NEWSLETTER

STARTUPSCALE360

SUMMER EDITION

Welcome to this riveting edition where we delve into a multitude of captivating subjects that showcase our relentless pursuit of innovation and collaboration. An extraordinary journey unfolds as we present an enthralling collaboration with **the Emirates Academy of Hospitality Management** and **In5 Tech Dubai**. Highlighting the essence of ingenuity, our coverage extends to a **fireside chat featuring Nruthya Madappa**, a luminary from 3 One 4 Capital. Shifting gears, our series on financial instruments provides a comprehensive overview of the intriguing **Kiss Agreement**. Crossing continents, our JV partner, **The Playroom** team, continues to shape the future of work across Europe.

Stepping into the realm of entrepreneurship, we proudly unveil the distinguished members of the management committee for the upcoming **Entrepreneurship World Cup 2023 Malaysia finale**. And last but certainly not least, a warm welcome awaits **Aishwarya Rathi,** the latest luminary to grace our Deal360 team.

STARTUPSCALE360
NEWSLETTER

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THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT

In partnership with

STARTUPSCALE 360

PRESENT

FUTURE
ENTREPRENEURS

Unleashing the Entrepreneurial Spirit: A Journey of Innovation and Collaboration

In a celebration of innovation and entrepreneurship, the Emirates Academy of Hospitality Management (EAHM) joined hands with Startupscale360 FZE and in5 Dubai to host an electrifying class designed to inspire and empower aspiring entrepreneurs.

Professor Dr. Daniel Kleber, an esteemed faculty member at EAHM, expertly moderated the entire session. His guidance and insights provided a valuable perspective for the students, enhancing their understanding of the entrepreneurial journey.
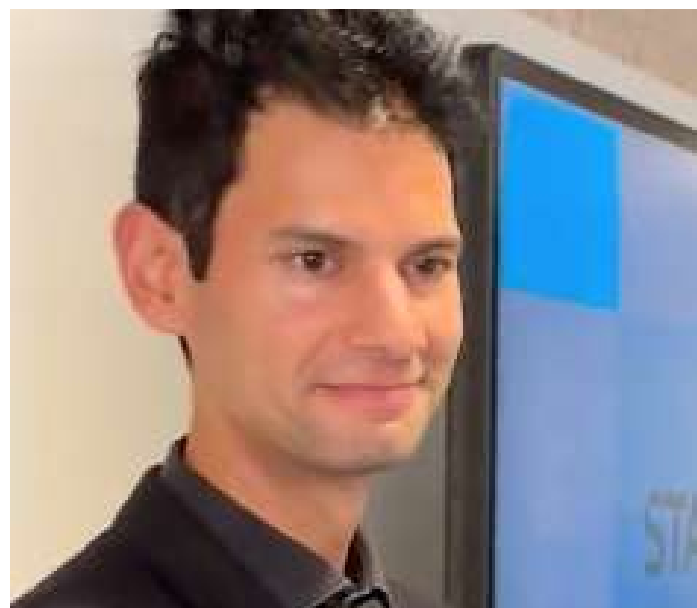
Professor Dr. Daniel Kleber

STARTUP PRESENTATION

With the aim of nurturing the entrepreneurial spirit among the students, the session witnessed the enthusiastic participation of two exceptional startups, Trusity and Pupilar, of in5 Dubai. Rajani Nalla, Founder of Trusity and Maimuna Rashid 🔗 and Aqsa Khalifa, Co-founders, Pupilar UAE | Future of Hiring showcased their groundbreaking business ideas to a captivated students.

Maimuna Rashid

Aqsa Khalifa

Rajani Nalla

Following the energetic introduction, Swethal Kumar, CEO, Startupscale360 FZE, a seasoned expert in the startup ecosystem, took the stage to highlight the key elements of a ecosystem framework. Swethal eloquently delved into the nuances of funding, market research, scalability, and the importance of building a strong network. He highlighted how its Student360 program is working closely with Universities to identify the next generation of trailblazing entrepreneurs.

CLICK HERE

to watch the teaser

The collaborative efforts of Saeed Alnofeli, Shams Mustafa, Ahmed Elrayes, Swethal Kumar, Dr. Daniel Kleber and Jeroen Greven in organizing the event were evident, and by bringing together academia, industry experts, and real-world startups, they provided a unique opportunity for the students to witness the challenges and triumphs of entrepreneurship firsthand.

Fireside chat with
Nruthya Madappa

A brief overview of the firesidechat featuring Nruthya Madappa, a Partner at 3one4 Capital, moderated by Swethal Kumar, CEO of Startupscale360 FZE and Saeed Alnofeli, Director at in5 Dubai.

During the conversation, Nruthya provided valuable insights into the fund thesis of 3one4 Capital, which has gained recognition as India's leading performer with two successful funds and an impressive IRR. She discussed the key factors that contributed to the fund's success and highlighted their commitment to ensuring sustained growth and returns for their investors.

With a diverse portfolio comprising over 90 investments, including notable unicorns like Licious Open Financial Technologies Darwinbox and Jupiter, Nruthya explained how the fund actively supports these companies in attaining their financial and strategic objectives.

Drawing from her own experience as the founder of Cowrks Foundry, Nruthya discussed how her entrepreneurial background influences her investment approach and shared valuable lessons she has learned along the way.

3ONE4 CAPITAL

CLICK HERE

to watch the full videeo

UNICORN

Licious

5

LEGAL INSTRUMENTS

IN STARTUP FINANCING

From the legal desk
Series - Part-2 "KISS
AGREEMENT"

KISS AGREEMENT

FINANCING

Financing is vital for startups to bring their ideas to fruition and maximize their potential. Without sufficient funds, even the most groundbreaking concepts may remain unrealized or fail to gain traction.

Startup funding, often obtained through investors, serves as the fuel for growth and expansion. However, it is equally important to establish proper legal instruments to safeguard the startup's interests.

INTRODUCTION

This write-up explores the type of financing instruments for startups, emphasizing their role in securing funds and protecting all parties involved. By understanding these aspects, startups can make informed decisions and navigate the fundraising process with confidence, propelling their entrepreneurial journey towards success.

We will delve into four common financing instruments used by startups in four series. In this edition we will cover Keep It Simple Security (KISS)

ABOUT THE AUTHOR

DHANYA SREE

The author is an experienced lawyer in startup ecosystem, Dhanya has border experience in corporate commercial transactional advisory and legal advisory practice, and has considerable experience in regulatory and compliance practice.

KEEP IT SIMPLE SECURITY (KISS)

The KISS agreement, or Keep It Simple Security, offers a fast and straightforward way for companies to raise capital from investors. It is similar to a convertible note but provides a simplified investment structure that allows for quicker access to funds compared to traditional methods.

THERE ARE TWO VERSIONS OF THE KISS AGREEMENT:

Debt:

The debt version assigns an interest rate and maturity date, giving investors the option to convert their investment into preferred stock after a predetermined period, typically 18 months.

Equity:

The equity version does not involve interest or maturity dates. Instead, the KISS note automatically converts to preferred stock once the company raises a certain amount of financing, usually at least $1 million with a defined valuation.

The KISS agreement offers a fast and straightforward way for companies to raise capital from investors. It is similar to a convertible note but provides a simplified investment structure that allows for quicker access to funds compared to traditional methods.

Investors are drawn to KISS agreements because they provide a standardized and simple template for investing in early-stage companies. These agreements offer consistency and simplicity to the investment process while providing certain protections to mitigate risks. However, it's important to note that KISS agreements can introduce complexities through provisions such as Most Favored Nation (MFN) clauses, which allow investors to receive more favorable terms in the future.

For founders, KISS agreements save time and expense in the initial fundraising round. They eliminate the need for individual negotiations with investors and the associated legal fees. Unlike traditional equity financing methods, KISS agreements remain identical throughout a series, offering a streamlined process.

Key Provisions of KISS Agreements:

- **Standard Terms:** KISS agreements have standardized terms, making the financing process consistent and straightforward. There are no complex variations in valuation caps or other details.

- **Fairness Clause:** KISS agreements often include a fairness clause, ensuring that if better terms are offered to another investor, the initial investor receives the same improved terms. This protects investors from potential disadvantages.

- **Control and Dividends:** KISS investors usually don't have management rights or entitlement to dividends until the KISS note converts into preferred stock. This allows founders to retain control of the company during the early stages.

- **Accounting Treatment:** KISS agreements are treated as securities, not debt, on the company's financial statements. This reflects the potential conversion into preferred stock.

- **Additional Rights:** Major investors in KISS agreements may have extra privileges like access to financial information, participation rights in future funding rounds, and special rights defined in subsequent equity financing.

In summary, KISS agreements provide a straightforward and appealing option for raising capital quickly. They benefit founders by simplifying the fundraising process and offering a standardized template. However, it's crucial for both investors and founders to understand the details and implications of KISS agreements before entering into them.

Problem framing and ideation frameworks.

Together with the WU Executive Academy, Christina Knopf Our Playroom team had an intense corporate-academic session on future trends, taking a deep dive into the topics of new work, knowledge culture, individualization and connectivity using PLAYROOM problem framing and ideation frameworks.

"The future is so bright, I gotta wear shades"

Three days trend based innovation workshop marathon on the future of collaboration at work in Northern Ireland. Participants from Legamaster and PLAYROOM created a firework of ideas, bear with us to see the first results showing up soon.

Deal360

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Smart Runner
PropTeech   Seed Stage

Smart Runners is using AI-powered cameras and wearable sensors to shape a new sports network. SR Tunnel which optimizes recruiting, analytics and scouting, is a gateway for clubs, leagues, and event organizers to simply turn their full match into sharable moments and create match or player highlights to enhance their fan engagement on their own website (via direct web integration) or various social media channels. SR Tunnel also includes an API solution for enterprises and software companies that would use the categorized highlights from the games to enrich their apps or online services via SRs data processing and backend services. The company will also develop all-in-one Web Application (SR App) for professional and aspirational Football/Soccer players. There will be use of IoT to provide physical dashboard and predict the physical trends by historical data and ML.

Red Cat Multiverse
Edutainment   Pre-Seed Stage

RedCat Multiverse labs has developed an edutainment platform for the GenZ population to help them excel in the age of AI. The platform works in a Play-Learn and Earn (PLE) model. Within the RedCat Multiverse, the learner (or player) is guided through a four-step process to help them gain mastery over the Power Skills they are trying to develop. The platform also assesses the learner in three levels of recalling what they have learned, being adept and assessment of application of the power skills. The learners earn digital tokens, NFTs and other visible symbols of success as they work through missions and quests. The tokens can be used for recognizing skills and competencies developed along the way to a larger achievement such as an eventual certification, tokens can then be redeemed for other elements of value within RedCat Multiverse such as valuable NFTs, unlocking special content, and even providing access to high-level professionals within the RedCat Multiverse learning ecosystem.

Recruitment Smart
HRTech   Series-A Stage

Recruitment Smart is developer of an online recruitment platform designed to automate screening and sourcing processes in large organizations. The company's platform uses artificial intelligence and integrates with applicant tracking systems that compare candidate attributes such as work experience, skills, and qualifications and compares it to qualitative factors such as length of service, employer noteworthiness, geographical location, and more, enabling recruiters to choose suitable candidates easily. It's key product is "Sniper AI" - It uses machine learning to match CVs and job specifications at blinding speed and with stunning accuracy. Sniper AI integrates with most applicant tracking systems and is perfect for corporate HR departments and recruitment companies.

WAT
Re-commerce   Pre-Seed Stage

WAT (We Are Tech) is the Electronics ReCommerce Platform empowering the circular economy by incentivizing individuals and businesses to buy and sell pre-owned or new virtuous items. WAT's mission is to educate people actively reduce and recycle e-waste while promoting and encouraging sustainability. It connects sellers with businesses and individuals to buy refurbished or used electronics with 30 day returns and guided selling. Wat has partnered with local stores to maintain proximity for the buyers acting as a pick up point and can sell their used goods too. The gig economy also creates jobs for repair and delivery. Wat gives rewards via tokens for sustainable actions such as repairing, buying used products, maintenance etc. It gamifies the e-waste reduction by providing circularity badges to the users and scores on different parameters and help in e waste offset similar to carbon offset.

Hel eCrane

Mobility   Pre-Seed Stage

Hel eCrane is a VTOL aircraft that is designed to lift containers of different sizes and for different applications. It has multiple models of aircraft depending on the container size it can carry. M1 - 4 & 6FT, M8 - 8 FT , M10 - 10 FT, M20- 20 FT, M40- 40 FT. The aerial vehicles are being built to be unmanned and automated for nationwide transport. The Hel eCrane uses vertical coaxial propellers above a platform that attaches cargo pods (EAM Hel eCrates). It has a proprietary RENUU Energy technology used on the helicopter. Applications include aerial moving of all standard sized freight containers from harbour to port, and out to truck. shipping freight containers, regionally or nationally military tool to quick establish living quarters, offices and weapons station. It allows flying in of aid relief and supplies without risking lives, wildfire fighting technology, automate firefighting and preparation tasks. It also builds custom containers Hel eCrate which are industry specific fitted with sprinklers, temperature control, refrigeration, power plugs, payment terminal etc.and can also be used as military living quarters.

Terramantra

Financial software   Seed Stage

Terramantra is the developer of a price intelligence platform intended to forecast commodity prices and manage capital to produce consistent returns. The company's price intelligence platform analyzes news and data using artificial intelligence and machine learning technology to identify individual components which influence the price of commodities, enabling commodity traders, industry analysts, and procurement specialists to manage and reduce the economic risk of exposure to commodities. Terramanta reads unstructured data from 160 public data sources, 5K news items daily and 25K topics along with structured data. It is a blend of human and machine which provides forecasts along with the rationales for them combined with human intelligence so that the executives and analysts can make better decisions.

iHealthScreen

Healthtech   Seed Stage

iHealthScreen is the developer of a telemedicine-based HIPAA-compliant software product, iPredict, designed to predict and detect eye-related diseases at an early stage. The company's platform offers vessel caliber and width measurement, retinal image calibration, retinal central light reflex quantification, focal arteriolar narrowing, and artery-vein nicking quantification, which are significant features for the early detection of Diabetes, hypertension and Cardiovascular Heart Disease (CVD) and Stroke, enabling ophthalmologists to analyze retinal pathology and treat eye-related disorders that may arise due to other health parameters and help prevent these diseases and improve the patient's quality of life. It can also screen glaucoma, predict Stroke, Coronary heart diseases etc.

klik

Social Discovery   Pre-Seed Stage

Klik presents itself as a robust social discovery platform that has tailor-made approach for universities, events, and online communities. Klik.links offer customizable interest cards allows users to create distinct profiles for different purposes, making it easier to connect with like-minded individuals. The ability to moderate Subreddits, Discord servers, and Facebook groups adds an extra layer of engagement for users. Klik.Spaces feature offers matching spaces based on various criteria, opens up opportunities for users to discover connections within their communities or even worldwide, spanning a diverse range of interests and goals. Klik A.I. Chat assistance enhances the user experience, providing ice breakers and chat recommendations to facilitate meaningful conversations. Klik's API capabilities with popular platforms like Steam, Spotify, Netflix, Facebook, Reddit, and YouTube allow users to share their activities, enriching the overall networking experience.

Craveworthy

F&B   **Growth Stage**

Craveworthy Brands is a hospitality company that specializes in providing distinctive and captivating brands for food and guest experiences. Acting as an umbrella franchisor, the company acquires and expands various brands, aiming to revitalize existing ones, create new ones, and scale them effectively. While each brand maintains its unique identity, they are all built on a shared cultural foundation within the organization. The Craveworthy portfolio initially consisted of 4 distinctive and scalable brands, but it has since grown to include a total of 7 brands, with 3 established legacy brands and 4 emerging ones. The company was founded through a partnership between Gregg Majewski, a seasoned executive in the franchise restaurant industry, and the new merchant banking division of FG Financial Group. Across the nation, several stores operate under each of their brands, and one of their brands has successfully established ghost kitchens throughout the states.

Unify

Edtech   **Pre-Seed Stage**

Unify is an all-encompassing AI-powered platform that connects universities with international students on a global scale. This innovative platform revolutionizes the way international students access universities worldwide. By mapping out the entire admissions process, it empowers students to explore, compare, match, and apply to various programs, while also receiving personalized guidance tailored to their academic history, professional experience, career aspirations, and study preferences. With Unify, students gain access to an extensive selection of 200+ universities from around the world, offering master's degree programs in business. Universities, in turn, benefit from the platform by showcasing their brand and gaining valuable insights into prospective students. Moreover, they can actively engage with these potential applicants, fostering a stronger connection between the institutions and the students they wish to attract.

Meet Elcey

DeepTech   **Pre-Seed Stage**

Meet Elcey is an AI-powered personal shopper and stylist that offers a seamless user experience. To get started, users simply need to visit www.meetelcey.ai and browse through a selection of style photos, indicating their preferences and dislikes. Leveraging the power of artificial intelligence and ChatGPT, Elcey curates amazing looks tailored to the user's specific size, shape, and budget. This involves scanning through an extensive collection of unique brands, carefully selecting styles that align with the user's preferences. The platform even considers styles worn by influencers who share similarities with the user, ensuring personalized and trendy recommendations. In addition to assisting users in discovering their perfect outfits, Meet Elcey also provides valuable benefits for brands. Through data analysis and insights, brands gain valuable market knowledge and can optimize their marketing strategies with targeted and filtered campaigns. The platform also facilitates brand discovery and offers AI-based product placement, which is beneficial for both brands and influencers.

Aladdin.Life

Marketplace   **Series-A Stage**

Aladdin.Life operates an online retail marketplace platform specifically designed for mobile and broadband services. Through their platform, users can easily compare and select between prepaid and postpaid plans, allowing individual mobile users to optimize their monthly expenses. The company is launching an AI-based virtual assistant that will not only generate revenue for telecom operators, but also revolutionize the shopping experience by making it more rewarding and intelligent. The platform's main goal is to bring together both offline and online stores in key sectors. To acquire customers, the company relies on its existing Telecom marketplace. The revenue generated will be shared with telecom operators, while users will receive 100% value back on their telecom bills every month through Aladdin Reward coins. These coins can be redeemed at various merchants on the shopping platform.

ENTREPRENEURSHIP WORLD CUP 2023
MALAYSIA

Management Committee

GLOBAL ENTREPRENEURSHIP NETWORK

Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

منشآت
monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

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WELCOME TO

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Alumnus: London Business School

A startup can book 30-min complimentary mentoring session with our experts.

CLICK on their picture to book session with them.

Click on [in] to check their Linkedin page.

MEET OUR TEAM

" World Class Team

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