



MAY 2018 ANALYTICS REPORT - SAMPLE

MAGNiTT

Contents

May 2018

THIS SAMPLE PROVIDES AN OVERVIEW OF THE CONTENT IN A FULL MONTHLY REPORT

EACH SECTION SHOWS A FEW SAMPLE SLIDES TO REPRESENT THE COMPLETE ANALYSIS IN THE FULL REPORT. NUMBERS IN THE SLIDES HAVE BEEN REDACTED FOR SAMPLE PURPOSES.

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May 2018 comparison

- **Deals:** xx in May 2018
- **Disclosed Investments:** \$xxxM in May 2018
- **May 2018 vis-à-vis April 2018:**
 - Deals: **xx more deals** in May 2018 (xx) compared to April 2018 (xx)
 - Disclosed Investments: **\$xxM more invested** in May 2018 (\$xxM) compared to April 2018 (\$xxM)
- **May 2018 vis-à-vis May 2017:**
 - Deals: **xx fewer deals** in May 2018 (xx) compared to May 2017 (xx)
 - Disclosed Investments: **\$xxxM less invested** in May 2018 (\$xxxM) compared to May 2017 (\$xxxM)
- **January – May 2018 vis-à-vis January – May 2017:**
 - Deals: **xx fewer deals** in Jan-May 2018 (xx) compared to Jan-May 2017 (xx)
 - Disclosed Investments: **\$xxxM less invested** in Jan-May 2018 (\$xxxM) compared to Jan-May 2017 (\$xxxM)

Top 5 deals by disclosed investment amount - May 2018

Rank	Startup	Funding Amount	Stage	Industry	Country
1	Startup Name	\$xxxM	Series B	Consumer Services	UAE
2	Startup Name	\$xxxM	Series A	E-Commerce	UAE
3	Startup Name	\$xxxM	Series B	HR & Recruitment	Egypt
4	Startup Name	\$xxxM	Series A	Travel	Saudi Arabia
5	Startup Name	\$xxxM	SEED	Technology	UAE



Investment analysis breakdown - April 2018

- Investment stage:

Funding Stage	Funding Amount	% Amount	Number of Deals	% Deals
Early Stage	\$xxxM	xx%	xx	xx%
Series A	\$xxxM	xx%	xx	xx%
Series B	\$xxxM	xx%	xx	xx%
Late Stage	\$xxxM	xx%	xx	xx%

- Geography:

Category	Country
Highest # of deals	[Country] (xx)
Highest Funding	[Country] (\$xxxM)
Countries w/ Funding	[List of countries]

- Industry:

Category	Industry
Highest # of deals	[Industry] (xx)
Highest Funding	[Industry] (\$xxxM)
Industries w/ Funding	[List of industries]

May 2018 Funding Rounds in MENA



NUMBERS HAVE BEEN REDACTED FOR SAMPLE PURPOSES



	Startup	Description	Article	Country	Industry	Funding	Stage	Investors
1	Startup Name	Description		UAE		\$xxxM	Series B	All Investors
2	Startup Name	Description		UAE		\$xxxM	Series A	All Investors
3	Startup Name	Description		Egypt		\$xxxM	Series B	All Investors
4	Startup Name	Description		Saudi Arabia		\$xxxM	Series A	All Investors
5	Startup Name	Description		UAE		\$xxxM	SEED	All Investors

May 2018 Exits in MENA

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Exits in April 2018 – EMPG acquires Mubawab



- **Who:** **EMPG**, the parent company of UAE-based Bayut.com, acquired Morocco-based **Mubawab**, a property listing website.
- **Reason:** “The group will be injecting a substantial amount of funds and expertise into Mubawab, with the singular aim of driving exponential growth across all metrics,” said Haider Ali Khan, chief executive of Bayut.com, who is responsible for EMPG’s international expansion and operations.



\$ Undisclosed



Acquisition



May. 2018



#MENAExits



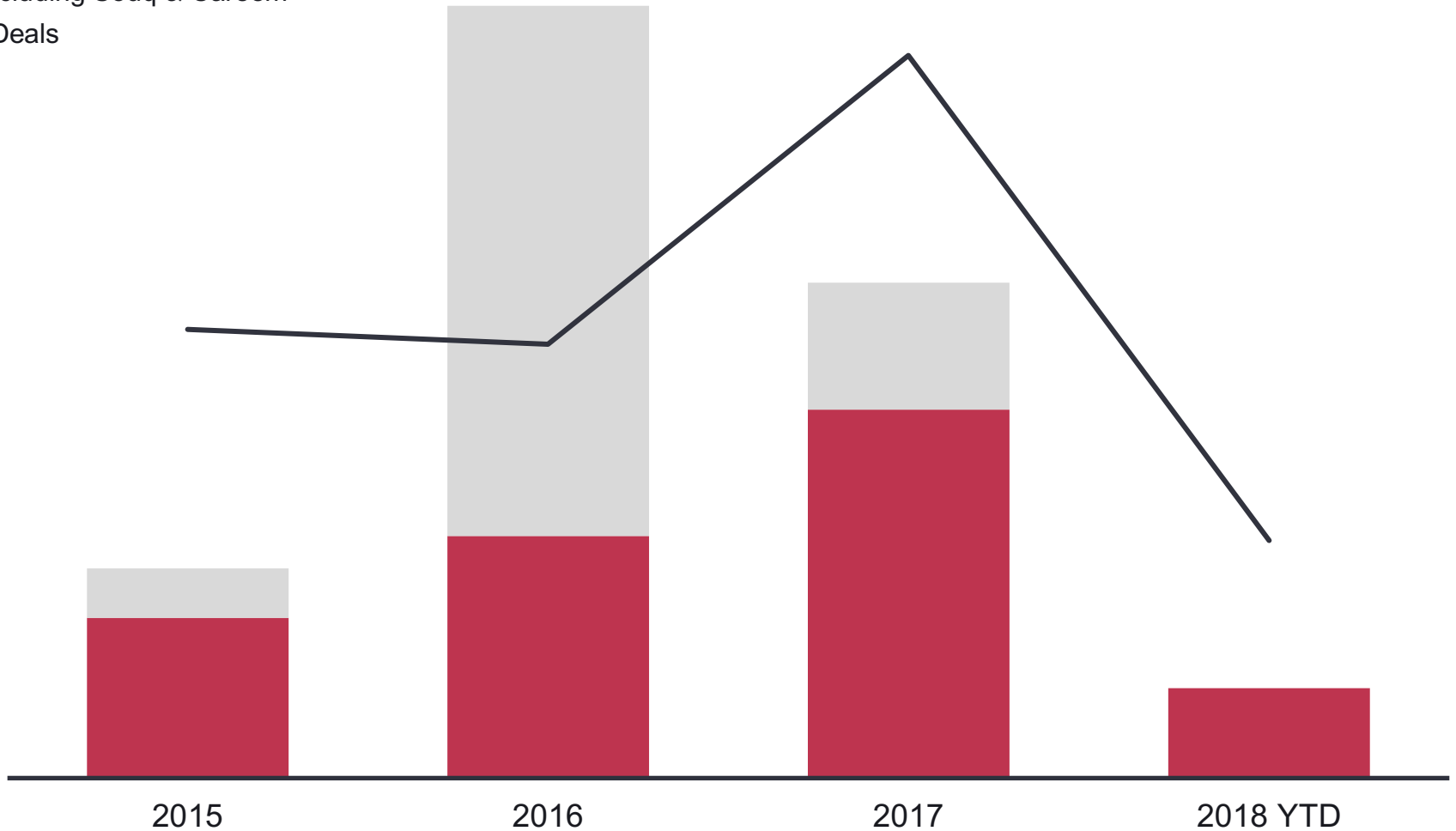
May 2018 Funding Analysis

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Aggregated Funding Tracker – Funding (\$M) & Deals (#)

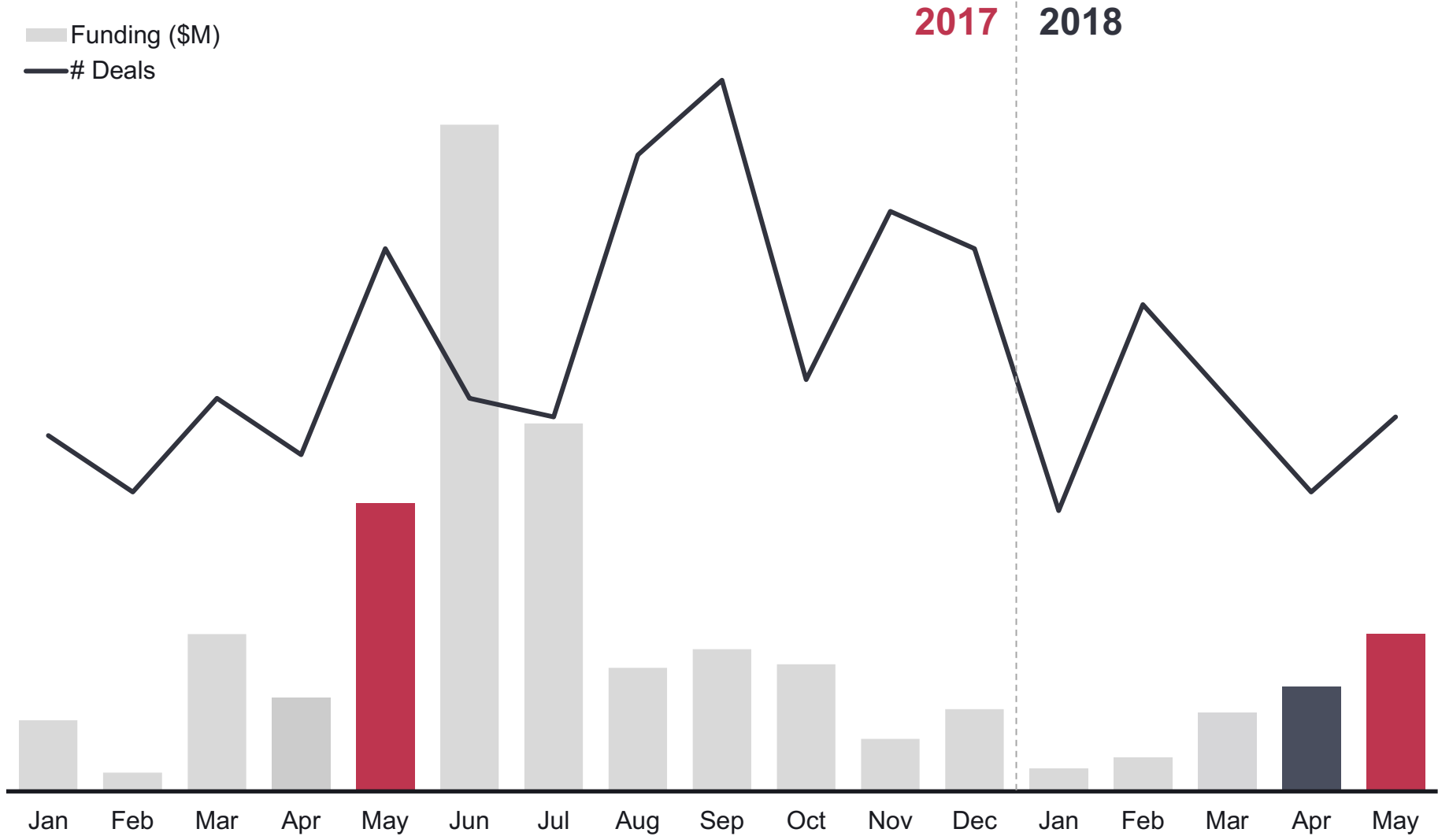
- Souq & Careem
- Excluding Souq & Careem
- # Deals





M-o-M Funding Tracker – Funding (\$M) & Deals (#)

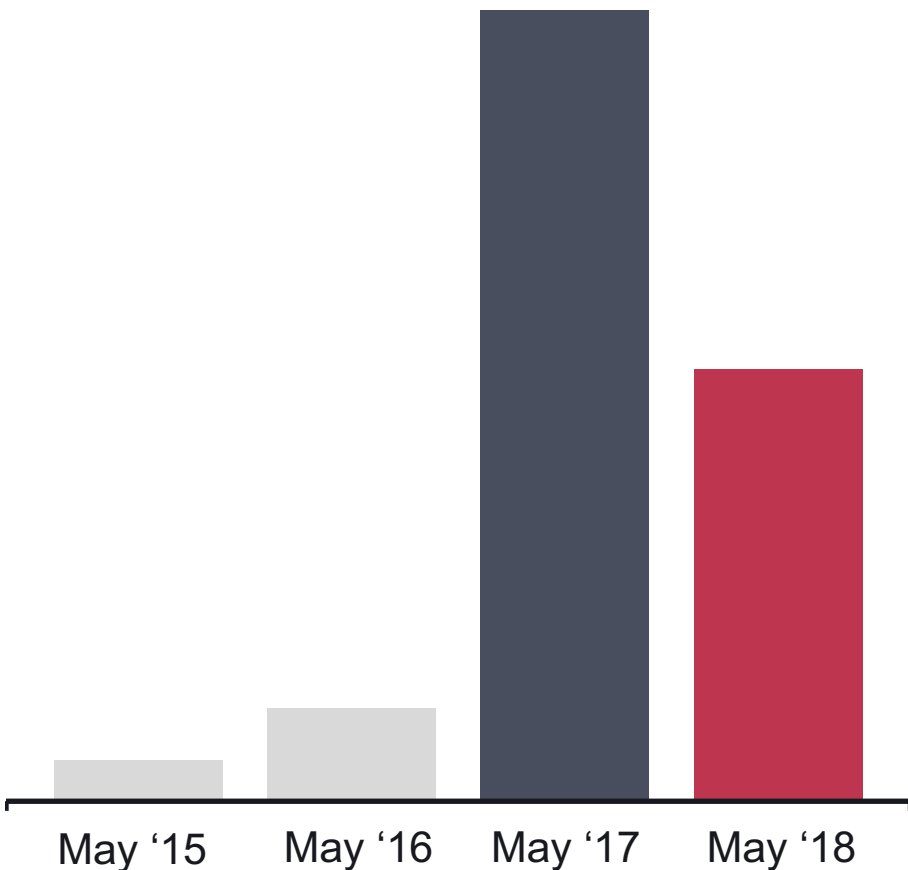
[Including \$150M in Careem in June 2017]





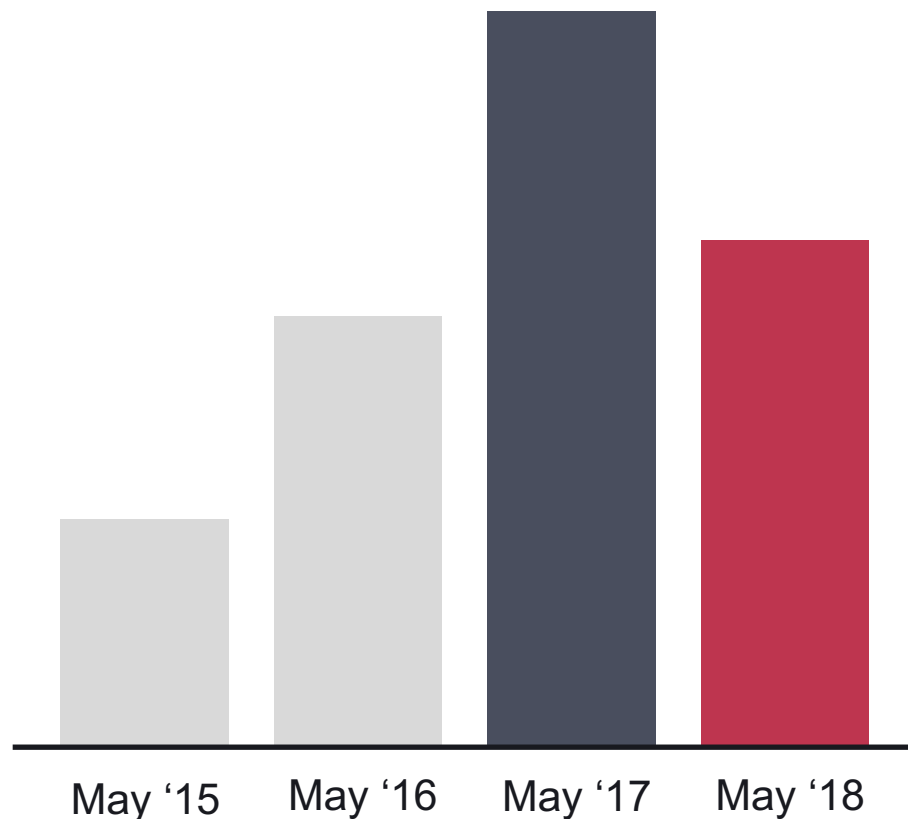
Funding comparison (\$M)

May '15- '18



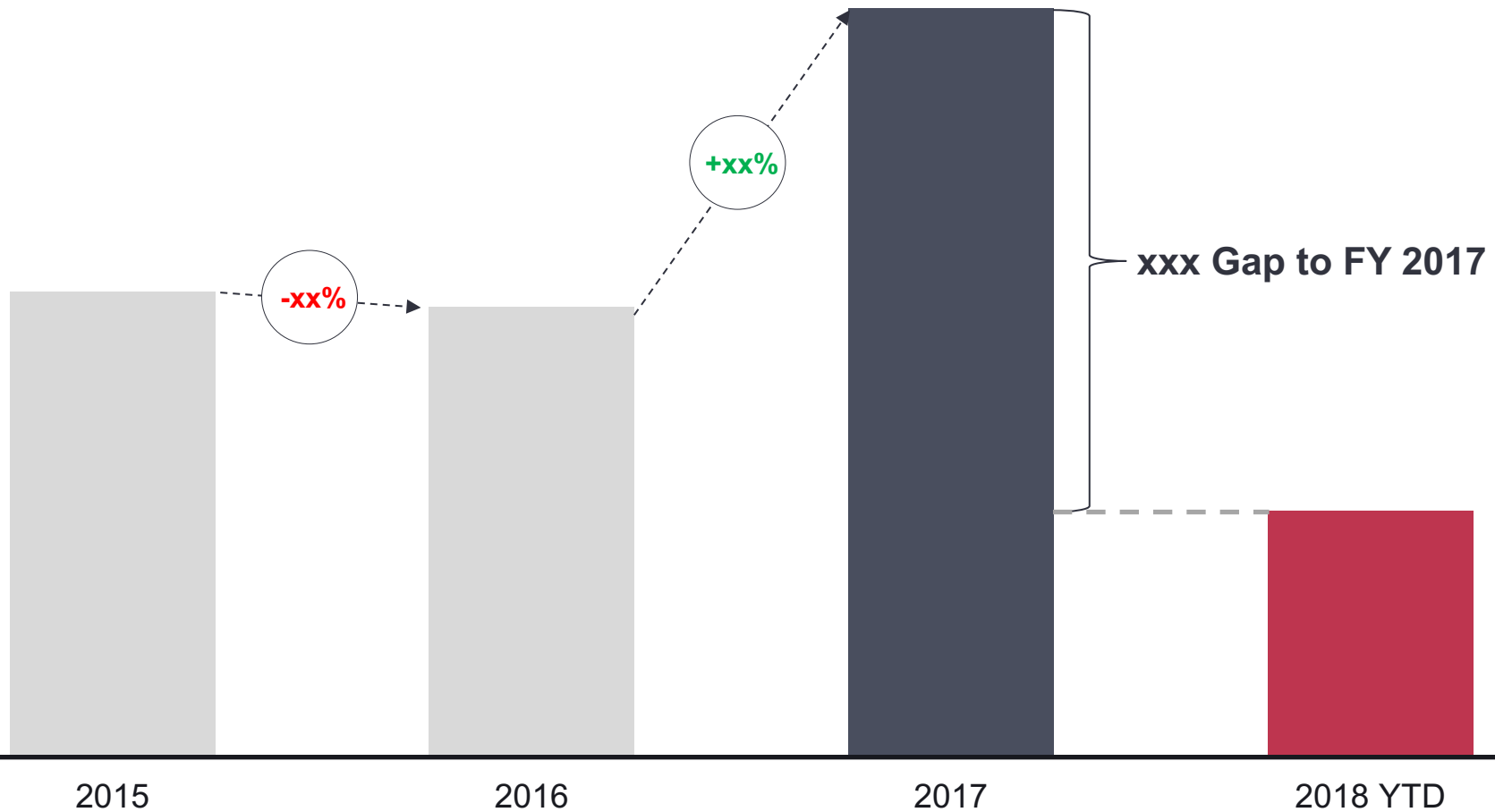
Deals comparison (#)

May '15- '18





Evolution of number of deals ('15 – '18)



Funding Stage Breakdown

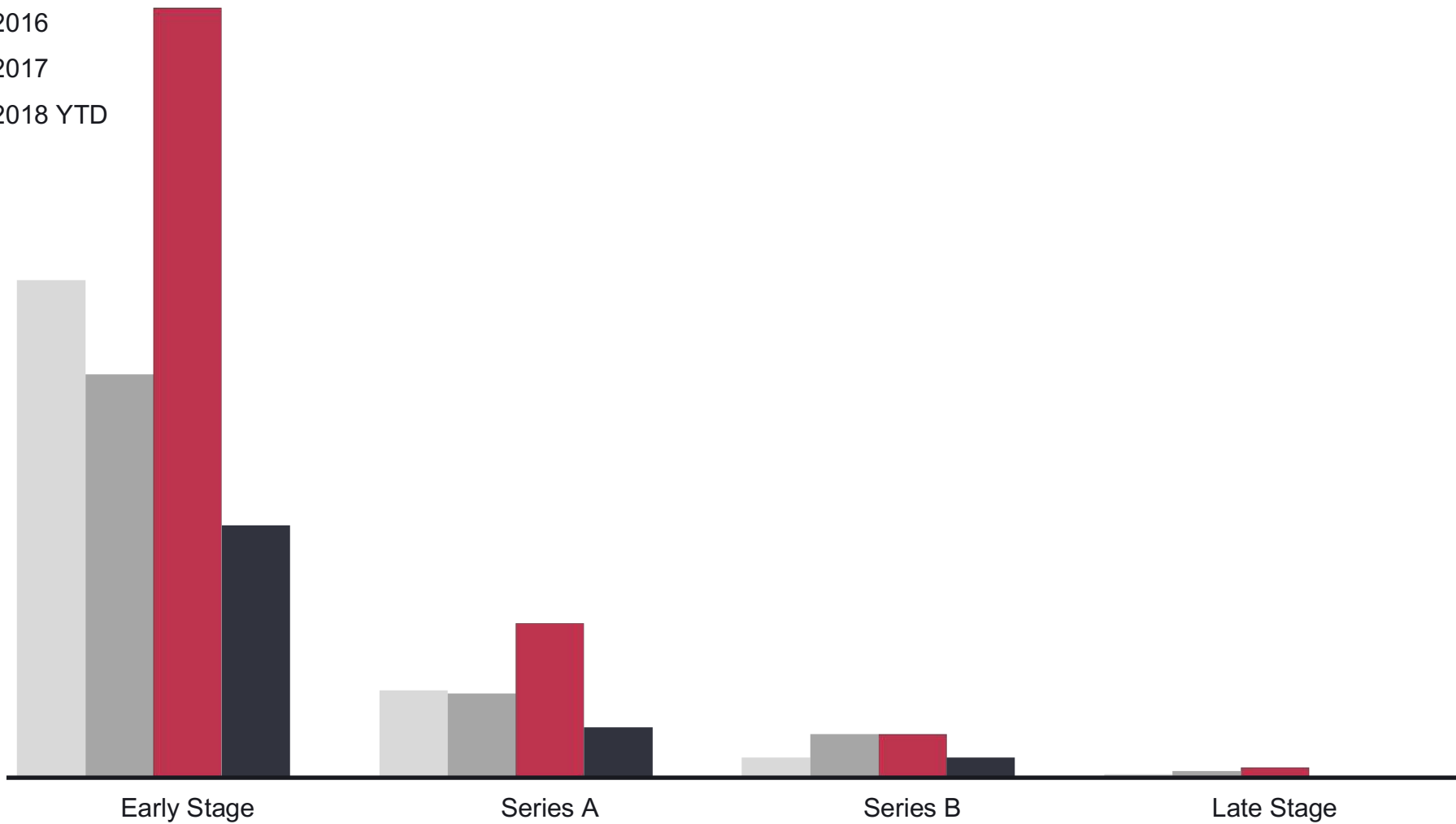
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Transaction evolution by stage of startups (# deals)

[Excluding undisclosed stage]

- 2015
- 2016
- 2017
- 2018 YTD

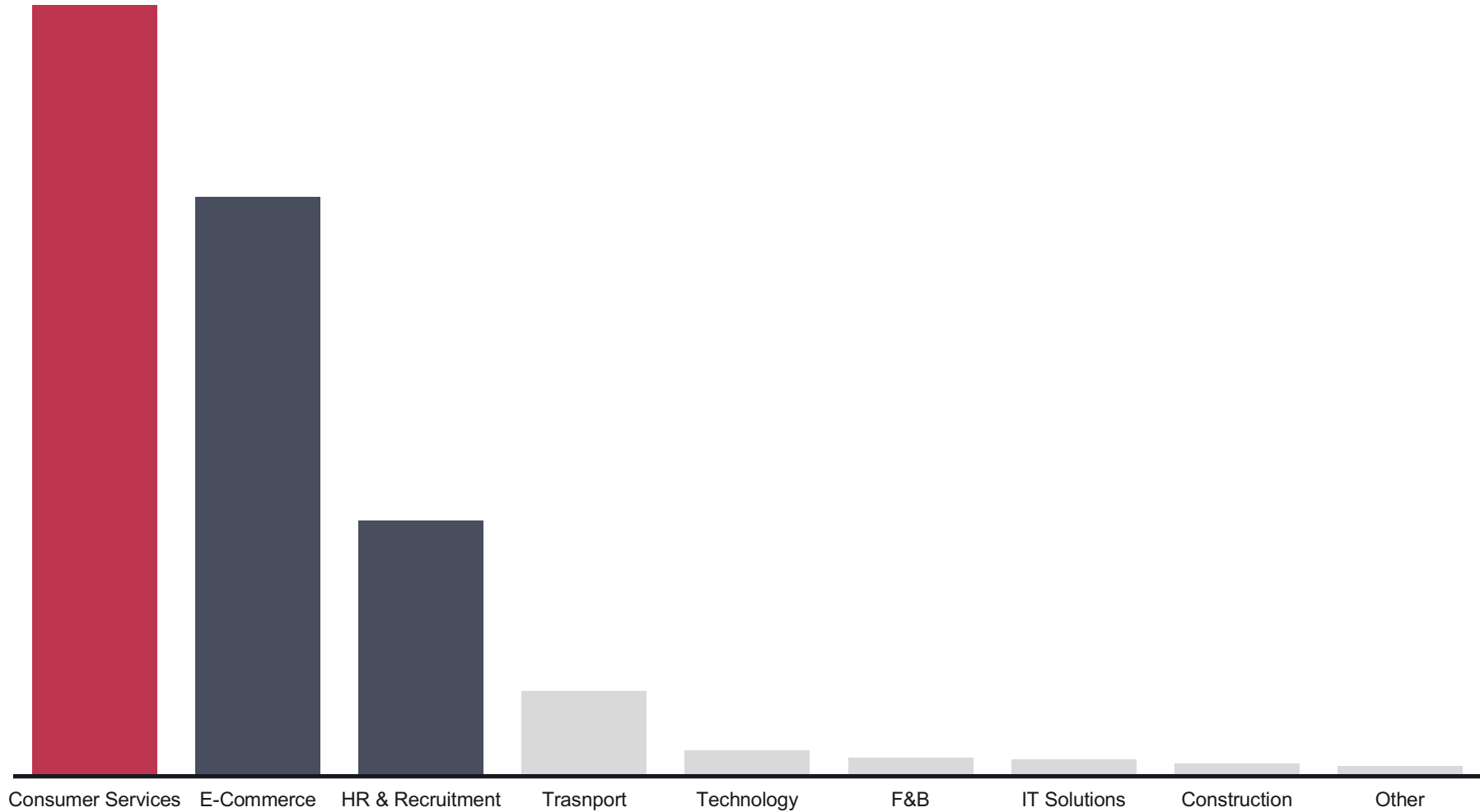


Industry Breakdown

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Funding amount per industry – May 2018 (\$M)

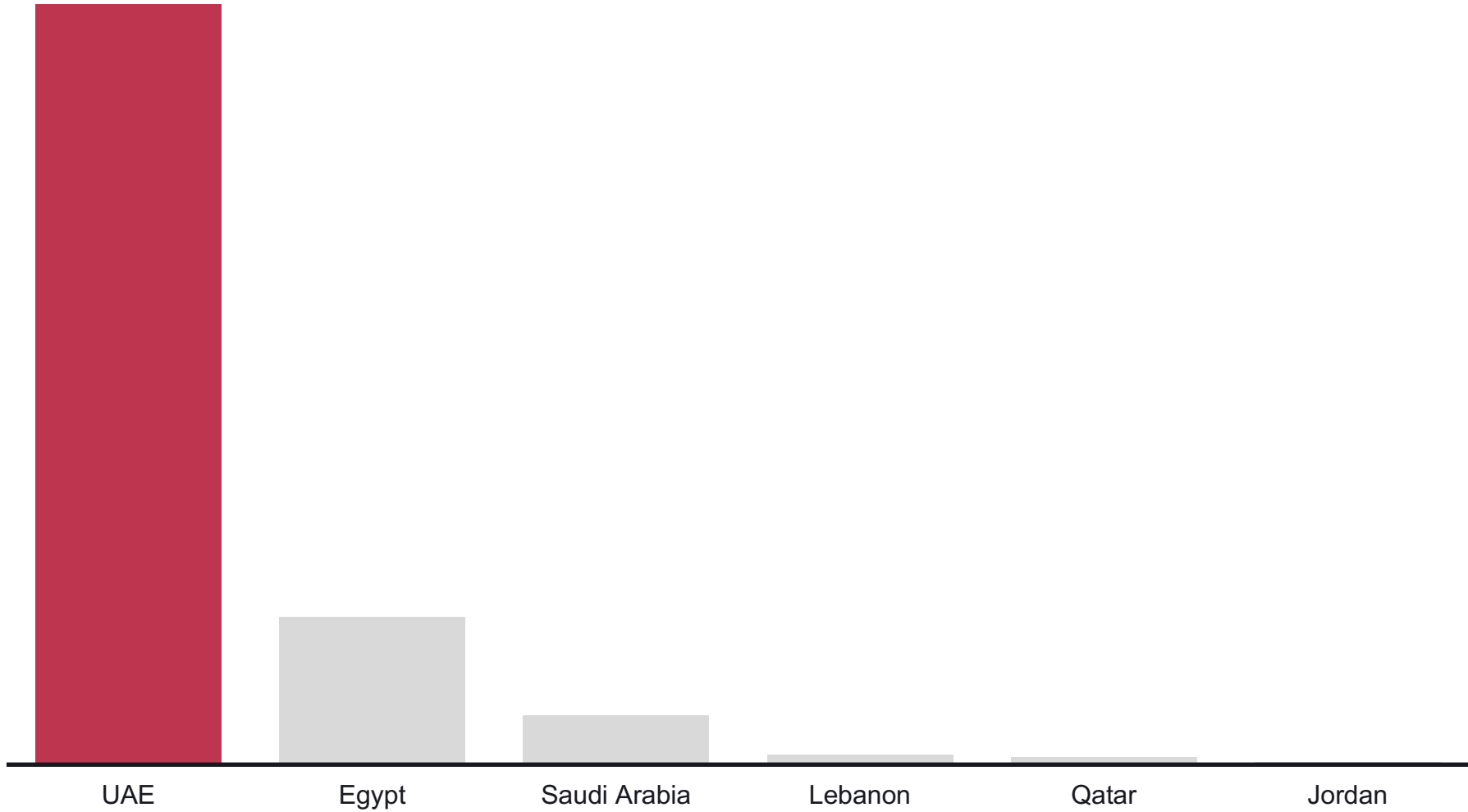


Country Breakdown

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Funding amount per country – May 2018 (\$M)
[Based on HQ location of start-up]









News & Upcoming Events

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Top news from the month of May 2018

Publication	Link	Title	Description
		Saudi Arabian Monetary Authority (SAMA) launches FintechSaudi to make the Kingdom a Pioneer in the FinTech Sector	In line with the Kingdom's Vision 2030 to support entrepreneurship and the enhancement of financial technology (fintech) services, the Saudi Arabian Monetary Authority (SAMA) launched the FintechSaudi initiative on Sunday at its Riyadh headquarters.
		Bahrain launches \$100m VC fund for start-ups	Bahrain has launched a \$100 million venture capital fund aimed at boosting the country's start-up ecosystem.
		SAMA and Deloitte to develop FinTech Ecosystem in line with Saudi Arabia's Vision 2030	The Saudi Arabian Monetary Authority (SAMA), in collaboration with Deloitte Middle East, has announced its plans to develop a Financial Technology (FinTech) ecosystem.
		UAE To Allow 100% Foreign Ownership For Local-Based Companies	H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, announced its decision to allow 100% foreign ownership of companies in UAE
		New visa policy will make UAE a global innovation hub	The UAE's startup industry is upbeat about the 10-year residency visa for investors and specialists and sees it as a step to ensure long-term investment and sustainability.

Upcoming events in the month of June

Event	Link	Description	Date	Location
		The world's largest startup competition focused on women and technology is back bigger and better!	June 11 th	Dubai, UAE
		The 10 best startups from Algiers will be invited to pitch in front of an investment panel and compete to be crowned the most promising seed-stage startup of Seedstars Algiers 2018 .	June 28 th	Algiers, Algeria
		The 10 best startups from Beirut will be invited to pitch in front of an investment panel and compete to be crowned the most promising seed-stage startup of Seedstars Beirut 2018 .	June 29 th	Beirut, Lebanon

Methodology & Definitions

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Methodology & Definitions (I)



- **MAGNiTT** collects and aggregates data on the MENA startup ecosystem. This is done through proprietary data, active engagement with funders and founders, and gathering of data from public sources.
- **MAGNiTT**'s focus is the MENA region, which includes data on 15 MENA countries: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, and Yemen.
- Funding information may be incomplete with regards to, but is not limited to, funding amount, funding date, funding stage, geography, industry, and participating investors.
- **MAGNiTT** actively looks to support its stakeholders:
 - **Startups:** Profile creation, apply for funding, dedicated job board and offer promotion
 - **Investors:** Deal flow support, data analytics, portfolio company promotion and talent connection
 - **Corporates:** Innovation support, data analytics, industry trends and offer promotion
 - **Enablers:** Conference support, accelerator applications, service promotion and data analytics
- For all questions related to the report and support for your innovation requirements contact us at info@magnitt.com
- For all questions on the accuracy of data or improvements on data quality please contact us at info@magnitt.com

Methodology & Definitions (II)



Creative



Data Analytics



E-Commerce



Education



Entertainment



Fashion &
Beauty



FinTech



Food &
Beverage



Gaming



Healthcare



IT Solutions



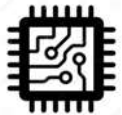
Media



Network &
Community



Renewable
Energy



Technology



Transport &
Logistics



Travel &
Tourism

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