



FOLLOW YOUR HEART

In the month of February, three winners of the UAE Final of **Entrepreneurship World Cup 2022** advanced to **Top-100 global startups** after virtual bootcamp.

India's one of the largest Venture Debts **Stride Venture** along with ADGM organized an event to **invite Unicorns and Soonicorns** founders. In India, we visited our investee **Blusmart's largest EV superhub** in New Delhi, and attended **M.I.N.D. mentoring session** organized by **Kerala Startup Mission** (India's largest startup ecosystem) in Kochi.

Read our small contribution in **Economic Times**, part of The Times of India. Also, included in this newsletter an **article written by one of our mentors** on Proptech.

STARTUPSCALE360 NEWSLETTER

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Entrepreneurship
World Cup

MEET THE EWC

100

NATIONAL ORGANIZER
STARTUPSCALE 360

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Foundation

tripp

AHAD
Securely Transform

Congratulations

ALL THE THREE UAE FINALISTS OF
ENTREPRENEURSHIP WORLD CUP 2022 HAVE
MADE TO TOP 100 GLOBAL FINAL

SEE YOU IN RIYADH ON 10 MARCH 2023



DESERT
CONTROL

Entrepreneurship
World Cup
UNITED ARAB EMIRATES

**BREAKING
NEWS**

Desert Control
Wins Top
"Sustainability &
Environment"
Award at the
EWC global final
in Riyadh on
12 Mar 2023

WINNER



DESERT
CONTROL

Xclusive

COVERAGE ON
ENTREPRENEURSHIP WORLD CUP
GLOBAL FINAL IN THE NEXT
EDITION OF NEWSLETTER



A dark armchair is centered in the frame, illuminated by a single spotlight from above. The background is black, and the floor is a dark, reflective surface. The text 'COMING SOON' is prominently displayed in the center, with 'COMING' in a lighter grey and 'SOON' in white. Below it, a red box contains the word 'SPECIAL' and a white box contains 'COVERAGE'. The words 'Entrepreneurship World Cup' are printed on the backrest of the chair. In the bottom left corner, there is a decorative graphic of a blue wireframe arch. The number '3' is in the bottom right corner.

COMING SOON

SPECIAL

COVERAGE

Entrepreneurship
World Cup



Shark Tank India Vineeta Singh, CEO, SUGAR Cosmetics,



Shivani Poddar, CEO, FabAlley



Minu Margeret, CEO, Blissclub



Mentor Inspired Networking on Demand



FEBRUARY EDITION

25 February 2023

Integrated Startup Complex, Kochi

Mentoring Area BUSINESS STRATEGY AND PLANNING



JOFIN JOSEPH
Founder, Totta learning



SWETHAL KUMAR
Founder & CEO, Startupscale360 FZE



RAJEEV M A
Enterprise Architect, Tata Consultancy Services



VINITHA JOSEPH
Principal Consultant | Coach, Bluepurple Management Consulting



ANN ROEHYNE THOMAS
Founder, BIONOVA



Last date To Apply
15 February 2023

Register: <https://bit.ly/MINDKochiFeb>



M.I.N.D

M.I.N.D Kochi edition attended by Swethal Kumar, CEO & Co-Founder that saw 12 mentors, 30 startups, and over 70+ interactions. Startups connected with mentors received support for company growth, financing, market access, patent, legal, regulatory and much more.



CLICK HERE



to watch the video of M.I.N.D. Kochi, India





MEET OUR NEW MENTORS



ARIZ RIZVI

BUSINESS DEVELOPMENT PROPTech SPECIALIST

Experience in Business Development, Founding member of two successful startups with Multi million Dollar exits

COMPLIMENTARY 30-MIN SESSION

BOOK NOW

EVERY FRIDAY	TIME 04:00 PM
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HAZEM AL SAWAF

MARKETING & BRAND MANAGEMENT

Marketing and communication brand specialist, and a change accelerator specializes in destination travel and tourism.

COMPLIMENTARY 30-MIN SESSION

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EVERY THURSDAY	TIME 04:00 PM
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RAJAN MOHINDRA

GROWTH HACKER & FUNDING

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COMPLIMENTARY 30-MIN SESSION

BOOK NOW

EVERY FRIDAY	TIME 05:30 PM
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Angel Investing



Invested in BluSmart in 2020 at Pre-Series A. The company has grown significantly since then, and presently raising series B of \$250 Million.

Visited their Asia's largest EV Charging Superhub in New Delhi, India.



IIT-DELHI MOBILITY EXPO

The Foundation for Innovation and Technology Transfer (FITT), an industry interface of Indian Institute of Technology Delhi, with the support of Sona-Comstar, organized the 3rd call for the "Innovation Program for Smart, Safe and Clean Mobility," a challenge for technopreneurs, startups, and innovators to solve roadblocks to sustainable mobility.



PROPTech IS NEXT FINTECH

Introduction

Proptech an acronym derived from Property and Technology (also known as Property Technology, or Real Estate Technology) is used to refer to application of Information Technology and platform economics to real estate industry. Not very long back in 2006 real estate information use to come from magazines or Brochures, an Investor had to refer to dozens of 50 pages brochure to get a limited information before investing.

IT has changed, now an investor can avail all the information of any given project on click of button. Companies like Bayut, Propertyfinder and Dubizzle have evolved in the UAE region providing information and details of every property in the region. One can not only gather information of project, the developer, the agent, but can also compare different projects before investing.



What Next

2022 was year of break throughs in Artificial Intelligence, Chat GPT went viral during the end of the year, over \$ 49 Billion in Venture capital was invested in AI in 2022, that's 40% more than a year earlier, as per CB Insights.

Universities in collaboration with Real Estate companies are researching on newer technology, recent research held at Warmia and Mazury University in Poland on Property Valuation identified One of the largest problems in the real estate market analysis, which includes valuation, is determining the significance of individual property attributes that may affect value or attractiveness perception. The study attempts to assess the significance of selected attributes of real estate based on the detection and analysis of the emotions of potential investors.

Human facial expression is a carrier of information that can be recorded and interpreted effectively via the use of artificial intelligence methods, machine learning and computer vision.



"This kind of technology will help developers and real estate agents in presentation of a property, valuation and in negotiation of a deal."

The data driven technologies in property market are expediting the process of Property transactions, Human dependent Property Valuation being one of the lengthiest process, can take weeks to get complete valuation report. Today if you want to get the Valuation of the property, the valuer will give you the value based on the data and information available to him on that particular date and time. Even month-old valuation report is not reliable, let alone of a longer period. Valuation process of a property would not attribute the changes that might have happened during the time, a new Commercial complex might have been announced or a new Metro station might have been proposed around the vicinity, any such news might have changed the property prices drastically, you can't rely on such a report.

While AI and ML based Automated Valuation platforms that collates data from multiple sources are providing real time changes in property valuation, considering 1000's of attributes that affects the property prices. Now one can chart the daily prices of your property portfolio and automatically watch out for local changes happening.

A real time Automated Valuation will help mortgage houses to keep track of their property portfolio, can push their sales to existing mortgage customers, and ascertain risks. AVM technology is proving to be disruptor to the Property Valuation Industry.

Leveraging Technology to Attracting New Customers

Over 9 million expats have made the UAE their home, apart from 15 million tourists visiting UAE each year. In 2018 HSBC commissioned a report on use of property Technology among the UAE home buyers.

According to the report, 72% of the UAE buyers search for available property online. 67% use the internet to check the value of their existing property, 65% search for information on taxes and regulations, 65% explore the best place to live while 64% find out the prospective home prices.

Investing in Proptech

As per a report published in Khaleej times recently, Proptech companies are gaining grounds and will drive growth in the UAE real estate due to strong start-up ecosystem, government support and high demand for SMART solutions in one of the most promising markets of the world.

The Zoom Property insights data disclosed that Proptech startup's across UAE have raised more than \$ 100 million in funding during the past five years while \$16 million was invested in Proptech companies in the Emirate during the pandemic, enabling it to grab a prominent spot in the list of most attractive countries for Proptech investment.

Future Market insights forecasts globally Proptech market is expected to grow at CAGR (Compounded Annual Growth Rate) of 17 % from \$18.2 Billion in 2022 to \$86.5 Billion by 2032.



The Author is a dynamic C-suite leader and successful entrepreneur with experience in turning around and transforming multicultural environment businesses in construction, facilities maintenance, IT and Intelligent Transport Management industries. He possesses BE, MBA, MSc. from London Business School, London Tech Advocate, Selected for LBS Incubator Program among the only top 10 founders of LBS with 16 years of Experience in Business Development, Founding member of two successful startups, with Multi million Dollar exits.

Conclusion

Based on the deferent researches and reports, the findings predict that the kind of impact financial technology (Fintech) is having on the banking sector, Proptech will have the same kind of effect on the property market.

Article in THE ECONOMIC TIMES



DUBAI'S BIG DIGITAL LEAP AND HOW INDIAN COMPANIES ARE HELPING SHAPE IT IN 2023

"The golden visa initiative (residency of 5 to 10 years) of the UAE government has accelerated such movement," says Swethal Kumar, founder of Startupscale360 on the back of the 11th season of the Step Conference, the region's biggest tech festival for emerging markets held earlier this week in Dubai. "There is an influx of many Indian entrepreneurs to Dubai mainly because of ease of setting up business, zero personal tax, 100% company ownership and friendly policies. Some venture capitalists also shuttle between Dubai and India, setting up SPV (special project vehicles) to raise capital from Middle East while part of the capital is earmarked for investment in startups from the MENA region."

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STAY TUNED FOR OUR NEXT ISSUE