.

### ACHIEVEMENTS:

As the Astana Hub resident has 500+ B2B clients, full financial self-sufficiency, export contracts.



## PARQOUR

Scalerator program participant in 2021

Smart parking system that recognizes 99% of car plate numbers, automatically calculates the cost of parking and allow to pay through QR code or through bank apps.

### ACHIEVEMENTS:

Raised \$46 500 funding from Seed Money program for further development.



Seed Money program participant in 2021

## UVU

Ridesharing for children with drivers-parents. Trips are more accessible and safer than taxis, but faster and more comfortable than buses.

### ACHIEVEMENTS:

More than 1 000 sales made since joining the program. Raised \$300,000 pre-seed investment at an appraisal from \$2M till \$4M.



## APARTX

Scalerator program participant in 2021

SaaS platform for automating short-term rentals using smart locks.

### ACHIEVEMENTS:

Raised \$2M investments from Activat management investment company.



Scalerator program participant in 2021

## CEREBRA

Software for automated stroke diagnostics based on machine learning.

### ACHIEVEMENTS:

Raised \$1M investments from Freedom Holding Corp. in 2021.



## CTOGRAM

Acceleration program participant in 2018

A centralized system for a quick search for service stations, spare parts, car washes. The platform helps drivers find auto services from trusted suppliers and automotive products such as parts from wholesalers.

### ACHIEVEMENTS:

Raised \$700,000 investments in 2021.










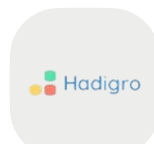




# Silkway Accelerator

Silkway Accelerator developed in partnership with Google for Startups for IT-companies from Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan, Turkmenistan, Azerbaijan and Mongolia.

The program is tailored for startups that are at the Product Market Fit stage, during which the participants will be assisted in setting up efficient business processes, scaling, meeting like-minded people and preparing for investments.



## 1st BATCH PARTICIPANTS:

- |   |   |
|---|---|
|  CTOGRAM       |  UVU             |
|  CITIX FOCUSED |  SMART PORTFOLIO |
|  NAIMI.KZ      |  IDOS GAMES      |
|  PARQOUR       |  FIBO CLOUD      |
|  SMOOTHLY      |  TRIPSOME        |
|  BEYNE.AI    |  ZYPL.AI       |
|  RELOG       |  NBFITNESS     |

# TOP 10 startups by attracted investments in 2021-2022



**\$3M**

Kick scooter sharing: electric scooter rent, 10K scooters in 14 cities



**\$1,2M**

Fintech bank operating on the principle of "prepaid platform"



**\$1,3M**

A program for early diagnosis of stroke based on neural networks (AI). The system operates in pilot mode in 20 stroke centers throughout Kazakhstan



**\$0.7M**

A platform for searching for car services, auto supplies and spare parts. 1100 car service stations are connected to the platform



**\$0.45M**

HRM is a system for managing working employees with a focus on blue-collar workers. More than 40 thousand people are registered in the system

**Fuchuk**

**\$0.4M**

Mobile application for recording songs and sending them to streaming platforms



**\$0.4M**

Mobile application for remote management of apartments for rent. The platform has 54 thousand bookings and 5 thousand customers on its account



**\$0.3M**

UvU: Joint trips for women and children



**\$0.3M**

TRUST ME: The largest data aggregator for companies, professionals and institutions, which provides solutions for B2B, B2C and C2C segment



**\$0.25M**

SAAS platform for marketing and company management processes

# Priority Technology Centers

## 5G Center

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



## GameDev 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



## Blockchain Center

Center for the development, support and stimulation of startups projects in the field of blockchain technologies.



## 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





# Plug and Play 2021

A combination of acceleration programs and events that bring together startups, corporations and venture capital investors



## PlugandPlayTechCenter.com

### Corporate innovation

Astana Hub has partnered with Plug and Play, leading player in the global innovation ecosystem 🇺🇸 to bring corporate innovation to Kazakh companies

### Corporate innovation

Experience with 500+ large corporations from all continents

### Acceleration program

Conducted more than 60 acceleration programs per year

### Venture investments

Investments in 220 companies and co-investment with 180 venture funds

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

Zerde и 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

# astanahub.com

Digital technopark for communications among startups, investors and experts

## Feed

Ecosystem Event Center

## Events

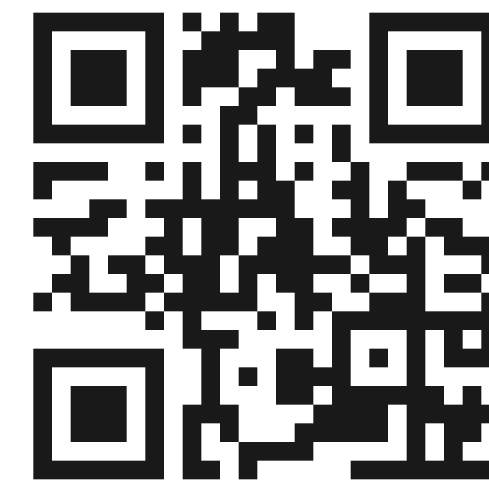
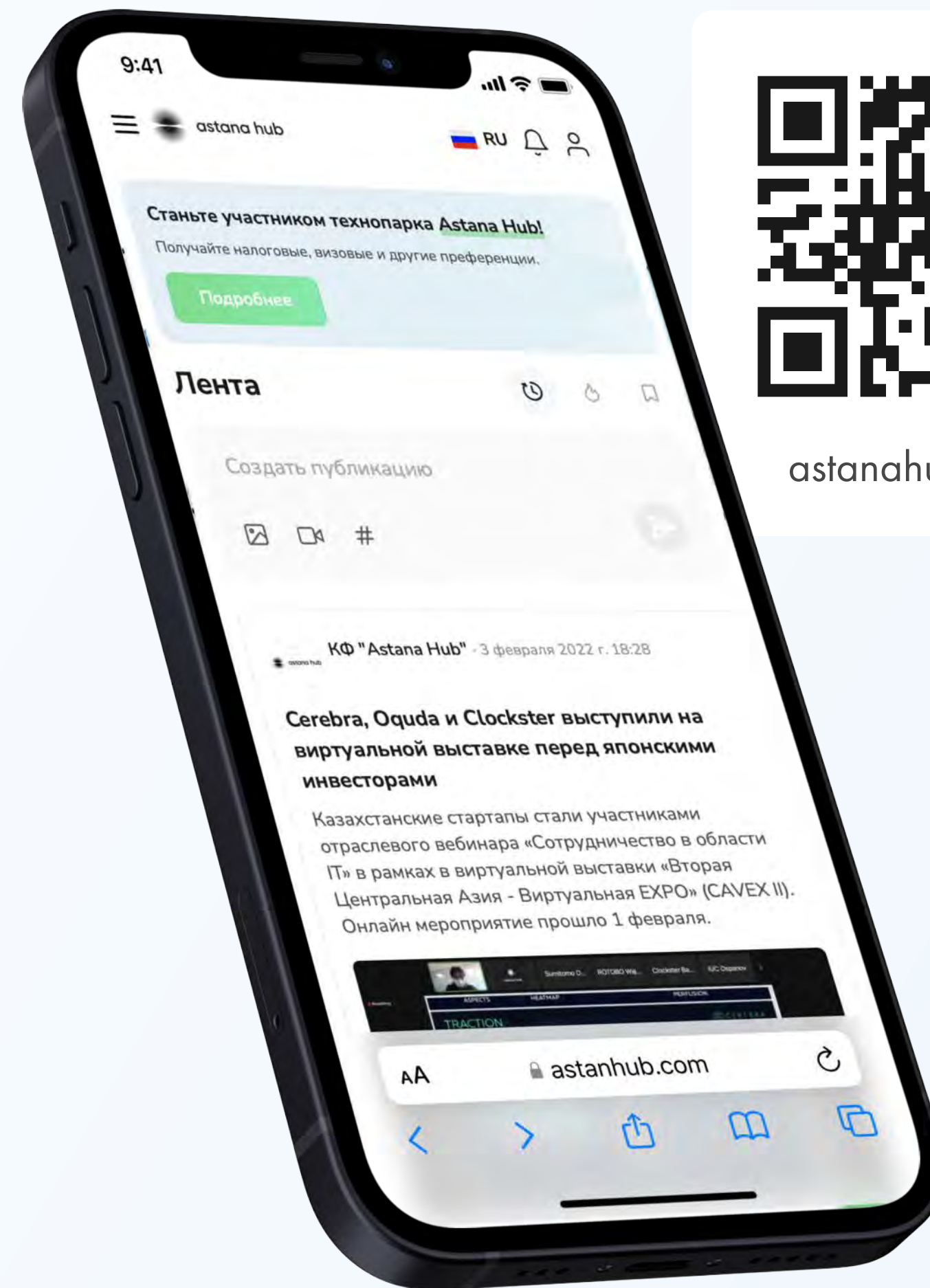
Dozens of events monthly

## 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 \$11 500



Product-Market Fit

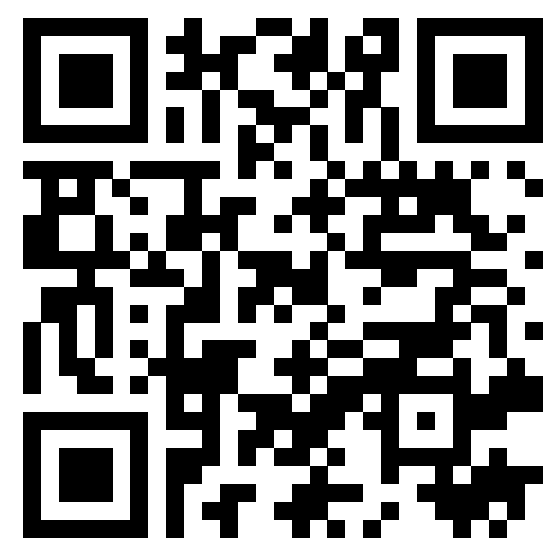
up to \$22 500



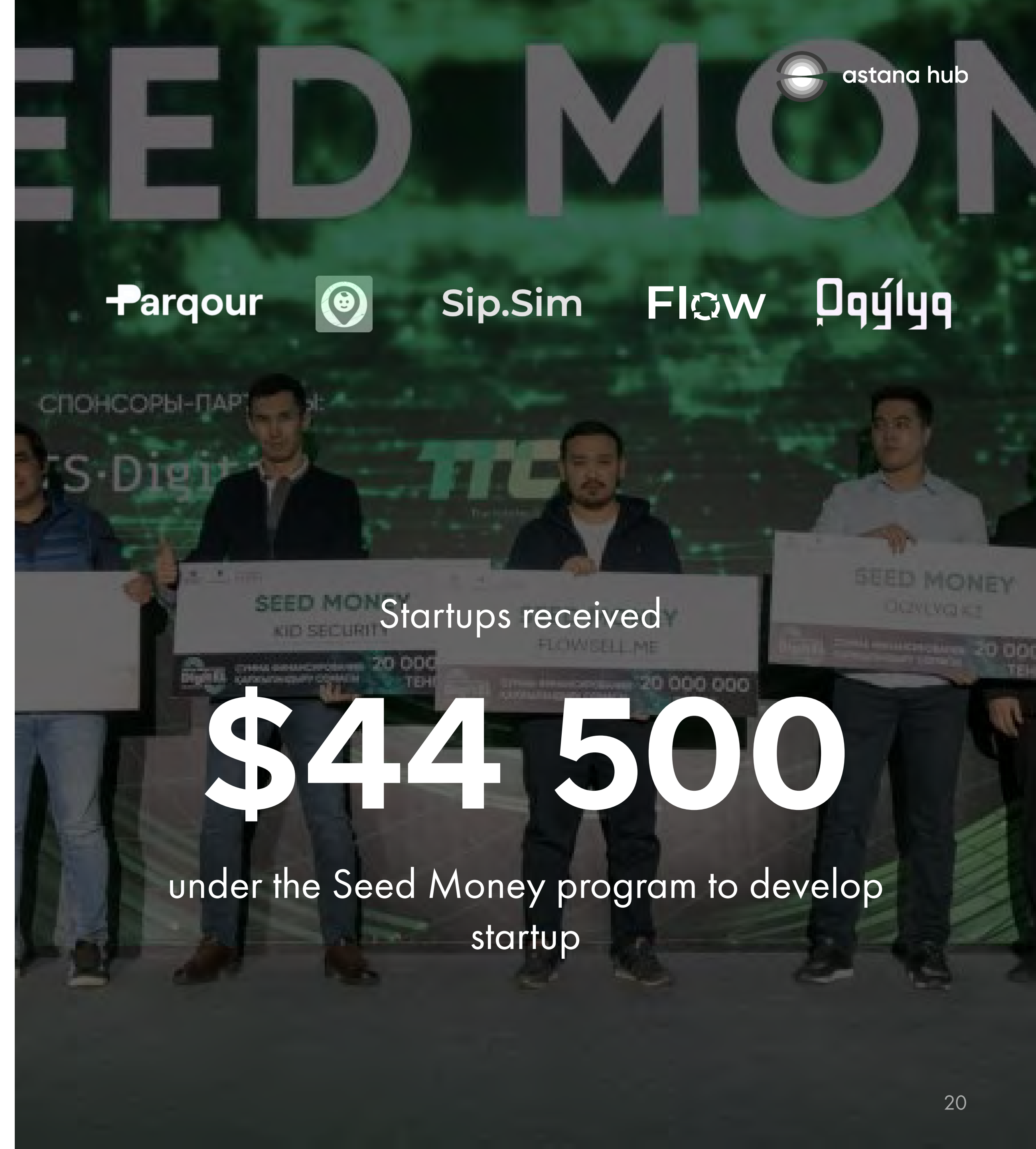
Scaling

up to \$44 500

*Funding source: own funds of Astana Hub*



Apply



Startups received  
**\$44 500**

under the Seed Money program to develop startup

# Tax preferences



















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

## 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.



List of Priority Activities

-  Cloud Computing
-  Artificial Intelligence
-  Deep Learning
-  Robot Assistant
-  Cryptography
-  Blockchain
-  Big Data
-  Marketplace
-  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 Resident employees of Republic of Kazakhstan <b>23%</b>	Astana Hub Foreign employees from the EAEU countries <b>27% / 17% *</b>	Astana Hub Foreign employees from other countries <b>10%</b>	
Retirement investments (max- \$672)	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>0%</b>	Withheld from the employee
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) <small>Provides the right to receive medical care in the system of compulsory social health insurance</small>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	
Social contributions <small>Grants the right to receive social benefits. In the event of death, the money is owed to dependent family members</small>	<b>3,5%</b>	<b>3,5%</b>	<b>3,5%</b>	<b>0%</b>	Company pays
Social tax (max- \$30) <small>Tax to the state budget for the maintenance of schools, kindergartens, hospitals, maintenance of the army, salaries of government staff, retirement benefits and medicine</small>	<b>9,5%</b>	<b>9,5%</b>	<b>0%</b>	<b>0%</b>	
Deductions for compulsory social health insurance (max- \$36) <small>Provides the right to receive medical care in the system of compulsory social health insurance</small>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>0%</b>	

\* An employee staying in the Republic of Kazakhstan for more than 183 days in a twelve-month period become a tax resident of the Republic of Kazakhstan (Article 217 of the Tax Code of the Republic of Kazakhstan)


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

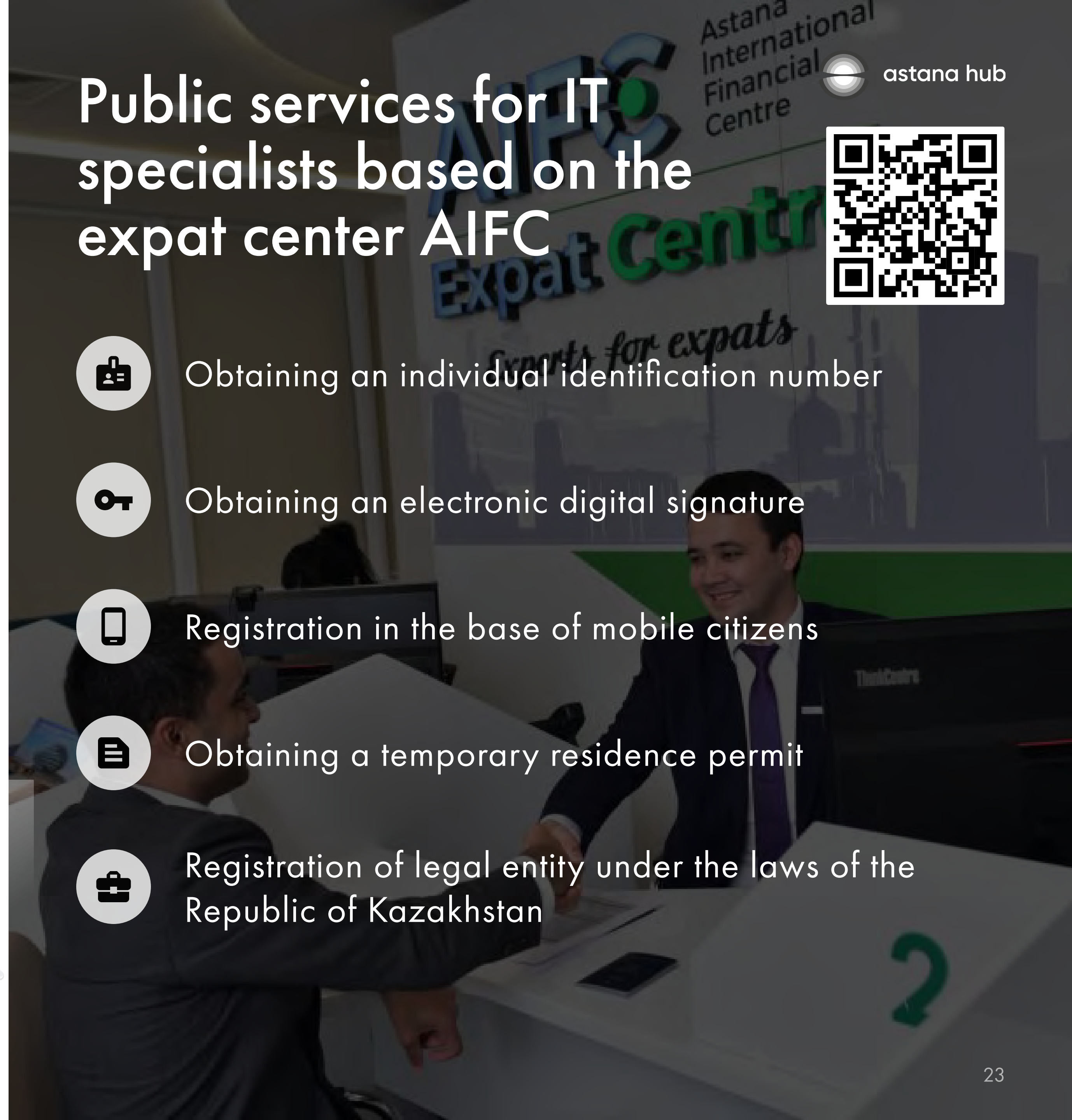
-  Work visa up to 5 years, renewable
-  No need to pay a state fee to obtain work permits
-  No quota for the number of foreign employees involved
-  No need to obtain a permit to attract foreign labor
-  Free consulting services for attracting foreign employees



# 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





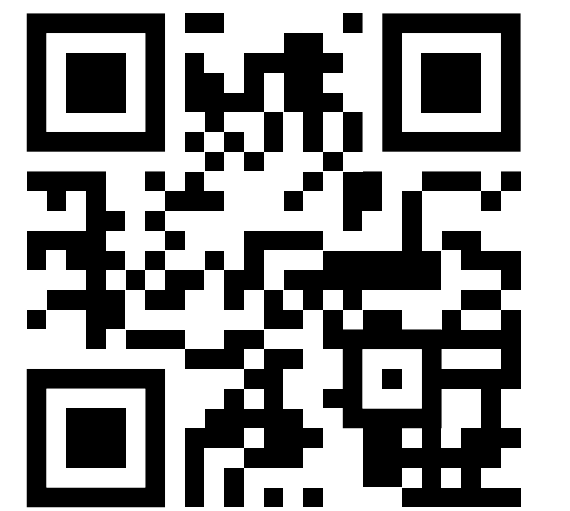
# International IT and Startup Hub

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Astana Hub Resident Support Office



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