



# Tech - Start Up Investments Round Up

**Tracking the funding space in  
MENA Region**

**Q3 2021**

KPMG in Qatar

November 2021

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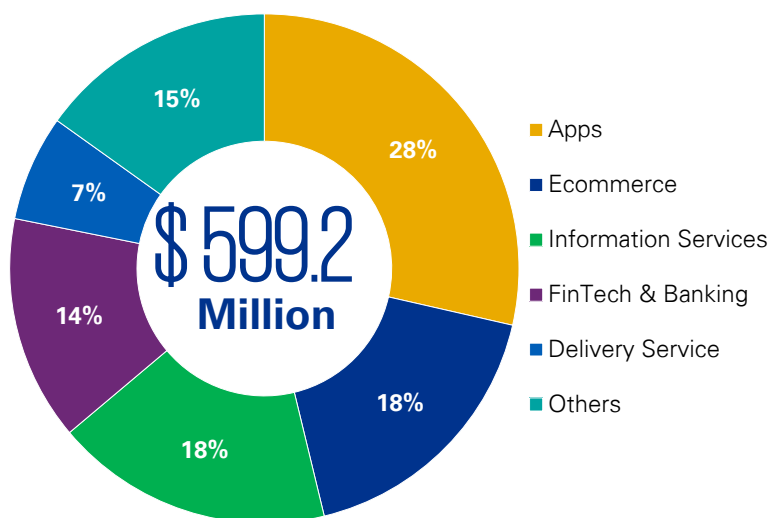


# Tech - Startup Investments in the region



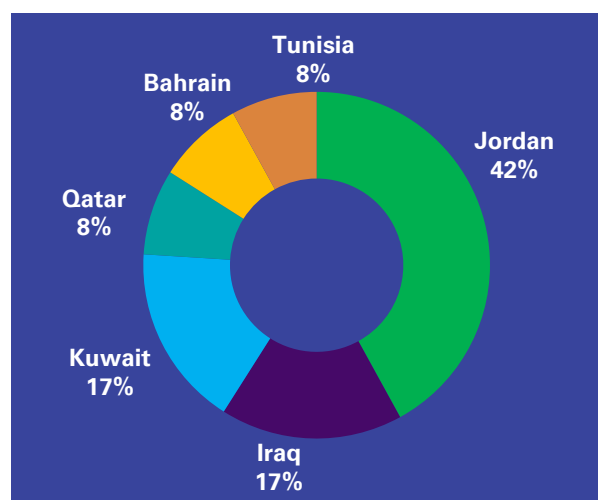
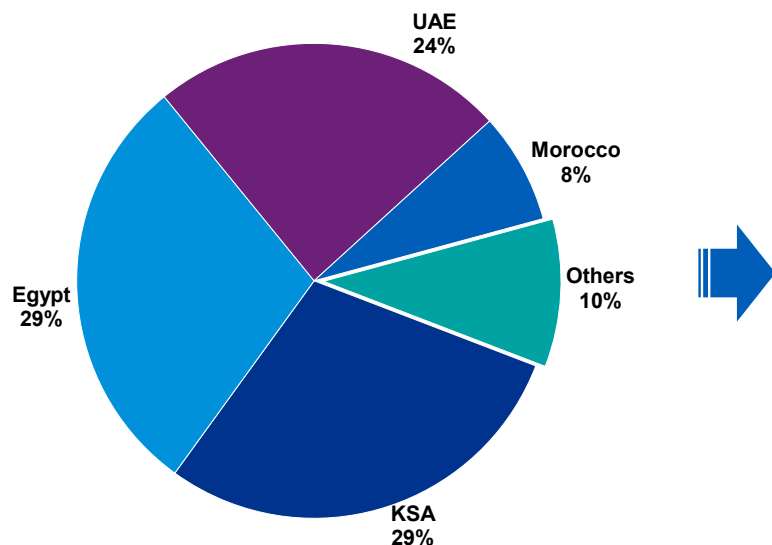
## Funding Snapshot

### Sector wise distribution of funding raised in the region during Q3 2021



Sector	Funding raised in USD million (Q3)	Funding raised in USD million (Q2)
Delivery Service	13.5	10.7
FinTech & Banking	118.2	70.3
Ecommerce	107.6	117.5
Apps	155.6	466.3
Information Services	167.3	40.7
Others	27.2	155.6
<b>Total</b>	<b>599.2</b>	<b>861.1</b>

### Country wise distribution of funding raised in the region during Q3 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, 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.

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

#	Start Up	Sector	Country	Amount and Funding Stage	Investors
1	Spendwisor	FinTech	Qatar	\$1 million, Pre-seed	Led by Mr Erhama Nasser IA Al-Kaabi and local angel investors
2	Unifonic	Information Technology	KSA	\$125 million, Series B	SoftBank, Sanabil Investments, Gulf Investment Corporation (GIC), STV, Riyadh Taqnia Fund (RTF), Saudi Venture Capital Company (SVC)
3	Halan	Transport and logistics	Egypt	\$120 million, Undisclosed	Apis Partners, DPI ( Development Partners International ), Lorax Capital Partners, Endeavor Catalyst Fund, Disruptech, Middle East Venture Partners (MEVP)
4	MaxAB	E-commerce	Egypt	\$55 million, Series B	IFC - International Finance Corporation ,Rise Capital, Endeavor Catalyst Fund, 4DX Ventures, BECO Capital, RMBV, Flourish Ventures, Crystal Stream Capital
5	Tabby	FinTech	UAE	\$50 million, Series B	Global Founders Capital, STV, Delivery Hero, Arbor Ventures, Mubadala Ventures, Global Ventures, MSA Capital, Venture Souq, HOF Capital, Outliers Venture Capital, Raed Ventures, JIMCO (Jameel Investment Management Co.)
6	Capiter	FinTech	Egypt	\$33 million, Series A	Quona Capital, MSA Capital, Savola Group, Shorooq Partners, Foundation Ventures, Accion Venture Lab, Derayah
7	Leena AI	Information Technology	UAE	\$30 million, Series B	Bessemer Venture Partners, Greycroft, B Capital Group
8	Syarah	E-commerce	KSA	\$20 million, Series B	Impact 46, Vision Ventures, Elm , Budget (United International Transportation Company)

Source: Crunchbase, Dtec ventures, KPMG Research

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

#	Start Up	Sector	Country	Amount and Funding Stage	Investors
9	Selfologi	Fashion and Lifestyle	UAE	\$17.5 million, Seed	Xenel
10	Sarwa	FinTech	UAE	\$15 million, Series B	500 Startups, Mubadala Ventures, Kuwait Projects Company Holding (KIPCO), Middle East Venture Partners (MEVP), The Dubai International Financial Center (DIFC), Hambro Perks Oryx Fund, Hala Ventures, Vision Ventures, Shorooq Partners
11	Nejree	E-commerce	KSA	\$15 million, Series A	Impact 46

“The MENA region is becoming an increasingly popular investment location for both regional and international investors. Several startups are rising across the Middle East and North Africa (MENA) region, thanks to the regional governments’ efforts in diversifying their economies. Interestingly, this year we are observing an increase in the average deal sizes along with quicker funding rounds. Continuing the momentum from the phenomenal quarter of Q2 2021, the Fintech, Information Services and Ecommerce sector continue to receive robust interest from investors, collectively accounting for almost 40 percent of the total funding activity in Q3 2021.”



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

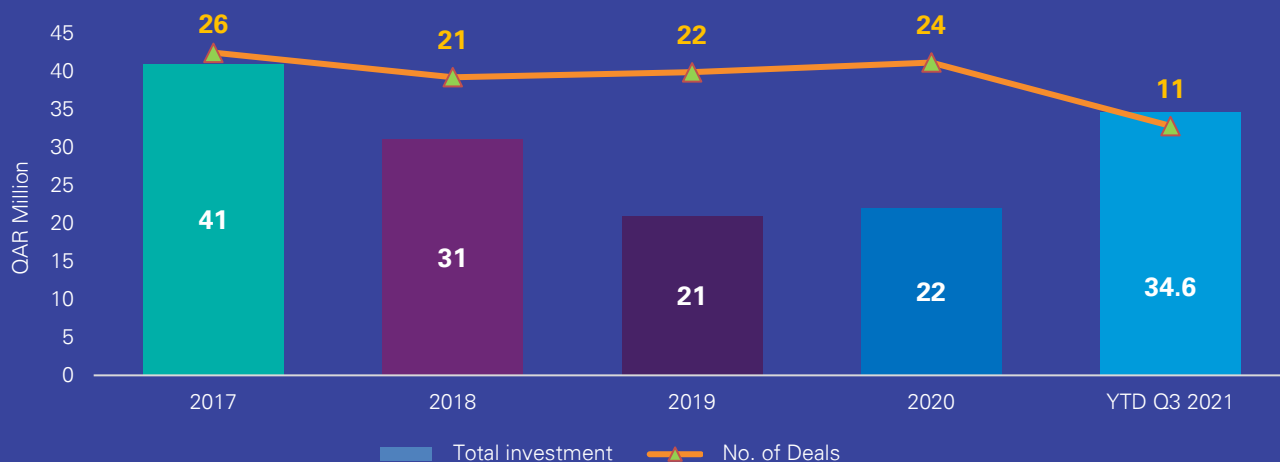
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# Qatar in focus

## Qatar tech-start up investments snapshot (2017 - YTD Q3 2021)








## Qatar tech-start up investments snapshot in YTD Q3 2021\*



- The tech-startups in Qatar received a total funding of QAR 34.6 million across 11 deals during YTD Q3 2021.
- Qatar continues to experience a rise in the number of FinTech-led startups, with subsequent VC investments backing the promising FinTech space. However, delivery services (Food and Beverage sector) secured the largest share in funding.

## Top 5 tech-start up deals in Qatar (YTD Q3 2021)

<b>1</b>  <b>Snoonu</b> <b>Delivery Services</b> <b>\$5 million, (QAR 18.2 million) Series A</b> Led by its strategic partner Qatar Development Bank (QDB) with participation from multiple investors.	<b>2</b>  <b>SkipCash</b> <b>Fintech</b> <b>\$1.92 million, (QAR 7 million) Seed</b> Funding was led by a group of private Qatari investors.	<b>3</b>  <b>Spendwisor</b> <b>FinTech</b> <b>\$1 million (QAR 3.6 million) Pre-seed</b> Led by Mr Erhama Nasser IA Al-Kaabi and local angel investors	<b>4</b>  <b>Dibsy</b> <b>Fintech</b> <b>\$300,000, (QAR 1 million) Pre-seed</b> Salem Khalaf Al Mannai and local angel investors	<b>5</b>  <b>CWallet</b> <b>Fintech</b> <b>\$220,000, (QAR 800,000) Pre-series A</b> Investors including MBK Holding WLL, 360 Nautica LLC and Snoonu Holding.
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# KPMG Private Enterprise Tech Innovator Competition Qatar - 2021

**KPMG invited the leading technology entrepreneurs across Qatar to compete in our inaugural KPMG Private Enterprise Tech Innovator in Qatar Competition - 2021 ("KTIC-2021"). The Finale event was held on the 29th of September 2021, where the top 5 finalists pitched their ideas to a panel of judges.**



Mohammed Al-Delaimi, Founder and Managing Director at SkipCash, receiving the KTIC-2021 Winners Award

The top finalists pitched their innovations and growth ambitions to a panel of industry experts. **SkipCash** emerged as the most exciting, early-stage tech innovator in Qatar, and went on to participate in the global final at the Web Summit conference in Lisbon, Portugal in November 2021.

The KPMG Private Enterprise Tech Innovator competition was hosted in 17 countries. The tech innovator finalist from each country was given an opportunity to pitch their start-up business on the world stage at Web Summit 2021 to demonstrate their growth plans.



# KPMG Tech Innovator Winners from the Region



## SkipCash

Qatar based fintech startup, SkipCash, is a mobile payment app for customers and merchants.



## Natufia

Natufia, a Saudi Arabia-based agri-technology provider that enables you to grow fresh plants and herbs all year round.



## Klaim

UAE based KLAIM.AI is an innovative HealthTech FinTech startup transforming healthcare billing and processing by combining AI driven claim management.



## TaaJer

Bahrain based TaaJer, is a network centric B2B trade platform uniting wholesalers and retailers under one digital roof

## WINNER OF THE KPMG GLOBAL TECH INNOVATOR COMPETITION 2021:



## Krilltech

Brazil based, Krilltech, an AgriTech company in the early growth stage, developer of nanobiotech solutions to increase crop productivity in an environmentally sustainable manner has been named the KPMG Private Enterprise Global Tech Innovator winner at the final event held at the Estufa Fria in Lisbon, Portugal.





# Startup in focus



It is widely acknowledged that innovation and entrepreneurship are driving forces of economic growth and social development in today's modern society. As Qatar marches towards creating a brighter ecosystem for the techpreneur's of tomorrow, we at KPMG strive to bring the stories that are revolutionizing the tech-startup industry in Qatar. In this edition, we get candid with Mohammed Al Delaimi, Founder and Managing Director – SkipCash, the winner of the first KPMG Tech Innovator Competition in Qatar.

“We built our app while keeping in mind the both sides of the payments: Customer & Merchant.”



**Mohammed Al-Delaimi**

Founder and Managing Director,  
SkipCash

## What is SkipCash? What do you do?

SkipCash is mobile payment app for customers and merchants. The app helps customers to link their credit card and use the app to pay wherever SkipCash is available. The app is also for merchants to provide them with a flexible tool to accept digital payments almost in every scenario.

I founded the company and now leading the whole team as managing director.







### **How is SkipCash different than all the other mobile payments companies out there today?**

We built our app while keeping in our mind the both sides of the payments: Customer & Merchant.

**Simplicity of use** - the app is very simple to make a payment.

**Usability** - it can be used in many scenarios and use cases (in-store, transportation, outdoor events, cash-on-delivery, online, home business, etc.).

**Add-on values** - like loyalty program platform (coupons & vouchers). For merchants to increase and grow their business, and for customers to enjoy savings.

**Track spending** - the app auto categorizes all payments made by customer (cafe, food, lifestyle, retail, etc.).

**Instant reporting** - merchant can access instantly to all payment's reports.

SkipCash is a cost effective and flexible payment solution that provides the best cashless experience for customers and merchants.

### **You have said Qatar is ready to become a cashless society. Why do you think Qataris and people within the GCC more generally have been slow to embrace mobile payments?**

It's due to several reasons. Regulators are slow in pushing frameworks to allow banks and private sector to offer financial solutions. Banks are not willing to take risks. Startups find it difficult and uncertain to explore this market. That's why GCC countries are last to arrive at Fintech. People are just started exploring the benefit and convenience of these products. And the economy is now emerging to adopt the new trend.

### **Why is that changing now?**

COVID pushed a lot of business segments to adopt cashless solutions. Younger generation (who studied abroad) are familiar and experienced the solutions available in US or Europe market and want to experience the same in their country.

### **Can you tell us a bit about Qatar's favorable regulations and support for the fintech sector?**

Qatar started several initiatives to kick-off the development of Fintech:

- Qatar Central Bank created Fintech Sandbox to regulate and license Fintech products.
- Qatar Development Bank created a Fintech Hub for incubation and acceleration programs, and several institutions are supporting it (including banks).

### **Nearly all major banks in Qatar offer mobile banking solutions. How can you compete with the incumbents?**

Our solution don't compete with banks, it compliment what's available. Banks focus on medium to large business segments and offer products that are one-size fits all. Where we offer a solution for use-cases that are not an interest for the bank and allow solution customization.

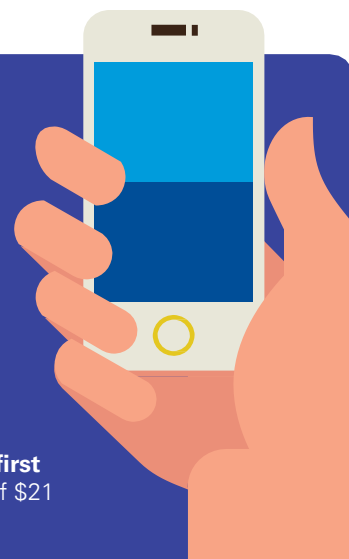
### **Can you tell us a bit about your expansion plans. How does the World Cup in Doha play into your strategy?**

We expect around 2 million visitors to attend the World Cup. It will be the best time to showcase our app and help them to experience it. So, when we scale outside Qatar, we would find a customer base in that country.

# Trending stories

## Tech startups

1. **Spendwisor, a Doha-based Fintech company advised by Licorne Gulf, announced a QAR 190 million (\$50 million) investment commitment** from GEM Global Yield LLC SCS (GGY) a \$3.4 billion Luxembourg-based private alternative investment group.
2. **Emaar Malls, the retail arm of Dubai-based real estate developer Emaar Properties, is considering selling e-commerce startup Namshi** for \$600-700 million according to Reuters. Emaar is also considering listing Namshi abroad via a special purpose acquisition company (SPAC). Namshi was acquired by Emaar Malls in 2017 from Global Fashion Group for \$151 million.
3. **Eyewa, the largest online eyewear retailer in the Middle East, opens its first store in the UAE** at City Centre Mirdiff. This follows their Series B Funding of \$21 million and is part of a brisk Mena-based growth push to see the retail brand launching 100 outlets in key locations across the region by 2023.
4. **Kuwaiti Real Estate company 3S International acquires proptech startup Taskeen Al Oula (Taskeen App)** for undisclosed amount, as part of 3S International's plan to expand the provision of its real estate technical services, leveraging Real Estate technology.
5. **UAE's latest unicorn Swvl, agreed to buy Spain-based Shotl**, an Uber-like service for bus and van operators that caters to municipalities, corporations and educational institutions serving 22 cities across 10 countries, including Brazil and Japan. Shotl will serve as Swvl's European hub to double the latter's footprint.



## Venture capitals

6. **Qatar and Rolls-Royce (RR.L) will team up in a multi-billion-pound project** to develop and invest in green technology start-ups in the UK and the Gulf Arab state which they hope will reach "unicorn" status as worth more than \$1 billion.
7. **US-based venture capital firm 500 Startups closed its largest fund to date** at \$140 million and rebranded to 500 Global. The global flagship funding brings assets under management to \$1.8 billion and will invest in accelerators, seed stage and late-stage companies.
8. **Wa'ed, the entrepreneurship arm of Saudi Arabia's Aramco, has set aside SAR19.1 million (\$5.9 million) in Seed grants and loans** to Saudi entrepreneurs to fund the best new startups. Wa'ed has deployed more than \$106 million in VC investment, loans and incubation services into more than 100 Saudi-based startups since its creation in 2011.



## Incubators and accelerators

9. **Qatar Science & Technology Park (QSTP), part of Qatar Foundation Research, Development and Innovation (QF RDI), announced the launch of ELV8, a new business accelerator program** that aims to help Qatar-based tech startups expand into international markets.
10. **Plug and Play Abu Dhabi partners with Abu Dhabi Investment Office (ADIO)** to launch an innovation platform for startups to solve tech challenges and bottlenecks defined by key industry stakeholders.



# 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 226,882 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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