



STARTUPSCALE 360

ISSUE 01 • JULY 2022



Startupscale360 is a Startup Ecosystem Builder focusing on creating Hub-and-Spoke model for connecting all key stakeholders of the ecosystem.

We act as a long term partner for startups where they benefit from our global network of key ecosystem players such as regulators, government bodies, corporate innovation labs, academia, accelerators, incubators, investors and other startups in the community.

STARTUPSCALE360
NEWSLETTER

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EWC NATIONAL ORGANISER

Startupscale360 has been selected as the UAE host of the Entrepreneurship World Cup ("EWC") for the year 2022.

With more than 370,000 entrepreneurs from 200 countries participating, the EWC is one of the biggest and most diverse startup pitch competitions.

It was launched in the year 2019 and since then, the EWC has awarded \$3 million in cash prizes and \$150 million in-kind prizes.

The fourth edition of the Entrepreneurship World Cup is now open for applicants and Startupscale360 is looking forward to seeing innovators in the UAE take part in the world's largest startup support program and pitch competition.



\$1 **\$75**
MILLION **MILLION**
FOR GLOBAL WINNERS WORTH OF IN-KIND SUPPORT



THE CEO'S MESSAGE

Startupscale360's core focus is to provide strategic partnership to the startups in the ecosystem. We look at things at 360 degree angle and notice those things in their blind spot that help scaling up their business.

With the launch of EWC in the UAE our goal is to take an UAE startup to Global final to win the share of \$1 Million cash prize and make the country proud. This will help creating more employments in the country and fostering innovations.

"EACH STARTUP GOES THROUGH THE PROCESS OF METAMORPHOSIS SO WE UNDERSTAND THE NEEDS OF STARTUPS AT EVERY STAGE OF ITS LIFE CYCLE."

VOLUNTEERS FROM THE UNIVERSITY OF BIRMINGHAM DUBAI



Startupscale360 collaborated with the **University of Birmingham Dubai**, a global top 100 university, welcoming its students to volunteer for the Entrepreneurship World Cup 2022. Seven volunteers from various backgrounds such as Computer Science and Finance joined the team successfully.

All the students have been since then continuously gaining a real-world experience in various departments such as Marketing and Operations.

Not only are they able to enhance their knowledge but also utilize their skills in creating a global impact.

KEY DEVELOPMENT AND ACHIEVEMENTS

38

CORPORATES CONTACTED FOR SCHOLARSHIP

115

APPLICATIONS RECEIVED

Company Stage

- Idea : 4
- Early : 23
- Growth : 6

600+

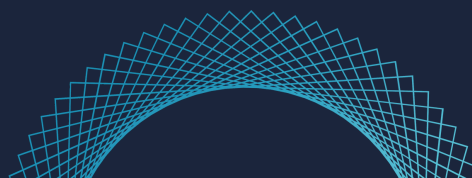
TARGET APPLICANTS VIA CRUNCHBASE

34

SCREENING JUDGES

28

APPLICATIONS UNDER EVALUATION



FORMATION OF COMMITTEES

In order to ensure that the event is held as efficiently as possible, StartupScale360 has collaborated with several industry experts who have been assigned one of the following three committees: Steering Committee, Screening Committee and Sponsorship Committee.

STEERING COMMITTEE



ANA MARIA TORRES

Director for Global Ecosystems & EWC
Global Entrepreneurship Network



MIRNA SLEIMAN

Founder & CEO
FinTech Galaxy



SWETHAL KUMAR

CEO & Managing Partner
StartupScale360 FZCO



ROBERTO CROCI

Managing Director for Microsoft for Startups MEA
Microsoft



MOHAMAD MAJID

Partner, Digital & Customer Transformation
KPMG

SCREENING COMMITTEE



HAYAT AL HASSAN

Sourcing and Selection
Hub71



JATIN ARORA

Senior Director - EMEA
Alvarez & Marsal



SWETHAL KUMAR

CEO & Managing Partner
StartupScale360 FZCO



DIVYA BATHIJA

Group Head, Enterprise Excellence
AL Ghurair



RYAAN SHARIF

General Manager
Flat6Labs

SPONSORSHIP COMMITTEE



SANJAY NADKARNI

Director of Research & Innovation
The Emirates Academy of Hospitality Management



FRANK SAMSON

COO & Managing Partner
StartupScale360 FZCO