



2021 YEAR IN REVIEW

# INVESTMENTS IN MENA

✦ wamda

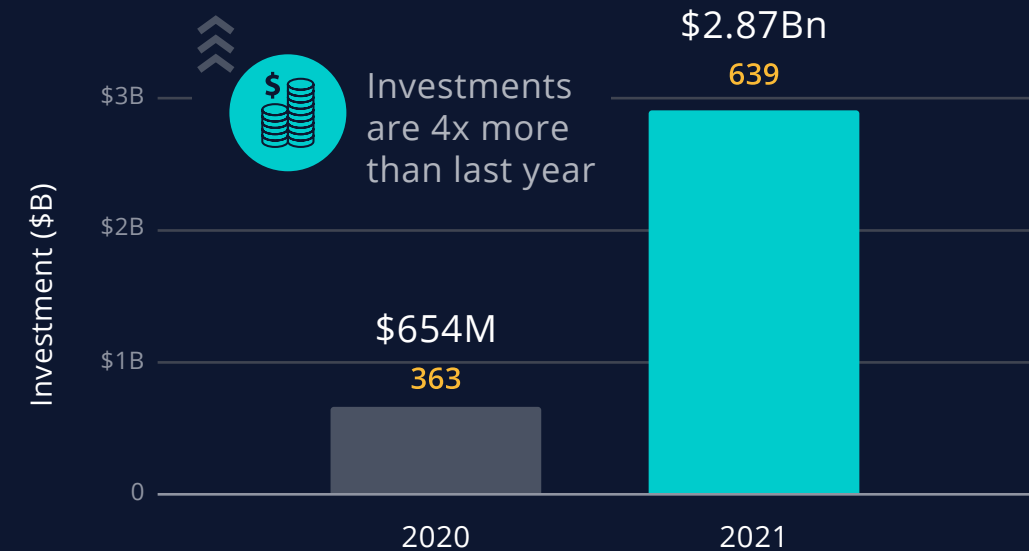
## 2021 YEAR IN REVIEW

It was a year in which many records were broken - the largest funding round to date, the highest number of deals, and the arrival of Softbank and Sequoia Capital to the region; all pushing the total amount of investment raised by startups in the Middle East and North Africa (Mena) to \$2.8 billion across 639 deals in 2021.

Last year was a turning point for Mena's startup ecosystem and investor landscape. The pandemic-led growth of the digital sector highlighted the importance and potential of startups. Investors who would have felt more comfortable allocating their capital to traditional sectors like real estate, also shifted their attention to startups, helping to fuel the rise in investment. We saw more family businesses, corporates and angels invest in startups, particularly in fintech, e-commerce, logistics and foodtech - the sectors that benefitted the most from the pandemic.

## Value of investments hit a new high in 2021 VS 2020

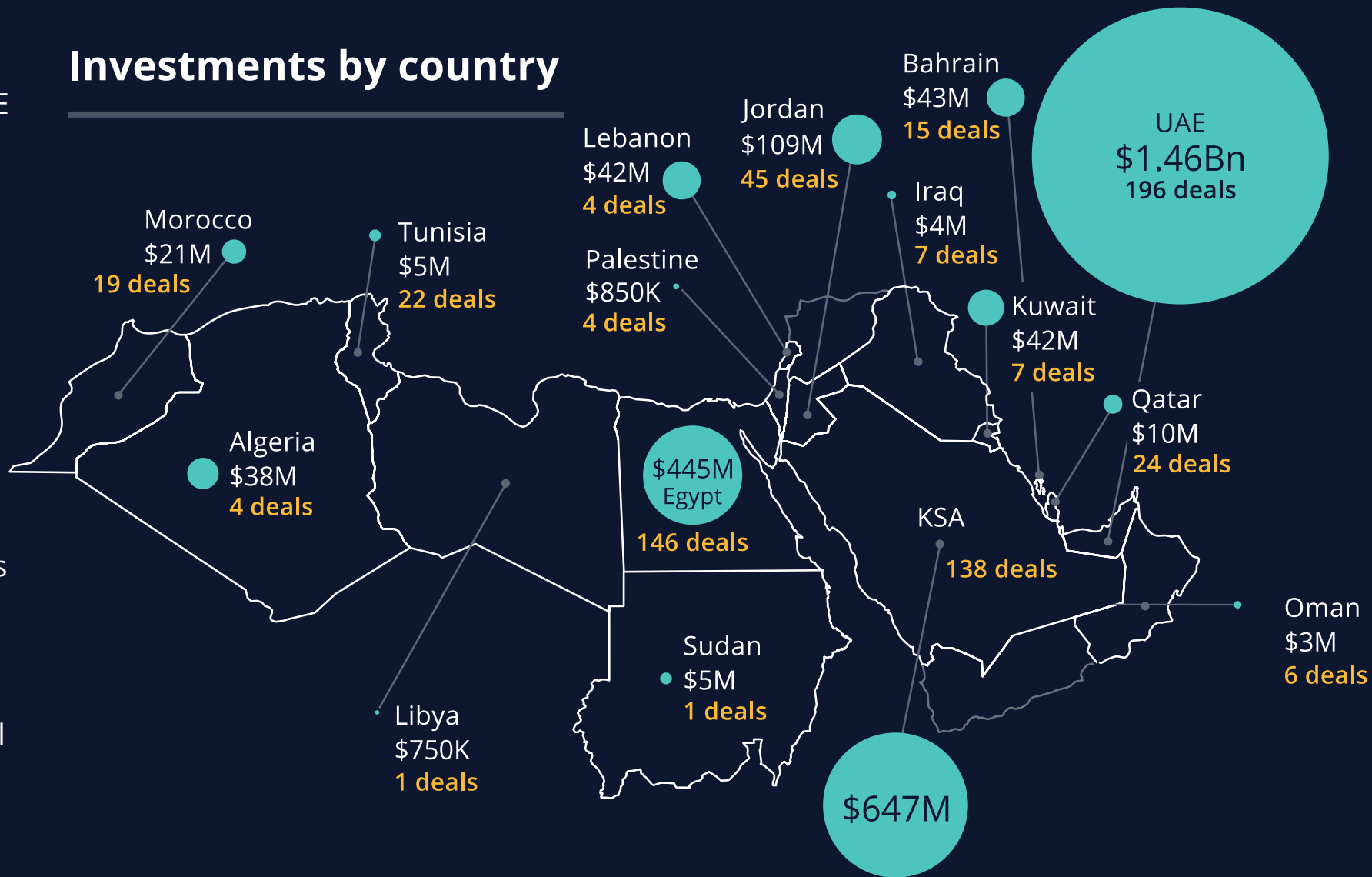
### Deals



## 2021 YEAR IN REVIEW

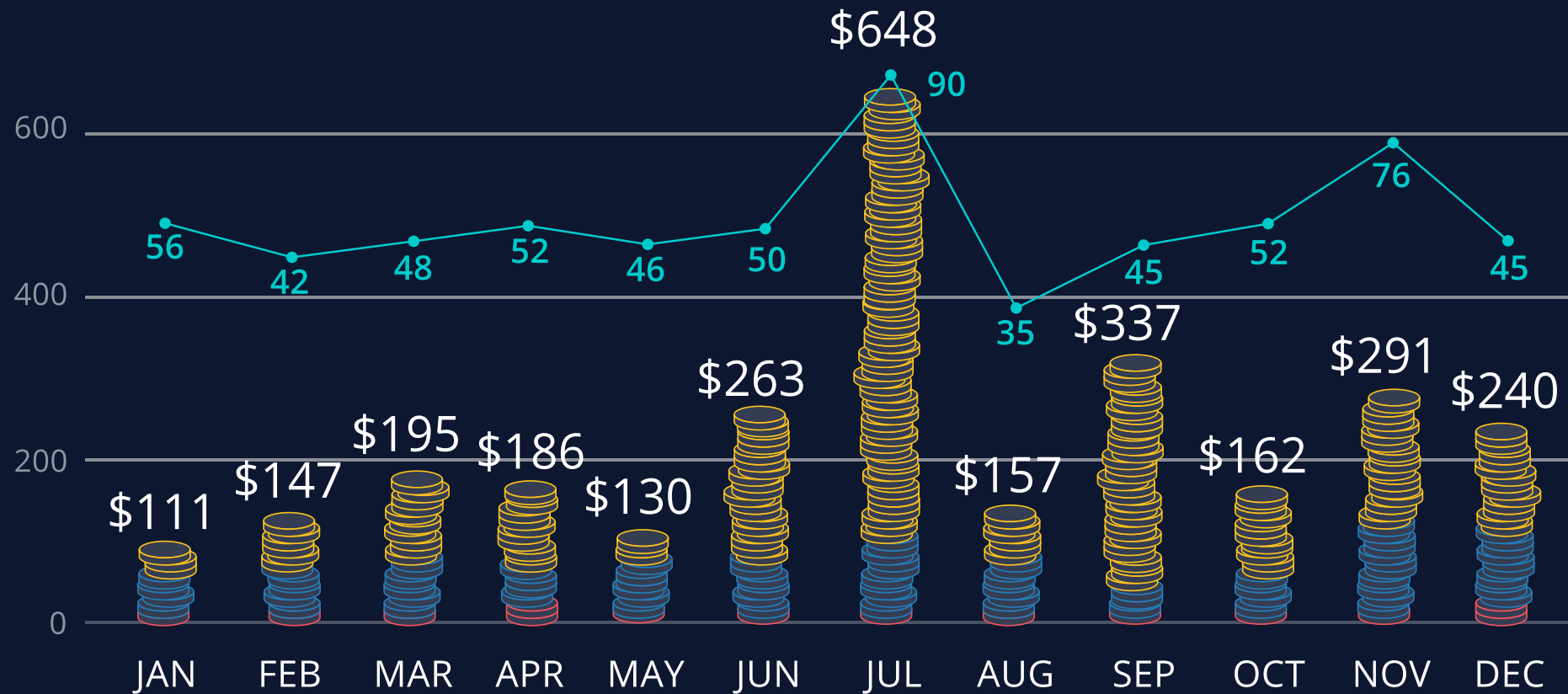
Almost half of the \$2.8 billion was raised by startups in the UAE which raised \$1.46 billion across 196 deals, securing its spot once again as the Middle East's most active startup hub. In terms of number of deals, Egypt (146) and Saudi Arabia (138) are not far behind, but the total amount raised lags behind the UAE with \$445 million and \$647 million respectively, although they remain record-breaking amounts for each country. These three ecosystems alone accounted for 75 per cent of the number of deals and 87 per cent of the total investment value.

## Investments by country



# Monthly investments in MENA

Value (\$ in millions) — Deals — \$20M+ rounds — Disclosed — Estimate



## Top 10 biggest rounds in MENA

Company	Sector	Stage	Amount raised	Country
 <b>KITOPI</b>	Foodtech	Series C	<b>\$415M</b>	📍 UAE
 unifonic <small>Your Communication Code</small>	SaaS	Series B	<b>\$125M</b>	📍 KSA
 <b>Pure</b> <small>HARVEST SMART FARMS</small>	Agritech	Growth	<b>\$124M</b>	📍 UAE
<b>mnt</b>    Halan	Super App	Growth	<b>\$120M</b>	📍 Egypt
 tamara	Fintech	Series A, debt financing	<b>\$110M</b>	📍 KSA

## 2021 YEAR IN REVIEW

### 10 Top mega deals continued

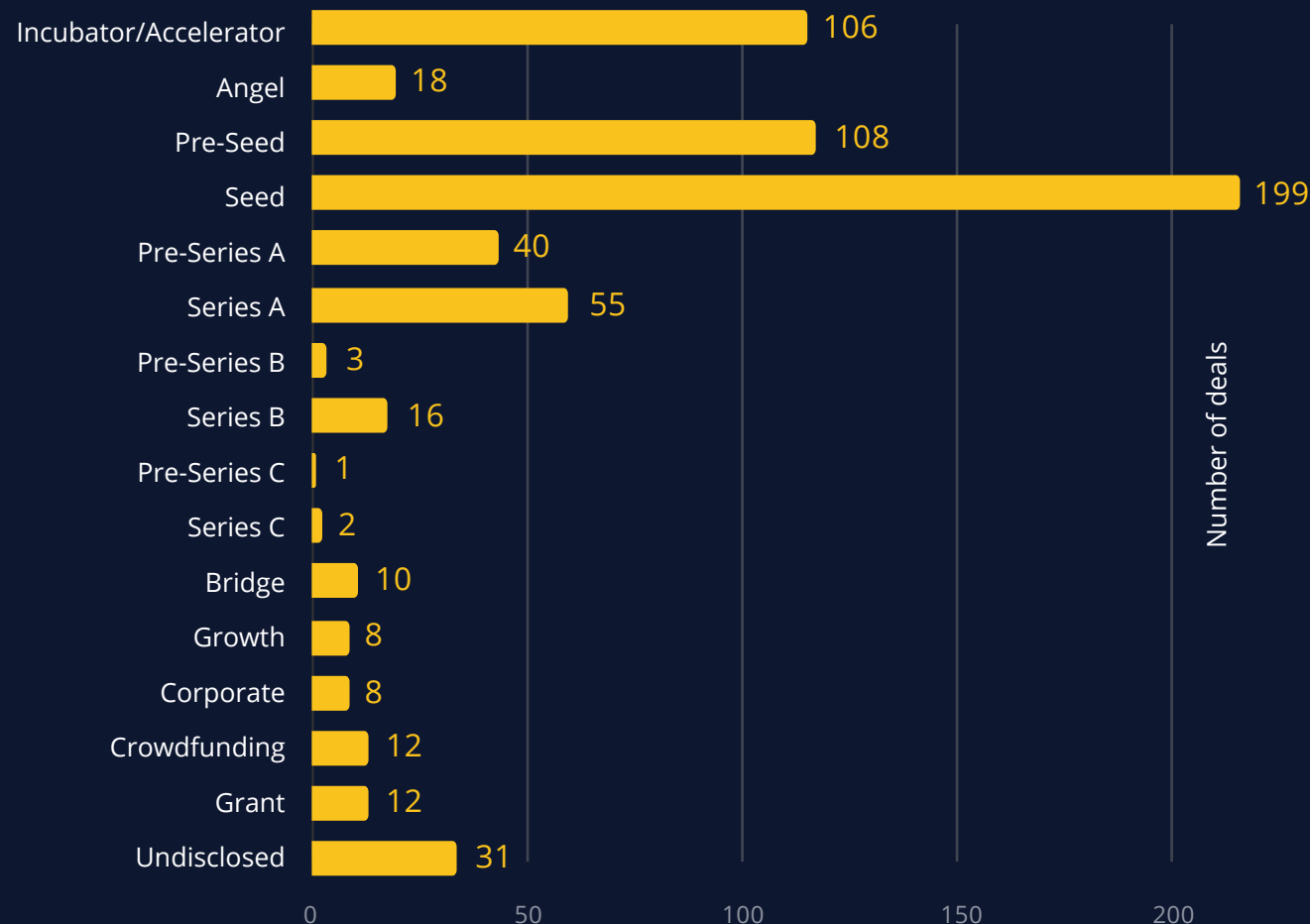
	Fintech	Series B, debt financing	<b>\$100M</b>	📍 UAE
	E-commerce	Series C	<b>\$75M</b>	📍 KSA
	Mobility	PIPE	<b>\$65.5M</b>	📍 UAE
	E-commerce	Series A, debt financing	<b>\$62M</b>	📍 UAE
	E-commerce	Series A	<b>\$55M</b>	📍 Egypt

## 2021 YEAR IN REVIEW

Of the six mega-rounds valued at over \$100 million, three were based in the UAE, two were based in Saudi Arabia and one in Egypt.

Other countries also saw a pick up in activity, among them Bahrain, Tunisia and Qatar, all of which benefitted from the incubators and accelerators in their ecosystems. In fact, the most active investor last year was Egypt's Flat6Labs, thanks to the 59 startups that graduated from its programmes and raised investment. Accelerators, pre-Seed and Seed rounds accounted for the bulk of the deals, demonstrating a rise in the number of startups that have entered the market.

## Deals breakdown by funding stage

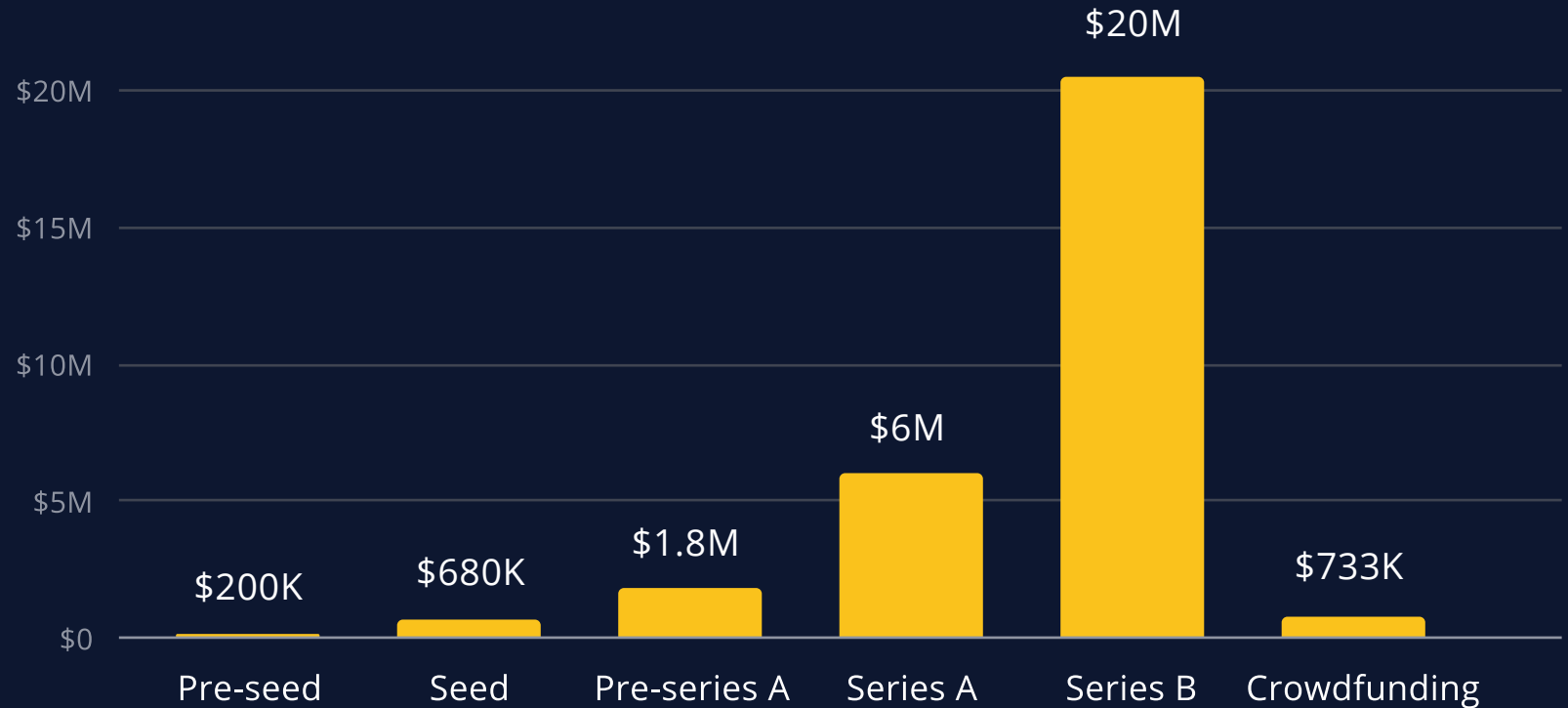


## 2021 YEAR IN REVIEW

The average ticket size has grown over the past year across all funding stages. Where pre-Seed rounds typically attracted \$50,000-\$100,000 per ticket, in 2021, the median amount was \$200,000. This is also pushing up valuations across the region.

### Median investment value (2021)

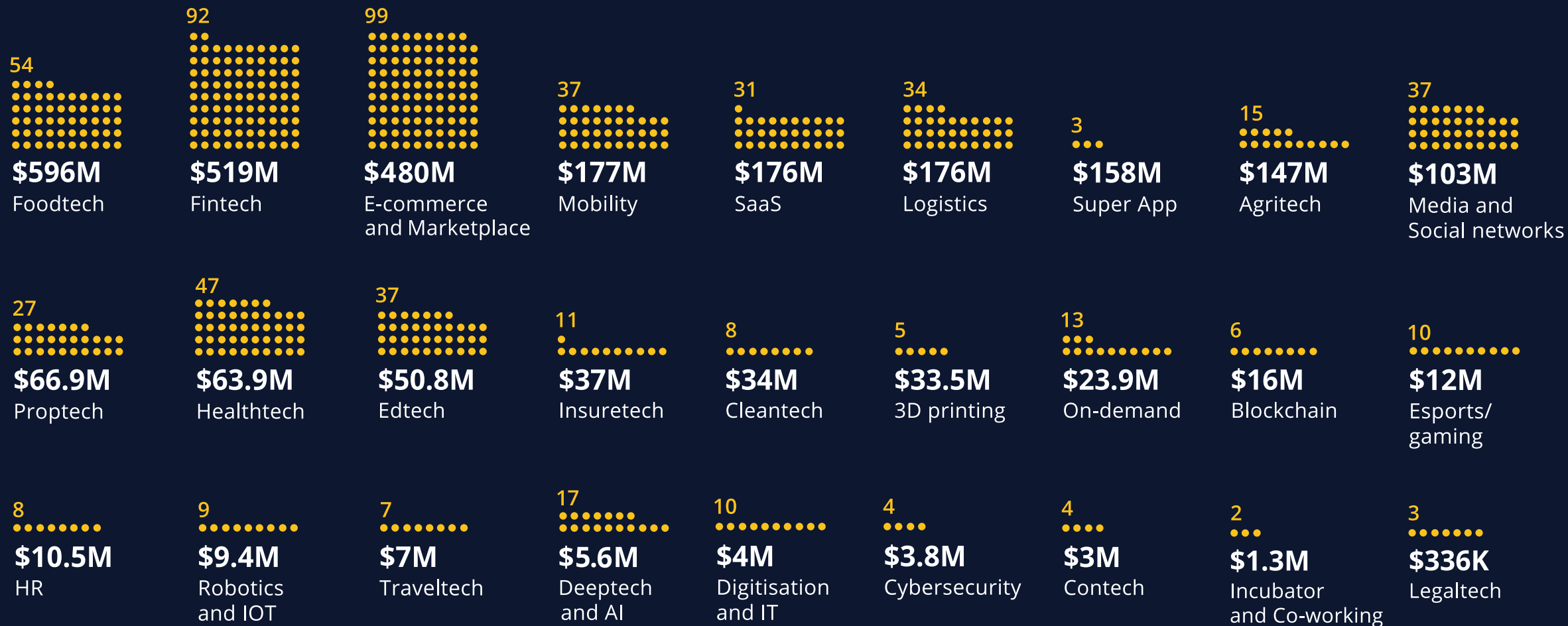
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# Value of investments in MENA by sector

● = 1 startup

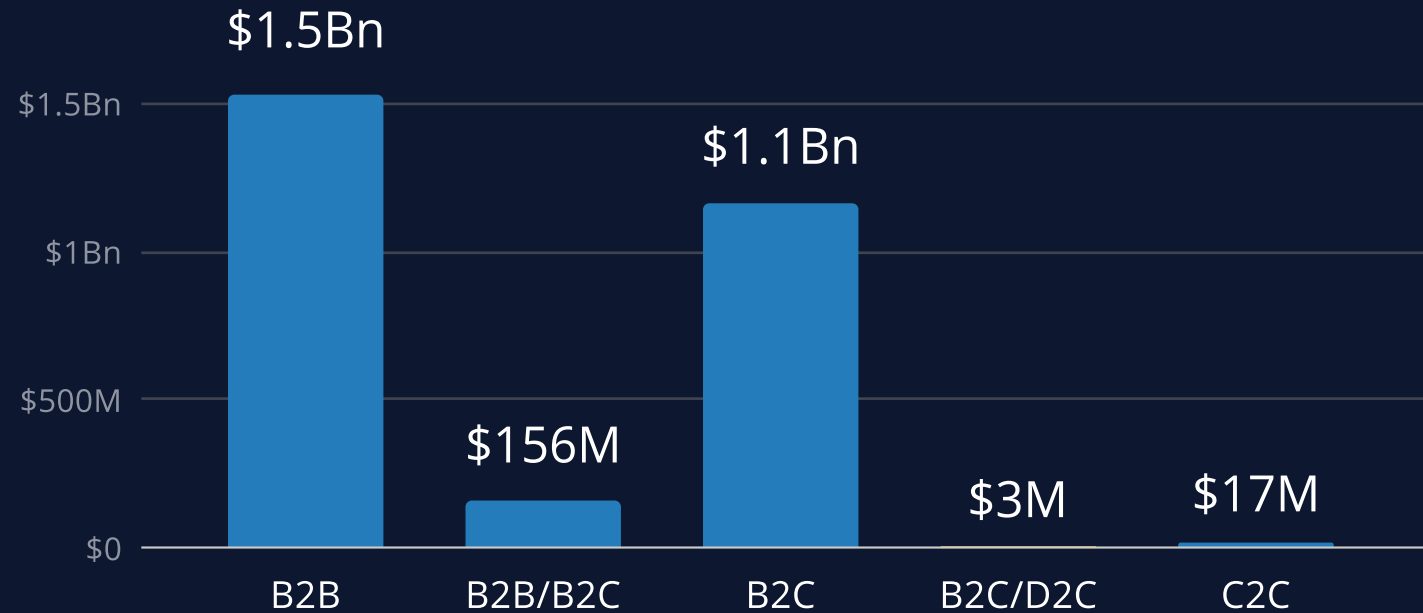


## 2021 YEAR IN REVIEW

Overall however, there is growing maturity in the Mena ecosystem, there were 117 pre-Series A to Series C rounds worth \$1.7 billion in total.

While more consumer-focused startups raised investment, it was the B2B startups that raised the majority of funding with \$1.5 billion or 52 per cent of the total amount raised.

## Investment value by marketing strategies

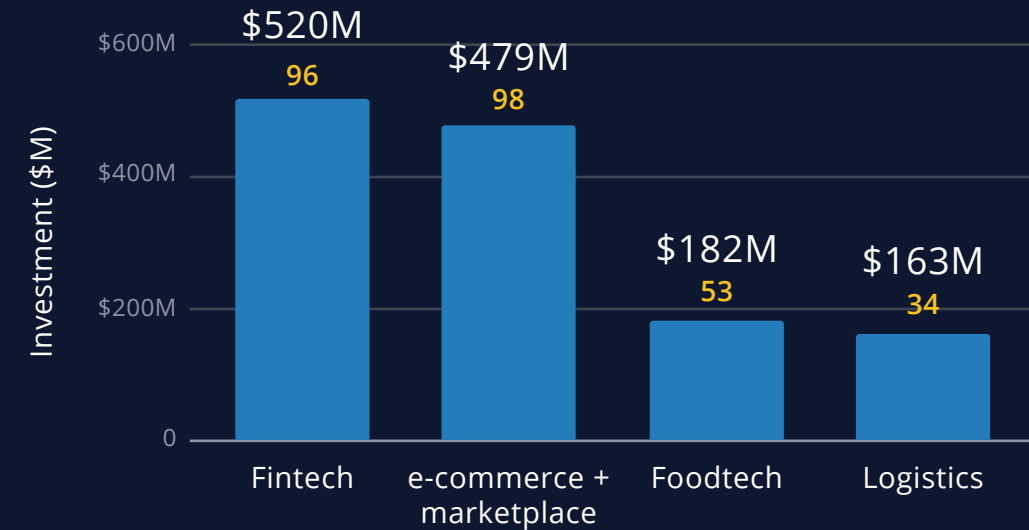


## 2021 YEAR IN REVIEW

Among the sectors that received the most investment were foodtech, driven primarily by Kitopi's \$415 million Series C round, fintech, e-commerce and marketplaces. Super apps are also beginning to capture investor attention, as logistics, mobility and fintech apps incorporate more services onto their platforms to offer a one-stop solution for their customers. If we discount Kitopi's \$415 million round, then the rankings look rather different:

## Value of investments excluding Kitopi's Series C round

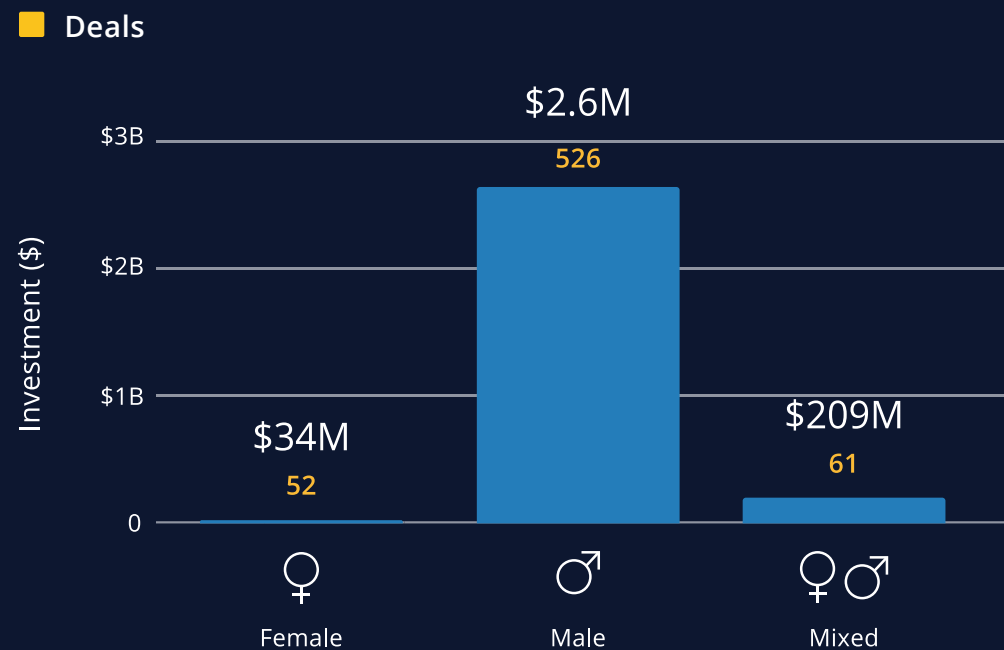
■ Deals



## 2021 YEAR IN REVIEW

Of the \$2.8 billion raised last year, just \$34.6 million was invested in female-founded startups (across 52 deals), while startups with both male and female co-founding teams raised \$210 million (across 61 deals), or 1.2 per cent and 7 per cent of \$2.8 billion respectively. All male founders raised \$2.6 billion across 526 deals - 91.5 per cent of the total amount raised last year.

## Value of investments by gender



## 2021 YEAR IN REVIEW

Of the startups that disclosed their investors, we found that MENA-based investors took part in 485 deals.

Investors based in Saudi Arabia were the most active, taking part in 214 deals, followed by the UAE with 148 deals and Egypt with 114 deals. Qatari investors led by Qatar Fintech Hub and Qatar Business Incubation Centre, came next with 22 deals.

US-based 500 Global was the most active foreign investor with 35 deals across the region. UK investors took part in 32 deals followed by German investors with 22 deals. Chinese investors took part in 12 deals.

Of the 639 startups that raised investment, 154 did not raise money from regional investors.



Foreign investors  
took part in  
**182 deals**



US investors  
took part in  
**129 deals**

*(being the most active)*



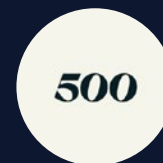
Regional investors  
took part in  
**485 deals**

## Top investors in MENA startups

■ Deals



**59**  
Flat6Labs  
📍 Egypt



**35**  
500 Global  
📍 US



**28**  
OQAL  
📍 KSA



**23**  
Wamda  
📍 UAE



**17**  
Global  
Ventures  
📍 UAE



**16**  
Wa'ed  
📍 KSA



**17**  
Impact46  
📍 KSA



**16**  
Vision  
Ventures  
📍 KSA



**15**  
VentureSouq  
📍 UAE

## 2021 YEAR IN REVIEW

*We have compiled this data from publicly announced investment rounds. We approached startups who did not disclose their investment amounts, those who refused to reveal the amount they raised were:*

**Jordan:** TWIG, Kader, Bith TV, Carseer, Palmear, Wafii, Alefredo Books

**UAE:** Aucust, Play:date, Trade Capital Partners, Husky, Nabay, Veehive, Ketish, Majarra, DGrade, Fenix, Starzly, Distichain, Opteam, Yegertek, WakeCap Technologies, Oktopi, Amtec Links International, GetAnyHome, Arcab, Letswork

**KSA:** Tawared Technologies, Johrh, LaanCare, Asra olive, Wafeer, Mawidy, Hydrojeen, Support Warehouses, Qalam, Ehsibha, Taffi, Forus, Clinicy, Intelmatix, MDD, Oda, Palm.hr, Coffinado, Logexa, Glance Care, Menuhat, Carefer, Dallali, Nuqtah, Below, Juleb, Nitros, Telfaz11, Ta3meed, Esar, Qosoor

**Egypt:** Qarenly, NowPay, Weelo, Kemitt, Laverie, mira, Tays, Chitosan Egypt, elBrokers, Teradix, BokDoc, Teegara,

Shiphaly, Kuzlo, Nawah Scientific, Hekouky, Kiwe, KlickIt, AIM technologies, Liza, WaffarX, Seena, Vetwork,

**Kuwait:** Dawrat, Bnchr+

**Morocco:** inyad, Lacaisse.ma,

**Qatar:** Tollqa, Pocket Learn

**Tunisia:** Enda tamweel,

**Bahrain:** Playbook

*Wamda's monthly investment reports are created in collaboration with Digital Digest.*

