

**The MENA Business Angel  
Network, Seed Funds and  
Early Stage Market Players**

# Mission Statement

To support the Innovation momentum in the MENA region a new pan Arab initiative is created; **Middle East Business Angel Network (MBAN)** modelled on the European Business Angel Network (EBAN) with the purpose of bringing together all stakeholders in the start-up ecosystem, including limited partners; venture capital, seed, and angel investors; incubators; legal, accounting, and support functions; as well as the most important, **The Entrepreneurs**



# The Goals of the MBAN

- ① Promote contact between entrepreneurs and investors across the region.
- ② Promote an entrepreneurial culture in the region that encourages risk-taking, acceptance of failure, and celebrates business success.
- ③ Train, advocate and support potential business Angels and provide a platform for cooperation.
- ④ Remove bureaucratic and legal obstacles to entrepreneurship and angel investment.
- ⑤ Promote investments in SMEs as means to support positive economic and social impact across MENA.

# MBAN Focus



MBAN will be focusing on improving the deal-flow and increasing the number of start-ups that are viable to get follow-up funding. In addition we will facilitate approaching potential business angels to invest in these companies. Having a bigger deal-flow of viable startups in an organized way will stimulate a healthy investment environment and attracts business angels.

# **MBAN shall take the lead in the following actions:**

**1**

**Create awareness on Angel investing and the advantages of business angel networks and promote role models and success stories through:**

- **Conferences (speaker, organization of events).**
- **Production and circulation of papers and studies (advocacy), including Startup Investors “Manifesto”**

# 2

## **Support the creation and the management of new BAN in the MENA countries (awareness, technical assistance, training, etc.)**

- Inception mission (identify the leaders, supporters, raise awareness of the ecosystem).
- Assistance in start-up the BAN (share statutes of association, advises).
- Launch meeting (in presence of the core BAN members, public authorities and institutions, actors of the ecosystem).
- Assistance in organizing the first pitching session.
- Conducting and setup of Angel Academies (based on EBAN model).

**3**

**Advocate a favorable framework for private early stage financing in MENA countries.**

- Production of papers (inventory of regulations in MENA countries)
- Individual meetings with national authorities.

**4**

**Facilitate initiating the first MENA inclusive fund (MENA) , Innovation fund, through the participation of MBAN members, leading local regional and international institution and EBAN members,**

**The total fund size target will be 150 million Dollars.**

# The Opportunity



Invest in ventures that poised to exploit large opportunities at the tipping point before they go mainstream.



Build a portfolio of early stage (Beta Stage) and growth startups founded by MENA entrepreneurs.



The accelerating adoption of mobile technology is well-known, but the growing pervasiveness is astounding, when allied to the “Internet of Things”, a new mobile revolution is underway.



These ventures on the tipping point are creating next-gen products & services for mobile devices, real-world sensors, and mobile cloud infrastructure.



# Market Opportunities



**Internet penetration**  
growing by 26%  
per year



**Arabic language**  
fastest growing  
online



**Social media density** highest in  
MENA (50M  
Facebook users)

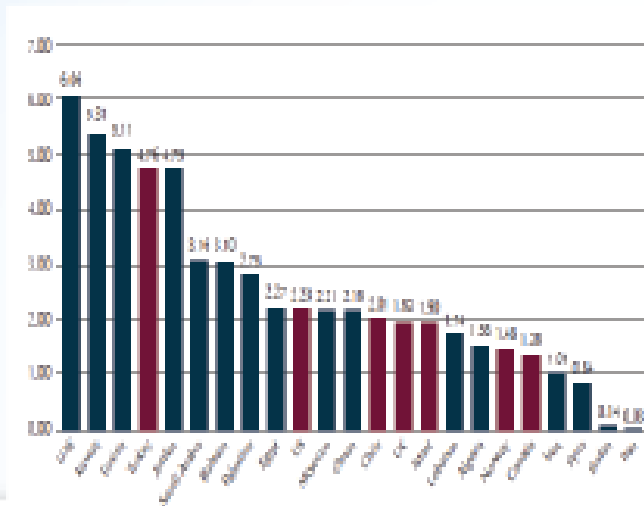


**E-Commerce growth**  
of 300% to 16B USD  
in 2016



Highest **Smartphone penetration** worldwide  
in GCC

# Market Opportunities



# How to do it?



- **MBAN facilitate the creation** of MENA inclusive Fund - (**MENA**) Innovation fund.
- **“Seed Fund” to be registered in Luxembourg and Bahrain**, and managed by a leading global general Financial Partner.
- **The limited partners will be the “MENA Business Angel Network” members**, providing mentorship and support to the start-ups, and local, regional and international institution
- **Members will be offered the opportunity of co-investment in the start-ups.** Such decision will be made by the Angel member directly in a discretionary basis.

# Our Advantage

**Partners / Founders are successful operators and product-focused founders who work well with young companies.**

**More equity per dollar from startups** than a purely financial investor by adding value and investing early.

**Typically first venture money** into our portfolio companies, allowing us to act more boldly on our vision and focus.



**Deeper knowledge of MENA Market trends**, key players in MENA, and well established in Bahrain, the economic hub globally.

**Deeper and earlier engagement** than a typical incubator or accelerator, creating more value for startups.

**Access to MENA Startups, Accelerators, Incubators** and key stake holders in the entrepreneurship eco-system.

# MBAN Will Lead & Facilitate

- Selection process of startups
- Mentorship
- Due diligence and legal process
- Financial reporting
- Market access
- Scaling up
- Technology transfer
- Soft landing opportunities



# MBAN & Corporate HUB

**CH9** will be the Catalyst for MBAN infrastructure & will incubate MBAN through the Hubs that will be incorporated in MENA

**Facilitate** availability of funding to nascent entrepreneurs and startups

**Establish** a unique environment to foster collaboration and peer development



**Provide** best-in-class infrastructure for entrepreneurial development

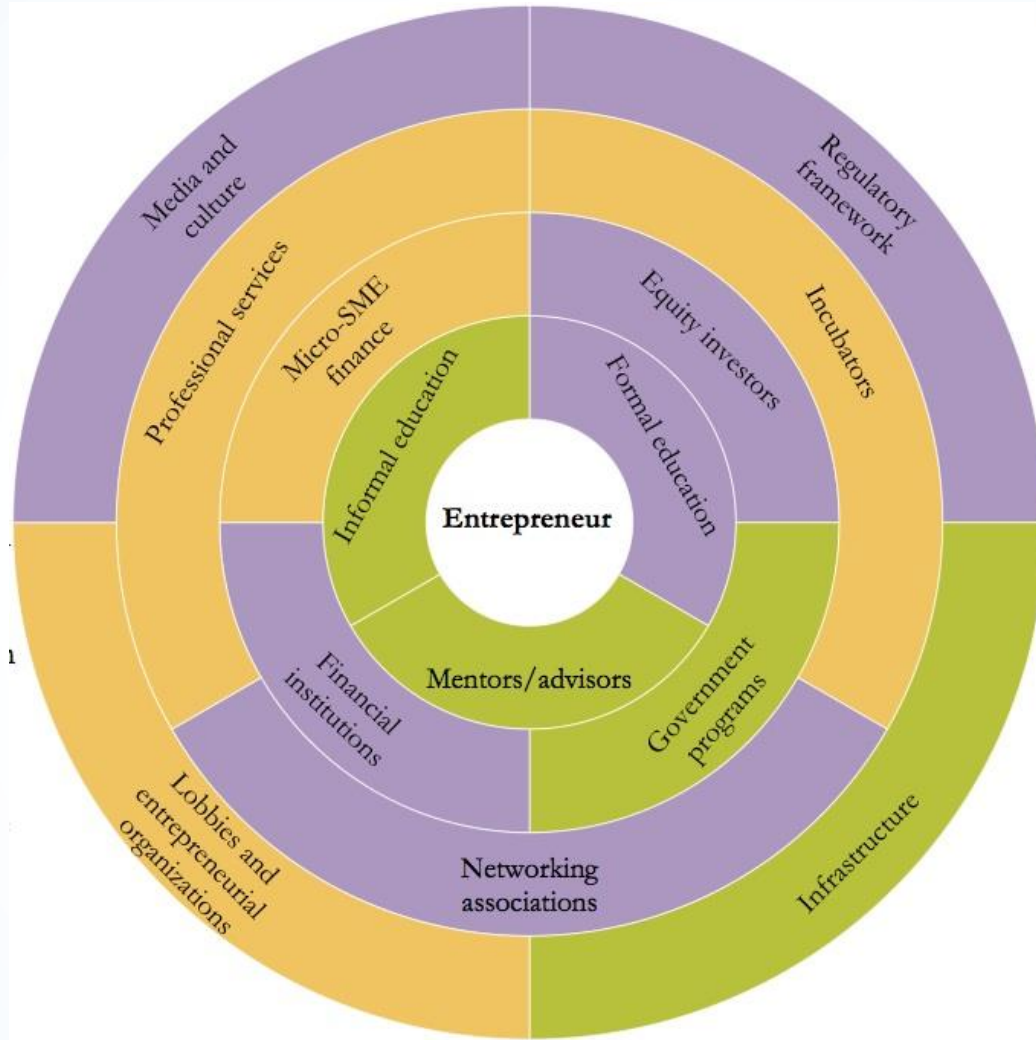
**Provide** a cost-effective solutions to entrepreneurs and startups

**Access to MENA Startups, Accelerators, Incubators and**  
**provide** a platform for venturing into the local market

**Ease** the regulatory framework for SME's within the MENA region



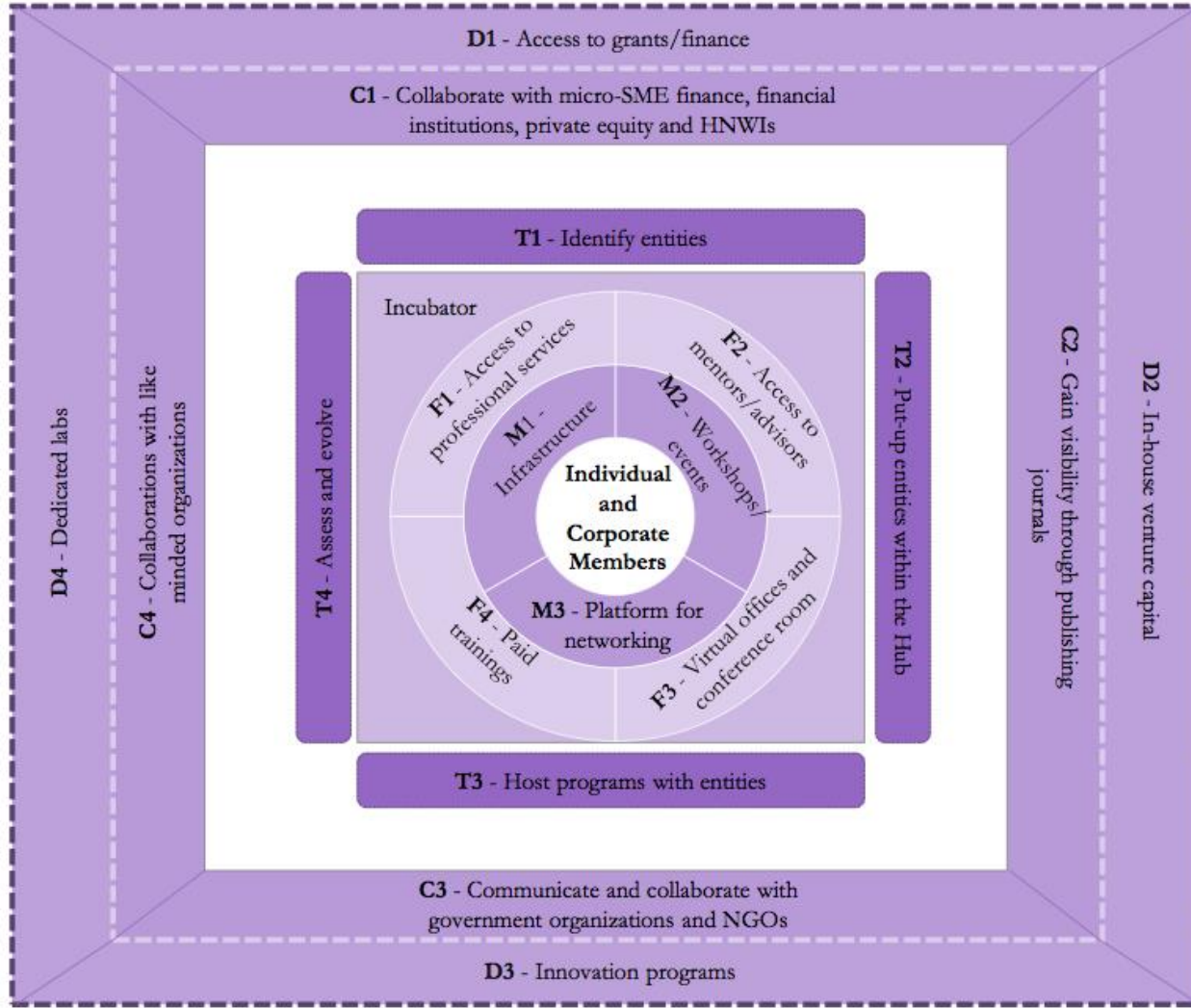
# Ecosystem



- Insufficient number of initiatives
- Average number of initiatives
- Abundant initiatives



# Model





# Global and Regional Partnerships & Cooperation's that will help in the Deal flow





**Thank you**