



■ FY 2024

# EVM

## Venture Investment Summary



Strictly for  
Press Outlets





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## EVM Venture Investment Summary

The report covers the performance of the Venture Capital space across the Emerging Venture Markets in 2024.

Emerging Venture Markets covered by MAGNiTT include the Middle East, Africa, Southeast Asia, Pakistan & Türkiye

**Below are the color codes used across the report:**

 EVM     Southeast Asia     Middle East     Africa

**Researchers:**

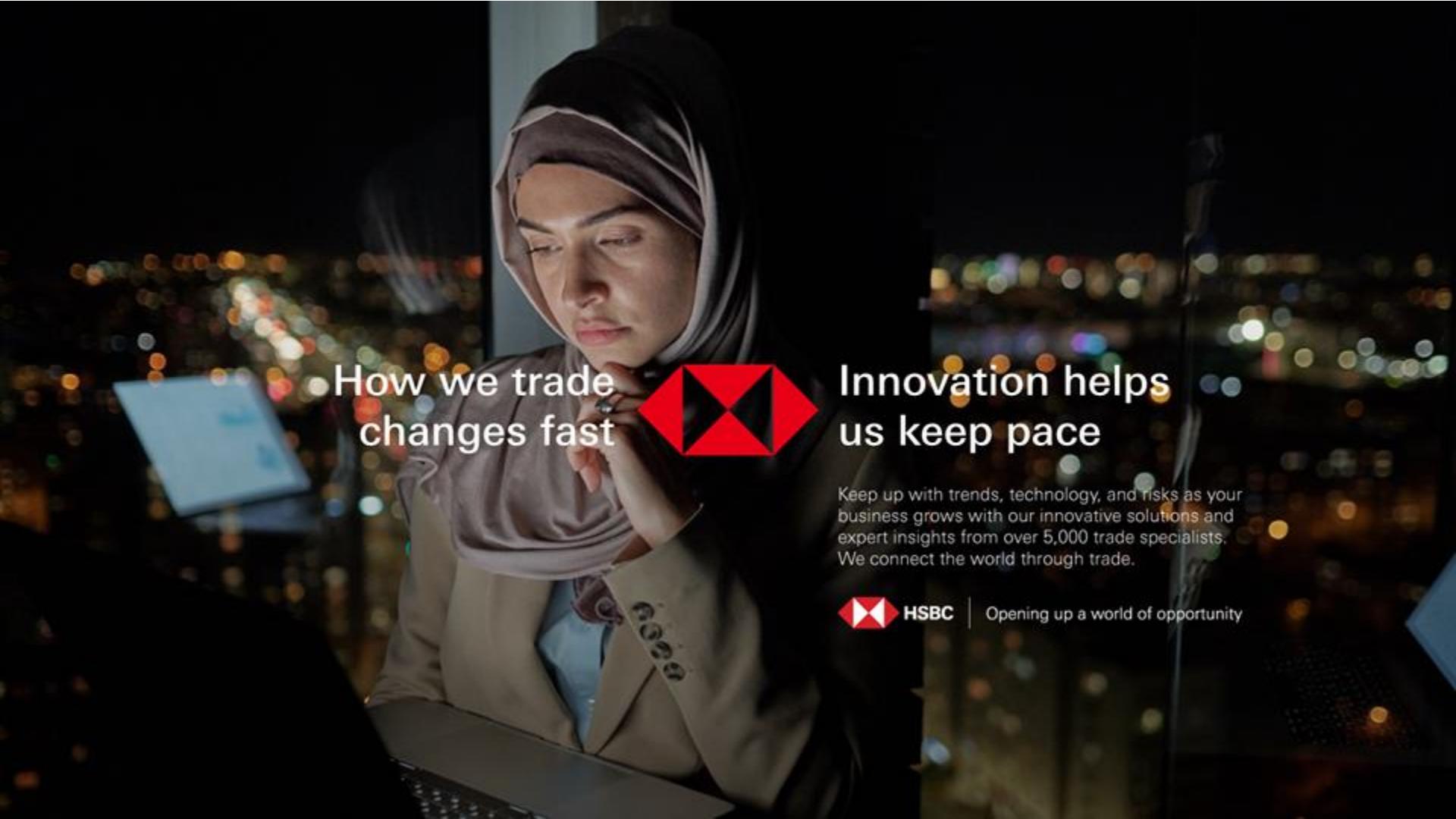


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Data as of 3rd of January 2025



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Exit Evolution	✓	✓
Market Insight	✗	✓
Round Size Evolution	✗	✓
Valuations Benchmarking	✗	✓
M&A Insights	✗	✓
Investor Trends	✗	✓



# Directories

Your one stop shop for raw startup Venture Capital data. Access, analyze and export information on startup funding using over 20 filters.

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The screenshot shows the MAGNiTT web application interface. At the top, there is a navigation bar with the MAGNiTT logo, a search bar, and a magnifying glass icon. Below the navigation bar is a banner with the text "LET DATA DRIVE YOUR DECISIONS" and "Get the most out of MAGNiTT!" followed by a small icon of a person at a desk.

The main content area has a sidebar on the left with the following menu items:

- Home
- Directories
- Startups
- Investors
- Exits
- Funds
- People BETA
- Custom Directory
- Reports
- Market Maps
- Analytics

Below the sidebar, there is a section titled "Startups (Total 32,734)" with the subtext "With 17,550 funding rounds". It includes four view options: "Table View" (selected), "Funding View", "Landscape View", and "Chart View".

Under the "Filters" section, it says "Selected filters - none".

The main table area displays a list of startup entries, each with a checkbox, a thumbnail, the startup name, a "See Funding" button, and a description. The columns are labeled "Name", "Description", and "Price".

Name	Description	Price
Clinicy	Clinicy was established in 2016 to provide an integrated model designed for the...	Healthcare
Geeklyzer	Geeklyzer is an essential and unique influencer marketing tool that provides...	Advertising
UniFAHS	UniFAHS is a leader in phage biotechnology platforms and applications in Southeast Asia...	Life Sciences
ZeroComplex AI	ZeroComplex is a one-stop solution for integrating Artificial Intelligence into your...	IT Services
Lahnet	We provide more than 100 diverse government and public services via visual...	Entertainment

01

MAGNiTT

# Executive Summary



# Emerging Venture Markets (EVM)

## MAGNiTT's EVM Geographical Coverage

■ Southeast Asia ■ Middle East ■ Africa ■ Others



\*for this report Southeast Asia includes venture investments in Singapore, Indonesia, Thailand, Philippines, Malaysia and Vietnam

## FY 2024 Snapshot

### Total \$ Funding (% change vs. 2023)



Total EVM  
\$9,124M  
(-40%)

### Total deals (% change vs. 2023)



Total EVM  
1,527  
(-20%)

\*\*Others include Pakistan & Türkiye

# Emerging Venture Markets (EVM) Summary | FY 2024 Snapshot

Emerging Venture Markets include the Middle East, Africa, Pakistan, Türkiye and South East Asia.

EVM

## EVM - Aggregate Summary



**\$9,124M (-40%)**  
Total Funding



**1,527 (-20%)**  
Total Deals (#)



**1,707 (+2%)**  
Total Investors



**94 (-32%)**  
Total Exits

## EVM - Investment Snapshot

**FinTech \$3,976M (-7%)**  
Top Industry by Funding (\$M)

**FinTech 322 Deals (-20%)**  
Top Industry by Deals (#)

**General Atlantic \$533M**  
Investor w. Highest Est. Capital Deployed (\$M)

**Antler 75 Deals**  
Most Active Investor by Deals (#)

## EVM - Geographical Snapshot

**Singapore \$3,436M (-53%)**  
Top Country by Funding (\$M)

**Singapore 306 Deals (-11%)**  
Top Country by Deals (#)

**Philippines \$786M**  
Largest Deal by Headquarter

**Singapore 18 Exits**  
Most Exits by Headquarter

(brackets represent FY 2024 vs. FY 2023 % change)

# Southeast Asia (SEA) Summary | FY 2024 Snapshot

SEA

## Southeast Asia - Aggregate Summary



**\$5,649M (-45%)**  
Total Funding



**564 (-14%)**  
Total Deals



**882 (+10%)**  
Total Investors



**33 (-35%)**  
Total Exits

(brackets represent FY 2024 vs. FY 2023 % change)

## Southeast Asia - Investment Snapshot

**FinTech \$2,844M (+39%)**  
Top Industry by Funding (\$M)

**FinTech 141 Deals (+15%)**  
Top Industry by Deals (#)

**Ayala Corporation,  
MUFG \$393M**  
Investor w. Highest Est. Capital Deployed  
(\$M)

**Antler 62 Deals**  
Most Active Investor by Deals (#)

## Southeast Asia - Geographical Snapshot

**Singapore \$3,436M (-53%)**  
Top Country by Funding (\$M)

**Singapore 306 (-11%)**  
Top Country by Deals (#)

**Philippines \$786M**  
Largest Deal by Headquarter

**Singapore 18 Exits**  
Most Exits by Headquarter

## Middle East - Aggregate Summary



**\$1,521M (-29%)**

Total Funding



**461 (+10%)**

Total Deals



**392 (+14%)**

Total Investors



**24 (-20%)**

Total Exits

(brackets represent FY 2024 vs. FY 2023 % change)

## Middle East - Investment Snapshot

**E-commerce/Retail**

**\$396M (-20%)**

Top Industry by Funding (\$M)

**FinTech 93 Deals (+3%)**

Top Industry by Deals (#)

**Sanabil Investments \$59M**

Investor w. Highest Est. Capital Deployed  
(\$M)

**Flat6Labs 43 Deals**

Most Active Investor by Deals (#)

## Middle East - Geographical Snapshot

**Saudi Arabia \$750M (-44%)**

Top Country by Funding (\$M)

**UAE 188 Deals (+9%)**

Top Country by Deals (#)

**Saudi Arabia \$130M**

Largest Deal by Headquarter

**UAE 12 Exits**

Most Exits by Headquarter

# Africa Summary | FY2024 Snapshot

Africa

## Africa - Aggregate Summary



**\$1,073M (-44%)**  
Total Funding



**294 (-39%)**  
Total Deals



**385 (-18%)**  
Total Investors



**22 (-27%)**  
Total Exits

(brackets represent FY 2024 vs. FY 2023 % change)

## Africa - Investment Snapshot

**FinTech \$605M (-37%)**  
Top Industry by Funding (\$M)

**FinTech 68 Deals (-55%)**  
Top Industry by Deals (#)

**International Finance Corporation (IFC) \$74M**  
Investor w. Highest Est. Capital Deployed (\$M)

**Renew Capital 21 Deals**  
Most Active Investor by Deals (#)

## Africa - Geographical Snapshot

**Egypt \$329M (-21%)**  
Top Country by Funding (\$M)

**Egypt 78 Deals (+1%)**  
Top Country by Deals (#)

**Egypt \$158M**  
Largest Deal by Headquarter

**South Africa 6 Exits**  
Most Exits by Headquarter



# FY2024 Latest Data, Insights & Trends in VC



DATE

**JANUARY 15, 2024**



TIME

**2:00 PM GST**

**WEBINAR**

**Philip Bahoshy**  
CEO at MAGNiTT





03

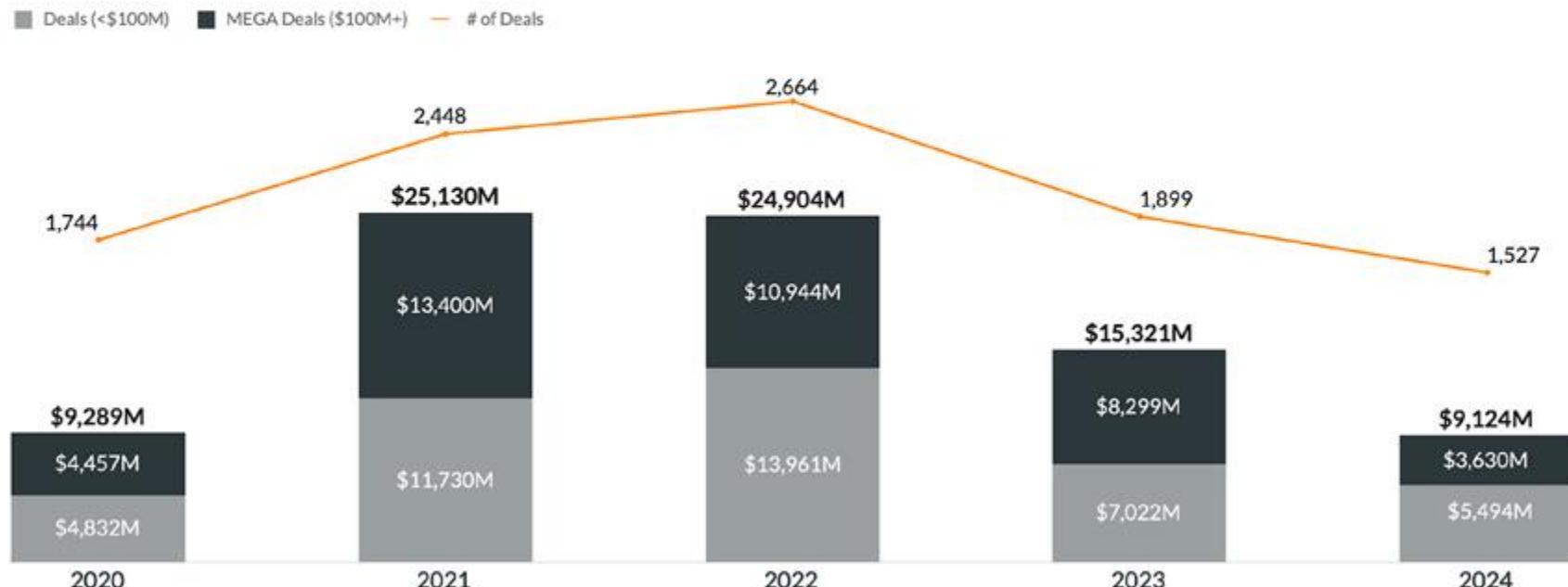
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# Evolution of Funding & Deals



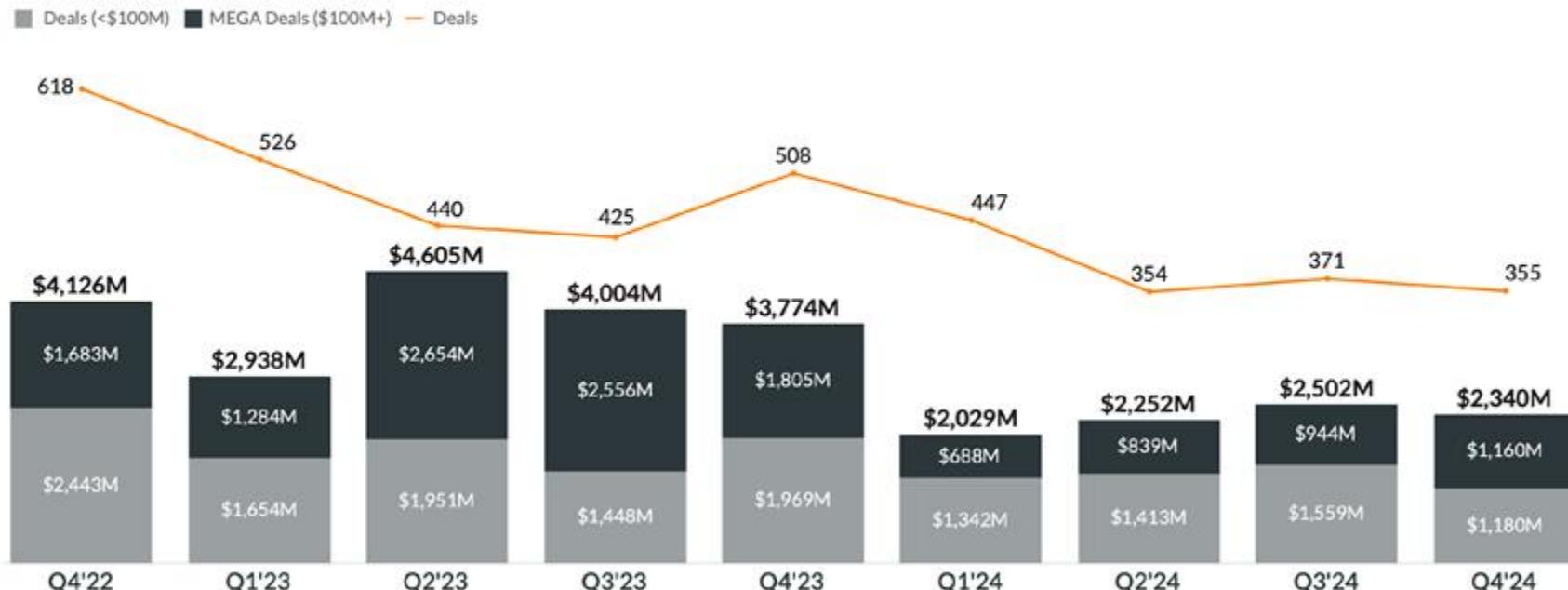
Mirroring global VC trends, Emerging Venture Markets continued to slow in 2024 as total funding fell by 40% and deal count declined by 20% YoY, with both funding and deal volume falling below 2020 levels

### EVM Annual Funding & Deal Evolution | 2020 - 2024



■ Total funding across 2024 remained within a relatively flat range compared to previous years, with \$2,280M invested on average, potentially signaling a bottoming out of the funding curve

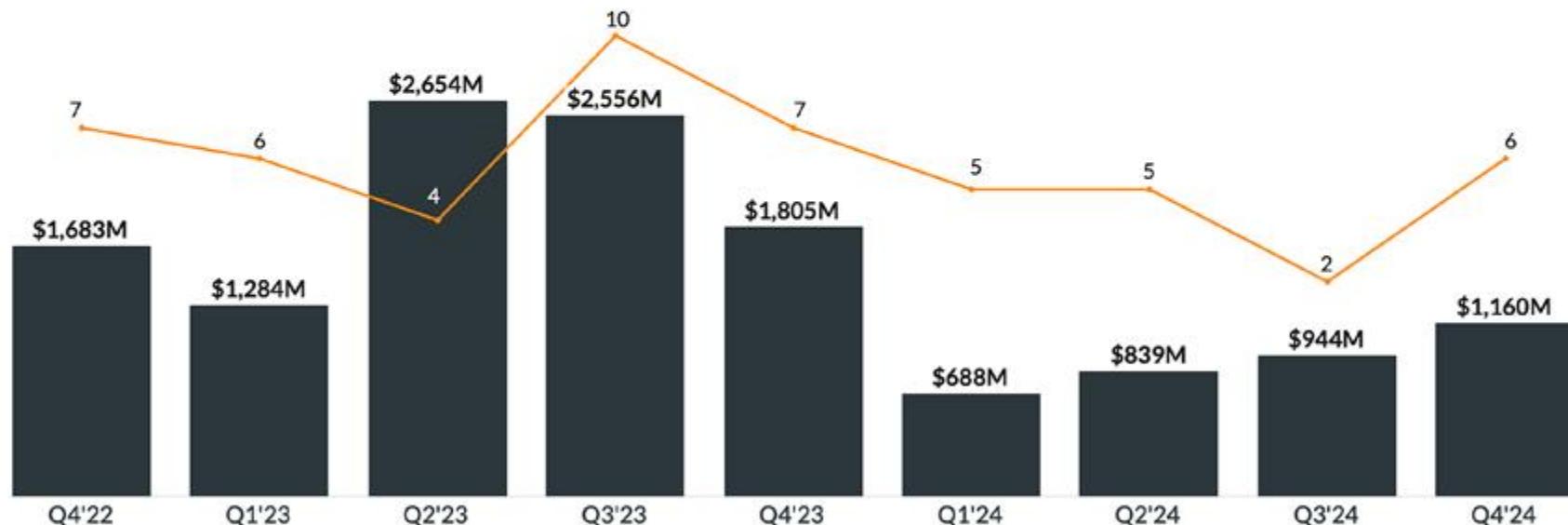
### EVM Quarterly Funding Evolution & Deal Evolution | Q4'22 - Q4'24



Mirroring global trends, MEGA deals declined for the third year in a row, marking a 56% drop from 2023. Q1'24 marked the lowest MEGA deal funding since Q4'19 with late stage investments hardest hit

### EVM Quarterly MEGA Funding & Deal Evolution | Q4'22 - Q4'24

■ MEGA Deals (\$100M+) — Deals

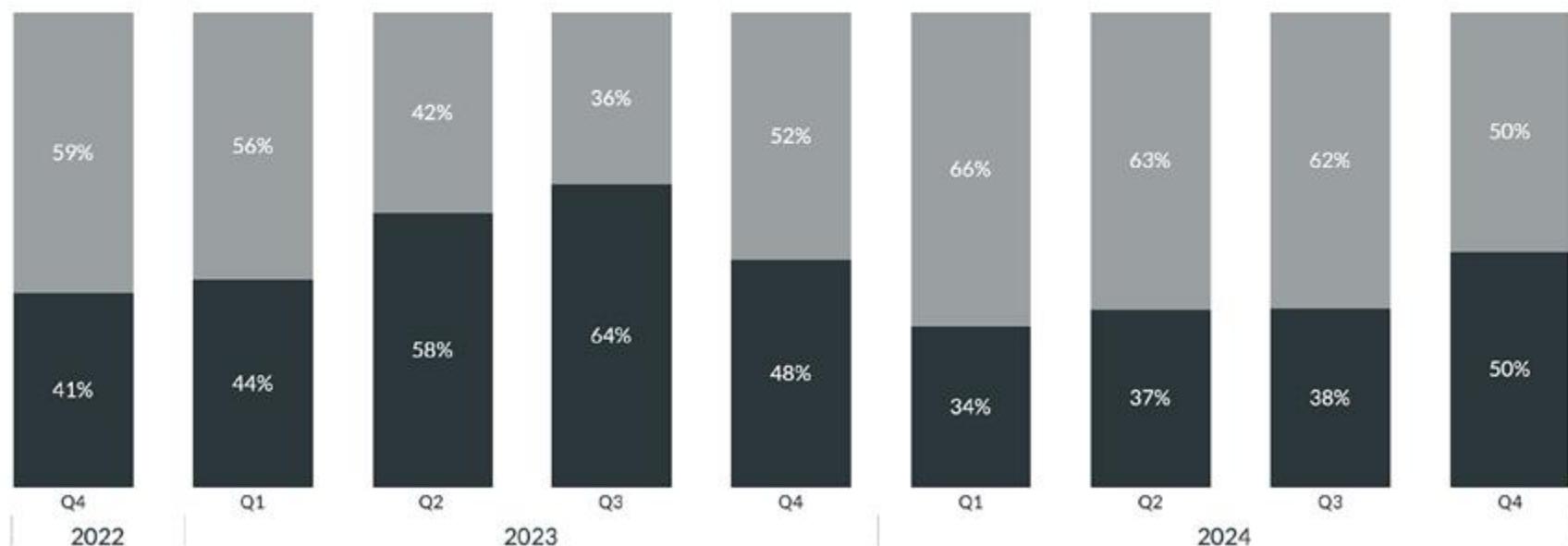


■ The slowdown in late stage investment, the segment of investment transactions hardest hit by the global macroeconomic environment, was the largest driver of aggregate funding decline

### EVM Quarterly Funding Percentage Share by Funding Amount

# of Deals, (Q4'22 - Q4'24)

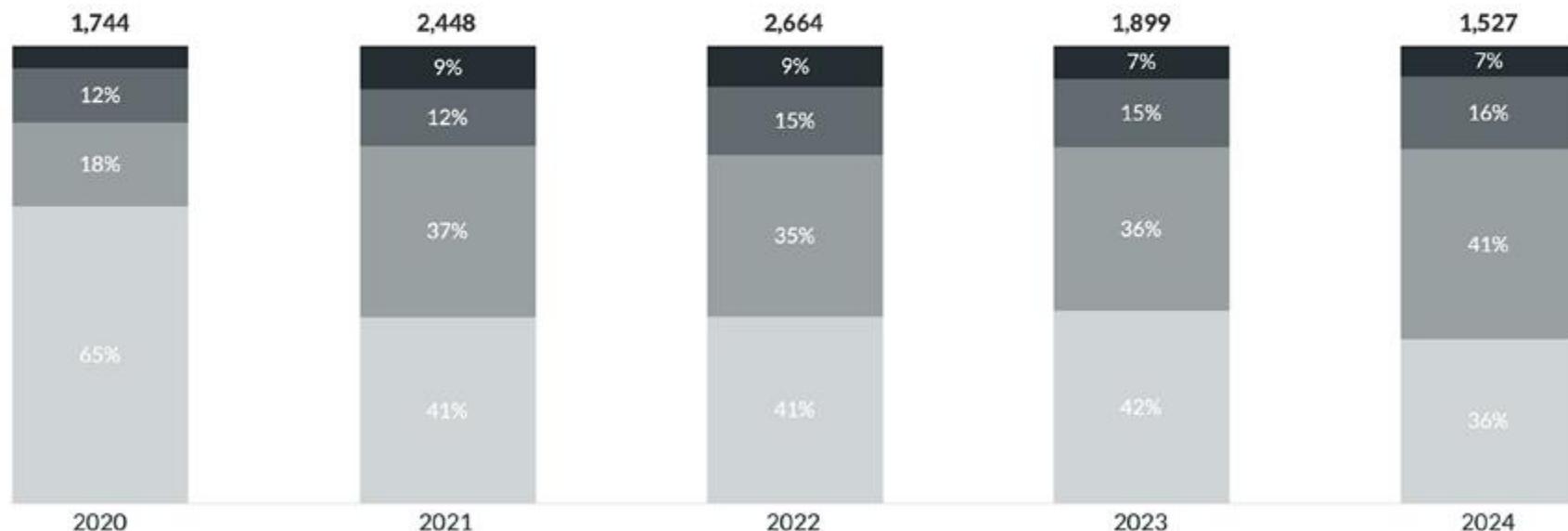
■ Deals (<\$100M) ■ MEGA Deals (\$100M+)



■ In a positive sign of a recovery, early stage deals remained the focus for venture investors with \$1M-\$5M tickets marking a 5PP YoY rise. The focus on SEED & Pre-Series A deals is key for future deal flow growth

### EVM Deal Share by Round Size Evolution | 2020 - 2024

■ \$20M+ ■ \$5M-\$20M ■ \$1M-\$5M ■ \$0M-\$1M



## ■ Key Ecosystem Players' Perspective



**Yana El Dirani**

Head of MENA, Endeavor Catalyst

"The MENA region is emerging as a pivotal hub for venture capital, attracting global players with its unique blend of opportunities and rapid ecosystem growth. Signs of this increasing appetite are evident in major moves like General Atlantic establishing offices in Riyadh and Abu Dhabi, and Golden Gate Ventures setting up in Doha. These developments reflect a growing recognition of MENA's strategic importance, fueled by strong demographic trends, digital transformation, and government-backed initiatives aimed at fostering innovation.

As we look to the year ahead, this momentum is set to intensify. Sovereign wealth funds and regional champions are not only driving capital inflows but also partnering with international VCs to localize expertise and unlock value. The ecosystem is maturing, with founders tackling region-specific challenges in FinTech, HealthTech, and logistics—solutions that are not only impactful locally but also scalable globally.

The convergence of global capital with MENA's entrepreneurial talent is creating a virtuous cycle of growth. Investors who engage now, as the foundation is solidifying, will be at the forefront of shaping the region's future while capturing outsized returns. MENA is no longer just an emerging market; it's a core market for anyone serious about global venture investing."



**Allen Taylor,**

Managing Partner, Endeavor Catalyst

"Venture Capital will continue to go global in 2025 -- and Emerging Venture Markets will play an increasingly important role in 3 key areas: new VC dollars deployed, \$1B+ "scale-up" companies, and, perhaps most importantly of all, IPOs and exits. In each of these areas, China, India and Latin America will lead the way, but markets such as the Middle East, Africa, Pakistan and Türkiye will play a bigger role than some might expect.

First, on VC dollars invested, I predict markets like Saudi Arabia and the UAE will continue to attract more and more investment dollars. Furthermore, 2025 should be the year that some international VC capital returns to more frontier markets -- think Egypt, Türkiye and Pakistan -- where it has been largely absent for the last few years.

Second, on minting new "Unicorns" (\$1B+ companies) in private rounds, expect 2025 to bring at least 5 new additions to the Unicorn herd for the Middle East and Africa, following recent new joiners such as Moniepoint and Tymebank.

Finally, the next year should see much needed liquidity in the form of M&A and regional IPOs, particularly in Saudi Arabia where Tabby, Tamara, TruKKer, Floward and Unifonic are all candidates to go public."



04

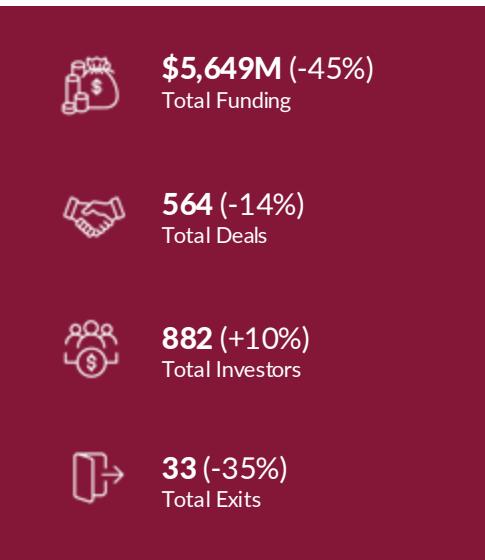
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# Regional Analysis

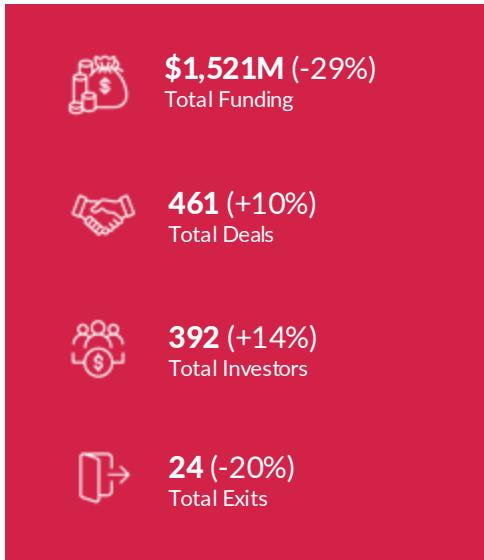


# ■ Aggregate Summary | FY2024 Snapshot

## Southeast Asia Summary



## Middle East Summary



## Africa Summary

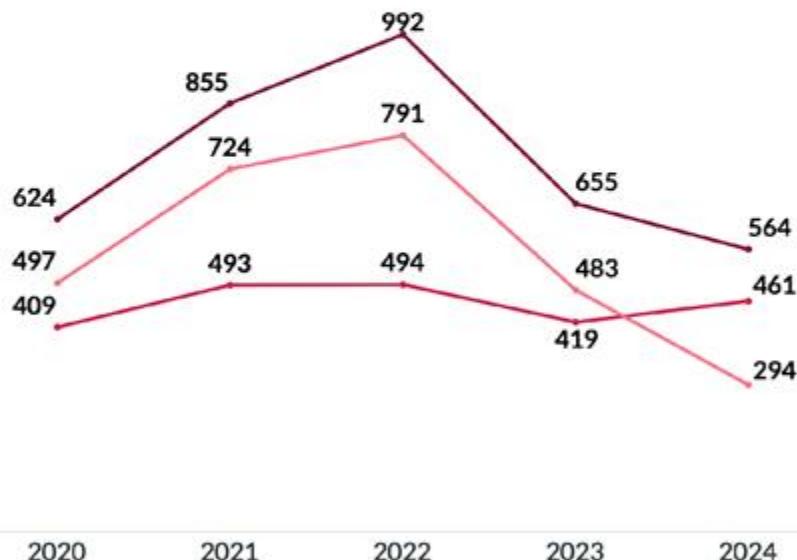


(brackets represent FY 2024 vs. FY 2023 % change)

SEA saw a 45% YoY drop in funding, the steepest among ME (-29%) and Africa (-44%). This decline was driven by a 59% YoY decline in MEGA deals funding. Africa saw the largest drop in deal count (-39%) YoY

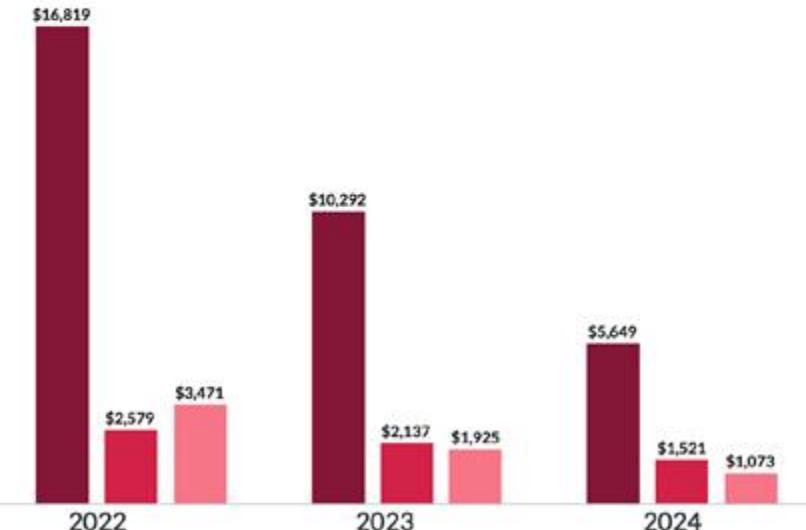
Regional Annual Deal Evolution | 2020 - 2024

Southeast Asia   Middle East   Africa



Regional Annual Funding Evolution | 2022 - 2024

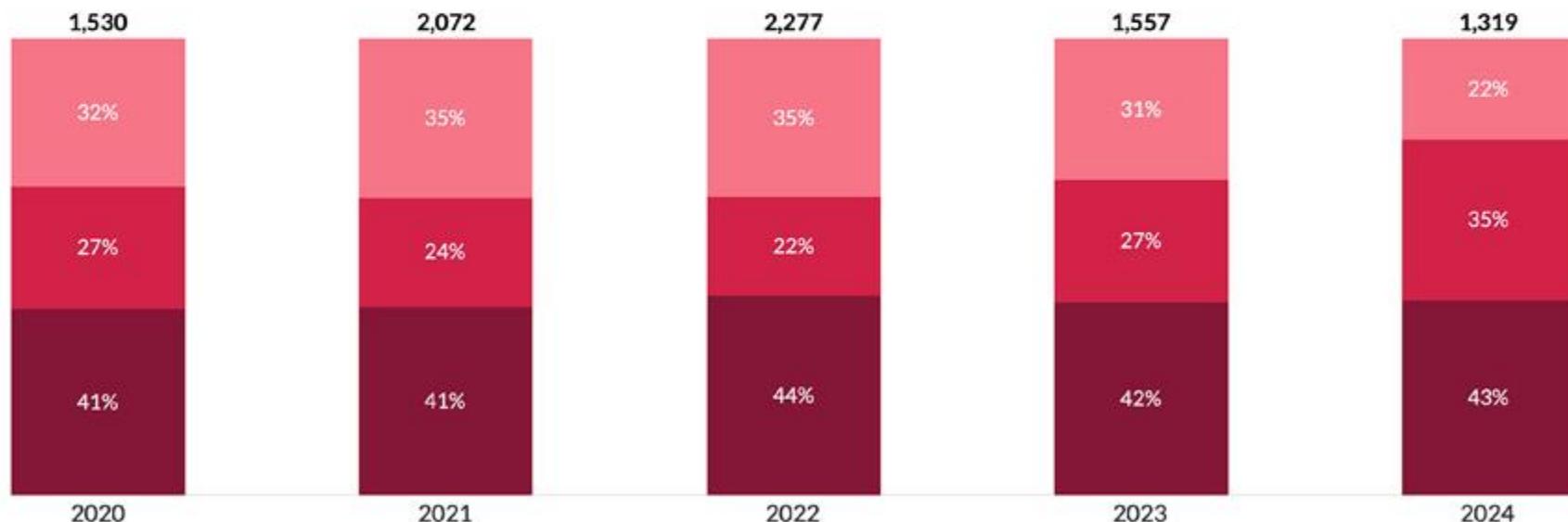
Southeast Asia   Middle East   Africa



In terms of deal transactions, the Middle East saw a 8PP increase in share to 35% across EVMs. SEA captured a lion's share at 43% while Africa recorded its lowest share in five years at 22%

### Regional Annual Deal Evolution | 2020 - 2024

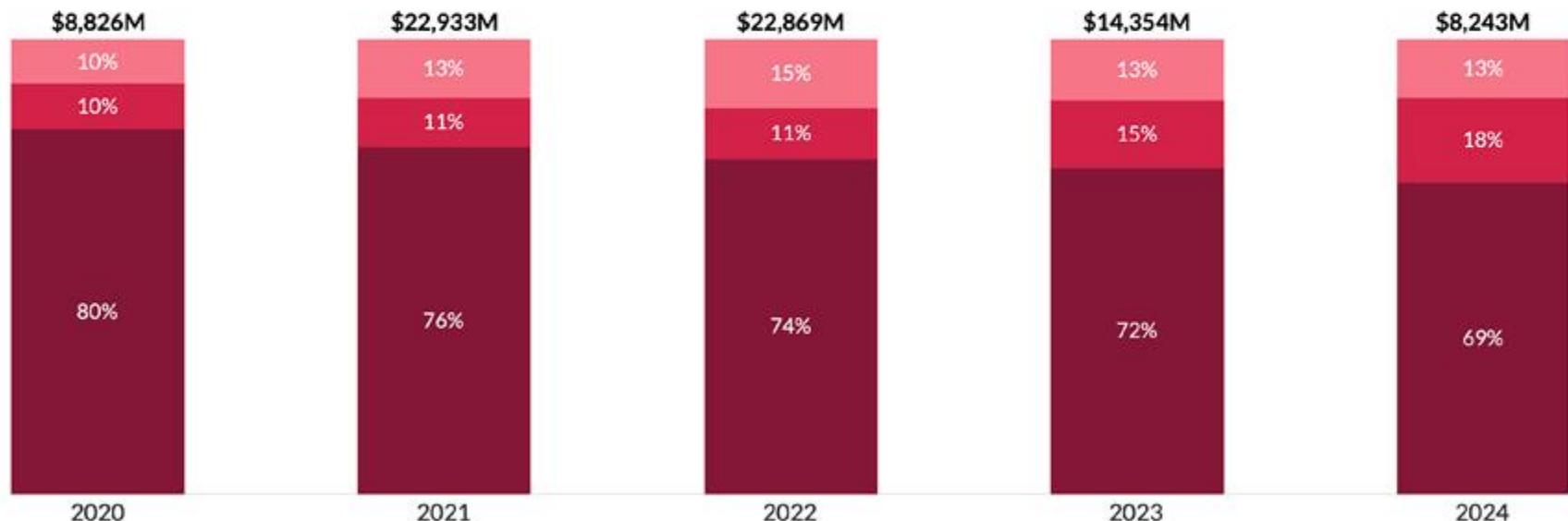
■ Southeast Asia ■ Middle East ■ Africa



Against the back drop of lower EVM funding in the last two years, SEA's share has steadily declined, hitting a low of 69% in 2024 in contrast to ME which saw an 7PP increase between 2022-2024

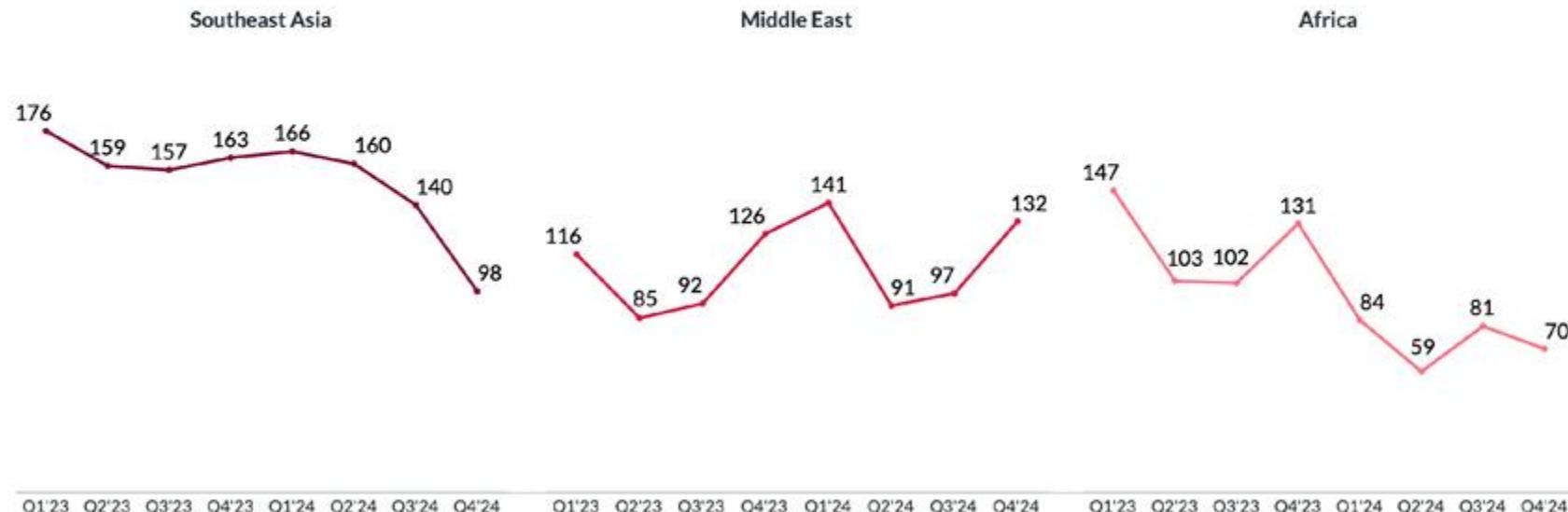
### EVM Annual Funding Evolution | 2020 - 2024

■ Southeast Asia ■ Middle East ■ Africa



SEA recorded three consecutive quarters of declining deal activity through 2024. The Middle East remained relatively flat, with a peak in Q1 2024 while Africa's investment was muted

### Regional Quarterly Deal Evolution (#) | Q1'23 - Q4'24



Relative to recent years, funding across all markets was relatively consistent across all 4 quarters with limited fluctuations. ME Q4 remained the strongest in line with years gone by

### Regional Quarterly Funding Evolution (\$M) | Q1'23 - Q4'24



## ■ Key Ecosystem Players' Perspective



**Anas Algahtani,**  
Acting CEO for Wa'ed Ventures

---

"We're expecting Corporate Venture Capital (CVC) firms to play an increasingly vital role in the MENA region and Saudi Arabia in particular, given the continuous growth we're seeing in the overall startup ecosystem. Over the past three years, the appetite for venture capital investments in the region has accelerated, driven by government-led initiatives that prioritized innovation, digital transformation, and technology advancement as key contributors to economic diversification. In this context, CVCs are uniquely positioned to bridge the gap between strategic national priorities and entrepreneurial innovation. Unlike traditional VCs, CVCs in Saudi Arabia, such as Wa'ed Ventures, are not only focused on financial returns but also on backing startups in sectors that are critical to the Kingdom's transformation journey—such as energy, space, sustainability, artificial intelligence, and supercomputing. We are also seeing a shift towards greater collaboration between CVCs, independent VCs, and public entities with the aim of amplifying the impact of innovation and ensure our investments are well-positioned for the local and regional market. Through this collaboration, startups gain more than just capital; they can access mentorship, market expertise, and opportunities to scale both regionally and globally."



# Geographical Trends



# Geographical Snapshot | FY2024 Snapshot

## Southeast Asia Country Snapshot

**Singapore \$3,436M (-53%)**  
Top Country by Funding (\$M)

**Singapore 306 Deals (-11%)**  
Top Country by Deals (#)

**Philippines \$786M**  
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**Singapore 18 Exits**  
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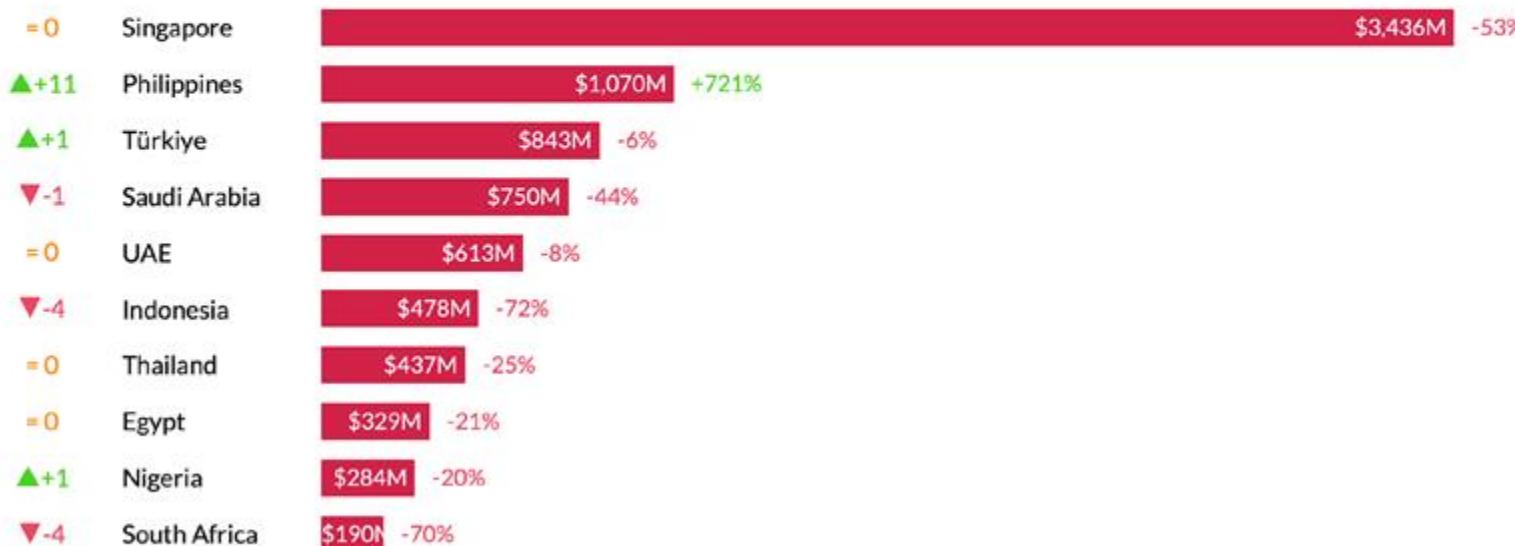
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Largest Deal by Headquarter

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Most Exits by Headquarter

Despite a 53% YoY funding drop, Singapore secured the most VC investment in 2024. All top 10 countries saw declines, except the Philippines, which recorded a remarkable 721% YoY rise driven by Mynt \$786M

### Top Countries by Total Funding (\$M) in EVM | 2024

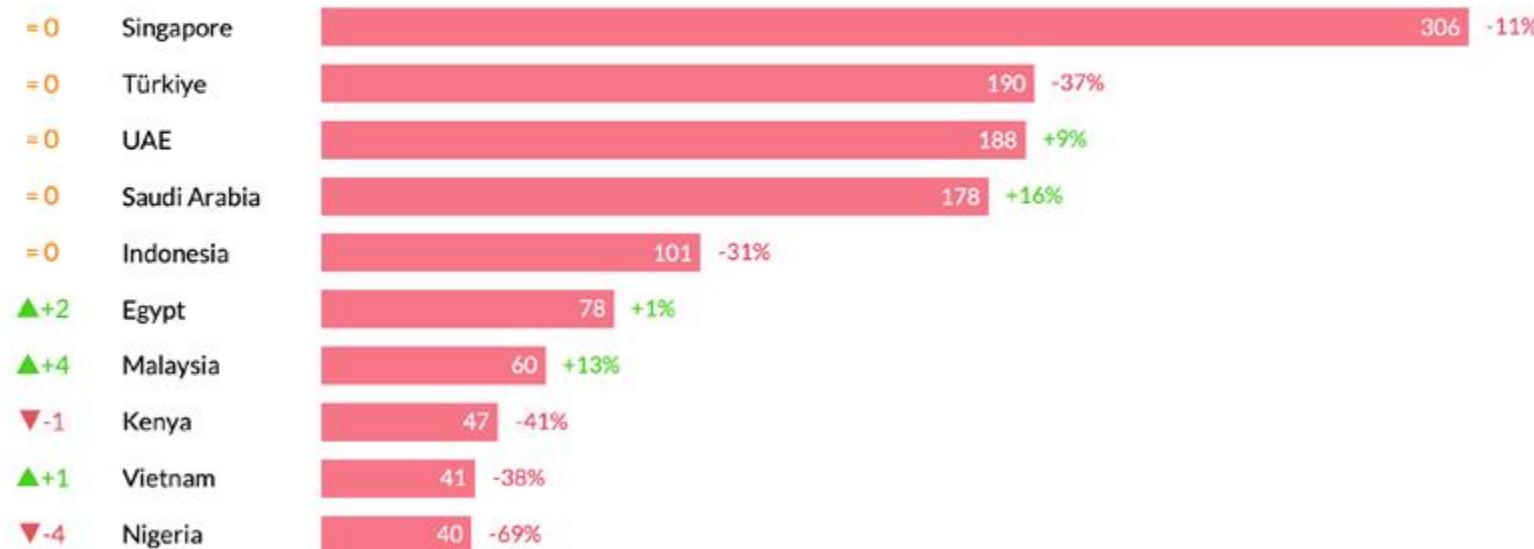
(▲/▼) rank change 2024 vs 2023 ( +/- ) % funding change 2024 vs 2023



Saudi Arabia saw the largest growth year on year in deal flow, across the ten most active geographies. Singapore remained the most transacted country despite a 11% YoY drop in deals

### Top Countries by Number of Deals (#) in EVM | 2024

(▲/▼) rank change 2024 vs 2023 ( +/- ) % deal change 2024 vs 2023

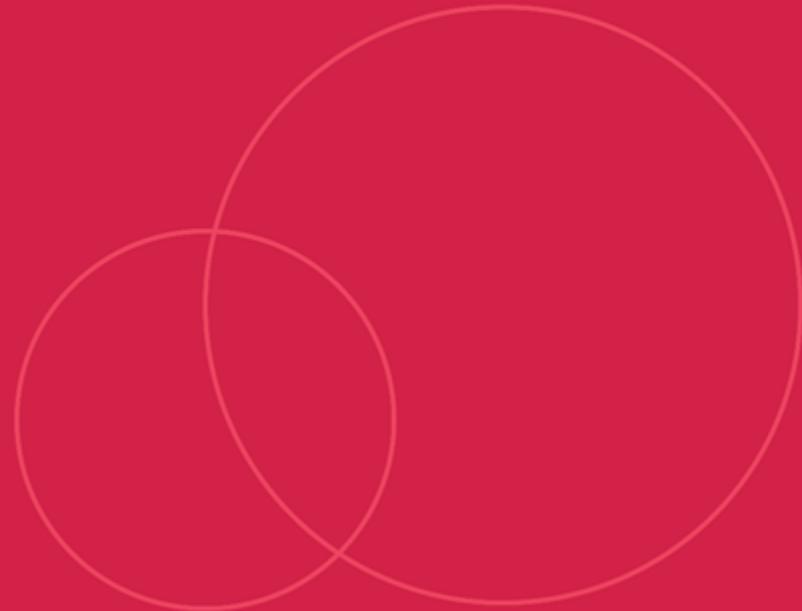




06

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# Industry Trends



# ■ Investment Snapshot | FY2024 Snapshot

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Investor w. Highest Est. Capital Deployed (\$M)

**Renew Capital 21 Deals**  
Most Active Investor by Deals (#)

FinTech continued to dominate Venture across Emerging Venture Market in line with the continued global interest in the sector. It secured more than 4X E-Commerce/Retail which saw an 81% YoY drop

### Top Industries by Total Funding (\$M) in EVM | 2024

(▲/▼) rank change 2024 vs 2023 ( +/- ) % funding change 2024 vs 2023



While FinTech ranked highly across all markets, interesting to note in venture funding, that E-commerce/ Retail still led in the Middle East driven by MEGA Deal Investments in SallaApp and eyewa

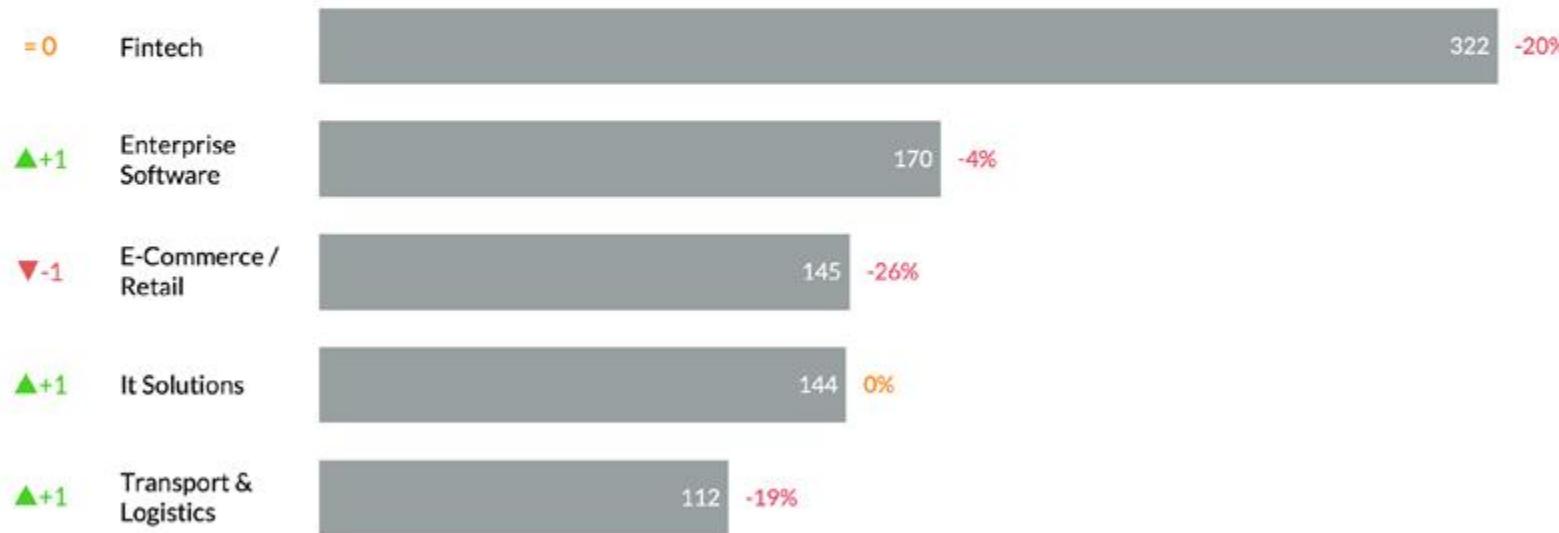
### Regional Top Industries by Total Funding (\$M) in EVM | 2024



FinTech also led by deal count in 2024 across EVMs comprising 21% of all transactions despite a 20% YoY drop. Enterprise Software & IT Solutions have increased their share of total deals by 2PP YoY each

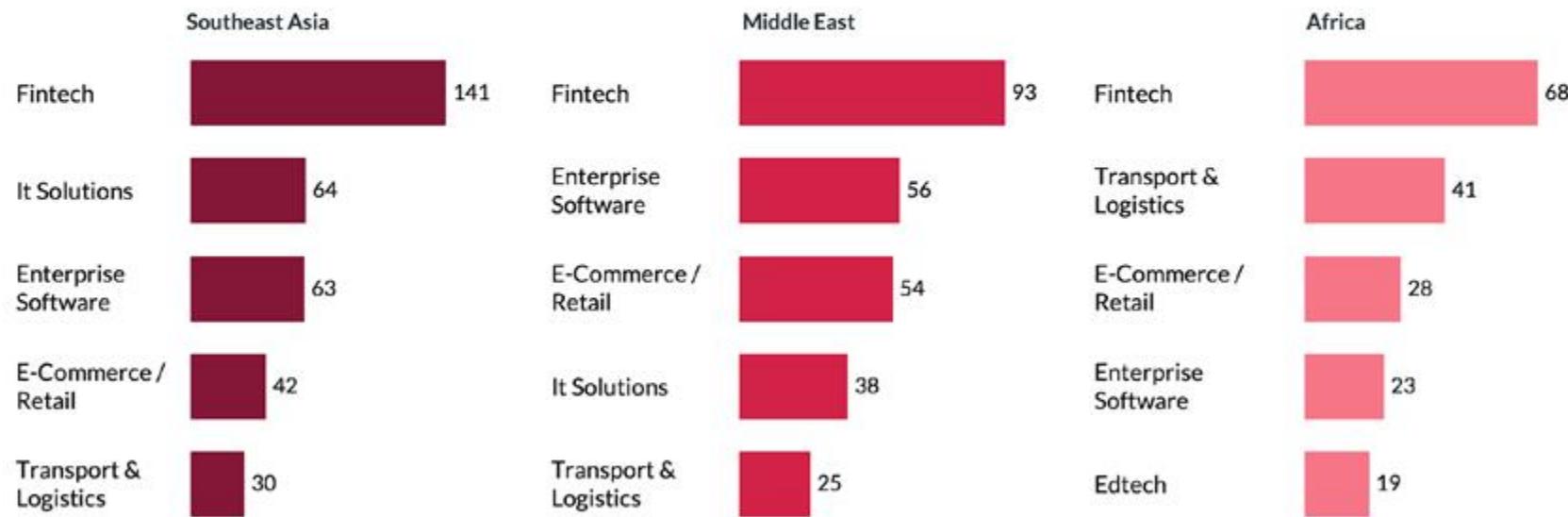
### Top Industries by Number of Deals (#) in EVM | 2024

(▲/▼) rank change 2024 vs 2023 ( +/- ) % funding change 2024 vs 2023

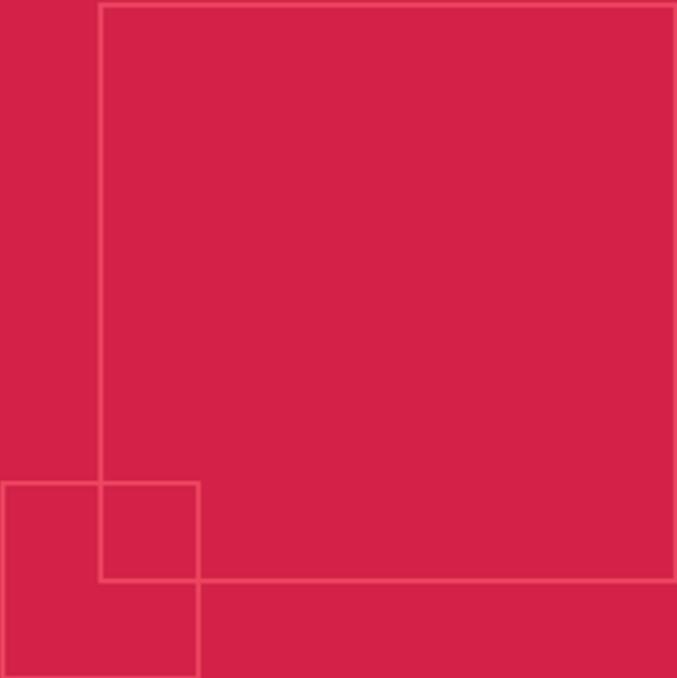


Investor appetite in FinTech was highlighted, specifically at early stage, across all the EVM markets with the highest number of transactions in the sector in each region, almost double the second ranked sector

### Regional Top Industries by Number of Deals (#) in EVM | 2024



# Investor Analysis



■ Antler, Flat6Labs, and 500 Global remained the most active investors across EVMs, all of whom have a focus on early stage investments. Notably, 42% of their deals focused on Middle East startups

## Most Active Investors by Number of Deals (#) in EVM | 2024

Investor	Investor Type	HQ Location	# of Investments
ANTLER	Venture Capital (VC)	Singapore	75
500	Venture Capital (VC)	United States of America	63
Flat6Labs	Venture Capital (VC)	Egypt	49
PLUS.VC	Venture Capital (VC)	United Arab Emirates	29
QDB	Corporate	Qatar	27
ORASEYA	Venture Capital (VC)	United Arab Emirates	21
ORBIT	Accelerator	Singapore	21
RENEW Capital	Investment Company	Ethiopia	21
LAUNCH AFRICA	Venture Capital (VC)	Mauritius	18
GAIA	Accelerator	Saudi Arabia	17

General Atlantic rose three ranks to become the most active investor by capital deployed across EVMs in 2024, with \$533M in invested capital, surpassing Alibaba, which ranked first in 2023 and fourth in 2024

## Most Active Investors by Estimated Capital Deployed (\$) in EVM | 2024

Investor	Investor Type	HQ Location	Estimated Capital Deployed
 GENERAL ATLANTIC	Private Equity	United States of America	\$533M
 Ayala	Corporate	Philippines	\$393M
 MUFG	Corporate	Japan	\$393M
 Alibaba Group	Corporate	China	\$234M
 ANT GROUP	Corporate	China	\$149M
A5-DB Holding Pte	Corporate	Singapore	\$142M
 IFC	Venture Capital (VC)	United States of America	\$124M
Huapu Hengyi Investment	Investment Company	China	\$100M
 TENCENT	Venture Capital (VC)	Thailand	\$99M
 MUFG Mitsubishi UFJ Financial Group	Corporate	Japan	\$98M

Estimated capital deployed is an estimate based on the round size, stage, and this investor's other investments.



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# Top Deals



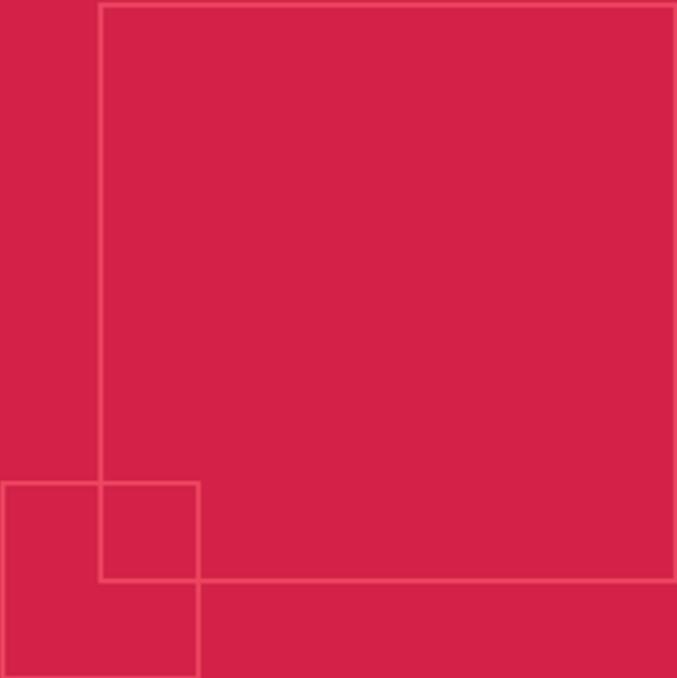
Mynt, Philippines' FinTech ranked first raising \$786M led by MUFG Bank and Ayala Corporation, while Insider, a Turkish Advertising and Marketing startup secured \$500M, the second largest deal in 2024

## 10 Largest Disclosed Equity Deals across EVMs | 2024

Startup	Industry	HQ Location	Investors	Amount (\$)
 mynt	Fintech	Philippines	MUFG Bank, Ayala Corporation	\$786M
 Insider	Advertising And Marketing	Türkiye (Turkey)	General Atlantic	\$500M
 tyme	Fintech	Singapore	M&G plc, Ethos Private Equity, African Rainbow Capital, Tencent Holdings, Norrsken22, Gokongwei Group, British International Investment (CDC Group), Laven..	\$250M
 Lazada	E-Commerce / Retail	Singapore	Alibaba Group	\$230M
 SILICON BOX	Manufacturing	Singapore	TDK Ventures, Maverick Capital, UMC Capital, Praesidium Capital Management, Tata Electronics, BRV Capital Management, Event Horizon Capital, Grandfull Convergence ..	\$200M
 asceno money	Fintech	Thailand	Krungsri Finnovate, Mitsubishi UFJ Financial Group	\$195M
 GxS	Fintech	Singapore	A5-DB Holdings Pte, singtel	\$169M
 Halan	Fintech	Egypt	IFC - International Finance Corporation, DPI ( Development Partners International ), Lorax Capital Partners, Apis Partners, Lunate, GB Corp	\$158M
ANEXT BANK	Fintech	Singapore	Ant Group	\$149M
 ZENTRY	Gaming	Thailand	Binance Labs, Coinbase Ventures, Animoca Brands, Pantera Capital, Hashed	\$140M

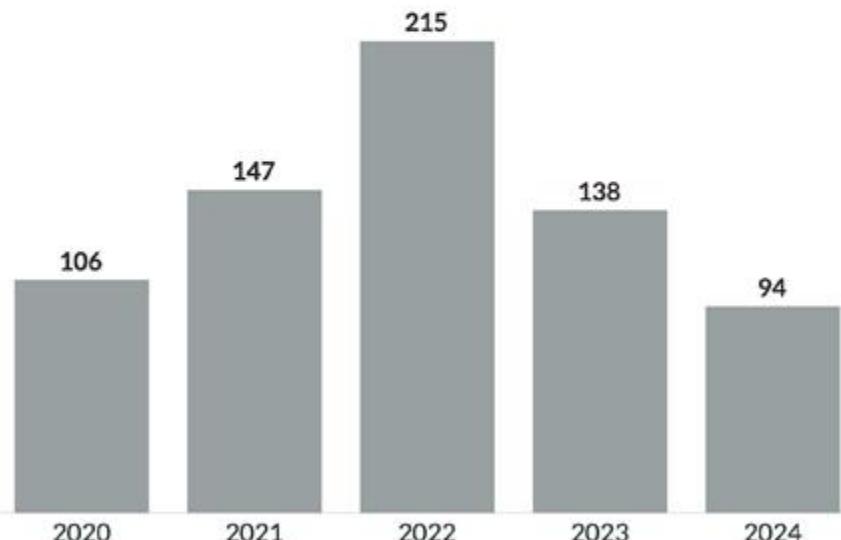


# Exit Evolution

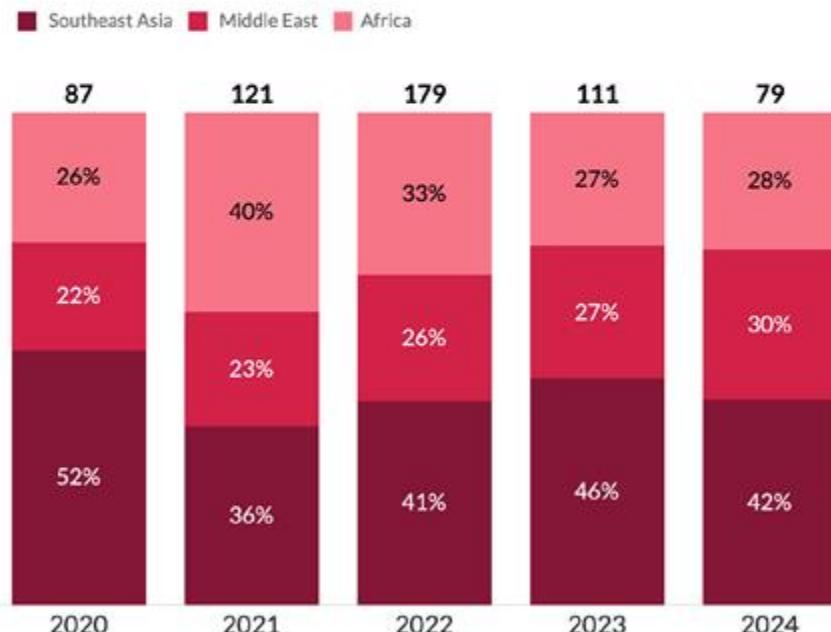


Amid a global liquidity crunch, exits across EVMs dropped by 32% YoY, declining for a second year in a row. The ME's share of exits, however, steadily rose over the past 4 years, reaching a peak of 30% in 2024

EVM Exit Evolution | 2020 - 2024

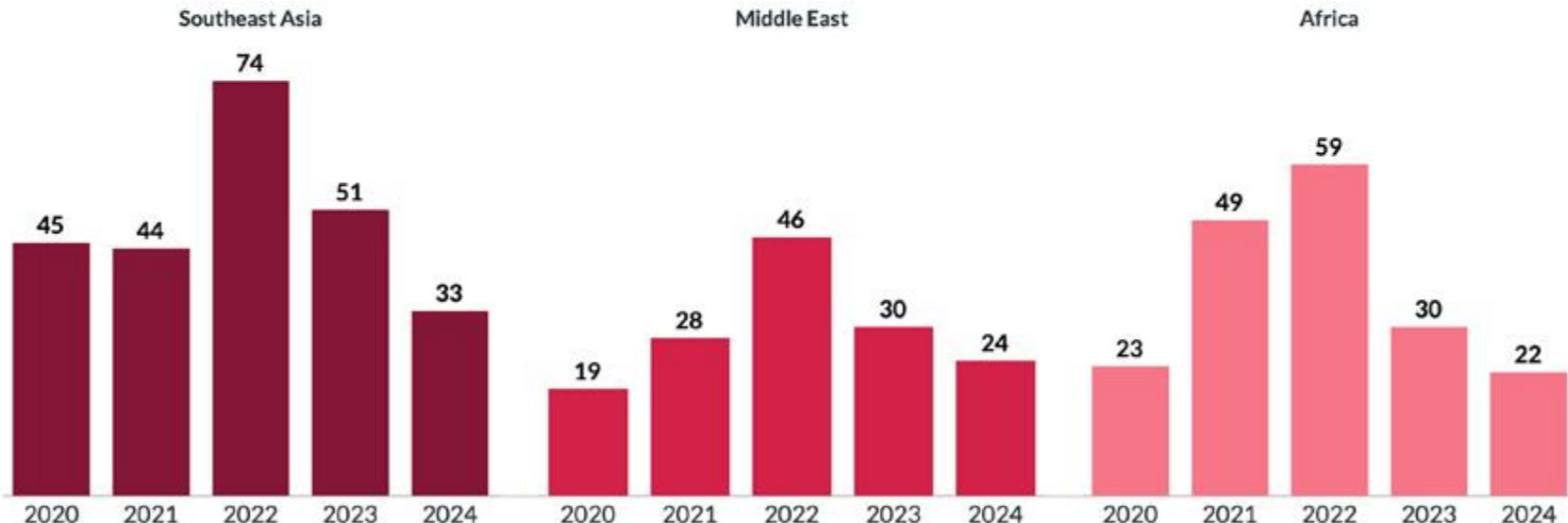


Regional Exit Evolution by region | 2020 - 2024



■ All three regions experienced double-digit declines in exits, with SEA seeing the sharpest drop (-35%). Despite fewer exits, the Middle East's median years to exit fell from 7.4 years in 2023 to 6.2 in 2024

### Regional Exit Evolution by region | 2020 - 2024

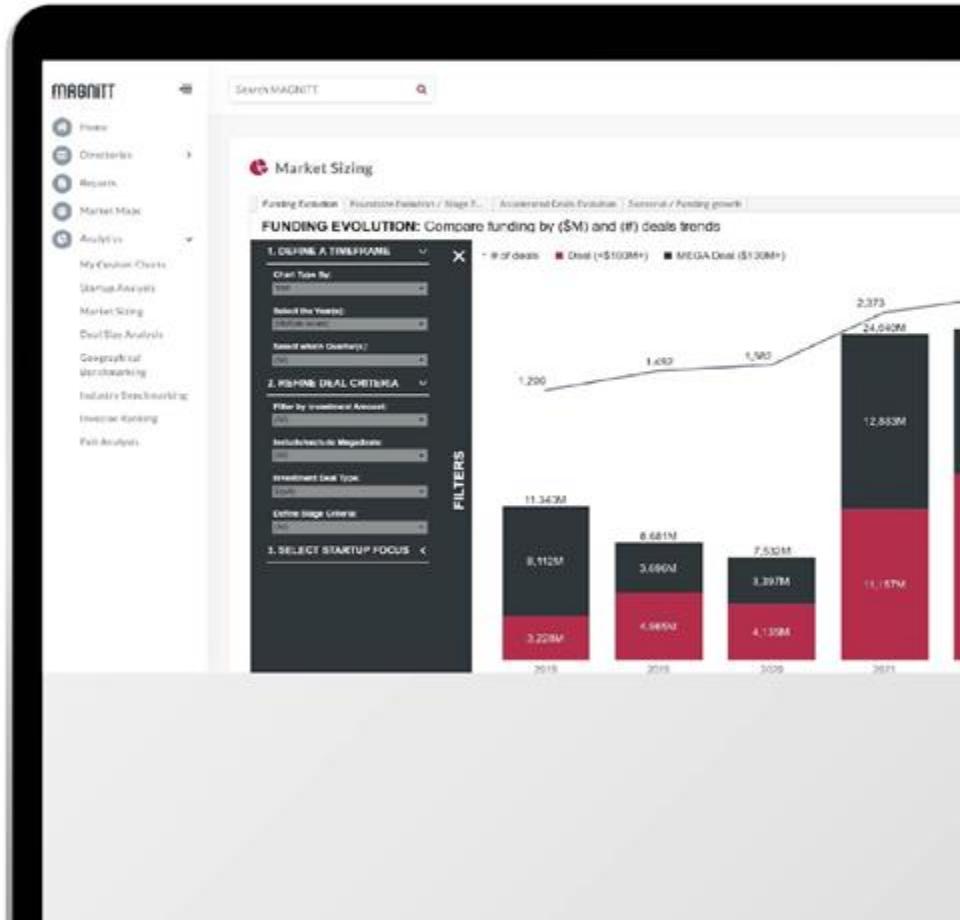




# Advanced Analytics

Our pre-built charts help you visualize venture capital data on different geographies, industries, investors, and startups.

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# Methodology

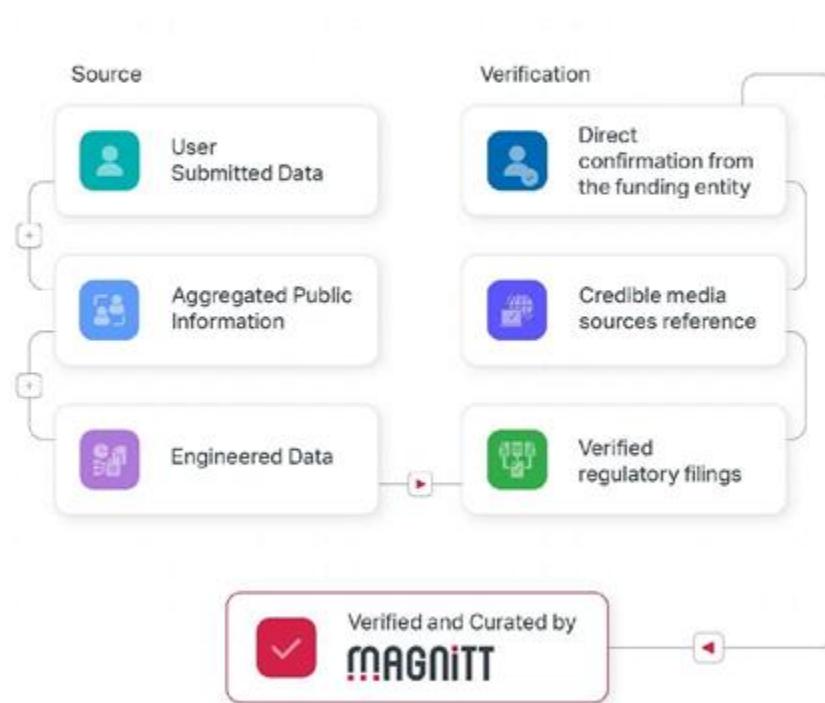




# Methodology

Our methodology ensures that the venture capital data you access is accurate, real-time, and verified.

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# MAGNiTT Methodology

## Data is the foundation of thriving entrepreneurship ecosystems.

### Proprietary

Startups and institutions list their proprietary information on their funding amount, stage, date, and investors directly onto the MAGNiTT platform. All funding data is validated through a rigorous process. To ensure comprehensiveness in the data, on a quarterly basis a follow-up with verified funding institutions on MAGNiTT occurs, requesting details on all their investments, including stage, amount, date, and other co-investors. This includes, and is not limited to, VCs, CVCs, angel groups, accelerators, university funds and family offices for MAGNiTT's focus geographies.

### Public

We undertake a continued gathering of public announcements and press releases on the venture funding landscape across MAGNiTT's focus geographies.

### Engineering Data

Where information is incomplete or undisclosed, proprietary algorithms that tap into MAGNiTT's databases are used to create estimates for undisclosed data with factors including but not limited to year of funding, location of startup, stage of investment and the company's industry.

MAGNiTT's proprietary database and software provides access to data from multiple sources: user-submitted data verified by MAGNiTT, aggregated public information, data engineered by MAGNiTT. All non-engineered data is verified and curated with an extensive process for inclusion in its analytic reports.

MAGNiTT encourages you to review the methodology and definitions employed to better understand the numbers presented in this report. If you have any questions about the definitions or methodological principles used, reach out to MAGNiTT directly. Below is an outline of the approach and criteria used in MAGNiTT's research analysis:

**What is included:** Equity financing into private companies. Funding rounds included must be to VC-backed companies. VC-backed companies are defined as companies that have received funding at any point from: venture capital firms, corporate venture arms, accelerator programs, or Angel investors. Where disclosed Angel investments are made at early stages these deals are included once verified.

**Excludes:** It excludes debt or other non-equity funding, lending capital, grants and ICOs.

**Exits:** M&A and IPOs are treated as exits: excluded from funding data, but included in exit data. Exit types that are excluded from this report are buyouts and secondary rounds.

**Transaction date:** Where provided the date of the transaction is based on the closing date of the round. Where this is unavailable, it is recorded as the announced date per public record.

**Data lags:** The data contained in this report comes directly from MAGNiTT, reported as of **January 3, 2025**. Data lags are most pronounced at the earliest stages of venture activity. The data aggregated for these rounds during the latest quarter, specifically with seed funding, increases significantly after the end of that quarter.

**Verified Rounds:** To ensure accuracy and confidence in our data, MAGNiTT undertakes a verification process for each funding round based on the following process:

- Direct confirmation from the funding institution or investor
- Validated if there is a 3rd party source for the investment round from credible media sources or press releases.
- Various regulatory filings where applicable
- A round is not verified if it has none of the above 3rd party reference

**Country HQ:** In each of our venture reports, the location for which the data is analyzed is based on the startup's HQ as chosen and verified by the startup and reflected on the MAGNiTT platform. When analyzing a particular geography, our research does not include:

- Investments in startups from diaspora founders
- Funding for startups who have their main HQ outside of our coverage with only a subsidiary or branch in that country

**Primary Industry:** In each of our venture reports, the industry by which the data is analyzed is based on the startup's Primary Industry (main operational focus) as chosen and verified by the startup and reflected on the MAGNiTT platform. When analyzing a particular industry, our research does not include:

- Startups whose secondary focus is that industry

**Historical changes:** We continue to improve historical data as we further verify our data sets and expand by geography while reaching out to new funding institutions. Continued improvements in our technology and data operations will lead to more accurate and comprehensive data sets on the platform for our research analysis.

- ▶ All underlying data from the report is available online via [magnitt.com/startups](https://magnitt.com/startups). For more info, please visit [magnitt.com](https://magnitt.com) or contact [support@magnitt.com](mailto:support@magnitt.com)
- ▶ If you feel your firm has been underrepresented, please send an email to [data@magnitt.com](mailto:data@magnitt.com) and we can work together to ensure your firm's investment data is up-to-date



# API

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## Get Startup Data

Description: Get startup data such as company headquarters, industries, company type, etc.

POST

<https://gateway.magnitt.com/api/startup/:id>

### Header

FIELD	TYPE	DESCRIPTION
x-magnitt-client-id	string	MAGNiTT API client id
x-magnitt-token	string	MAGNiTT API secret key

### Query Parameters

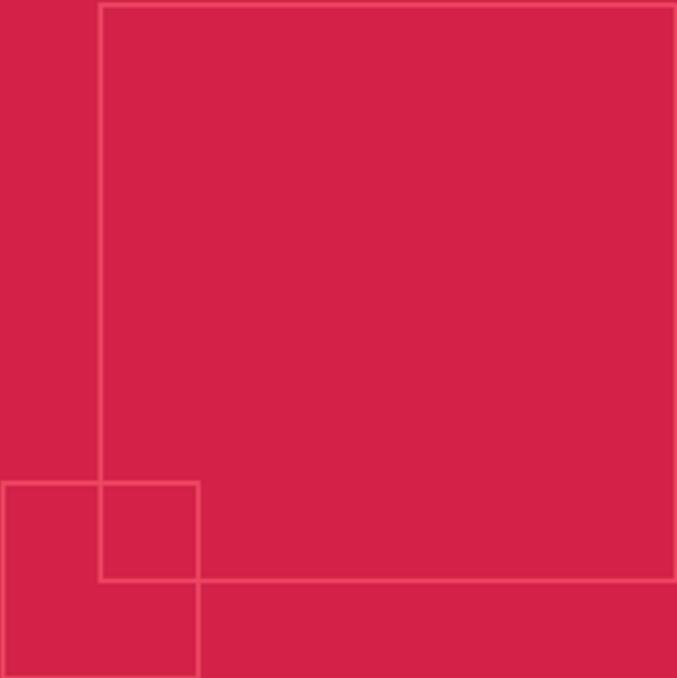
FIELD	TYPE	DESCRIPTION	ACCESS TYPE	DEFAULT FIELD
startup_id	string	MAGNiTT's unique identifier for the startup	Basic	true
startup_name	string	Startup name	Basic	true
startup_description	string	Startup description	Basic	true
startup_hq	object			true
hq_id	number			
hq_name	string			



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MAGNiTT

# About MAGNiTT



## Data means trust and trust means data.

With data on over 35,000 startups, 20,000 funding rounds, and 1,200 exits in the Middle East, Africa, and Southeast Asia, MAGNiTT is the trusted source of verified venture capital data in emerging venture markets. Our readily accessible and up-to-date data enables our clientele to make informed decisions about opportunities and risks in EVMs, giving them a competitive edge over peers.

### MAGNiTT Data

<b>35,000</b> Startups	<b>13,000</b> Investment Firms	<b>20,000</b> Funding Rounds
<b>1,200</b> Exits	<b>10,500</b> Founders	<b>5,600</b> Investor

## The problem

Despite booming VC activity in the emerging venture markets, there is a critical missing piece: reliable, verifiable data on venture-backed startups. As a result, investors, policymakers, consultants, and other stakeholders struggle to assess opportunities and risks in these markets. Without accurate data to inform the decision-making, we're all missing out on the next best thing.

## Enter MAGNiTT: The Solution

MAGNiTT fills that venture capital data gap.

Our data and analytics platform helps our clientele – whether you are a policymaker, investor, consultant, or ecosystem stakeholder – in making these impactful decisions with verified information about 35k+ venture-backed companies in emerging venture markets. Our database has everything you need to stay ahead of the curve, all in one place, empowering you to conduct market research, due diligence, spot trends, and craft winning presentations and investment pipelines. The cherry on top is our 1-on-1 analyst hours offering live insights into policies, competition, emerging trends, and industry performance.

## We are the Reference for



# MAGNiTT

Filling the VC data gap



@magnitt



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