



هيئة الاتصالات وتقنية المعلومات
Communications & Information
Technology Commission



CITC Emerging Technology Regulatory Sandbox

Application Guidelines

TABLE OF CONTENTS

1	INTRODUCTION	3
1.1	EMERGING TECHNOLOGY REGULATORY SANDBOX CONTEXT	3
2	OBJECTIVES AND BENEFITS OF CITC'S EMERGING TECHNOLOGY REGULATORY SANDBOX	4
3	SCOPE OF CITC'S ET REGULATORY SANDBOX	5
4	ET REGULATORY SANDBOX LIFECYCLE	5
4.1	APPLICATION AND ACCEPTANCE TIMINGS	6
4.2	APPLICATION ACCEPTANCE CRITERIA	6
4.3	PREPARATION AND ONBOARDING	10
4.4	TESTING AND MONITORING	10
4.5	EXITING THE SANDBOX	11
4.6	ET SANDBOX GRADUATION & EXIT SCENARIOS	12
5	KPIS AND CONSUMER SAFEGUARDS	13
5.1	KPIS	13
5.2	SAFEGUARDS	13
6	REGULATORY WAIVERS & GUIDANCE, AND PARTICIPANT SUPPORT	14
7	GUIDELINE FOR APPLICANTS	15
7.1	APPLICATION PROCESS	15
7.2	REQUIREMENTS FOR THE APPLICATION	15
7.3	FORMAL REQUIREMENTS FOR THE SUPPORTING DOCUMENTS	16
7.4	CONTACT DETAILS	16

1 Introduction

The Communications and Information Technology Commission (CITC) has responsibility, in accordance with the Telecommunications Act, Telecom Act Bylaw, CITC Ordinance and paragraph (Seventh) of the Council of Ministers Decree No. (292) dated 27/4/1441AH, for regulating the telecommunications and IT sector in the Kingdom.

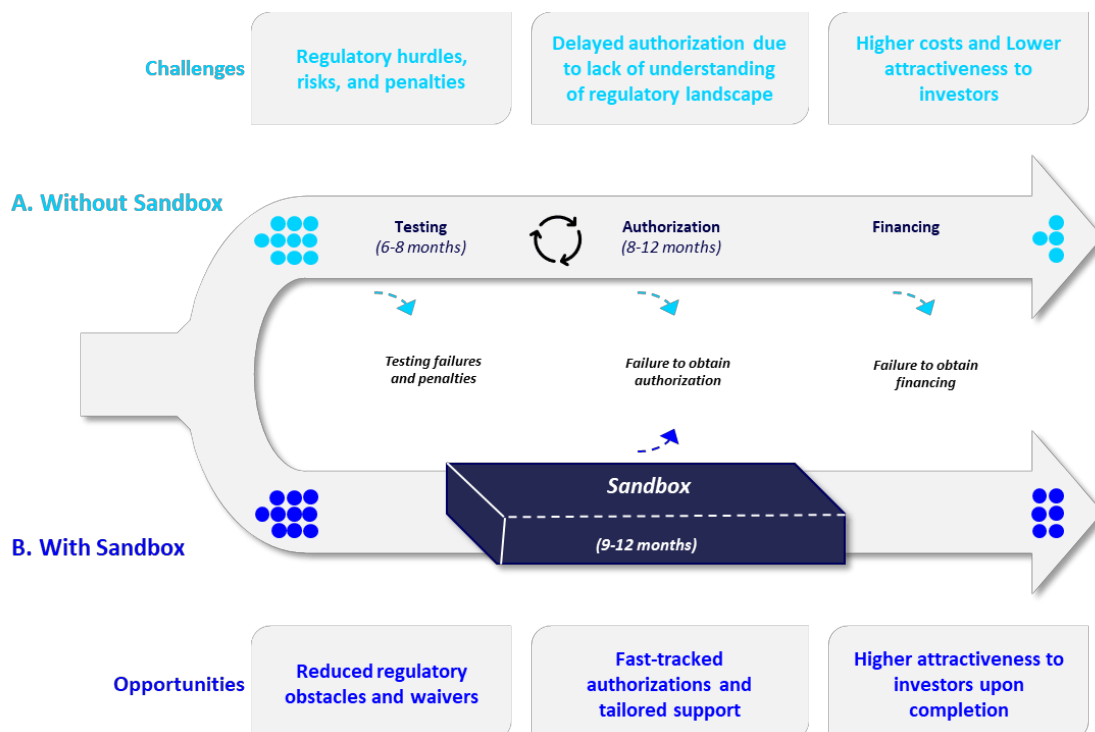
1.1 Emerging Technology Regulatory Sandbox Context

Emerging Technology (ET) applications are helping to accelerate industry maturity across sectors and impacting businesses, consumers, and governments alike. Such technologies are becoming key drivers of economic growth and include the Internet of Things (IoT), Cloud Computing, Artificial Intelligence (AI) and Machine Learning (ML), Blockchain, Big Data & Advanced Analytics, 5G Technology, Robotics, Advanced Manufacturing, Augmented / Virtual Reality (AR/VR), Digital Twin, RegTech and Autonomous Vehicles among others.

Regulators are looking for ways to balance between enabling growth and driving competition on one hand and safeguarding the wellbeing and security of citizens on the other. Many regulators around the world have launched regulatory sandboxes that allow firms to fast-track the testing of ET innovations in a protected environment and in many cases provide regulatory certainty for new technologies and services.

In line with 'KSA Vision 2030', and to help achieve economic growth and increase investments in the KSA, CITC has designed an Emerging Technology Regulatory Sandbox to support firms wishing to test innovative ET solutions in a 'safe' environment with the intent to commercialize them. The Sandbox aims to help businesses successfully launch innovative business models, products and services in the KSA market, while trying to better understand the impact of ET from a regulatory perspective.

CITC's Emerging Technology Regulatory Sandbox can help commercialize and regulate innovations



The Emerging Technology Regulatory Sandbox is suitable for start-ups, SMEs, and established firms looking for clarity around ET related regulations. Firms participating in the Sandbox (or ‘participants’) will be able to test their business model, product and services for a specified period. After successful testing, participants can take their solutions to market.

2 Objectives and Benefits of CITC’s Emerging Technology Regulatory Sandbox

Alignment with KSA Vision 2030 and CITC’s strategy

CITC’s ET Regulatory Sandbox is aligned with ‘KSA’s 2030 Vision’ and CITC’s Strategy, in terms of fostering economic growth, encouraging investment activities, and contributing to the digital economy. CITC’s ET Regulatory Sandbox aims to contribute to local sector growth and job creation, and to drive competition in the market. The sandbox intends to attract businesses that are looking to leverage emerging technology in an innovative way to deliver new or improved technology use cases in KSA markets. The target participants include, but are not limited to start-ups, SMEs and established ICT firms and other firms across sectors.

Strategic objectives

The ET Regulatory Sandbox was designed based on 6 key strategic objectives, which aim to:

- Support KSA Vision 2030 by contributing to local private sector growth and job creation
- Contribute to the maturity of the ICT sector by enabling commercial uses of emerging technologies
- Drive competition in the market by supporting private sector firms, including start-ups and SMEs
- Facilitate the innovation and localization of product and service offerings, leading to value-add for the end consumer
- Provide an environment with regulatory flexibility for firms to test innovative business models, products and services
- Improve regulations using information and lessons learned from the ET Regulatory Sandbox

Benefits to Key Stakeholders

In addition, CITC’s ET Regulatory Sandbox is expected to provide several benefits to Participants, Consumers and KSA Regulators (including CITC):

Participants	Consumers	KSA Regulators
• <i>Reduce time-to-market by streamlining the authorization process</i> • <i>Reduce regulatory uncertainty around new technologies and business models</i> • <i>Save costs on legal advice, marketing, and testing</i> • <i>Improve access to capital</i>	• Encourage introduction of new business models, products and services that provide higher functional benefits for customers • Encourage introduction of new business models, products and services that provide financial benefits for customers	• Leverage the CITC ET Regulatory Sandbox to inform policymaking relating to emerging technologies • Demonstrate commitment to cross-government cooperation • Update regulations to promote beneficial innovation

3 Scope of CITC's ET Regulatory Sandbox

CITC's ET Regulatory Sandbox is open to:

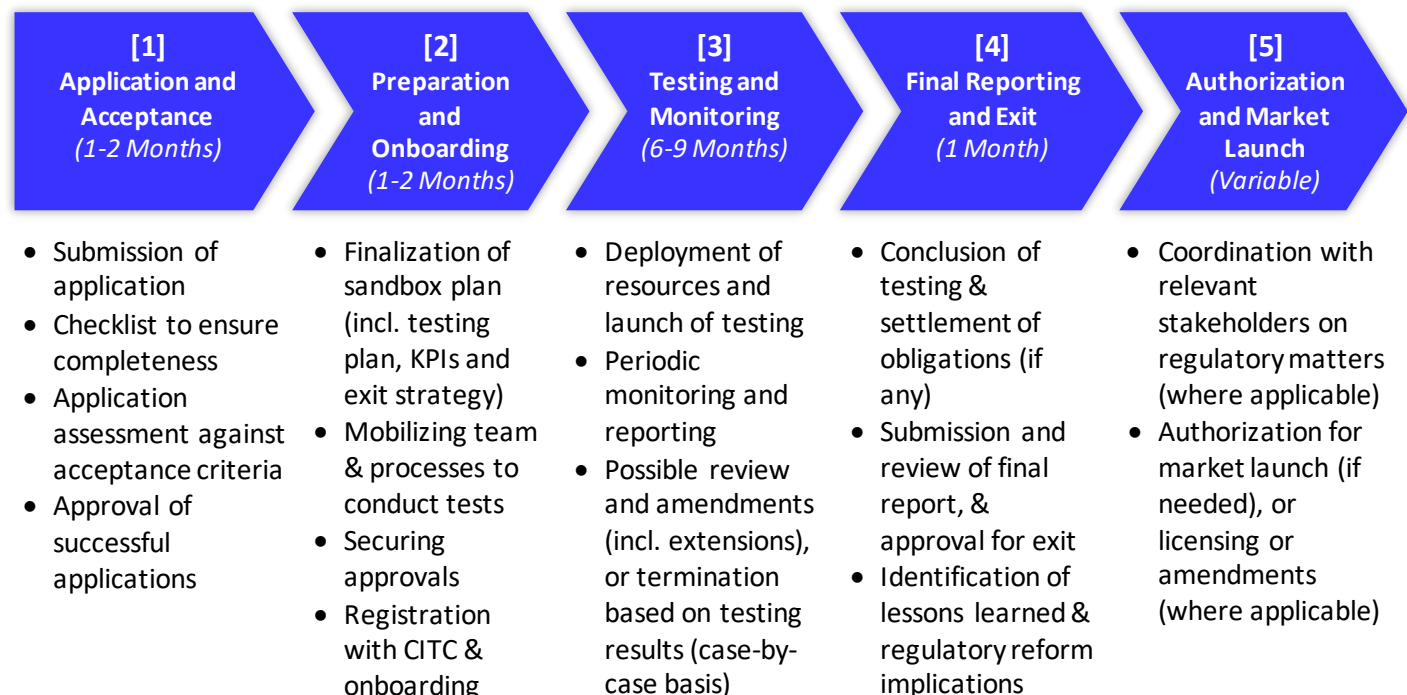
- *New use cases and business models:* Companies proposing a new digital business model that leverages emerging technologies
- *Innovations in existing use cases:* solutions that offer significant improvements in existing use cases enabled by emerging technologies
- *ET enabled services requiring regulatory amendments:* proposed ET-enabled services where beneficial market development is constrained because they are:
 - currently not regulated
 - are regulated under a broad CITC regulation not specific to their market application
- *CITC regulated:* All participants are currently or, upon launch of new services, will be required to comply with CITC regulation and / or jurisdiction.

CITC's ET Regulatory Sandbox is not a suitable for Participants with:

- *Business models, products and services that fail to demonstrate added value for customers and/or business stakeholders compared with existing offerings in KSA*
- *Unmature business models, products and services:* CITC's Emerging Technology Regulatory Sandbox is focused on applications for business models, products and services that are ready for or are already commercialized
- *Testing plans that are not complete or realistic:* Participants must approach CITC with a clear idea about the objectives of their testing plan and how they intend to achieve them

4 ET Regulatory Sandbox Lifecycle

The ET Regulatory Sandbox lifecycle comprise of five stages which are triggered sequentially and conclude at the Authorization and Market Launch stage. A summary of each stage is provided below:



4.1 Application and Acceptance Timings

The first CITC ET Regulatory Sandbox lifecycle will be launched following a Cohort structure. The term Cohort refers to the group of participants that have been admitted entering the Sandbox in the same period. The first Cohort will take place over 9 months.

The timings for participant applications and assessment of applications will be:

- Cohort 1 Applications timing:
 - Applications open 10th May 2022
 - Applications close 7th July 2022
- Any changes to these timings will be confirmed via the CITC website and directly to applicants.

After the first Cohort, Sandbox admissions will occur on a rolling basis (i.e., ongoing admissions), in line with global best practices.

On a case-by-case basis, and in cases where more testing time is justified, the participant may be allowed extension of the period (up to 1 year).

4.2 Application Acceptance Criteria

Please see chapter 7 for a detailed guideline on the application process.

The objective of the Application and Acceptance Stage is to assess the Participant's application against the Sandbox Acceptance Criteria. In addition to the Acceptance Criteria, CITC and participants will agree on the conditions and obligations for the participation in the ET Sandbox, to ensure tests are controlled and will not undermine customer protection.

Upon submission of the application, CITC completes an initial screening confirming the application has answered every section and is complete. If the application is complete, CITC initiates the evaluation of the application.

There are six key acceptance criteria: (i) Innovativeness; (ii) Need for Regulatory Waiver; (iii) Technological Readiness; (iv) Consumer Benefits; (v) Commercial Potential; and (vi) Testing and Exit Plan. The acceptance criteria are specified as follows.

Acceptance of participants is based on the Emerging Technology Sandbox Acceptance Criteria, the Sandbox Strategic objectives and CITC's engagement with the market.

Innovativeness

Participant must demonstrate one of the following forms of innovations in its proposed solution:

- *New use cases and business models*: companies proposing a new digital business model that leverages emerging technologies
- *Innovations in existing use cases*: solutions that offer significant improvements in existing use cases enabled by emerging technologies
- *Scale-up of solution*: significantly scale-up of an existing emerging technology

POSITIVE INDICATORS	NEGATIVE INDICATORS
Few or no comparable offerings in KSA market	Several examples of similar technologies already deployed in the KSA
Offering / solution leverages emerging technologies	Offering / solution only leverages conventional technologies
Participant produces a comparison of key features of business model, product or service highlighting where it is differentiated vs. competitors	Participant is not able to prove that their offering is significantly different from the existing ones in the market

Need for Regulatory Amendment

Regulation can also be a driver of innovation by providing important preconditions such as a general framework for competition, consumer protection and business processes. Regulatory amendment in many cases may be required due to:

- Achieving regulatory compliance takes time and might need to be done gradually
- Uncertainty about regulations
- Need for waiver, administrative simplification, or deregulation
- As a guarantee that controlled risks can be taken without any backlash

POSITIVE INDICATORS	NEGATIVE INDICATORS
Participant proves that there is a need for regulatory waivers or revisions to be able to commercialize their offering / solution	Participant is unable to establish that there is any scope for regulatory reform or need for waivers
Offering the solution outside of the Sandbox carries a significant risk of incurring penalties or facing regulatory / legal action	Offering the solution outside of the Sandbox bears no risk of incurring penalties or facing regulatory / legal action

Technological Readiness

Participant should ensure that the technology readiness of their business model, products and services fall under one of the following categories:

- Fully commercial system that is readily available for customers
- First-Of-A-Kind commercial system complete and qualified
- Demonstrated system operating near commercial scale (advanced prototype)

POSITIVE INDICATORS	NEGATIVE INDICATORS
Participant successfully proves that full commercial system is readily available for customers	Participant is only able to demonstrate an intermediate prototype or a pilot prototype
Participant has successfully demonstrated a First-Of-A-Kind commercial system that is complete and qualified	Participant is only able to demonstrate small scale system tested in a laboratory
Participant has successfully demonstrated a system operating near commercial scale (advanced prototype)	Participant is only able to demonstrate basic function or formulate the technological concept

Consumer Benefits

Participant must produce sufficient evidence showing that:

- The innovation proposed offers an identifiable and direct benefit (e.g., reducing cost or improving quality of service) or indirect benefits to consumers (e.g. increasing competition)
- It has adequately identified and addressed any risks for consumers and markets resulting from its proposed innovation
- It has put in place a suitable mitigation plan to manage those risks and ensure protection to consumers throughout the testing

POSITIVE INDICATORS	NEGATIVE INDICATORS
Participant provides research or simulation results showing potential benefits such as reducing cost, customer experience, efficiency, quality of product, lower prices, etc.	Participant is unable to articulate how the innovations that are proposed can result in a clear benefit, whether direct or indirect, for consumers
The participant can produce a comprehensive assessment of risk to consumers as well as a mitigation plan to ensure consumer protection	Participant is unable to provide a detailed set of risks including a set of mitigants that will ensure an adequate degree of consumer protection
The participant has sufficient resources in place to provide appropriate redressal to consumers if required	Participant cannot deploy resources proportional to the risks identified in case a redressal is required

Commercial Potential

Participant must provide prove that the innovation proposed has strong commercial viability with:

- A commercial presence with one or more successfully marketed products and solutions; and
- A robust business plan
- Proof of business financial viability/ funding

POSITIVE INDICATORS	NEGATIVE INDICATORS
Participant has a commercial license for one or more successfully marketed offerings	Participant has no commercial licence or partnership agreement with KSA licenced business
Participant has a strong business track record	Participant has a commercial licence, but shows no or limited commercial activities
Participant has a robust and promising business plan	Participant has an unproven or unviable business plan
Participant is adequately capitalized on their balance sheet or agreed available funding (debt or equity or corporate budget)	Participant has limited evidence to show how they will fund tests

Testing and Exit Plan

The Participant must produce a well-developed testing and exit plan (exit after successful testing and for the event of discontinued testing) that contain:

- A comprehensive testing plan with key milestones and detailed timelines
- A clear methodology of the testing and controls required
- Test team named with details of their roles in the test and within the overall organization
- Reporting schedule stating the format and content (e.g. KPIs) of the report to be submitted to CITC throughout the testing
- Plans to scale-up its innovation to a larger market should the testing be successful
- Clear and measurable consumer safeguards

POSITIVE INDICATORS	NEGATIVE INDICATORS
Participant produces a comprehensive testing plan that identifies key milestones, a timeline, and likelihood of achieving target outcomes	Participant is not able to provide CITC with the results of any previous research or results of lab simulations carried out prior to the submission of the application
Participant can demonstrate that the resources and test team credentials required to start testing can be successfully mobilized	The participant cannot demonstrate that the test team has the skills or ability to mobilize the resources required to conduct the testing
Participant proposes key metrics and parameters to be used and methodology for their analysis	No clear description around on metrics that will be measured, or the tools used to capture information
Participant produces an exit strategy that clearly identifies the various possible endgames of the testing exercise (incl. discontinued testing)	The participant's existing strategy is inconclusive with no provisions for settlement of obligations (if any)
The participant's exit strategy contains details on resources needed to scale-up the technology to serve a larger market and estimated timelines	The participant's exit strategy provides simplistic description to scale-up the operation, but with no detail around how it will seek to achieve it

4.3 Preparation and Onboarding

The key objectives of the Preparation and Onboarding Stage is to:

- Finalize testing plan (including timelines, consumer safeguards and KPIs) and the exit plan, considering readiness of all involved stakeholders (CITC, participant and other regulators)
- Facilitate the onboarding of the participant into the Sandbox

The Preparation and Onboarding stage is driven by the CITC Sandbox Team and the entire stage is broken into six steps:

1. *Confirm and announce participants*: The CITC Sandbox Team sends a confirmation of acceptance to the Sandbox to the applicant, and subject to the applicant accepting entry, publishes their name on the ET Sandbox CITC webpage.
2. *Finalize testing plan and exit plan*: The CITC Sandbox Team in collaboration with relevant regulatory stakeholders and the participant, conducts meetings to have a final view on the testing plan including timeline, criteria, milestones, safeguards, and performance metrics. This step is to ensure that all stakeholders (CITC, participant and other involved stakeholders) have everything in place, delivered and considered and are ready for testing (readiness checklist).
3. *Administrative processing of participants*: The CITC Sandbox Team helps the participant with administrative processing and documentation before the start of testing where applicable.
4. *Provide required inputs or approvals (if needed)*: The CITC Sandbox Team ensures that the participants meet regulatory and administrative requirements for the testing phase (e.g. enrolling the necessary staff, providing copies of existing permits or licenses, providing details of customers, partners, and suppliers).
5. *Prepare testing set-up and onboard participants*: The CITC Sandbox Team ensures that participants have configured and set up their product or service offering in the testing environment and after the initial window of testing preparation officially onboards the participant in the Sandbox.
6. *Provide Support*: The CITC Sandbox Team can assist the participants in case of any initial Sandbox hurdles or challenges

4.4 Testing and Monitoring

Once the participant has successfully passed the Preparation and Onboarding stage and is complying with all mandatory requirements, they can proceed to the Testing and Monitoring Stage. During the Testing and Monitoring Stage, participants can test their innovation according to the pre-agreed parameters and compliance checks as identified in the testing plan.

The participants must fulfil the following requirements during the Sandbox testing stage:

- Collect the data in the agreed manner throughout the testing phase to gauge the success / failure of the ongoing test scenarios
- Maintain proper records detailing their business model, product or service performance, issues observed, risk mitigation and customer participation and other statistics
- Prepare and submit periodic reports, with the schedule and details agreed on between the participant and the CITC Sandbox Team
- Interim reports to be submitted monthly

Once the participant submits interim performance reports, the CITC Sandbox Team evaluates the report, and the results can follow one of the following scenarios:

1. *Successful testing according to KPIs, safeguards and risk identifiers agreed in the testing plan:* No red flags, the participant can continue testing.
2. *In case of Minor breaches:* The solution is put under scrutiny and corrective measures are taken.
3. *Significant breach:* In cases where there are significant breaches, participation in the sandbox may be terminated.
4. *Extension of testing time:* Extension of the testing timeline for participants in justified cases and upon decision of CITC on a case-by-case basis.

In some cases, further examination of the test result with other regulators or additional experts might be required to allow CITC to decide on the above mention four scenarios.

Upon successful testing, and with the permission of participants, CITC may disclose the results with relevant stakeholders to project the success trajectory of the participants and help them connect with the larger ecosystem. This process also helps participants build a track record and credibility for the offering being tested, which may be beneficial for market launch.

4.5 Exiting the Sandbox

Following the completion of their tests, or the end of the agreed testing period, participants transition out of the Sandbox. Upon successful completion of testing and exit from the sandbox, participants shall proceed to deploy the innovation at a broader scale with a wider customer base. Exiting the Sandbox comprises of the following five key steps:

1. *Testing completion and wrap-up:* Towards the end of the Sandbox period, testing is concluded, and all related activities wrapped up as per the testing and exit plans.
2. *Settlement of obligations:* Participants settle all their obligations (contractual, financial, and other commitments) related to the Sandbox, regulators, end customers and investors. All activities and actions relating to the Sandbox should be concluded in a timely fashion before the scheduled exit, unless otherwise agreed upon.
3. *Achievement of outcomes:* Actual testing KPIs are reviewed against the testing plan (to ensure key outcomes have been achieved).
4. *Final report submission:* The participant drafts the final report in the defined format. The CITC Sandbox Team can provide guidance or administrative support with the drafting of the final report as required.
5. *Approval for exit:* The submitted final report is reviewed to assess whether it is satisfactory and complete, in which case it is forwarded for approval for the participant's exit.

Sandboxes are a learning experience for both CITC and the Participants. Accordingly, and to improve the testing journey, enhance the regulatory environment and to come up with successful innovations/products/services, CITC, participants and the ecosystem stakeholders must collaborate not only during the testing period, but also during the market launch stage.

4.6 ET Sandbox Graduation & Exit Scenarios

Depending on the outcome of ET Sandbox testing the following scenarios will apply to participants:

Exit Scenario	Description	Supporting Criteria	Next Steps
1. Sandbox Graduation – Full regulatory approvals to operate in KSA	Approval of participant to operate in KSA and / or amended regulatory rules proven in the Sandbox	Demonstration of benefits of service under Sandbox regulatory rules. Approval of participant graduation by CITC.	Sandbox team to supervise the graduation of the participant and grant Certificate of Completion.
2. Sandbox Graduation – Limited approvals to operate in KSA	Participant approved to operate in KSA and / or application of amended regulatory rules. Approval is limited in time or scale of operations.	Demonstration of benefits of service under Sandbox regulatory rules. Dependency on other technology for full-scale launch. Participant should have cleared regulatory approvals.	CITC to Graduate Participant and Issue temporary / limited licence. Participant to seek approval for full licence when mobilized for launch at scale in KSA.
3. Propose further testing	Queries raised by Sandbox team regarding validity of test results in broader market. Any reason requiring gathering of further evidence and data.	Lack of clarity regarding business impact after testing. Breach of control parameters, if any, should be within manageable limits.	Sandbox team to issue orders for further testing. Experts and testing team to identify specific areas of test to be conducted.
4. Terminate Participation in ET Sandbox	Disapproval of final report by CITC.	Clear evidence of a breach of test control parameters.	Sandbox team to issue Certificate of Participation to the participant.

5 KPIs and Consumer Safeguards

As part of the Testing and Monitoring Stage, CITC and the participant must agree on a set of KPIs for performance evaluation and consumer safeguards to mitigate the risk to consumers participating in the testing exercise.

For both KPIs and Safeguards, the participant proposes suitable KPIs and Safeguards as part of their application. CITC may provide counter suggestions during the evaluation process to ensure that appropriate safeguards are in place and the success or failure of the testing phase is measurable.

5.1 KPIs

KPIs are finalized by the participants in collaboration with the CITC Sandbox Team. The KPIs can be broadly classified into Business KPIs and Testing KPIs. In addition to these, KPIs like sector specific KPIs and application specific KPIs are also set on a case-by-case basis. A non-exhaustive list of KPIs is as shown below.

<i>Business KPIs</i>	<i>Testing KPIs</i>
• <i>Net Promoter Score (NPS)</i> • <i>Customer Satisfaction Score (CSAT)</i> • <i>Number of customer complaints</i> • <i>Average Revenue per User (ARPU) and/or Customer</i> • <i>Number of customers and/or daily average users</i> • <i>Customer Retention Rate (CRR)</i> • <i>Employee NPS (for offerings that rely on customer service)</i> • <i>Revenue Growth</i> • <i>Profitability Ratios</i>	• Total number of tests • % Covered testing requirements (e.g., code coverage, % of customer transactions) • Number of failed tests (or system failures) • Quality ratio (% of successful tests) • Average testing time (or service time) • Number of active defects (if applicable) • % Accepted defects (if applicable) • Cost of testing • Cost per defect fix • Average time to fix defects (per defect)

5.2 Safeguards

Safeguards are a set of prohibitions, limitations, and conditions that CITC may ask the participant to put in place to ensure an appropriate degree of customer protection.

The safeguards depend on the nature of the risks identified and will be proportionate to the impact and probability of those risks occurring or causing consumer detriment. The applicant will propose appropriate Safeguards with their application. Examples of these are described below although the list is not exhaustive:

Customer Safeguards

- Limit on number of customers to be agreed on a case-by-case basis before testing
- Types of customers to be defined and agreed before start of testing

Financial Requirements

- Minimum capital or cash balance to be agreed on a case-by-case basis
- Limitation on the number of customers and the revenue for the business model, product or service being tested (case-by-case basis)

Compliance Requirements

- Monthly reporting for all participants
- Participants are subject to Anti Money Laundering and fraud inspections at any point
- Data privacy and security must be maintained as per KSA laws
- KSA laws take precedence over any other legal considerations
- Participants are liable for any damage caused to customers
- Health and safety measures to be defined and agreed before testing
- Thresholds for complaints and test failure to be defined upfront

6 Regulatory Waivers & Guidance, and Participant Support

The CITC Emerging Technology Regulatory Sandbox provides several types of support for participants.

There are three categories of regulatory & business support which are listed below:

- **Waivers or amendments to CITC's regulations and requirements:** To facilitate the Participant's test, CITC may consider whether a particular regulatory requirement can be temporarily amended during the test period if the regulation or requirement was enacted by CITC itself. This will not be considered where the testing has a medium or high risk of causing harm to consumers.
- **Informal regulatory guidance:** Participants are required to assess the regulatory environment applicable to the activities they intend to carry out during the test. However, CITC may engage with the participant to offer informal guidance that will focus on a) how to interpret CITC regulations in the context of the Participant's specific solution; or b) how to assess the potential regulatory implications of the Participant's proposed business model; or c) guidance on how to navigate the wider regulatory and innovation ecosystem.
- **Participant support:** CITC will explore with participants how to obtain support through the CITC partner network for execution of their testing (if required). Other business support will focus on the future success of participants, examples may include public announcements of accepted participants and successful Sandbox Graduates, connections with ecosystem stakeholders such as potential investors, partners, and other regulators.

7 Guideline for Applicants

CITC welcomes market players of the emerging technology market in Saudi Arabia to participate in the ET Regulatory Sandbox. Interested companies need to submit a formal application and fulfil defined eligibility criteria to be accepted to participate in the Sandbox.

Please complete applications by opening the digital application form at the link below:

Arabic:

https://www.citc.gov.sa/ar/services/Pages/Emerging_Technologies_sandbox.aspx

English:

https://www.citc.gov.sa/en/services/Pages/Emerging_Technologies_sandbox.aspx

7.1 Application process

The application process is outlined below and may require several iterations and communications before the application progresses to the next step:

1. Applicants fill out and submit the application form (see separate application form document) and provide additionally required supporting documentation via the link above.
2. The CITC Sandbox team will check the completeness of the application and follow up with the applicant in case of queries or missing information.
3. Complete and relevant applications are reviewed and evaluated against defined Sandbox acceptance criteria (refer to the Application Acceptance Criteria section of this chapter). This evaluation follows a pre-defined, objective methodology and leads to final score for the application.
4. In case of a low score, the CITC Sandbox team either disqualifies the application (if minimum criteria are not met) or asks for additional information to strengthen the application. In the case of a rejection, the CITC Sandbox team informs the applicant of the decision along with the reasons, to assist the applicant in understanding the cause of rejection and to improve future applications.
5. In case of an approval of the application, the CITC Sandbox team informs the applicant about the decision and sends a confirmation of acceptance to the applicant, covering details of testing timelines, restrictions imposed and consequences of breach of agreed conditions (as per the plans and documentation provided by the applicant).

7.2 Requirements for the application

To apply for the participation in the CITC Regulatory Sandbox for Emerging Technologies, applicants need to send a written proposition to the CITC Sandbox team including the following documents:

A) Filled-out application form.

B) The following supporting documents need to be submitted alongside the application form:

1. Summary Business Plan (maximum 5 pages)
2. Testing plan, including KPIs, safeguards and exit plan (maximum 5 pages)
3. Copy of the commercial license of the company (or details of local partner)

4. Any additional details on the prospective product / service (e.g. technical specifications), proof of technology commercialization readiness (maximum 5 pages)
5. Financial accounts for last 2 complete financial years (optional).

7.3 Formal requirements for the supporting documents

Applicants are free to choose the format of the above-mentioned plans (business, testing and exit), however, the content should be no more than 5 pages for each document and oriented at the following structure:

Summary Business Plan (5 pages maximum)
A written document describing goals of the business, methods of achieving these goals with detailed timeframe and milestones
Document components can include: • Target customers and target market size estimate • Business model and customer value proposition (including approach to differentiation) • Summary of relevant business capabilities: People, processes & technologies (ET & Operational) • Relevant partnerships and their contribution to the business model • Business KPIs • Business risks and challenges • Profit & Loss forecasts & projections (related to the product / service to enter the Sandbox)
Testing & Exit Plan (5 pages maximum)
A written document with well-detailed testing plan details including methodology of testing, timelines for execution, milestones, reporting schedule, and KPIs
Document components: • Clear methodology of testing and required controls (e.g. A/B testing, security testing, scalability testing, performance testing, etc.) • Testing mobilization plan (resources, setup, infrastructure, partners, customer engagement) • 1-page biographies for each team member showing relevant qualifications and experience • Proposed consumer safeguards and related limitations for example regarding KPIs (e.g. discontinuation of test in case of XYZ failures) as well as related health & safety protocols • Execution timeline with milestones (e.g. # of users, revenue and growth target, referral target) • Testing KPIs and measurement (e.g. DAU, ARPU, CRR, CSAT*) • Results from previous research lab simulation • Contingency plan (e.g. testing failure, product malfunction, etc.) • Point of contact for questions and alerts • Post-test exit approach ○ High-level testing exit steps ○ Scale-up plan for innovation
*Daily Average Users (DAU), Average Revenue Per Customer (ARPU), Client Retention Rate (CRR), Client Satisfaction Score (CSAT)

7.4 Contact details

Applicants can contact CITC in case of questions and queries regarding the application process for the CITC ET Regulatory Sandbox by email:

✉ **Email:** etsandbox@citc.gov.sa



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