E TTER ISSUE 19 • DEC 2023





As we usher in a new year, we are excited to bring you the latest and achievements from the entrepreneurship, innovation, and global sustainability. In this editor's letter, we would like to provide you with a glimpse of some of the remarkable stories and milestones.

At COP28, we had the honor of addressing the Mobility Futures Forum. Vector Globe secured a coveted position in the Innovator Category at COP28. We bring you news of the launch of the Entrepreneurship World Cup UAE, and featured Malaysia and Madagascar. We shed spotlight on Future100 where 9 out of the 100 recipients of this prestigious award were part of Entrepreneurship World Cup 2022. We invite you to delve into an insightful article on Tamil Nadu, which has emerged as the SaaS capital of India.

Thank you for being part of our journey, and we wish you a prosperous and innovative year ahead!

STARTUPS CALE 360 NEWSLETTER

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COP 28 UAE



MOBILITY FUTURES FORUM





Our CEO and Founder Swethal Kumar recently had the honour of speaking at the Mobility Futures Forum, a collaborative effort by GEN UK, Start-up Planet, and the University of Birmingham Dubai held during COP28 UAE. This event, a part of COP28, underscores our dedication to addressing Climate change impact within the Mobility domain. Serving as an angel investor in clean mobility, he advocates strongly for carbon neutrality.

The panel, moderated by Marc Ortmans of GEN UK featured Dr Mona A Meyer and him sharing insights from the UAE and Swiss start-up ecosystems. He delved into the mobility sector, discussing our involvement in organizing the Entrepreneurship World Cup UAE and our support for Clean Tech and sustainability start-ups.

VECTOR GLOBE'S SUCCESS IN COP28



COP28, which concluded in month of December, marking a significant milestone for VectorGlobe. The company's accomplishments during those days reached unprecedented heights. VectorGlobe secured a position in the Innovator Category at COP28, and selected to showcase at the Start-up Village, where only 72 global companies were handpicked by COP28 team.



Startupscale360 played a vital role in formulating a robust climate change strategy of Vector Globe while collaborating with the cofounders Amjad Khan and Eric Wilson.



We are delighted to share that we have effectively integrated a Carbon Management layer, offering carbon credits for the purpose of offsetting or insetting in the upcoming phase.

Although VectorGlobe is not a newcomer to the market, having been in existence for last 4 years and closed seed round of nearly \$1 Million, its achievements are truly remarkable.





VEHICLE MOVEMENTS

OPTIMIZED







EQUIVALENT TO





ENTREPRENEURSHIP WORLD CUP 2024: THE UAE FINAL

ANNOUNCING PARTNERSHIP WITH FOUNDER INSTITUTE

Accelerator bootcamps include:

- Bootcamp 1 for Idea and Early stage
- Bootcamp 2 for Growth stage

Expert Sessions include:

- Session 1 for Idea and Early stage
- Session 2 for Growth stage

ACCELERATOR PARTNER





TESTIMONIAL

EWC 2022 WINNER:





to tune in to the insights from the winner of the (EWC)

Entrepreneurship World Cup UAE 2022 Final - Ole Kristian Sivertsen, CEO of Desert Control.

Kudos to Atle Idland and Elham Afrand who were part of then Desert Control team.

OFFICIAL LAUNCH OF EWC2024 UAE

Startupscale 360 and Founder Institute GCC jointly held its first social event in December at Bite Me, DIFC, where they officially announced the opening of applications for EWC UAE 2024.





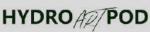
























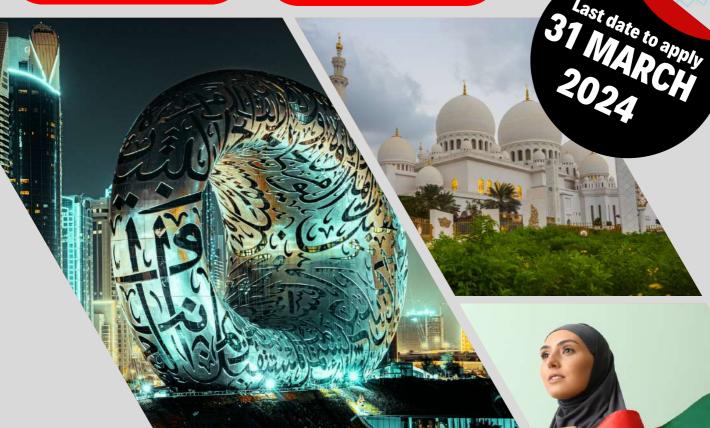
Apply for

ENTREPRENEURSHIP WORLD CUP 2024

Entrepreneurship World Cup 2024



No Equity Dilution



The UAE Final on JUNE 2024

Also, get a chance to compete at Entrepreneurship World Cup global final in Riyadh in Novemeber 2024 and participate in Global Entrepreneurship Congress in Indiana, USA in March 2025.

Global Cash Prize in Riyadh up to:

\$ 1Million

Global Perks in Riyadh up to

\$100,000

Click on "Apply now" to participate

To check the competition rule

APPLY NOW N



Entrepreneurship World Cup is a global competition organized by Global Entrepreneurship Network, and funded by Misk Foundation, Saudi Arabia.

Who can apply?

- Idea Stage
- All Sectors
- ✓ Early Stage
- ✓ Tech and nontech startups
- ✓ Open for the UAE Startups

Growth Stage

Contact Us

swethal@startupscale360.com or riya@startupscale360.com Mobile: +971-52-9442277

EWC MALAYSIA

STEERING COMMITTEE MEMBER- NOOR AMY ISMAIL





In her discourse on shaping venture capital policies in collaboration with the government, Noor Amy Ismail emphasizes the significance of diversity. Her resounding message to aspiring women entrepreneurs resonates with a call to persevere –

INTERVIEW OF NOOR AMY

Noor Amy Ismail, our Steering committee member for EWC Malaysia 2024 gave an interview, as she articulates the pivotal role of the government in fostering the startup ecosystem in Malaysia. Noor, in her capacity as the Chief Operating Officer of Malaysia Venture Capital Management Berhad (Mavcap), the preminent venture capital fund in Malaysia with the backing of the Minister of Finance, elucidates on creating economic avenues for women in the country. Notably, she underscores Mavcap's commitment to gender balance, boasting a board and staff composition of 50:50.

"Keep Hustling"



For all the ambitious female entrepreneurs in Malaysia, the application window for Entrepreneurship World Cup 2024 is now open. Visit www.entrepreneurshipworldcup.com

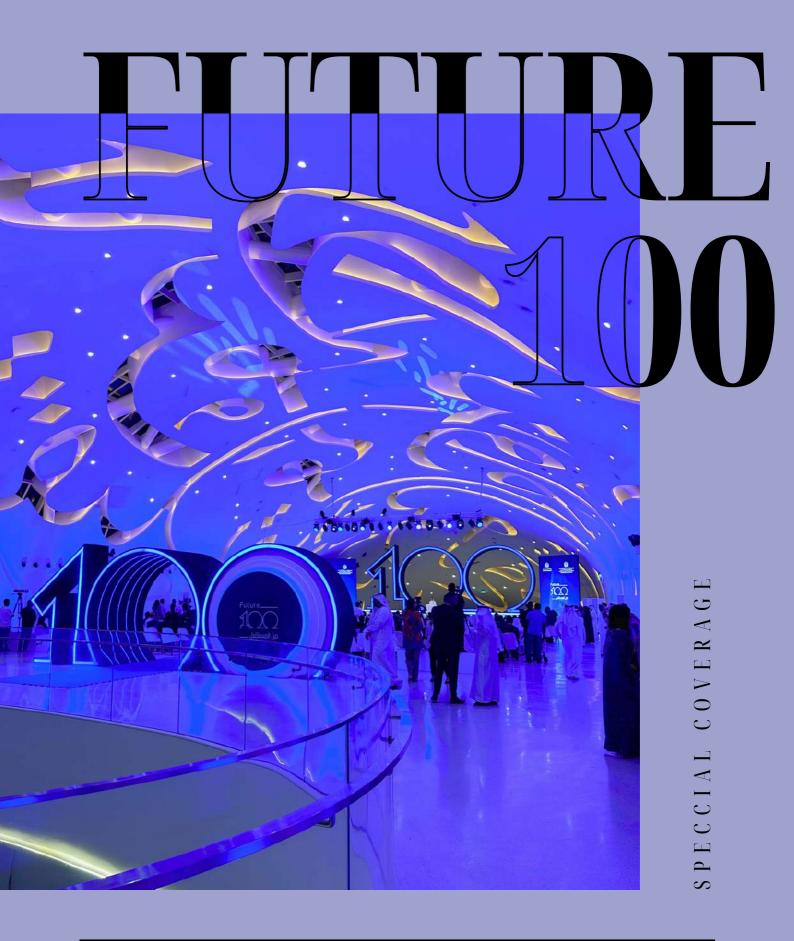




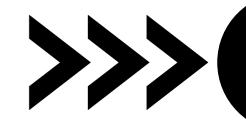
Starupscale360 is entering the African market in collaboration with Jeune Chambre Internationale Iarivo and Fliptin to co-organize the Entrepreneurship World Cup in Madagascar

The Entrepreneurship World Cup is more than just a competition; it's a golden opportunity to showcase your innovative ideas on a global stage.

We also welcome partnerships and sponsorships from global companies and scale-ups looking to tap into the Madagascar market through the Entrepreneurship World Cup.



FUTURE 100 AWARD CEREMONY UPDATE





Desert Control's unstoppable journey continues!

Startupscale 360 is proud to announce that after clinching the title of Entrepreneurship World Cup UAE 2022, winning the Globalfinal of EWC 2022 in Riyadh under Best "Sustainability and Environment", and nominating in Global Entrepreneurship Congress in Melbourne under "Best starter of the year", Desert Control has been chosen as one of the 'future 100 startups of the UAE by the Ministry Of Economy, UAE, Truly a testament of Ole Kristian Sivertsen, CEO of Dessert Control.





EWC CONTRIBUTION TO FUTURE100





















The Future 100, was held at Museum of the Future, also recognizes remarkable startups like jalebi.io (Techstars '22) Distichain baraka (YC S21) Circa Biotech MANHAT Nabta Health Nadeera and Verofax who made waves in the EWC UAE 2022. Special thanks Jana Elkova and the Ministry of Economy team for organizing this outstanding event.

FULUE

FU

Picture, also includes startup Zywa (YC W22), another futurist startups, from the UAE. Shout out to Nuha Hashem and Alok Kumar. We love the energy of these young founders.

Heartiest congratulations to other familiar founders of arabee CarbonSifr Doctoori Connect eFunder.ai Foloosi FortyGuard KLAIM.AI keyper P4ML Prognica Labs Pure Harvest Smart Farms Revent Sarwa ثروة Wellx and Xare, who made to Future 100.

The application for Entrepreneurship World Cup 2024 (Ewc2024) UAE final is open now. Join us in making a positive impact on the UAE economy. Besides being the world's largest startup competition, it's worth noting that Desert Control secured \$10 million in funding and significant contracts in the US and MENA region post their EWC victory. A compelling reason for the UAE startups to apply!





"TAMIL NADU" SAAS CAPITAL OF INDIA

SOFTWARE-AS-A-SERVICE

In recent years, Tamil Nadu, in India, has emerged as a powerhouse in the Indian tech industry, particularly in the field of Software as a Service (SaaS). This southern state, known for its rich cultural heritage and historical significance, has rapidly transformed into the SaaS capital of India. Several factors contribute to this remarkable growth, making Tamil Nadu a hub for SaaS innovation and entrepreneurship. In this article, we will delve into why Tamil Nadu has earned this prestigious title.



Software as a service (SaaS) is a software-delivery method that allows end users to access and use applications remotely using their internet browsers. SaaS solutions are cloud-based online applications, also called as web-based software, hosted software, or on-demand software. Instead of selling customers an application's physical disc or a digital download to install and run from their own device, third-party SaaS vendors lease the application through a web browser. Users can log in remotely and use an application's complete feature set without maintaining hardware, managing data, or downloading and installing updates.



93% of SaaS founders are positive that their revenues will increase in the next 12 months. SaaS offerings in India are moving up the market with more enterprises adding subscription-based offerings to their core product lines. As a result, the SaaS industry in India is expected to skyrocket to fourfold its present magnitude, touching \$50 billion in Annual Recurring Revenue (ARR) by 2030.

WHY SAAS?



Enablement to reach both B2B and B2C:

It can cater to customers across the globe and it empowers entrepreneurs to target both B2B and B2C.



Scalability:

Easy to scale with a focus on customer acquisition and engagement



CAC is dipping:

Due to new marketing channels and better sales tools, business can now reach out to their audience at a fraction of the cost.

Digitisation and pandemic caused a aggressive upward shift for SaaS sector. Motilal Oswal report, the Indian SaaS ecosystem is projected to increase its global share by 4-5%, translating to a \$50-70 billion revenue opportunity by year 2030.

EDUCATIONAL INSTITUITIONS



Tamil Nadu boasts a plethora of prestigious educational institutions, including the Indian Institutes of Technology (IITs), the

Indian Institutes of Management (IIMs), and numerous engineering colleges. These institutions provide a strong foundation in technology and entrepreneurship, producing a talent pool of highly skilled engineers, developers, and business professionals. The state's educational infrastructure plays a pivotal role in nurturing SaaS startups and fostering a culture of innovation.

CHENNAI: A THRIVING IT HUB



Chennai, the capital city of Tamil Nadu, has established itself as a thriving IT hub. It is home to numerous IT parks and tech In-

cubators, providing a conducive environment for SaaS companies to flourish. The presence of major IT giants like TCS, Cognizant, and Infosys in Chennai has not only attracted talent but also created a fertile ground for startups to access mentorship, resources, and a global network.

GOVERNMENT INITIATIVES



The Tamil Nadu government has recognized the potential of the SaaS industry and has taken proactive steps to

support its growth. Initiatives like the Tamil Nadu SaaS which offers incentives, subsidies. and Policy, infrastructure support to SaaS startups, have played a pivotal role in fostering innovation. The government's commitment creating a favorable business environment has encouraged entrepreneurs to set up shop in Tamil Nadu.

SAAS SUCCESS STORIES



Tamil Nadu is home to several SaaS success stories that have paved the way for others. Companies like Zoho Corporation,

Freshworks, and Chargebee have not only achieved global recognition but have also inspired a new generation of entrepreneurs. These success stories demonstrate that a strong foundation, innovation, and perseverance can lead to global SaaS prominence.





CONCLUSION

Tamil Nadu offers the largest pool of technically qualified professionals in the country as it is home for many prestigious educational institutions. The annual intake of 573 engineering colleges at undergraduate level is 260,000, out of which around 37% (90K students) specialise in IT, Computer Science, Electronics & Telecommunication, these also helps in building up SaaS ecosystem.

Government of Tamil Nadu is aggressively promoting start-ups, The Government of India has already initiated few projects such as 'MeghRaj' for accelerating service delivery. To further promote the sector, government also launched the National Policy on Software Products (NPSP) in 2019. NPSP and the various programmes under it have proved to be instrumental in the growth of the SaaS sector. Indian Software Product Registry (ISPR), under NPSP, has aided in creation of Indian Software Product Companies (ISPC) to bring all software products at one single platform, supporting companies to register and gain access to the Government eMarketplace (GeM).

Tamil Nadu's transformation into the SaaS capital of India is a testament to its commitment to nurturing innovation and entrepreneurship. Its strong educational institutions, thriving IT hub in Chennai, government support, access to capital, success stories, vibrant startup ecosystem, and high quality of life make it a compelling choice for SaaS companies looking to thrive in the Indian tech landscape. As the state continues to evolve and support the SaaS industry, it is poised to maintain its status as the go-to destination for SaaS innovation in India.

REMARKABLE MILESTONE



KITCHENOMIKS SUCCESS!

Startupscale360 is celebrating a remarkable milestone with KitchenomiKs! For a year now, our company collaborated with Aankush Bhatia, Shrikanth Shenoy and Aju Samuel witnessing Oman's fastest-growing cloudkitchen startup exceeding investor's expectations.

Congratulations to the team on successfully closing the Preseries A round – proud to be part of this extraordinary journey!

"KitchenomiKs has seen exponential growth since its inception in 2022. Core business model focuses on three aspects: creating our own brands, promoting other known brands, and empowering homegrown brands. We are excited to take this strategy across the borders, starting with the KSA market," says Aankush Bhatia, founder and CEO of KitchenomiKs.

KitchenomiKs on a mission to fulfil cravings by enabling food delivery, making food accessible and deliverable by leveraging technology as well as the food delivery ecosystem. KitchenomiKs is a food-tech company providing fully managed Cloud kitchen services, enabling F&B brands and restaurants to reach more customers.

It has raised a total of \$3.5 million in Seed and pre-Series A funding to drive its regional expansion plans. The latest \$1.8 million Pre-Series A round from prominent Omani and regional investors brings KitchenomiKs' total funding to date to \$3.5 million.



India's largest startup beach festival organized by Kerala Startup Mission, India.

Our CEO and Founder Mr. Swethal Kumar attended India's largest start-up beach festival organised by Kerala Start-up Mission, where he had an excellent meeting with Susanth Kurunthil, CEO of Infoparks Kerala. It was a pleasure to hear his vision of constructing seven pillars to foster a vibrant ecosystem. Several of these pillars align with the goals of Startupscale360 FZE and complement our initiatives in building a robust startup ecosystem.







PLAYROOM

OUR LATEST ESCAPADE

The Playroom team conducted a Workshop at **Vienna Airport Conference & Innovation Centre** and generated valuable ideas for Austria's largest federal state, using the structured IMPACT process.

IMPACT is also the name of our newest process of our PLAYROOM Essential series that will be available as of January 2024.











The Playroom team discussed Developing and fostering an innovation culture that is based on trust and respect topic at **ÖBB Train Tech event** Arbeitgeber:in der Zukunft with Dieter Karner, Renate Bliedung, Wolfgang Sulzgruber, Helga Pattart-Drexler, M.A. the event was open and constructive.





DEGISSORY PLATFORM





from our Dealroom

STARTUPS EVALUATED

HydroArtPod

Sustainability

Seed Stage



HYDRO AD POD

HydroArtPod, solution provided which is trying to fill gap between commercial vertical and container farms and hobby products. This platform allows every person to be able to feed themselves healthy food, also helps people to harvest at home with overall 30+ varieties of plants and 30 plant capacity for continuous cycle, and when compared to traditional ways it is 3 times fast growing and uses 90% less water along with full automation for 365 days. Platform provide services such as hydroponic growing system, automatic integration with sensors to check light, water, fertilizer, etc. Application also have unique plant support, integrated water reservoir, ambient light, smart sensors, and grow lights. The smart growing assistant is very easy to use and fully automated along with wall-mounted plants. Application monitors health of plants, water, and nutrition. Hence, producing a sustainable way, healthy eating decision, and chemical free food.

UNQ

HealthCare

Pre-Seed Stage



UNQ has developed a cutting-edge platform that leverages artificial intelligence to efficiently manage queues. This innovative solution empowers doctors to seamlessly oversee their practice using a singular smartphone, transforming it into a sophisticated kiosk that significantly enhances the overall patient experience. The online booking system is accompanied by meticulous protocols designed to minimize physical interactions with others. Patients can remotely monitor their position in the queue, receiving a detailed SMS notification containing a link. By clicking on the link, they gain access to real-time information regarding their queue placement and appointment time. Furthermore, an interactive map display aids users in navigating the route to the clinic, providing estimates for travel time.



Adenium

HRTech

MVP Stage



ADENIUM

Adenium is pioneering the development of a distinctive I3 engine, encompassing insight, impact, and influence. This cutting-edge engine facilitates real-time 360 feedback, thereby ushering in groundbreaking outcomes for clients and companies alike. This revolutionary solution tailors its approach to individual leadership and organizational contexts. For companies, the solution centers on focusing and expediting leadership development to curtail turnover rates, enhance engagement levels, and optimize overall business outcomes. Conversely, for individual leaders, the platform empowers them to make confident and swift decisions, fostering heightened clarity that translates into superior outcomes for both individuals and their teams.

Digital Wisers

HRTech

Pre-Seed Stage



DigitalWisers emerges as a dedicated platform for community-driven recruitment, introducing distinctive digital enclaves named 'Bloks' for job matching purposes. These Bloks, managed by individuals or legal entities, are curated by community leaders, industry experts, or professionals endowed with robust networks, and may also be managed by specialized institutions and organizations within their respective industries. Blok owners and companies leverage Bloks to tap into an extensive network of experts with authentic connections to premier candidates globally. Companies can also post jobs with or without remuneration, and avail additional services such as referrals, interviews, and assessments from Blok Owners.





Continue...

ChargeMOD

Mobility

Seed Stage





Charge MOD leads the way in shaping the future of sustainable transportation, offering charging solutions for various settings such as workplaces, residences, parking areas, and utilities. Their products are known for their speed, reliability, and convenience for electric vehicle owners. With their proprietary Central Management System (CMS), Charge MOD enables remote monitoring and management of charging stations. The startup's mission goes beyond addressing individual charging needs; it involves building a comprehensive charging ecosystem that empowers individuals to set up charging stations and generate revenue. Charge MOD handles the entire process, from designing and manufacturing products to deployment. Charge MOD extends its offerings to business partners by providing its blackbox charger and complete charging station management software module.

Umma.Finance

FinTech

Pre-Seed Stage



Umma Finance make use of Islamic finance principles, stable coins governed by smart contracts and to use decentralized potential in order to make financial system cheaper, faster, and more inclusive, a platform that believes in risk sharing financial institution and a sound money standard like bitcoin. Their investment provides pure profit sharing and no interest, easy to use with web2 sign-in experience, secure and transparent, and highly liquid as multiple options available by withdrawing capital through exiting position. Umma protects rights of investors in both on-chain and off-chain transaction, but it also yield opportunities beyond on-chain by investing in previous exclusive deals along with investment funds, which leads to participation in interest free profit sharing. The role of Umma is to facilitate investment process through a cycle which involves initial screening, due diligence, structuring, and monitoring.





Urent

Mobility

Seed Stage



Urent, the first Airbnb of Mobility platform. It is an innovative approach for redefining mobility in tech space and revolutionising traditional vehicle rental businesses by shifting it online and it also helps the hosts and renters direct connection. A marketplace which allows users to list their options like cars, yachts, motorcycle, chauffer service, water activities, helicopter service, etc for monetisation purpose and renters. Urent is very similar to Airbnb, except that its focus is towards everything in mobility. Platform helps renters to connect directly with the hosts of vehicle in a seamless, cashless, and user-friendly way. It also enables hosts to set their own terms and rules like limit, pricing, and availability of their fleets. Platform also have a feature of in-app chat where renters can interact with hosts and also enjoy navigating through wide range of vehicles and watercraft.

Cleanster

PropTech

Seed Stage



Cleanster.com, formerly known as Tidy App and an award-winning platform catering to property owners and short-term property rentals, stands out as a pioneering cleaning service platform. It offers a user-friendly experience, allowing clients to effortlessly book professional cleaners for various properties, including buildings, homes, vacation homes, and short-term rentals. The estimated costs for these services can be determined by selecting a date and opting for insurance, all of which is streamlined through an automated process. Clients have the convenience of reviewing the vetting and background check processes available on the platform. The app even enables users to leave voice messages and send videos, coupled with automated calendar syncing services.

Cleanster.com



Continue...

Blockskillo

EdTech

Pre-Seed Stage





Blockskillo, a EdTech platform which involves blockchain in the education sector. The tech used alters the way students and teachers collaborate and manage academic records, more transparency, and accountability, this helps to replace the traditional ways of learning and teaching with distributed ledger of blockchain, Al, ML. This platform also provides courses to make users understand the importance of tech and its usage and the use of this technology meets the growing global needs for decentralization and can be applied across domains. The skill tokens is helpful for both students and managers. As for students the token earned for skills can be used for discounts on other courses and is transferable, this tokens depends on level of competency and proficiency in skills. Whereas for managers it can be used for hiring purposes as they will get to view the tokens earned by pass outs and can hire according to skill required.

AAKRI

CleanTech

Pre-Seed Stage



A4 Mercantiles Pvt Ltd, better known by its product AAKRI, is a technology solution to resolve India's concern with respect to waste management by streamlining all the process through a mobile app, Currently following door to-door collection due to app booking. AAKRI. have recently came up with model where it pays customer for the scrap it purchases on the basis of its material, according to the slot mentioned by customer, and then its team involved segregates the materials according to grade or level-wise segregation and then supply that scrap to different recycling industries depending on material. They have categorise markets into individuals customers, bulk waste generator, and India's recycling marketplace. The application was specifically made to address all the waste related issues faced by society and environment.



MicroAvia

Mobility

Series-A Stage



MICROAVIA

Microavia designs aerial robotic platforms, inflight electronics, and flight management software. It have unique value proposition by providing a full-cycle robotic drone manufacturer, platform also have a portal which provides regular reports for flight mission detailing the flight operation, equipment status, data processing results, etc and all this is maintained in a report which can be customised as per specific needs and preferences. In case of equipment failure as well platform helps with emergency response services where a team of experts can help resolve any issues and minimize downtime. has fully localised its manufacturing cycle for hardware and software components. Microavia also conducts regular maintenance and repair services on the equipment to ensure it remains in good working condition, as a part of the support agreement which includes routine inspections, identifying and repairing issues, and replacing required parts.

EFunder

FinTech

Seed Stage



Platform is used by vendors, marketplace sellers, restaurants, pharmacies & clinics, and other. They aim to offer flexible and hassle free financing options to clients in order to solve their working capital challenges. Process includes: integrating of seller account with eFunder.ai and selecting the invoices or receivables amount which needs advance against. then it is followed by receiving up to 95% of value of receivables in clients account within 24 hr i.e. instant same day payments and notification for settling invoice by clients, this balance is added to your reserve and can be withdrawn immediately, this process ensures quick access to working capital. eFunder.ai is not providing a loan so do not charge any interest, instead they charge a daily fees based on the purchase receivables till the due date and if the platform receives money prior to due date, the client receives rebate on fees.



eFunder

BOOK COMPLIMENTARY 🎄 **SESSION WITH OUR EXPERTS**









in **NAUSHAD OOMER SONAM SAHAI**











STRATEGY AND GROWTH



TRANSFORMATIONAL LEADER & GROWTH































World Class **Team**











Organization









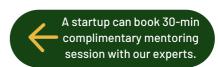




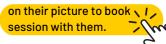
















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SWETHAL KUMAR Founder & CEO UAE



AISHWARYA RATHI Due Diligence Amalyst - Deal360 India



RIYA CHATTERJEE



RADU JITARU Head of Valuation-Deal360 Romania



Head of Playroon Austria



VIKAS MOHANDAS Head, Codelattice360 Venture Studio



KAVISHA GOEL Senior Accountant- CFO360 India



EESHA MUNSHI





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Contact: Swethal Kumar founder & CEO