

### HEADLINE

**H1 2020 sees more amount of investment but in a fewer number of startups**

A total of \$659M was invested in MENA-based startups, which accounts of 95% of the total amount invested in 2019. But the total number of deals in H1 2020 is 8% down from H1 2019. More from the [Magnitt's H1 2020 Venture Snapshot Report](#)

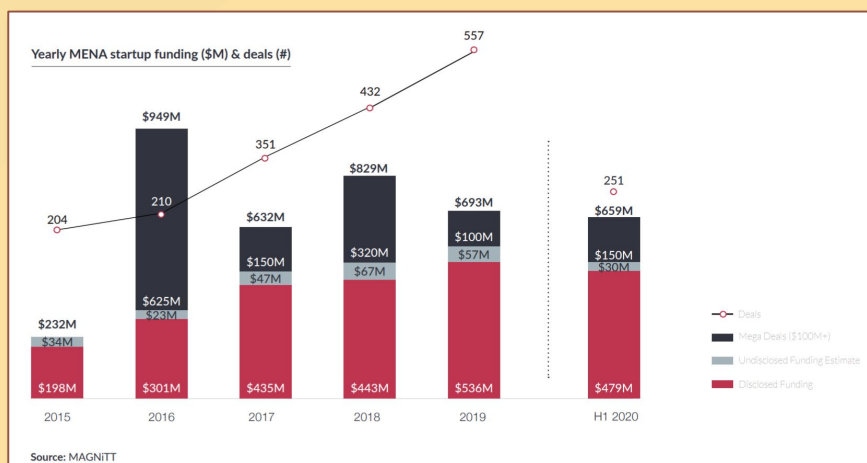
### INVESTMENTS

Startup	Sector / Industry	Location	Amount & Round	Investors
Fetchr	Logistics	UAE	\$15M Bridge	BECO, Tamer Group, and CMA CGM SA (France)
Mawad Environmental Services	Construction	UAE	\$6.5M, Series A	led by Ahmed Sadek El Sewedy, et al
Lean Technologies	Finance	KSA	\$3.5M Seed	led by RAED Ventures, from Shorooq Partners, Outliers VC, Global Founders Capital, Global Ventures, and angels
GrubTech	F&B	UAE	\$2M, Seed	undisclosed
Aumet	Health	Jordan	\$1.25M Seed	Right Side Capital, TechStars, and Plug and Play
HOT Technologies	Health	Kuwait	\$1.1M Seed	Angels
Cubex Global	Logistics / Freight	Oman	\$1M Seed	Led by OTF, from angels & undisclosed Hongkong VC
Eve Virtual	Events/ entertainment	UAE	\$1M Seed	Wiz Holdings, and angels
Felix	Finance	UAE	\$800K Seed	OTF Wadi Accelerator
Thobi	Fashion	KSA	\$650K Seed	ABN Ventures
Play:Date	Consumer services	UAE	\$250K undisclosed round	Modus Capital
Mohtwize	Media	KSA	\$250K Pre-Series A	Ithraa Capital and Hawsabah
Fatura	Retail / commerce	Egypt	Undisclosed amount, Seed	led by Disruptech, from EFG EV, Cairo Angels
MidChains	Finance	UAE	undisclosed amount & round	Mubadala Capital, Abu Dhabi Investment Office (ADIO), Miami International Holdings, et al
Periscope Media	Education	UAE	undisclosed amount, Seed	Undisclosed
Spotii	Finance	UAE	undisclosed amount & round	Led by Daman Investments

### INVESTMENT HIGHLIGHTS

## H1'20 MENA Venture Snapshot

A Magnitt Report



H1 2020 saw an **8% drop in number of deals** compared to H1 2019.






Nonetheless, due to a few sizable investments such as EMPG (\$150M), Kitopi (\$60M), and Zezeeta (\$40M), **total funding is up 35%**.

#### Geographic Trend:

The **UAE maintained the largest share of total funding** as a result of several later-stage investments. **Egypt still ranks first by number of deals**. Saudi Arabia saw the largest percentage increase of 101% in their total funding year over year.

#### Sector Trend:

Due to EMPG's \$150M mega round, **Real Estate ranked first by total funding**. FinTech continued to account for the largest share of investment deals in H1 2020. Food & Beverage saw the largest jump in total funding due to Kitopi's \$60M fundraise.

	HQ LOCATION	FUNDING ROUND	STAGE	MONTH
1		<b>\$150.0M</b>	Corporate	April
2		<b>\$60.0M</b>	Series B	February
3		<b>\$40.0M</b>	Series D	February
4		<b>\$36.5M</b>	Series A	June
5		<b>\$35.0M</b>	Undisclosed	February

#### Top 5 Funding Rounds:

The top 5 funded startups accounted for 49% of the \$659M total funding in H1 2020

The UAE accounts for 3 of the top 5 funded startups in MENA

3 out of the top 5 deals were in Q1 2020, prior to the outbreak of COVID-19

**\$659M** Total funding for H1 2020

**251** Total number of deals

**\$4.1M** Average investment size

### STARTUPS

**Fetchr** gets \$15M in funding from BECO, Tamer Group, and CMA CGM SA (France) to accelerate growth in KSA and as part of its turnaround plans to save the company from the brink of collapse.

**Careem** partners with **what3words**, location technology company to provide a precise addressing system that will improve the pick up and drop off experience for customers and captains in KSA

**Al Futtaim Group** partners with Fintech Startup **Tabby** to offer “Buy now, pay later” option across a selection of brands on Muddha.com, and Al Futtaim Watches & Jewellery’s online store.

**DED’s trader license** which enables startups in the emirate of Dubai to conduct business activities online and across social networking mediums, saw 1,947 licenses issued for H1 2020, an 83% increase from last year.

Wholesale marketplace **WeMENA** partners with **Spotii** to offer an installment facility without any interest to WeMENA’s clients.

Saudi mobile wallet **Stc Pay** partners with **VISA** to issue VISA cards to its customers for contactless, scan-to-pay, ecommerce transactions, and international remittances.

Middle East audiobook streaming service **Kitab Sawti**, **get acquired by Storytel**, leading audiobook & e-book streaming services, as part of the latter’s plans to establish a new geographic business region, Storytel MENA.

Fintech startup **PayBy** partners with the **Lulu Group** to provide contactless payment solutions that are now operational across more than 60 LuLu hypermarkets and stores in the UAE.

Fintech startup **PayTabs** partners with hotel management software provider **Nazeel.net** (KSA) to facilitate payment processing in 168 currencies for the hotels on Nazeel.net platform.

US-based property tech startup **Nomad**, raises a \$4M seed round led by Comcast Ventures. Partech Partners, Class 5 Global and Precursor Ventures also participated, in their aim to target the EMEA market

Delivery Hero’s Saudi subsidiary **HungerStation** has appointed Assad Numan, ex- Uber Eats KSA as its new CEO

**Noon** to launch food delivery marketplace, following the launch of Noon Now, their 60-minute on-demand grocery delivery platform

District 2020 launches **Scale2Dubai**. Successful startup candidates can access two years’ free workspace, support on visa and business set-up, two years’ subsidised living, and access to funding.

UAE startup **GetBee** partners with **Chalhoub Group** to create a digital concierge service for 15 luxury and fashion brands, allowing them to interact with customers using conversational commerce technology

**Clara**, the London-based legaltech company, has secured the rights to incorporate companies in two of the world’s most popular jurisdictions for raising venture capital: the Cayman Islands and Abu Dhabi Global Market (ADGM)

**VISA** launches “Where You Shop Matters” initiative, a merchant platform providing tools and information on how to start, run and grow small businesses, aiming to enable entrepreneurs & encourage consumers to support small business in the UAE

‘**Amazon Home Services**’ launched as a rebranding of Souq.com’s Helpbit, with home services with fixed upfront prices in UAE

Kuwaiti beauty e-commerce **Boutiqaat** faces investigation on suspected money-laundering activities of social media influencers on its platform. Bank accounts influencers & Boutiqaat have been frozen.

### ACCELERATORS / INCUBATORS

**In5** announces that their members have raised AED65M in funding from VCs and angels during H1 2020.

Accenture and Microsoft join the Emirates Group and Dubai Tourism to **launch Intelak Hub** which would now consist of Intelak Idea Lab, Intelak Incubator and Intelak Accelerator

**Finance Forward MENA 2020**, a 12 day accelerator program by Village Capital, Metlife Foundation and PayPal have selected 12 startups for its cohort to work on challenges around financial health

### VC NEWS

Bahrain's **Al Waha** becomes the first Fund of Funds to make a substantial investment in the **Bedaya Fund I** of seed-stage venture capital firm Shorooq Partners

**Merak Capital** launches operations as Asset Management company from KSA, investing in early to late stage technology ventures in GCC and MENA. They are currently managing iNet Fund, with a new VC fund vintage 2020 to launch soon.

### EVENTS UPCOMING

18 Aug | [Dtec Forum: The Future of Entrepreneurship in the UAE](#)

24-26 Aug | [STEP Anywhere](#)

### COWORKING

Abu Dhabi-based **Hub71** appointed ex-Mubadala Executive Director for Human Capital, Hanan Harhara Al Yafei as its new CEO

**Hub71** selects 11 startups for the second cohort of its Incentive Program to receive subsidies including free housing, office space and health insurance for 2 or 3 years depending on the development stage of the startup

### ARTICLES WORTH READING

**Gulf Business**  
[Why the Regional FinTech Ecosystem is Booming](#)

**Magnitt**  
[Moving into the second half: MAGNiTT reflects on the top 5 moments of H1 2020](#)

**Anghami & Choueiri Group:**  
[Music Streaming in MENA – Why it Matters to be Local](#)

