



MOVEMBER EDITION



EASY-PEASY

After five intense months of Entrepreneurship World Cup (EWC) 2022 UAE Final, we decided to go easy for the month of Movember.

In this issue we have covered three semi-finalists of EWC - **Majama**, who raised capital from one of the judges of EWC, **AmdaPi**, who pitched to investors for their seed round, and **Hospitality**, who organized 8th Middle East hospitality award.

As part of Global Entrepreneurship Week, we organized ecosystem meet with **American University of Armenia**. In addition, we presented our most popular workshop on corporate governance at **London Business School** Alumni meet.

STARTUPSCALE360
NEWSLETTER

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Funding Updates



ONE OF THE JUDGES OF ENTREPRENEURSHIP WORLD CUP INVESTED IN MAJAMA

Majama is the UAE based Vegan, gluten & refined sugar-free desserts & ice cream brand. Founded in 2018 and began selling D2C with only 5 items on the menu, now have 3 different Deliveroo locations and sell 4 ice cream SKUs in 28 Spinneys, Waitrose, Choithram stores across Dubai & Abu Dhabi.

"I was so delighted to represent Majama alongside other up and coming entrepreneurs at the Entrepreneurship World Cup this year. Although we didn't make it through to the finals, we did raise a seed round through this competition, taking our homegrown brand further across the region. A big thanks to Startupscale360 for organizing this!" says Riwa Khan, Founder & Brand Director.

AMD API'S INVESTOR PITCH

Startupscale360 organized investors call for AMD API, which is MENA's most promising deeptech startup that unravels call centre industry unique challenges on quality monitoring.

AMD API leverages AI and Machine Learning to automate quality monitoring to augment quality agents in uncovering high-value insights and help drive the performances of the contact centre in real-time. It assist the skills growth of the contact centres workforce.

CLICK
for Pitch Deck

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for Investment Report



Pitch Day



GLOBAL ENTREPRENEURSHIP WEEK



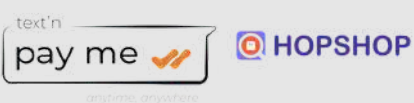
THE UAE-ARMENIA ECOSYSTEM MEET

StartupScale360 collaborated with American University of Armenia to organise first joint session on "The UAE-Armenia Ecosystems Meet" as part of #globalentrepreneurshipweek. Global Entrepreneurship Week by Global Entrepreneurship Network is a global celebration of entrepreneurship that occurs in the second week of November, from November 14–20 this year.

UAE WINNERS



ARMENIA WINNERS



As part of this Entrepreneurship Week, both Armenia and the UAE featured their respective winners of Entrepreneurship World Cup 2022 national winners.

GEW AROUND THE WORLD



200 countries



20,000 partners



40,000 activities



10 million people



Size Doesn't Matter

Byte Size Story



Minister of Education

Startupscale360 has submitted a proposal to Minister of Education for running the entrepreneurship acceleration program for the students of high school and higher education. The final decision is still pending.

IN PROGRESS



UNITED ARAB EMIRATES
MINISTRY OF EDUCATION

Hospitality Awards 2022

Hozpitality.com, one of the semi-finalists of Entrepreneurship World Cup 2022 UAE final organised the Oscars award of the hospitality industry.

Startupscale360 participated in the 8th Middle East Hospitality Excellence Awards 2022 that took place at Arabian Ranches Dubai Golf Club. The event was full house with over 500 top Hospitality leaders in the region attending.

Click Here



Panel Discussion

'Mechanics to Raise Money in the GCC'

The panel aimed as an interactive, online fundraising workshop, which provided practical, step by step advice.

Tue - Nov 29, 2022 at 6PM GST (Dubai time)

Startups joined to listen expert's tips, the pitfalls to avoid, what investors are looking for, how equity works, and more value.

Brought to you by



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ABU DHABI LONDON BUSINESS SCHOOL Worldwide Alumni Celebration

NOVEMBER 17, 2022

Swethal Kumar CEO & Managing Partner of Startupscale360 presented its most popular workshop "Big Fat Money"

Corporate governance has relevance in new age companies. Majority of the founders or promoters face the boardroom for the first time without any experience in managing the disagreements or disputes. The workshop is exclusively designed for those entrepreneurs to learn what not to do to breach code of conduct or implement poor corporate governance.

BIG FAT MONEY KEY HIGHLIGHTS



BIASES

How to avoid biases in decision making?



FAULTLINE

How faultline is created in an organization?



MORAL DISENGAGEMENT

Why moral disengagement happens??

IF YOU LIKE TO BOOK THIS WORKSHOP, THEN PLEASE

[CONTACT US](#)



**THANK YOU
FOR
READING!**

STAY TUNED FOR OUR NEXT ISSUE