



STARTUPSCALE 360

ISSUE 02 • AUGUST 2022



THE EXPERIENCE

In the current newsletter, we will continue to share the updates about the Entrepreneurship World Cup (EWC). It is a global competition funded by Miisk Foundation and co-hosted by Global Entrepreneurship Network and Mohsaat. The global final will take place in November 2022 in Riyadh and the startups will compete for the chance of winning the share of \$1 Million cash prize.

Startupscale360 is the proud national Organizer of the competition in the UAE for the year 2022.

STARTUPSCALE360
NEWSLETTER

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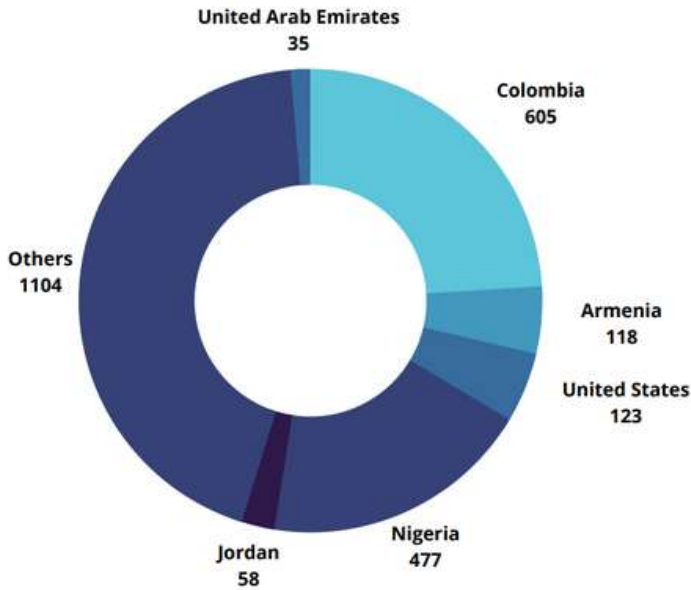
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GLOBAL SUBMISSION STATUS



Entrepreneurship World Cup

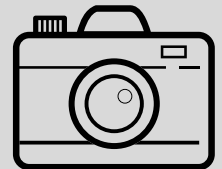
UNITED ARAB EMIRATES

AS AT 31 JULY, UAE WAS IN THE 12TH POSITION IN THE GLOBAL SUBMISSION STATUS

CONFIRMED SPONSORSHIPS



The regions first on-demand photography/videography app for individuals and businesses.



Sponsorship: One photographer + one videographer. Edited pics of the event and one minute highlight video of the event



Leading Power Plant service provider company for MENA that delivered projects successfully to marquee clients such as EGA, SEWA, DEWA, ADWEA, TAQA etc.



Sponsorship: Silver Package

\$100,000 VALUE IN-KIND SUPPORT AND SERVICES PRIZE




The top 100 Global Finalists will receive \$100,000 worth of discounts and savings on essential tools to build their business from the EWC perks partners.

They also have a chance to compete for a share of \$1 million in cash prizes at the EWC Global Finals in Riyadh.

<p>→ CLOUD COMPUTING</p> <p>aws IBM Digital Ocean ORACLE</p> <p>→ FINANCE + ACCOUNTING</p> <p>BREX stripe LEYTON Expensify</p> <p>→ CRM + SALES</p> <p>freshworks salesforce Airtable sendbird</p> <p>→ PRODUCT DEVELOPMENT</p> <p>.bubble TARA WEGLOT</p>	<p>→ MARKETING</p> <p>HubSpot WORDPRESS BLOOMX hotjar</p> <p>→ HIRING + PEOPLE</p> <p>TriNet betterworks KPMG GUSTO</p> <p>→ LEGAL</p> <p>carta Finvisor MP MONTGOMERY PACIFIC LLP</p> <p>→ OUTSOURCING + AGENCIES</p> <p>FastCTO TITANIC Zazmic FINANCIALESE</p>
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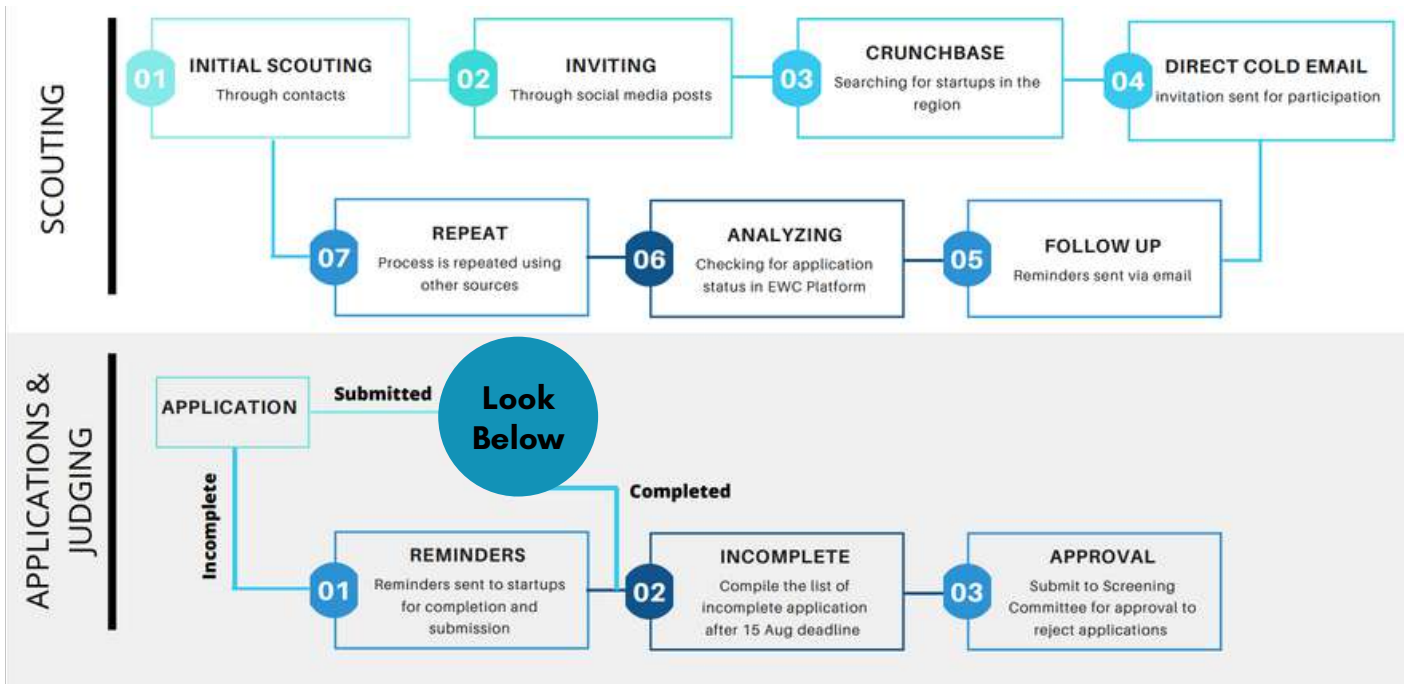
SCREENING JUDGES

The following judges are providing their immense support and expertise to help evaluating the final submitted applications in the EWC platform. We received interest from 34 industry experts, but the Screening Committee approved below 20 profiles.

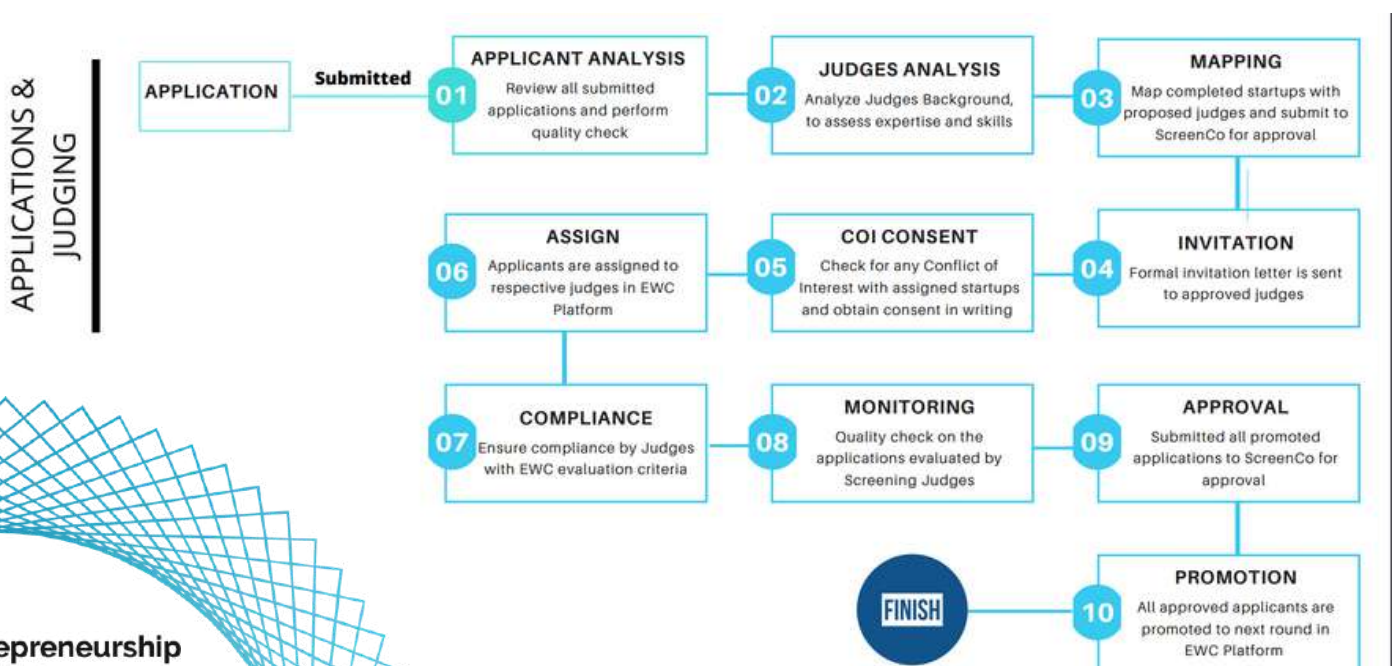
 DR. DEEPU MATTHEW Senior consultant in family medicine Primary health care cooperations	 SAYAN GHOSH Associate Investment Officer International Finance Corporation	 NIKHIL SADHWANI Chief Development Officer Neuro42	 SARIKA SAXENA General Manager of Strategic Investments HT Media Ltd	 AJIT KUMAR Managing Partner Evolvence India Fund	 MUSTAPHA ZAOUINI Chief Executive Officer FlipItin	 MOHAMED FAWZY Digital Commerce & MarTech Practice Leader IBM Consulting	 BIPIN AGRAVAT Venture Investor Investment Management
 HAZIALI SHAIKH Head - Blue Ocean Lab Mahindra and Mahindra Limited	 BALAJI SUBRAMANIAN Head of Finance MAX at Landmark Group	 ANEKA SAJID SVP - Technology, Media & Telecom Banking CITI	 ANURAG SINGH YADAVI Chief Strategy Officer's Dana Group	 YANA MOLDOVAN Strategic Advisor Cetina	 JITESH WADHWA Investment Professional Stride Ventures	 RENJIT PHILIP Senior Business Advisor-MENA Start2Scale Consulting	 OMAIMA MOSHARAF Founder and CEO YouthWave MENA
 ABHI ANUKET Founder & Managing Director MAGNIFIA VENTURES	 CAROLIN NEUBAUER Chief Operating Officer & Co-Founder FERO.AI	 DEEPA ARORA Senior Vice President Mashreq Bank	 MITHUN JOHN CEO Maharashtra State Innovation Society	 <p>Total applied: 34 Approved: 20</p>			

APPLICATION PROCESS MAP

The diagram below shows the **process** followed by us for scouting applications and quality check on the completeness.



The diagram below shows the **process** followed by screening judges for evaluation of the submitted applications.



APPLICATION STATUS

APPLICATION
DEADLINE
WAS
15 AUG 2022



83

APPLICATIONS
SUBMITTED

12

IDEA STAGE

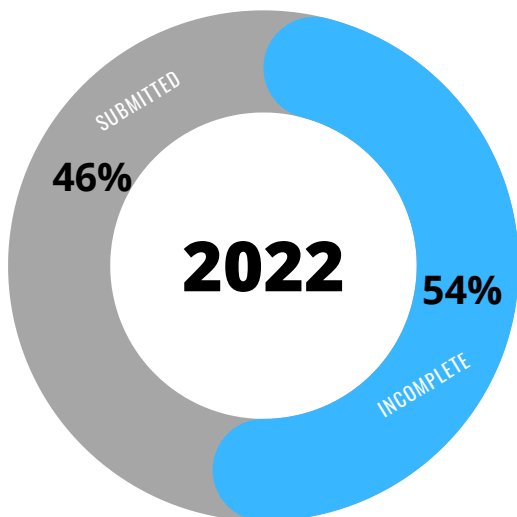
49

EARLY STAGE

22

GROWTH STAGE

HIGHEST CONVERSION RATE



180

APPLICATIONS
REGISTERED

83

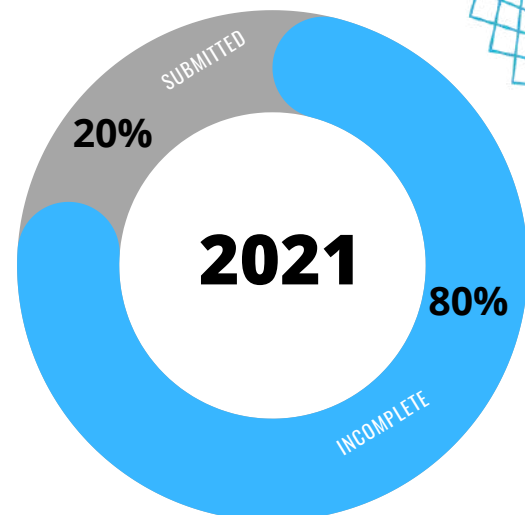
SUBMITTED

400

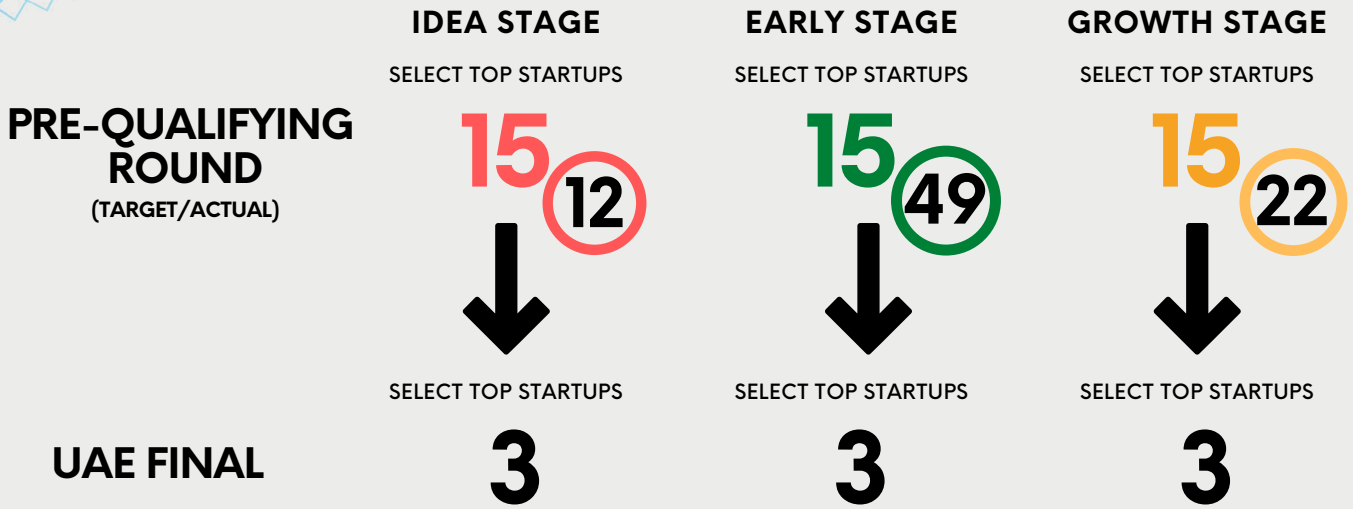
APPLICATIONS
REGISTERED

80

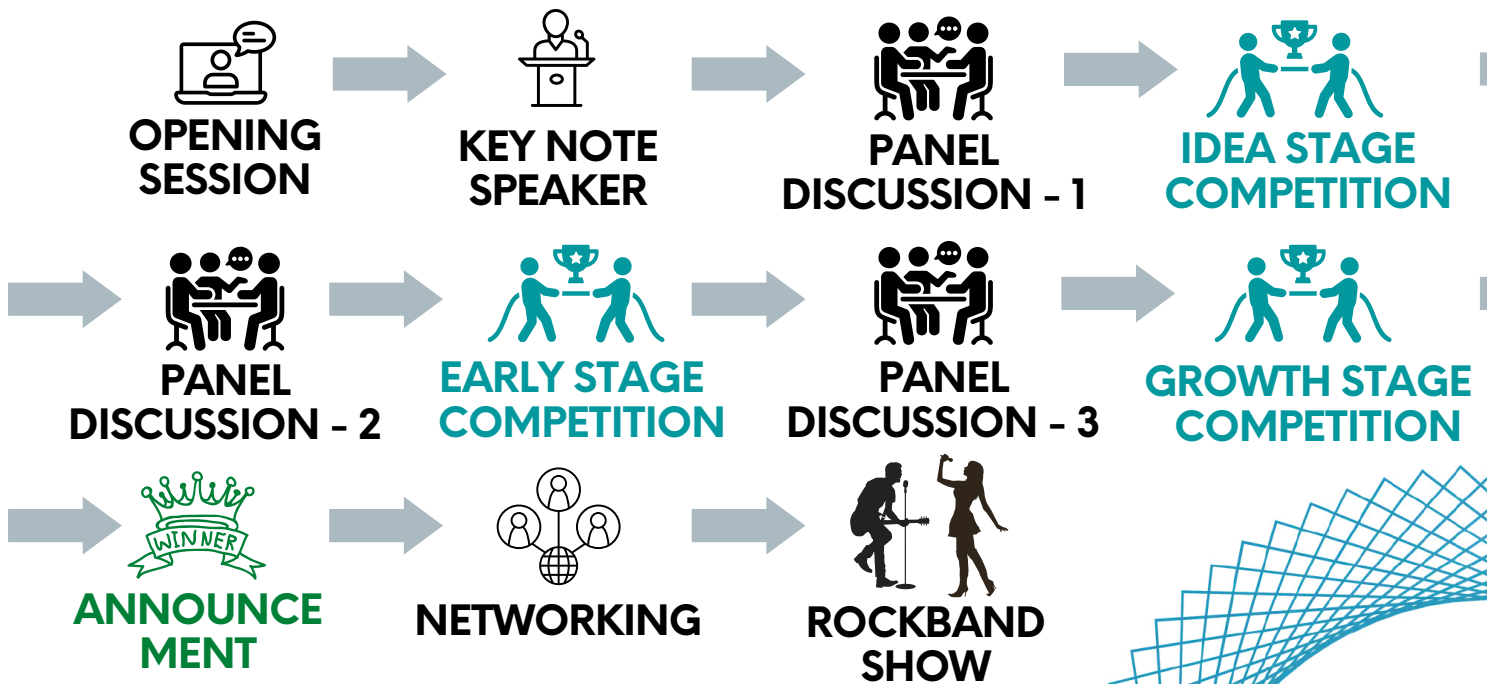
SUBMITTED



JOURNEY TO FINAL EVENT



PROPOSED FORMAT OF THE UAE FINAL





**THANK YOU
FOR
READING!**

STAY TUNED FOR OUR NEXT ISSUE

