



Press Release



Press Release for the launch of Shell.ai Futures Pitch 2025- Qatar Edition

Doha, February 26, 2025 – Shell and QSTP Launch Shell.ai Futures Pitch 2025- Qatar Edition at Web Summit Qatar

Shell, in partnership with Qatar Science & Technology Park (QSTP), proudly launched the Qatar edition of the Shell.ai Futures Pitch competition at the recent Web Summit Qatar. This competition invites startups from around the globe to present their cutting-edge digital solutions designed to revolutionise future energy systems.

The Shell.ai Futures Pitch competition offers a unique platform for start-ups to drive innovation, leveraging Shell's vast expertise in AI and energy technologies, and benefiting from QSTP's pivotal role in Qatar's innovation ecosystem. Together, they aim to harness the power of AI to develop sustainable technologies for a brighter future.

This commitment to innovation aligns with Shell's vision of developing the energy systems of tomorrow. Speaking at the launch, Dan Jeavons, Vice President of Digital Innovation at Shell, said, "We are committed to driving innovation and addressing some of the most pressing challenges in the energy sector. The Shell.ai Futures Pitch competition is a testament to our belief that startups and entrepreneurs have a pivotal role to play in creating a more sustainable and efficient energy future."

Qatar's emergence as a hub for innovation provides the perfect platform for startups to develop groundbreaking solutions that will shape a more sustainable tomorrow. Dr. Jack Lau, President of QSTP, said, "At QSTP, we're all about empowering tech entrepreneurs to tackle real-world challenges with innovative solutions that make a global impact. We provide the space, resources, and support to help startups turn big ideas into reality. Partnering with Shell to launch initiatives like the Shell.ai Futures Pitch is a great example of how we can harness cutting-edge technology, like AI, to drive meaningful change in energy, sustainability, and beyond."

Integrating advanced technologies, such as artificial intelligence, has a major role to play in revolutionising the energy sector, enhancing operational efficiency, sustainability, and safety. By launching this initiative, Shell and QSTP hope to drive that innovation even further.

The Shell.ai Futures Pitch 2025 competition is now open for applications. A cash award of up to USD 8,000 and the possibility of Proof of Concept (PoC) funding of up to USD 100,000 is up for grabs.

Visit ww.shell.com.qa to find out more and register your start-up for the competition. .

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About Shell.ai Futures Pitch 2025 Competition

Competition Focus Areas

The collaboration between Shell and QSTP aims to address challenges in the supply chain by leveraging digital technologies such as AI, blockchain, 3D printing, and advanced computing. The goal is to realize Supply Chain 4.0, focusing on:

- Identification & Quantification of Supply Chain Risk
- Enhancing Data Quality for Intelligent Asset Workflows
- AI-Enabled Smart Fault Diagnosis using HAZOP Info-Graph-Net

Eligibility and Format

The competition is open to registered startups with at least two team members and Technology Readiness Level (TRL) 2-5 for the proposed solution of the use case.

The competition will be conducted in two stages:

- **Virtual Jury Screening:** Submissions will be reviewed to shortlist the top startups.
- **Virtual Finale Pitch:** Shortlisted startups will present their solutions, showcasing their innovative approaches to a panel of expert jury.

Prizes and Opportunities

- Cash Award: up to USD 8,000
- Proof of Concept (PoC) funding: up to USD 100k (subject to Sponsor's sole discretion)
- QSTP Privileges (subject to additional requirements and policies of QSTP)

Join Us in Shaping the Future of Energy

This competition offers startups not only the chance to collaborate with a global energy leader but also to become part of Qatar's vibrant and supportive startup ecosystem. With significant opportunities for growth and innovation, Qatar provides the perfect backdrop for entrepreneurs to scale their solutions and make a meaningful impact in the energy sector.

For more information, including competition rules and application details, visit [Shell.ai Futures Pitch 2025](#).

Media Contact: Tom Kviecinkas

Media Qatar: +974 3162 8799