

revolutionizing the UAEs startup landscape.

10+

years of global
incubation
experience.

experience of

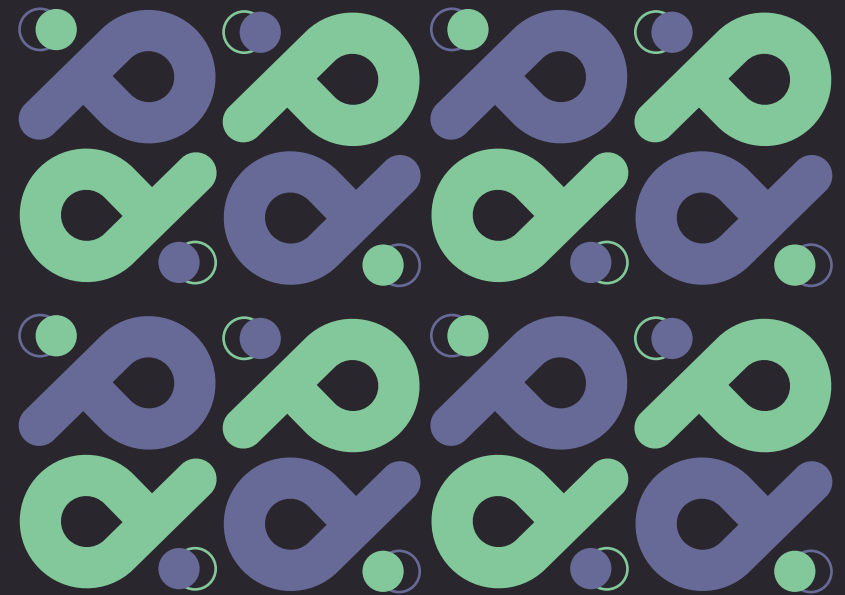
25

completed
exits

team has
previously realised

\$1B

in value for
investors





pitch summary.

the problem.

Traditional incubators are not fit for purpose as they lack the necessary resources, capability, experience and focus. According to statistics, 97% of everyone chasing their hopes and dreams in this beautiful space fail miserably and walk away with no more technology or business experience than they entered with. In other words, incubators are style-over-substance, a place where big hopes and dreams go to die.

the solution.

myqubator's mission is to unlock the true potential of startups by providing comprehensive support, innovative technology, and expert mentorship. We aim to elevate startup success rates to an unmatched 95% and beyond, cultivating a global community of entrepreneurs driven by brilliance and ingenuity.

the business plan.



myqubator will revolutionise the startup ecosystem by being more than just an incubator. We aspire to be a complete nurturing ground, a startup studio, an accelerator, and a venture capital entity rolled into one - Our only focus will be the success of our startups, delivering substance over style.

moving forward.

myqubator seeks to raise an initial 3.6M AED to build its infrastructure and to onboard at least two startups into its unique incubation pipeline.



our track record.

	Gordon Henderson. chief executive officer. Serial investor & entrepreneur with 25 years of experience in building and transforming global tech companies.	Co-founded johnlewis.com (\$15B valuation). Digital transformations / scale ups: Vista Health, Livesmart, Doctors Care Anywhere, Check4Cancer, Elipsis Health, AXA, HCA Healthcare International. Created AXA's HealthTech and You Incubator.	
		~25 Exits	
		Ex Mckinsey.	
	Kate Bunina. chief operating officer Senior business operator & entrepreneur with 12+years in building innovations & expanding and leading startup accelerators.	Co-founded Silicon Valley program for women-led startups (first exit in history of Georgia), backed by USAID and UN Women. Forbes 30 under 30 Georgia.	
		Led 4 international expansions.	
		Ex Volkswagen and T-Mobile.	





our track record.

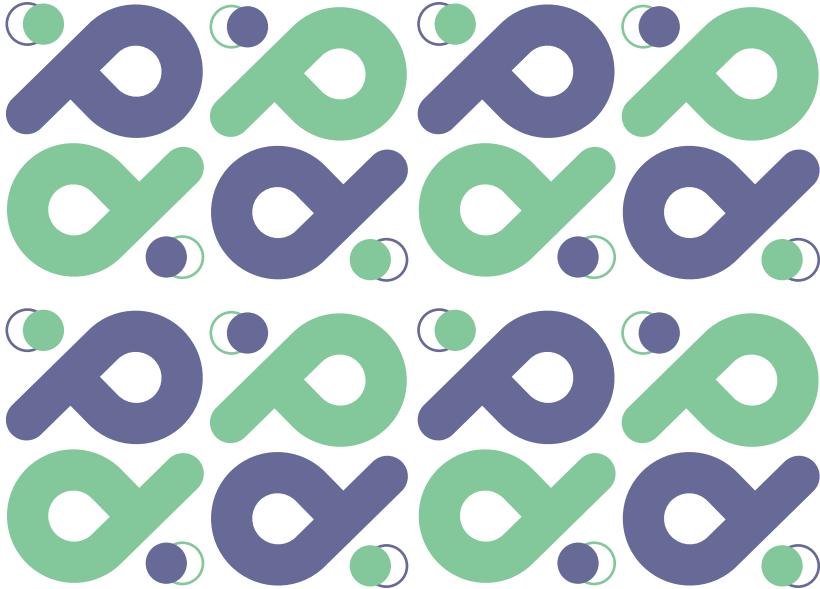
	<p>Deon Robbertze. chief financial officer.</p> <p>Strategic thinker & problem solver 25-years experience managing complex cross-border financial functions.</p>	<p>Group CFO Salamander Mining (\$350m disruptive tech start-up), Executive and consultant to ventures in mining, metals, agriculture, manufacturing, fin tech & AI.</p>	
		<p>Global project experience</p>	
		<p>Ex Glencore.</p>	
	<p>Rasha Al Hassan. director of investor relations.</p> <p>15+ years of experience in investor relations and corporate governance, driving transformation across various sectors.</p>	<p>Spearheaded the transformation of multiple investor relations departments, the Dubai Financial Market, and the Debt Management Office of the Government of Dubai.</p>	
		<p>Unicorns, IPO routes, sustainable growth</p>	
		<p>Ex Dubai Financial Market, Petrofac</p>	



our track record.

	<p>Aishwarye Chaudhary. digital transformation director.</p> <p>Seasoned entrepreneur with a wide gamut of experiences spanning continents over a decade.</p>	<p>From a bootstrapped start-up in college, to myqubator with layovers at an MNC, a scale-up, another startup, with a smattering of freelancing.</p>	
		<p>Technology, Product, Strategy</p>	
		<p>Ex Dell, Tiqets</p>	
	<p>Lama Abou Assaf. brand strategist.</p> <p>Adept at shaping brand identities and enhancing visual narratives. Dedicated to driving change and fostering brand coherence across diverse touchpoints.</p>	<p>Effectively orchestrated over 50 independent projects as a brand strategist and designer, collaborating with renowned brands such as Noor Riyadh, The Mo Show, PR Arabia, the Rosewood Hotel, ECG Brokers and Alpha Stocks.</p>	
		<p>Branding, User Experience, Product Design</p>	
		<p>Ex Ancova Capital Management</p>	



			
	the incubation market.		



failures.

Incubation requires micromanagement and hands-on visionary leadership.

Today's incubators fail to provide the following:

	Formal processes and value-added		Full tech proficiency		Funding or participation in pre seed capital and ideation stage capital		Go-to-market strategy	
	Entrepreneurship		Justified and sustainable valuations		No real introductions to potential clients		Incubation that transcends beyond infrastructure alone	

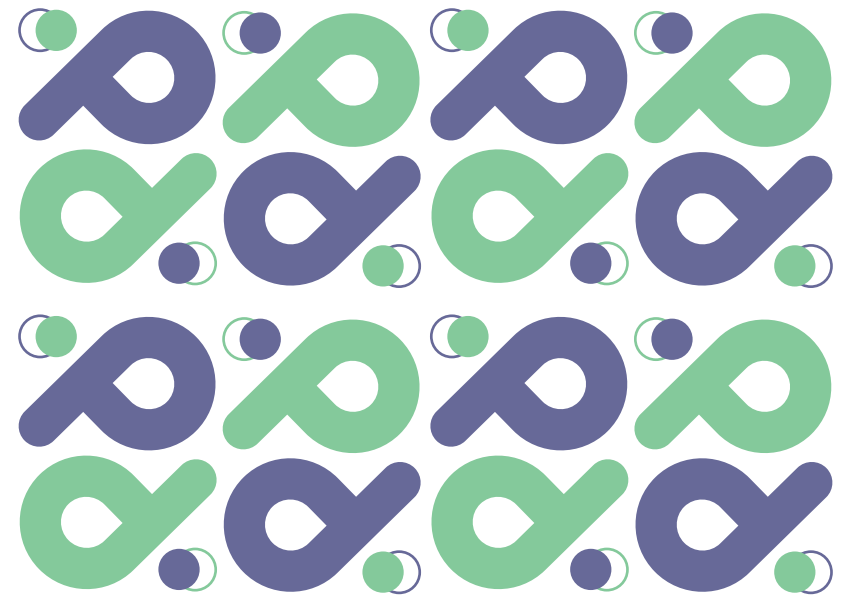


why is this happening?

001	Most VCs and Holding Companies showcase their top projects, but stats indicate only 1 in 100 achieves unicorn status while 1 in 10 achieve significant profit within few years.
002	Lack of expertise. Growth is hindered as incubators often prioritize fundraising over fostering the product idea and the broader knowledge essential for execution and promotion, consequently limiting expected growth.
003	Cost ineffectiveness. Services offering in-depth market expertise are costly, posing risks of inadequate returns in the time/cost/quality triangle.
004	High TTM Estimation Significant time costs arise from searching, selecting, and quality control of contractors, hindering efficient project fulfillment.
005	Poor Integration Process Absence of a unified approach to track records poses a risk of poor data integrity from contractors with varying expertise and methodologies.



**myqubator's
solution.**





by 2031
20 x \$1
billion.

“The UAE aims for 20 start-ups valued at \$1 billion by 2031”

— Ahmad al-Falasi Minister of State for Entrepreneurship
and SMEs, November 10, 2021

solution.

// To cultivate the best disruptive ideas both regionally and globally.

myqubator is designed to play a co-founder role in startups, ensuring success by bridging the gap between start-ups and investors.

The co-working and startup ecosystem in the UAE is witnessing remarkable growth. As small businesses and innovative ventures continue to sprout, the demand for flexible and collaborative work environments is on the rise.

According to recent statistics, the startup scene in the UAE has surged, showcasing the region's appetite for innovation and entrepreneurship. With this in mind, there is a need for a distinctive player like myqubator.

As a versatile incubator, myqubator taps into this burgeoning demand, offering a comprehensive platform that caters to the unique needs of startups.

Our focus on digital startups with high growth potential adds another layer of relevance, aligning with the aspirations of startups whose aim is to leave a significant mark on the global stage.

This burgeoning market sets the stage for myqubator to meet the demand for co-working spaces while contributing significantly to the evolution of the startup landscape in the UAE and beyond.



this is what we stand for.

mission.

// spark a revolution of exponential growth

Our mission is to unlock the true potential of startups by providing comprehensive support, innovative technology, and expert mentorship. We aim to elevate startup success rates to an unmatched 95% and beyond, cultivating a global community of entrepreneurs driven by brilliance and ingenuity.

vision.

// empower trailblazing startups to redefine the future

At myqubator, our vision is to revolutionize the startup ecosystem by being more than just an incubator. We aspire to be a complete nurturing ground - a startup studio, an accelerator, and a venture capital entity rolled into one.



myqubator's approach.

Addresses current shortcomings through a dynamic incubation model, and our angel fund: the fund with a dynamic incubator at its core to indentify, invest in, and nurture high-potential global startups – helping them achieve early success and become poised for VC investment.

- A direct co-founder with ownership reflecting our role as investor and incubator
- Able to assist with day-to-day operations
- Able to help overcome challenges
- Creator of valuation roadmap
- Partner through investment rounds
- Experienced management team members to appease new and weary investors

**my18™****mypitchpit**

With strict anonymity, we assess every project potential using a sequence of assessments to determine the true potential. Our exclusive methodology for determining the success ratio is developed based on real life experiences and expertise.

mystudio

An 8-week team workshop to cover idea validation, establishing the MVP plan, group review of the business plan, budget and recruitment strategy development, and addressing corporate and legal aspects. All timelines and financial projections are explicitly outlined.

yourjourney.**myvalidation @ 6 months**

By meticulously evaluating milestone status and the project model, we ensure alignment with defined goals. This diligent approach prepares us for a successful market entry.

myignite @ 9 months

With meticulous market assessment and intelligence, we validate product / service potential. Strategizing for an independent company launch ensures a successful venture.

myascent @ 12 months

Ready for tenant launch as an independent unit, we align first-year P&L with targets. Our valuation ensures a polished pitch deck for potential investors, addressing revenue model and initial exit plan to enhance market share.

mylaunchpad @ 18 months

We actively pursue investors and partners, organizing an annual event to connect incubators with potential investors, VCs, private equity firms, and family offices.



↗ project management

A tool that is directly linked to capital drawdown ensuring that startups are meeting their predefined milestones permitting access to capital

↗ CRM

A built in CRM system for the startups

↗ knowledge transfer

Physical - co-working - digital solution to enhance collaboration and share of expertise and legal documentation

↗ investment

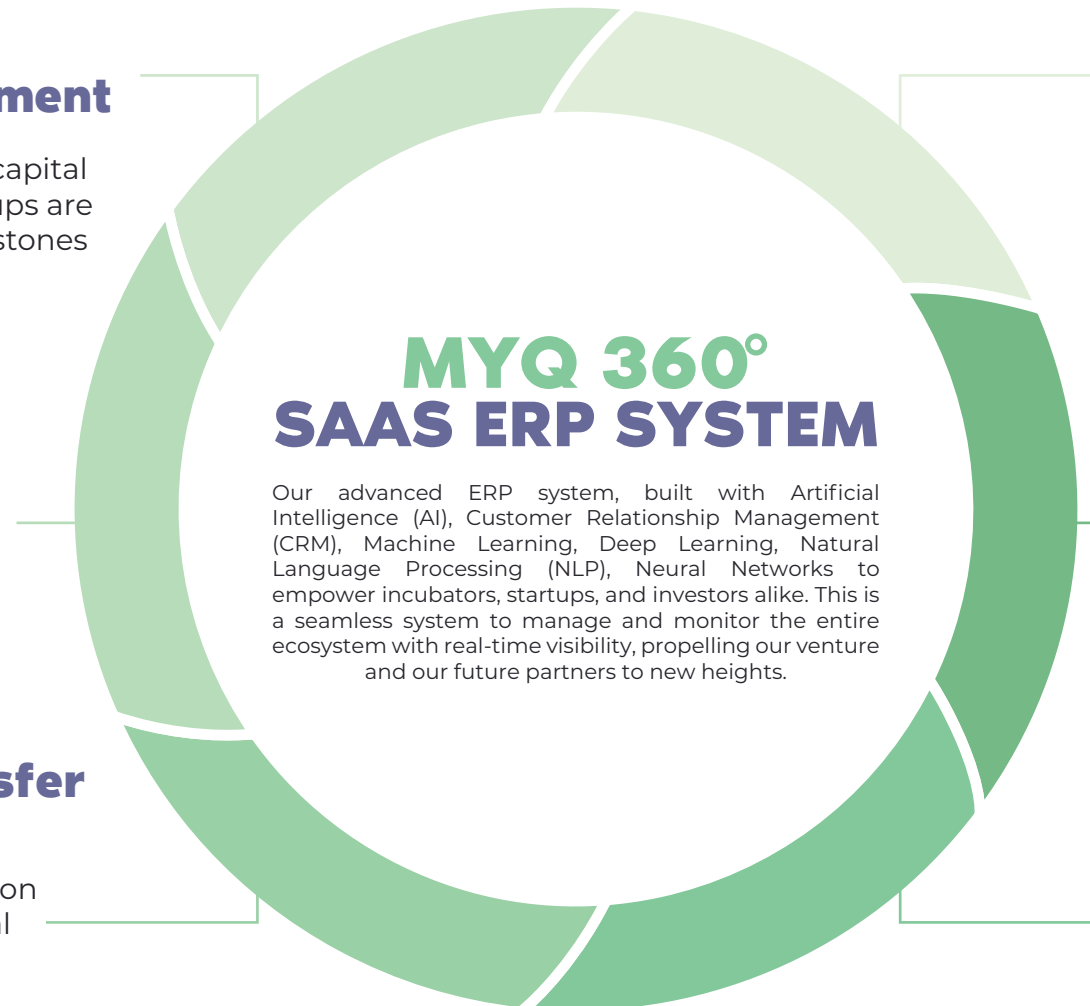
Governance and transparency of investments, with real time access to investors

↗ human capital

In-house C-level suit, pool of advisors and mentors






↗ financial

A comprehensive financial tool for all incubates with a valuation platform built into the system





target sectors.

	Enterprise Software - Transforming business operations with scalable software solutions for CRM, ERP, and collaboration tools.		EduTech - Redefining education with personalized learning platforms and digital resources for all learners.
	Deep Tech - Pioneering innovations in AI, blockchain, and quantum computing to tackle complex industry challenges.		FinTech - Revolutionizing finance with agile solutions for banking, payments, and wealth management.
	Digital Health - Improving healthcare outcomes through telemedicine, wearables, and AI-driven diagnostics.		



market potential.

001	UAE-based startups account for 60% percent of all venture deals throughout the MENA region. In total, 50 percent of all venture capital in MENA is stored in UAE.
002	The "West Coast" Start-up mentality, with a staggering 90% failure rate is ripe for disruption... Imagine an incubation process with a 90% success rate
003	Venture capital deployment in the Mena region has been on a steady upward trajectory. According to Saudi Technology Venture (STV), venture capital deployment more than doubled, reaching \$2.58 billion from \$1.09 billion in 2020,
004	The UAE's business-friendly environment and supportive legislation make it an attractive location for global and regional headquarters. Initiatives like ADGM and ADRO facilitate the relocation process, offering benefits to both foreign-owned businesses and local B2B firms
005	The creation of a new ETHOS, where growth potential is focused on fostering the product idea and the broader knowledge essential for execution and promotion - not just in the prioritization of fundraising



our USPs.

001 adaptive support.	Our USP is our commitment to tailor solutions for startups, from ideation to advanced phases. Through the MY18 program, we offer a dynamic framework that ensures the right level of support for startups without overwhelm.
002 comprehensive ecosystem.	MY18 provides more than just a workspace; it is an ecosystem of resources, expertise, mentorship, and funding connections. Startups can focus on refining their vision while benefiting from the guidance of industry veterans.
003 market feedback.	While still in the pre-launch phase, feedback from potential startups has echoed our concept's validity. Even before our operational debut, these conversations have underscored the startups' resonance with our vision, as they appreciate the nurturing partnership myqubator provides for their growth within our framework. This pre-launch feedback strengthens our conviction in the impact we will be making.
004 empowering journey.	We are launchpad facilitators aligned with startup aspirations. Our dedication empowers startups throughout their journey, thus enhancing their chances of success.
005 focused partnership.	myqubator is a launchpad for startups. Entrepreneurs benefit from a comprehensive ecosystem.













revenue model.

001 equity-based incubation.	Rather than charging membership fees, myqubator acquires equity stakes in startups. This aligns our interests with their success, offering comprehensive support, resources, and mentorship for maximum growth.
002 revenue from exits.	Gradual exits at funding rounds allow us to monetize our equity stakes as startups raise capital, ensuring a sustainable revenue stream linked to their growth milestones.
003 value-added services.	Offering premium services like our SAAS- based ERP system, business consulting, and specialized workshops generates supplementary revenue while enhancing startup experience.
004 investor connection fee.	Facilitating the connection between startups and investors, including venture capitalists, yields a fee for managing these interactions, fostering mutually beneficial relationships.
005 alumni membership.	Alumnae remain part of our ecosystem by paying a membership fee, sustaining a network of experienced entrepreneurs while contributing to myqubator.



risk mitigation framework.

	Startup Selection & Vetting - A rigorous vetting process ensures alignment with our vision, reducing the risk of incubating startups that may not thrive.		Industry-Specific Evolution - Evolving from sector-agnostic to industry-specific with partner incubators endows startups with expertise, reducing the risk of entering niches without ample support.
	Equity-Based Model - Our equity-based approach aligns our interests with startup success, ensuring the provision of resources, mentorship, and support to secure milestone achievement.		Diversified Revenue Streams - Reducing reliance on single income sources mitigates financial risk, ensuring stability through diversified revenue streams.
	Tailored Support - myqubator's tailored services address unique startup challenges, minimizing the risk of failure due to resource, expertise, or guidance gaps.		ERP Reliability - Revenue from our SAAS-based ERP system in the UAE provides a consistent source of income, contributing to overall sustainability.
	Mentorship and Advisory Network - A curated network of mentors minimizes the risk of strategic errors by offering industry insights to navigate operational pitfalls.		Partnerships and Collaborations - Strategic partnerships reduce isolation risk, providing access to a broader network of resources and opportunities.
	Gradual Exits - Exiting investments gradually and in alignment with funding rounds mitigates risks, allowing startups access to necessary resources at each growth stage.		Crisis Preparedness - Proactive crisis management plans address unforeseen events, safeguarding ecosystem stability during economic downturns, health crises, or regulatory changes.

Membership & Service Fees

We've revised our approach from the standard incubator model and will not charge any membership fees. Instead, we will take equity in startups accepted into our program. Our rigorous vetting process ensures a $\geq 95\%$ success rate among startups, enhancing their growth potential.

Additional Services

While we do not charge membership fees, startups will still benefit from premium services such as access to the SAAS-based ERP system, business consulting, legal advice, and specialized workshops, to name a few. These value-added services will enhance the startup experience and contribute to the overall ecosystem.

Investment Facilitation

Our role in facilitating connections between startups and investors will remain, aligning with our equity-based model. We will earn a fee for managing these connections, ensuring successful interactions that benefit both parties.

Additional Services

Collaborations with partners and local businesses will continue to yield revenue-sharing arrangements. These mutually beneficial relationships will support the sustainability of myqubator's operations.

exit strategy & revenue generation model.

UAE CHAPTER

myqubator™

It's important to note that myqubator's alignment with startups' success and its commitment to building a strong ecosystem are maintained through these revenue generation strategies. The revised approach underscores our vision and enhances our role as a partner in startups' journey toward success.

Startup Acceleration

By taking equity stakes in successful startups, myqubator's interests will be closely aligned with their achievements. Gradual exits aligned with funding rounds will maximize equity value and sustainably generate returns.

Exit Equity Sale

Equity held in successful startups can be sold during funding rounds, ensuring our exit strategy is integrated into the natural progression of the startups' growth. This approach maximizes value while fostering long-term relationships.

Participation Fees

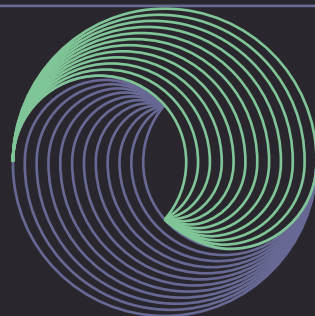
As startups and entrepreneurs engage in specialized programs and events, participation fees can be charged, generating revenue while enhancing the learning and networking experience.

Strategic Exits

While our core model focuses on equity-based exits, the opportunity for strategic exits, such as selling assets or technology, remains a potential avenue for maximizing value.

myqubator™ UAE investment model.

A Convertible debt instrument allows early investors to mitigate risk through a choice of exit strategies and guaranteed minimum returns whilst also offering significant possible upside through a discounted conversion alternative.



Pre-Money Valuation

AED 10,000,000.00

**Investment Ask:
for a 36% Equity Stake**

AED 3,600,000.00

Minimum Investment

AED 300,000.00

Convertible Lone Note Based on Preferential Equity

Convertible Lone Note Under Safe Agreement

Interest of 12% pa for 24 months

Duration: 2 Years

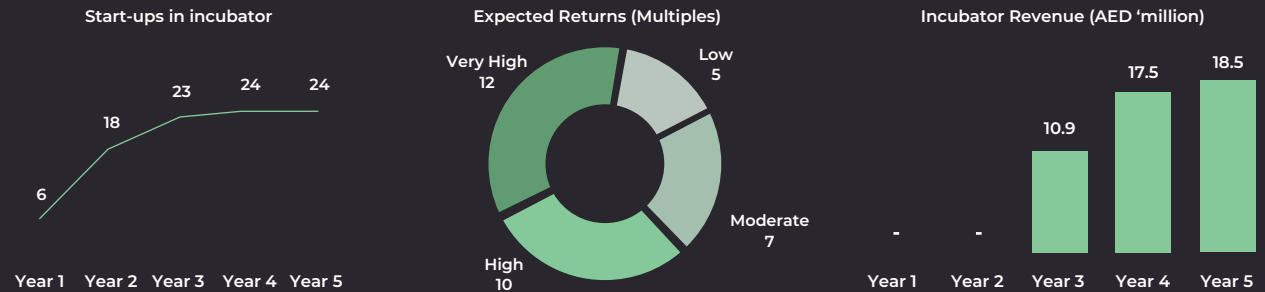
Converted into Equity at a 15% discount
after company valuation after 24 months

Early repayment option at a cost of 2%



myqubator™ UAE incubator model.

This is a projection of revenue and profit over the first 5-years. These projections take into account the exit strategies for startups, and the specified equity percentages and exit valuations. These projections are based on the assumptions we made and should serve as a guide to understanding the potential financial outcomes. Actual results may vary due to various external factors.



Growth Trajectory

		AED 'million	Equity Value	EBITDA
Year OO1	investment phase	AED 'million	(2.0)	(2.0)
Year OO2	investment phase	AED 'million	(1.9)	0.2
Year OO3	return phase	AED 'million	4.1	9.3
Year OO4	return phase	AED 'million	9.3	15.0
Year OO5	return phase	AED 'million	10.4	15.9

Investor IRR: 12% to 47.2%, depending on exit strategy.

- Startup valuations: \$700,000 for all startups.
- myqubator retains 8% equity in all startups.
- Exit valuations: 10% achieve (12x), 20% achieve (10x), 40% achieve (7x), and 30% achieve (5x).
- Exit strategy percentages: 2% for highest achievers (10x and 12x), 4% for lower achievers, for each round of fundraise.

Contact an advisor ↗

or

reachus@myqubator.com

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advisory board.

**David
Gibson-Moore.**

executive leadership mentor.



**Jameel
Qeblawi.**

myqubator founder & chief architect.



**Danish
Chotani.**

senior corporate strategist.



**Gabriel
Tarabay.**

non-executive director.

