

Business Group

Matterz  **Skillerz**

Because Every Human Matterz We;

Innovate to **Impact**

We drive human-centered innovation to create lasting social and economic impact.

Founded 2010

123K Lives impacted

100+ Trusted Clients across Oman



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WHO WE ARE?

About Matterz FOUNDING STORY



Matterz

isn't just our **name**, it's our **belief**.



We believe every **idea** matters.



Every **voice** matters.



Every **human** matterz.

That's what drives us.

We started **Matterz** to bridge a critical gap: the space between **vision** and **action**, between **community needs** and **corporate intentions**.

In a world of fast growth and faster decisions, someone had to stop and ask:

Are we building a future that includes everyone?

We decided to say **yes**.
And then **act** on it.

Since **2010**, we've helped organizations turn their

- **Social responsibility** into **Social Innovation**
- Building programs, platforms, and cultures that **empower people**, not just processes.

We work hand-in-hand with Humans believe impact should be measured by **lives improved**, not just **numbers moved**.

we lead with **empathy** and act with **innovation**.

We believe that when people Feel Seen, Heard, and Supported,
They Rise. Communities Rise.
And the Future Rises with them.

That's what Matterz is all about.

Because **purpose** matters.

Progress matters.

People matter.

And yes,
You matter too.

OUR STORY GROWTH & INNOVATION

Matterz Group's journey reflects its steady evolution into a national leader in corporate social innovation. Our development has been defined by strategic shifts that expanded our capabilities and amplified our impact.



2010:

Was Known As "Youth Vision"

- Established with a mission to drive societal transformation
- Focus on delivering sustainable impact in Oman



2023:

Rebranding to Matterz, Foundation & First Wins

- Matterz Group is officially launched
- First client engagements and innovation pilots
- Internal brand, culture, and strategic roadmap established



2024:

Growth & Recognition

- Expanded services and sector reach
- Launched Innovation Hub and Skillerz subsidiaries
- Strategic collaborations with national institutions
- TeQdar Award for Excellence in Innovation



2025:

(YTD): Momentum in Motion

- Recognized as a GInI Distinguished Ambassador
- New client growth and regional scalability readiness

- This timeline showcases Matterz's bold steps toward becoming a cornerstone in Oman's innovation ecosystem, with a strong commitment to driving sustainable and systemic change

OUR VISION & MISSIONS

Built with **Purpose**.
Powered by **People**.



Our Values

A world where every idea becomes a solution, and every person helps shape the future.



Our Mission

We design human-centered innovation ecosystems that uplift people and organizations, driving change that's measurable, sustainable, and inclusive.



Our Values

Our values guide everything we do—from how we innovate and collaborate, to how we show up for our clients, communities, and each other. They're not just beliefs—they're behaviors.



Courage to Lead Change

- We challenge the status quo, take smart risks, and act with integrity, even in the face of uncertainty.
- Our courage fuels innovation and drives meaningful transformation.

We don't follow transformation, we initiate it.



Respect for Every Voice

- We lead with empathy and openness, valuing every person and perspective.
- We build inclusive environments where collaboration thrives and real impact begins.

Every voice matters. Every voice shapes change.



Growth with Purpose

- We pursue continuous learning, for ourselves, our partners, and our communities.
- Growth, for us, is a mindset: reflective, curious, and always aligned with better outcomes.

We grow to uplift. We evolve to empower.

WHY WE EXIST?

At Matterz Group, our purpose is to reimagine the role of innovation in society, placing people at the center of every solution we create. We exist to bridge the gap between good intentions and lasting impact, empowering organizations to lead meaningful change through human-centered design, insight-driven strategy, and collaborative ecosystems.

We believe that every challenge holds the potential for progress, and that inclusive innovation is the most powerful tool to build a better future, for individuals, communities, and entire nations



Distinguished Innovation Enabler



Distinguished GInI Ambassador



1st Place Winner – ICV & Human Capital Development OPES Exhibition 2024

Matterz

Innovate to Impact

Our Ecosystem & Subsidiaries

At **Matterz Group**, we believe innovation is not a department, it's an **ecosystem**.

That's why we've built a dynamic structure of specialized entities that work together to create **lasting impact**.

**Innovation
hub**

Skillerz

The **Corporate Innovation** arm of Matterz

We help organizations go beyond ideas, into scalable, strategic innovation. From cultural transformation to service design, we co-create systems that position businesses to thrive in tomorrow's world.

What We Deliver:

- Innovation frameworks & design sprints
- Internal culture & mindset transformation
- Strategic innovation labs & workshops
- Product/service development grounded in human needs

Unlocking **Potential**.
Driving **Innovation**.

The **Professional Training** arm of Matterz

Skillerz is where talent transformation begins. We partner with forward-thinking organizations to upskill their teams, future-proof their capabilities, and build a culture of excellence.

What We Offer:

- Tailored workforce development programs
- Performance & leadership acceleration
- Organizational learning & strategic training
- Capacity building aligned with global standards

Empowering **People**.
Elevating **Performance**.





Empowering Organization transformation through Innovation

Overview

Innovation Hub is a leading consultancy and implementation partner specializing in corporate and institutional innovation. We help organizations design and execute innovation strategies that enhance resilience, agility, and long-term impact.

Core Value Proposition

We empower organizations to embed innovation across all levels, strategically, culturally, and operationally. Our human-centered, results-oriented approach ensures that innovation is not a one-time initiative but a sustained, measurable transformation.

OUR SERVICES



1. Diagnose & Strategize

We begin by understanding where your organization stands and where it aspires to go.

1. Institutional innovation readiness assessments
2. Strategic innovation consulting tailored to your ecosystem
3. Co-design of organizational innovation roadmaps



2. Build the Culture

Innovation thrives in the right environment. We help you lay the foundation.

1. Development of an organizational culture of innovation
2. Formation of innovation teams and capacity mapping
3. Leadership alignment and mindset transformation



3. Activate & Experiment

Translate strategies into action through high-impact innovation programs.

1. Design and implementation of innovation labs, hackathons, and accelerators
2. Experiential workshops using design thinking to tackle complex challenges
3. Custom workshops for executive and middle management innovation leadership



4. Certify & Scale

We formalize success and equip you for sustained growth.

1. Institutional certification aligned with global standards (GInI)
2. Certification of innovation infrastructures (labs, incubators, accelerators)
3. Ongoing coaching and ecosystem scaling support



Empowering Organization transformation through Innovation



Why Partner with Innovation Hub

- Proven success with government and enterprise clients
- Customizable frameworks aligned with Global Innovation Institute standards
- Multi-disciplinary expertise across strategy, design, and change management
- Commitment to delivering actionable outcomes, not just recommendations

CSI Ecosystem

Ecosystem Building & Partnership Models

Corporate Social Innovation Guidebook



CSI Ecosystem

Ecosystem Building & Partnership Models

Innovation Readiness Assessments



Strategic Outcomes

Partnering with Innovation Hub helps organizations:

- Navigate complexity and anticipate change
- Drive operational efficiency and cross-functional collaboration
- Enhance employee engagement and innovation capacity
- Achieve sustainable growth and stakeholder impact



[Click to see more](#)



Empowering People. Elevating Organizations.

OUR SERVICES



1. Annual Training Plans

We co-create dynamic training roadmaps tailored to each employee and aligned with organizational goal ensuring targeted growth that's measurable, practical, and impactful.



2. Training Workshops

Purposeful, human-centered workshops that empower teams with real-world skills and elevate professional competences designed to spark change from within.



3. Measuring Training Impact

We help organizations move beyond checkboxes. Our impact evaluation tools clarify what's working and guide enhancements to maximize ROI on learning.



4. Building Internal Development Teams

We help build self-sustaining, high-impact internal teams in training, coaching, and change management, reducing external dependency and growing institutional strength.



5. Institutional Consultations

Tap into a global-local brain trust. From HR to strategy, our elite experts guide you through challenges with bold ideas and grounded execution.



6. Professional Certifications

Advance your people with globally recognized certifications across innovation, management, and more, ensuring relevance and credibility in today's evolving world.

CASE STUDIES

Building Internal Development Teams

Recruitment, Selection and Interviewing Skills Workshop



Training Workshops

Design Thinking Workshop



Institutional Consultations

Fundamentals in Innovation and Design Thinking



Training Workshops

Baisa Workshop



Professional Certifications

Certified Innovation Professional Training



POSITIONED FOR IMPACT

Matterz Group known as Oman's pioneering force in **Corporate Social Innovation**, dedicated to designing **human-centered ecosystems** that transform vision into impact.

We empower organizations, communities, and individuals to co-create solutions that are not only innovative and scalable, but deeply **inclusive**.

With a portfolio spanning strategy, capacity-building, and data-driven transformation, we bridge the gap between **purpose** and **performance**, making innovation work for everyone.

We don't just respond to change.
We build systems that shape it.

Empowering Inclusive **Innovation**
for Sustainable **Impact**.



WHAT WE DO (OUR SERVICES)

At Matterz Group, we deliver a powerful blend of strategy, creativity, and impact. Our services are grouped into six core pillars that work independently or in harmony to create lasting transformation. Each pillar reflects our commitment to human-centered innovation and measurable progress.



Organizational Transformation & Culture

- Cultural transformation programs
- Leadership & mentorship development
- Employee engagement & wellness initiatives
- Digital mindset & future-readiness training



Social Innovation Design & Labs

- Hackathons & innovation sprints
- Co-creation & design thinking workshops
- Youth empowerment programs
- Rapid prototyping & pilot testing



Impact Measurement & ESG Intelligence

- SROI & impact reporting
- ESG frameworks & reporting
- AI-driven dashboards & KPIs
- Stakeholder perception analysis



Research & Policy for Systemic Change

- Baseline studies & needs assessments
- Community & behavioral research
- Evidence-based policy development
- Knowledge-sharing platforms



CSR/CSI Advisory & Shared Value Strategy

- CSR & CSI strategy development
- Purpose-led brand positioning
- Shared value initiative design
- Internal alignment & stakeholder buy-in



Ecosystem Building & Partnership Models

- Public-private partnership models
- Community ecosystem facilitation
- National-scale coalitions
- SDG-aligned project development

MATTERZ INNOVATION ENGINE

Six service pillars of Matterz Group connect meaningfully with the four CSI categories:

- 1.Support
- 2.Ecosystem
- 3.Management
- 4.Community

Forming an interdependent innovation system.

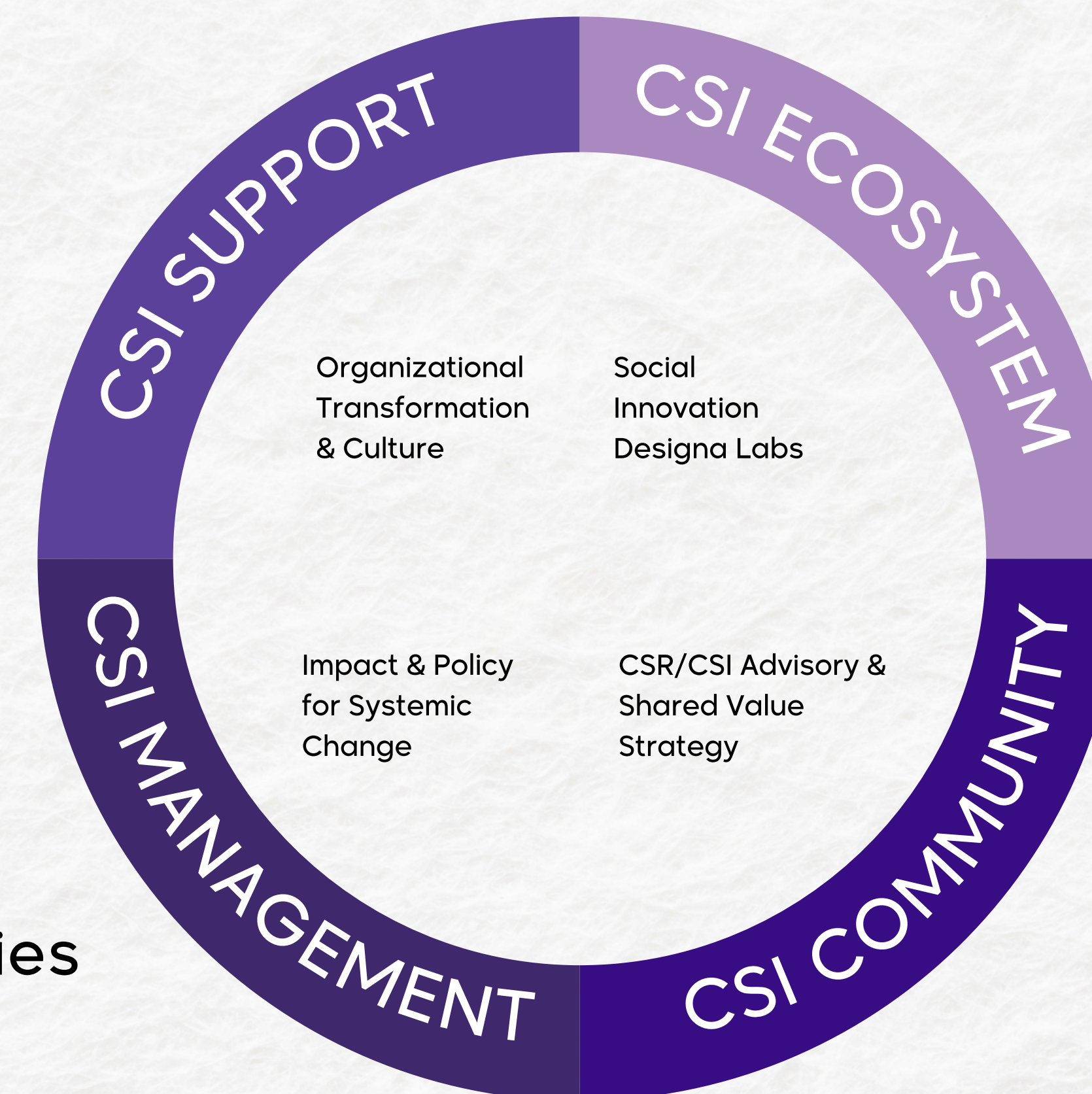
Think of CSI as Your Social Impact Operating System

We **GUIDE** your teams to plan better and make smarter decisions

We **BUILD** the system you need to operate CSI effectively

We **RUN** your activities with clarity and measurable results

Where your programs & initiatives **TOUCH LIVES**



How It All **CONNECTS**

Our six services support you at every level - from strategy to execution to measurement.

JUST STARTING
CSI?

SCALING
IMPACT?

OUR ECOSYSTEM MAKES IT STRATEGIC,
MEASURABLE, & HUMAN

OUR APPROACH (6D INNOVATION FRAMEWORK)

Our 6D Framework is how we turn ideas into lasting impact. Each phase is people-first, results-driven, and designed to adapt to your organization's evolving needs.

At every stage, we stay close to the human experience, because meaningful change always begins with people.

Discover

We listen deeply to understand the root challenges. Through research, observation, and dialogue, we uncover insights that matter.

"What's really going on?"

Design

We co-create human-centered solutions using innovation labs, design thinking, and creative exploration.

"What could a better future look like?"

Deliver

We implement with precision and care ensuring seamless rollout, strong partnerships, and lasting adoption.

"How do we launch with impact?"

Define

We clarify the problem and align on purpose. This step ensures we're solving the right challenge with the right goals in mind.

"What exactly are we trying to change?"

Develop

We build tools, prototypes, strategies, and systems that bring our designs to life scalable, inclusive, and grounded in real-world use.

"How do we make it work for real people?"

Drive

We track, refine, and evolve. Post-launch, we empower our partners to adapt, grow, and amplify results over time.

"How do we sustain momentum and scale change?"



WHY CHOOSE MATTERZ?

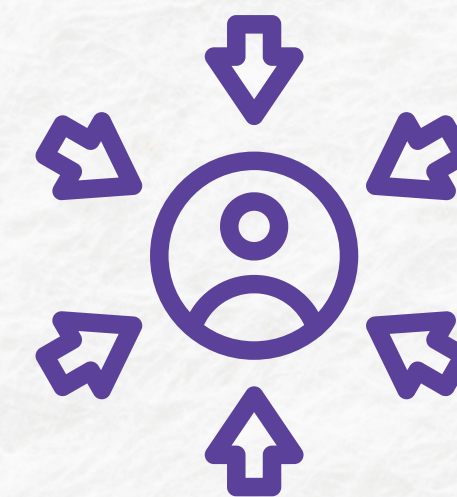
At Matterz, we're not another consultancy—we're your impact partner. We help organizations move from intention to action, and from good ideas to measurable outcomes.

Here's why clients trust us:



We're Local Experts with Global Insight

Born in Oman. Connected to the world. We understand your context and bring you global best practices customized for real impact.



Human-Centered by Design

Every solution we build starts with people your teams, your communities, your stakeholders. We listen first, then co-create systems that are as empathetic as they are effective.



Innovation with Purpose

We use design thinking, data intelligence, and strategic foresight to turn challenges into change. Whether it's a hackathon, a CSI roadmap, or a national policy, our tools are modern, but our mission is timeless.



Impact You Can Measure

Our frameworks track outcomes, measure success, and create proof of value. We help you demonstrate ROI not just return on investment, but return on involvement.



We Build Capacity, Not Dependency

Our goal is to empower. We equip your teams with the skills, tools, and confidence to lead change long after we're gone.

IMPACT BY NUMBERS

+50,000

OMR

Were invested in local organizations and SMEs

+45,000
OMR

Were Allocated to Omani individuals via direct service contracts

+100

Experts now form our network, representing 11 countries across Oman, the GCC, Europe, and North America

65

Local organizations were engaged as service providers.

98

Contracts were Signed with individual Omani freelancers and consultants.

+95%

of contracts awarded to local providers

100%

Omanization within the Business Group



CASE STUDIES (Innovation in Action)

CSI Support

Research & Policy for
Systemic Change

Jusoor



CSI Management

Ecosystem Building &
Partnership Models

Ruwad Al Izz



CSI Management

Ecosystem Building &
Partnership Models

RAM Future
Leaders



CSI Ecosystem

Social Innovation Design
& Labs

OQBI Hackathon



CSI Ecosystem

Social Innovation Design
& Labs

NAMAA
HACKATHON



CSI Ecosystem

Ecosystem Building &
Partnership Models

Corporate Social
Innovation Guidebook



CSI Ecosystem

Social Innovation Design
& Labs

South Al Sharqiya
Hackathon



CSI Ecosystem

Social Innovation Design
& Labs

Duqm - OQ8
Hackthon



CSI for Community

CSR/CSI Advisory &
Shared Value Strategy

Teqdar 2024



CSI for Community

Organizational
Transformation & Culture

Medical City
Innovation Lab



WHO WE SERVED

Our Clients

Over 100 organizations and partners have trusted Matterz to deliver sustainable, high-impact solutions



Industries We Serve

Our Clients



Public & Government

- Government & Public Sector
- Defense & Security
- Legal, Compliance & Regulatory Bodies
- Culture, Heritage & Social Development



Education, Health & Social Development

- Education & Academia
- Healthcare & Wellness
- Youth & Talent Development
- Nonprofit & Civil Society Organizations



Private Sector & Enterprise

- Real Estate & Urban Develop
- Telecommunications
- Media, Marketing & Creative Industries
- Human Resources & Workforce Development



Sustainability & Innovation

- Energy, Utilities & Sustainability
- Oil, Gas & Mining
- Information & Communication Technology (ICT)
- Startups, Incubators & Innovation Hubs
- Environment, Climate & Conservation
- Agriculture & Food Security



Purpose-Led Units

- CSR/CSI Units & Foundations
- Transportation & Logistics

OUR PARTNERS

At Matterz Group, we believe meaningful impact is only possible through collaborative partnerships rooted in trust, shared values, and a commitment to long-term change. Our partners include national organizations, government entities, corporate innovators, and social impact leaders, all aligned in their pursuit of innovation that matters.

Together, we've designed, delivered, and scaled solutions that have reached thousands, strengthened ecosystems, and contributed to Oman's vision of a more sustainable, innovative future.



We don't just work with partners, we grow with them.



OUR GLOBAL NETWORK OF EXPERTS

At Matterz Group, we believe people are the driving force behind meaningful change. That's why we've built a purpose-aligned network of over 100 trusted experts, thinkers, builders, and educators who bring more than 200 years of collective experience across innovation, leadership, and system design.

Together, our experts have led and delivered more than 2,000 training programs, empowering organizations and individuals to adapt, lead, and create measurable impact.

Where Our Experts Are Based

Our network spans 11 countries, bridging local insight with global best practices:



Sultanate of Oman



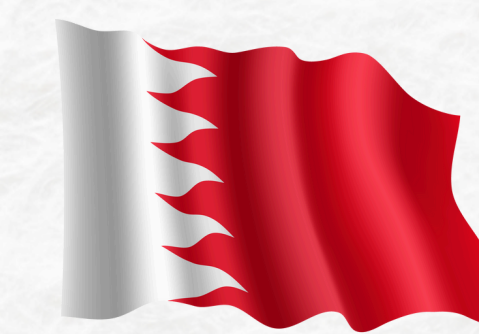
Saudi Arabia



UAE



Kuwait



Bahrain



Jordan



Turkey



Egypt



Germany



US



UK



LET'S CONNECT

We're always excited to hear from changemakers, dreamers, and doers. Whether you're ready to start a project, explore a partnership, or just say hello—reach out and let's create impact together.

Contact Us



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Ready to Build What Matters?
Let's co-create bold, human-centered solutions that drive lasting change.
[Click](#) below to start your journey with **Matterz** Group.
[Start a Project with Us](#)

