

Entrepreneurship World Cup

UNITED ARAB EMIRATES

2024

PARTNERSHIP DECK



GLOBAL HOSTS



NATIONAL HOST



FOUNDING PARTNER



EWC CAMPAIGN OF THE YEAR
United Arab Emirates

**GLOBAL
ENTREPRENEURSHIP
CONGRESS
MELBOURNE 2023**

**Entrepreneurship
World Cup 2024**
UNITED ARAB EMIRATES



Entrepreneurship World Cup: INTRODUCTION



Global Entrepreneurship Network (GEN)

Founded in 2008, USA



200+

10

Million
People

\$8

Million
in Grant

40,000

ACTIVITIES

400,000

ENTREPRENEURS

"Making it easier for anyone, anywhere to start and scale a business", GEN Founder Jonathan Ortman

LAUNCHED IN
2019



Winner 2019



Winner 2020



Winner 2021



Winner 2022



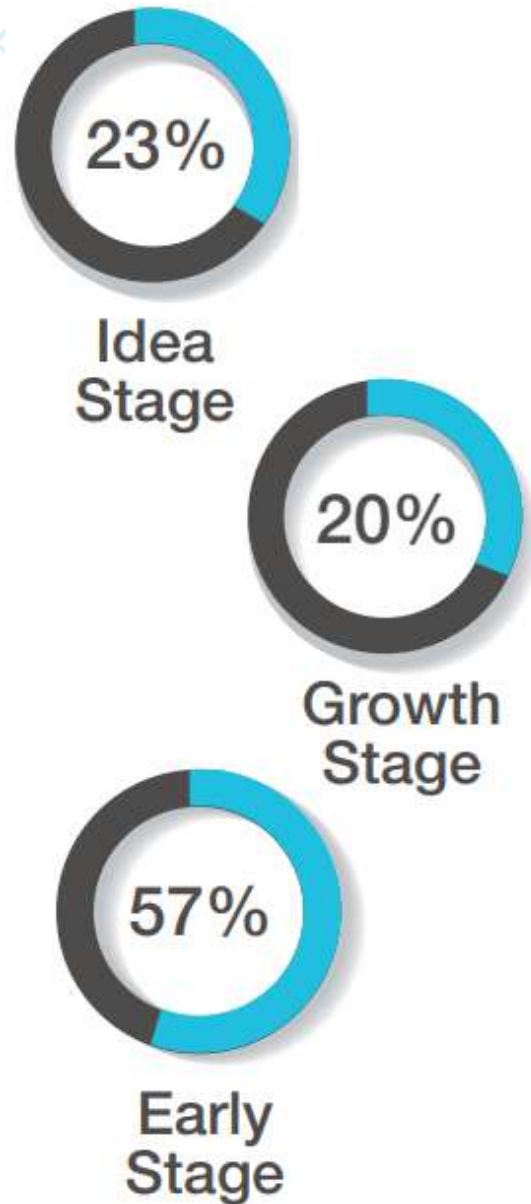
Entrepreneurship
World Cup 2024
UNITED ARAB EMIRATES

Entrepreneurship World Cup (EWC)

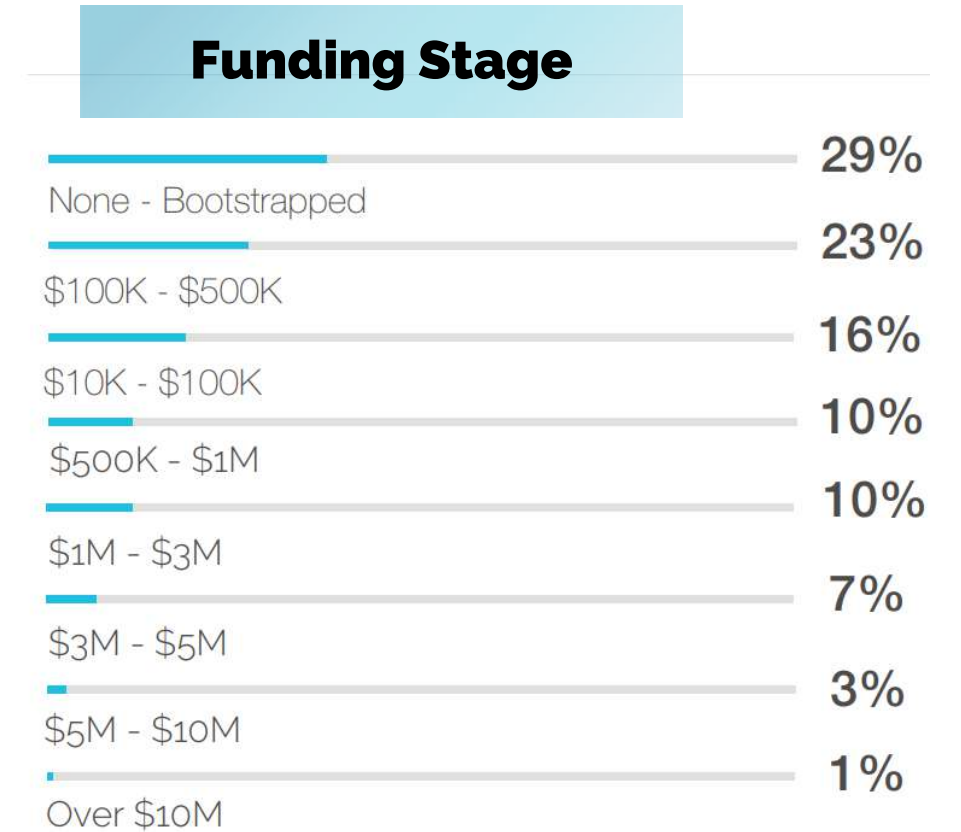
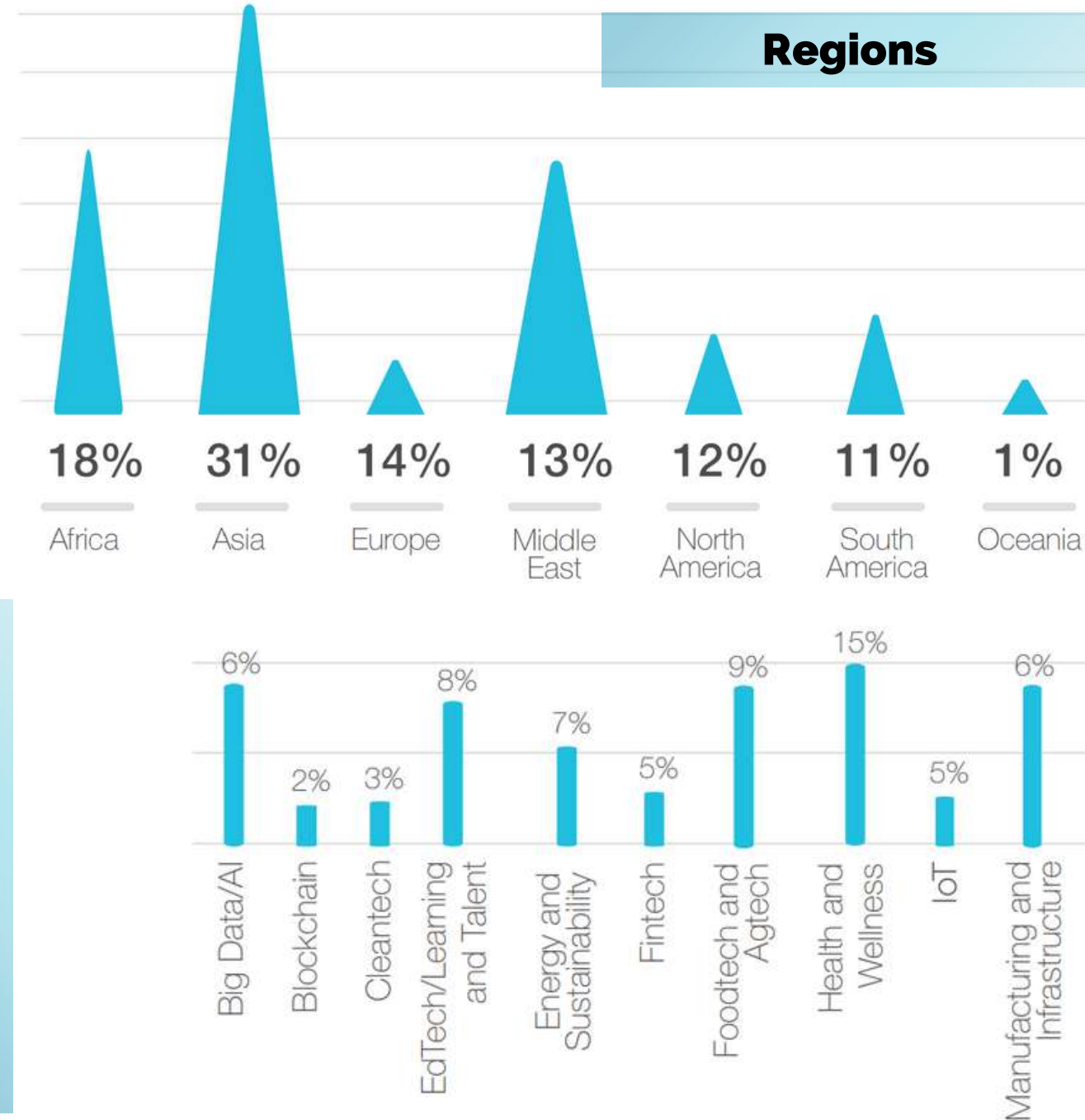
(a GLOBAL ENTREPRENEURSHIP NETWORK (GEN) initiative)

\$1	Million Cash Prize	200	Countries Compete
\$100	Million in-Kind Prize	85K	Viewers Globally
400K	Applicants Globally	150	Events Globally

EWC INTAKE GLOBALLY

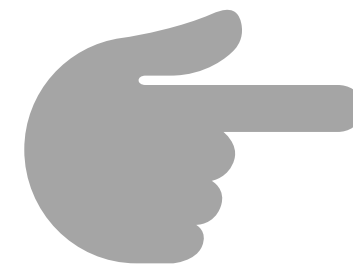
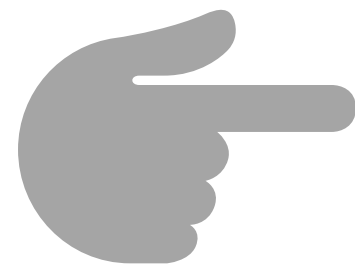
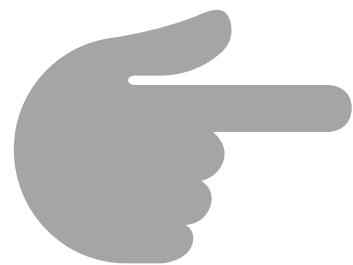


Industries





Entrepreneurship World Cup UAE Final 2022: A QUICK RECAP



EWC UAE 2022

- 186** Qualified Applications
- 10** Panelists
- 3** Committees
- 47** Judges
- 12** Committee Members
- 29** Semi-Finalists
- 10** Volunteers
- 9** Finalists











EWC UAE 2022 ROADMAP

COMMITTEE MEMBERS

 ANA MARIA TORRES GLOBAL ENTREPRENEURSHIP NETWORK	 MIRNA SLEIMAN FINTECH GALAXY	 ROBERTO CROCI Microsoft	 MOHAMAD MAJID KPMG	 HAYAT AL HASSAN HUB71
 JATIN ARORA A&M	 DIVYA BATHIJA AL GHURAIR GROUP	 RYAAN SHARIF FLAT6LABS	 SANJAY NADKARNI EAHM	 CHRISTIAN TABET bp ventures

APPLICATION SCREENING JUDGES

 YANA MOLDOVAN Strategic Advisor Cerina Mentor/judge at the NOVA entrepreneurship programme 10+ yrs in angel investing	 JITESH WADHWA Investment Professional Stride Ventures Sector and Stage agnostic	 RENJIT PHILIP Senior Business Advisor Start2Scale Consulting Uses technology and data science to ensure a digitally healthy environment Startup advisor	 OMAIMA MOSHARAF Founder and CEO YouthWave MENA 18-year old social entrepreneur and UNSDGs advocate She is also an advisory board member at Savii
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 DR. DEEPU MATTHEW Senior consultant Family Medicine Primary health care cooperations 21 startups in India and US VC fund investor	 SAYAN GHOSH Associate Investment Officer International Finance Corporation 21 startups in India and US 3 yrs in angel investing startups companies	 NIKHIL SADHWANI Managing Partner Kavir Consulting Strategic advisor and consultant in health care startups 4 yrs in angel investing	 General Manager of Strategic Investments HT Media Ltd Handles equity investments for B2C companies	 ARIZ RIZVI Chief Executive Officer Property Technologies Limited Founded 2 successful startups in Intelligent TMS and Proptech	 MUSTAPHA ZAOUNI Chief Executive Officer Fipin Venture builder and cofounder of NOD AI in Africa Interest in blockchain technology	 ALEXANDRA GALANI Founder PitchDeck DMCC Turnkey pitch deck specialists and startup advisor	 DEEPA ARORA Senior Vice President Masreq Bank 15+ years of experience in Business Planning, Strategy, Operational and Risk Analytics
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APPLICATION SCREENING JUDGES

 MITHUN JOHN CEO Maharashtra State Innovation Society 12+ years of experience in Biotechnology and healthcare early stage ventures	 CAROLIN NEUBAUER Chief Operating Officer & Co-Founder FERG AI Evaluated startup deals 15+ years of global leadership in logistics	 HAZIALI SHAIKH Head - Blue Ocean Lab Mahindra and Mahindra Limited 14+ yrs as Automotive engineering & management professional. Evaluate investment opportunities.	 BALAJI SUBRAMANIAN Head of Finance MAX at Landmark Group Evaluate startups in Landmark group. Analyse business and recommend venture funding	 ANSHUL SRIVASTAV Co-Founder Proton Expertise in Insure Tech, and Former sovereign fund CIO	 ANURAG SINGH YADAV Chief Strategy Officer's Dana Group Strong background in entrepreneurship and directing multi-million-dollar operations	 BIPIN AGRAVAT Venture Investor Investment Management VC fund and angel investor Startup advisor	 ABHI ANUKET Founder & Managing Director MAGNIVA VENTURES Investments and Venture Building, Market Leadership/ Entrepreneurship Aerospace
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SEMI FINAL JUDGES

 SONALI GOILA	 KATIE WACHSBERGER	 SAMEER SORTUR	 HELEN AL UZAIZI	 MATTEO BOFFA	 CHETAN MEHTA	 OBIE GEORGE	 NAUSHAD OOMER
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FINAL JUDGES




IDEA STAGE PITCHING

 NEERAJ GUPTA Chief Executive Officer policy bazaar	 ANGAD SINGH Global Director, Innovation aramex	 JOHN LACEY MENA Head Tencent
--	--	--

EARLY STAGE PITCHING

 AMER FATAYER Investment Director E&I DUBAI FUTURE DISTRICT FUND	 NADER ALBASTAKI Acting Chief of Strategy KaPower مؤسسة دبي للمستقبل DUBAI FUTURE FOUNDATION	 ANDRE JR. AYOTTE Executive Director
--	---	--

GROWTH STAGE PITCHING

 RAJIT NANDA Advisor to CEO ACWA POWER أكوا باور	 USMAN TAREEN Group M D BEEAH	 WALTER PALK Partner KPMG
--	--	--

EWC UAE 2022 WINNERS

Idea Stage



Early Stage



Growth Stage



EWC UAE 2022 PARTNERS

Semi-final F&B
sponsor



1st Semi-final
venue sponsor



2nd Semi-final
venue sponsor



Bronze sponsor



Broadcast & Media
sponsor



Video & Photography
sponsor



Final event F&B
sponsor



Final event ecosystem
& venue sponsor



EWC UAE 2022 MEDIA COVERAGE



هذا الصباح
د. ريم الجبيري : الرئيس التنفيذي لمؤسسة Tripp



Dr. Aman puri
Consul General of India Dubai and Northern Emirates
بالتأكيد أنا مسرور لوجودي في كأس ريادة الأعمال 2022
والتي نضمها IN5 و STARTUPSCALE 360

3 شركات إماراتية ناشئة تفوز في نهائيات كأس العالم لريادة الأعمال



إنشاء الإعلان عن أسماء الشركات الفائزة (من المصدر)

3 شركات ناشئة في الإمارات تفوز في نهائيات كأس العالم لريادة الأعمال

الأول لرئيس مجموعة تيكوم - مدينة دبي للإعلام ومدينة دبي للاستوديوهات ومدينة دبي للإنتاج، أن دبي تضم نخبة غنية ومنتوعة من رواد الأعمال ذوي المهارات العالية، والذين يسهمون بشكرا فاعلا في إطلاق مشاريع



فازت ثلاث شركات ناشئة في دولة الإمارات العربية المتحدة بنهائيات كأس العالم لريادة الأعمال على مستوى الدولة، والتي نظمتها شركة StartupScale360، بالتعاون مع حاضنة الأعمال in5، والمنصة الرائدة التابعة لمجموعة تيكوم والهادفة إلى تمكين رواد الأعمال والشركات الناشئة في مجالات التكنولوجيا والتصميم والإعلام. وفاز في النهائيات، Tripp، التطبيق المخصص لأفراد المجتمع والذي يتيح لهم التخطيط لرحلاتهم والحصول على مجموعة متنوعة من المزايا، وAHAD، وهي شركة ناشئة في مجال الأمن السيبراني والتحول الرقمي وخدمات وحلول إدارة المخاطر، وشركة "ديزرت كونترول"، وهي شركة ناشئة ضمن حاضنة

نوز ثلاث شركات ناشئة إماراتية في نهائيات «ريادة الأعمال»



عمل جديدة على المستوى الوطني، وفازت مجموعة تيكوم - مدينة دبي للإعلام ومدينة دبي للاستوديوهات ومدينة دبي للإنتاج، أن دبي تضم نخبة غنية ومنتوعة من رواد الأعمال ذوي المهارات العالية، والذين يسهمون بشكرا فاعلا في إطلاق مشاريع وحلول مبتكرة في شتى القطاعات ما يرسخ مكانة الإمارات وجهة عالمية للاستثمار وريادة الأعمال



في دبي، الإمارات العربية المتحدة

عينية تُقدر بقيمة 100 ألف دولار، فضلاً عن الدعم من شركات تزويد الخدمات مثل «أمازون ويب سيرفيسز» و«Freshworks» و«أوراكل» إلى ذلك، ستحصل الشركات التأهله للتصفيات النهائية العلنية تلقائياً على دعوة للمشاركة في نادي الشركات الناشئة التابع للشبكة العلنية لريادة الأعمال، وهو عبارة عن مجموعة حصرية من مؤسسي الشركات الموهوبين من مختلف أنحاء العالم، ومن المقرر أن تتنافس هذه الشركات مع بعضها بعضاً في النهائيات.

وفازت الشركات الثلاث من بين المرشحة لنهائيات كأس العالم لريادة الأعمال، وتتنافس التأسيس المبكرة، ومرحلة النمو، وذلك من بين 183 شركة مشاركة في كأس العالم لريادة الأعمال. وتعاونت حاضنة الأعمال in5، التي قدمت لياحة 100 شركة عالمية مشاركة في عينية قيمتها 100 ألف دولار، فضلاً عن الدعم من شركات تزويد الخدمات مثل «أمازون ويب سيرفيسز» و«Freshworks» و«أوراكل» و«Segment»،

في مجال التكنولوجيا الزراعية الذكية التي تراعي البيئة. وفازت هذه الشركات الثلاث عن فئات «ابتكار الفكرة» ومرحلة التأسيس المبكرة» ومرحلة النمو»، وذلك من بين 183 شركة مشاركة في كأس العالم لريادة الأعمال. وتعاونت حاضنة الأعمال in5، التي قدمت لياحة 100 شركة عالمية مشاركة في عينية قيمتها 100 ألف دولار، فضلاً عن الدعم من شركات تزويد الخدمات مثل «أمازون ويب سيرفيسز» و«Freshworks» و«أوراكل» و«Segment»،

فازت 3 شركات ناشئة في الإمارات بنهائيات كأس العالم لريادة الأعمال على مستوى الدولة، والتي نظمتها StartupScale360 بالتعاون مع حاضنة الأعمال in5، والمنصة الرائدة التابعة لمجموعة تيكوم والهادفة إلى تمكين رواد الأعمال والشركات الناشئة في مجالات التكنولوجيا والتصميم والإعلام.



يؤونا كمنظمين لهذا الحدث على المستوى المحلي حولنا عقد شركات عالمية ولعبت شركتنا الدور الأكبر في فتح كأس رواد الأعمال 2022 في الإمارات

3 شركات ناشئة في الإمارات تفوز في نهائيات كأس العالم لريادة الأعمال على مستوى الدولة



فازت ثلاث شركات ناشئة في دولة الإمارات العربية المتحدة بنهائيات كأس العالم لريادة الأعمال على مستوى الدولة، والتي نظمتها شركة StartupScale360، بالتعاون مع حاضنة الأعمال in5، والمنصة الرائدة التابعة لمجموعة تيكوم والهادفة إلى تمكين رواد الأعمال والشركات الناشئة في مجالات التكنولوجيا والتصميم والإعلام. وفاز في النهائيات، Tripp، التطبيق المخصص لأفراد المجتمع والذي يتيح لهم التخطيط لرحلاتهم والحصول على مجموعة متنوعة من المزايا، وAHAD، وهي شركة ناشئة في مجال الأمن السيبراني والتحول الرقمي وخدمات وحلول إدارة المخاطر، وشركة "ديزرت كونترول"، وهي شركة ناشئة ضمن حاضنة الأعمال in5، والمنصة الرائدة التابعة لمجموعة تيكوم والهادفة إلى تمكين رواد الأعمال والشركات الناشئة في مجالات التكنولوجيا والتصميم والإعلام. وفاز في النهائيات، Tripp، التطبيق المخصص لأفراد المجتمع والذي يتيح لهم التخطيط لرحلاتهم والحصول على مجموعة متنوعة من المزايا، وAHAD، وهي شركة ناشئة في مجال الأمن السيبراني والتحول الرقمي وخدمات وحلول إدارة المخاطر، وشركة "ديزرت كونترول"، وهي شركة ناشئة ضمن حاضنة الأعمال in5، والمنصة الرائدة التابعة لمجموعة تيكوم والهادفة إلى تمكين رواد الأعمال والشركات الناشئة في مجالات التكنولوجيا والتصميم والإعلام.

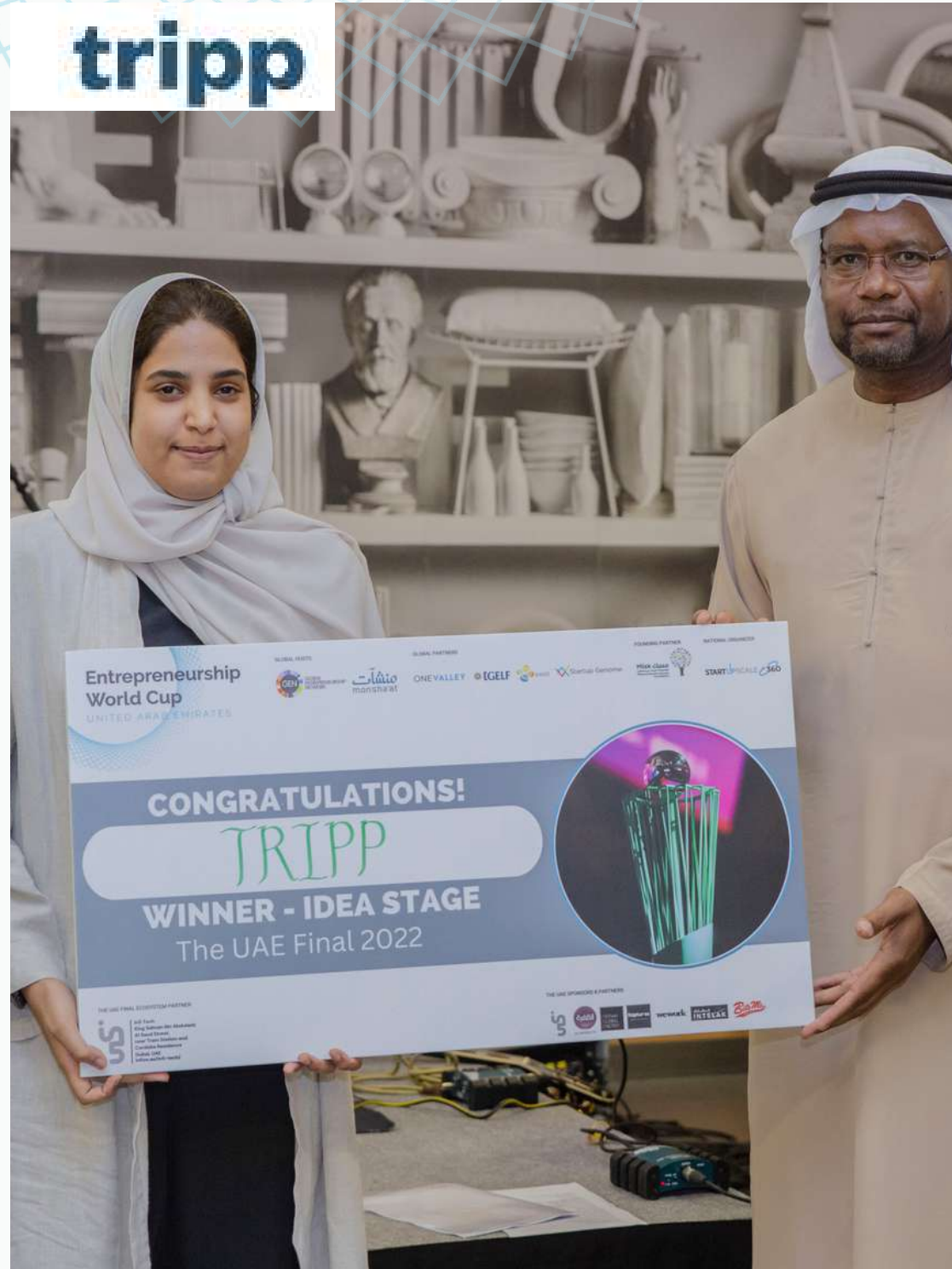


سعيد خميس النوفلي
مدير العمليات في IN5 TECH DUBAI

EWC IMPACT 2022

UAE WINNER - IDEA STAGE

First Emirati female founder startup to win the UAE Final



WINNER - GLOBAL FINAL (RIYADH)

Best startup under Sustainability & Environment Category



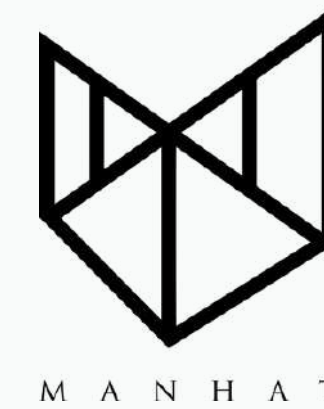
EWC CONTRIBUTION TO FUTURE100

9%

Future
100
من المستقبل

وزارة دولة للتطوير الحكومي والمستقبل
MINISTER OF STATE FOR GOVERNMENT DEVELOPMENT & THE FUTURE

وزارة الاقتصاد
MINISTRY OF ECONOMY



EWC IMPACT 2022

DESERT CONTROL

Secured \$10Mn investment following winning EWC Global Final and nominated as best starter of the year in Global Entrepreneurship Congress, Melbourne.

Tune in to the insights from the winner of the Entrepreneurship World Cup 2022 UAE Final - Ole Kristian Sivertsen, CEO, Desert Control.





GLOBAL
ENTREPRENEURSHIP
CONGRESS
MELBOURNE 2023

Entrepreneurship
World Cup
UNITED ARAB EMIRATES



and the
WINNER
IS
THE UAE

EWC CAMPAIGN OF THE YEAR
United Arab Emirates

GLOBAL
ENTREPRENEURSHIP
CONGRESS
MELBOURNE 2023



FEATURED IN
KHALEEJ TIMES

by Anam Khan Published: Fri 20 Oct 2023, 6:05 PM

**EWC CAMPAIGN
OF THE YEAR
2022**



Click on bar code to read Khaleej Times article

**Entrepreneurship
World Cup**



Entrepreneurship World Cup UAE Final: 2024 The Sponsorship Opportunity

STEERING COMMITTEE MEMBERS



DR.HODA A.ALKHZAIMI
Assistant Professor



RAWDHA ALMERAIKHI
Associate Director of Outreach



SINDIYA IBRAHIM SAAD
Head of Entrepreneurship
Support



ARTEM KVAS
SVP Growth & Value
Creation | UAE Investments



GLOBAL HOSTS



FOUNDING PARTNER



NATIONAL HOST



KNOWLEDGE PARTNER



ACCELERATOR PARTNER



SCREENING COMMITTEE



BALAJI SUBRAMANIAN
CFO, Landmark Group - Max



USMAN TAREEN
Group Managing Director
Finance

BEEAH



TBD



TBD

GLOBAL HOSTS



FOUNDING PARTNER



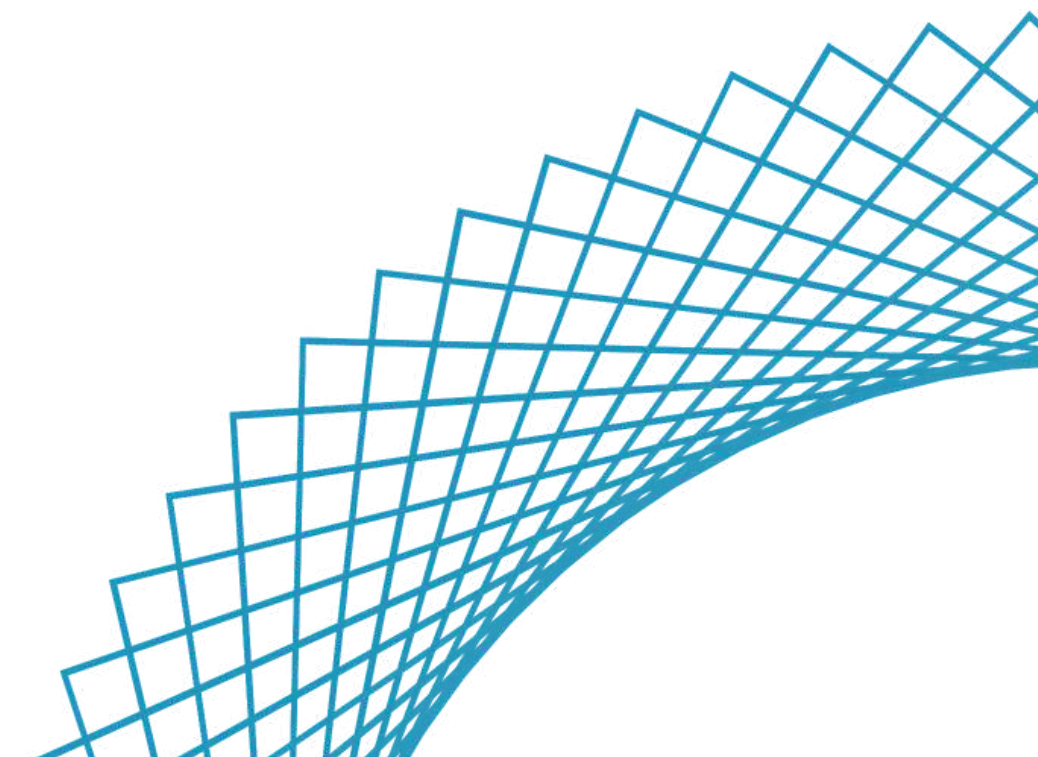
NATIONAL HOST



KNOWLEDGE PARTNER



ACCELERATOR PARTNER



MANAGEMENT COMMITTEE



BALAJI SUBRAMANIAN
CFO, Landmark Group - Max

JOSÉ FRANCISCO
Managing Director - ME

DINARA ZHUMABEK
Investor

TBD



GLOBAL HOSTS



FOUNDING PARTNER



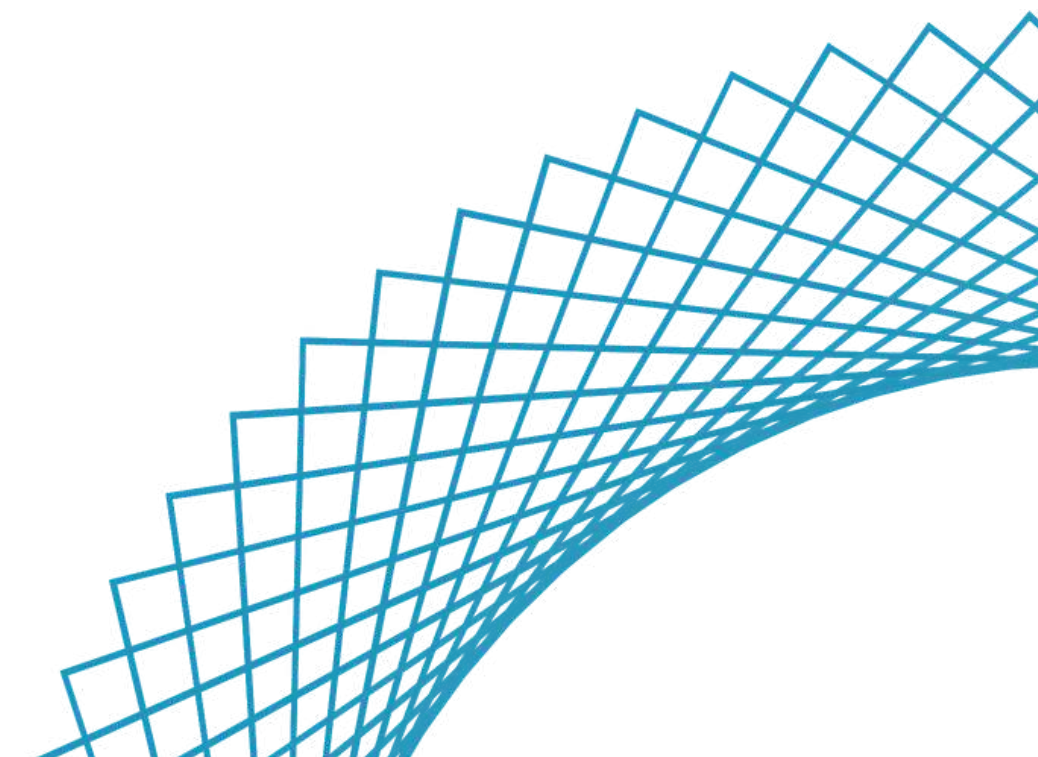
NATIONAL HOST



KNOWLEDGE PARTNER



ACCELERATOR PARTNER



Entrepreneurship World Cup

UNITED ARAB EMIRATES

SCREENING JUDGES PROFILE



SUBBU RAO
Internship
Dubai Future District Fund
Cybersecurity investment advisor with more than 15 years of industry experience.



AJAY KATYAL
Strategic Marketing Leader
Honeywell
Board of Directors of S2015 Partners Limited.



VIGNESH RADHAKRISHNAN
Head- Leap North Kerela
Kerela Startup Mission
Startup enthusiast, ecosystem enabler



KARIM HELAL
Founder & CEO
ProTenders
Entrepreneur, mentor and angel investor, 15 years of experience in start-up ecosystem.



DR ASIF CHOWDHURY
Corporate Value Officer (CVO)
Arrowad International Group
16 yrs+ experience in industry



NAWAL ALHANAEE
Director
Future Energy Department
Expertise lies in energy sector, involved with Ministry of Energy and Infrastructure



TASNEEM DAWAL
CA
OEPP INNOVATIONS
startup ecosystem enabler and startup enthusiast, engaging an angel group of 250+ people.



WALEED HELAL
Head of Marketing
Xpence
13+ years in the MENA region with respect to marketing.



WES SCHWALJE
Co-Founder & CO
Tahseen Consulting
Advised 11 unicorns and 12 US-listed public companies on policy, partnerships, and market entry.



MAHESH DUMBRE
Self-Employed
SoulSurge Ventures
Have evaluated 5000+ ventures over years with focus on Healthcare and life sciences, Education, Deep Tech, Agri tech.



KEVIN CZOK
Managing Partner
Stakehouse
Co-Founder of Hotel Data Cloud & Stakehouse.



BALAJI
Supply Chain Management
Landmark Group
Expertised in Retail, Supply chain, Insurance, Analytics, Indirect Procurement



PRAVEEN BANGERA
Founder & Director
XVERSE LTD
Award winning thought leader in driving Customer Experience transformation.



MOREBLESSING SITHOLE
Education and Awareness Officer
Sharjah Research Technology and Innovation Park
My expertise is Intellectual property and Finance.



AKASH KUMAR DAVID
Student
Aston University
Ex- head of Due diligene at Startupscale360, have analysed 500+ start-ups in different sectors.



ANNAMALAI RAMAKRISHNAN
Project Manager
iMile Delivery
Expertosed in Logistics, Transportation Distribution



DR. MONA MEYER
Lecturer in Entrepreneurship & Digital Marketing
Fachhochschule Nordwestschweiz FHNW
20 years of professional experience cultivated in successful start-ups and SMEs across diverse industries.



MUHAMMAD AKBAR
Investment Specialist
Nox Management
finance expert with 15 years of experience in Corporate & Investment Banking across Europe, the Americas, and Asia-Pacific.



ZEESHAN QEDWAE
Founder
Tech Comrad
Expertise lies in Mobility and SaaS, With a rich background in management and marketing.



MANAS MAHANANDIA
Executive Coach
Marleq
Also CEO & Founder for Expert Insight News



AKRAM EL YOUSSE
Founder
InstaVal
Also CEO of Upside Digital, Expert in corporate finance, investment banking, private equity, and strategic growth in both traditional & tech economies.



NADAV TRENTER MOSER
CEO
inperson
internet marketing executive & entrepreneur, Evaluating mobile internet ventures including media platforms, SaaS products



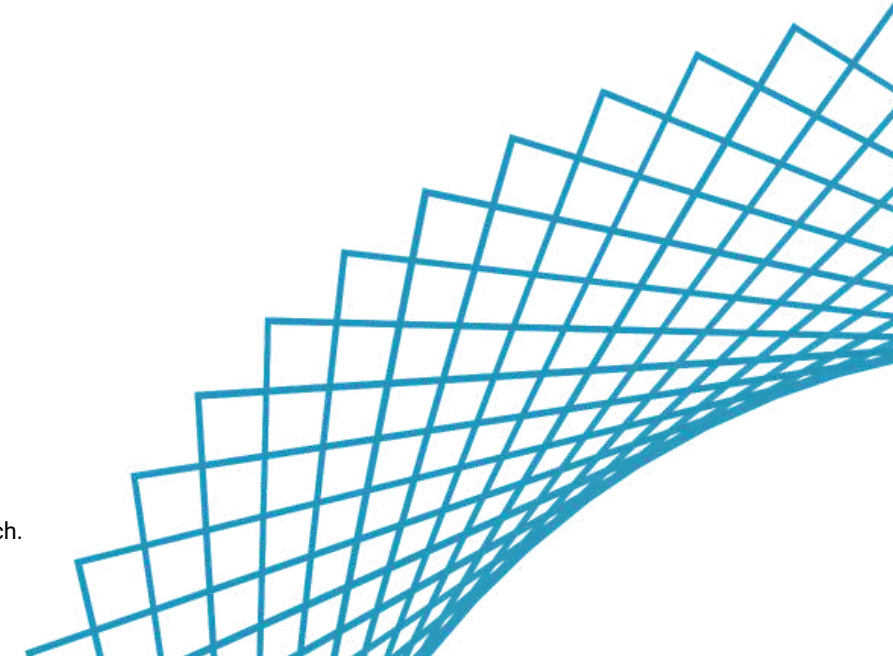
JIMMY JAMES
Founder & CEO
PlantShop.ae
Ecommerce and B2C experience.



BHARATHY V PRAKASH
Director
Technomax systems
Experienced in technology sector, adoption of new tech solutions for clients, interest in latest advancements.



VASSEH AHMED
Managing Director (MD)
AYA Foundation
Previously associated with Zand, a digital bank. Expertise in financial sector, wealth management, FinTech.



Entrepreneurship World Cup

UNITED ARAB EMIRATES

SCREENING JUDGES PROFILE



GAYANE GRIGORYAN
Business Mentor
Abu Dhabi SME Hub
Expertise in Business Model Innovation, Value Proposition Design, MVP, Business Idea Testing, Customer Journey Mapping, Strategic Marketing and Management Consulting



DR. FADY ISMAEEL
Founder
AGX Consultant
Expertise in investment, Digital transformation, AI, growth hacking, cyber security, fintech.



PAUL HAMILTON
MD
Ibtikar
former Partner global head of FS x Innovation for major consulting firm, member of Fintech Steering of TheCityUK, also some good FMCG and Tourism experience



ANIL KUMAR JAIN
Retail, Logistics and Fintech-interested sectors.
He is angel Investor, Entrepreneur and Finance Expert, Global Business and Innovation Leader.



CLEOLA KUNENE
JSE
Head of SME Development
Small & Medium business growth expert, investor & business coach. Winner of Mail & Guardian Power of Woman 2023.



MAHAITIA RANDRIANARIVO
Capital M
Co-Founder
Areas of expertise include digitalization, data-driven solutions, and data-oriented management.



DINO MIELE
Katapult consulting Services
Founder
experience in ICT, EdTech and Cross-Functional Business Development and Startup Incubator and Ecosystem Builder. Niagara Startup Huddles and Professional Entrepreneurial Ecosystem Builder



VIKAS TAWANI
Medstar Healthcare
Director
A I-Banker, Strategy Consultant, CxO, Board Advisor & Life Coach. Graduated from London Business School- also a Dubai Alumni Club Co-President.



SAEED ALI ALMHEIRI
Business Development Manager
Chalhoub Greenhouse
Expertise in Expertise in Business Development and Venture Building



KETAN RATHOR
Leader & Senior Project Manager
GyanSys Inc.
expertized in Information Technology, Artificial Intelligence, Machine Learning, Supply Chain and Data Science.



ALEX SAMSON
Startup Mentor
Founder Institute
Specialised in AI, Blockchain, AgriTech, Industry 4.0, Oil & Gas, SaaS, Insurance Tech, Sports Tech.



TALHA BIN SHUJA
High Hope International
Consultant
Raised funds from private investors and institutions like USAid. Also, Head of a Business Incubation Center, a mentor at Founder Institute and Global Entrepreneurship Network, and a member of prestigious university committees and the Chamber of Commerce.



HAFIZULLAH IRFAN
Olivestouch Technologies
Founder & CSO
Also founder and CEO of SoftTech360. Experience in providing IT Consulting to various companies in various industries and multiple geographies. Strengths are business process knowledge, problem definition, and identifying solutions.



AMNA CHAUDHRY
Harvard Business- Advisory Council
Selected as one of 'The Top 100 Women of the Future' and featured on the 'Women in Fintech Powerlist' as the Standout 45, Global Winner of the 'Woman in Web 3.0' Award. Also listed as one of the 'Most Inspirational Women of Web 3.0 and Metaverse', judge for the competition 'The Top 25 Women in Blockchain and Fintech.'



RAFEEQUE KAVANUR
Food Tech Research & Incubation Centre - FTRIC
Mentor
a seasoned food technologist, entrepreneur, and startup mentor, bringing over 10 years of valuable experience to the dynamic realm of the food industry. He serves as the Technical Director of Food Tech Research & Incubation Centre - FTRIC.

44 IN TOTAL



THERESA NUONG DOAN
Incubator/Accelerator Manager
SEE Institute - The Sustainable City
Focused on Environmental sustainability



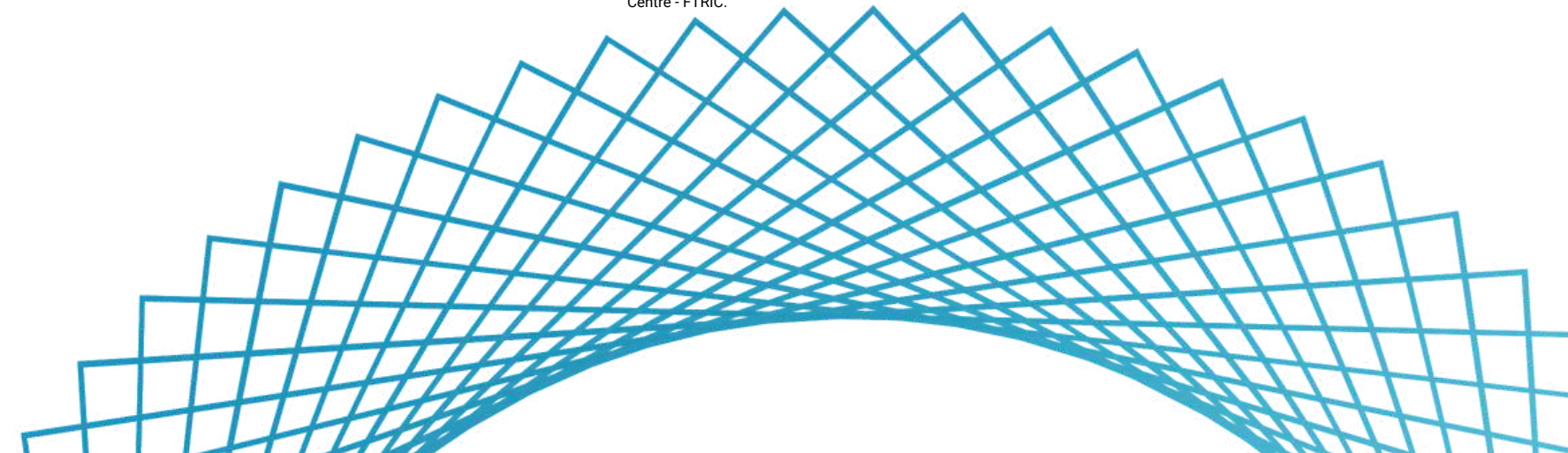
WALIED ALBASHEER
Intuitio Ventures
Founder & Managing Partner
Global 50 Most Impactful Social Innovators in Mumbai, India, one of the TOP100 Sustainable CEOs in Dubai, affiliated with You Arab Leaders (YAL), etc.



JORGE MONTENEGRO
University of Liverpool
Research Associate
currently works as a research associate and business lead at ecoresolve, a research hub and think tank based in San Francisco, CA, US, focused on applications of remote sensing for enhancing mangrove mapping, regeneration, and management in the MENA region.



SAMIN
U Smile
CEO
Entrepreneur, Inventor, Transforming Industries Through AI Innovation, Business Development.





PATH TO THE UAE AND GLOBAL FINAL

The application process has been commenced since Oct 2023 and scheduled to conclude at the end of February 2024. Subsequently, the semi-final and final rounds are slated to occur by the end of March 2024. Winners from the UAE will progress to the global final for a virtual bootcamp, where they will compete for a chance to be among the top 100 selected participants. The final top 100 will compete for \$1 Million cash prize in Riyadh, KSA.

OCT'23 TO
FEB'24

MID-
MAR'24

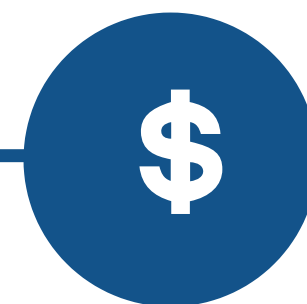
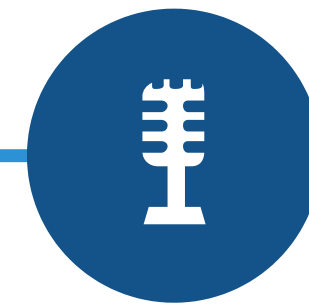
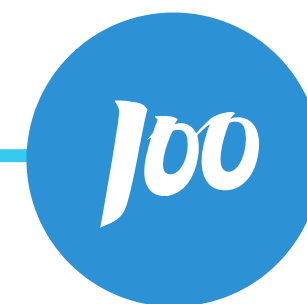
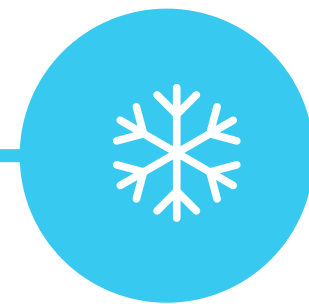
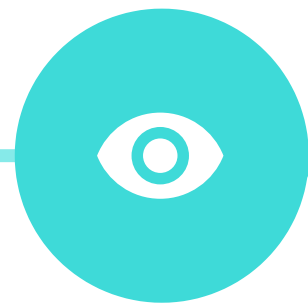
END OF
MAR'24

APR-
MAY'24

JUN'24

SEP-
NOV'24

NOV'24



Application stage + setting up Governance structure

The UAE semi-finals

EWC Qualifiers – The UAE National Finals

EWC 250 Selections + Bootcamp

EWC 100 announced

Training, Mentorship, access to Investors for EWC 100

EWC Global Finals + \$1 Million cash prize announced



KEY TIMELINES

The path to the Entrepreneurship World Cup 2024 final commences with organizing the national final in the UAE in March 2024. The winner of the UAE finals will progress to Riyadh for the global final in November 2024. The journey doesn't conclude there; we will be present at the Global Entrepreneurship Congress in Indiana, USA, in March 2025. Furthermore, partners and sponsors have the option to participate in two additional events in March and November 2024, taking place in Cape Town and Puerto Rico, respectively.



EWC UAE FINAL
MARCH 2024

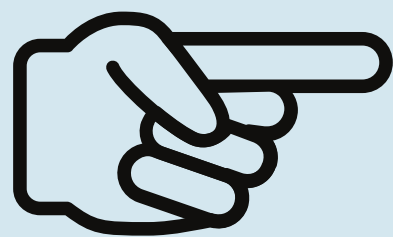


EWC GLOBAL FINAL
RIYADH, KSA
NOVEMBER 2024



GEC INDIANA, KSA
MARCH 2025

OPTIONAL



GEC CAPE TOWN
MARCH 2024



GEC+ PUERTO RICO
NOVEMBER 2024

Entrepreneurship World Cup 2024

UNITED ARAB EMIRATES



KNOWLEDGE PARTNER

(SIGNED)

ACCELERATOR PARTNER

(SIGNED)

OTHER PARTNERS

(DISCUSSION IN PROGRESS)



Institute of
Entrepreneurship
and Private Capital



FOUNDER
INSTITUTE



مندوقف خليفة لتطوير المشاريع
Khalifa Fund for Enterprise Development



دائرة التنمية الاقتصادية
DEPARTMENT OF ECONOMIC DEVELOPMENT

- Mentoring and workshops will be delivered by top professors of one of the world's most prestigious business schools

- Four different bootcamps will be delivered by world's largest pre-seed accelerator.



GLOBAL HOSTS



FOUNDING PARTNER



NATIONAL HOST



KNOWLEDGE PARTNER



ACCELERATOR PARTNER



EWC UAE 2024 Prizes (Proposed)*



\$25,000



\$50,000



\$10,000

* subject to raising sponsorship

Entrepreneurship World Cup 2024

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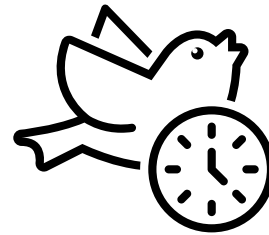
STARTUP CATEGORIES

All applicants must fit one of the following three (3) categories. These categories offer multiple stage definition and classification points, and within this framework, at least one (1) defining criteria must apply to qualify.



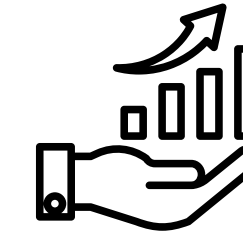
Idea Stage

- **Self-Funding and Conceptual:** Your company (or concept) is self-funding directly from founders + family/friends to build a prototype or initiate business operations (No Revenue)
- **Unregistered Entity:** Your company has not been legally registered as a legal entity and is building a business plan as a pathway to initiate business activities (No Revenue)
- **Registered Entity / No Prototype:** Your company could be recently legally registered but does not have an MVP or commercially viable product (No Revenue)
- **Registered Entity / Prototyping:** Your company could be registered and is actively working to develop an MVP (No Revenue)
- **Aspiring Entrepreneur:** You work on a university research project that will turn into a company (tech spin-off)



Early Stage

- **Seeking Validation:** Your company has commercially viable MVP that is seeking early user/customer validation in the market (Nascent Revenue)
- **Seeking Early Funding:** Your company is ready for (or actively seeking) its first equity investment
- **Early Signs of Growth:** Your company shows early evidence of market validation and evidence of business growth in your home market (Generating Revenue)
- **Early Equity Funding:** Your company successfully earned seed / angel funding and preparing for Series-A funding
- **Early International Sales:** Your company shows signs of international sales but development is still nascent
- **Nascent Bootstrapping:** Your company shows evidence of small organic growth and is not seeking equity fundraising (bootstrapping)
- **Steps Toward Governance:** Your company is Intent or starting to develop a board of directors
- **Creating Departments:** Your company is growing and there is movement to hiring company executives (part-time or full-time) relieving the CEO/Founder from some parts of the company's operations.



Growth Stage

- **Consistent Growth:** Your company shows evidence of strong local market validation with consistent growth for at least three years
- **Defined Departments:** Your company developed an operating structure containing departments with a settled executive team that has clear department hiring standards
- **Strong Governance:** Your company has an active and engaged board of directors
- **Repeatable:** Your company shows clear evidence of a repeatable business model that has predictable recurring sales in multiple markets
- **Equity Fundraising for Scalability:** Your company successfully closed a Series-A (or beyond) round
- **Evergreen:** Your company can prove strong organic growth without fundraising (you are bootstrapping)
- **Exit-Ready:** Your company has reached its growth limit or plateau and you are exit-ready (seeking acquisition or private equity)

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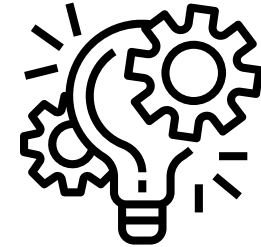
EVALUATION CRITERIA

Applicants participating in the Finals will be evaluated by a committee of judges based on the following criteria:



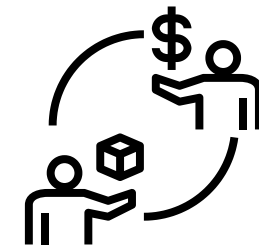
Problem and Solution

- Did the pitch define a clear problem, need, or pain point?
- What solution does this pitch offer?
- Did the pitch describe a unique value proposition?



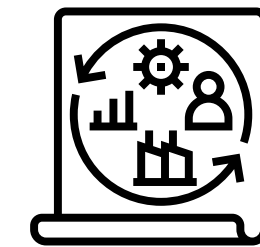
Tech / Service

- How is this solution innovative?
- Did the pitch mention defensible IP or other truly unique and compelling technological (or service) capacity (team and/or product)



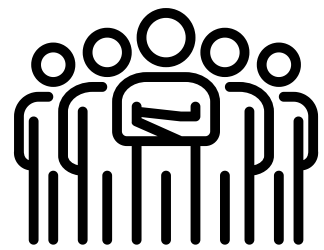
Target Market

- Are market conditions favorable?
- Did the pitch identify and quantify (size and spend) an addressable market for this product / service?
- Did the pitch highlight market growth and trends?



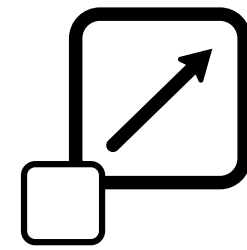
Business Model

- How well does this pitch explain the company business model?
- How does the company generate revenue?
- What are the distribution channels
- Are margins compelling?
- Is there evidence of traction from paying customers (a repeatable action / behavior from consumers)?



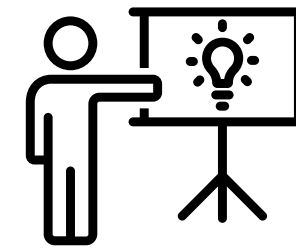
Team

- Can the founder, key team members, and advisors, operate and scale a successful business?
- Were team factors such as industry knowledge, skill-set, leadership, relationships, and key successes and/or failures mentioned or displayed?



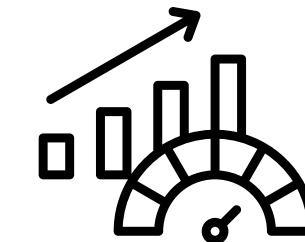
Scalability

- Is the business model viable with the ability to scale/replicate (i.e. regionally, globally, etc.)?
- Could the business model be appealing to acquirers or does it have the makings of a future IPO?



Pitch Delivery and Ask

- How was the pitch delivery?
- Was it understandable, engaging, and informative?
- The pitch makes a clear “ask” with clear understanding for its use and purpose. Other elements of the “ask” are clear and compelling with little room for ambiguity from the audience.



Performance Measurement

- The pitch takes a practical approach to milestones and organizational outcome measurement, and provides a clear plan to deliver high performance.

Entrepreneurship World Cup 2024

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GLOBAL PRIZE

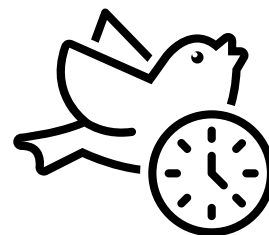
\$1 MILLION
CASH PRIZE

USD \$1 million in cash and/or investment total for the global winners plus in-kind support for the top 100 global finalists. The cash prize will be distributed among multiple categories.



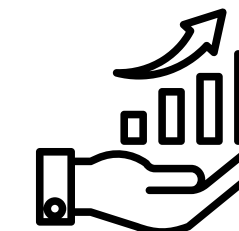
Idea Stage

- The top two (2) Idea Stage finalists receive cash prizes.
 - Idea Stage Champion: **\$50,000**
 - 2nd Place: \$25,000



Early Stage

- The top five (5) Early Stage finalists receive cash prizes.
 - Early Stage Champion: **\$100,000**
 - 2nd Place: \$75,000
 - 3rd Place: \$60,000
 - 4th Place: \$45,000
 - 5th Place: \$35,000



Growth Stage

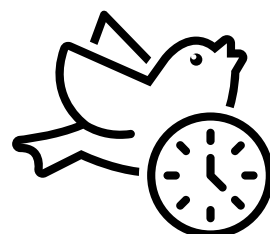
- The top three (3) Growth Stage finalists receive cash prizes!
 - Growth Stage Champion: **\$200,000**
 - 2nd Place: \$140,000
 - 3rd Place: \$70,000

IN-KIND SUPPORT



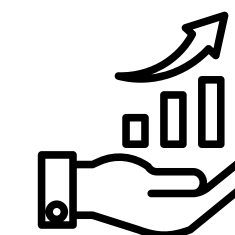
Idea Stage

- Free on-demand training
- \$10,000 in perks – just for signing up.



Early Stage

- access to:
 - world-class educational resources,
 - training
 - up to \$100,000 in perks



Growth Stage

- access to:
 - world-class educational resources,
 - training
 - up to \$100,000 in perks

**Entrepreneurship
World Cup 2024**
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ADDITIONAL CASH PRIZE



Entrepreneurship
World Cup

**SUSTAINABLE
ENVIRONMENT +
SUPPLY OF ESSENTIAL
NEEDS PRIZE**

\$50,000

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**HEALTH + WELLNESS
PRIZE**

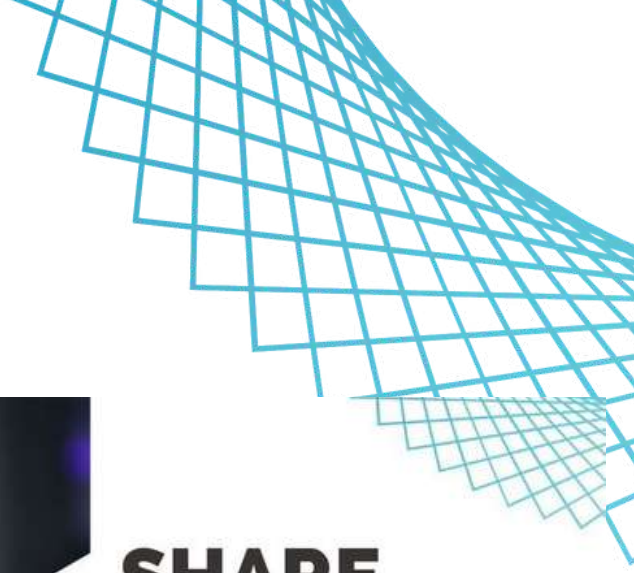
\$50,000

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**Entrepreneurship
World Cup 2024**
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APPLY FOR EWC2024



**TAKE YOUR IDEA,
STARTUP OR
SCALE-UP TO THE
NEXT LEVEL**

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**PITCH TO
WORLD-CLASS JUDGES**



**SHARE
YOUR
STARTUP
WITH
THE
WORLD**

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Entrepreneurship
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**GROW ON THE
GLOBAL STAGE**



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**COMPETE FOR
LIFE-CHANGING PRIZES**



Entrepreneurship
World Cup

**COMPETE
TO WIN A SHARE OF
US\$1M IN PRIZES**

Sponsorship Package 2024

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Event Participation

- Event Complimentary Registration
- VIP Seating - 5
- 1st Prize Certificate Photo
- Speaking Opportunity - Keynote Opening sessions

Media

- Logo included on social media platform
- Stand-alone feature as Sponsor on social media
- Print Media-logo placement and sponsor mentioning
- Stand-alone feature as Sponsor at the Event
- "Powered by" banner ads on every image and video post
- Sponsor Testimonials and Short Videos
- Naming on relevant Channels
- Invitation to video interview on Finals, Semi Finals and fringe events
- Exclusive TV Interview with TV partner
- On-site individual media stand-up

Branding

- Gold sponsor mention and branding
- Placement of Brand Activation Opportunity
- Logo on Screens & Printed Billboards
- Stage Banner and Footer Branding
- Banner & Brochure placement in the Registration Area during Finals
- Short video placement on Stage Screens
- Branding of Thematic Sessions & Moderator
- Full page Exclusive coverage in newsletter

Acknowledgments

- Company Welcome Greeting Remarks on Stage
- Sponsor 'Acknowledgement' on social media
- Sponsor Awards - Gold

Travel

- Business Class Flight and 5* hotel stay for 1 person to Riyadh for EWC Global final (Nov 2024) and Indiana for GEC (Mar 2025).

Event Participation

- Event Complimentary Registration
- VIP Seating - 3
- 2nd Prize Certificate Photo
- Speaking Opportunity - Panel Discussion

Media

- Logo included on social media platform
- Stand-alone feature as Sponsor on social media
- Print Media-logo placement and sponsor mentioning
- Stand-alone feature as Sponsor at the Event
- "Powered by" banner ads on every image and video post
- Sponsor Testimonials and Short Videos
- Naming on relevant Channels
- Invitation to video interview on Semi Finals and fringe events

Branding

- Silver sponsor mention and branding
- Placement of Brand Activation Opportunity
- Logo on Screens & Printed Billboards
- Stage Banner and Footer Branding
- Banner & Brochure placement in the Registration Area during Finals
- Short video placement on Stage Screens

Acknowledgments

- Company Welcome Greeting Remarks on Stage
- Sponsor 'Acknowledgement' on social media
- Sponsor Awards - Silver

Travel

- Economy Class Flight and 5* hotel stay for 1 person to Riyadh for EWC Global final (Nov 2024) and Indiana for GEC (Mar 2025).

BRONZE: \$25,000

Event Participation

- Event Complimentary Registration
- Preferential Seating - 2
- 3rd Prize Certificate Photo

Media

- Logo included on social media platform
- Stand-alone feature as Sponsor on social media
- Print Media-logo placement and sponsor mentioning

Branding

- Bronze sponsor mention and branding
- Placement of Brand Activation Opportunity
- Logo on Screens & Printed Billboards
- Stage Banner and Footer Branding

Acknowledgments

- Company Welcome Greeting Remarks on Stage
- Sponsor 'Acknowledgement' on social media
- Sponsor Awards - Bronze

Travel

- Economy Class Flight and 5* hotel stay for 1 person to Riyadh for EWC Global final (Nov 2024)

Tailored Plan

- Event Participation
- Media
- Branding

Dedicated Events

- During Roadshow, Semi Finals or Finals
- Exclusive Invitation
- Exclusive Venue
- Exclusive Media Coverage

We also welcome custom sponsorship in the following area:

- Event space
- Food and Beverages
- Consultation hours
- Mentoring hours
- Workshops
- AWS, Azure or similar cloud service credits
- Events photo or videography coverage
- Media coverage
- Softwares or applications
- Others



GLOBAL
ENTREPRENEURSHIP
NETWORK

STARTUPSCALE  360

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THANK YOU

