



# Tech - Start Up Investments Round Up

**Tracking the funding space in  
MENA Region**

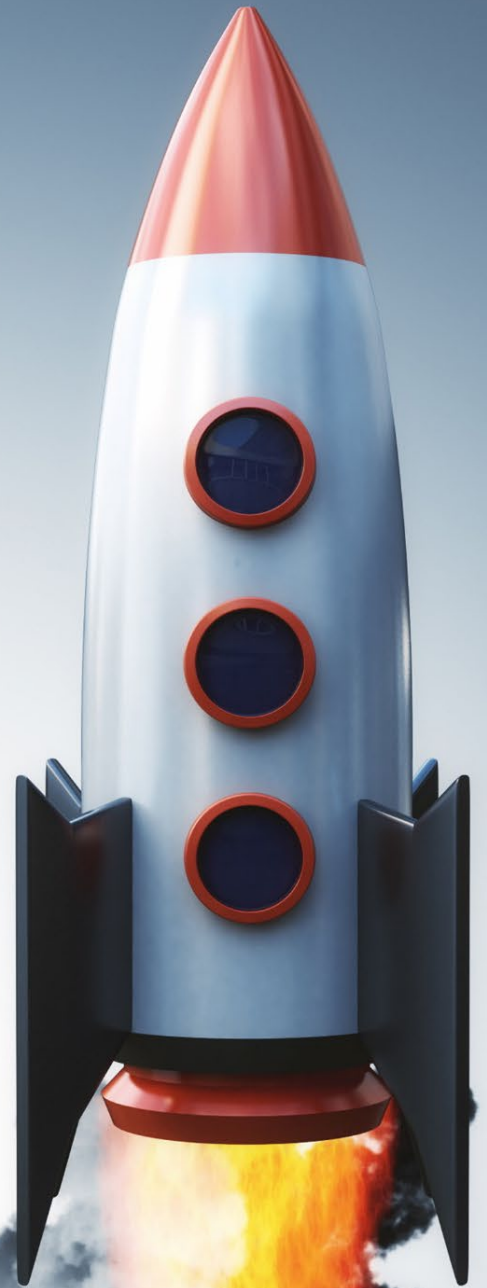
**Q4 2021**

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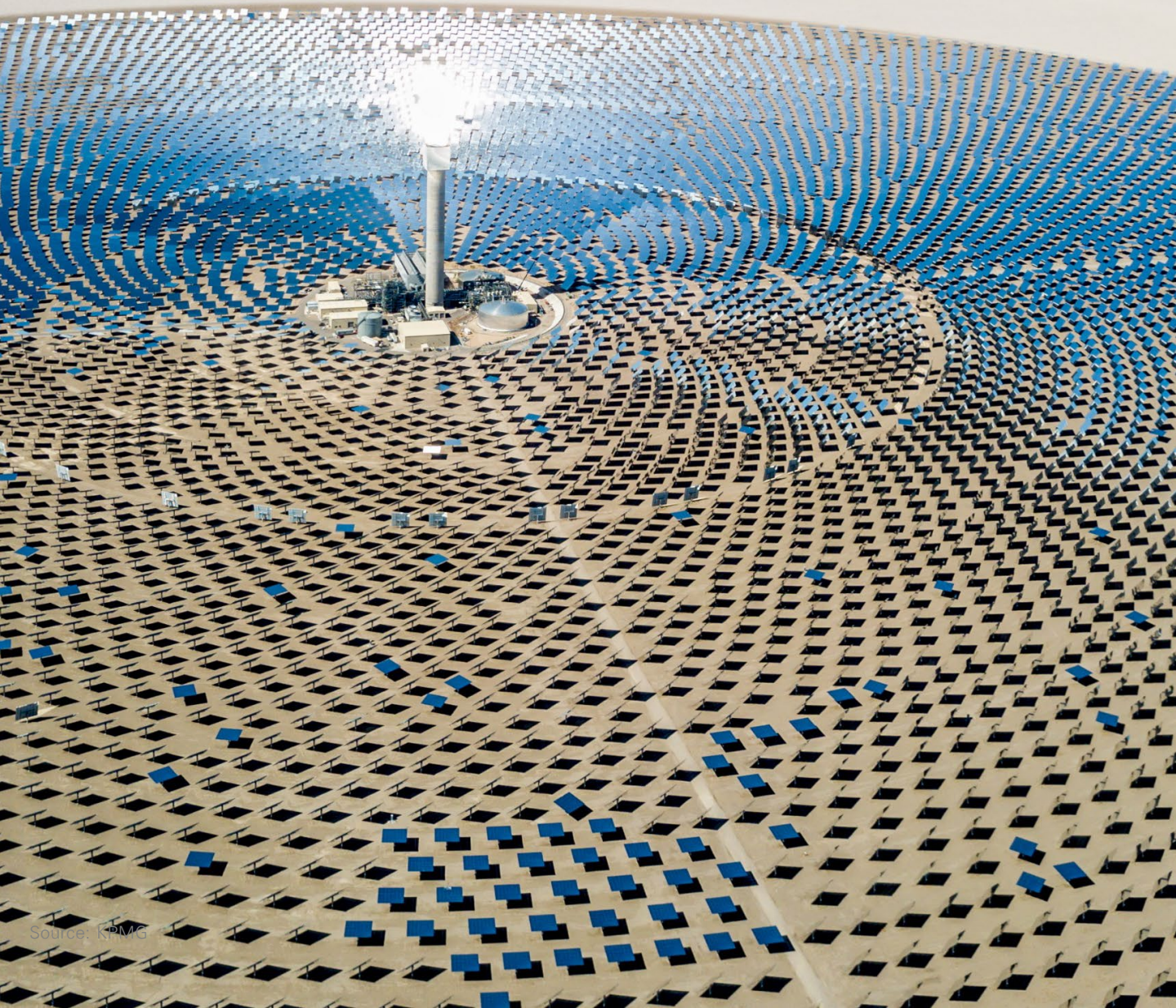
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**February, 2022**

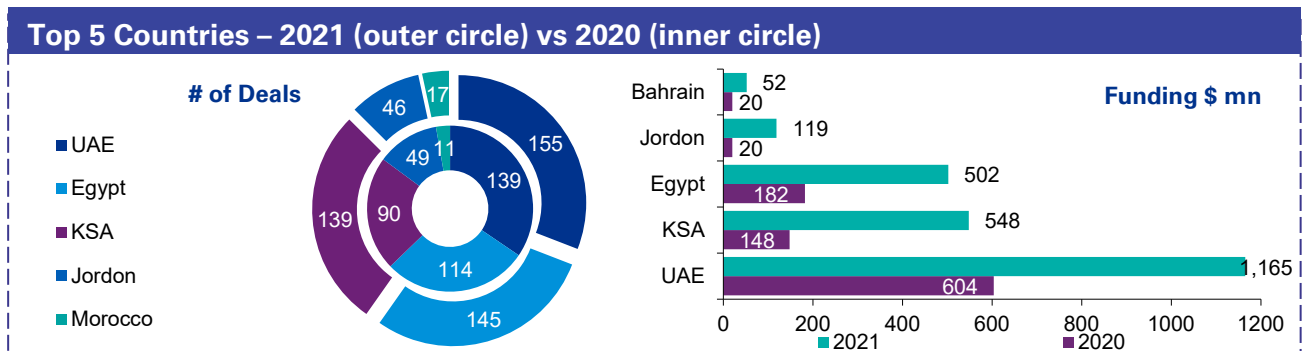
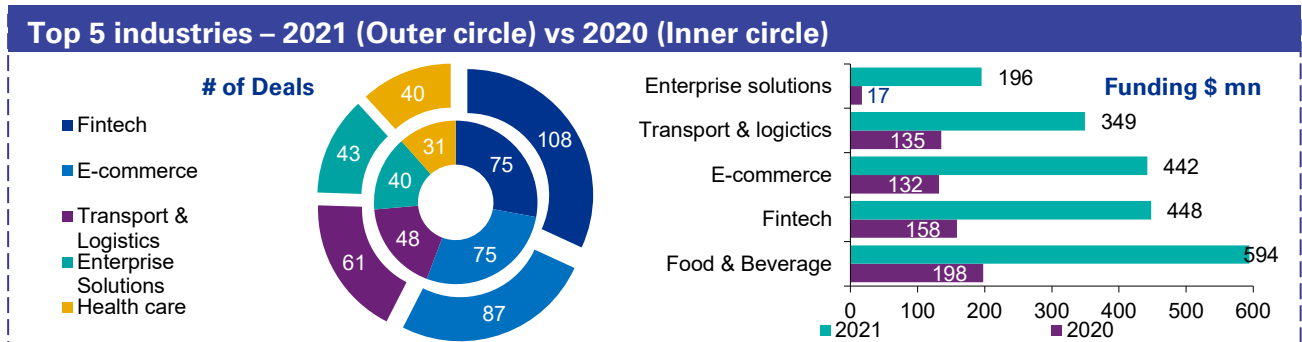
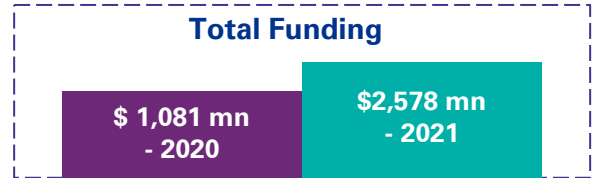
[home.kpmg/qa](https://home.kpmg/qa)



# Funding evolution over a year



# Funding evolution over a year - 2021 vs 2020 (MENA)



“ The MENA region is becoming an increasingly attractive investment location for both regional and international investors as the region welcomed noticeable funding to define its fast-growing start up ecosystem in 2021. FY21 saw the overall investments in startup to double in terms of funding as compared to FY20. In terms of transaction, ~10% of growth was observed. The UAE observed the maximum funding inflows within the region. Food & beverages and Fintech sector dominated in terms of total funding size and transactions. ”

**Venkat Krishnaswamy**  
Head of Advisory  
Partner  
KPMG in Qatar

Source: Magnitt Report, KPMG Analysis

# Overview of Tech - Startup Investments in MENA region

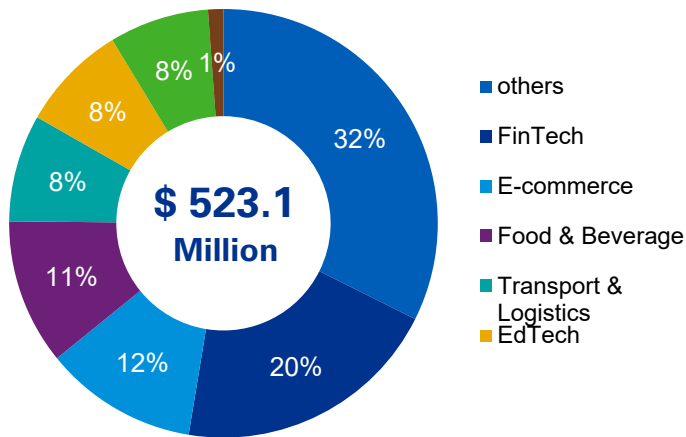


# Tech - Startup Investments in the region - Q4



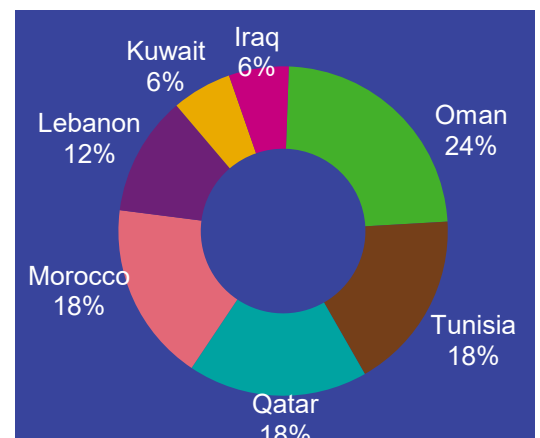
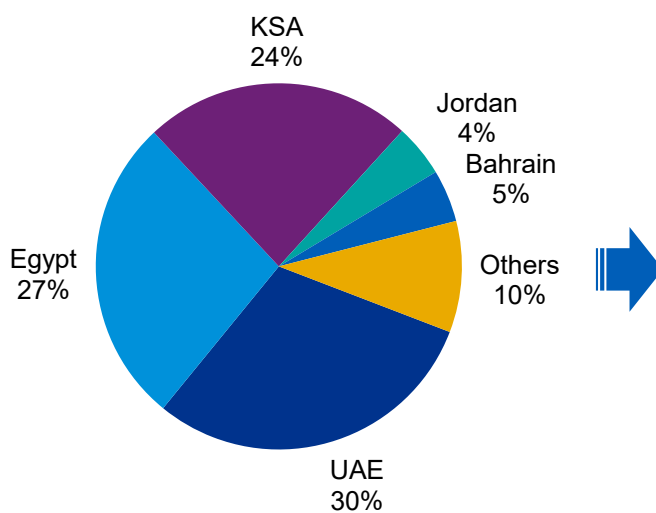
## Funding Snapshot

### Sector wise distribution of funding raised in the region during Q4 2021



Sector	Funding raised in USD million (Q4)	Funding raised in USD million (Q3)
FinTech	122.1	118.1
E-Commerce	96.7	107.7
Agriculture	64.5	6.0
Transport & Logistics	62.3	131.6
Food & Beverage	57.7	10.0
Healthcare	28.4	12.4
EdTech	25.5	5.5
Others	65.9	207.8
<b>Total</b>	<b>523.1</b>	<b>599.2</b>

### Country wise distribution of funding raised in the region during Q4 2021



Source: Magnitt, KPMG Research

1 Region refers to MENA

MENA region consists of GCC countries such as Qatar, Saudi Arabia, United Arab Emirates, Kuwait, Oman and Bahrain along with Egypt, Lebanon, Tunisia, Morocco, Jordan and Iraq. Funding refers to deal announcements in technology – start up space in the defined region.

# Top startup investments in the region <sup>1</sup>

#	Start Up	Sector	Country	Amount and Funding Stage	Investors
1	Else Labs Inc	Food & Beverage	Qatar	\$3 million, Series A	Undisclosed
2	EButler	Home Services	Qatar	\$ 1.5 million, Pre Series A	Undisclosed
3	Sary	E-commerce	KSA	\$75 million, Series C	Sanabil Investments, Wafra, Endeavor Catalyst, STV,MSA Capital, Venture Souq, Raed Ventures, rocketship.vc, Saudi Venture Capital Company (SVC)
4	Pure Harvest Smart Farms	Agriculture	UAE	\$64 million, Undisclosed	IMM Investment Corp.
5	iMile	Transport & Logistics	UAE	\$40 million, Series A	Undisclosed
6	BitOasis	FinTech	UAE	\$30 million, Series B	Wamda Capital ,Jump Capital, Alameda Research, Global Founders Capital, Pantera Capital, Digital Currency Group, NXMH
7	Eon Dental	Healthcare	Jordan	\$26 million, Series B	otf Jasoor Ventures, Arab Palestinian Investment Company (APIC), Endeavor Catalyst, Spartech Ventures, Bank al Etihad, Silicon Badia, Hummingbird Ventures
8	Breadfast	Food & Beverage	KSA	\$26 million, Series A	Flexport, Vostok New Ventures, Endure Capital, JAM Fund, Shorooq Partners,4DX Ventures, Y Combinator
9	Rasan Information Technology	FinTech	KSA	\$24 million, Undisclosed	Impact 46

Source: Magnitt, KPMG Research

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# Top startup investments in the region <sup>1</sup>

#	Start Up	Sector	Country	Amount and Funding Stage	Investors
10	Rasan Information Technology	FinTech	KSA	\$24 million, Undisclosed	Impact 46
11	Abwaab	EdTech	Jordan	\$20 million, Series A	BECO Capital, 4DX Ventures, GSV Ventures, Watar Partners
12	Telr.com	FinTech	UAE	\$15 million, Undisclosed	Undisclosed



The MENA region has continued its growth as a popular investment destination for both regional and international investors. Regional governments' continued their efforts in diversifying their economies and providing a level of comfort to the start-ups that has helped the new businesses to thrive.

In Fourth quarter - 2021, we saw 173 funding transactions, as compared to 113 deals in Q3, which were registered against funding size of \$ 523.1 million. Fintech sector continues to lead the market both in terms of funding size and number of transactions.



**Nizar Hneini**  
Partner, Advisory  
Head of Digital and Innovation  
KPMG in Qatar

Source: Magnitt, KPMG Research

<sup>1</sup> Region refers to MENA

MENA region consists of GCC countries such as Qatar, Saudi Arabia, United Arab Emirates, Kuwait, Oman and Bahrain along with Egypt, Tunisia, Morocco, Jordan and Iraq. Funding refers to deal announcements in technology – start up space in the defined region and excludes any investment participation by SWFs/PE's and non-startups.

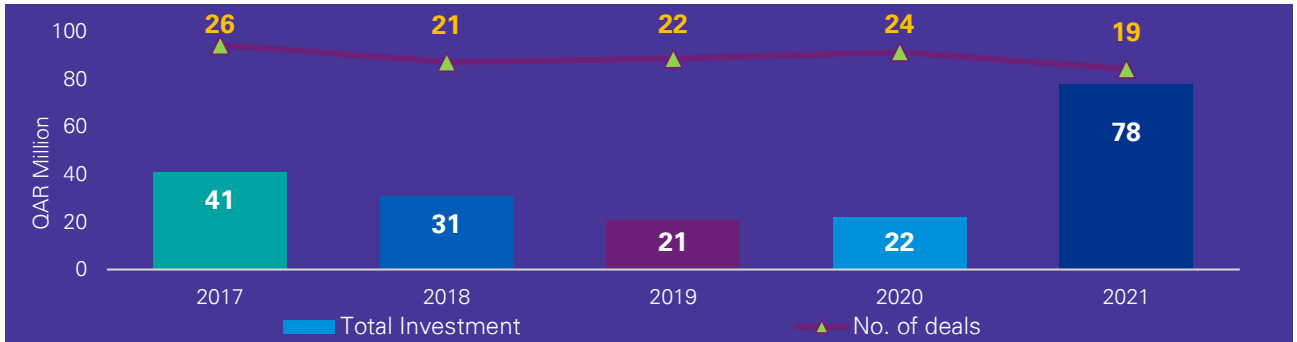
# | A look at Qatar's | Startup Ecosystem



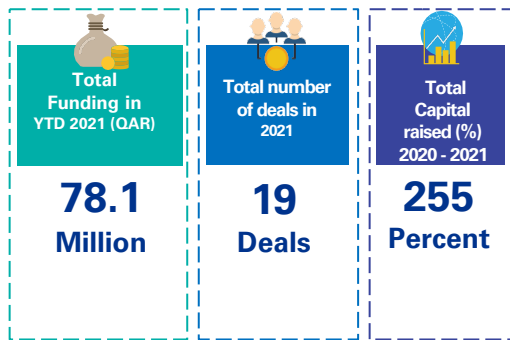




## Qatar tech-start up investments snapshot (2017 - 2021)



## Qatar tech-start up investments snapshot in 2021\*

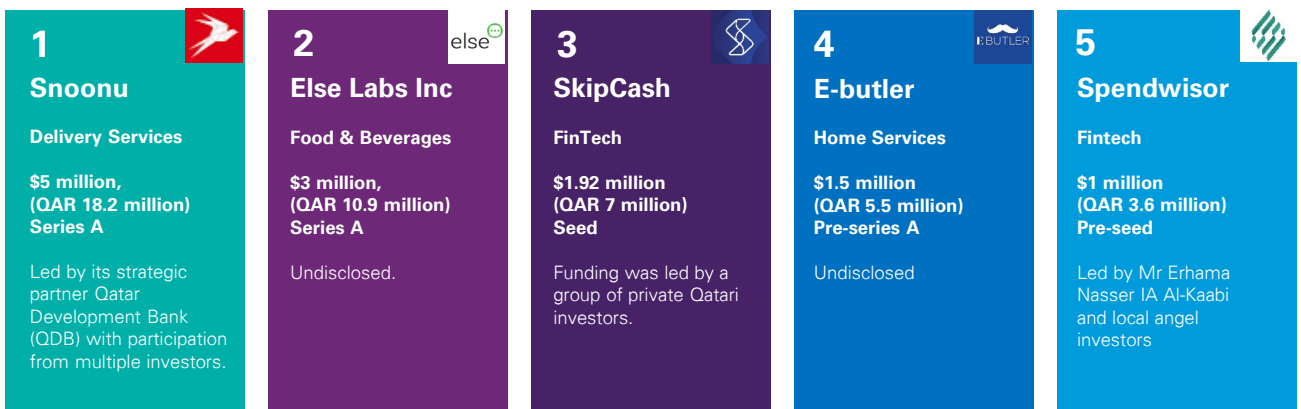


“Qatar is experiencing substantial growth in startup investments as startups has received a total funding of QAR 78,1 million across 19 deals during 2021. Interestingly, this year we observe an increase in average deal size to QAR ~4 million from QAR ~1 million in past 4 years.. Fintech-led startups continues to dominate in Qatar market. However, delivery services (Food and Beverage sector) secured the largest share in funding.”



**Karthik Jagadeesan**  
Associate Director,  
Advisory  
KPMG Qatar

## Top 5 tech-start up deals in Qatar (2021)



Source: Magnitt, KPMG Research

# Startup in focus

The sports industry is witnessing new technological innovations across various spectrums to make sports as immersive for the viewers and fans as possible. The world's most popular sport 'Football' has been a forerunner in the adoption of many such novel technologies. Sponix, a Qatar based start up aspires to be a game changer when it comes to such sports technology. In this edition, we get candid with Mohammed Ali Abbaspour, Founder and CEO – Sponix Tech, the winner of the best startup in Asia in 2020 by Microsoft.

“ We wanted to create a pioneering startup that will not only be unique in the region but also worldwide. That was the inspiration behind Sponix: experience and passion combined to power next-generation sports entertainment<sup>1</sup>. ”



**Mohammed Ali Abbaspour**  
Founder and CEO,  
Sponix Tech

## What is Sponix tech? What do you do?

Sponix Tech is an award-winning technology company that provides solutions and services which help leagues, clubs, broadcasters, and advertisers increase viewers and enhance fan experience. We are offering two novel technologies.

- By **'Immersive Replay technology'**, Sponix Tech assists its clients to acquire more viewers, enhance their fan engagement and experience by producing immersive content through the eyes of players.
- By Virtual **'Advertisement technology'**, we help rightsholders to have more revenue from sponsors. It creates a new era of sponsorship in the sports industry by localizing the advertisements for different regions

1. Source: The Peninsula article  
Interview with Mr. Mohammed Ali Abbaspour

### **What is Sponix tech's unique proposition?**

Today, the production of similar outputs requires huge investment in infrastructure installed within the stadiums, including special cameras, sensors, servers, and billboards. As the result, there are just a few stadiums worldwide that have this installation with millions of investments.

Sponix Tech has developed purely software-based technologies that can produce these outputs without even single hardware installation in stadiums. Our solution is unique, much more affordable, scalable across different sports, different regions, different arenas, and channels without any need for CAPEX or physical installation.

Both technologies can produce outputs remotely and won't interfere with current production processes. Also, there is no need for any integration in stadiums. **Both technologies are unique worldwide.**

### **How is Qatar' startup ecosystem helping your venture ?!**

QDB and QST provided us with a nurturing platform on which to grow through their financial, advisory, and infrastructural support. This has empowered us to scale up our technology pretty quickly.

Also, QFC was so valuable for us because it helped us to establish our business without any issue and have more focus on developing our technologies

### **Can you tell us a bit about your expansion plans and how does the World Cup in Doha play into your strategy?**

Obviously, the upcoming World Cup in Doha is one of the greatest events in all over the world. With immersive replay technology, FIFA as the right holder of sports competitions, can change its fan experience and increase its fan engagement. During the Arab Cup 2021 in Doha, by approval of FIFA, beIN Sports used Sponix's Immersive Replay Technology for the knockout stage to the final match.

We hope to continue such experience with FIFA and big broadcasters like beIN Sports for World Cup 2022.

In addition, we are signing new contracts with some of the top European Football leagues. Also, we are expanding the technology to other sports rather than football, to enter new markets.

### **What is the biggest challenge you face in Qatar and what could be done to address such challenges**

We have so many opportunities provided in Qatar like infrastructure, big sports events like World Cup, WTA, and Formula 1.

We have had so many supports from inside Qatar and from Qatari decision makers to move our projects forward in the country and also other parts of the world. However, the sports industry is not as mature as US and Europe. Our technologies like immersive replays and virtual advertisement are so attractive for European and US clients, but we have some difficulties introducing our techs to the sports market of Qatar

### **Have you been approached by financial or strategic investors and how has been the interest of investors in general to a venture like yours**

We are in the Serie A round of fundraising. There have been great approaches from North America to European VCs and investors. Right now, we have close talks with strategic sports industry investors to finalize this round for \$4.4 M investment.

Although the investment is so important for us, we try to carefully select the investors because what's more important is the value it brings to our company, how it can help us grow and increase our market share. That's why we have limited our options to two or three famous names in the sports industry to invest in Sponix.

Source: Interview with Mr. Mohammed Ali Abbaspour

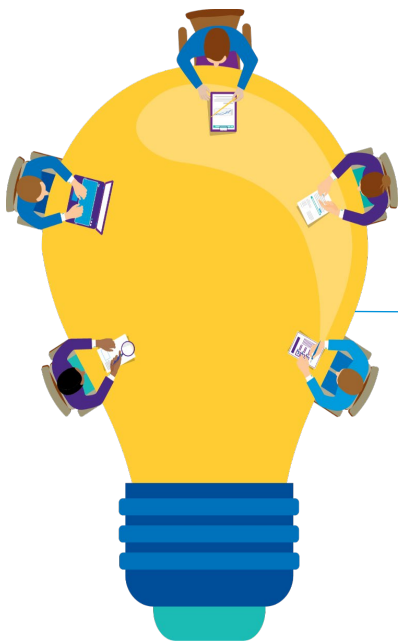
# A guide to growing your business



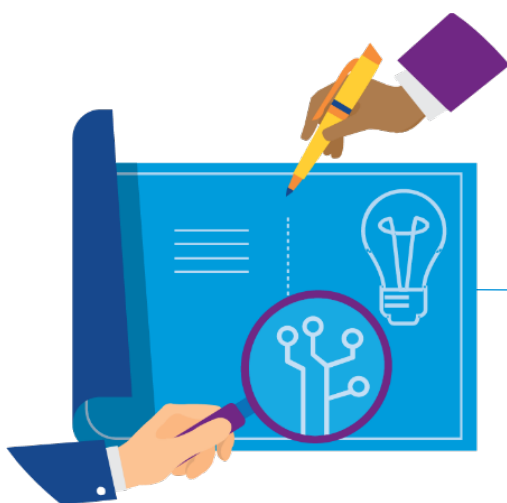
# A guide to growing your business - Developing Your Pitch



**Your company's pitch may define your success in raising capital, building business alliances, and gaining market share.**



The traditional multipage, chart-laden business plan that venture capitalists used to rely on to evaluate opportunities is largely being replaced with documents that convey essential information in a more concise format.



## **Executive summary**

In most cases, the executive summary will be the first document you submit to potential investors, and will be reviewed to determine whether they are interested in learning more about your startup. This one- or two-page document will provide basic information about your company, team, product or service, and market.

Source: KPMG

# Developing your Pitch

## Pitch Meeting Deck

During the initial pitch meeting, you'll be asked to share a presentation with slides highlighting more detailed information.

### VCs will be interested in the following information:



**Company, including the founders and their industry experience**



**Development milestones**



**Product or service, including features and benefits, and product specifications and technical requirements**



**Financial Information, including projected sales and profits, capital requirements and exit strategy.**



**Management and technical teams, with an emphasis on your engineering talent, relevant experience, and entrepreneurial track record**



**Other capital already in the company.**



**Market opportunity and existing competitors**



**Perceived Valuation**



**Sales and marketing strategy, including pricing and distribution.**



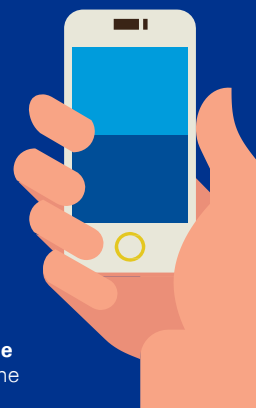
**Other Advisors or consultants supporting your company**



# Trending stories

## Tech startups

- 1. Spendwisor raises additional \$35 mn (QAR 120 mn) from Gem Global Yield (GEM) on 24<sup>th</sup> Jan 2022, a testament to the positive progress Spendwisor has shown since the original agreement which was signed in July 2021.**
- 2. Nigeria and San Francisco-based health tech startup Helium Health has acquired Meddy, a Qatar-headquartered and UAE-based doctor booking platform, for an undisclosed amount. The acquisition, termed “a great deal” by Helium Health CEO Adegoke Olubusi on a call.**
- 3. YallaMarket, a Dubai-based quick-commerce startup, is planning to expand within the United Arab Emirates (U.A.E), and to enter Saudi Arabia and Qatar next year, to tap the appetite for speedy and convenient grocery shopping. The instant delivery service will use the \$2.3 million, it has raised in the pre-seed round to fund expansion.**
- 4. Saudi startup Siwar has raised \$7.5 million in its latest Series A funding round led by Seera Group, the Riyadh-based travel services company. Launched in 2020, the food tech startup aims to meet an increasing demand of a new range of customers within the food and beverage market, with a special focus on ‘ready to eat’ food.**
- 5. Rasan, a Saudi-owned fintech and insurtech company, has successfully raised SR90 million (\$24 million) in its latest funding round, Rasan will spend the money on developing new technology and products, and increasing differentiation for Rasan’s InsurTech portfolio including Tameeni Motor, Tameeni SME Health, and Treza.**



## Venture capitals

- 6. The King Abdullah University of Science and Technology (KAUST) has recently become a member of Saudi Venture Capital and Private Equity Association (SAVCPEA), an entity that represents Saudi Arabia’s private equity and venture capital sector. The partnership will allow KAUST Innovation Ventures to continue supporting the Kingdom’s emerging deep tech startup ecosystem**
- 7. KSA-based Asset Manager BLOMINVEST has announced a new partnership with Flat6Labs, one of the Mena region’s largest Seed-stage VC firms, to launch funds targeting early-stage startups in the Saudi market. The size of the fund was not disclosed.**
- 8. Dubai has launched a Dh1 billion (\$272.3 million) Future District Fund to support technology companies and encourage them to list on the emirate’s stock market. The fund will help to establish 1,000 digital companies in the emirate in the next five years.**



## Incubators and accelerators

- 9. Qatar FinTech Hub, a QDB incubator, announces wave 3 of its flagship incubator and accelerator programs. Qatar FinTech Hub (QFTH), founded by Qatar Development Bank (QDB) to support the growth of the FinTech industry in Qatar, has announced the final list of successful FinTechs to join Wave 3 of its Incubator and Accelerator Programs.**
- 10. 500 Global and Sanabil Investments unveil 11 startups in Batch 2 of the Sanabil 500 MENA Seed Accelerator Program 2021. They were selected out of 500 applicants**



Source: Crunchbase The Peninsula, Magnitt, Mystartupworld, Entrepreneur, Zawya, Tech Crunch, National News, Arab news, Gulf Times, KPMG Research

# About KPMG in Qatar

**KPMG has had a presence in Qatar for over 40 years. We opened for business here in 1978 and are now one of the largest and most established professional services firms in the country. Our 350+ professionals are led by 9 Qatar-based partners.**

**We recruit the best and brightest from around the world and currently employ over 30 different nationalities.**

KPMG in Qatar is an independent member firm affiliated to KPMG International, along with a network of global member firms.

KPMG member firms operate in 145 countries, collectively employing more than 236,000 people, serving the needs of business, governments, public-sector agencies, not-for-profits and through member firms' audit and assurance practices, the capital markets.

KPMG is committed to quality and service excellence in all that we do, bringing our best to clients and earning the public's trust through our actions and behaviors both professionally and personally.

We lead with a commitment to quality and consistency across our global network, bringing a passion for client success and a purpose to

serve and improve the communities in which member firms operate. In a world where rapid change and unprecedented disruption are the new normal, we inspire confidence and empower change in all we do.

## Industry focus across Qatar

To enhance the services that we offer, many of our consultants specialize in a particular field or industry. KPMG was the first of the 'Big Four' firms to establish global, industry-focused networks which help us to provide an informed perspective on the latest trends and issues affecting our clients' businesses. In Qatar, we have professionals across most of the country's key sectors, all of whom are active members of our global networks.

## Our industry groups include:

- Government
- Energy and Natural Resources
- Financial Services
- Media, Telecommunications and Technology
- Infrastructure and PPP
- Building, Construction and Real Estate
- Family-owned Businesses and Small and Medium-sized Enterprises

# 40+

years working with some of Qatar's most prestigious businesses and organizations

# 350+

Professional staff based in Qatar

# 145

KPMG member firms operate in 145 countries

Audit

Tax

Advisory



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