

# NEWS LETTER

STARTUPSCALE 360

ISSUE 18 • NOV 2023



## EWC IS BACK!

In this newsletter it is with great pride that we announce the launch of the book "**Entrepreneur's Journey**," a collaborative effort graced by the expertise of the Minister of Economy. In tandem with celebrating the written word, we are excited to share the **launch of the Entrepreneurship World Cup**. For the year 2024, we are set to host this prestigious competition in four countries - the UAE, Malaysia, Madagascar, and Morocco.

In this edition, we delve into the **different stages of startup development**, offering insights into the intricate and dynamic process of bringing ideas to fruition. On the forefront of shaping the future workforce, our Playroom initiative continues to harness the power of design thinking to create the **employee of the future**.

In the spirit of global collaboration, our due diligence team has been hard at work **evaluating 12 startup deals** from different corners of the world.

STARTUPSCALE360  
NEWSLETTER

## TABLE OF CONTENTS

Book "Entrepreneur's Journey"	2
EWC 2024 UAE Launched	3
London Business School	3
EWC 2024 Malaysia	4
Announcement at RCEP Tech	4
Stages of Startups	5-7
Playroom-Future Employee	8-9
Dealsroom - 12 startups	11-14
Meet Our Team	15

# ENTREPRENEUR 'S JOURNEY



Swethal Kumar, CEO & Founder of StartupScale360 received honour of being a co-author with Abu Dhabi Department of Economic Development unveiling the book "Entrepreneur's Journey"

He had the honour of Signing copies and handing them to enthusiastic individuals in the queue, which was a remarkable experience.

In the accompanying image, His Excellency Rashed Abdulkarim Al Blooshi, Undersecretary of the Abu Dhabi Department of Economic Development, (ADDED) officially declares the launch of book at Abu Dhabi Finance Week.





# EWFC IS BACK!!!

## Entrepreneurship World Cup 2024

UNITED ARAB EMIRATES





Rawdha AlMeraikhi


Sindiya Ibrahim Saad



### STEERING COMMITTEE

 Rawadha Al Meraikhi, Associate Director of Outreach, MBZ University of AI.

 Sindhya Saad, Head of Entrepreneur support Khalifa Fund for Enterprise Development.

 Dr. Hoda Alkhzaimi, Director of Center for Cybersecurity and Interdisciplinary Studies.

 Artem Kvas, Senior Vice President, Growth & Value Creation, Mubadala.



Professor Hoda Alkhzaimi

Artem Kvas



### KNOWLEDGE PARTNER

London  
Business  
School

Institute of  
Entrepreneurship  
and Private Capital

Mentoring and workshops will be delivered by top professors of one of the world's most prestigious business schools

StartupScale360 is delighted to announce that the prestigious London Business School and its esteemed Institute of Entrepreneurship and Private Capital at London Business School have joined us as the official Knowledge Partner for Entrepreneurship World Cup UAE edition 2024. Semi-finalists and finalists in the UAE finals will get the opportunity to engage with and learn from esteemed professors at the London Business School. It's a moment of pride to collaborate with one of the world's top business schools.

# EWC IS BACK!!!

## Entrepreneurship World Cup 2024

MALAYSIA



### STEERING COMMITTEE

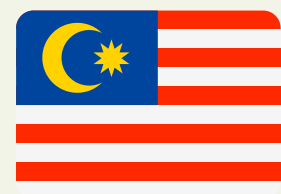
Noor Amy Ismail, COO, Malaysia Venture Capital Management Berhad

Herman Syah Abdul Rahim, CIO, KMP (Kumpulan Modal Perdana Sdn Bhd).



Arsalan (OZ) Ahmed, Chairman, mmob and ex-CEO at HSBC & Alrajhibank.

Karunjit Dhir, Partner, Kuber Ventures, Co-Founder & CEO of SCIKEY & SRKAY Consulting



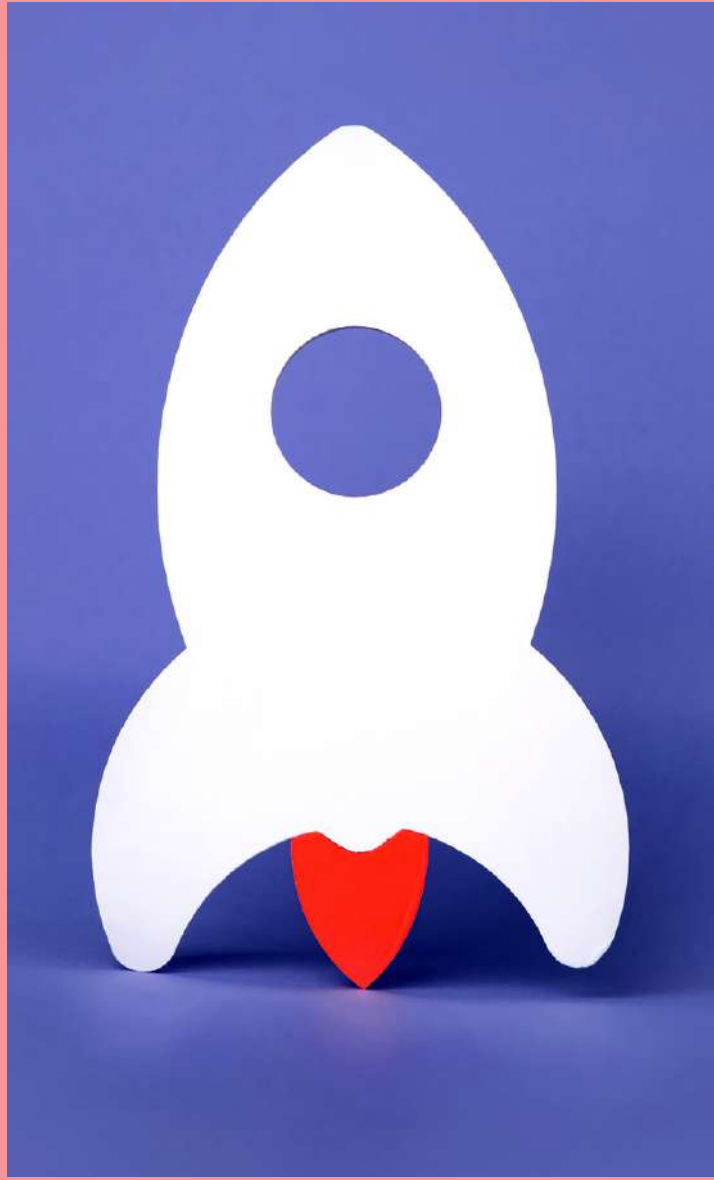
### OFFICIAL LAUNCH



Formally announced the official launch of EWC Malaysia at **RCEP TECH FORUM 2023 - EASTBOUND NEXUS**

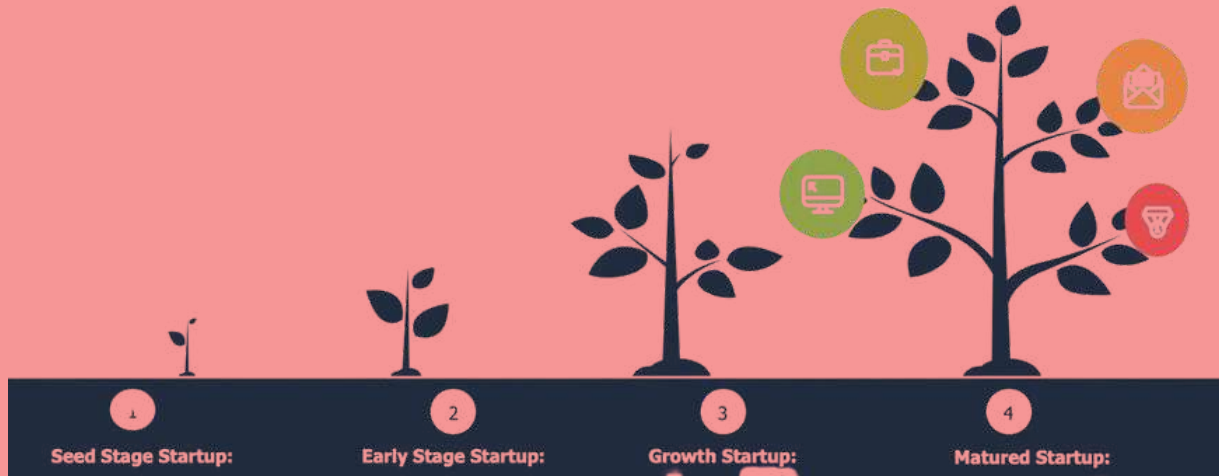
**MEDIA COVERAGE:**

- Entrepreneurship World Cup 2024 - Malaysia Chapter: A platform for national and regional entrepreneurial growth.
- The upcoming Entrepreneurship World Cup 2024 - Malaysia Chapter was introduced, setting the stage for national and regional entrepreneurial growth.
- Entrepreneurship World Cup 2024 - Malaysia Chapter yang akan berlangsung telah diperkenalkan dan ia dijangka akan menjadi penentang kepada pertumbuhan sektor usahawan-niaga serta penggerak serantau.



# Different Stages of Startups

# STAGES OF START-UP



## PRE-SEED STAGE

Stage where start-up is bootstrapped or using friends and family money. This stage involves testing in market, ready prototype, product launch, strategies, financial projections.



Developing partnerships or pipeline for traction

Getting patents or copyrights or certifications for credibility of business

Surveying or testing for customer validation

Typical average round size is up to \$500K.



### BOOTSTRAPPING

Starting a company with little capital, relying on money other than outside investments. Building of company through personal finances

## PRE-SEED

### FRIENDS AND FAMILY

When one has a clear concept but doesn't have much beyond a pitch deck or a demo. Capital in form of loan to grow the business.





## SEED STAGE

Most of the startups generally raise funding at this stage typically from angel investor or crowd funding, have few paying clients and show some early tractions. Round size is usually between \$500K to \$1Mn.



## SERIES C & ABOVE-GROWTH STAGE

Series C and beyond are characterized by increasing levels of maturity and are aimed at scaling operations, expanding market reach, and sustaining the company's growth.

Round size from \$10Mn to \$50Mn can be starting range. Investors for this stage includes Large Venture Capital, Venture Debt, Private Equity, Bank Fund



### ANGEL INVESTOR:

Angel investors expect to take higher ownership positions in the companies they support because their capital is unsecured— have no claim on the company's assets.



### CROWD FUNDING

Raising money from many people to fund a project, new business venture, product launch, or worthy cause. Crowdfunding campaigns are typically conducted online through a fundraising site.

## SERIES-A & B

Series A and B are sign of initial growth stage where startups usually raise significant round of capital that from venture capitalists (VCs) and/or Venture Debt. It usually occurs when the startup has demonstrated potential with its product or service and has achieved certain milestones.



### PRIVATE EQUITY

ownership or interest in an entity that is not publicly listed or traded.



### BANK FUND

Bank funding can also help startups build their credit history and establish a positive relationship with lenders. By taking out a loan from a reputable bank, startups can demonstrate their ability to manage debt and payments.



### VENTURE CAPITAL



A type of financing or private equity that investors provide to start-up, who are believed to have long-term growth potential.

Average round size up to \$2Mn, in some case up to \$5Mn.



### VENTURE DEBT

It is a loan given to start-up which provides liquidity in between equity and funding rounds, usually repaid within 18 months or 2 to 3 years.

## ABOUT THE AUTHOR



Aishwarya Rathi

Works as Analyst under Deal360 platform of StartupScale360, 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.

# PLAY ROOM







Our Innovation Lab Framework using desing thinking principle



## Employer of the Future Series **OBB Brain Tech Event!!!**

Our Partner Rene Massatti presented how to develop and foster an innovation culture that is based on trust and respect?

## ***Design Thinking Approach at FH Burgenland!!!***

Our Playroom team is collaborating with HR leaders to explore the application of human-centered design in enhancing preboarding and onboarding experiences for prospective employees.





# Deal360

STARTUPS DEAL ADVISORY PLATFORM



STARTUPSCALE  360



# from our Dealroom

## STARTUPS EVALUATED

### Copal

FinTech

Series-A Stage



Copal is a fintech company designed to address the challenges faced by Egyptian parents presently. These challenges include difficulties in transferring money to their children, making online purchases, and monitoring their kids' expenses. Copal is essentially a "Friends & Family Money" app that allows children as young as 12, along with their parents, to make cashless transactions. It offers open-looped banking cards, complemented by an AI-powered mobile app. This app includes various monitoring and tracking features to assist parents in overseeing their children's expenditures. On the other hand, for the younger users, the app provides educational and gamification tools, along with financial resources, to foster financial awareness and prepare them to participate in the financial inclusion initiative, contributing to the transition towards a cashless economy.

### Kernel

FinTech

Seed Stage



Located in India and Georgia, Kernel is spearheading a revolution in this transformation by offering solutions for digitizing invoicing and billing, facilitating cash collection from clients, automating accounting processes, and granting access to financial services. The platform empowers businesses to access formal credit by furnishing credit history, credit ratings, and the reliable data required for underwriting. This is made possible through the generation of GST-compliant documentation such as e-way bills, e-invoices, and tax invoices, among others. Furthermore, Kernel not only assists businesses in managing their finances all in one place but also enables them to monitor their financial health with insightful reports. It provides accountants with comprehensive information and simplifies the creation of sales documents.



### CountD

HealthTech

Seed Stage



CountD, a personalized nutrition and fitness platform, empowers users to lead healthier lives by providing expert-designed meal plans, AI-driven insights, and fitness rewards. Combining nutrition, motivation, and accountability seamlessly, CountD allows users to subscribe to receive a customized meal plan based on their goals, such as weight loss, adopting a healthy lifestyle, or building lean muscles. Progress can be tracked by syncing the platform with a compatible watch, and users can earn points by tracking their achievements. These earned points can be redeemed through a network of 300 merchants. Additionally, users can participate in challenges, such as the monthly step challenge, guided by AI coaches for personalized guidance.

### Gamifly

SportsTech

Seed Stage



Approximately 3 billion sports enthusiasts reside in underserved regions, prompting Gamifly to unveil a fully transparent sports metaverse catering to fans and gamers. This innovative platform hosts esports events, featuring a variety of games such as Cricket Fly, Motor Fly, and Baseball Game. Notable features include real-life rewards that can be instantly withdrawn post-contest, 24/7 WhatsApp support in the user's preferred language, and flexible tournaments tailored to user time preferences. Access to the game requires tokens, easily earned through daily bonuses and mission completion rewards. Fans can immerse themselves in various teams, fostering a sense of community and unlocking enticing offers. The platform also boasts a player cards marketplace, where individuals can select and trade cards, each holding both emotional and monetary value.





## Nimo

Augmented Reality

Series-A Stage



Nimo has introduced a groundbreaking solution in the form of a spatial computer, comprising Nimo glasses based on augmented reality and a core that serves as a portable computer. The product's operating system (OS) offers multiple screen workspaces that conveniently fit in your pocket. NimoGPT (gluid partition table), a generative AI embedded in the OS, represents a significant step toward developing deep GenAI for spatial computers. This innovation aims to reduce electronic waste and the physical space required for work. Nimo's products not only enhance the work-from-anywhere experience but also feature high-quality 3D displays and AI integration with the OS to streamline workflows. The AI is actively working to replace traditional input methods such as keyboards and mice. The Nimo platform also offers other innovative products like Neyya, the world's first gesture-based wireless smart ring, the vanguards, and the recently launched Nimo Spatial computers.

## SpeakApp

Social Platform

Pre-Seed Stage



SpeakApp, a social media audio platform designed to foster connections through the intimacy of voice. This platform is specifically tailored for users to freely express their thoughts through a variety of audio content, including stories, podcasts, book/movie reviews, news, motivational speeches, and more. SpeakApp provides a social space that is unrestricted for everyone, including new and diverse content creators, setting it apart from other platforms. It offers features such as voice notes and chat, allowing users to share their thoughts and updates with friends. Often referred to as the "YouTube for audio," SpeakApp serves as a versatile platform usable by homemakers, professionals, podcasters, radio jockeys, introverts, students, and more. Users can create, upload, and listen to diverse content from anywhere and by anyone.



## Ffiat

Blockchain

Seed Stage

Many individuals encounter challenges when it comes to purchasing cryptocurrency. Options like peer-to-peer (P2P) transactions carry high risks due to a lack of regulatory oversight, increased susceptibility to money laundering, and significant price volatility. Another alternative involves entering into contracts with companies, but in many countries, government regulations do not govern the sale of cryptocurrencies by these entities. To address these risky alternatives, Ffiat was developed. This start-up solution is compatible with applications like OKX, an exchange platform for crypto use, and SDK (software development kit). The process involves KYC verification, and payments are made to the platform. When clients make payments, the funds in another currency are converted to USDT through a licensed CIS liquidity source. USDT, a cryptocurrency designed to be pegged to the USD, can be acquired through the Tether platform.

## Streamify

E-Commerce

Seed Stage



Streamify is tailored fit for mid market. The product consists of a live broadcast app which helps in capturing customers through live video shopping, This all leads to transactions to sell products via Live Shopping and Pay-Per-View tickets service that enables a viewer to pay to watch individual events via private telecast, collection of data from first party and shopping interaction helps to schedule meeting and carry giveaways through leads generated which increases engagement. Streamify provides fastest integration with other e-commerce platform such as Shopify, Magneto, Google Merchant, Woo Commerce, W37, etc. Advantage of live shopping is avoiding customers who get lost on their way towards the checkout, by some other products or brands, creating evergreen content that's shoppable and recyclable.





C o n t i n u e . . .

## SuperSourcing

BPO

Series-A Stage



Supersourcing, is platform which can be used to bridge gap between organisations and IT talent. It helps to connect organizations with verified IT agencies (B2B) and individuals (B2C), and eliminating the issue of slow process of hiring. Platform have their own way to check credibility of agencies and individuals before adding their data to platform. Clients have easy process and can go through digital resumes of candidates which includes all the details like work experience, introduction, test score from the best programming platform, and their roles in past projects. Supersourcing is also involved with after process which includes time sheets and performance reviews. Supersourcing is applying 3T framework which includes talent, technology, and trust as the base of business. Platform have two types of hiring like contract hiring focused in India, whereas long term hiring focused for USA. This helps tech companies build their engineering team in India.

## Dynamox

IoT

Growth Stage



Dynamox is both hardware and software manufacturer. The platform provides the DMA (Decision Making Assistant) panel which represents summary of conditions of each registered spot, ranked by severity with technical reports and asset condition severity alerts. Few of the services includes: Physical installation of sensors and gateways, Dynasens to evaluate health of device, Integration of data from platform provide with customer tools like SAP, ERP, etc, monitoring and remote service which combines wireless vibrations and temperature sensing with data analysis and interpretation, generating alerts and reports, Dr. Predict which is automated diagnoses highlights machines with possible failures with severity indicators, increasing the assertiveness of the technical analysis. Third party sensors can also be integrated with the platform.



## Be Barter

Marketplace

MVP Stage



Numerous businesses face failure as a result of inadequate access to funds. Moreover, there is a considerable population of freelancers and digital influencers actively seeking opportunities to generate income. To address the needs of both groups, Be Barter offers a modern solution by reimagining the ancient barter system used in business transactions. This innovation involves the establishment of a cashless exchange system where two businesses can directly trade goods and services without involving traditional currency. This approach allows all businesses involved to collectively thrive, creating a mutually beneficial situation for all parties.

## Nkwa

FinTech

Pre-Seed Stage

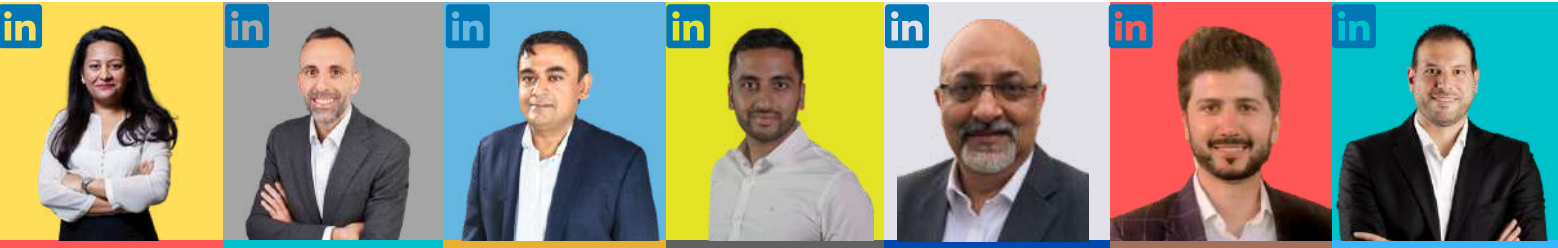


Nkwa has introduced a simplified savings solution tailored for French-speaking Africans. The platform offers a digital savings account that enables individuals to save money either independently or with friends, aligning with their specific savings goals. Additionally, the platform offers a range of savings-related products to assist users in achieving their financial targets. Users, who demonstrate commitment to their goals, can earn a competitive interest rate on their savings. Furthermore, Nkwa makes saving an enjoyable experience by providing up to 5% cashback on airtime and data purchases. The platform serves as a comprehensive solution for those seeking to save time, effort, and money while making sound financial decisions. Nkwa boasts a state-of-the-art mobile app that fosters disciplined savings for a diverse range of individuals, including small business owners, university students, and wage earners throughout Africa.





# BOOK COMPLIMENTARY SESSION WITH OUR EXPERTS



<b>SHIRIN PATWA</b> HR TECH AND GOVERNANCE	<b>HAZEM AL SAWAF</b> MARKETING & BRAND MANAGEMENT	<b>RAJAN MOHINDRA</b> GROWTH HACKER & FUNDING	<b>NAUSHAD OOMER</b> STRATEGY AND GROWTH	<b>SONAM SAHAI</b> TRANSFORMATIONAL LEADER & GROWTH	<b>MUHAMMAD AKBAR</b> STRATEGY AND GROWTH	<b>AHMED SHAWKY</b> CORPORATE GOVERNANCE
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Organization <b>ACWA POWER</b> Alumnus <b>London Business School</b>	Organization <b>الهيئة العامة للغذاء والدواء DEPARTMENT OF HEALTH AND TOURISM</b> Alumnus <b>London Business School</b>	Organization <b>DYNASPEDE</b> Alumnus <b>London Business School</b> <b>Harvard Business School</b>	Organization <b>hyperloop</b> Alumnus <b>TEXAS</b>	Organization <b>RAKBANK</b> Alumnus <b>London Business School</b>	Organization <b>LYXOR</b> Alumnus <b>London Business School</b> <b>LSE</b>	Organization <b>UP</b> Alumnus <b>London Business School</b> <b>Durham University</b>
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<b>YEVGENY BEBNEV</b> CAPITAL MARKET, CRYPTOCURRENCY	<b>AKSHAY SINGH</b> DIGITAL HEALTH	<b>ARIZ RIZVI</b> BUSINESS DEVELOPMENT PROPTech SPECIALIST	<b>ARNAV RATH</b> FINTECH & FINANCIAL SERVICES
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Organization <b>BLOCKSTONE CAPITAL</b> Alumnus <b>London Business School</b>	Organization <b>IBM</b> Alumnus <b>London Business School</b>	Organization <b>Property</b> Alumnus <b>London Business School</b>	Organization <b>YOU Got a Gift</b> Alumnus <b>London Business School</b>
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← 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 ”



<b>SWETHAL KUMAR</b> Founder & CEO UAE	<b>AISHWARYA RATHI</b> Analyst - Due Diligence India	<b>RIYA CHATTERJEE</b> Ecosystem Lead India	<b>RADU JITARU</b> Head of Valuation Romania
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<b>RENE MASSATTI</b> Head of Playroom Austria	<b>VIKAS MOHANDAS</b> Head of Venture Studio UAE	<b>KAVISHA GOEL</b> CFO360 Lead India	<b>TAPIWA SENAH</b> Director of Operation, EWC2023 UAE
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# THANK YOU FOR READING!

STAY TUNED FOR OUR NEXT ISSUE



Visit  
[startupscale360](https://startupscale360.com)  
website



Contact:  
Swethal Kumar  
founder & CEO