



Falak Startups Launches Investor Platform Virtual Stage To Showcase Startups

- The Falak Startups Virtual Stage is a digital platform showcasing program graduates from both the general track and Fintech track in partnership with EFG EV fintech
- That allows investors to access key information such as pre-recorded pitch, pitch deck, founder information, and contact information
- This digital platform is now live with 13 startups and accessible with an investor login
- Falak Startups is Egypt's Leading Technology Accelerator – providing the biggest ticket size for seed-stage startups locally; up to 1MN.

Cairo, Egypt (28/09/2020): Falak Startups announces the launch of its newest digital platform; the Falak Startups Virtual Stage. **With the support of Egypt Ventures and the Ministry of International Cooperation**, Falak Startups is digitizing the traditional Demo Day structure and streamlining the investor information gathering process.

Due to the unforeseen circumstances of the COVID-19 pandemic, Falak Startups Cycle 3 Cohort graduates were unable to pitch their startups in a physical Demo Day. Expanding on the concept of a virtual demo day, Falak Startups developed an **in-house platform for investors to access information on its startups in a streamlined and interactive way**.

Developing all aspects of the Virtual Stage internally, Falak Startups created video content showcasing its startups through teasers and pre-recorded pitches. Additionally, Falak Startups gives an overview of its program and developments during the COVID-19 pandemic. Currently, the platform hosts the Cycle 3 cohort but will soon include all Falak Startups' program graduates. The Virtual Stage will be the access tool for anyone interested in investing in the Falak Startups' portfolio.

Commenting on the launch of its new digital platform, **Yousef ElSammaa, CEO of Falak Startups** said: "*This platform is intended for serious active investors, VCs, funding institutions, and angel investors wanting to connect with the Falak Startups portfolio companies and in turn contributing to their growth.*"

Access to the Falak Startups Virtual Stage can be granted by sending an email request to invest@falakstartups.com.

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About Falak Startups

Falak Startups is Egypt's Leading Technology Accelerator. They provide the biggest ticket size for seed-stage startups locally; up to EGP 1MN. The accelerator is sector agnostic; allowing them to invest in fast-growing and/or emerging industries. With investments in, and not limited to, fintech, health tech, mobility tech, and SaaS startups - they hold a diverse portfolio of rising startups.

About Egypt Ventures

Established in 2017, Egypt Ventures is an investment firm seeded by the Ministry of Investment and International Cooperation with a mandate of supporting and investing in startups from a diverse range of sectors across Egypt.