

Goodbye



FESTIVE
EDITION



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STARTUPSCALE360
NEWSLETTER

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THE WRAP!

2022 was a HO-HO-HO year for us. We went through both highs and lows in 2022, but overall result exceeded our expectations. If we look back and analyze the best moments in 2022, despite all the challenges the Entrepreneurship World Cup UAE final was our "**The Finest**" moment.

In this newsletter, we unveiled our strategy 2023. We productized various services and given new identities. We signed up with KitchenomiKs, an Oman based cloud kitchen startup. Since we are growing, we added new team member. We partnered with SehaaOnline as fractional CFO for a period of one year. We featured Sharjah Entrepreneurship Festival in this newsletter and highlighted lessons learned from FIFA 2022, which was held in Qatar.



INTRODUCING NEW FACE OF STARTUPSCALE360 STRATEGY 2023

NEW IDENTITY & BRANDS




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Deal360
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part of
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ENTREPRENEURSHIP
PROGRAM



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Want to know more?

Startups Deal Advisory Platform

Strategic partner for global startups where we help scaling up business by looking at 360 degree angle things at their blind spot. We make startups investable and help startups to provide them with access to capital and market. As an angel investors we also invest in startup that is led by strong team, solving genuine problem leveraging on technology, and has potential to expand to global market.

Due Diligence-As-A-Service

Provide due diligence service to family office and small venture capital fund, who manage the fund and investment with small team. Our expertise includes scouting for startups from our international network, screening based on fund mandate, shortlisting after detailed due diligence process by our in-house experts, selecting for internal approval, and help scaling up the invested startups.



CFO-As-A-Service

We are a fractional CFO of our clients from Deal360 who trust our service and see us their strategic partner and help making informed decision at leadership level especially for financial and investment decision. We take care of entire finance function, introduce financial governance, develop policy and procedures, managing books of accounts, prepare and present financial statements.

Entrepreneurship World Cup - The UAE & Malaysia

We are national organizer of Entrepreneurship World Cup, which is a global competition backed by Misk Foundation, and co-hosted by Global Entrepreneurship Network and Mon'shaat. Successfully conducted the UAE Final on 6 October 2022. We have also got rights for 2023 not only for the UAE, but also for Malaysia. Our Malaysia partner for 2023 will be Al Rajhi Bank, Saudi Arabian bank and the world's largest Islamic bank by capital.



Entrepreneurship Retreat

Fund raising is 24/7 activity for Founder of startups. Even if they are not raising, they are thinking about it. The pressure doesn't stop here, as it encompasses other challenges such as people issues, operational challenges, technology adoption, and many more. The Founders burn out early that they don't think about themselves. This Entrepreneurship Retreat is designed for Founders to invest on themselves, to reflect, a quest for the purpose of life.

Design Thinking / Future Thinking Framework

Every Organization faces challenges that include, but not limited to, developing new products or services, strategies for social change, redesigning or streamlining processes, generating new ideas or creating innovations, improving customer experience, creating better user interfaces/experience. The Playroom provides solutions along the workflow from Opportunity Space to Problem-Solution-Fit to Solution-Market-Fit using its Future Thinking and Design Thinking Frameworks.



Capacity Building

Students in university come with innovative ideas and develop breakthrough technologies, but their talents remain unnoticed due to lack of support from Academia or lack of awareness about startup ecosystem. Through this initiative we work with university to create a program for their students to give them early exposure to the ecosystem, connect with mentors or experts, evaluate their ideas and assess scalability potentials, and give an opportunity to pitch to angel investors.

Knowledge Room

We all know that knowledge opens the door to opportunity, achievement, success and wealth, but knowledge is of no value unless you put into practice. Based on our experience we designed workshops that provide key sights on attracting investment effectively, good corporate governance, and steps toward digital transformation, value creation and analysis. Many more workshops to be added.



Kitchenomiks

Powering the Foodtech economy

We signed up with Oman's largest cloud kitchen startup that powers the food tech ecosystem with their hub-and-spoke model kitchen system.

Kitchenomiks' USP

- 1** Promote other known brands
- 2** Create Own Brands
- 3** Empower Home Entrepreneurs brand

Own Brands



FUNDING UPDATES

Oman's cloud kitchen startup Kitchenomiks raises \$1.7 million in a seed round.



CLICK on Logo to read about Kitchenomiks media coverage

OERLive

ZAWYA
BY REFINITIV

MUSCAT DAILY

Entrepreneur
MIDDLE EAST

wamda

The Arabian Stories

startup SCENE

YOURSTORY
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Largest cloud kitchen space in the region

50+ Brands capacity to add

10K Daily Delivery capacity to increase

*5 years contract with an option to renew for additional 5 years



NEW UPDATE

WELCOME TO

OUR TEAM

Riya Chatterjee

Ecosystem Lead



SEHAONLINE - A HEALTHCARE ECOMMERCE PLATFORM

Swethal Kumar, Founder & CEO of

StartupScale360 has joined as a Fractional CFO

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- Orthopedic Supports

WELL DONE!

SHERAA

مركز الشارقة لريادة الأعمال
Sharjah Entrepreneurship Center

WELL DONE! SHERAA FOR ORGANIZING AWESOME SHARJAH ENTREPRENEURSHIP FESTIVAL

I AM A CHANGEMAKER

SEF2022
Where We Belong

CLICK here to watch #SEF2022 official video from Instagram

#حيث نلتقي



Qatar

Lessons learn from FIFA 2022



The Ultimate Finale!

Our Entrepreneurship World Cup UAE final was the finest moment for us in 2022.

Yes, we did it in a grand ways, but it was the FIFA World Cup final that taught us so many lessons. Qatar did a fantabulous job right through the tournament, many underdogs upsetting perennial powers, and epic finale between Argentina and France.

Lionel Messi made a most memorable history by leading Argentina to their first world cup in 36 years after victory over France. What a best way for Messi to bid International football farewell in Grand Style.



The Longshots!

It was an enthralling journey for longshots on the football pitch. The underdogs such as Saudi Arabia, Morocco, Japan, Cameroon, Tunisia, and Croatia were responsible for the early departures of favorites Brazil, Germany, Spain, Portugal, and Belgium. Argentina losing to Saudi Arabia in the opening game has gone down as the biggest upset in world cup history. Another surprise were Cameroon and Croatia both beating Brazil. Japan overpowering Germany and Spain. Tunisia beating France, and Moroccan knocking off European side both Spain and Portugal.

HO HO HO!

A star has born!

A drama-filled final continued to twist and turn for 120 minutes was because of one man Kylian Mbappe. Though Argentina lifted the World Cup, and a dejected Kylian Mbappe sat in the stands, it was his outstanding performance that everyone will remember. He won golden boot with hat-trick in final. A star has born!

FIFA2022 & Startup Funding - Analogy

If I put this in startup's context Messi's world cup victory was like a biggest and successful IPO, Mbappe's dazzling hat-trick and winning golden-boot was like a hitting Unicorns status, victory of Saudi Arabia over Argentina was like biggest ever Pre-seed funding. Morocco's heroic and historic run that defied all odds at the world cup was like a largest Series-A funding, that showed its maturity to scale up. The performance of Croatia, runner up in 2018 and 3rd position in 2022, was like closing back-to-back Growth stage fastest fund raise.





**THANK YOU
FOR
READING!**

STAY TUNED FOR OUR NEXT ISSUE