

STARTUP SCALE 360

THE CORPORATE DECK

Swethal Kumar



Founder & CEO



مركز إمبريال كوليدج لندن للسكري
Imperial College London Diabetes Centre
A Mubadala Health Partner



The Institute of Chartered
Accountants of India
(Setup by an Act of Parliament)

London
Business
School





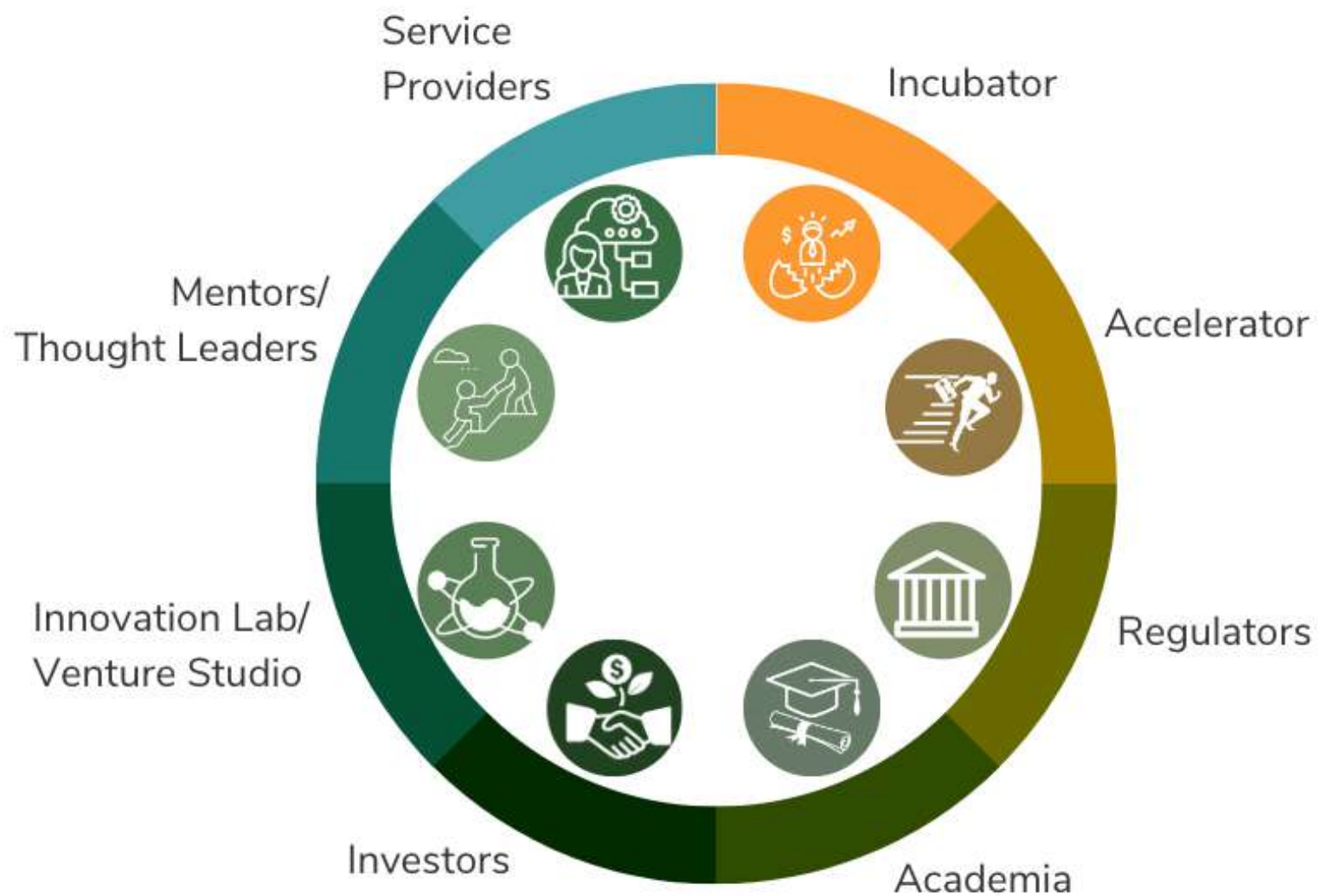
STARTUP ECOSYSTEM BUILDING INITIATIVES

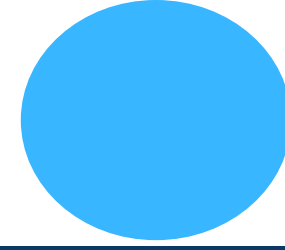
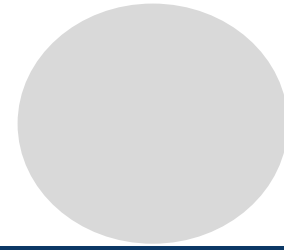
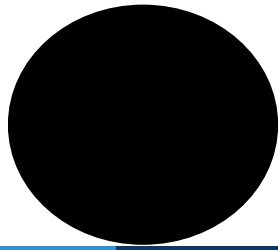
BUILDING THE STARTUP ECOSYSTEM FROM SCRATCH

OUR STARTUP ECOSYSTEM FRAMEWORK

The partnership plays a vital role in creating and developing **startup ecosystem**

Startupscale360's best-in-class local and international partners help adding value to startup ecosystem by creating impact on country's economy, creating local employment and attracting global startups and their technology..





Seconded by Mubadala as part of founding team to help setting up Hub71, a \$100Mn startup ecosystem initiative backed up Abu Dhabi government.

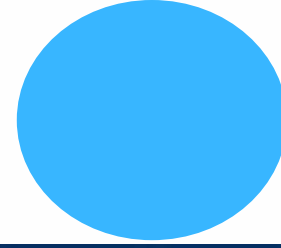
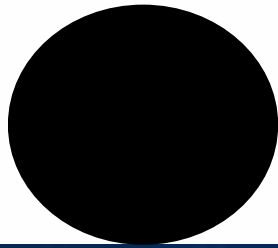
2019

Our Dynamic Ecosystem





STARTUPSCALE 360



Official Launch of THE Crossroads April 21, 2021





THE Crossroads | A Platform for Startups and Investors

Tamta Jjavadze 8 აპრილი 21, 2021 at 9:39 pm

Georgia drives crossroads

Staff Reporter /Tbilisi reporters@khaleejtimes.com Filed on April 21, 2021



MEDIA COVERAGE

The launch of The Crossroads were featured by top media houses



25



The image features a cityscape at sunset, with a semi-transparent grey banner across the middle. The text 'INTRODUCING STARTUPSCALE360' is written in a bold, blue, sans-serif font on the banner. The background shows various skyscrapers, including the Burj Khalifa, under a warm, orange and yellow sky. There are blue decorative elements in the corners: a solid blue rectangle in the top-left and a blue square in the bottom-right.

INTRODUCING STARTUPSCALE360

STARTUPSCALE 360

Dubai based Startup Ecosystem Builder focusing on creating Hub-and-Spoke model for connecting all key stakeholders of the ecosystem.



Virtual Incubation

Community



Innovation Lab

Academia



Venture Studio



CFO-AS-A-SERVICE
Your strategic finance leader



Strategic partner for global startups where we help scaling up business by looking at 360 degree angle things at their blind spot.

We make startups investable and help startups to provide them with access to capital and market.

As an angel investors we also invest in startup that is led by strong team, solving genuine problem leveraging on technology, and has potential to expand to global market.



- 1 Geography no boundary
- 2 Sector agnostics
- 3 Early to growth stage
- 4 Technology-led startups
- 5 Scalable potential

PORTFOLIO CLIENTS

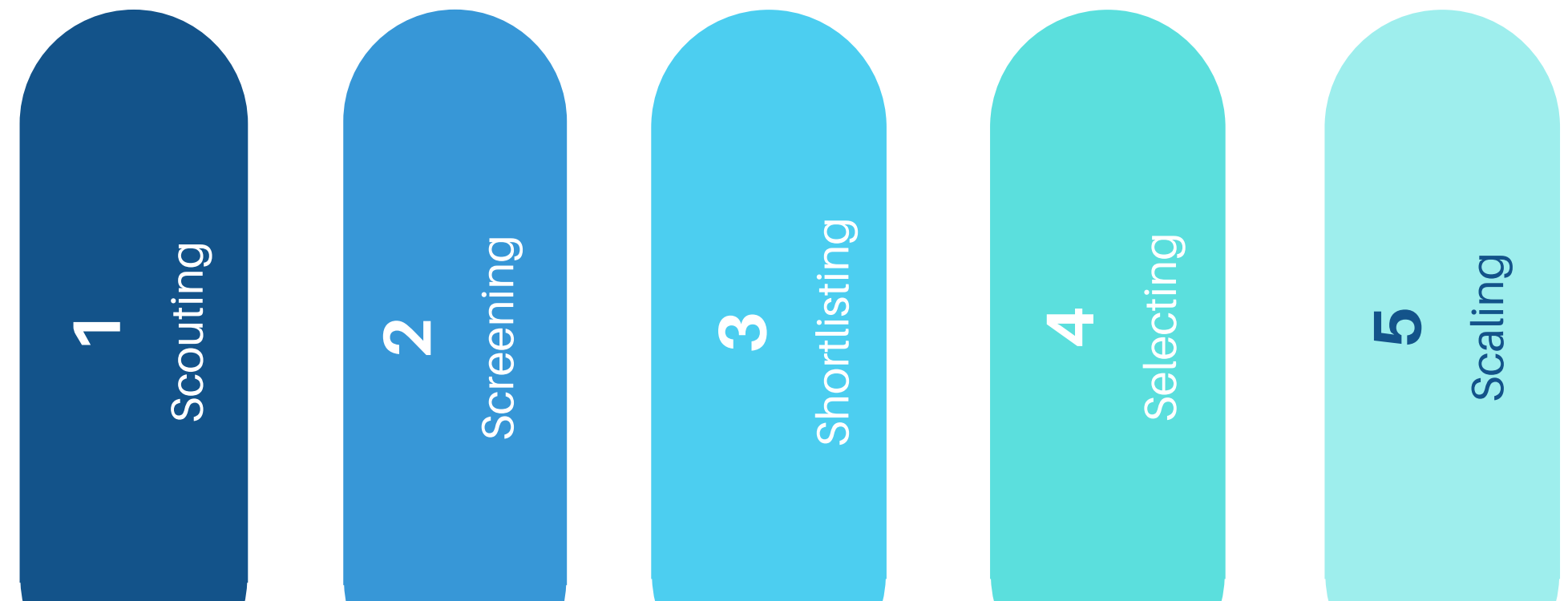
Provide due diligence service to family office and small venture capital fund, who manage the fund and investment with small team.

Our expertise includes scouting for startups from our international network, screening based on fund mandate, shortlisting after detailed due diligence process by our in-house experts, selecting for internal approval, and help scaling up the invested startups.



Family Office

Venture Capital Fund





CFO-AS-A-SERVICE
Your strategic finance leader



Our client from Deal360 who trust our service and see us their strategic partner to help taking informed decision at leadership level especially for financial and investment decision.

We take care of entire finance function, introduce financial governance, develop policy and procedures, managing books of accounts, prepare and present financial statements.

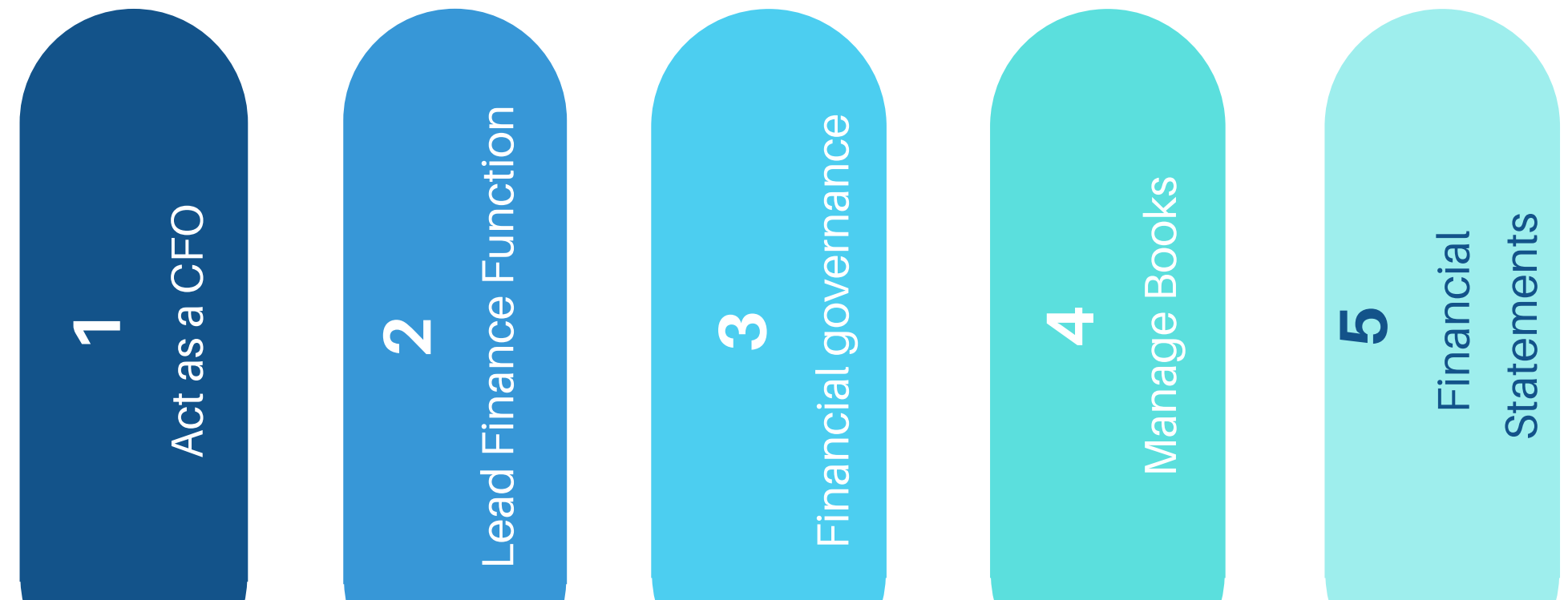


OUR FIRST

Proud Startup Client



*Many more
to come*



FRACTIONAL CFO



We are national organizer of Entrepreneurship World Cup, which is a global competition backed by Misk Foundation, and co-hosted by Global Entrepreneurship Network and Mon'shaat.

Successfully conducted the UAE Final on 6 October 2022. Got rights for 2023 not only for the UAE, but also for Malaysia. The Malaysia partner for 2023 is Al Rajhi Bank, Saudi Arabian bank and the world's largest Islamic bank by capital.



GLOBAL HOSTS



GLOBAL PARTNERS



FOUNDING PARTNER



THE UAE SPONSORS & PARTNERS



Idea Stage

tripp



Early Stage

AHAD



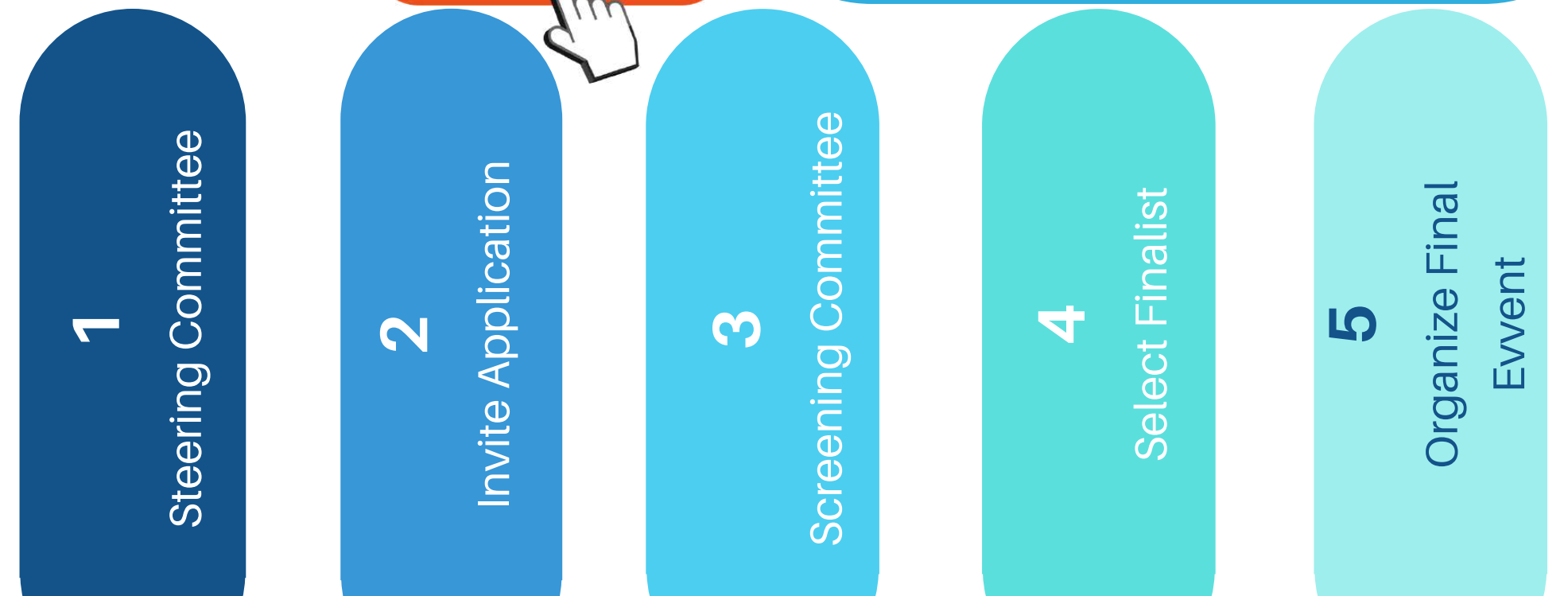
Growth Stage

DESERT CONTROL



CLICK HERE

To view EWC2022 deck



2022 THE UAE WINNERS

Fund raising is 24/7 activity for Founder of startups. Even if they are not raising, they are thinking about it. The pressure doesn't stop here, as it encompasses other challenges such as people issues, operational challenges, technology adoption, and many more.

The Founders burn out early that they don't think about themselves. This **Entrepreneurship Retreat** is designed for Founders to invest on themselves, to reflect, a quest for the purpose of life.



1
Meditation

2
Connecting with Nature

3
Sustainability Tour

4
Network with local Entrepreneurs

5
Reflection Point



Every Organization faces challenges that include, but not limited to developing new products or services, strategies for social change, redesigning or streamlining processes, generating new ideas or creating innovations, improving customer experience, creating better user interfaces/experience.

The Playroom provides the solutions along the workflow from Opportunity Space to Problem-Solution-Fit to Solution-Market-Fit using its Future Thinking and Design Thinking Frameworks.



COLLABORATION WITH

TO LAUNCH **PLAY ROOM** IN MENA AND INDIA

KEY CLIENTS



[CLICK HERE](#)

[To view Playroom deck](#)

1
Setup Innovatoin Lab

2
Facilitate Workshops

3
Innovative Environments

4
Innovative Tools

5
Future / Design Thinking

Students in university come with innovative ideas and develop breakthrough technologies, but their talents remain unnoticed due to lack of support from Academia or lack of awareness about startup ecosystem.

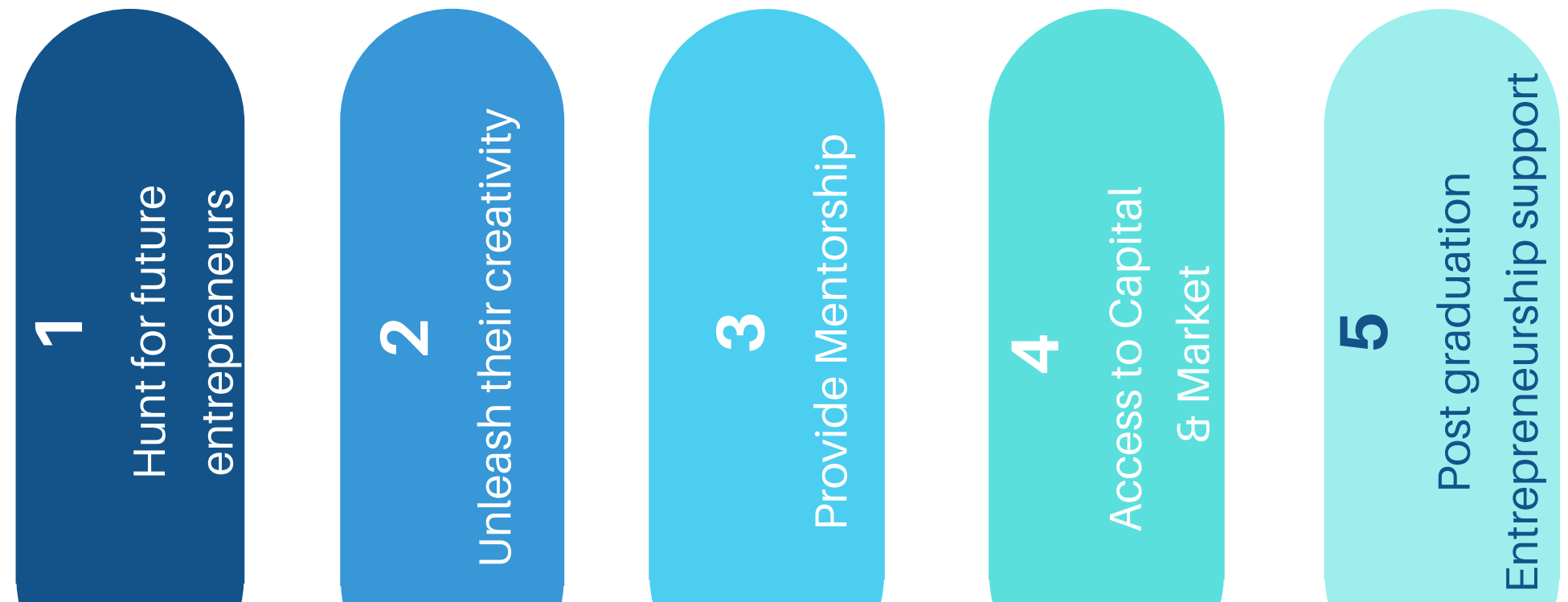
Through our program we work with university to create a program for their students to give them early exposure to the ecosystem, connect with mentors or experts, evaluate their ideas and assess scalability potentials, and give an opportunity to pitch to angel investors.



COLLABORATING WITH



for upcoming Fox liar's competition slated to be taken place on **April 2023**.



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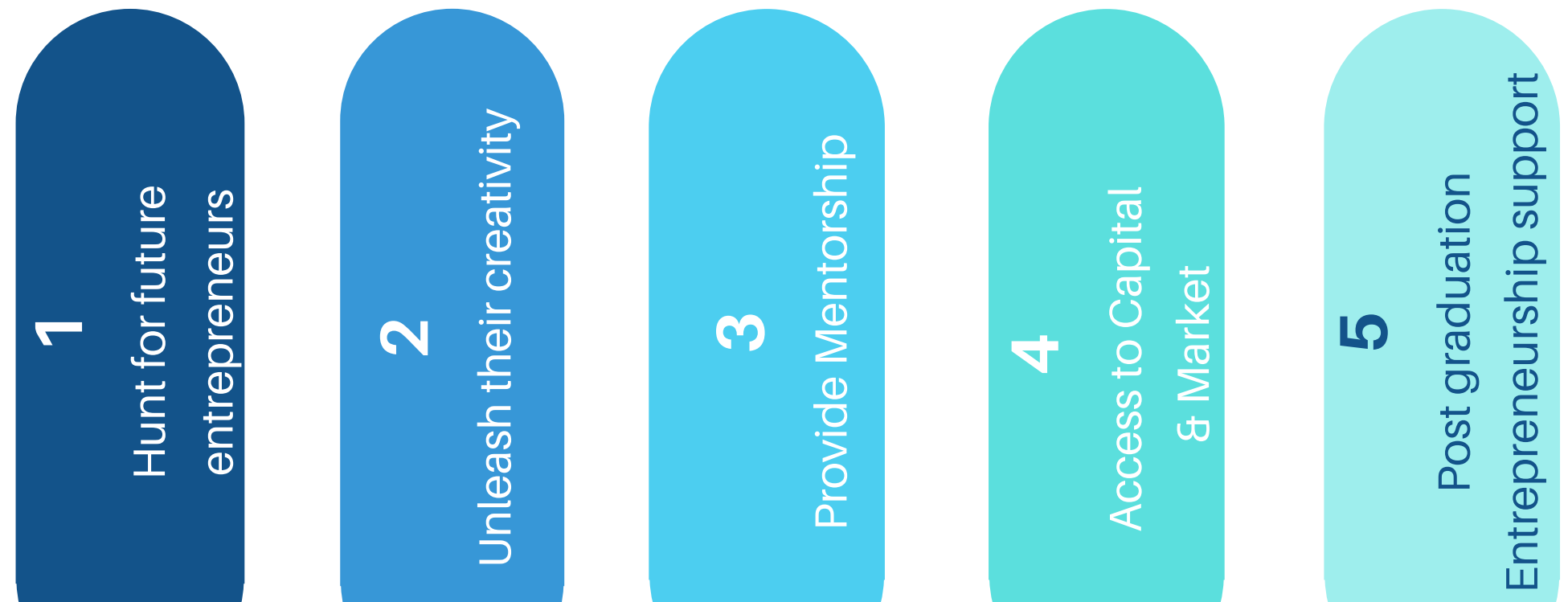
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We all know that knowledge opens the door to opportunity, achievement, success and wealth, but knowledge is of no value unless you put into practice.

Based on our experience we designed workshops that provide key sights on attracting investment effectively, good corporate governance, and steps toward digital transformation, value creation and analysis. Many more workshops to be added.



DARE TO DEVELOP
an entrepreneurship event

How to attract Investors in your business?
Presented by: Swethal Kumar

Digital Transformation, Value Creation & Analysis
Guest Lecturer: Swethal Kumar



BIG FAT MONEY



BIASES
How to avoid biases in decision making?



FAULTLINE
How faultline is created in an organization?



MORAL DISENGAGEMENT
Why moral disengagement happens??

1 Knowledge database

2 Investment

3 Corporate Governance

4 Digital Transformation

5 Pivot

Whether you plan to launch your own business or innovate within an existing company, knowing how to identify and refine a good product idea, our Venture Studio has all the right ingredients to build and grow technology companies from scratch.

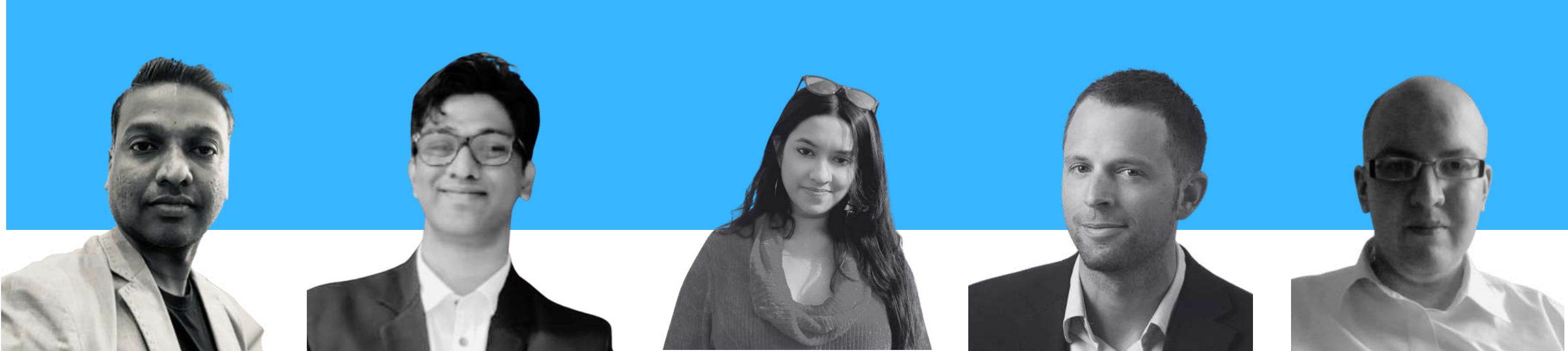
Experience the entire process, from developing your idea, to prototyping and testing, to pitching to investors.

Codelattice360 = Technology Architecture + Venture Architecture.



OUR TEAM

“
World
Class
Team



*SWETHAL KUMAR
Founder & CEO
UAE*

*AKASH KUMAR
Head of Due Diligence
India*

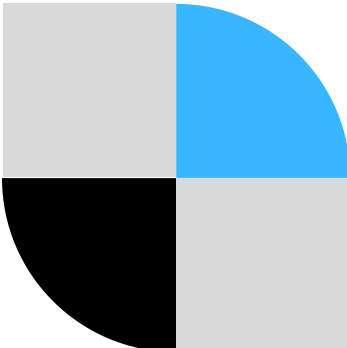
*RIYA CHATTERJEE
Ecosystem Lead
India*

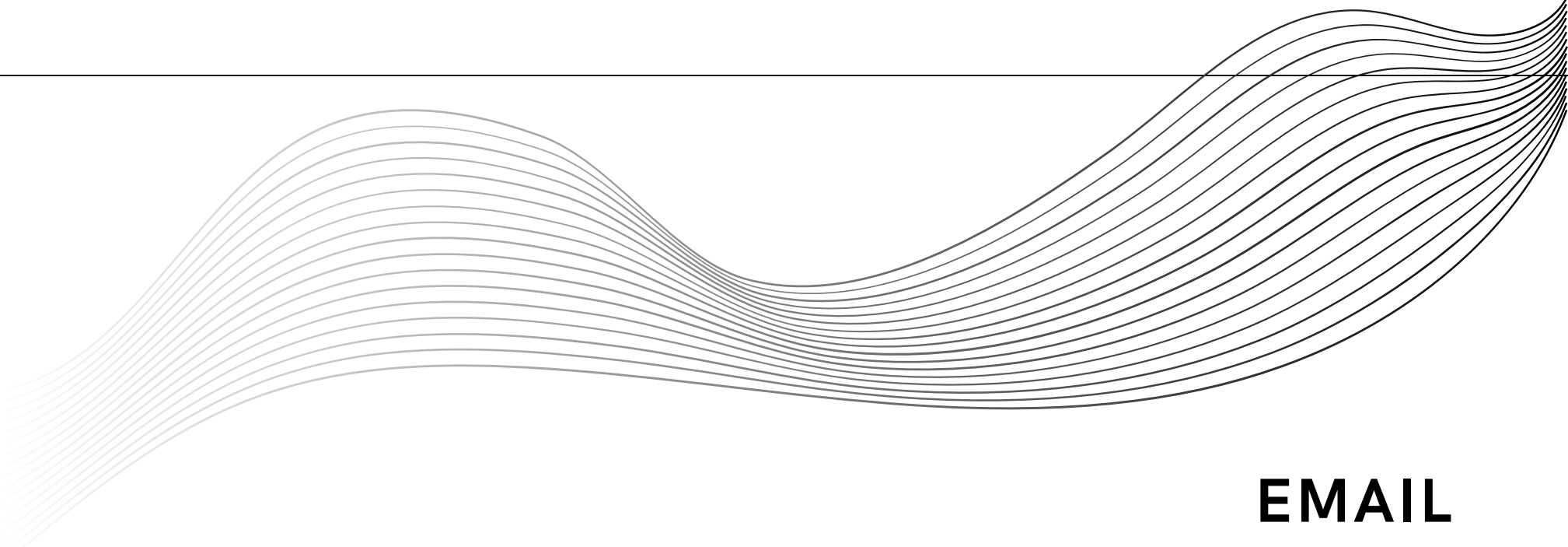
*RENE MASSATTI
Head of Playroom
Austria*

*RADU JITARU
Head of Valuation
Romania*



*VIKAS MOHANDAS
Head of Venture Studio
UAE*





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startupscale360



Thank you!

