



NEWS LETTER

STARTUPSCALE 360

ISSUE 20 • JAN 2024



NEW BEGINNING

As we venture into the new year, we are excited to share some exciting updates and developments from our ever-evolving ecosystem. We recently embarked on a captivating journey with the **Entrepreneurship World Cup in Malaysia**, where we were honored to meet with the esteemed Minister of Digital of Malaysia and other key partners.

Across borders, we've facilitated **virtual webinars** with London Business School, and Founder Institute, paving the way for entrepreneurship excellence in the UAE. Our **global footprint extends to Africa**, where we are joining forces with the GEC+ for their upcoming event in Cape Town.

We announced our participation in **Arab Health**, Dubai, **KTX** in India, and **Leap Deepfest** in Riyadh. Our **Playroom team** continues to make strides in delivering impactful programs and workshops, and Our deal team has been hard at work evaluating **12 global startups**,

STARTUPSCALE360
NEWSLETTER

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THE ROADSHOW

Entrepreneurship
World Cup 2024
MALAYSIA

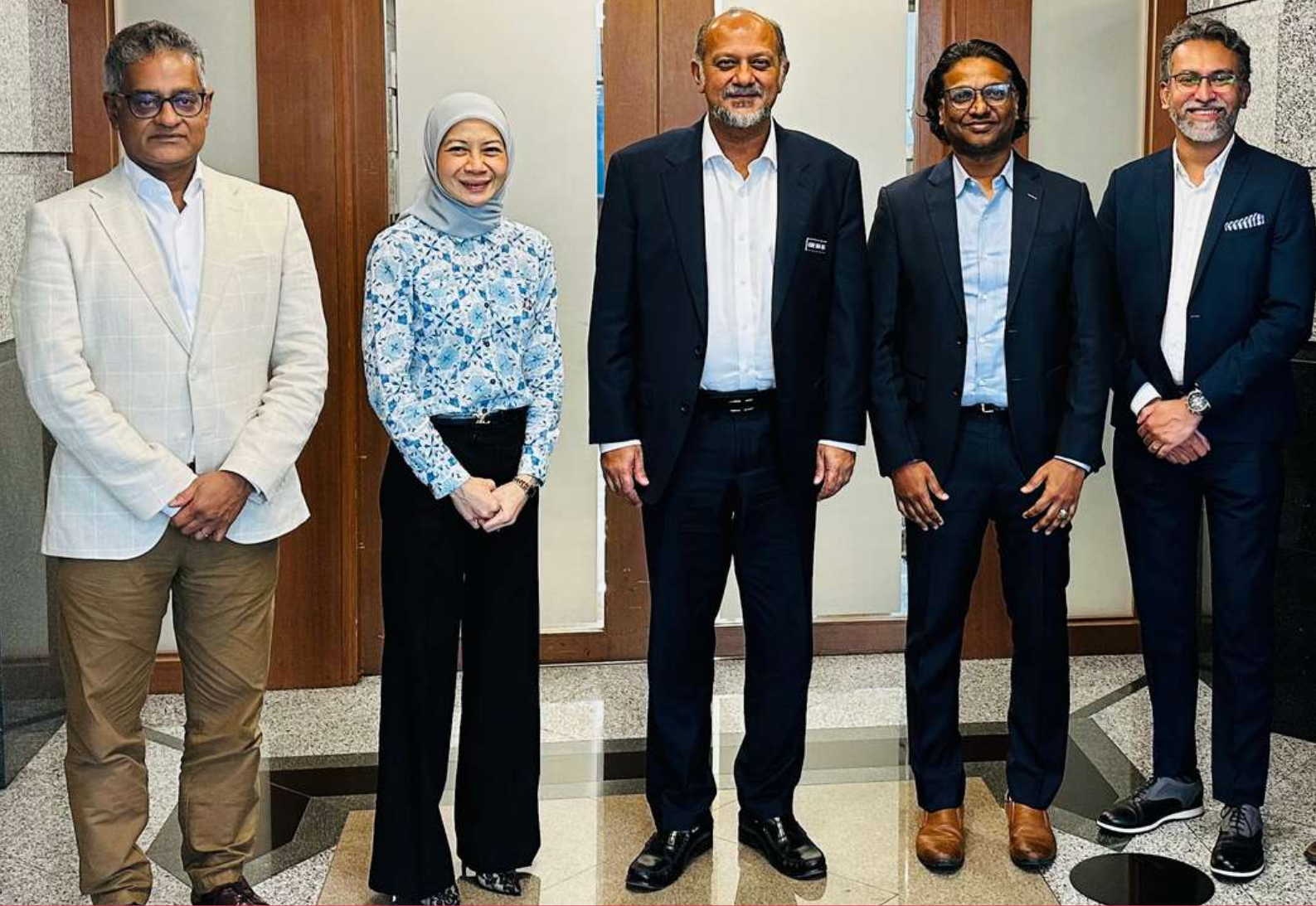


Malaysia DIARY





MEETING WITH MINISTRY OF DIGITAL



With YB Gobind Singh, Minister of Digital, Gopi Ganesalingam, SVP, MDEC, Ramachandran Muniandy CEO, Asia Mobility



RAFFLES CHAN

Chief Executive Officer



ZENTRIX CHIU

Strategic Partner



LALUA RAHSIAD

Lead, Sustainable &
Inclusive Finance (SIFU)



RAMACHANDRAN MUNIANDY

CEO & Co-Founder



We are delighted to introduce two new members to the Management Committee of the Entrepreneurship World Cup 2024 Malaysia Final, Lalua Rahsiad and Ramchandran Muniandy, along with our previous members Raffles Chan and Zentrix Chiu.



Finalising the partnership with the Malaysian Venture Capital & Private Equity Association (MVCA), representing a significant milestone for the Entrepreneurship World Cup Malaysia 2024 Final

Established in 1995 and currently under the leadership of Chairman SaiKit N. and Deputy Chairman Herman Syah Abdul Rahim, MVCA has emerged as a pivotal and dynamic force within the venture capital and private equity sector.

MAVCAP

Funding Innovation

KORINA VILLANUEVA

YE OH MELISSA



NOOR AMY ISMAIL Chief Operating Officer

MAVCAP

Funding Innovation

The unwavering support for EWC2024 Malaysia Final has been solidified by Noor Amy Ismail, COO and Yeoh Melissa., ESG and Partnership Lead at Malaysia Venture Capital Management Bhd.

The commitment of the MAVCAP to support the EWC is noteworthy, and we are optimistic about the event's ability in discovering the top startup from Malaysia to excel on the global stage.

Venture capital firm Malaysia Venture Capital Management Berhad (MAVCAP), with a portfolio nearing MYR5 (US\$1.25) billion, has been investing as a limited partner in multiple venture capital funds in Malaysia.

STRATEGIC PARTNERSHIP WITH CREATIVE TECHNOLOGY

Zentrix Chiu, Strategic Partner, Creative Technology Ltd pledged strategic partnership for the EWC2024 Malaysia Final.



Creative is the worldwide leader in digital entertainment products. Founded in Singapore in 1981, we started with the vision that multimedia would revolutionize the way people interacts with their PCs.





**MEETING WITH
CYBERVIEW**



Swethal Kumar, CEO & Founder of
startupscale360 met with Misha
Abdullah, manager and Mahummad
Aizat, CyberView.

EWC MALAYSIA COMMITTEE MEMBERS



SCREENING COMMITTEE



< NEW SCREENING COMMITTEE MEMBER

Dr. Sivapalan Vivekarajah, Co-founder, ScaleUp Malaysia, joined the Screening Committee for EWC2024 Malaysia Final, adding his expertise to the selection process.





Partnership with Asia Pacific University

Gurpardeep Singh, COO, Prof Dr Ir Eurling Ts Vinesh Thiruchelvam, CI&EO, and Lalua Rahsiad, Lead SIFU formalized their commitment as Venue Partners for EWC2024 Malaysia Final.

The Asia Pacific University of Technology and Innovation is a private university in Malaysia established in 1993 as the Asia Pacific Institute of Information Technology.



Partnership with GITP

Raffles Chan, CEO, GITP Asia, consented to co-host the EWC2024 Malaysia Final, marking a significant milestone in our efforts to expand to ASEAN region.

GITP is a company specialized in inter-market transfer of technological innovations, which includes licensing and sale of intellectual property (IP) & technology commercialization.

GITP acts as the bridge between the commercial world with different entities worldwide through engaging and facilitating open innovation strategy among commercial partners, university research teams and global industry leaders.



ENTREPRENEURSHIP WORLD CUP (EWC): UAE

Webinar series in context to EWC 2024 UAE, with a focus on cultivating a knowledge-driven economy. In collaboration with esteemed knowledge partner London Business School - Institute of Entrepreneurship and Private Capital, and Accelerator Partner Founder Institute GCC and Startupscale360 FZE, the national organizer of the Entrepreneurship World Cup UAE.

Mr. Swethal Kumar, founder & CEO of startupscale360 had the privilege of moderating a thought-provoking discussion with two industry titans, Jane Khedair and Sameer Sortur, on the key drivers of entrepreneurship and knowledge-driven economies.

Entrepreneurship World Cup 2024 UAE Webinar Series

[Click here to register](#)

Participants:

- Jane Khedair, Executive Director, Institute of Entrepreneurship and Private Capital (IPEC)
- Sameer Sortur, Director, Founder Institute GCC
- Swethal Kumar, CEO, Startupscale360

Logos: London Business School, Institute of Entrepreneurship and Private Capital, Founder Institute, STARTUPSCALE 360

Theme: Fostering a Knowledge-based Economy within the Entrepreneurship Ecosystem

Date & Time: 6:30 p.m., Jan 30, 2024 (UAE time zone)

Partners: GLOBAL HOSTS (GEN, monshat), FOUNDED PARTNER (Misk Global), NATIONAL HOST (STARTUPSCALE 360), KNOWLEDGE PARTNER (London Business School, Institute of Entrepreneurship and Private Capital), ACCELERATOR PARTNER (FOUNDER INSTITUTE)

GLOBAL ENTREPRENEURSHIP CONFERENCE (GEC+) AFRICA



GEC+ AFRICA 2024

1500 Delegates

- 1000 Startups & SMEs
- 200 ESCs
- 150 Policy Makers
- 150 Investors

“Connecting Africa”

13 -14 MARCH 2024

Cape Town International Convention Centre
www.gecafrica.co

In capacity as the official national organizer for the Entrepreneurship World Cup teams of the United Arab Emirates, Malaysia, Madagascar, and Morocco, Our team is at the forefront of orchestrating the delegation's participation in the upcoming GEC+ Africa event in Cape Town, South Africa, scheduled for 13-14 March 2024. During a virtual meeting held with the organizing team of GEC+ Africa, represented by Mahlatse Tolamo and Zinhle Mncube, consensus was reached on diverse collaborative initiatives and support from the Entrepreneurship World Cup teams of these four countries. The areas of focus for collaboration encompass policy development, research endeavours, investment facilitation, ecosystem enhancement, and the coordination of startup competitions.

ARAB HEALTH 2024



Mr. Swethal Kumar, founder and CEO of Startupsclae360 was thrilled to be part of the distinguished panel of judges for the Innov8 Start-Up Competition! witnessing 24 of the globe's most promising startups, each fueled by a mission to surpass expectations, captivate esteemed judges, for the coveted USD 10,000 grand prize! 🏆

Meeting the visionaries shaping the future of healthcare innovation! Their ideas are about to be scrutinized by a line-up of industry experts, ready to propel the most groundbreaking concepts to new heights.

It was an honor for him to judge some awesome Healthtech startups at recently concluded Innov8 talks, Arab Health 2024 in collaboration with GEN Accelerate.

Alongside the fellow judges Faisal Juma Khalfan Belhoul AlFalasi, Barbara Baumgartner, Dr. Sadyk G. and Carlos A. I. we had an opportunity to witness some global startups and entrepreneurs who unveiled their cutting-edge healthcare innovations.

KTX Globe Wave, 2024

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SPEAKER



Swethal Kumar

Founder & CEO,
Startupscale360 FZE

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Mr. Swethal Kumar, founder and CEO of Startupscale360 is going to speak in India's one of the largest technology events, Kerala Technology Expo - KTX Global Wave 2024 organized by CITI 2.0.

Swethal Kumar, is going to attend LEAP24, the World's largest tech event held in Riyadh from 4-7 March 2024 to join 172K+ attendees to discover what's next for technology and journey into New Worlds.

LEAP x DeepFest
Powered by SDAIA

4 - 7 March 2024 • Riyadh, Saudi Arabia

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LARGEST TECH EVENT

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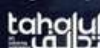


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والمعلومات
والتكنولوجيا
Ministry of
Communications
and Information
Technology



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للاقتصاد الرقمي
Saudi Digital
Economy
Authority

Organised by



Swethal Kumar
Startupscale360 FZE
Chief Executive Officer



PLAY ROOM

Vienna AirportCity innovation

Year 2024 starts! Our PLAYROOM team had the honor to showcase our latest process frameworks on Sustainable Thinking and Futures Thinking at the Vienna AirportCity innovation kick off, an event that brought together more than 300 experts from various industries and organizations. In two workshops, participants discussed existing and emerging topics that will become relevant in 2024, using our IMPACT and TREND framework (in cooperation with TRENDONE GmbH).



Heinz Herczeg

Latest Workshop organised by the magnificent Heinz Herczeg MBA, which brought together 20 industry experts in downtown Vienna — who went wild on creating a great candidate journey experience for a recruiting initiative in the health sector. Journey of mapping, a process rooted in marketing and heavily used in innovation for HR.





Deal360

STARTUPS DEAL ADVISORY PLATFORM



STARTUPSCALE  360

VHealthy

Health Tech

MVP Stage



Vhealthy is an online platform which connects users with expert practitioners working in mental health, Ayurveda, and others, and also providing online resources. The mental health assistant is incorporation of digital human which is trained by clinical psychologists, ML and AI. Presently, model is into testing phase, however platform has been scrutinized by legal experts in GDPR and digital tech law. One of the benefit is that the consultation price is 43% lower for the patients and registration price is 75.1% lower for the specialists. Vhealthy is developed to mainly focus on global issues and well being. The platform offers various solutions on the mentioned issue, which includes: sharing of good practices, awareness among people, EMR, etc.



Voop

Marketing Tech

Pre-Seed Stage

Voop's AI model recognises age, gender, also understands 52 languages, AI used is 100% anonymous and directly connects businesses with customers and empowering customers more by direct connection through link or API on any platform. The analysis provided by Voop is in real-time basis on a live dashboard and detecting insights and suggesting solutions along with it, are tailored to allow decision making in a fraction of the time compared to current research methods. Decision making is based on multiple research methodologies insights allowing owners to make confident decisions, Platform focuses more towards value creation with effective use of time, AI produces customized outputs from strategies to research reports.



Legasea

Marketplace

Pre-Seed Stage



Legasea's mission is to save a family data legacy for future generation, it is a AI powered family space and memory sharing platform. The application can also be used for family history sharing, sharing of events, memories, values, principle, and chatting. In the application you have to create a space and add members to it, post memories, event, moments, principles, and hence creating and saving family legacy. Application have chatting feature, private diary space for each member, app also have prompts and reminders. Platform helps to find experts in marketplace who helps with research, find, and organize your family history using modern tools. Modern tool kit includes chrome, google drive, drop box, and others.



Geektrust

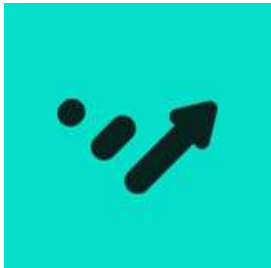
HRTech

Series-A Stage



Geektrust introduces three AI agents—interview AI agent, recruiter AI agent, and candidate AI agent—to streamline recruitment processes. The interview AI agent mimics a recruiter, screening and matching resumes and conducting live code pairing interviews. It can switch between code and interview questions, simulating a real code pairing interview with a senior technologist. The recruiter AI agent reads resumes, matches roles, ranks candidates, conducts screening calls, and arranges interviews. The candidate AI agent creates smart resumes, showcasing skills and matching job roles. The AI agent decision-making has been built on 8+ years of data, reducing overall costs and shortening the process to just 5 days. Clients benefit from increased revenue through faster hires, cost savings from automation, and thousands of saved tech team hours.





Leap

FinTech

Seed Stage



Leap, a platform which provides services for kids as well as parents. Start-up have two different apps, one for kids and other for parents, platform also provide child's visa card. This visa card is accepted everywhere as they have partnership with Visa, platform is also bank agnostic means so that their customers can easily and securely link their bank accounts. Start-up provides parents with control and transparency when in need to transfer money within household, specifically to the kids. Leap provides all this benefits using fun ways such as gamification savings which allows to maintain saving streaks and providing a fun way for kids to save money, instant allowances, analyse spending, and control & transparency. The tech back bone for leap is pebble, used for user management, transfer status, and subscription management.

E-Vittles

Food Tech

Pre-Seed Stage



E-Vittles is a platform which is into crafting of exceptional food brands, it is designed in a way that it can seamlessly integrate into existing operations. Their primary focus is virtual brand franchising, where they partner with food operators to amplify their revenue through own brands. Platforms franchise opportunity is more accessible as to begin start-up assist client in discovering the perfect bundle at the idea investment level and then featuring the most suitable ones as delivery only brands. start-up trains clients and provide menus, marketing tech. Vision of E-Vittle is to create a global community of active franchise partners. The team specialise in crafting food delivery brands and then their team focuses on growth and prosperity through a franchise package.



HummingbirdEV

Mobility

Series-A Stage



HummingbirdEV is into research and production of zero emission trucks ranging from class 5-8 (16000 to 55000 its gross vehicle weight) (GVW) focused on last and middle mile Delivery segment. It is a a global provider of advanced commercial vehicle electrification systems, it is entering into new phase of business growth to combat climate change through zero emission technologies. It offers complete vehicles, electric drivetrain systems, bi-directional charging systems, modular batteries, control and telematic software, and other related products. The company has clients and active development programs throughout the U.S., China, and India and maintains a focus on innovating next generation products that provide significant feature and performance advantages.

Data Slot

Smart Office



Data Slot is providing a integrated smart workplace solutions through connected tech implementation and workplace SaaS platform, fostering towards a preferable workplace environment which enhances collaboration and productivity, also empowering employees to actively contribute towards reducing energy consumption and space utilization. Data slot helps with parking management, visitor management, meeting room management, content management, data analytics management, etc. Platform helps in empowering employee with right tools in order for them to focus on task efficiently, leading to a workplace that enhances productivity and encourages engagement.





Fanworld

Sports Tech

Pre-Seed Stage



Fanworld introduces GenAI resulting into low CAC and Dev cost, also results to high retention rate through an emotional relationship development with AI friend, minimal IP licensing cost including voice and chat based play resulting to minimal use of player, team and league imagery, and more revenue channels through royalty and reward management, promote brands, and conversational commerce and Ads. Uniqueness of Fanworld start-up lies in Plugins + custom bots resulting to freedom of distribution and publishing multiple bots with specific persona, AI personalisation, and AI localisation via language, knowledge, mood, and sense of humour. Fanworld will introduce Sixrbot, AI bot friend for cricket fans in India, this model will help the start-up to prove themselves and after this they will launch in Generative sports chat in US including NFL, MLB, and NBA to become the second screen for gameday to use for every sports fans. Some of the features for Sixrbot are sports analytics data,

ZillOut

Marketplace

Pre-Seed Stage



ZillOut is an app for pub-going & a tool for venues to manage booking, entry & ordering. Customers can explore pubs & clubs, book events there, pay real-time cover charges, get faster entry, and order trending drinks. Their goal is to become the point of sale for the entire pub & entertainment industry in India and a medium to socialize for young Indians. It aims to bridge the gap between consumers and nightlife venues (pubs, clubs, bars, and breweries) by offering an outing experience that is seamless and exclusive, providing a platform for both customers and merchants. Zillout Customer Platform: Users can discover venue and weekly events on platform, online payment of cover charge to avoid random cover at gates of events, these covers bring directly amount to venue resulting in advance revenue, check perks available, and exclusive booking of tables as well around 10K to 30K per table.



Smartt

Marketplace



Smartt platform provides own team, tech, and operations leading to localised ops and end-to-end capabilities for MEA region. Start-up also works with multiple service providers and marketplaces leading them full control over the pricing, merchandising, and branding. What brands wants is direct to consumer model for better margins, improved relationship with customer, access to first hand customer data, and control and ownership. Smartt also collects, manages and own all data and hence managing customer interactions in real time. Platform is specifically curated for brands looking to expand their online reach in market, and platform helps with just that by blending traditional and contemporary ethos into e-commerce segment.



Streetz Hyperlocal

Marketplace

Seed Stage



Streetz Hyperlocal, a marketplace for local shops and services with Discovery, Data and Deliveries across the Globe. Platform provides shop and gift module which is live in Ahmedabad, India along with delivery to end customer support, apps main focus is on Gujarati products. Pan India and international selling of Gujarati products. Start-up is a carefully curated marketplace that offers swift deliveries from local shops to online consumers. More emphasis on convenience, personalised experiences, and responsive support to ensure that customers have a seamless shopping experience. Company also actively creates economic opportunities and contributes to the growth of the community. Streetz has a revolutionary goal to transform the shopping experience by leveraging the power of localization, innovation, and strong local partnerships.



NEW EMPLOYEES

STARTUPSCALE 360

**WELCOME
TO THE TEAM**

DR. EESHA MUNSHI
HR Manager

"Your distinctive skills and expertise
assure us that you will greatly
contribute to our success."

STARTUPSCALE 360

**WELCOME
TO THE TEAM**

AVIJIT DUTTA
Equity Analyst

"Your distinctive skills and expertise
assure us that you will greatly
contribute to our success."

Welcome To The
TEAM!




BOOK COMPLIMENTARY SESSION WITH OUR EXPERTS

 <p>SHIRIN PATWA HR TECH AND GOVERNANCE</p> <p>Organization:  Alumnus: </p>	 <p>HAZEM AL SAWAF MARKETING & BRAND MANAGEMENT</p> <p>Organization:  Alumnus: </p>	 <p>RAJAN MOHINDRA GROWTH HACKER & FUNDING</p> <p>Organization:  Alumnus:  </p>	 <p>NAUSHAD OOMER STRATEGY AND GROWTH</p> <p>Organization:  Alumnus: </p>	 <p>SONAM SAHAI TRANSFORMATIONAL LEADER & GROWTH</p> <p>Organization:  Alumnus: </p>	 <p>MUHAMMAD AKBAR STRATEGY AND GROWTH</p> <p>Organization:  Alumnus:  </p>	 <p>AHMED SHAWKY CORPORATE GOVERNANCE</p> <p>Organization:  Alumnus:  </p>
 <p>YEVGENY BEBNEV CAPITAL MARKET, CRYPTOCURRENCY</p> <p>Organization:  Alumnus: </p>	 <p>AKSHAY SINGH DIGITAL HEALTH</p> <p>Organization:  Alumnus: </p>	 <p>ARIZ RIZVI BUSINESS DEVELOPMENT PROPTech SPECIALIST</p> <p>Organization:  Alumnus: </p>	 <p>ARNAV RATH FINTECH & FINANCIAL SERVICES</p> <p>Organization:  Alumnus: </p>			








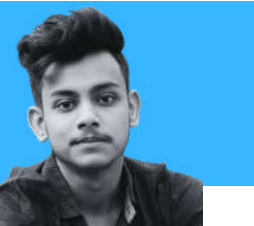
← A startup can book 30-min complimentary mentoring session with our experts.


CLICK on their picture to book session with them.

Click on  to check their LinkedIn page.

MEET OUR TEAM

“World Class Team”

 <p>SWETHAL KUMAR Founder & CEO UAE</p>	 <p>AISHWARYA RATHI Due Diligence Analyst - Deal360 India</p>	 <p>RIYA CHATTERJEE Ecosystem Lead India</p>	 <p>RADU JITARU Head of Valuation-Deal360 Romania</p>
 <p>RENE MASSATTI Head of Playroom Austria</p>	 <p>KAVISHA GOEL Senior Accountant- CFO360 India</p>	 <p>EESHA MUNSHI HR Manager India</p>	 <p>AVIJIT DUTTA Equity Analyst India</p>



THANK YOU
FOR
READING!

STAY TUNED FOR OUR NEXT ISSUE



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



Contact:
Swethal Kumar
founder & CEO