NEWS LETTER

STARTUPSCALE360

ISSUE 16 • SEP 2023

WINNER EDITION

In this newsletter, we featured our groundbreaking achievement at the **Global Entrepreneurship Congress** in Melbourne, StartupScale360 emerged victorious, securing the title of the best **Entrepreneurship World Cup campaign for the United Arab Emirates.** GEC2023 offered a unique opportunity to closely study Melbourne's thriving startup ecosystem, fostering connections and learning from global leaders.

We are thrilled to announce the **The Playroom**, who not only signed a joint project in the Airport City space in Europe but also launched it in Mechelen, Germany demonstrating a commitment to global expansion. Further, unveiling the secrets behind **calculating market size,** a task often considered complex by startups, we unravel the art of simplification.

Last but not the least, our team of experts meticulously **evaluated 12 promising startups** from diverse corners of the world, presenting you with the next wave of innovation.

STARTUPSCALE360 NEWSLETTER

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The world's entrepreneurial landscape is shifting, yet again.

VENUE

19 - 22 SEPTEMBER 2023

CLICK HERE

to listen to Sally Capp,
Lord Mayor of Melbourne

GLOBAL
ENTREPRENEURSHIP
CONGRESS
MELBOURNE 2023
Entrepreneurship
World Cup
UNITED ARAB EMIRATES
and the
WINNER
IS
THE UAE
EWC CAMPAIGN OF THE YEAR
United Arab Emirates
GLOBAL
ENTREPRENEURSHIP
CONGRESS
MELBOURNE 2023

Khaleej Times

FEATURED IN

KHALEEJ TIMES

by Anam Khan Published: Fri 20 Oct 2023, 6:05 PM

EWC CAMPAIGN OF THE YEAR 2022

Click on bar code to read Khaleej Times article

THE PROUD MOMENT

With Jonathan Ortmans, President, Global Entrepreneurship Network; Ana Maria Torres, Director, entrepreneurship World Cup, and Carlos a. Iñigue, Director, GEN Accelerates

'We are honoured to share that the United Arab Emirates was recognized as the Entrepreneurship World Cup's (EWC) Campaigner of the Year at the Global Entrepreneurship Congress (#GEC2023) in Melbourne, Australia on 20 September 2023. This achievement is akin to winning an Oscar Award in the start-up ecosystem for the best actor. This is a great achievement for Startupscale360 FZE as the first time organizer of the EWC in the UAE.' says Swethal Kumar, CEO, Startupscale360.

CLICK HERE to watch the video

The GEN Compass Awards serve as a beacon of acknowledgment for out-standing contributions in the realms of entrepreneurship, policy development, support for investors, and groundbreaking research. These awards pay tribute to both individuals and organizations dedicated to making a significant impact in facilitating the growth and success of entrepreneurs worldwide.

SWETHAL KUMAR, CEO, STARTUPSCALE360 SPEAKING *in 3 panels*

GLOBAL ENTREPRENEURSHIP CONGRESS MELBOURNE 2023

Panel#01

ATTRACTING SCALEUPS

Developing Soft Landing Plans that Work for Entrepreneurial Hubs

CLICK HERE TO WATCH FULL VIDEO

Panel#02

MENTORSHIP EXCELLENCE

Supporting Internationalization Efforts for Scaleups

CLICK HERE TO WATCH FULL VIDEO

Panel#03

ENTREPRENEURSHIP WORLD CUP SUMMIT

Fostering Innovation-Driven Entrepreneurship

CLICK HERE TO WATCH FULL VIDEO

SIGNING CEREMONY

MEMORANDUM OF UNDERSTANDING

CEMENTING THE LONG TERM PARTNERSHIP BETWEEN GLOBAL ENTREPRENEURSHIP NTWORK AND STARTUPSCALE360

The MOU has been signed by Jonathan Ortmans, President, Global Entrepreneurship Network and Swethal Kumar, CEO, Startupscale360, which allows Startupscale360 to run Entrepreneurship World Cup in four countries i.e., the United Arab Emirates, Malaysia, Morocco and Madagascar in 2024.

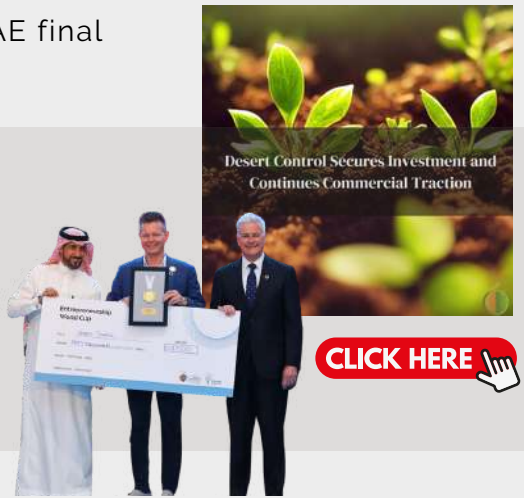
DESERT CONTROL

CASE STUDY: SUCCESS OF DESERT CONTROL

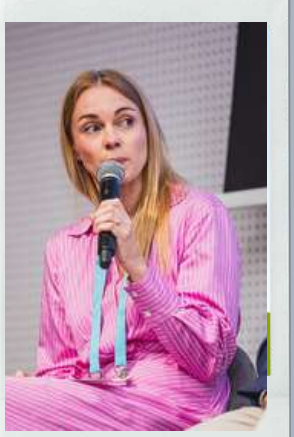
The winner of the Entrepreneurship World Cup UAE final Desert Control raises impressive ~ $6 million.

Desert Control emerged triumphant in the final of the **Entrepreneurship World Cup UAE** and subsequently triumphed in the global final in Riyadh, where it earned recognition as the **top startup in the Environment and Sustainability category.**

The journey didn't end there, as Desert Control received a nomination for the **Best Starter of the Year at GEC2023** in Melbourne at GEN Australia.



DAY-1 OF GEC2023

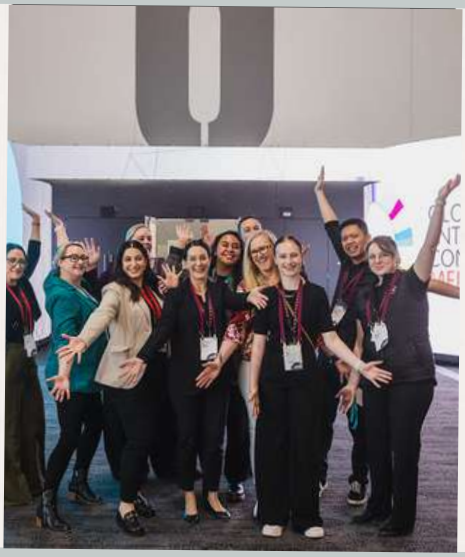


DAY-2 OF GEC2023

AWARD CATEGORIES
Young Change Agents
Young Change Agents
Young Change Agents

GLOBAL ENTREPRENEURSHIP CONGRESS
MELBOURNE 2023

DAY-3 OF GEC2023



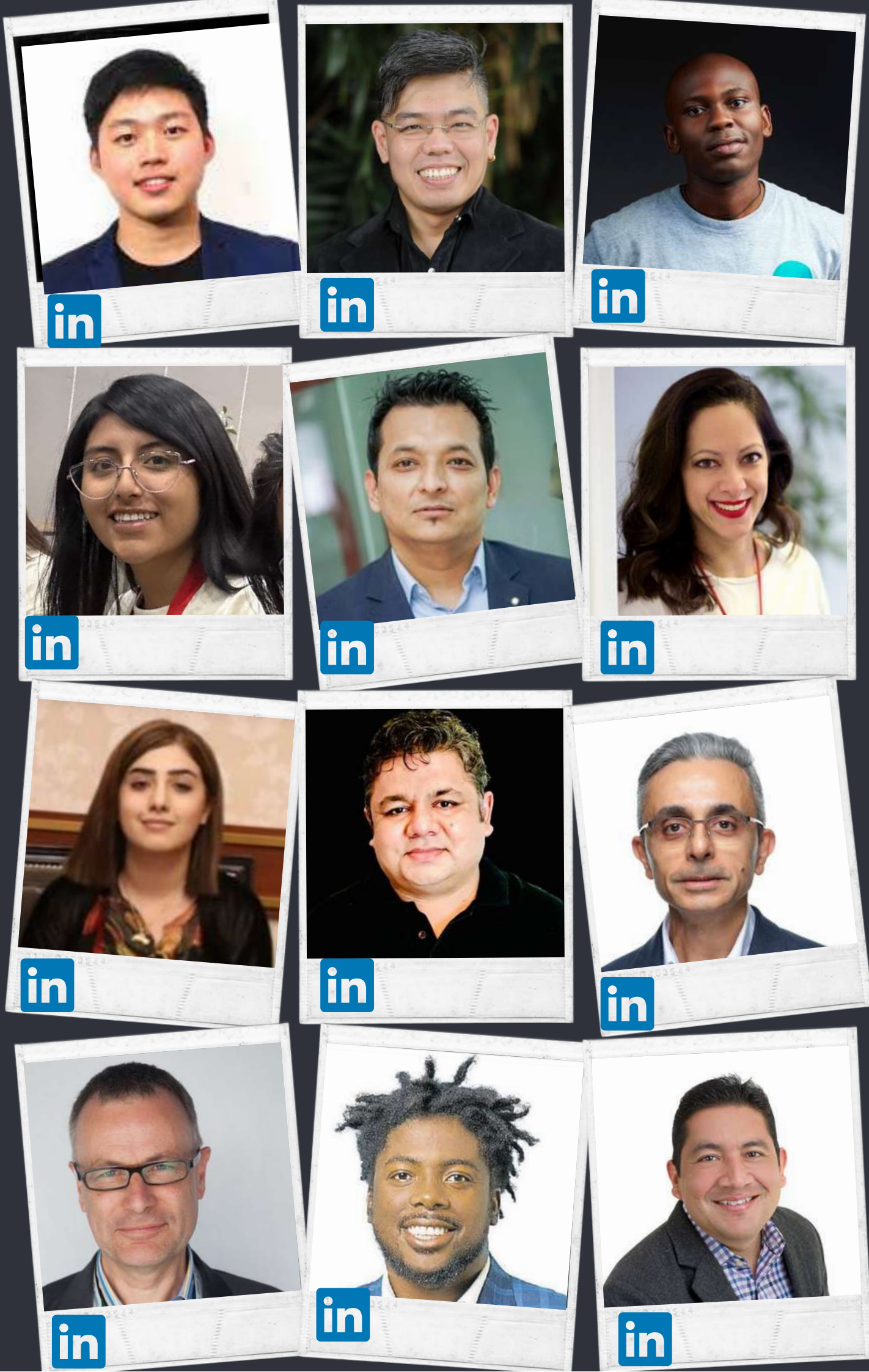
DAY-4 OF GEC2023

MELBOURNE STARTUP ECOSYSTEM

ON THE NEXT PAGE,
CLICK ON in

Melbourne DIARY

MELBOURNE DIARY
INTERNATIONAL



PLAY ROOM

PLAYROOM REPRESENTED AT WORLD AGILITY FORUM

We had the honour to represent PLAYROOM at the World Agility Forum in Portugal's capital, and after doing 2 lightning talks, facilitating 3 workshops and having numerous great conversations with people from across the globe. we are just thrilled by the feedback on our human centred design solutions.

PLAYROOM LAUNCHED IN MECHELEN

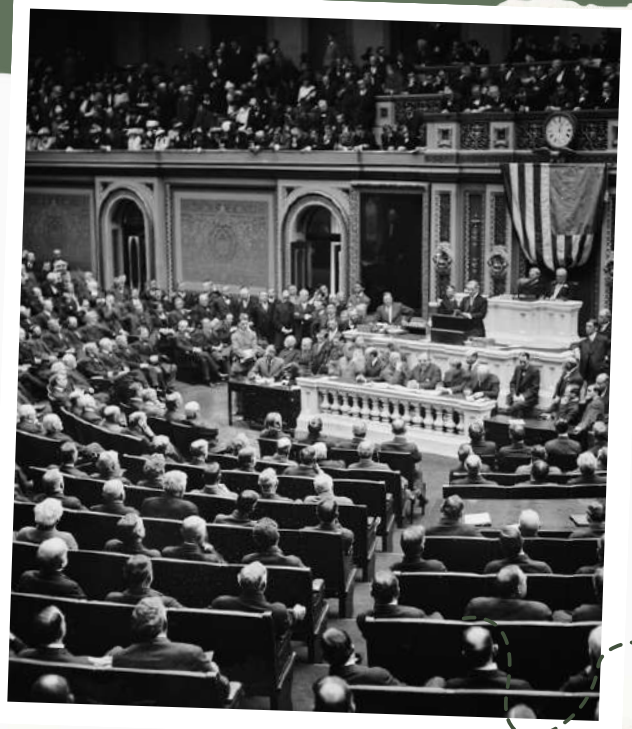
We launched our first Playroom in beautiful Mechelen 🇧🇪 only 30 min from Brussels Airport ✈️ For all of you looking for creative environment filled with cool tools and the latest innovation methodologies for your next workshop near the 🇪🇺 capital do reach out to us, exited to hear from you.

JOINT PROJECT WITH AirportCity SPACE

It is always stunning to see a vision become reality. After more than a year of brainstorming, The PLAYROOM launched the joint project with AirportCity Space, an innovation pop up space that features all 4 process frameworks - Design Thinking, Journey Mapping, Future Thinking, and Sustainable Thinking. CLICK HERE or on the picture to watch the launch video.

CONTACT US to book The Playroom

THE ART OF CALCULATING THE MARKET SIZE



TAM -

Total Addressable Market

TAM represents the total demand for a product or service in a specific market. It's the entire market that a business could potentially serve, assuming there were no constraints or limitations.

Calculation:
It is calculated by multiplying the average cost of the product/service and the total amount of people in the total market.

Three different ways to calculate TAM:

- **Top-Down approach:** Narrow down large market to your specific one.
- **Bottom-Up approach:** Uses first hand market data instead of secondary research, is more reliable upon comparatively to top down approach.
- **Value therapy charged;** based on estimate that how much is the customer willing to pay for your product based on the value they receive from it.

TAM = Potential customer in market
x Average annual spending/customer

SAM -

Serviceable Addressable Market

SAM is a subset of TAM and represents the portion of the market that your business can realistically target with your product or service. It considers factors like geographical location, demographic characteristics, and other segmentation criteria.

- SAM is a part of TAM.
- calculation depends on which method you use to calculate TAM.
- **Illustration**: If top-down approach is used, then you can start your assumption of the population of the UAE, then narrow it down to specific Emirates, say Dubai, where you target your SAM.

SAM = Total Population (or relevant metric) x
Percentage of the Population in Your Target Segment x
Average Annual Spending per Customer in the Segment

SOM -

Servicable Obtainable Market

SOM represents the portion of the market that your business can reasonably capture within a specific timeframe. It takes into account your business's resources, marketing efforts, and competition.

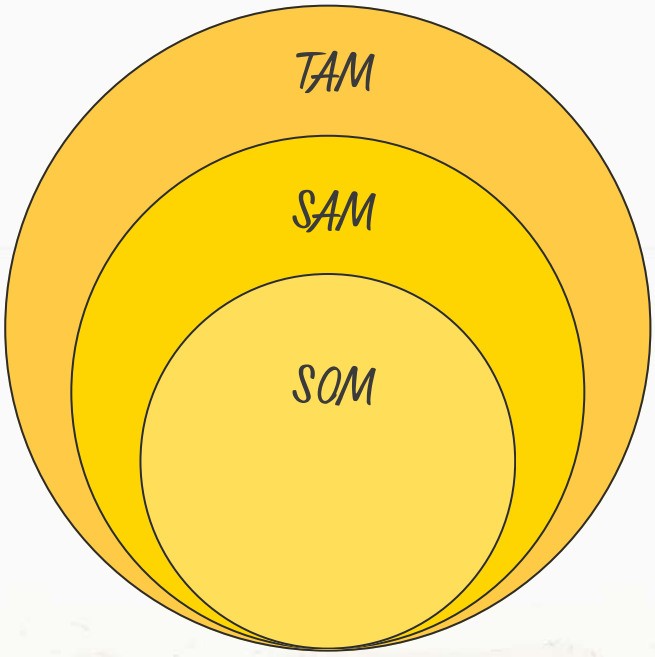
Calculation:

SOM is a segment of SAM.

- **Example**: If previous year revenue is $10M and SAM of $30M,
  - the equation would be 10/30= $0.33 (33%)
  - If the SAM grows to $35M and your share remains the same, then you can forecast your revenue as 33% x $35M = $11.5M

SOM = SAM x Percentage of SAM You Can Realistically Capture

Market size is one of the important criteria for assessing a business. **TAM, SAM, and SOM** are essential for any business strategy and business growth planning. As these criteria shows how important opportunity a particular market holds at every stage of business growth.



About the Author

Aishwarya Rathi

Works as Analsyt under Deal360 platform of Startupscale360 FZE, Aishwarya is responsible for screening all startup deals and performing detailed due diligence. She also leads Entrepreneurship World Cup in the UAE, Malaysia, Madagascar and Morocco, in addition to working with the team with Codelattice360, our venture building platform.

Deal360
STARTUPS DEAL ADVISORY PLATFORM
STARTUPSCALE 360

from our Dealroom

STARTUPS EVALUATED

Linda Lifetech

HealthTech Seed Stage

Linda emerged in response to the alarming static of a new breast cancer diagnosis occurring every 29 seconds worldwide, resulting in approx 600,000 women losing their lives to. this treatable and curable disease each year. Company have developed a software-as-medical-device powered by AI, capable. of determining the presence or absence of abnormalities that may indicate the presence of tumour inn mere 15 seconds. This device is radiation-free, painless, and user friendly. Indeed revolutionising the lives of countless women in Brazil and beyond. Linda's creation is rooted in the analysis of thousands of mammograms, ultrasounds, and biopsies. The company employs thermal contrast to identify potential lesion formations, prioritizing the early recognition of possible injuries.

Pantera

ClimateTech Seed Stage

The wildland fires are accountable for a significant 20% of global CO2 emissions. Additionally, they inflict extensive damage on Earth's biodiversity, pose threats to human health, and are six times costlier to manage after ignition compared to preventive measures. Umgrauemeio has developed a software solution named Pantera 1.5 degrees Celsius to address challenges faced in tackling fires. This software offers a suite of specialized devices designed to support the five key components of fire management, namely monitoring, detection, communication, mobilization, and prevention. It serves as an all-in-one platform for managing wildland fires, encompassing prevention, early detection, and rapid response.

Epsychonline

EdTech Pre-Seed Stage

Epsychonline is a online mental heath and wellness start-up, designed for online use and have a self-paced structured courses specifically on mental health and wellbeing afflictions. Courses are according to different individuals, for better understanding, management and control the affliction, platform provides real time recommendations. Platform provides evidence based solution by targeting mental health and wellbeing issues which can be addressed with online CBT (Cognitive Behavioural Therapy) and CBT approach. Platform also provides solution for issues which can be addressed with online DBT (Dialectical Behaviour Therapy) principle that mainly focuses on emotional and social aspects, developed to help people cope with extreme or unstable emotions and harmful behaviours.

Bion

ClimateTech Seed Stage

Bion leverages scientific principles to develop technological solutions aimed at harnessing the transformative potential of individuals and the circular economy, with the overarching goal of significantly reducing global CO2 emissions. Their approach involves educating consumers, employees, and suppliers on sustainable practices to drive emission reductions. Bion boasts a range of regenerative projects designed to enable individuals to actively contribute to climate crisis solutions. Notably, the AKTY App serves as a reward system that translates climate-friendly actions into tangible benefits for both individuals and the planet. Through the AKTY App, companies and governments can incentivize decarbonization efforts via a secure, transparent, and traceable mechanism.

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B-Influencer

AdTech | Idea/MVP

B-Influencer is a marketing application developed by MC Invest FZCO that has revolutionized the marketing industry. This innovative platform serves as a bridge between marketers, merchants, and influencers, addressing the common challenges faced by businesses when it comes to advertising and gaining widespread visibility. These challenges often result in significant financial expenditures. However, B-Influencer offers an all- in-one solution that is not only already available on the market but also proven effective. For businesses, this application simplifies the process of advertising through influencers and celebrities, enabling them to expand their brand's reach from local to global audiences. On the other hand, influencers benefit from the platform by receiving freebies from brands of their choice and preferred destinations.

Fidelity OTA

TravelTech | Per-Seed Stage

Fidelity OTA stands out as a leading AI-driven travel companion, dedicated to transforming the travel industry through innovation, convenience, and exceptional service. It is reshaping the travel experience and introducing a new way of journeying. This platform seamlessly facilitates bookings for flights, accommodations, and various travel necessities, all thanks to its advanced AI technology. By incorporating a state-of-the-art virtual concierge service, the platform delivers customized travel experiences that cater to the individual requirements and preferences of each customer. Fidelity has introduced a virtual assistant known as ARIA. ARIA offers a range of features, including flight reservations, recommendation assistance, timely reminders, real-time guidance during travel, and feedback collection. The platform extends its services to both the B2B and B2C sectors.

Spryntz

Food Tech | Series-A Stage

Spryntz is leading a transformation in the food aggregator industry by prioritizing the growth and prosperity of restaurants. To accomplish its mission, the platform has made substantial investments in cutting-edge technology, resulting in an intuitive user interface that ensures seamless engagement and overall user satisfaction when using the app. The website framework boasts superior responsiveness, an improved user interface, effortless integration with third-party applications, and numerous other enhancements. Spryntz offers a range of solutions, including Zero Commission, Customer Analytics, Marketing Flexibility, and Rider Management. Spryntz boasts a wide array of features, including vendor access, in-house fleet management, table reservations, voice ordering, dietary options, a 'surprise me' feature, and many other customizable options.

YouSelect

HRTech | Seed Stage

YouSelect serves as a platform that eliminates the barriers between employers and job seekers while streamlining the hiring process for both parties. This innovative employment platform is spearheading a revolution in recruitment through dynamic visual content and AI-powered job matching. The online job market in the UAE is often characterized by its protracted and expensive search for the right candidates and suitable job positions, primarily due to the overwhelming influx of anonymous resumes and similar job openings. The solution offered by platform encompasses Video Pitches, AI-Powered Job Matching and other Comprehensive Solutions

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Stayhopper

HospitalityTech Pre-Seed Stage

StayHopper, introduces innovative concept of micro stay in the UAE. Start-up provides solutions for both end users and businesses. Problems faced by B2C is fixed hotel check in/check out times, Long layover travellers skip hotel rest stops because they're charged for a full day even when they only need a short stay, and expensive hotel rates and booking inflexibility. Solution provided by platform is anytime check-in, Pay only for what you use and choosing hotel rooms by hours, days or months, and customers can use hotel amenities for short time as well. The best benefit the users of Stayhopper will enjoy is the economical rates they have to pay. When a user books a stay with stayhopper he or she will have to pay only for the hours they decide to stay in a chosen hotel.

Huber

Intranet Services Seed Stage

Huber emphasises on flexibility, working from anywhere, knowledge sharing, and measuring work output rather than hours. Now that practically everything that made up a traditional office environment has gone digital like the devices that used to clutter an employee's desk such as telephone, fax machine, printer, calendar, notebook, post-it notes, etc. - have transferred into apps. This led to the creation of this start-up idea of providing multiple workspaces, with collaborative tools and easy access. Huber marketplace is flexible and can be used for any of the hybrid workplace strategies. Marketplace Covers entire gamut Of hybrid Work, which involves network of work spaces, immersive Employee Engagement, and employee wellness and customisation according to each organisation.

Joy Resolve

Electronics marketplace Seed Stage

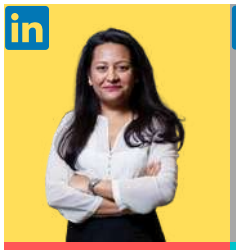
Joy Resolve is an award-winning lifestyle & homeware brand on a mission to enrich life through tangible solutions; without causing unnecessary harm to nature. It make products to last and age gracefully with their community; driven less by cost and more by functionality, craftsmanship, experience, and style. Joy Resolve's brand and product strategy includes short, medium, and long term development including bedside appliances, home beverage appliances, and kitchen/home appliances. Strategy also move towards sustainability by plating one tree per order, recycling faulty units ex-electric coffee grinder was made from recycled plastic and coffee table from recycle coffee grounds.

Rezilens

Cyber Security Seed Stage

Numerous small and medium-sized enterprises often find themselves ill-equipped to deal with cyber threats, rendering them susceptible to various attacks. Market solutions designed to thwart such attacks are not only expensive but also intricate to navigate. In contrast, Rezilens offers an economical and user-friendly solution tailored for SMBs, leveraging cutting-edge AI technology to streamline compliance with both national and international cybersecurity standards. Their integrated platform comprehensively addresses the three fundamental facets of cybersecurity: People, Processes, and Technology.

BOOK COMPLIMENTARY SESSION WITH OUR EXPERTS



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Alumnus: TEXAS

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Alumnus: London Business School

ARNAV RATH
FINTECH & FINANCIAL SERVICES
Organization: YOU GotaGift
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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UAE

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Analyst - Due Diligence
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RIYA CHATTERJEE
Ecosystem Lead
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RADU JITARU
Head of Valuation
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RENE MASSATTI
Head of Playroom
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VIKAS MOHANDAS
Head of Venture Studio
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TAPIWA SENAH
Director of Operation, EWC2023
UAE

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STAY TUNED FOR OUR NEXT ISSUE

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