

**MAGNITT**

 **FY 2024**

# **EVM**

## Venture Investment Summary

 **Free**  
Report



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## EVM Venture Investment Summary

The report covers the performance of the Venture Capital space across the Emerging Venture Markets in 2024.

Emerging Venture Markets covered by MAGNiTT include the Middle East, Africa, Southeast Asia, Pakistan & Türkiye

Below are the color codes used across the report:

 EVM     Southeast Asia     Middle East     Africa

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|---------------------------|-------------|----------------|
| Funding Evolution         | ✓           | ✓              |
| Geographical Benchmarking | ✓           | ✓              |
| Industry Benchmarking     | ✓           | ✓              |
| Deal Size Evolution       | ✓           | ✓              |
| Exit Evolution            | ✓           | ✓              |
| Market Insight            | ✗           | ✓              |
| Round Size Evolution      | ✗           | ✓              |
| Valuations Benchmarking   | ✗           | ✓              |
| M&A Insights              | ✗           | ✓              |
| Investor Trends           | ✗           | ✓              |

# Executive Summary



# Emerging Venture Markets (EVM)

## MAGNiTT's EVM Geographical Coverage

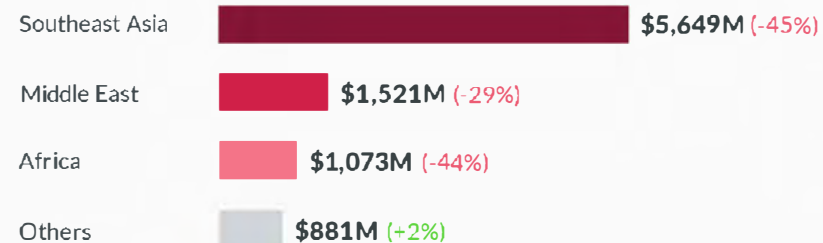
■ Southeast Asia ■ Middle East ■ Africa ■ Others



\*for this report Southeast Asia includes venture investments in Singapore, Indonesia, Thailand, Philippines, Malaysia and Vietnam

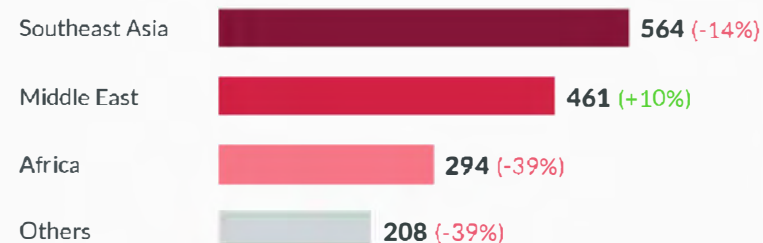
## FY 2024 Snapshot

### Total \$ Funding (% change vs. 2023)



Total EVM  
**\$9,124M**  
(-40%)

### Total deals (% change vs. 2023)



Total EVM  
**1,527**  
(-20%)

\*\*Others include Pakistan & Türkiye



# Emerging Venture Markets (EVM) Summary | FY 2024 Snapshot

Emerging Venture Markets include the Middle East, Africa, Pakistan, Türkiye and South East Asia.

EVM

## EVM - Aggregate Summary



**\$9,124M (-40%)**

Total Funding



**1,527 (-20%)**

Total Deals (#)



**1,707 (+2%)**

Total Investors



**94 (-32%)**

Total Exits

## EVM - Investment Snapshot

**FinTech \$3,976M (-7%)**

Top Industry by Funding (\$M)

**FinTech 322 Deals (-20%)**

Top Industry by Deals (#)

**General Atlantic \$533M**

Investor w. Highest Est. Capital Deployed (\$M)

**Antler 75 Deals**

Most Active Investor by Deals (#)

## EVM - Geographical Snapshot

**Singapore \$3,436M (-53%)**

Top Country by Funding (\$M)

**Singapore 306 Deals (-11%)**

Top Country by Deals (#)

**Philippines \$786M**

Largest Deal by Headquarter

**Singapore 18 Exits**

Most Exits by Headquarter

(brackets represent FY 2024 vs. FY 2023 % change)



## Southeast Asia - Aggregate Summary



**\$5,649M (-45%)**  
Total Funding



**564 (-14%)**  
Total Deals



**882 (+10%)**  
Total Investors



**33 (-35%)**  
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**FinTech \$2,844M (+39%)**  
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**South Africa 6 Exits**  
Most Exits by Headquarter

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# FY2024 Latest Data, Insights & Trends in VC



DATE

**JANUARY 15, 2024**



TIME

**2:00 PM GST**

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**Philip Bahoshy**  
CEO at MAGNiTT

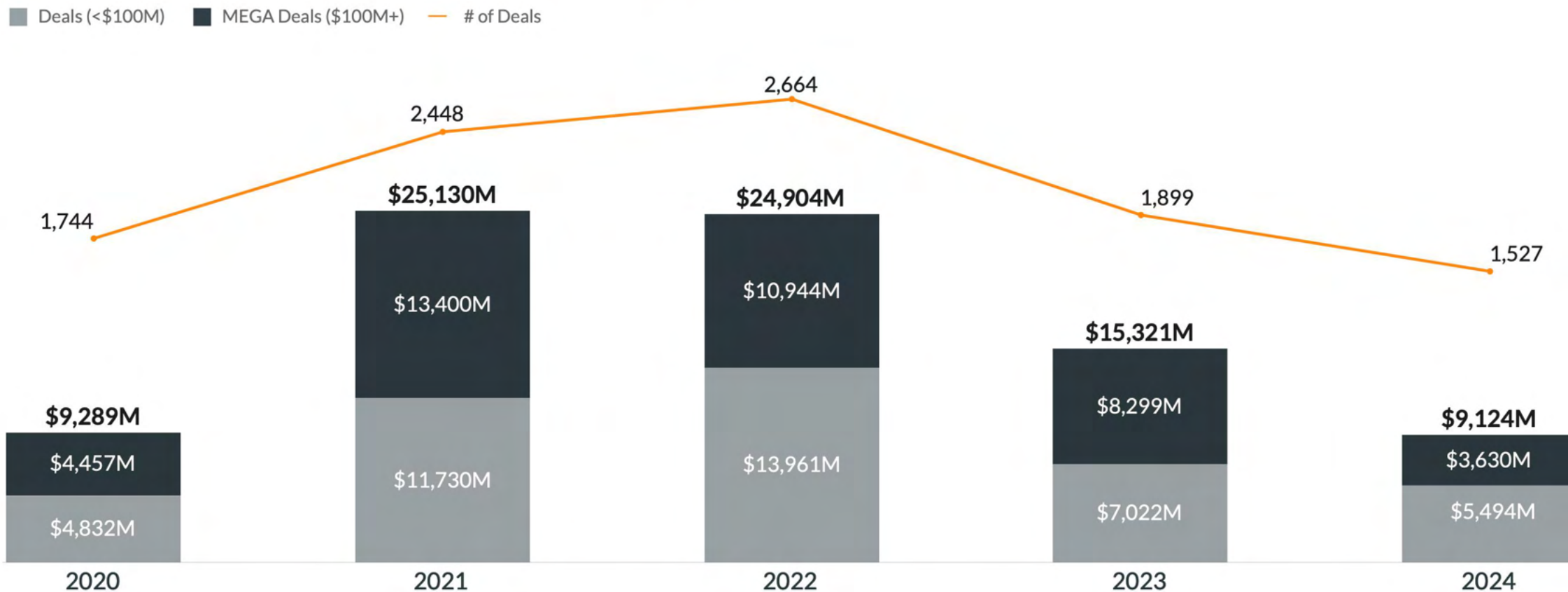


# Evolution of Funding & Deals



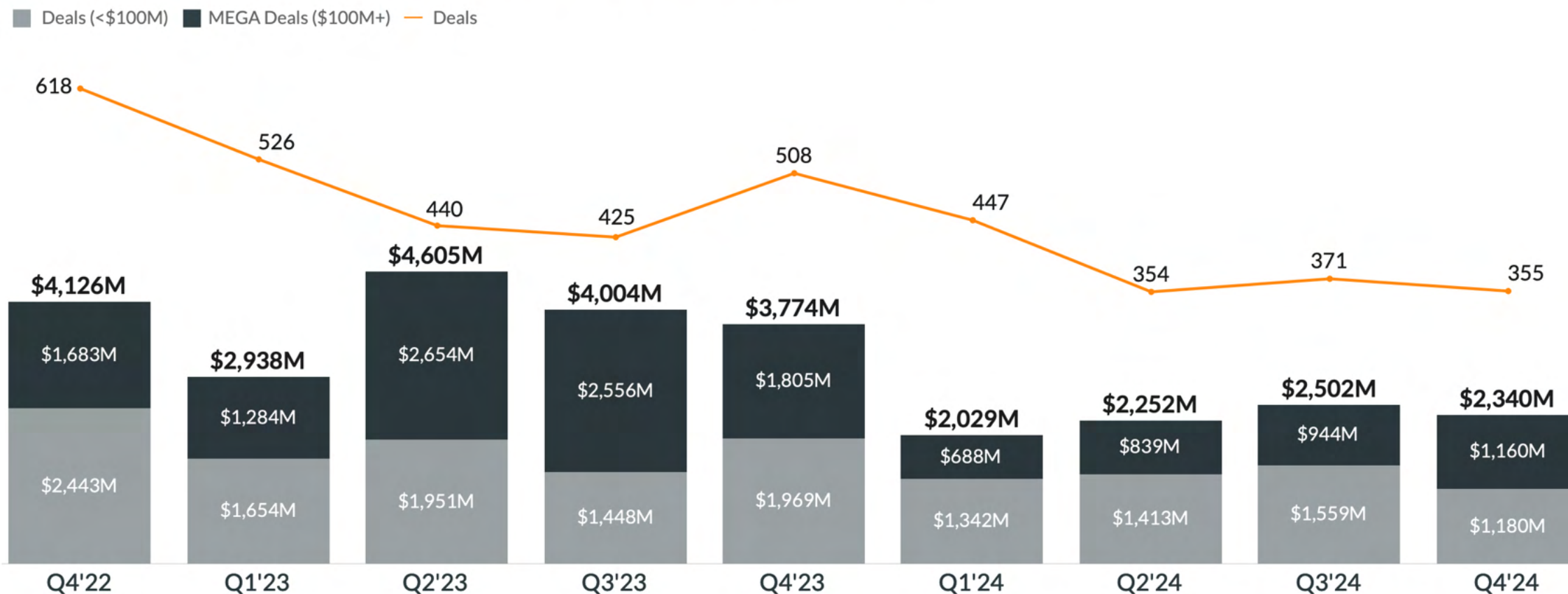
■ Mirroring global VC trends, Emerging Venture Markets continued to slow in 2024 as total funding fell by 40% and deal count declined by 20% YoY, with both funding and deal volume falling below 2020 levels

## EVM Annual Funding & Deal Evolution | 2020 - 2024



■ Total funding across 2024 remained within a relatively flat range compared to previous years, with \$2,280M invested on average, potentially signaling a bottoming out of the funding curve

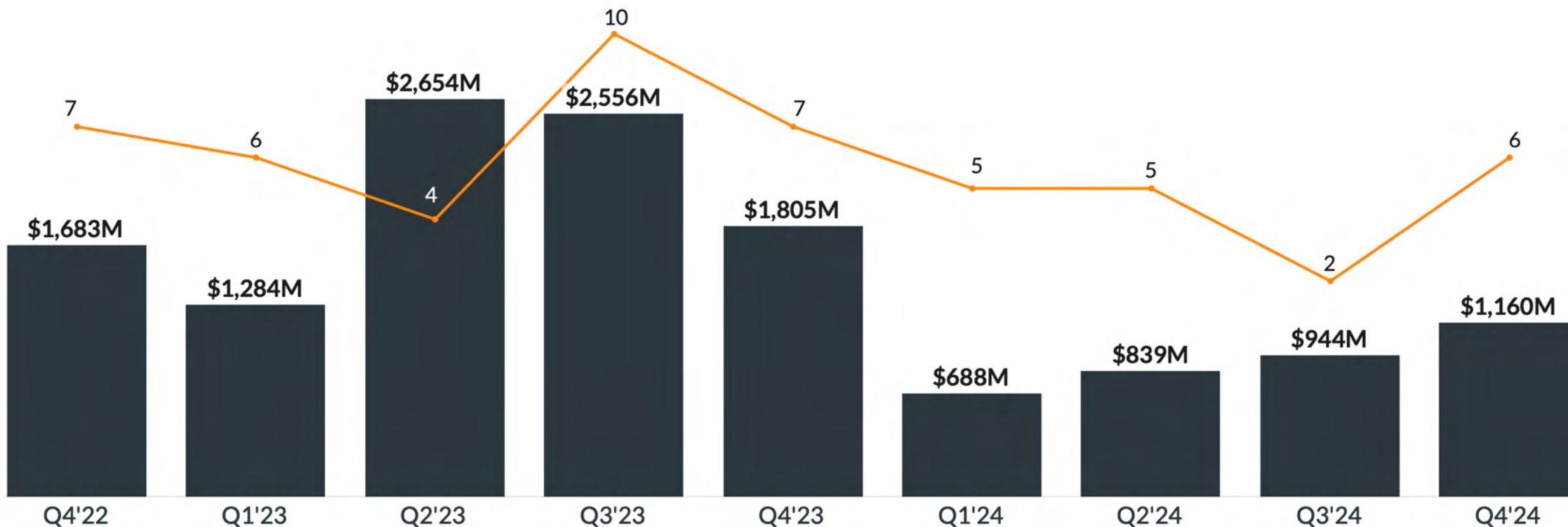
## EVM Quarterly Funding Evolution & Deal Evolution | Q4'22 - Q4'24



■ Mirroring global trends, MEGA deals declined for the third year in a row, marking a 56% drop from 2023. Q1'24 marked the lowest MEGA deal funding since Q4'19

### EVM Quarterly MEGA Funding & Deal Evolution | Q4'22 - Q4'24

■ MEGA Deals (\$100M+) — Deals



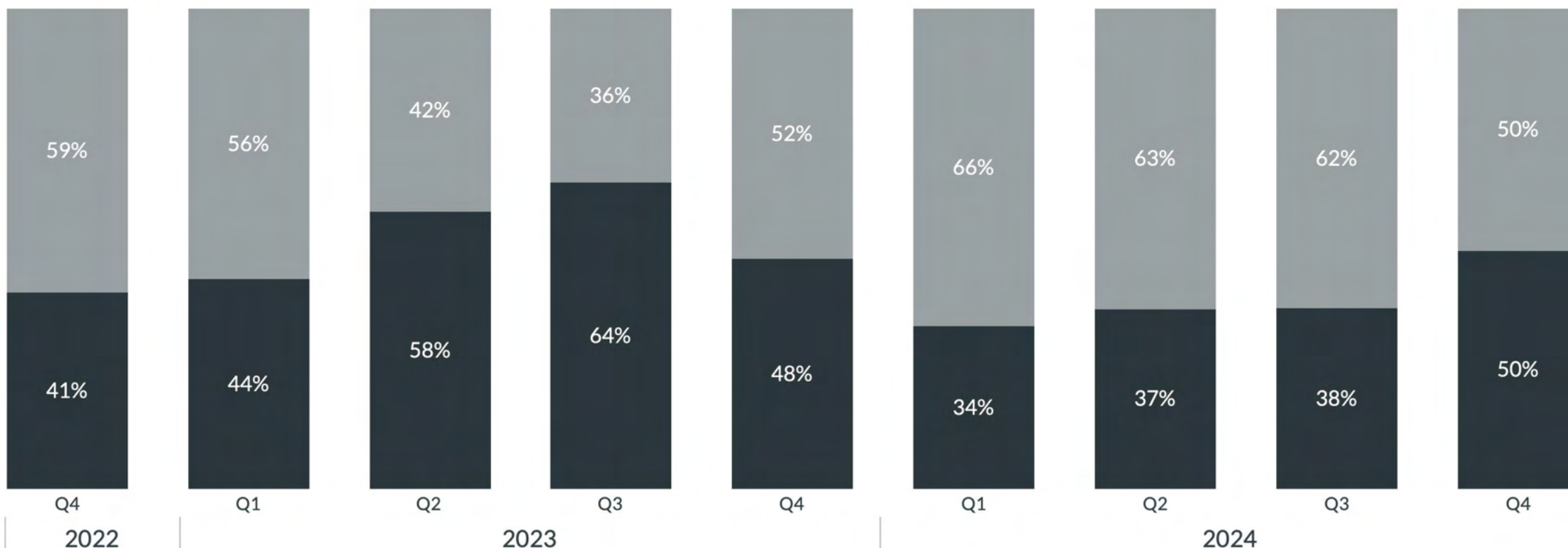


 The slowdown in late stage investments, the segment most affected by the global macroeconomic environment, was the largest driver behind the overall drop in aggregate funding

## EVM Quarterly Funding Percentage Share by Funding Amount

# of Deals, (Q4'22 - Q4'24)

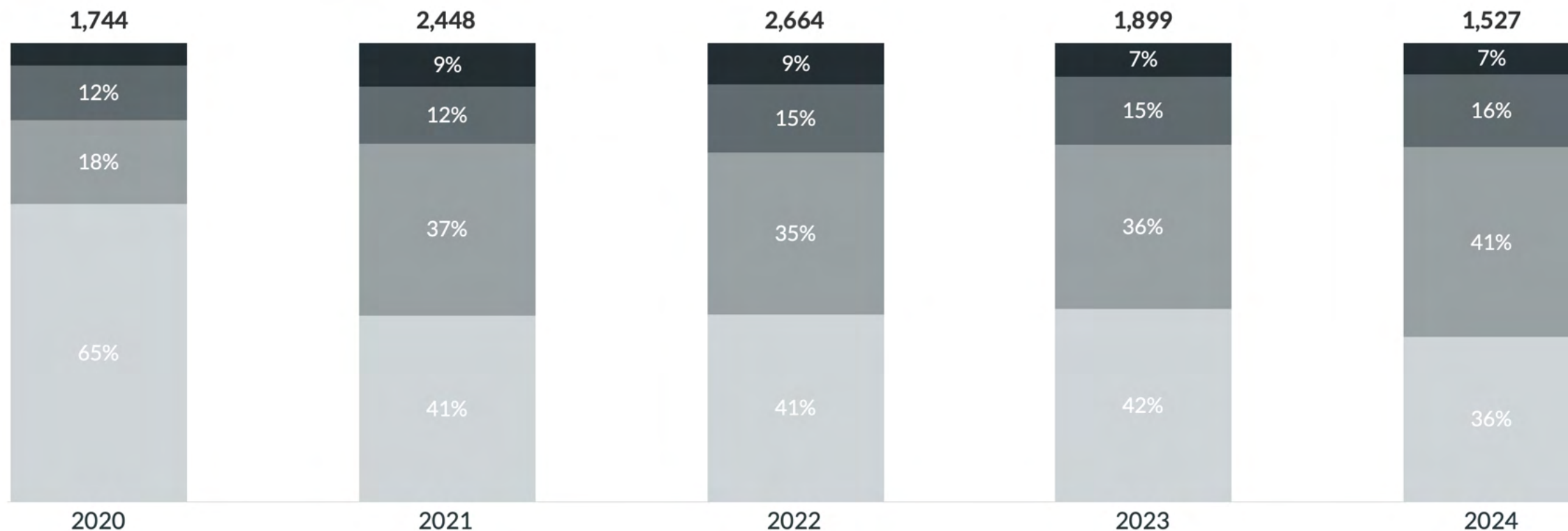
■ Deals (<\$100M) ■ MEGA Deals (\$100M+)



**In a positive sign of a recovery, early stage deals remained the focus for investors with \$1M-\$5M tickets marking a 5PP YoY rise. The focus on SEED & Pre-Series A deals is key for future deal growth**

## EVM Deal Share by Round Size Evolution | 2020 - 2024

■ \$20M+ ■ \$5M-\$20M ■ \$1M-\$5M ■ \$0M-\$1M



# Key Ecosystem Players' Perspective



**Yana El Dirani,**  
Head of MENA, Endeavor Catalyst

**endeavor**  
CATALYST

"The MENA region is emerging as a pivotal hub for venture capital, attracting global players with its unique blend of opportunities and rapid ecosystem growth. Signs of this increasing appetite are evident in major moves like General Atlantic establishing offices in Riyadh and Abu Dhabi, and Golden Gate Ventures setting up in Doha. These developments reflect a growing recognition of MENA's strategic importance, fueled by strong demographic trends, digital transformation, and government-backed initiatives aimed at fostering innovation.

As we look to the year ahead, this momentum is set to intensify. Sovereign wealth funds and regional champions are not only driving capital inflows but also partnering with international VCs to localize expertise and unlock value. The ecosystem is maturing, with founders tackling region-specific challenges in FinTech, HealthTech, and logistics—solutions that are not only impactful locally but also scalable globally.

The convergence of global capital with MENA's entrepreneurial talent is creating a virtuous cycle of growth. Investors who engage now, as the foundation is solidifying, will be at the forefront of shaping the region's future while capturing outsized returns. MENA is no longer just an emerging market; it's a core market for anyone serious about global venture investing."



**Allen Taylor,**  
Managing Partner, Endeavor Catalyst

**endeavor**  
CATALYST

"Venture Capital will continue to go global in 2025 -- and Emerging Venture Markets will play an increasingly important role in 3 key areas: new VC dollars deployed, \$1B+ "scale-up" companies, and, perhaps most importantly of all, IPOs and exits. In each of these areas, China, India and Latin America will lead the way, but markets such as the Middle East, Africa, Pakistan and Türkiye will play a bigger role than some might expect.

First, on VC dollars invested, I predict markets like Saudi Arabia and the UAE will continue to attract more and more investment dollars. Furthermore, 2025 should be the year that some international VC capital returns to more frontier markets -- think Egypt, Türkiye and Pakistan -- where it has been largely absent for the last few years.

Second, on minting new "Unicorns" (\$1B+ companies) in private rounds, expect 2025 to bring at least 5 new additions to the Unicorn herd for the Middle East and Africa, following recent new joiners such as Moniepoint and Tymbank.

Finally, the next year should see much needed liquidity in the form of M&A and regional IPOs, particularly in Saudi Arabia where Tabby, Tamara, TruKKer, Floward and Unifonic are all candidates to go public."



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# Regional Analysis



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SOON**

# Aggregate Summary | FY2024 Snapshot

## Southeast Asia Summary



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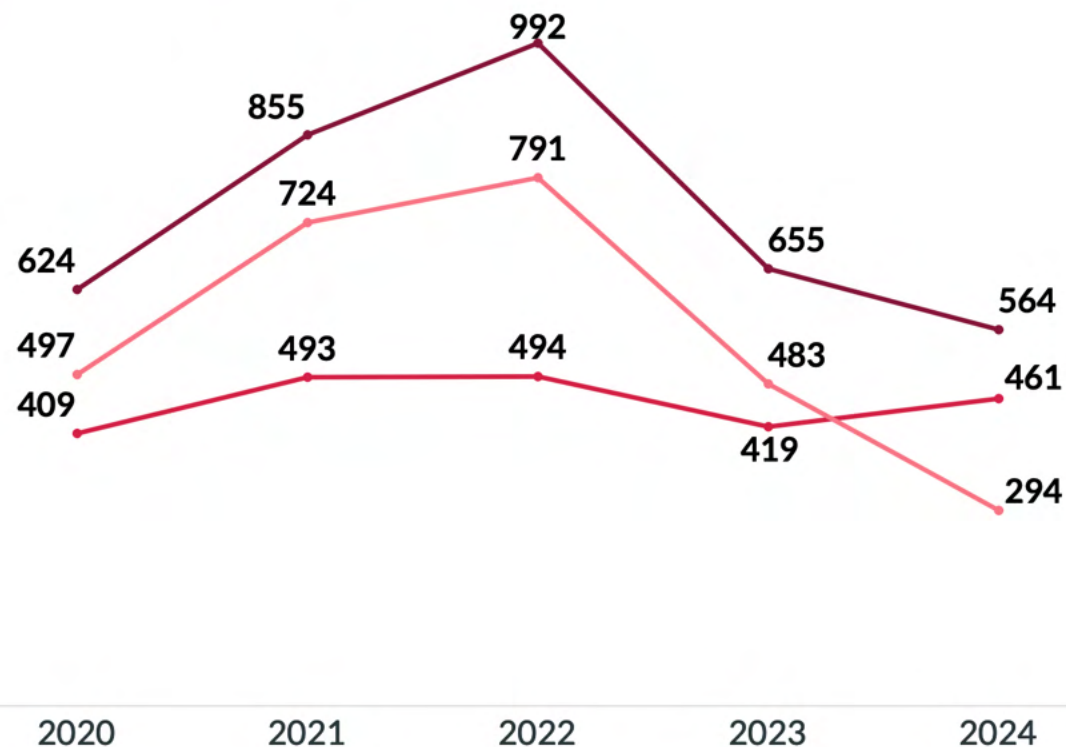
(brackets represent FY 2024 vs. FY 2023 % change)



SEA saw a 45% YoY drop in funding, the steepest among ME (-29%) and Africa (-44%). This decline was driven by a 59% YoY fall in MEGA deals funding. Africa saw the largest drop in deal count (-39%) YoY

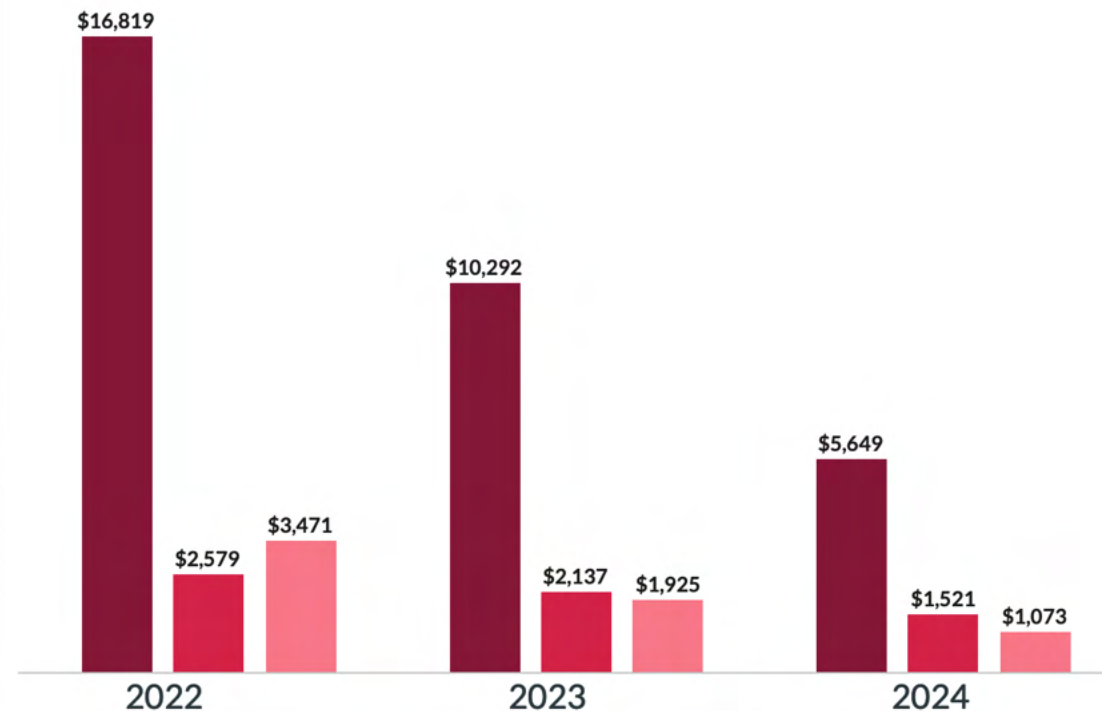
## Regional Annual Deal Evolution | 2020 - 2024

■ Southeast Asia ■ Middle East ■ Africa



## Regional Annual Funding Evolution | 2022 - 2024

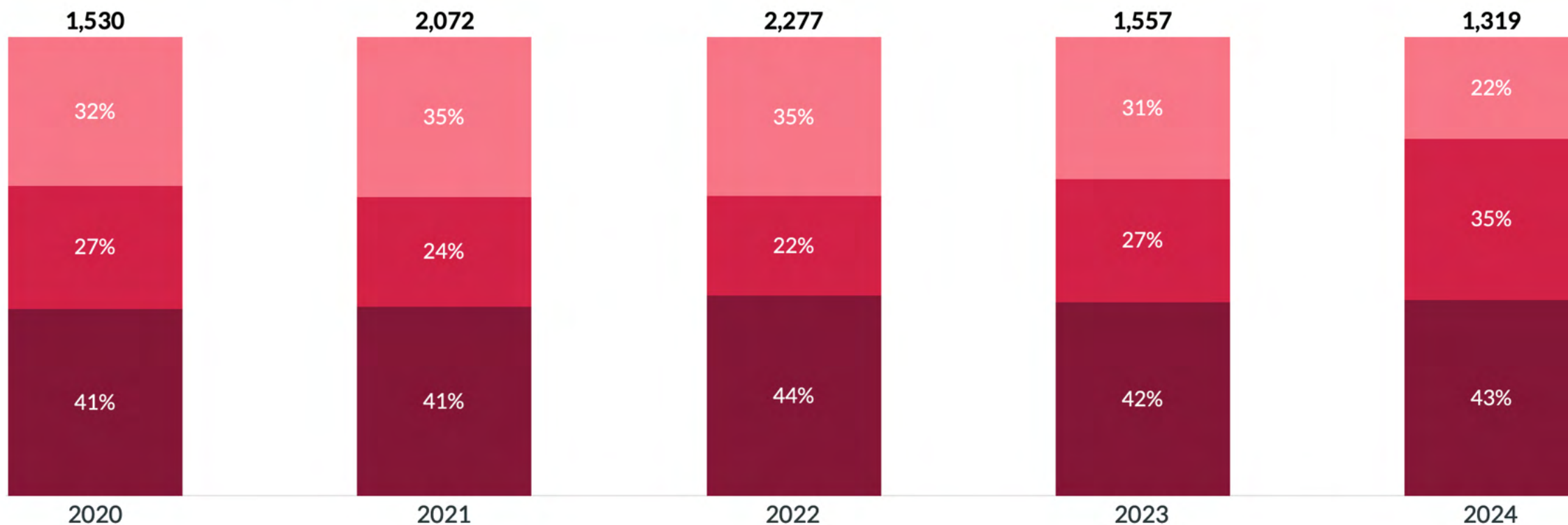
■ Southeast Asia ■ Middle East ■ Africa



**In terms of deal transactions, the Middle East saw a 8PP increase in share to 35% across EVMs. SEA captured a lion's share at 43% while Africa recorded its lowest share in five years at 22%**

## Regional Annual Deal Evolution | 2020 - 2024

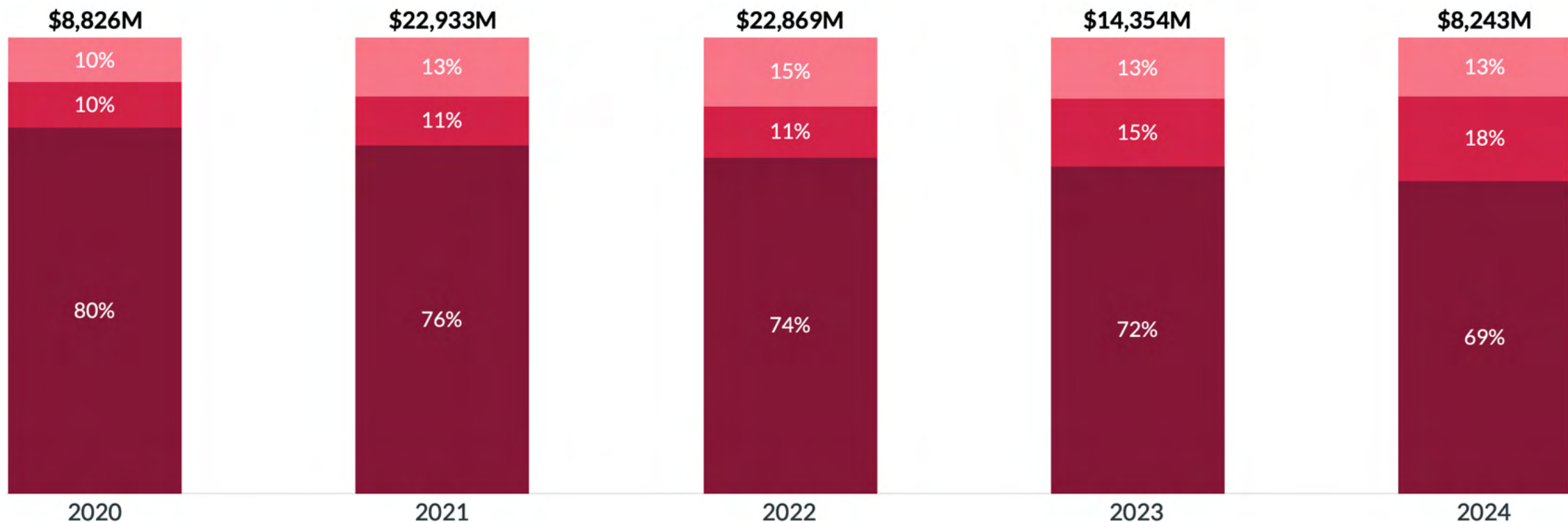
■ Southeast Asia ■ Middle East ■ Africa



Against the back drop of lower EVM funding in the last two years, SEA's share has steadily declined, hitting a low of 69% in 2024 in contrast to ME which saw an 7PP increase between 2022-2024

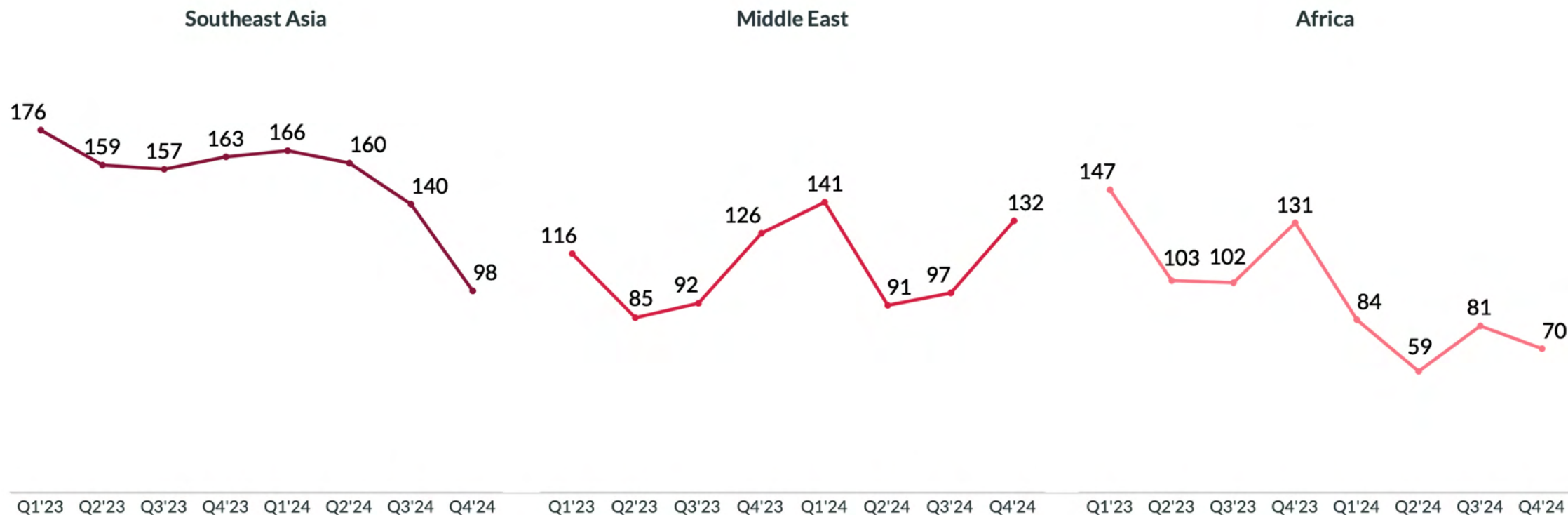
## EVM Annual Funding Evolution | 2020 - 2024

■ Southeast Asia ■ Middle East ■ Africa



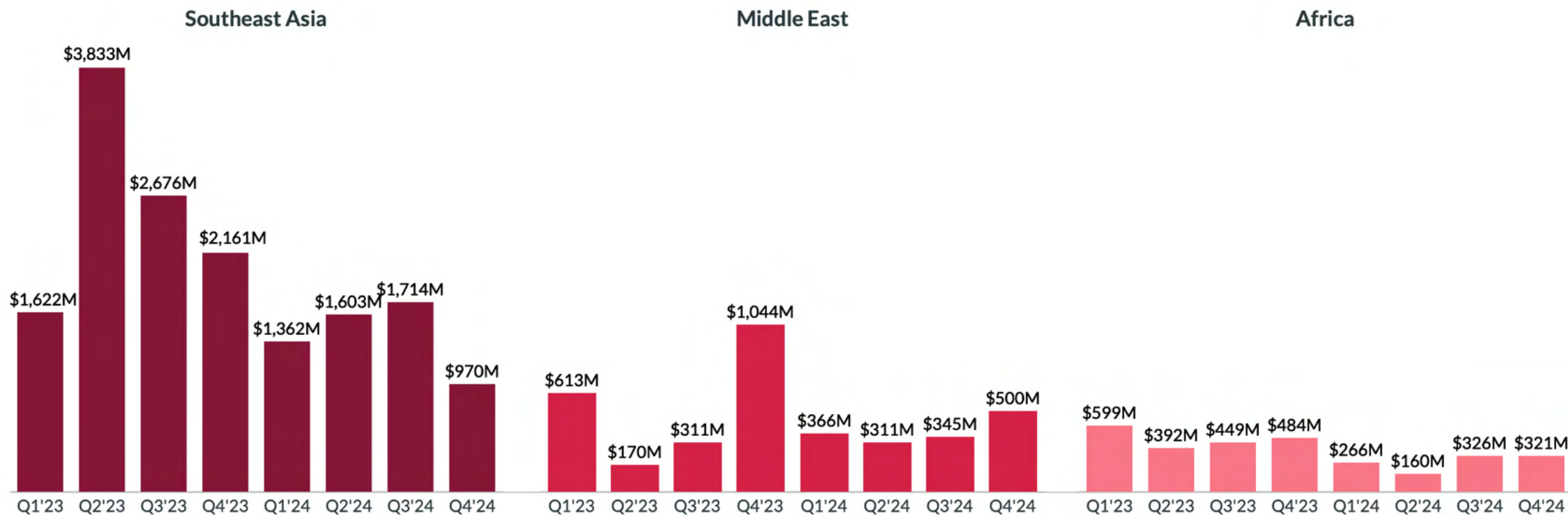
SEA recorded three consecutive quarters of declining deal activity through 2024. The Middle East remained relatively flat, with a peak in Q1 2024 while Africa's investment was muted

## Regional Quarterly Deal Evolution (#) | Q1'23 - Q4'24



Relative to recent years, funding across all markets was relatively consistent across all 4 quarters with limited fluctuations. ME Q4 remained the strongest in line with years gone by

## Regional Quarterly Funding Evolution (\$M) | Q1'23 - Q4'24





## ■ Key Ecosystem Players' Perspective



**Anas Algahtani,**

Acting CEO for Wa'ed Ventures



“ We’re expecting Corporate Venture Capital (CVC) firms to play an increasingly vital role in the MENA region and Saudi Arabia in particular, given the continuous growth we’re seeing in the overall startup ecosystem. Over the past three years, the appetite for venture capital investments in the region has accelerated, driven by government-led initiatives that prioritized innovation, digital transformation, and technology advancement as key contributors to economic diversification. In this context, CVCs are uniquely positioned to bridge the gap between strategic national priorities and entrepreneurial innovation. Unlike traditional VCs, CVCs in Saudi Arabia, such as Wa’ed Ventures, are not only focused on financial returns but also on backing startups in sectors that are critical to the Kingdom’s transformation journey—such as energy, space, sustainability, artificial intelligence, and supercomputing. We are also seeing a shift towards greater collaboration between CVCs, independent VCs, and public entities with the aim of amplifying the impact of innovation and ensure our investments are well-positioned for the local and regional market. Through this collaboration, startups gain more than just capital; they can access mentorship, market expertise, and opportunities to scale both regionally and globally. ”



# Directories

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The screenshot displays the MAGNiTT web application interface. The top navigation bar includes the MAGNiTT logo, a search bar, and a sidebar menu with options: Home, Directories, Reports, and Analytics. The main content area features a banner with the text "LET DATA DRIVE YOUR DECISIONS Get the most out of MAGNiTT!" and a "GET STARTED" button. Below the banner, the "Startups" section is active, showing a list of startups with filters for "Table View", "Landscape View", and "Chart View". The "Filters" section indicates "Selected filters - funding verification status: Verified". The table below lists startups with columns for Name, Description, Primary Industry, Funding Stage, Date Raised, Amount Raised, Investors, and Investment Vehicle.

| Name             | Description   | Primary Industry      |
|------------------|---|-----------------------|
| rem people       | REM People is an Istanbul based startup focused on delivering "retail technologies &..."        | Retail                |
| Nourish          | Nourish is the first global booking platform for customized in-flight meals!                    | Travel & Tourism      |
| Fizbot           | Fizbot, a local PropTech startup that develops software for real estate technologies            | Enterprise Software   |
| Hergele Mobility | Hergele Mobility offers an all inclusive pack for emerging operators to start their own fle...  | Transport & Logistics |
| Shekel Mobility  | A Neo banking and management system for auto dealers.   | FinTech               |
| Bujeti           | Bujeti enables African businesses to take control of their spending through a...                | FinTech               |
| Saror            | an on-demand services marketplace connecting customers with more than 300...                    | Home Services         |
| Uzman Çiftçi     | Uzman Çiftçi helps businesses reliably source food and agricultural products from global...     | Agriculture           |
| Netline Pvt. Ltd | Net-Line (Pvt.) Ltd. has been in the business for over 20 years and now has place itself in ... | Energy                |
| Mahaseel Masr    | Mahaseel Masr is a digital B2B market solution that brings together Growers and...              | E-commerce            |

Records per page: 10



# Geographical Trends



# Geographical Snapshot | FY2024 Snapshot

## Southeast Asia Country Snapshot

**Singapore \$3,436M (-53%)**

Top Country by Funding (\$M)

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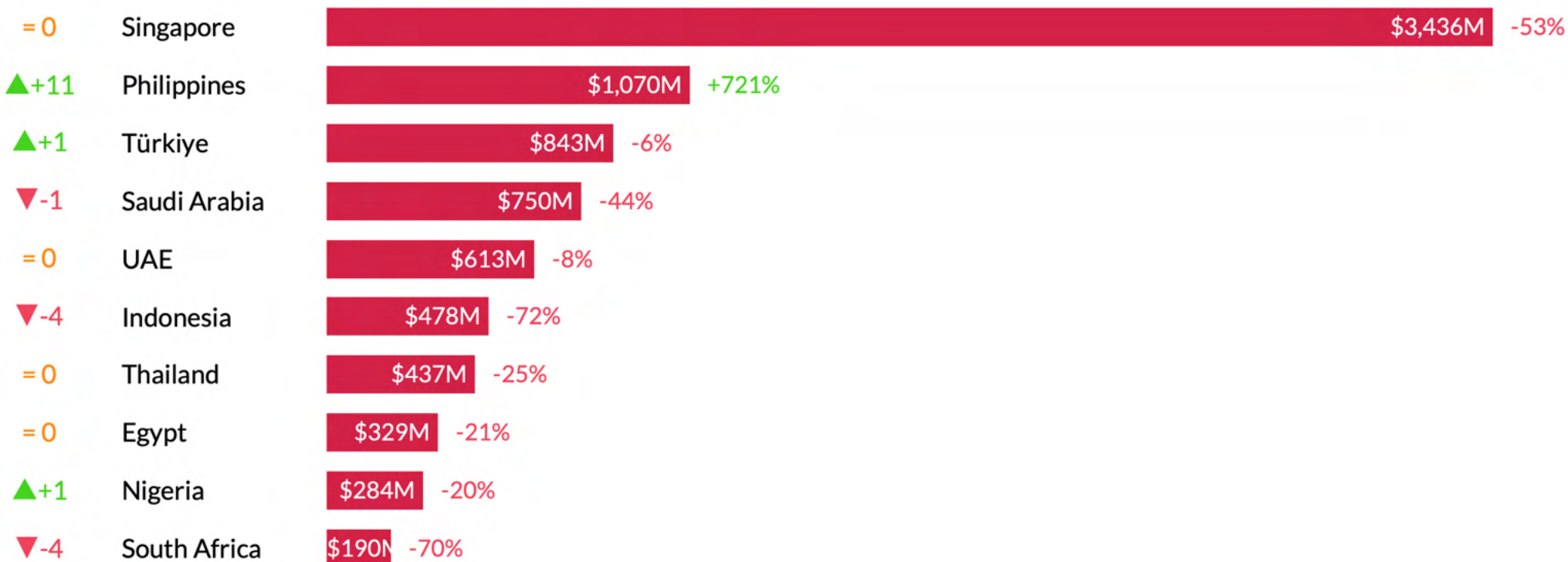
**South Africa 6 Exits**

Most Exits by Headquarter

Despite a 53% YoY funding drop, Singapore secured the most VC investment in 2024. All top 10 countries saw declines, except the Philippines, which recorded a remarkable 721% YoY rise driven by Mynt \$786M

## Top Countries by Total Funding (\$M) in EVM | 2024

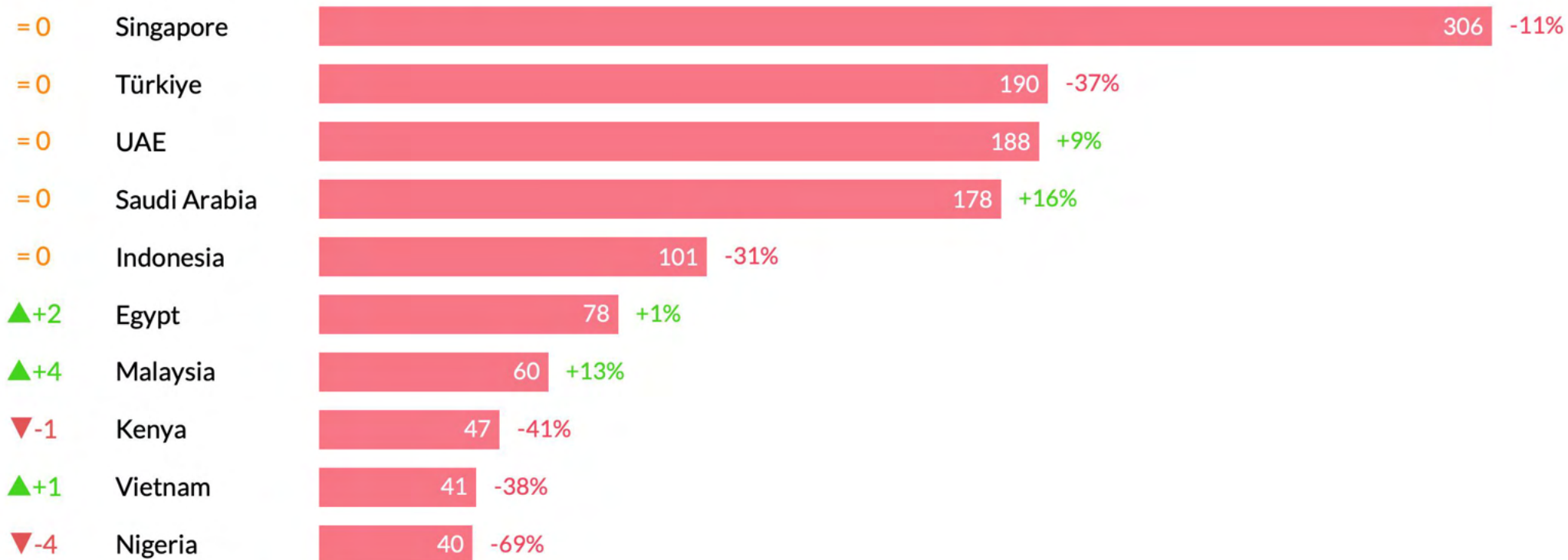
(▲/▼) rank change 2024 vs 2023   (+/-) % funding change 2024 vs 2023



 Saudi Arabia saw the largest growth year on year in deal flow, across the ten most active geographies. Singapore remained the most transacted country despite a 11% YoY drop in deals

## Top Countries by Number of Deals (#) in EVM | 2024

(▲/▼) rank change 2024 vs 2023   (+/-) % deal change 2024 vs 2023





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Venture Investment Report

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# Industry Trends



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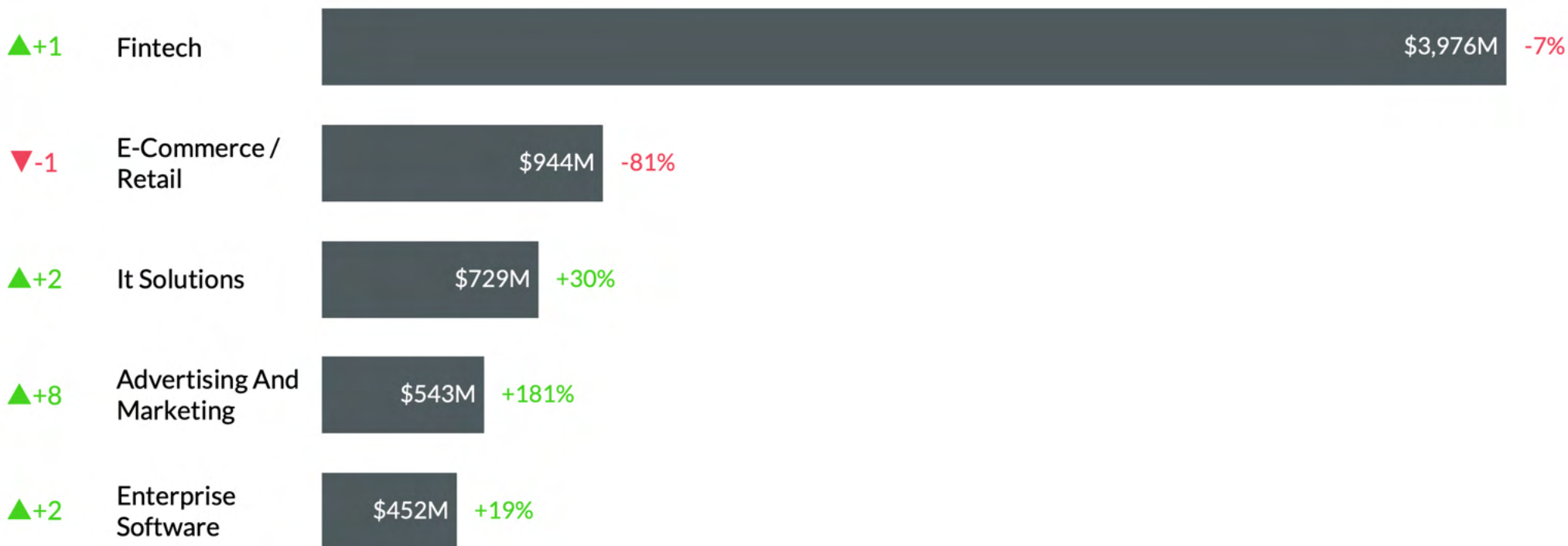
Most Active Investor by Deals (#)



 FinTech dominated Venture funding across EVMs in line with the continued global interest in the sector. It secured more than 4X E-Commerce/Retail which saw an 81% YoY drop

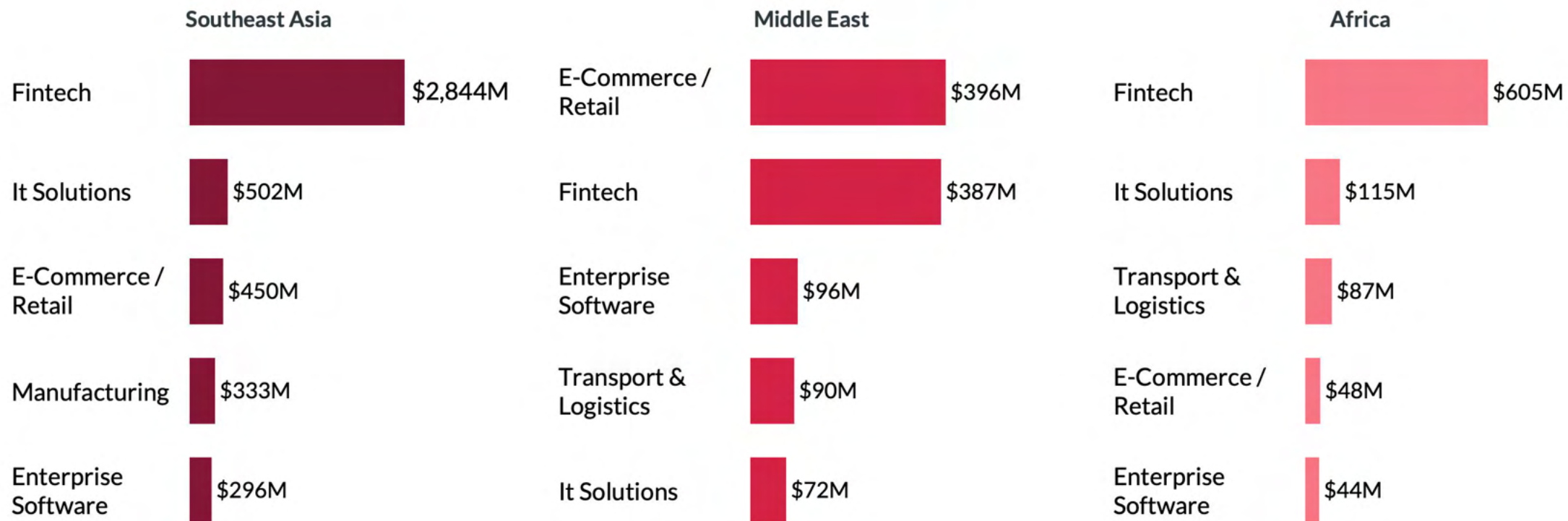
## Top Industries by Total Funding (\$M) in EVM | 2024

(▲/▼) rank change 2024 vs 2023    (+/-) % funding change 2024 vs 2023



While FinTech ranked highly across all markets, interesting to note in venture funding, that E-commerce/Retail still led in the Middle East driven by MEGA Deal Investments in SallaApp and eyewa

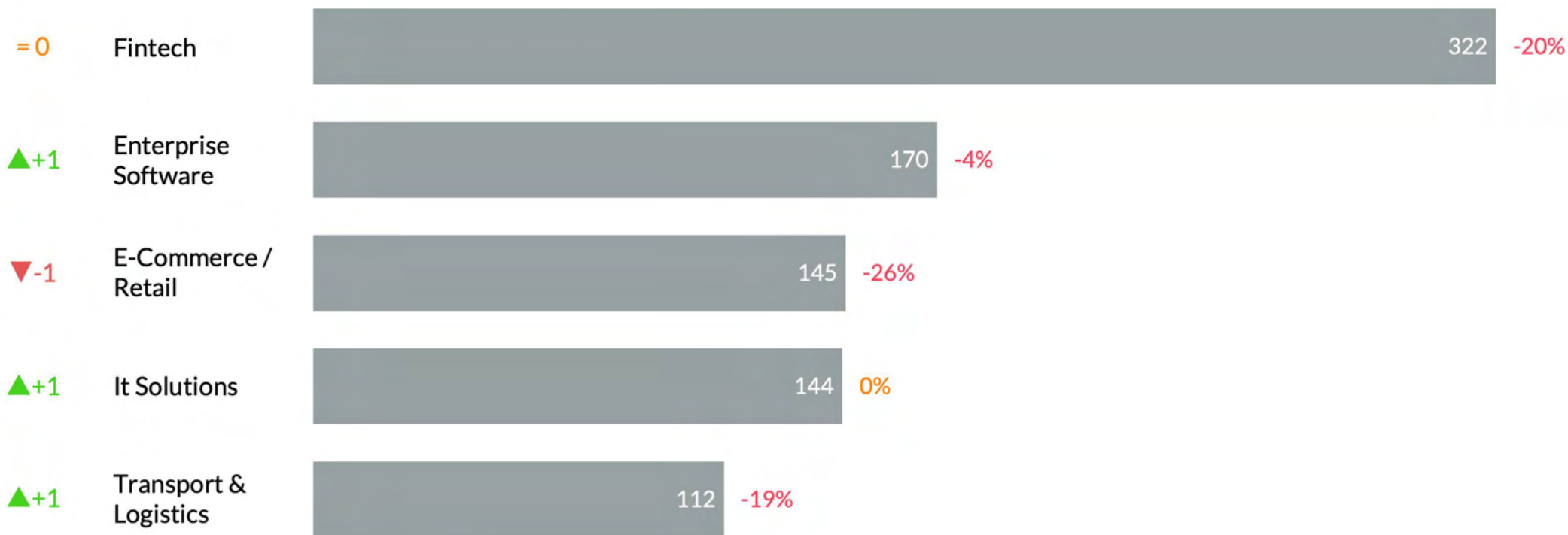
## Regional Top Industries by Total Funding (\$M) in EVM | 2024



FinTech also led by deal count in 2024 across EVMs comprising 21% of all transactions despite a 20% YoY drop. Enterprise Software & IT Solutions have increased their share of total deals by 2PP YoY each

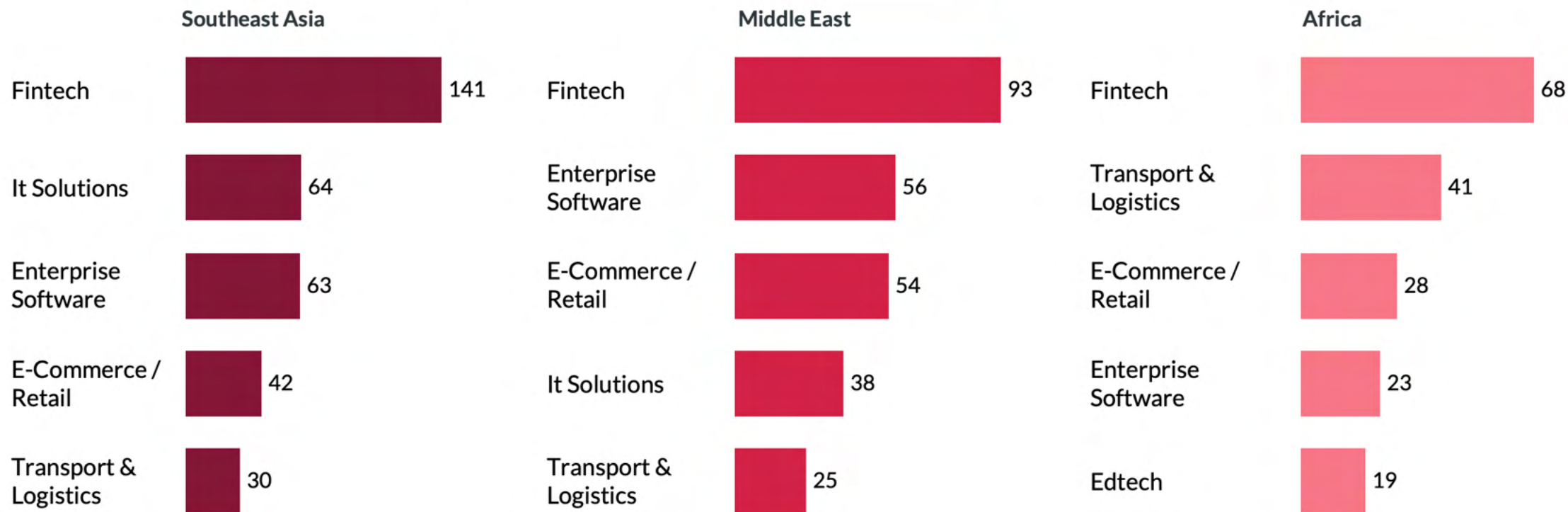
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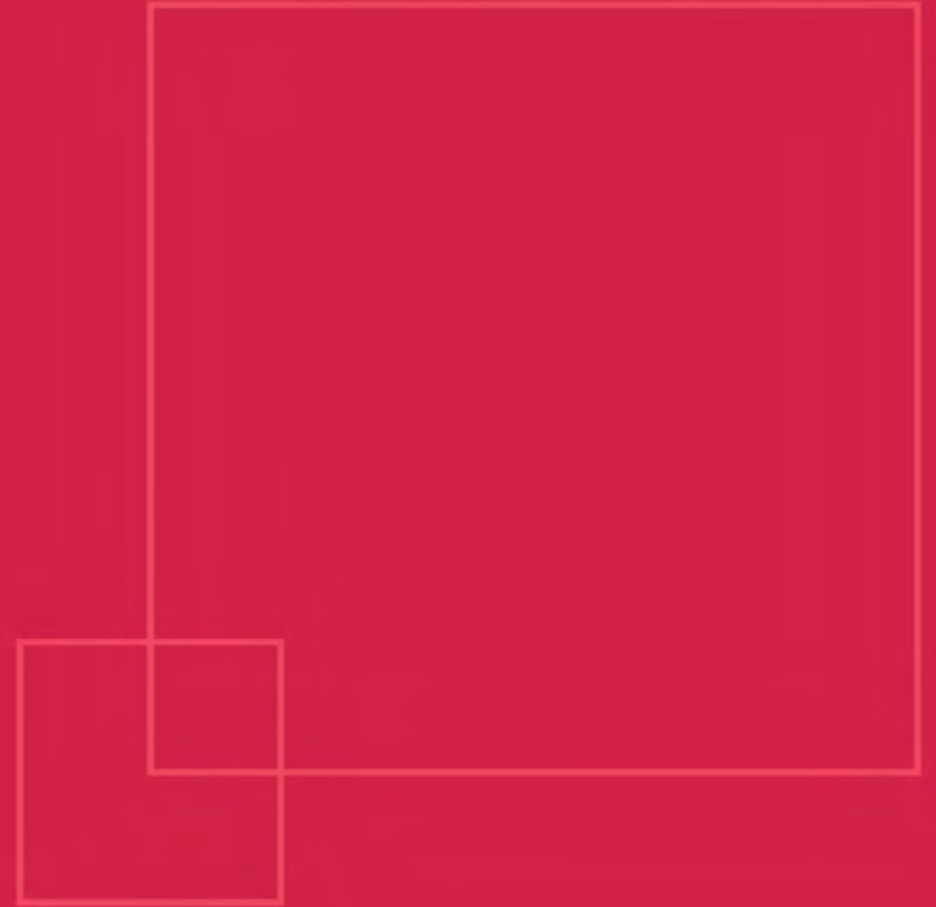


Investor appetite in FinTech was highlighted, specifically at early stage, across all the EVM markets with the highest number of transactions in the sector in each region, almost double the second ranked sector

## Regional Top Industries by Number of Deals (#) in EVM | 2024



# Investor Analysis



Antler, 500 Global, and Flat6Labs remained the most active investors across EVMs, all of whom have a focus on early stage investments. Notably, 42% of their deals focused on Middle East startups

## Most Active Investors by Number of Deals (#) in EVM | 2024

| Investor  | Investor Type        | HQ Location              | # of Investments |
|---|----------------------|--------------------------|------------------|
|  <b>ANTLER</b>             | Venture Capital (VC) | Singapore                | 75               |
|  <b>500</b>                | Venture Capital (VC) | United States of America | 63               |
|  <b>FLAT6LABS</b>          | Venture Capital (VC) | Egypt                    | 49               |
|  <b>PLUS.VC</b>            | Venture Capital (VC) | United Arab Emirates     | 29               |
|  <b>QDB</b>                | Corporate            | Qatar                    | 27               |
|  <b>RASEYA</b><br>CAPITAL  | Venture Capital (VC) | United Arab Emirates     | 21               |
|  <b>ORBIT</b><br>STARTUPS  | Accelerator          | Singapore                | 21               |
|  <b>RENEW</b><br>CAPITAL | Investment Company   | Ethiopia                 | 21               |
|  <b>LAUNCH</b><br>AFRICA | Venture Capital (VC) | Mauritius                | 18               |
|  <b>GAIA</b>             | Accelerator          | Saudi Arabia             | 17               |

 General Atlantic rose three ranks to become the most active investor by capital deployed across EVMs in 2024, with \$533M in invested capital, surpassing Alibaba, which ranked first in 2023 and fourth in 2024

## Most Active Investors by Estimated Capital Deployed (\$) in EVM | 2024

| Investor   | Investor Type        | HQ Location              | Estimated Capital Deployed   |
|--|----------------------|--------------------------|--|
|  GENERAL ATLANTIC                         | Private Equity       | United States of America |  \$533M   |
|  Ayala                                    | Corporate            | Philippines              |  \$393M   |
|  MUFG                                     | Corporate            | Japan                    |  \$393M   |
|  Alibaba Group                            | Corporate            | China                    |  \$234M   |
|  ANT GROUP                                | Corporate            | China                    |  \$149M   |
| A5-DB Holdings Pte   | Corporate            | Singapore                |  \$142M   |
|  IFC                                      | Venture Capital (VC) | United States of America |  \$124M   |
| Huapu Hengyi Investment  | Investment Company   | China                    |  \$100M |
|  KUMOHRI FINANCIAL                      | Venture Capital (VC) | Thailand                 |  \$99M  |
|  MUFG<br>Mitsubishi UFJ Financial Group | Corporate            | Japan                    |  \$98M  |

Estimated capital deployed is an estimate based on the round size, stage, and this investor's other investments.























# Top Deals

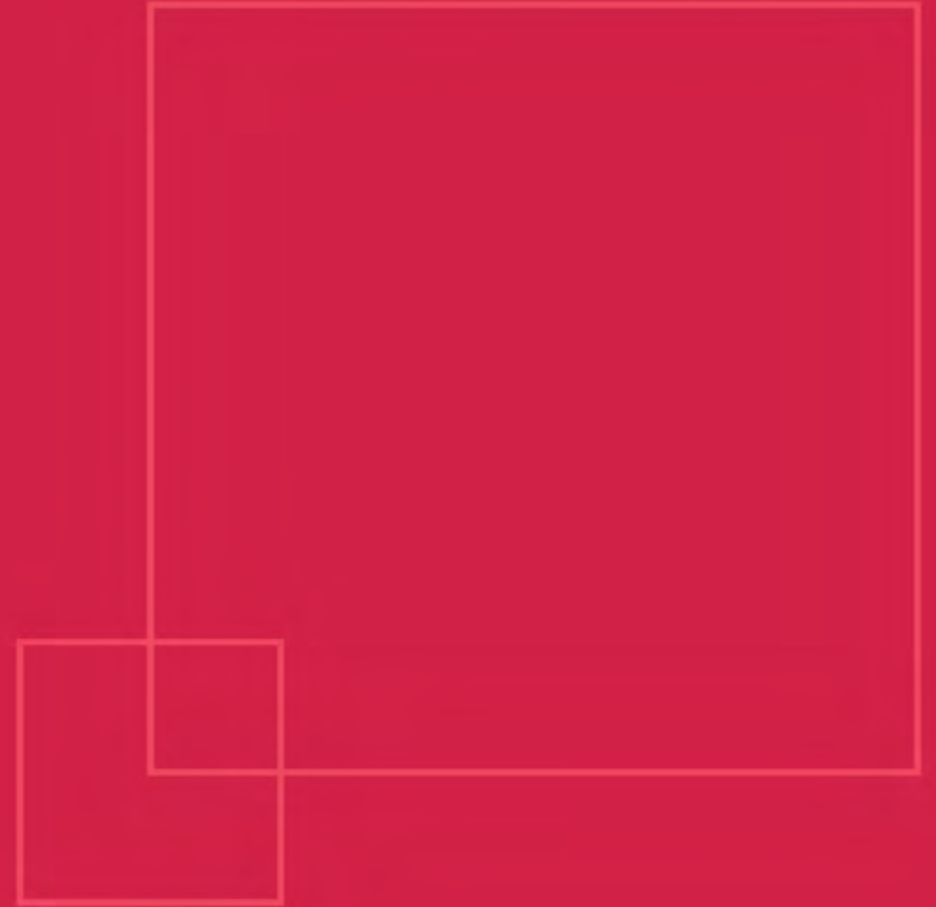


Mynt, Philippines' FinTech ranked first raising \$786M led by MUFG Bank and Ayala Corporation, while Insider, a Turkish Advertising and Marketing startup secured \$500M, the second largest deal in 2024

## 10 Largest Disclosed Equity Deals across EVMs | 2024

| Startup  | Industry                  | HQ Location      | Investors   | Amount (\$)  |
|--|---------------------------|------------------|---|--|
|  mynt         | Fintech                   | Philippines      | MUFG Bank, Ayala Corporation  |  \$786M   |
|  Insider      | Advertising And Marketing | Türkiye (Turkey) | General Atlantic  |  \$500M   |
|  tyme group   | Fintech                   | Singapore        | M&G plc, Ethos Private Equity, African Rainbow Capital, Tencent Holdings , Norrsken22, Gokongwei Group, British International Investment (CDC Group), Laven..         |  \$250M   |
|  Lazada       | E-Commerce / Retail       | Singapore        | Alibaba Group   |  \$230M   |
|  SILICON BOX  | Manufacturing             | Singapore        | TDK Ventures, Maverick Capital, UMC Capital, Praesidium Capital Management, Tata Electronics, BRV Capital Management, Event Horizon Capital, Grandfull Convergence .. |  \$200M   |
|  ascend money | Fintech                   | Thailand         | Krungsri Finnovate, Mitsubishi UFJ Financial Group  |  \$195M   |
|  GxS          | Fintech                   | Singapore        | A5-DB Holdings Pte, singtel   |  \$169M   |
|  halan      | Fintech                   | Egypt            | IFC - International Finance Corporation , DPI ( Development Partners International ), Lorax Capital Partners, Apis Partners, Lunate, GB Corp                          |  \$158M |
|  ANEXT BANK | Fintech                   | Singapore        | Ant Group   |  \$149M |
|  ZENTRY     | Gaming                    | Thailand         | Binance Labs, Coinbase Ventures, Animoca Brands, Pantera Capital, Hashed  |  \$140M |

# Exit Evolution



## ■ Key Ecosystem Players' Perspective



**Basil Moftah,**

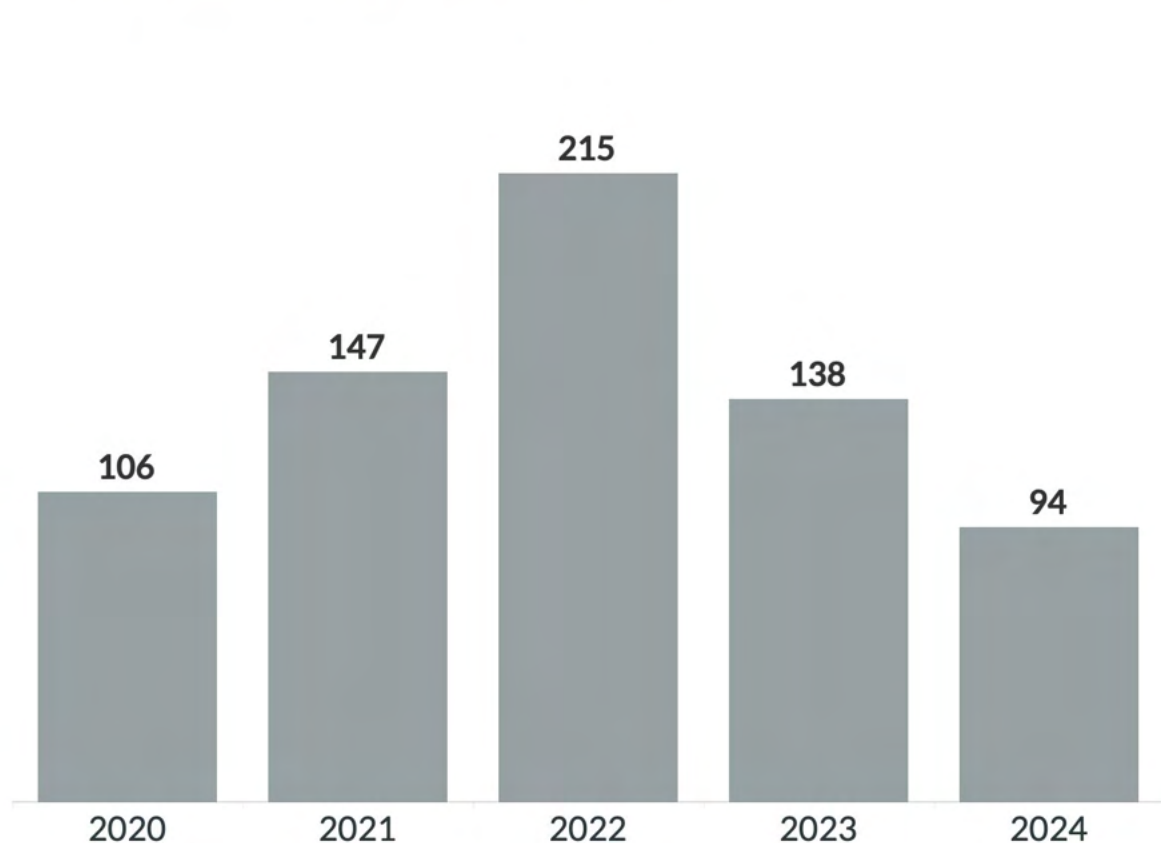
Managing Partner for Key Capital Limited



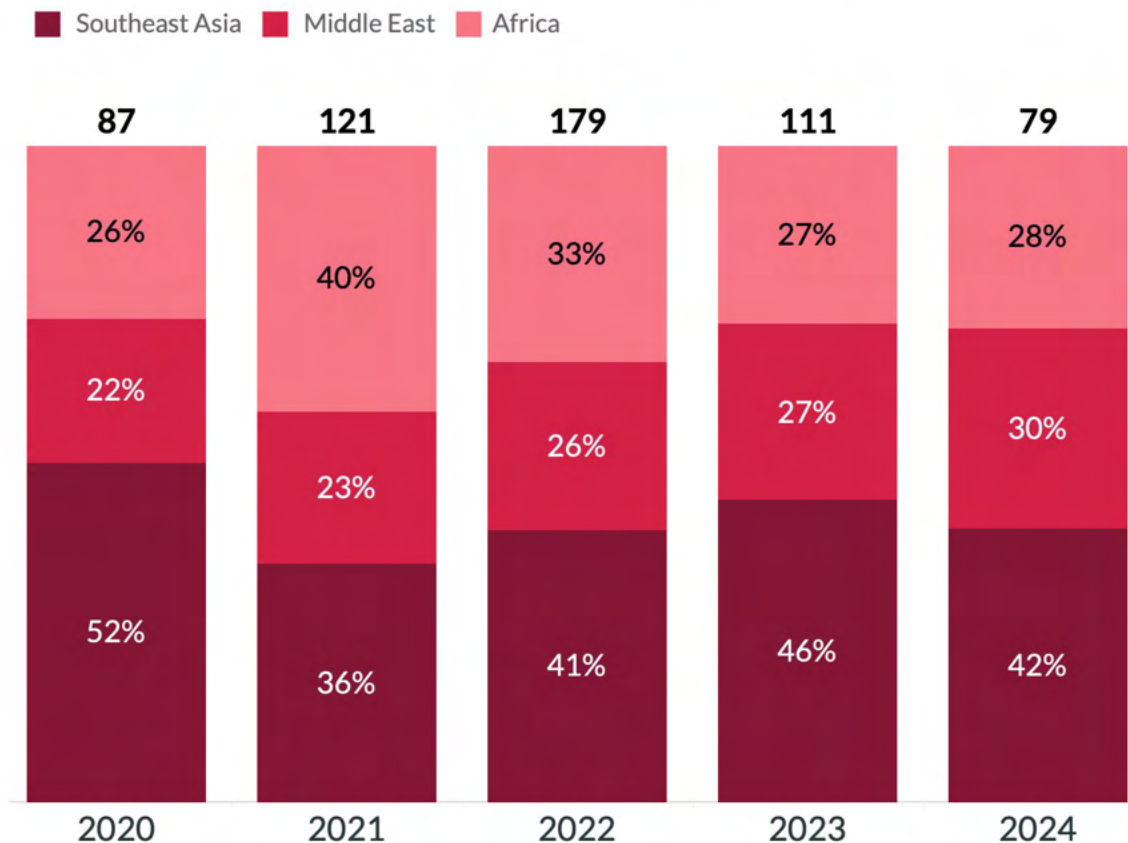
“ As we enter 2025, everyone is excited to see how the IPOs, M&A, and secondaries market will evolve. While the data shows that the market has been slowly declining over the past years, 2025 is said to be a bumper year with a number of IPOs ready for the Saudi Tadawul Stock Exchange, as well as Abu Dhabi and Dubai creating the potential for a very interesting year. In addition, the launch of secondaries funds like Key Capital creates additional opportunities for investors to get new exit options. What we are excited about is to develop the secondaries market in such a way that early investors, founders, and employees can all find exits earlier than waiting for IPOs and M&A, but that being said, nothing will beat the fact that as the technology sector strengthens more participants, especially international ones at later stage and PE participants playing a more meaningful role in the industry. ”

Amid a global liquidity crunch, exits across EVMs fell by 32% YoY, falling for a second consecutive year. The ME's share of exits, however, steadily rose over the past 4 years, reaching a peak of 30% in 2024

EVM Exit Evolution | 2020 - 2024

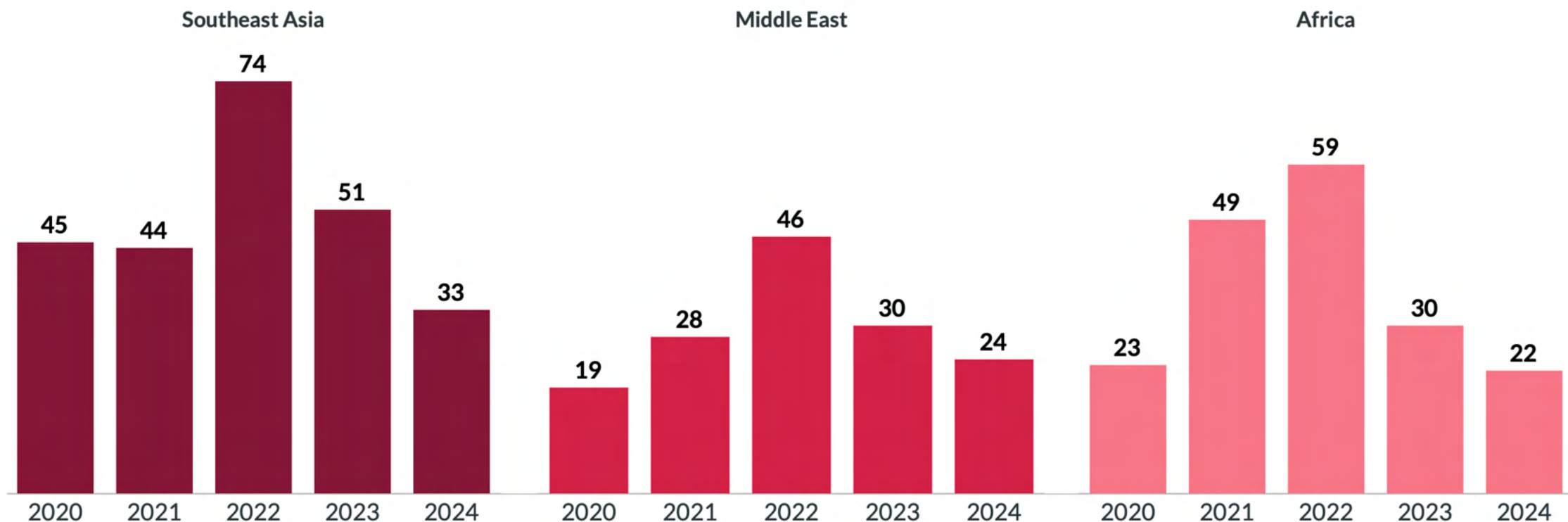


Regional Exit Evolution by region | 2020 - 2024



■ All three regions experienced double-digit declines in exits, with SEA seeing the sharpest drop (-35%). Despite fewer exits, the Middle East's median years to exit fell from 7.4 years in 2023 to 6.2 in 2024

## Regional Exit Evolution by region | 2020 - 2024



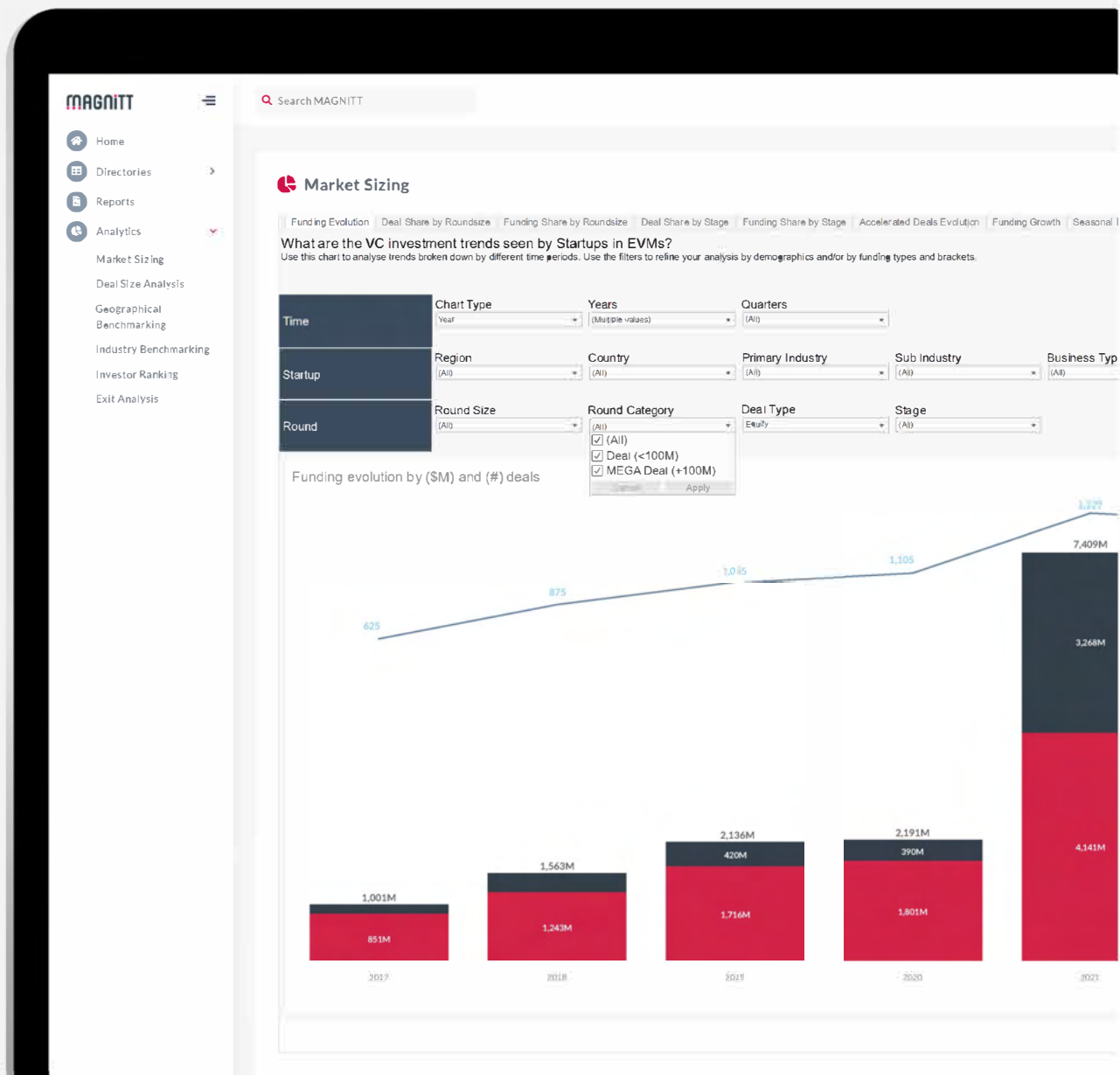


# Advanced Analytics

Turn real-time market research into dynamic charts and trends.

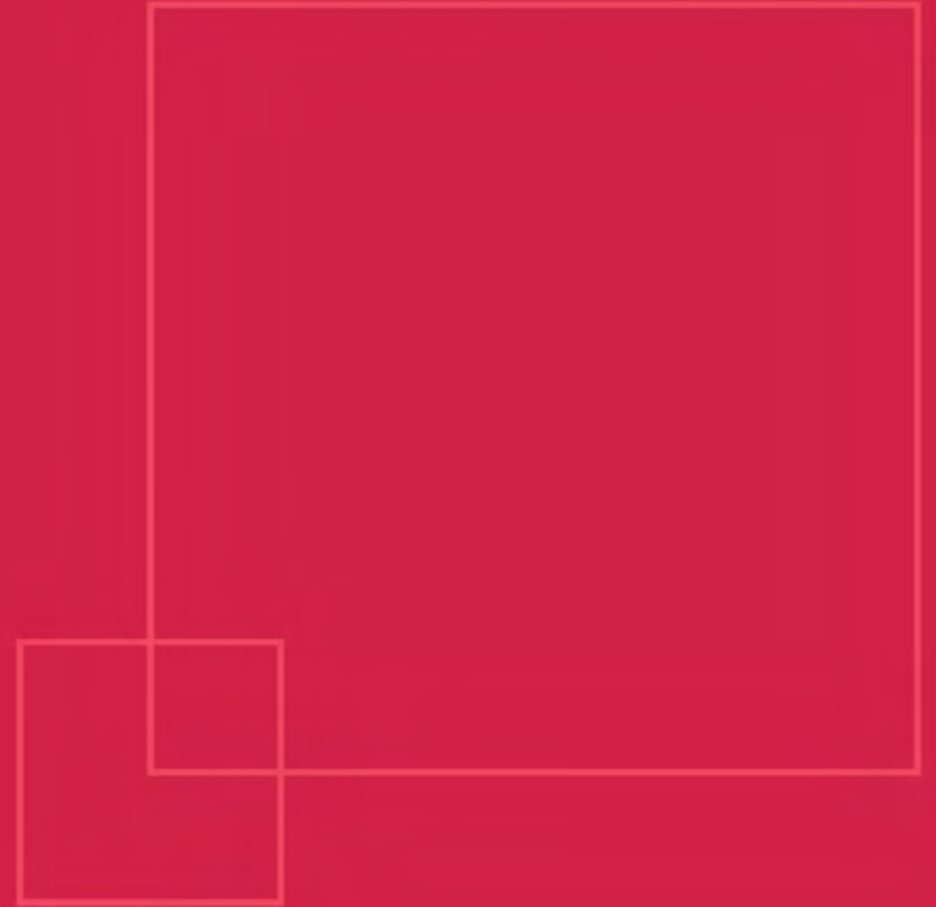
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# Methodology

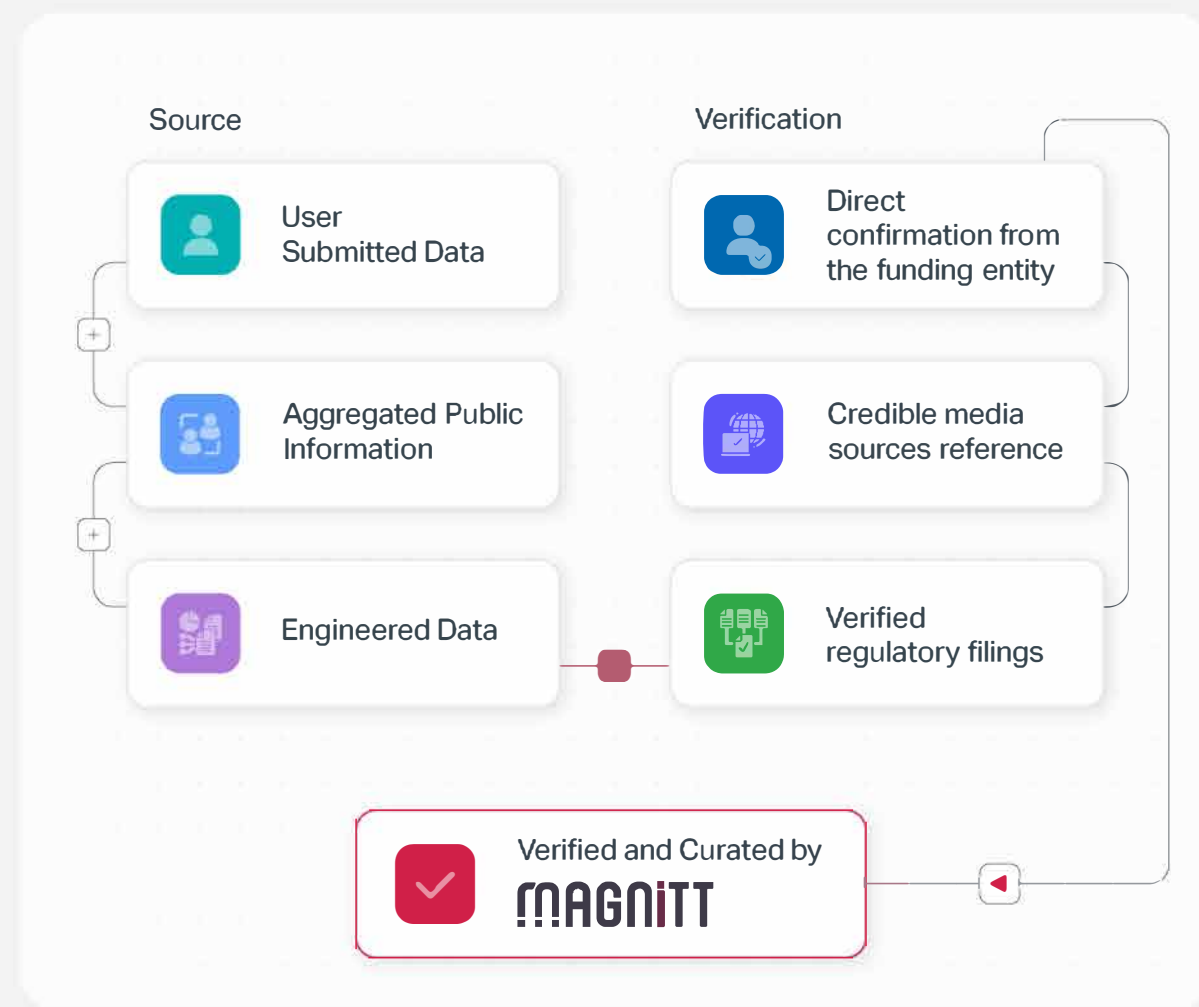




# Methodology

Get real-time, accurate, and verified VC data you can trust powered by our trusted methodology!

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# MAGNiTT Methodology

## Data is the foundation of thriving entrepreneurship ecosystems.

### Proprietary

Startups and institutions list their proprietary information on their funding amount, stage, date, and investors directly onto the MAGNiTT platform. All funding data is validated through a rigorous process. To ensure comprehensiveness in the data, on a quarterly basis a follow-up with verified funding institutions on MAGNiTT occurs, requesting details on all their investments, including stage, amount, date, and other co-investors. This includes, and is not limited to, VCs, CVCs, angel groups, accelerators, university funds and family offices for MAGNiTT's focus geographies.

### Public

We undertake a continued gathering of public announcements and press releases on the venture funding landscape across MAGNiTT's focus geographies.

### Engineering Data

Where information is incomplete or undisclosed, proprietary algorithms that tap into MAGNiTT's databases are used to create estimates for undisclosed data with factors including but not limited to year of funding, location of startup, stage of investment and the company's industry.

MAGNiTT's proprietary database and software provides access to data from multiple sources: user - submitted data verified by MAGNiTT, aggregated public information, data engineered by MAGNiTT. All non-engineered data is verified and curated with an extensive process for inclusion in its analytic reports.

MAGNiTT encourages you to review the methodology and definitions employed to better understand the numbers presented in this report. If you have any questions about the definitions or methodological principles used, reach out to MAGNiTT directly. Below is an outline of the approach and criteria used in MAGNiTT's research analysis:

**What is included:** Equity financing into private companies. Funding rounds included must be to VC-backed companies. VC-backed companies are defined as companies that have received funding at any point from: venture capital firms, corporate venture arms, accelerator programs, or Angel investors. Where disclosed Angel investments are made at early stages these deals are included once verified.

**Excludes:** It excludes debt or other non-equity funding, lending capital, grants and ICOs.

**Exits:** M&A and IPOs are treated as exits: excluded from funding data, but included in exit data. Exit types that are excluded from this report are buyouts and secondary rounds.

**Transaction date:** Where provided the date of the transaction is based on the closing date of the round. Where this is unavailable, it is recorded as the announced date per public record.

**Data lags:** The data contained in this report comes directly from MAGNiTT, reported as of **January 3, 2025**. Data lags are most pronounced at the earliest stages of venture activity. The data aggregated for these rounds during the latest quarter, specifically with seed funding, increases significantly after the end of that quarter.

**Verified Rounds:** To ensure accuracy and confidence in our data, MAGNiTT undertakes a verification process for each funding round based on the following process:

- Direct confirmation from the funding institution or investor
- Validated if there is a 3rd party source for the investment round from credible media sources or press releases.
- Various regulatory filings where applicable
- A round is not verified if it has none of the above 3rd party reference

**Country HQ:** In each of our venture reports, the location for which the data is analyzed is based on the startup's HQ as chosen and verified by the startup and reflected on the MAGNiTT platform. When analyzing a particular geography, our research does not include:

- Investments in startups from diaspora founders
- Funding for startups who have their main HQ outside of our coverage with only a subsidiary or branch in that country

**Primary Industry:** In each of our venture reports, the industry by which the data is analyzed is based on the startup's Primary Industry (main operational focus) as chosen and verified by the startup and reflected on the MAGNiTT platform. When analyzing a particular industry, our research does not include:

- Startups whose secondary focus is that industry

**Historical changes:** We continue to improve historical data as we further verify our data sets and expand by geography while reaching out to new funding Institutions. Continued improvements in our technology and data operations will lead to more accurate and comprehensive data sets on the platform for our research analysis.

- ▶ All underlying data from the report is available online via [magnitt.com/startups](https://magnitt.com/startups). For more info, please visit [magnitt.com](https://magnitt.com) or contact [support@magnitt.com](mailto:support@magnitt.com)
- ▶ If you feel your firm has been underrepresented, please send an email to [data@magnitt.com](mailto:data@magnitt.com) and we can work together to ensure your firm's investment data is up-to-date



# API

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## Get Startup Data

Description: Get startup data such as company headquarters, industries, company type, etc.

POST

<https://gateway.magnitt.com/api/startups/:id>

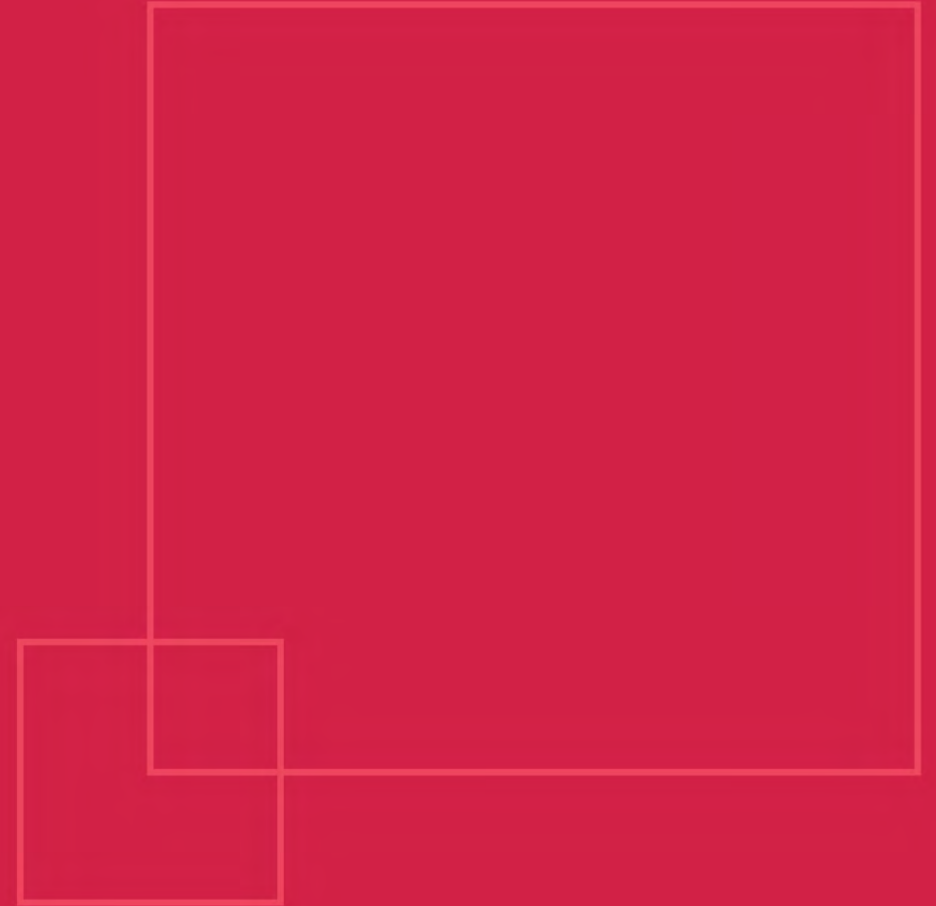
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| FIELD               | TYPE   | DESCRIPTION            |
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| x-magnitt-client-id | string | MAGNiTT API client id  |
| x-magnitt-token     | string | MAGNiTT API secret key |

### Query Parameters

| FIELD               | TYPE   | DESCRIPTION                                 | ACCESS TYPE | DEFAULT FIELD |
|---------------------|--------|---|-------------|---------------|
| startup_id          | string | Magnitt's unique identifier for the startup | Basic       | true          |
| startup_name        | string | Startup name                                | Basic       | true          |
| startup_description | string | Startup description                         | Basic       | true          |
| startup_hq          | object |   |             | true          |
| ↳ hq_id             | number |   |             |               |
| ↳ hq_name           | string |   |             |               |

# About MAGNiTT





## Data means trust and trust means data.

With data on over 35,000 startups, 20,000 funding rounds, and 1,200 exits in the Middle East, Africa, and Southeast Asia, MAGNiTT is the trusted source of verified venture capital data in emerging venture markets. Our readily accessible and up-to-date data enables our clientele to make informed decisions about opportunities and risks in EVMs, giving them a competitive edge over peers.

### MAGNiTT Data

**32,000**

Startups

**13,000**

Investment Firms

**21,000**

Funding Rounds

**1,200**

Exits

**10,500**

Founders

**5,900**

Investors

## The Problem

Despite booming VC activity in the emerging venture markets, there is a critical missing piece: reliable, verifiable data on venture-backed startups. As a result, investors, policymakers, consultants, and other stakeholders struggle to assess opportunities and risks in these markets. Without accurate data to inform the decision-making, we're all missing out on the next best thing.

## Enter MAGNiTT: The Solution

MAGNiTT fills that venture capital data gap.

Our data and analytics platform helps our clientele – whether you are a policymaker, investor, consultant, or ecosystem stakeholder – in making these impactful decisions with verified information about 35k+ venture-backed companies in emerging venture markets. Our database has everything you need to stay ahead of the curve, all in one place, empowering you to conduct market research, due diligence, spot trends, and craft winning presentations and investment pipelines. The cherry on top is our 1-on-1 analyst hours offering live insights into policies, competition, emerging trends, and industry performance.

## We are the Reference for





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