EMERGE 1 ON 1

An Exclusive Forum Bridging the Gap between Innovative North American-Based Tech Companies and Investors from the Arab World

March 15th - 16th, 2021
Dubai, UAE
The GCC and Mena regions are undergoing deep economic structural changes with a sustained push to diversify their economies from an over-reliance on oil and energy production becoming knowledge based economies driven by technology and creativity.

Over the last decade, the Arab world has seen a tremendous jump in the number of success stories in the startup ecosystem; those that have been acquired for millions (or billions) of dollars are a case in point.

An Exclusive Forum Bridging the Gap between Innovative North American-Based Tech Companies with Investors from the Arab World
Tech Companies from all over the world need financial advocates on their side. Raising funds and receiving funding is vital to the growth and success of any company.

NOW is the right time for international companies to tap into a pool of highly engaged investors from the GCC and MENA regions who are actively looking to invest in exciting and promising organizations.

Turns out, technology companies in the MENA region have been getting the funds they deserve. In fact, in just the first half of 2019, the total funding in startups in the region spiked 66 percent with a total of 238 investments.

- The first half of 2018
  144 investments

- The first half of 2019
  238 investments

66%
Funding in startups
Emerge 1on1 is NOT a conference or an exhibition.

The event is an exclusive, closed-door, invitation-only, exclusive forum that brings together 20 innovative companies from North America to meet one-on-one with over 60 institutional investors from the Arab world.
Targeted industries

If you are operating in these industries and looking to raise funds, THIS EVENT IS FOR YOU.

- Fintech
- Artificial Intelligence
- Big Data
- Robotics

Targeted fundraising stages

01. EARLY STAGE
Series A | Series B

02. MID STAGE
Series C | Series D

03. LATE STAGE
Series E | Series F
What makes Emerge 1on1 different?

- The event is not a conference or an exhibition, it is an investment platform.
- The entire event is focused on prearranged meetings between you and qualified investors of your choice.
- This format guarantees the best return on investment of your time and money.
- Qualified investors (Family Offices, VCs, Private Equities, Funds, etc) will meet with you to explore the opportunities of investing in your company.

60 Investors with a combined budget of over 5 Billion Dollars

ONLY 20 Tech Companies from North America will be introduced to the Investors

How does it work?

- We bring the investors for you.
- We qualify them for you. *
- We send you, two weeks prior to the forum, a complete list of investors attending the event, including their company names, job titles, investment budget, and background info.
- You choose the investors you want to have one-on-one meetings with during the forum.
- We arrange one-on-one meetings for you with the Investors of your choice.
This is how we qualify the investors*

The investors have all been qualified based on the following:

Each investor fills a booking form that extracts important data for you:
Their name and title, contact details, the name of the investment organization they represent, the type of investment organization they represent (VCs, Private Equity, Fund, Family Office, etc), their investment budget, the industries they invest in and their investment strategy (short-term or long-term focused).

They are the ultimate decision makers in the organization when it comes to investment decisions.

They are actively looking to invest in North American tech companies.

They have a minimum investment budget of $5 Million.
Sample list of invited investors

<table>
<thead>
<tr>
<th>Investor</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mubadala</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>Safanad</td>
<td>General Partner</td>
</tr>
<tr>
<td>Investment Corporation of Dubai</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>Al Masah Capital</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>Samena Capital</td>
<td>Partner</td>
</tr>
<tr>
<td>Fajr Capital</td>
<td>Chief Executive Office</td>
</tr>
<tr>
<td>Dubai Cultiv8</td>
<td>Chief Executive Office</td>
</tr>
<tr>
<td>Emirates Investment Bank</td>
<td>Co-Founder &amp; Managing Partner</td>
</tr>
<tr>
<td>Solitaire Investment</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>Turn8 Fund</td>
<td>Managing Partner</td>
</tr>
<tr>
<td>Middle East Venture Partners</td>
<td>Chief Investment Officer</td>
</tr>
<tr>
<td>500 Startups</td>
<td>Principal</td>
</tr>
<tr>
<td>Venture Souq</td>
<td>Partner</td>
</tr>
<tr>
<td>ASA Ventures</td>
<td>Senior Associate, Private Equity</td>
</tr>
<tr>
<td>Shorooq Investments</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>Dalma Capital</td>
<td>Chief Executive Officer</td>
</tr>
</tbody>
</table>
MENA’s top 8 countries by number of deals (#) in H1 2019

1. UAE 26%
2. Egypt 21%
3. Lebanon 13%
4. Saudi Arabia 11%
5. Tunisia 8%
6. Jordan 5%
7. Bahrain 5%
8. Kuwait 3%
What we expect in 2021

We see 5 key trends emerging in 2021 as the MENA ecosystem grows.

MORE THAN $1B TO BE INVESTED IN MENA-BASED STARTUPS
While this was predicted for 2019, the funding gap left by the Careem acquisition was too big to cover by other, earlier-stage startups. Moving into 2020, we expect this gap to be filled, as more startups look to raise growth capital, and government initiatives such as Funds of Funds and matching programs come into effect.

ANOTHER RECORD YEAR FOR EXITS IN 2020
Several industries in the region, including e-commerce and transport, are heavily fragmented, and investors and startups will look to consolidate to gain a competitive edge. We will also see international interest in more established startups, as we have seen with the likes of Careem, Souq, Harmonica, and others.

MORE VENTURE-BACKED INTERNATIONAL STARTUPS WILL SET UP SHOP IN MENA
International startups will capitalise on the increased government initiatives to support startups in the region. With the emergence of flexible co-working spaces across MENA and initiatives to help reduce the cost of setting up and moving, the barriers to entry are reducing, making the MENA region more accessible than ever.

MORE FAILURES OF VENTURE-BACKED STARTUPS
Bassel Idriss, founder of Generics, shared his 5 learning lessons from the failure of his startup with MAGNiTT. As the ecosystem matures, it is statistically inevitable that a higher number of startups will fail. This is not a bad thing, as long as we collectively learn from these experiences and encourage founders to become serial entrepreneurs.

MORE INTERNATIONAL INVESTORS AND ACQUIRERS OF MENA-BASED STARTUPS
The success story of Careem and the increased media attention for venture-backed companies is a positive. Consequently, many will start looking to scale out of the region for continued growth – international startups and investors alike will look for opportunities as they become more familiar with the MENA landscape and as they seek arbitrage opportunities. Look out for more Asian venture capital and corporate investors with experience in South-East Asia and China to start developing an interest in the region.

Source: MAGNiTT
MENA funding evolution

Another record year for total funding when excluding the investments of Souq & Careem
- 2019 saw an increase of 12% in total underlying funding
- This reflects a 33% 5-year CAGR as the ecosystem grows and matures

Yearly startup funding ($M) in excl. Souq & Careem
Average & median MENA funding

Average funding is at an all-time high in MENA
- The average funding amount, excluding Souq & Careem, is $1.9M
- This average funding increased by 7% in 2019

Yearly average & median funding amount ($) in MENA (excl. Souq & Careem)

Source: MAGNiTT
Investor evolution

More institutions have invested in MENA-based startups than ever before
- In total, 212 institutions have made investments in 2019
- This is an increase of 33% compared to 2018

Number of investors in MENA-based startups

<table>
<thead>
<tr>
<th>Year</th>
<th>Regional Investors</th>
<th>International Investors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>70</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>2016</td>
<td>100</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>2017</td>
<td>143</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>2018</td>
<td>159</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>2019</td>
<td>212</td>
<td>25%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Source: MAGNiTT
Agora in numbers: Congresses & Events

- **28,000+** Size of our Database & reach
- **5,800+** Event brochures emailed
- **50,000+** Phone calls made to decision makers
- **4000+** Companies & organizations contacted
- **90+** Countries present at the Congress
- **1100+** Questionnaires filled
ATTENDEES VISITED FROM MORE THAN 90 COUNTRIES

3000+ ONE-ON-ONE MEETINGS
500+ SPEAKERS
500+ SPONSORS
6000+ DELEGATES
2500+ INVESTORS
20+ EVENTS
50+ PRIVATE INVESTORS MEETING
Blockchains Gains Momentum, And Converts

Agora Group, whose mission is to connect international companies to Arab and African markets, held its 4th Global Blockchain Congress, which focused on pre-scheduled and pre-arranged one-on-one meetings between investors and blockchain companies looking to raise funds. The congress also addressed the challenges and opportunities in investing in digital assets, blockchain startups and cryptocurrencies.

Agora was the first company in the MENA region to launch an investment-specific, closed-door, C-level executive congress on the challenges and opportunities in investing in digital assets. The first edition of the Global Blockchain Congress was held in September 2018, with three more events held since then.

https://www.forbesmiddleeast.com/innovation/technology/blockchain-gains-momentum-and-converts

Photos from previous events
Governments and associations who have worked with us in the past
Testimonials

“There are roughly 4 blockchain events daily somewhere in the world which make it difficult for good projects to raise capital and actually present to real investors. Agora has been one of a few companies that connects entrepreneurs and investors directly and adds real value! Not only do they connect investors and entrepreneurs but with style, class and professionalism!”

Juan Engelbrecht
Mobu

“Thanks for a great event I was impressed by the quality of projects and I intend to follow up with a few. Wish you all the best and look forward to returning for future events.”

Robert Cohen
NKB Capital

“Very productive and efficient event to reach 20-40 investors in 2 days!! Awesome job Agora. I now have about 35 interested investors to follow up for VodiX.io. Very excited.”

Darren Lu President
Vodi App

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“I have never seen such an impressive congress where investors and Blockchain projects were so happy. There was no comparison with the quality and setup of Blockchain congress organised by Agora. As a Blockchain advisor, I have seen the clear difference, I would highly recommend their services for future.”

Naviin Kapoor
ICO & Blockchain Advisor

“What a phenomenal event!! Thank you so much for all of your hard work. It was the most innovative and valuable blockchain event the industry has seen. Can’t wait for future editions!”

Amanda Joki
ElyNet

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“Met over 20 investors here in Dubai, including the Sheikh Sultan of Sharjah. Half interested and one committed. Many thanks to Hadi and the team. You are a superman with the most amazing network of investors. Amazing event, best I’ve ever attended”

Anderson Tan
Alpha Omega Capital

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Ahmed Al Marjeby
Meterqubes

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Patrick Patricio
LoyalCoin
"AOCP attended the 3rd edition of the Global Blockchain Congress to raise funds and we are very happy to announce that we just got our first investment deal for 1$ million."

Anderson Tan
Managing General Partner
Alpha Omega Capital

"The International Crypto Currencies Investment Congress was undoubtedly one of a kind event. Well done. Agora’s team pre-qualified investors and invited the ones actively forming their portfolios and ready to invest. Backed with the meticulous care the Agora team displayed in making sure everything goes well allowed us to meet many amazing investors."

Denis Eskenazi
Marketing Director
CINDX Platform
Day 1 | March 15th, 2021 | Dubai, UAE

08:00 – 09:00  
Registration and refreshments

09:00 – 09:10  
10 Minutes  
Opening remarks – welcome of the chairman of the event.

09:10 – 09:30  
20 Minutes  
Presentation  
Tech Investment - Trends and developments  
This session will delve deep into the Tech universe and will identify the major trends and developments shaping the industry.

09:30 – 10:10  
40 Minutes  
Presentation  
What does it take to raise funds these days?  
Is raising funds in the MENA region different than it is in Silicon Valley and the USA? You bet it is. This session will help you better understand what MENA investors look for when they decide to invest in a Startup or in a Growth-stage company.

10:10 – 10:20  
10 Minutes  
Sponsor Presentation

10:20 – 10:30  
10 Minutes  
Sponsor Presentation

10:30 – 11:00  
30 Minutes  
Coffee Break and Networking Session

11:00 – 11:15  
15 Minutes  
Meeting 1 – 15 Minutes

11:15 – 11:30  
15 Minutes  
Meeting 2 – 15 Minutes

11:30 – 11:45  
15 Minutes  
Meeting 3 – 15 Minutes

11:45 – 12:00  
15 Minutes  
Meeting 4 – 15 Minutes

12:00 – 12:15  
15 Minutes  
Meeting 5 – 15 Minutes

12:15 – 12:30  
15 Minutes  
Meeting 6 – 15 Minutes

12:30 – 12:45  
15 Minutes  
Meeting 7 – 15 Minutes

12:45 – 13:00  
15 Minutes  
Meeting 8 – 15 Minutes
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>13:00– 14:00</td>
<td>Prayer break and lunch</td>
</tr>
</tbody>
</table>
| 13:00– 14:00 | **Panel Discussion**  
|              | **Attracting Startups and Talent to Dubai – road map to excellence and**  
|              | **diversification**  
|              | Dubai is on a mission to become a mecrffca for Startups from all over the world and it keeps enticing the best and the brightest to set up offices in the city. This session will explain what Dubai offers in terms of attraction to companies wanting to establish a presence in the region. |
| 14:40– 14:50 | Sponsor Presentation                                                  |
| 15:00– 15:30 | **Coffee Break and Networking Session**                               |
| 15:30– 15:45 | Meeting 9 – 15 Minutes                                                |
| 15:45– 16:00 | Meeting 10 – 15 Minutes                                                |
| 16:00– 16:15 | Meeting 11 – 15 Minutes                                               |
| 16:15– 16:30 | Meeting 12 – 15 Minutes                                               |
| 16:30       | **End of Day One**                                                    |

Join us for a hearty dinner at 8:00 PM and sample Dubai’s amazing hospitality.
<table>
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<tr>
<th>Time</th>
<th>Activity</th>
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<td>09:15 - 10:00</td>
<td>Panel discussion            &lt;br&gt;Family Offices in the GCC region - From traditional investors to trail blazing Tech champions.</td>
</tr>
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<td>Sponsor Presentation</td>
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<tr>
<td>11:00 - 11:15</td>
<td>Meeting 13 – 15 Minutes</td>
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<tr>
<td>11:15 - 11:30</td>
<td>Meeting 14 – 15 Minutes</td>
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<tr>
<td>11:30 - 11:45</td>
<td>Meeting 15 – 15 Minutes</td>
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<td>11:45 - 12:00</td>
<td>Meeting 16 – 15 Minutes</td>
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<tr>
<td>12:00 - 12:15</td>
<td>Meeting 17 – 15 Minutes</td>
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<td>12:15 - 12:30</td>
<td>Meeting 18 – 15 Minutes</td>
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<tr>
<td>12:30 - 12:45</td>
<td>Meeting 19 – 15 Minutes</td>
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<tr>
<td>12:45 - 13:00</td>
<td>Meeting 20 – 15 Minutes</td>
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<td>14:45 - 14:55</td>
<td>Sponsor Presentation</td>
</tr>
<tr>
<td>14:55 - 15:30</td>
<td>Coffee Break and end of the event</td>
</tr>
</tbody>
</table>
Sponsorship package

Gold

Pre-Event Deliverables

- Partner recognition as Gold Sponsor in all Event’s media/promotion: Includes event website, brochure, stage backdrop, event booklet, event post-event report, etc.

- Full database of attending investors with their names, position, contact details and breakdown of their budget and investment appetite two weeks before the event’s date.

Live Event Deliverables

- Partner recognition as Gold Sponsor during event opening.

- Live presentation speech in front of all attendees.

- 20 one to one meetings with investors.

- Partner’s logo and branding as Gold Sponsor on all marketing material at the event.

- 3 partner’s representatives to attend the event including two nights’ accommodation at the venue of the event, full access to the conference agenda, cocktail reception, breakfast, 2 coffee breaks, and lunch.

Post Event Deliverables

- Key note video featured on the event’s website.

- Edited video file of your presentation provided to partner for post-event distribution/amplification.

- Access to high level post-event report.

- Database of all delegates.

For pricings please contact: info@agoragroup.ae
Pre-Event Deliverables

- Partner recognition as Silver Sponsor in all Event’s media/promotion: Includes event website, brochure, stage backdrop, event booklet, event post-event report, etc.

- Full database of attending investors with their names, position, contact details and breakdown of their budget and investment appetite two weeks before the event’s date.

Live Event Deliverables

- Partner recognition as Silver Sponsor during event opening.

- 15 one to one meetings with investors.

- Partner’s logo and branding as Silver Sponsor on all marketing material at the event.

- 2 partner’s representatives to attend the event including two nights’ accommodation at the venue of the event, full access to the conference agenda, cocktail reception, breakfast, 2 coffee breaks, and lunch.

Post Event Deliverables

- Access to high level post-event report.

- Database of all delegates.

For pricings please contact: info@agoragroup.ae
Pre-Event Deliverables
- Partner recognition as Bronze Sponsor in all Event’s media/promotion: Includes event website, brochure, stage backdrop, event booklet, event post-event report, etc.
- Full database of attending investors with their names, position, contact details and breakdown of their budget and investment appetite two weeks before the event’s date.

Live Event Deliverables
- Partner recognition as Bronze Sponsor during event opening.
- 10 one to one meetings with investors.
- Partner’s logo and branding as Bronze Sponsor on all marketing material at the event.
- 1 partner’s representatives to attend the event including two nights’ accommodation at the venue of the event, full access to the conference agenda, cocktail reception, two breakfasts, 4 coffee breaks and one Gala Dinner.

Post Event Deliverables
- Access to high level post-event report.
- Database of all delegates.

For pricings please contact: info@agoragroup.ae