هندسها بالذكاء الاصطناعي
الذكاء الاصطناعي الوكيل 2026

وزارة النقل والاتصالات وتقنية المعلومات
Ministry of Transport, Communications and Information Technology

2ND EDITION | 2026

Engineer It with AI Competition Report

FEBRUARY - SEPTEMBER 2026

01

Executive summary

Organised by	Implemented by
وزارة النقل والاتصالات وتقنية المعلومات Ministry of Transport, Communications and Information Technology	مـــدار Madaar

Competition Name	Edition	Theme
هندسها بالذكاء الاصطناعي Engineer it with AI	النسخة الثانية للمسابقة 2nd Edition - 2026	الذكاء الاصطناعي الوكيل Agentic AI

Project primary objectives & goals

EDUCATIONAL

Enhance participants' technical knowledge in Agentic AI and design and equip them to tackle complex AI challenges effectively

ECONOMIC

Support the growth of the AI sector by enabling the development of practical, high-impact solutions

OPEN DATA LAB

A second track opened to the wider public, to raise awareness of Oman's National Open Data Portal and encourage its practical use to build research, applications and innovative experiences

INNOVATIVE

Support the development of creative, real-world Agentic AI solutions

Competition timeline

The implementation schedule connected the preparation period with each stage of the participant journey.

PREPARATION & SELECTION

Feb - Apr	27 Apr	29 Apr - 5 Jun	11 May	7 - 22 Jun	1 Jul	5 - 9 Jul
Planning and preparation	Campaign teaser	Registration	Online Q&A session	Applications review and selection	Launch event	Bootcamp

DEVELOPMENT & EVALUATION

12 Jul - 3 Aug	22 Jul	4 - 5 Aug	6 - 28 Aug	16 Aug	30 - 31 Aug	14 Sep
First development phase	Pitching workshop	Preliminary evaluation	Second development phase	Pitch practice	Final evaluation	Closing ceremony

Competition in numbers

1,000+

Applications received

Total team applications submitted via the registration form

25

Teams selected

Plus 29 teams held on the waiting list

100

Participants

Four-member teams: with roles spanning leader, developer, designer, and idea marketer

~70

Days

1 July to 31 August 2026

9

Mentors & trainers

Across technology, design and business

144

Mentorship sessions held

Total mentorship sessions in the launch event, in-person checkpoints, and pitch practice

12

Workshops

Including bootcamp sessions and the pitch workshop

15

Teams shortlisted

Showcase booths at the closing ceremony

15,300

OMR prize pool

Top three prizes plus six special awards and Data lab prizes

02

Marketing & outreach

Marketing in numbers

29

Campaign posts

Across the AI competition track

6

Open Data Lab posts

Across the Data Lab program

4

Channels

Instagram, LinkedIn, X and email

13

Numbers of videos/reels

AI competition and Data Lab

2

Private media outlets

AI Wisal for opening ceremony
AI Atheer for closing ceremony

21

Number of emails

Across announcement and countdown sends

Marketing in numbers

1,000,000+

Total impressions

670,000+ organic impressions
380,000+ sponsored ads impressions

700+

Summit registrations

400+

Summit attendees

4

Influencer collaborations

AI competition and Data Lab

340

Q&A session registrations

150

Q&A session attendees

Added value: The Open Data Lab track

Run in parallel with the competition, the Open Data Lab initiative invited students, researchers and entrepreneurs to turn national open data into research, applications and visualisations.

MAY 7

Launch & announcement

Call for applications post and email

Influencer announcement

MAY 18

Why open data

Encouraging students and entrepreneurs to use the lab

JUNE 7

Choose your track

Research, application and visualisation tracks explained

JUNE 22

Submission countdown

Final call for entries

JULY 15

Applications close

Filtration from 30 July

SEPTEMBER 14

Winners announced

Results

03

Registration & selection

Registration & selection in numbers

2

Content in English and arabic for the website and registration form

1000+

Registrations

25

Teams selected
(29 on the waiting list)

Profile of the selected teams

SECTORS ADDRESSED



Other sectors: transport & smart city, tourism, real estate, public safety, energy & industry, AI infrastructure, research & heritage.

SOLUTION TYPE

15
Software platforms and web apps

6
Mobile applications

4
Hardware-enabled solutions
Robotics, IoT and biosensing

TEAM LEADS

GOVERNORATE

Muscat	21
Al Batinah North	2
Al Batinah South	1
Al Dakhiliyah	1

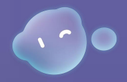
HOW THEY HEARD ABOUT THE AI COMPETITION

Instagram	13
LinkedIn	6
Peers & family	4
Email & X	2

Launch event



Launch event in numbers

1 JULY 2026  In person at the Crowne Plaza Al Qurum

90+
Attendees

6
Speakers & mentors

25
Pitches & mentor checkpoints

Launch event: on the day

The launch event brought the 25 selected teams together for the first time. The day introduced the competition journey, set expectations for the months ahead, gave every team a platform to present their idea, and connected participants directly with mentors before the bootcamp began.

Managed registration and check-in for all participants, recorded attendance, and supported teams throughout.

Delivered the competition overview session covering the phases, key dates, evaluation criteria and participation requirements.

Coordinated 25 consecutive 90-second team pitches, keeping strictly to time.

Facilitated an icebreaker and team-building activity to build connection across teams.

Ran the mentor checkpoint session from 1:00 to 3:00 PM, with mentors rotating between teams for structured 15-minute conversations, giving every team direct expert feedback on their idea before development began.



OUTCOME

All 25 teams attended and pitched. Every team left with mentor feedback, a clear understanding of the journey ahead, and access to the platform and support structures they would rely on over the following 70 days.

Launch event: on the day











5 day bootcamp



Bootcamp in numbers

5 - 7 JULY 2026 In person at Muscat University

95+
Attendees

29
Combined years of experience of the trainers

40
Training hours

5
Fun and engaging activities

87
Accredited certificates issued

Bootcamp overview

5-9 July
8 AM - 5 PM

Equip the participants with the technical and design skills to start building their Agentic AI solution.

Agentic AI & Development Track

Agents · Orchestration · Data & Grounding · Safety & Launch



UX/UI Track

Design Thinking · Prototyping · AI Design Tools · Pitch Strategy

By the end

- ➔ A solid foundation, ready for the development phase
- ➔ New skills, new tools and new perspectives
- ➔ A clearer vision of what you're building and how
- ➔ Completion certificate

Bootcamp trainers



Dr. Mohamed Diab

AI Trainer
Zaka AI



Sary Mallak

AI Engineer
Zaka AI



Alya Al Husaini

Specialist in Product Design and Brand Identity



Ahmed Al Kindi

Product Manager
Phazero

Certificates








Development phases



Development phases 1 and 2 in numbers

12 JULY - 28 AUGUST 2026 In person at Muscat University

8
Mentors

52
One-to-one check ins, technical, & business mentorship sessions were held

46
Online & in-person checkpoints were held after the preliminary evaluation to enhance teams levels

2 hours
Pitch training workshop

21
Pitch training sessions took place

2
A mentor and a judge guide to clarify roles

Development phase 1 and 2 : 23 days each

During the development phases, teams worked in their own environments with mentors assigned across technology, design and business, through scheduled virtual check-ins and open office hours. The preliminary evaluation on 4-5 August split the work into two sprints.

FOCUS FOR TEAMS DURING EACH PHASE

PHASE 1: BUILD

- 12 July - 3 August
- Turn bootcamp concepts into working prototypes
- Build the core Agentic AI functionality
- Run early user or stakeholder testing
- Document progress and key decisions for the preliminary evaluation

PHASE 2: REFINE & DEPLOY

- 6 - 28 August
- Depth, not breadth: act on the panel's feedback
- Stabilise the agent functionality and complete the UX design
- Prepare for launch: app store submission, live web platform or working hardware demo
- Pitch training workshop: structuring and delivering to a senior panel

Mentors & trainers

CONTINUED

Eight experts across technology, design and business supported the teams end to end.



Dr. Talal Saleem
Senior AI Consultant, MTCIT

19+ years across the UK and Oman; government advisor on AI strategy, governance and policy deployment.



Ahmed R. Al Kindi
Product Manager, PhazeRo

Product leader scaling SaaS products across Oman's tech ecosystem; previously Maaly App and Metamorph.



Sary Mallak
AI Engineer, ZAKA

Production LLM and multi-agent systems; architected a 130-agent orchestration system for public-sector reporting.



Sabri Al-Kharusi
Engineering Lead, PhazeRo

Software engineer helping teams turn ideas into testable, real-world solutions.



Alya Al Husaini
Visual Brand & Product Designer

Brand strategy and packaging design for Omani products; design training workshops across Oman.



Dr. Mohamad Mehdi Diab
Medical Doctor & AI Instructor

GenAI practitioner teaching applied AI at ZAKA; prompt engineering, fine-tuning and AI for healthcare.



Sarah Al Saadi
Business Strategy Expert, Gutech

Business strategy professional with experience in entrepreneurship and public speaking.



Qais Al Jediani
Founder, Madad

Entrepreneur & startup founder with experience in business & startup growth.

Preliminary & final evaluations



Preliminary & final evaluations in numbers

4-5 August Preliminary Evaluation in person in Bait Al Reem

30-31 August Final Evaluation in person at Movenpick hotel

15 min

per team (5 minutes pitching & 10 minutes questions and answers)

9

Mentor experts & judges

24

Team reports were produced & sent to teams after the preliminary evaluation

Evaluation criteria overview

Impact, Business Potential and Viability
الأثر، الجدوى التجارية، وإمكانية النمو
25%

The product should solve a real problem with tangible impact on an actual market, and have a realistic path to becoming a sustainable business.

Relevance and Innovation
الارتباط بموضوع المسابقة والابتكار
20%

Agentic AI should be at the heart of the product and the it should offer something clearly new or better than what's already out there.

Technical Product
المنتج التقني
25%

The product must be a real, working version accessible via published apps, live websites, or a functioning hardware prototype, with strong technical depth and a clearly explained user experience.

Team and Future Plans
الفريق والخطط المستقبلية
10%

The team should show strong collaboration with complementary, clearly-defined roles, plus a realistic plan for what they'll do after the competition ends- not just what they've already built.

AI Safety and Oversight
السلامة والرقابة على الذكاء الاصطناعي
15%

The product should address AI safety, data security, and privacy, with thought given to ethical risks like bias or misuse, and clear mechanisms for human oversight and control over AI actions.

Pitch Quality
جودة العرض
5%

The pitch should clearly and logically cover all required sections—problem, solution, value proposition, business model, next steps, team, and a live product demo—in.

Preliminary evaluation

The halfway checkpoint. Teams demonstrated their progress to a panel of domain experts across two days and received direct written and verbal feedback.

24
Teams

4
Experts

Outcome

Every team received direct panel feedback to act on immediately in the second development phase. Accordingly, Madaar team developed a plan to improve teams' level through checkpoints






Preliminary evaluation details and experts

DATE: 4 - 5 August 2026

LOCATION: Bait Al Reem

AI & DEVELOPMENT



Dr. Talal Saleem
AI Consultant
MTCIT



Sabri Al Kharusi
Software Engineer
PhazeRo



Sary Mallak
AI Engineer
Zaka AI

UI/UX & Design



Alya Al Husaini
Specialist in Product Design
& Brand Identity

Final evaluation

Teams demonstrated their live products to a panel of domain experts (judges) across two days to shortlist the top 15 teams.

23
Teams

5
Judges

Outcome

The top 15 teams were shortlisted, and the winners were identified.









Final evaluation details and judges

DATE: 30-31 August 2026

LOCATION: Movenpick Hotel



Awadh Al Shukaili
CTO | eMushrif



Dr. Zainab Al Kindi
CEO | Smart Developers



AbdulAziz Al Siyabi
Venture Capitalist & Automation Expert | RnD Capital



Harib Al Azri
Digital & Innovation Team Lead | PDO



Masoud Al Rawahi
CEO | PhazeRo

Results & recognition

Closing ceremony & top 15 teams' booths

The ceremony celebrated the winning teams in front of industry leaders, decision-makers and fellow innovators, with the 15 shortlisted teams presenting their products at dedicated booths to government and private-sector stakeholders.







Closing ceremony & booths

450+	15	12	4	3	3
Attendees	Booths	Prizes	Panelists	Mentors	Judges









The 15 shortlisted teams

Following the final evaluation, 15 of the 25 teams were shortlisted and given dedicated showcase booths at the closing ceremony.

01
Itqan
Education & employment

02
FateenAI
Government services

03
Faheem
Education

04
Sharyk
Tourism

05
The Optimizers
Energy & industry

06
Sandeed
Fraud prevention

07
MaAI Mind
Agriculture

08
Mihwar
Employment

09
Hafeed
Research & heritage

10
Sadeem Robotics
Service robotics

11
NOVERA AI
Health & MedTech

12
Mebyan
AI infrastructure

13
NeuroNest
Healthcare

14
OMANIZ
Energy & industry

15
ZAD
Logistics

Special awards

Six additional awards of OMR 400 each recognised strengths beyond the overall ranking.

Excellence in Innovation

ع 400



Novera AI

Technical Excellence

ع 400



The Optimizers

Best Presentation & Communication

ع 400



Sharyk

Special awards

Six additional awards of OMR 400 each recognised strengths beyond the overall ranking.

Outstanding Collaboration & Teamwork

ع 400



Itqan

Significant Social Impact

ع 400



Sandeed

Most Promising Prototype

ع 400



Hafeed

Winning teams

Announced at the closing ceremony, September 2026.

1ST PLACE

5,000



MaAI Mind

2ND PLACE

4,000



Faheem

3RD PLACE

3,000



Sadeem Robotics

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هندسها بالذكاء الاصطناعي

الذكاء الاصطناعي الوكيل 2026

Thank you

