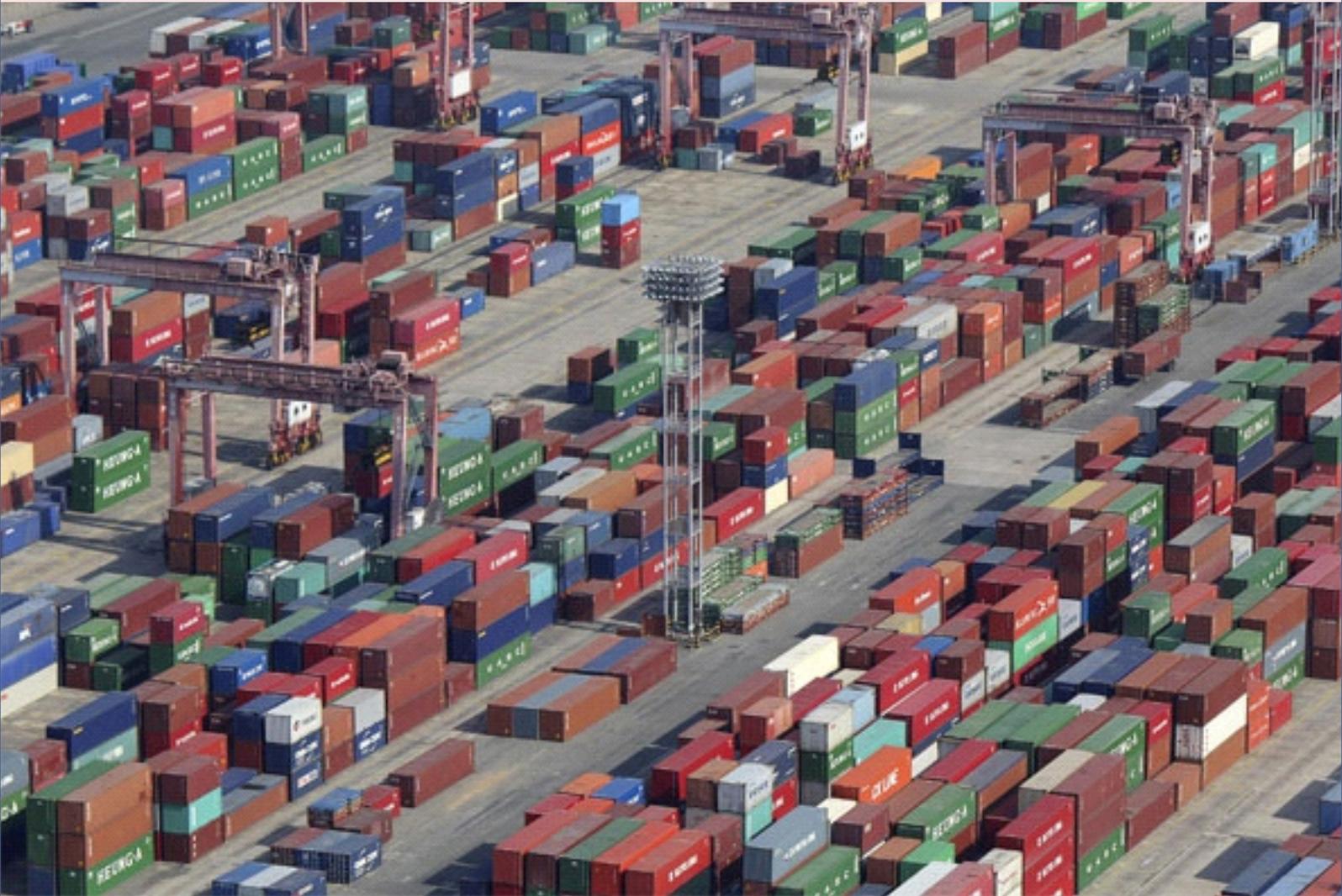




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World SME Update

(A Global Update On SME News, Events, Policies & Programs)



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General News

Azets SME Barometer reveals 71% of firms in Kent and the South East 'confident' about the year ahead



Confidence among small and medium-sized firms is back on the rise after the double-whammy of Covid and Brexit, according to a recent survey.

The research polled 760 firms and revealed that despite recent challenges, 60% predicted profits are set to rise over the next 12 months.

Azets' regional CEO William Payne

Conducted by accountants and business advisors Azets, which has offices in Maidstone, Ashford and Canterbury, the details emerged within its inaugural SME Barometer findings.

The research, which was undertaken in April and May 2021, revealed that despite the economy, Covid-19 and competition ranking in the top three threats for UK SMEs overall, 71% in London and the South East feel positive about the UK's economic outlook over the next 12 months.

There are further positive signs for SME growth and jobs across the UK as a whole with over half (56%) expecting to recruit more staff over the next year and 60% intending to invest over the next year.

Reassuringly, 89% of the SMEs quizzed in the region said they expect to be trading in a year's time. However, 4% said they feared the worse, while 6% were unsure.

During the Covid crisis, 25% of SMEs had staff on furlough, the barometer found, while 71% felt well supported by the government during the pandemic.

Those who get this transition right will be in a much better position to survive and thrive William Payne, Azets' regional CEO for London and the South East, said: "SMEs are feeling much more optimistic about the prospect of an economic recovery and the service sector in particular is showing stronger and faster signs of recovery. However, much uncertainty remains. In summary, our research highlighted a stubborn optimism among SMEs about the prospects of recovery, coupled with a pragmatic awareness of the need to adapt to the 'new normal' post-Covid world.

"The biggest opportunity as well as the greatest threat for SMEs will be to adapt their post-Covid business model to this new world, using technology and flexible working. Those who get this transition right will be in a much better position to survive and thrive. It is vital that the SME sector continues to adapt and prosper as the economy recovers, and these findings point to areas where further government policies are vital in delivering the support businesses need post-Covid as well as post-Brexit."

Source: <https://www.kentonline.co.uk/kent-business/county-news/smes-confidence-grows-despite-challenges-252082/>

Here is how to make big data work for SME marketing

Big data is not the answer to all ills but a means to get better results. Quality of data and its analysis is equally important, if not more, and can help marketers increase customer equity

and revenue



Along with technology, human intervention is critical to making big data work. (Image: Shutterstock)

For the last few years, the so-called big data has been creating a lot of buzz, so much so that it is being seen as the panacea for all the failures of marketing and branding. For all its possibilities, most companies and brand managers are miles away from realising the full potential of big data analytics.

Most marketing managers and executives do not have the right data in India, add to it the poor analysis they do of the data and you get the picture of how marketers are poorly equipped to drive big data analytics. They are struggling to create a unique strategy for customers in all channels in a fluid manner.

People talk of personalised customer experiences and to create it, they need to have good data on customers, their behaviour, channels and so on. Numerous studies have pointed out the number one priority is improving the quality of data.

Tool it right

There is no doubt that big data will be very useful for marketers. However, most companies do not dive deeper into it for various reasons. Most small and medium enterprises (SMEs) still pay lip service to big data analytics.

They mostly analyse to evaluate campaigns, media channels and results but do not spend many resources on predictive analysis before a campaign is even rolled out or to design a campaign based on that.

Today, we have enough tools to analyse digital media and website-related details. Google Analytics, for instance, is a commonly used tool. There are many software solutions too. From webinars, live videos, events to mail campaigns and chats, we can measure the results of everything digital. We can also measure the engagements with our customers online.

As I have written in many previous columns, it is a common practice by leading marketers to analyse the sales cycle from the time a potential customer first interacts with your website or a social media site to the time they purchase your product or service.

Statistical tools allow us to find the right fit of our campaign positioning to that of the desired buyer persona. We can also reach the customer directly with almost precise personalised mailing.

Business intelligence tools can help identify the right buyers constantly and help convert them into business. Big data analysis of this kind helps in driving real-time connect with customers and also in identifying potential new opportunities for increasing results.

Marketers can indeed show better return on marketing investments (ROMI) from improved alignment with sales, better customer experiences in the digital world and real

world, and of course a better eco-system.

Making the data work for you

However, most marketers have not gone deeper in this area for various misconceptions on big data.

For instance, many marketers think simply collecting data is all they need to do. Collecting the right data is important but that is only the first step. Working on the data to improve your customer reach and engagement, converting it into leads and making them buy is more critical.

What the analytics should do is assess all other related data together and give you the performance of all media activities. It should also help in studying the behaviour of customers and assist you in making corrections in messaging or offering in real-time.

Many marketers believe that all they need is technology to make big data work for them but human intervention is critical. We all use multiple technologies today for marketing plans but the ability and the skills to use these well is more important.

Your team must have the capability to understand the different outputs of these software tools. The latest updates of the tools should be implemented and coded right with your website for correct measurements, etc. All these are done to ensure the integration of multiple data to get the larger picture.

Multiple types of data help to know which areas you are doing well and which need more attention. Also, ensure that there is a good technology person in the team who can do the analytics and is familiar with the setting up and real-time testing. More than marketing expertise, this resource must have strategic thinking ability, technology knowledge and analytical mindset.

Many marketers also mistakenly think that they need to do analytics only once and use those findings forever. This doesn't work. We need to have a system for dynamic quality data analysis that captures the real-time changes and improves predictability. The scores change very rapidly and if we don't capture this, we will be off the mark in planning.

And finally, marketers are wrong in thinking that the more data they analyse, the better the value derived. Isn't this contradicting big data? Not at all. Too much data is not useful. More important is the quality. Too many data points will eventually show least connections to reality. For instance, if you get to see that people with names starting with P buy more frequently from your store, but will not provide any predictions to drive sales. The idea is to find the right balance between your business and the data points.

For a company that has several hundreds of leads in the pipeline, about 10-12 data points will work well. However, do a reality check by counter-checking with sales and after-sales people. By making use of big data analytics properly, marketers can increase customer equity and revenues.

Source: <https://www.moneycontrol.com/news/business/here-is-how-to-make-big-data-work-for-sme-marketing-7268871.html>

SME exports post record growth for 1H, increasing 22%

Exports for Korean small-to-medium-sized enterprises (SMEs) have recorded an all-time high during the first half of this year. According to the Ministry of SMEs and Startups, a trend survey for the 1st half of the year showed exports for SMEs amounted to 56.5 billion dollars, up 21.5% year on year. The export volume for the previous two quarters alone is a record high on a quarterly basis.

The news is certainly welcome news amid the continuing spread of COVID-19 and new strains such as the Delta variant. We'll take a closer look at the figures and support measures for Korean SMEs with Cho Yong-chan (???), head of the Korea-China Economic Research Institute.

SME exports reached \$56.5 billion dollars during the first half of this year, showing that exports have fully recovered to pre-COVID levels. By month, exports have been increasing for eight consecutive months since November last year. Exports for the top 20 items which make up 50% of all exports were the driving force, increasing a whopping 27%. The top export items were COVID-19 related quarantine products such as PCR testing kits which were exported to 180 countries around the world. Thus, exports for medical items recorded nearly \$2 billion dollars, increasing 225%. Also, as electric vehicles are becoming more popular all over the world, related auto parts exports recorded \$2.1 billion dollars, increasing 26%. Semiconductor exports to Chinese-speaking countries saw a 45% increase, recording \$1.5 billion dollars. By country, exports to 10 major countries, which account for 69% of all exports, increased by a whopping 19.4%, while all-time highs were recorded for exports to the U.S. and Germany.

Exports overall have increased but the rate of increase for online exports was astonishing. Compared to the same period last year, online exports grew 101%, reaching 77% of last year's total exports during the 1st half.

The biggest online export items were cosmetics and clothing, showing that Hallyu or the Korean Wave had a positive impact on SME exports. SME exports showed even growth by sector because major economies saw economic recovery in the 1st half.

Exports for the 1st half moved in the V-shape because major export destinations such as the U.S., China and EU showed economic normalization thanks to vaccinations. In addition, Korea's efforts for the past two years to foster SMEs in materials, parts, and equipment worked as a favorable factor. The world is moving quickly towards digitalization in preparation for the post-COVID era which has helped increase exports of Korean electronics, semiconductors and parts as they have competitiveness.

It seems SMEs have overcome a major hurdle, but it was not an easy process. As they fought their way through the pandemic, their debt grew. According to the Bank of Korea on July 20, as of the end of March, loans taken out by SMEs increased 12.8% on year, in contrast to 7% for conglomerates and 9.5% for households.

We also do not know if we are at the end of the tunnel for COVID-19. As interest rates are expected to rise, it is evident that the interest burden will increase in the future while the economic situation will inevitably worsen due to the recent strengthening of social distancing measures to level 4.

Interest rates for loans at commercial banks have increased nearly 1% in the past 1.5 years. If the shock from the delta variant continues, it could lead to a decrease in consumption and production. As such, a soft landing plan for SMEs' debt has become urgent. Meanwhile, COVID-19 has caused a lot of damage to the nation's labor market, as shown by the 26% increase in the number of long-term unemployed. This means that companies are introducing automation equipment or switching industries due to the aging population and rising wages, resulting in a significant decrease in jobs.

The government's recent announcement to help local SMEs was welcome news amid these difficulties. The Ministry of SMEs and Startups announced that a proposal for the "Local SME Act" passed the Cabinet meeting on July 20. The proposal includes plans to nurture regional companies driving innovation and preferential support for SMEs outside of the Seoul Metropolitan area. The Ministry of SMEs also announced it will help SMEs gain competitiveness sustainably by helping them to respond to the rapidly changing business environment caused by COVID-19.

Although Korea has entered the ranks of advanced economies, it does not have a separate legal system to support local SMEs. Although belated, related laws to promote co-prosperity and revitalization for local businesses will help to establish research centers and financial institutions dedicated to supporting small business owners. The specialized financial institution will help SMEs for funding and management support. The government has been keen on discovering and supporting innovative startups in the parts and materials sector through projects like "Parts & Materials Startups 100." The new regulations will allow such projects to begin in earnest. Meanwhile, just the fact that infrastructure at the local level will be established will be of great help to SMEs, especially in the event of disasters such as the COVID-19 crisis, as it allows for an immediate response system to operate.

A recent report suggested that the domestic startup and venture ecosystem expanded by 2.8-fold over the past 10 years. The figure is from the Ministry of SMEs and Startup's "Startup & Venture Ecosystem Comprehensive Index," which quantifies startup and venture industry trends. Although the figure shows great improvement, it also shows that despite increased government investment, the participation rate and activity by companies remained relatively low.

The Ministry of SMEs and Startups quantified trends for the nation's business startups and ventures announcing the "Startup & Venture Ecosystem Comprehensive Index." The index showed that government funds were not being delivered to companies that actually needed them and the funds were not helping to strengthen competitiveness. The index also showed that, unlike the U.S. or China, the overall environment is not friendly towards companies striving for innovation. This is while various licensing and environmental regulations are preventing their growth, leading to their takeovers. As such, I believe if the index is used well, it will show which direction SME support should move towards. Exports are expected to remain strong in the 2nd half of this year. As such, online and non-face-to-face marketing support is urgently needed for promising industries. Meanwhile, it is also necessary to secure ships or containers to handle the increasing export volume and secure raw and subsidiary materials that have run out. The government also needs to provide preemptive measures to shorten the career discontinuance period for the unemployed. In addition, if the latest supplementary budget leads to not only the

resolution of logistic difficulties for SMEs but also policy measures to defer principal and interest payments or debt settlement plans, I think these will all help SMEs greatly.

Around 90% of Korea's businesses are SMEs. Strong SMEs create strong medium-sized companies and strong medium-sized companies make strong conglomerates. This cycle ultimately results in strengthened competition for Korean businesses. We are rooting for Korean SMEs persevering through the COVID-19 crisis and hope they will continue to be a driving force for Korea's economic growth.

Source: https://world.kbs.co.kr/service/contents_view.htm?lang=e&m_enu_cate=&id=&board_seq=407425

Start up

Global Startup Hubs Where Innovation is Thriving

While Silicon Valley is the historic center of technological innovation, we're now seeing the development of innovation hubs around the world. These hubs create a vibrant ecosystem for startup founders and an environment that encourages collaboration and information sharing among entrepreneurs, corporations and venture capital investors. The resulting surge in innovation does a great deal to boost a region's economy and encourage the next generation of creative entrepreneurs.

Silicon Valley - named because of the silicon-based processors and transistors originally manufactured in the area - started this innovation trend. It's still home to countless startups, major corporations, investors, and universities as well as startup incubators and accelerators. According to Pitchbook, the U.S. raised over \$156 billion in venture capital during 2020. While I expect Silicon Valley to remain a strong center of startup innovation, the Covid-19 pandemic - not to mention the traffic and high living expenses in the Bay Area - has driven more people to relocate across the country and the world.

Beyond Silicon Valley, we've seen rapid startup growth in various U.S. cities including New York, Los Angeles, Boston, Seattle and Austin among others. According to KPMG, the top factors that are important for a tech hub are modern infrastructure, an urban locale, at least one research-intensive university, investment funding and available talent. New York, sometimes called "Silicon Alley," is known for its blockchain expertise and for being a telecommunications hub. Microsoft developed a software culture in Seattle that resulted in an array of software startups. And Politico reports that Oracle, Hewlett-Packard and Elon Musk have all relocated to Texas recently.

Around the globe, increasing influential innovation hubs include Tel Aviv, which known for its artificial intelligence, mobility, and cybersecurity expertise; London, regarded as a FinTech center; Stockholm, known for producing unicorns; Finland, ranking second in capital investments per capital according to TechGenyz; and Tokyo, where corporations are banking on startup investments to bring outside innovation inside.

- Organizations and events are often the catalysts that encourage the startup ecosystem in any given market. Here are a notable few:
- Startup Grind is a global network for startups, corporation and investors with a strong presence in Silicon Valley - where it hosts a global annual conference - and in local markets around the world.

- Adeo Ressi started the Founders Institute, a pre-seed startup accelerator program, in 2009 and he's working to empower a network of entrepreneurs around the world.
- MOX is a mobile-only accelerator serving mobile Internet users. It's part of SOSV, an accelerator VC, and helps startups succeed through its network of partners, mentors and investors in markets including Asia, Europe, the Middle East and South America.
- Web Summit, hosted in Portugal and organized by a company in Ireland, has become one of the most highly regarded gathering places for startups, corporations, and investors.

Competition also plays a role in spurring innovation globally. The Startup World Cup has grown rapidly with 60+ regional competitions around the world. Each regional competition attracts local entrepreneurs, and the regional winners are selected to compete in the grand finale event. There, the winner receives a \$1 million investment prize. Entrepreneurs who participate benefit from being part of a strong network of startups, corporations and investors who are part of the Startup World Cup ecosystem. Corporations who attend can discover partner with startups to enhance their own success.

As we emerge from the pandemic, it's exciting to discover which global innovation hubs will develop next. Most people have their own creative ideas, and I encourage budding entrepreneurs to pursue their dreams and see how they can have a positive impact on the world.

Source : <https://www.entrepreneur.com/article/377195>

The 13 Largest Global Startup Funding Rounds of July 2021

Armed with some data from our friends at CrunchBase, I broke down the largest global startup funding rounds for July 2021. I have included some additional information such as industry, round type, a brief description of the company, investors in the round, company location, and total equity funding raised for the company to further the analysis.

13. Olive \$400.0M

Round: Series H

Description: Columbus-based Olive develops an artificial intelligence workforce for the health care industry. Founded by Bradley Mascho and Sean Lane in 2012, Olive has now raised a total of \$856.3M in total equity funding and is backed by General Catalyst, Tiger Global Management, GV, Base10 Partners, and Khosla Ventures.

Investors in the round: Base10 Partners, Tiger Global Management, Vista Equity Partners

Industry: Artificial Intelligence, Health Care, Information Technology, Machine Learning, Robotics

Founders: Bradley Mascho, Sean Lane

Founding year: 2012

Location: Columbus

Total equity funding raised: \$856.3M

12. Kitopi \$415.0M

Round: Series C

Description: Dubai-based Kitopi is a cloud kitchen startup that provides delivery only services for restaurants. Founded by Andres Arenas, Bader Ataya, Mohamad Ballout, and Saman Darkan in 2018, Kitopi has now raised a total of \$504.0M in total equity funding and is backed by SoftBank Vision Fund, B. Riley Financial, Endeavor Catalyst, MSA Capital, and BECO Capital.

Investors in the round: B. Riley Financial, Chimera Investment, DisruptAD, Dofüü?ü Grubu,

Next Play Capital, Nordstar, SoftBank Vision Fund

Industry: Cloud Infrastructure, Delivery, Food and Beverage, Food Delivery, Restaurants

Founders: Andres Arenas, Bader Ataya, Mohamad Ballout, Saman Darkan

Founding year: 2018

Location: Dubai

Total equity funding raised: \$504.0M

11. Pivot Bio \$430.0M

Round: Series D

Description: Berkeley-based Pivot Bio is an agricultural tech company improving the microbiome by taking nitrogen from the air and making it available for plants. Founded by Alvin Tamsir and Karsten Temme in 2011, Pivot Bio has now raised a total of \$616.7M in total equity funding and is backed by Temasek Holdings, DCVC, Breakthrough Energy Ventures, Pavilion Capital, and Generation Investment Management.

Investors in the round: Breakthrough Energy Ventures, Bunge Ventures, Continental Grain Company, DCVC, G2VP, Generation Investment Management, Pavilion Capital, Prelude Ventures, Rockefeller Capital Management, Roger C. Underwood, Tekfen Ventures, Temasek Holdings

Industry: Agriculture, AgTech, Biotechnology, CleanTech

Founders: Alvin Tamsir, Karsten Temme

Founding year: 2011

Location: Berkeley

Total equity funding raised: \$616.7M

10. iCapital Network \$440.0M

Round: Series C

Description: New York-based iCapital Network is an online platform for alternative investments and investors. Founded by Dan Vene, John Robertshaw, Nick Veronis, and Phil Pool in 2013, iCapital Network has now raised a total of \$679.2M in total equity funding and is backed by Goldman Sachs, Temasek Holdings, BlackRock, Credit Suisse, and The Carlyle Group.

Investors in the round: Affiliated Managers Group, BlackRock, Blackstone Group, BNY Mellon, Credit Suisse, Goldman Sachs, Golub Capital, Hamilton Lane, JP Morgan Chase, Kohlberg Kravis Roberts, Morgan Stanley Investment Management, MSD Partners, Noah Holdings, Owl Rock Capital, Ping An Global Voyager, Pivot Investment Partners, Temasek Holdings, The Carlyle Group, UBS, Wells Fargo, WestCap

Industry: Asset Management, Banking, Financial Services, FinTech

Founders: Dan Vene, John Robertshaw, Nick Veronis, Phil Pool

Founding year: 2013

Location: New York

Total equity funding raised: \$679.2M

9. PsiQuantum \$450.0M

Round: Series D

Description: Palo Alto-based PsiQuantum is building a large-scale, general-purpose silicon photonic quantum computer with at least 1 million physical qubits. Founded by Jeremy O'Brien, Mark Thompson, Peter Shadbolt, and Terry Rudolph in 2016, PsiQuantum has now raised a total of \$665.0M in total equity funding and is backed by Temasek Holdings, BlackRock, Redpoint, Atomico, and Founders Fund.

Investors in the round: Baillie Gifford, Blackbird Ventures, BlackRock, M12 - Microsoft's Venture Fund, Temasek Holdings

Industry: Computer, Hardware, Quantum Computing

Founders: Jeremy O'Brien, Mark Thompson, Peter Shadbolt, Terry Rudolph

Founding year: 2016

Location: Palo Alto

Total equity funding raised: \$665.0M

8. Rappi \$500.0M

Round: Series F

Description: Bogota-based Rappi is a consumer tech company that specializes in providing online delivery services. Founded by Felipe Villamarin, Sebastian Mejia, and Simon Borrero in 2015, Rappi has now raised a total of \$2.2B in total equity funding and is backed by SoftBank, Y Combinator, FJ Labs, GIC, and Andreessen Horowitz.

Investors in the round: Andreessen Horowitz, Baillie Gifford, DST Global, GIC, Octahedron Capital, Sequoia Capital, SoftBank, T. Rowe Price, Third Point Ventures, Y Combinator

Industry: Consumer Goods, E-Commerce, Food Delivery

Founders: Felipe Villamarin, Sebastian Mejia, Simon Borrero

Founding year: 2015

Location: Bogota

Total equity funding raised: \$2.2B

8. PharmEasy \$500.0M

Round: Series F

Description: Mumbai-based PharmEasy is a health tech startup offering services such as teleconsultation, medicine deliveries, and diagnostic test sample collection. Founded by Dharmil Sheth, Dhaval Shah, and Mikhil Innani in 2015, PharmEasy has now raised a total of \$1.2B in total equity funding and is backed by Temasek Holdings, Tiger Global Management, B Capital Group, F-Prime Capital, and Bessemer Venture Partners.

Investors in the round: Arokiaswamy Velumani, B Capital Group, Kotak Realty Fund, Orios Venture Partners, Prosus Ventures, Temasek Holdings, Think Investments, TPG Growth

Industry: Health Care, Health Diagnostics, Pharmaceutical, Wellness

Founders: Dharmil Sheth, Dhaval Shah, Mikhil Innani

Founding year: 2015

Location: Mumbai

Total equity funding raised: \$1.2B

7. Redwood Materials \$700.0M

Round: Series C

Description: Carson City-based Redwood Materials is a battery recycling startup that makes electric vehicles and sustainable materials for circular supply chains. Founded by JB Straubel in 2017, Redwood Materials has now raised a total of \$742.0M in total equity funding and is backed by Breakthrough Energy Ventures, Fidelity Management and Research Company, Goldman Sachs Asset Management, T. Rowe Price, and Amazon.

Investors in the round: Baillie Gifford, Breakthrough Energy Ventures, Canada Pension Plan Investment Board, Capricorn Investment Group, Climate Pledge Fund, Emerson Collective, Fidelity Management and Research Company, Franklin Templeton Investments, Goldman Sachs Asset Management, T. Rowe Price, Valor Equity Partners

Industry: Advanced Materials, Electric Vehicle, Renewable Energy, Sustainability

Founders: JB Straubel
 Founding year: 2017
 Location: Carson City
 Total equity funding raised: \$742.0M

6. Revolut \$800.0M

Round: Series E

Description: London-based Revolut is a financial services company that specializes in mobile banking, card payments, money remittance, and foreign exchange. Founded by Nikolay Storonsky and Vlad Yatsenko in 2015, Revolut has now raised a total of \$1.7B in total equity funding and is backed by Draper Esprit, Seedrs, Ribbit Capital, Tiger Global Management, and Seedcamp.

Investors in the round: SoftBank Vision Fund, Tiger Global Management

Industry: Banking, Customer Service, Financial Services, FinTech, Mobile Payments

Founders: Nikolay Storonsky, Vlad Yatsenko

Founding year: 2015

Location: London

Total equity funding raised: \$1.7B

5. FTX \$900.0M

Round: Series B

Description: San Francisco-based FTX Exchange is a cryptocurrency derivatives exchange company built by traders, for traders. Founded by Gary Wang and Sam Bankman-Fried in 2018, FTX has now raised a total of \$908.0M in total equity funding and is backed by SoftBank, Binance, Coinbase Ventures, Sequoia Capital, and Ribbit Capital.

Investors in the round: 40 North Ventures, Alan Howard, Altimeter Capital, Bond, Coinbase Ventures, Hudson River Trading, Insight Partners, Lightspeed Venture Partners, Multicoïn Capital, New Enterprise Associates, Paradigm, Race Capital, Ribbit Capital, Senator Investment Group, Sequoia Capital, Sino Global Capital, SoftBank, Third Point Ventures, Thoma Bravo, VanEck, Willoughby Capital

Industry: Cryptocurrency, Trading Platform

Founders: Gary Wang, Sam Bankman-Fried

Founding year: 2018

Location: San Francisco

Total equity funding raised: \$908.0M

4. Gopuff \$1.0B

Round: Series H

Description: Philadelphia-based Gopuff is digital delivery service designed to deliver daily essentials within minutes. Founded by Rafael Ilishayev and Yakir Gola in 2013, Gopuff has now raised a total of \$3.4B in total equity funding and is backed by Fidelity Management and Research Company, D1 Capital Partners, SoftBank Vision Fund, Valor Equity Partners, and Accel.

Investors in the round: Adage Capital Management, Atreides Management, LP, Blackstone Group, Eldridge, Fidelity Management and Research Company, Guggenheim Investments, Hedosophia, Luxor Capital Group, MSD Partners, SoftBank Vision Fund

Industry: Delivery Service, E-Commerce, Food Delivery, Grocery, Mobile Apps

Founders: Rafael Ilishayev, Yakir Gola

Founding year: 2013

Location: Philadelphia
Total equity funding raised: \$3.4B

3. Swiggy \$1.3B

Round: Series J

Description: Bangalore-based Swiggy is an on-demand food delivery platform that brings food from neighborhood restaurants directly to customers' doors. Founded by Nandan Reddy, Rahul Jaimini, and Sriharsha Majety in 2014, Swiggy has now raised a total of \$3.7B in total equity funding and is backed by Tencent, Goldman Sachs, Bessemer Venture Partners, Norwest Venture Partners, and Meituan.

Investors in the round: Accel, Amansa Holdings, Carmignac, Falcon Edge Capital, Goldman Sachs, Prosus Ventures, Qatar Investment Authority, SoftBank Vision Fund, Think Investments, Wellington Management

Industry: E-Commerce Platforms

Founders: Nandan Reddy, Rahul Jaimini, Sriharsha Majety

Founding year: 2014

Location: Bangalore

Total equity funding raised: \$3.7B

2. Articulate \$1.5B

Round: Series A

Description: New York-based Articulate develops a workplace training platform that provides online courses for management systems. Founded by Adam Schwartz in 2002, Articulate has now raised a total of \$1.5B in total equity funding and is backed by General Atlantic, ICONIQ Growth, and Blackstone Accelerates Growth.

Investors in the round: Blackstone Accelerates Growth, General Atlantic, ICONIQ Growth

Industry: E-Learning, EdTech, Education, Training

Founders: Adam Schwartz

Founding year: 2002

Location: New York

Total equity funding raised: \$1.5B

1. Yanolja \$1.7B

Round: Venture

Description: Seoul-based Yanolja is a leisure platform that provides online accommodation and travel services. Founded by Lee Sujin in 2005, Yanolja has now raised a total of \$1.9B in total equity funding and is backed by GIC, SoftBank Vision Fund, Booking Holdings, Partners Investment, and Sky Lake Investment.

Investors in the round: SoftBank Vision Fund

Industry: Hotel, Information Technology, Leisure, Travel, Travel Accommodations

Founders: Lee Sujin

Founding year: 2005

Location: Seoul

Total equity funding raised: \$1.9B

Source: <https://www.alleywatch.com/2021/08/global-startup-funding-top-largest-july-2021-vc/>

The hottest startups in Paris

London remains the undisputed heavyweight of the European startup ecosystem, but in 2020 Paris replaced Berlin in second place, attracting \$3.4bn in investment (London accounted for \$10.5bn of venture capital). Paris's rise is rooted in government strategy - the introduction of a tech visa; the establishment of a public investment bank; changes in tax codes - as well as a series of seasoned founders reinvesting in the ecosystem; a generation of highly-educated students from the grand ecoles choosing not to go into private industry but start their own business; and grand projects such as Station F, Europe's biggest startup incubator, which has attracted global talent.

"When I was appointed, President Macron decided that France needed 25 unicorns by 2025 - at that point we had three," says Kat Borlongan, director of La French Tech, the government-supported agency that oversees national startup strategy. "We see it as a pipeline and the goal is to build the biggest possible talent pool by having the most open tech visa in the world and to lower the barrier to entrepreneurship."

The government spends €1.3 billion in seed and pre-seed funding and "after that it's a velocity game," Borlongan says. "The goal is to get from pre-seed to seed, from seed to A, to B, to C, to D all the way to the top." There are now 120 companies that have passed through this process and each has an account manager at La French Tech who connects each business with government. "Every single ministry, government agency or administration has a touch point with startups," Borlongan says.

Alan

The French healthcare system has been rated by the WHO as among the best in the world. A mix of public and private, its bureaucracy can be complex, though.

"Healthcare is expensive, complex to navigate and unadapted to our individual needs. It relies on a one size fits all system, built to be reactive, when what we really need today is prevention," says Jean-Charles Samuelian-Werve, who cofounded Alan with Charles Gorintin in 2016. "Alan's mission is to help people access personalised, proactive, instant and accurate healthcare at the best possible price."

Like other healthcare apps, such London's Babylon Health, Stockholm's Kry and Berlin's Ada, it offers users access to services such as online consultations and symptom checking, while also managing back-end paperwork and post-care services. The startup currently has 176,000 members covered through 9,400 companies and annualised revenues of €110 million. Samuelian says that he expects to reach 200,000 users by the end of 2021 and to reach one million by 2023. In April, Alan raised series D funding of €185 million at a valuation of €1.4 billion.

"In a post-pandemic world, our role will be to re-engage individuals with the healthcare system," Samuelian says. "For us, this means being personalised and tailored to each person's needs, being able to offer the best price possible and relieving financial stress, being incredibly fast at delivering accurate answers on health and wellbeing, and being proactive when providing decisive medical guidance to everyone."

Earlier this year, Alan released a new mental health feature for insured members, offering unlimited access to psychological support, and also Alan Baby, a standalone free app

available to anyone, whether they are insured by Alan or not, that offers parents specialised coaching to help them improve their baby's sleep and offer advice on developmental milestones and via access to doctors and midwives. alan.com

Ankorstore

If you're an independent retailer - either online or bricks and mortar - you need to find inventory: eco-friendly shower products in vintage bottles, organic cotton baby swings or artisanal Breton cookies. Ankorstore, which was founded in 2019 by Mathieu Alengrin, Nicolas Cohen, Nicolas d'Audiffret and Pierre Louis Lacoste acts as a marketplace, connecting 6,000 brands to 65,000 retailers. "Ankorstore levels the playing field for independent retailers by reducing the cost and time required to sell their products. We believe independent brands are the future of retail and want to drive economic growth by unlocking their potential," says Lacoste.

The online marketplace, which has just raised a series B round of \$100m - the largest for a Parisian startup in 2021 at the time of publication - led by Tiger Global and Bain Capital Ventures, is opening local offices across Europe, including Berlin, Amsterdam, London and Stockholm. "We want to live in a world where independent stores continue to line the streets of our cities and are glad that we can provide the supplier network and financial control these businesses need to succeed," Lacoste says. ankorstore.com

Sorare

Schoolchildren throughout the world have long traded Panini stickers during major football tournaments. The challenge was finding the rarest ones to complete the collection. Sorare has moved the collectibles market online using blockchain technology - supply of rare "cards" is done by making them NFTs, which fans can trade as part of a fantasy football experience. "Our mission is to build 'the game within the game' and to give fans the platform to celebrate, share and own their football passion," says cofounder Nicolas Julia.

Sorare currently has 140 partnering clubs - including Real Madrid, Juventus, Paris Saint Germain and Liverpool - as well as the German and French football associations and recently announced a partnership that will enable it to scale on Ethereum with an aim of facilitating more than \$200m of trading card volume over the course of 2021. "Our ambition is to build the open platform for football digital collectibles," Julia says. "We'll fuel an ecosystem of games around Sorare cards, where anyone can build a game or a third-party application on top." sorare.com

Pennylane

Founded by Alexandre Roquoplo, Arthur Waller, Edouard Mascré, Félix Blossier, Quentin de Metz, Tancrede Besnard and Thierry Déo in January 2020, Pennylane is a back-office platform that offers full-stack financial management. Accountancy is an automatable function, and Pennylane provides a real-time dashboard utilising clients' full financial data sets. In January 2021, it raised a series A round from Partech, Kima Ventures and Global Founders Capital, taking its total funding to €19m. pennylane.tech

Resilience

While there has been significant progress in methods of treatment and therapeutics in cancer care, not all practitioners are aware of the latest research. Resilience wants to make practitioners aware of new ways of treating patients and to educate patients about their

treatment in order to improve quality of life. Co-CEOs Céline Lazorthes and Jonathan Benhamou have raised \$6m from some notable founders and investors in the French startup ecosystem. resilience.care

Strapi

"Headless" might sound like an aristocrat in eighteenth century France, but it's also a buzzword in tech that describes architecture that separates the front-end and back-end. The two parts communicate through an API, which effectively means the front-end is platform agnostic and can be used on a variety of devices. Strapi's clients such as Walmart, Toyota and Nasa use the startup's content delivery structure which, it says, creates rich, consumer experiences on multiple devices. strapi.io

Sunday

The payments space is competitive, but Sunday - a fintech founded in 2020 by Victor Lugger, Tigrane Seydoux and Christine de Wendel - has found a niche by focusing on restaurants, and raised \$24 million in a seed round in April 2021. Users scan QR codes for menus and to make payments, speeding up the process, making it contactless and helping restaurants by increasing the turnover of tables. sundayapp.com

Meero

Founded in 2016 by entrepreneur Thomas Rebaud, Meero is a marketplace that brings together photographers and clients, matching them for commercial projects and handling the creative, production and invoicing. With 31,000 clients, including L'Oréal, Uber and Sotheby's, Meero automates back-end processes, such as retouching and grading, and claims to deliver a photoshoot every 25 seconds. meero.com

Back Market

Sustainability is increasingly a factor in purchasing decisions and consumer behaviour. Back Market is a marketplace for refurbished electronics offering devices at varying price points. The startup, which has five million customers, closed a series D round of \$335m in May 2021 aims to expand to the US and make previously owned products the first choice for consumers. backmarket.co.uk

Ynsect

Raising a series C round of \$372m in October 2020, Ynsect aims to tackle the resource-intensive production of animal feed, by building the world's largest insect farm in Amiens in northern France. Producing mealworms that can be used in animal feed, fertilizer and pet food, the startup aims to produce protein in a sustainable manner and is now the most highly funded agtech business outside the US. ynsect.com

<https://www.wired.co.uk/article/paris-hottest-startups-2021>

Women Wing

'The Startup Wife': The wry, level gaze of a female coder probes a male world with sardonic humour

There are many variations of the quote "behind every successful man is a woman", if the original is not already maddening enough to you. Some amusing ones include "behind



every successful man is a woman, behind every unsuccessful man there are two", or "behind every successful man is a woman, behind that woman is his wife."

They're amusing enough if you can find it in you to chuckle at galling sexism. And for coder Asha Ray, the protagonist of *The Startup Wife*, humour and ridicule are some of her only defences in the

misogynistic world of American high-tech.

"I mostly don't hate drinking champagne and going to dinners where the interior decor consists of portraits of people who probably murdered my ancestors," Asha remarks. "The reason I don't hate it is because Cyrus and I have so much fun ridiculing everyone that it's worth it just for the anthropology, and for the reminder that we share the same view of the world."

When they inform their lawyer that they're starting a business together, newly-weds Asha and Cyrus are immediately advised to get a post-nup. They scoff and find a new lawyer. Later, they realise they were not being singled out, "divorce after great success is simply a trend".

There is a lot that Asha and Cyrus despise about the world they've plunged into, and many precautions they have taken to ensure they do not lose themselves within it. But even if, like me, you find yourselves rooting for them, the odds are heavily stacked against a heterosexual couple in a world where the woman is always two steps behind the man.

Starting from the end

The Startup Wife reads a little like a fairytale in reverse. The reader is introduced to Asha and her lifelong crush on Cyrus Jones - a boy described as a freak by one of their classmates for his strange but charismatic brand of intelligence. Instead of attending his final exams Cyrus submits a story without the letter "E" for AP Lit, makes a 3D diorama of the Battle of Algiers for European history class, and turns in a short film for Drama (ostensibly failing all his classes). Asha herself is clearly brilliant, albeit awkward; skipping two grades in her maths class to land herself a seat behind Cyrus.

Years later and their sparkling reunion is described in a way that quenches any romcom addict's appetite. Asha is transformed - a self-assured MIT-educated coder brimming with ambition. "Of course he loves you back," says her sister. "You morphed into a cross between Snow White and Iron Man."

But when a book begins with our protagonist's transformation story taking place within the first 20 pages and her teenage dreams of torrid romance fulfilled, the question is, where do we go from here? The answer is, of course, into the complications and gradual erosion of the happily ever after. Even if, like in a fairytale, you can predict the general direction the story will take, Tahmima Anam's endearing characters and careful but engaging pace makes you want to stick with them to the very end for the details. And it is absolutely worth it to do so.

Asha, Cyrus, and their best friend Jules join a tech startup incubator called Utopia with an idea for an app. Utopia, despite its name, seems to be at terms with the more apocalyptic reality of affairs - their mission is "to find solutions to the inevitable demise of the world as we know it".

From an app called Spoken that filters emails to censor triggering or offensive language, to one called Obit.ly that manages a person's various social media accounts after their death, none of the ideas is more than pleasantly outlandish because of how timely they are. "Dead people are going to outnumber living people on social media within ten years," one of the committee members points out. Each company and its invention evoke a contemporary debate. For example, Consentify aims to make sexual encounters safer - but can regulating sex too much take away its thrill?

Anam manages to maintain a sharp, funny criticality of "wokeness" with greater nuance than dismissing it as snowflake culture. She also seems cognisant of how brands and companies utilise political correctness purely for their own ends, while engaging with it in only superficial ways. Woke VC, for example, is a premier league fund targeting diversity; five percent of their funding goes to minority women. Or at least that's the target - it is at that moment, at one point five percent. "That sounds cutting edge," says Asha, trying to maintain a straight face.

Religion in the modern day

However, not everyone's efforts to improve the world are superficial. Most of Utopia's board members champion deeply personal causes. For Asha, the daughter of Bangladeshi immigrants, it is a need for community outside organised religion that spurs her invention. Like for the protagonist of Mohsin Hamid's *The Reluctant Fundamentalist*, this novel also depicts the thorny relationship that immigrants or children of immigrants can have to religion.

Despite the immense negative effects it can have, can religion be dismissed entirely? Or, at the other end of the spectrum, can everything valuable about religion be salvaged while expunging its failings?

When Asha meets Cyrus as an adult, he is conducting rituals for people - from marriages to funerals to baptisms. His vast expanse of encyclopaedia-like knowledge permits him to draw from different religions, cultures, films and books, to tailor a ritual designed for its user. Asha, inspired and also smitten by his brain, designs an algorithm mimicking the workings of his mind. Thus, WAI is born, a social media platform to connect likeminded people through these ceremonies.

Viking death rituals, a Wonder Woman prayer circle in Madras, a Bhagavad Gita recital group in Dallas. Greta Thunberg, Margaret Atwood, Malala Yousafzai - these become the central figures and icons to WAI users. "They do not want to try the latest skin-firming cream, they are not interested in celebrity gossip. They do not bow to influencers because we don't give them any. They are the curious, the wondering and wandering, hungering for connection, searching for meaning. They are the best of us. And we give them a place to be those people." Asha, Cyrus and Jules celebrate the formation of their company by creating a manifesto which includes the pledge that they will not "sell their souls". Behind many of these companies are an earnest effort to make sense of the new world.

A subversive (and incredibly funny) tone

Asha, our narrator, is a coder. She is not a poet or philosopher. Her tone is one of witty clarity and straightforwardness. If the story were written by her husband, Cyrus, perhaps it would be of more meandering lyricism. This works for the book in several ways.

One is by creating a subtle subversion of gender roles. In many ways, Asha is the head of the company and Cyrus is the heart. It is Cyrus who is tugged and sometimes eclipsed by his emotion. Asha, despite being the brain of the company and the voice of reason, is written off (because, of course, being a woman negates her other attributes).

Although our story is set amidst Utopia's "band of merry Doomsayers" it is not trying to answer loftier questions about life and death so much as it is observing things through Asha's wry, level gaze. Yes, Asha has to deal with the baggage of being the daughter of immigrants - but in many ways she is one of the most objective, clear-sighted members of Utopia. She loves doing her work, and is devoted to it more than anything else.

Anam leaves a lot unanswered; a lot of uncomfortable themes floating in the air. Yet this feels acceptable, as it was never Asha's job to be this generation's messiah. That responsibility landed on Cyrus (with its own set of consequences). Asha has her own job, one which she does excellently - and finds herself being spoken over and sidelined nonetheless.

The Startup Wife leaves you with a lot to chew over, perhaps raising more questions than it answers. It is very difficult to explain just how clever this book is without giving too much away - my recommendation would be for everyone to read it and then to contact me; for the joy of dissecting it in the days after.

SOURCE: <https://scroll.in/article/1002273/the-startup-wife-the-wry-level-gaze-of-a-female-coder-probes-a-male-world-with-sardonic-humour>

3 ways to get more women into the C-suite

"The emergence of new leadership patterns is one very important step in getting more women into the C-suite," writes Allison Long Pettine.

Companies' efforts to get more women into the C-suite are barely moving the needle. Even with the number of women at the helm of Fortune 500 companies at an all-time high of 41, these women make up only 8.2% of that cohort's CEO total.

And outside the world's largest companies, the situation is not much better. In the 2021 YPO Global Gender Equality Survey, 47% of female chief executives at companies with revenue between \$10 million and \$1 billion said cultural expectations for their gender were an obstacle, compared to fewer than 2% of males.

So what is holding women back? Based on my experience as a venture capitalist, I believe the problems include some of the same forces that keep women from raising their fair share of startup funding in Silicon Valley. Here are three ways leaders can support women on their way to the C-suite, by helping them overcome some of the major obstacles they face.

Recognize new patterns of leadership

Whether women are competing for an executive position or for funding for a startup, most

of their competitors are likely to be male. The gatekeepers who evaluate them are likely to compare women's behavior and messaging to this mostly male group, even though cultural norms for males and females are different.

That almost always hurts women. When women act and think differently from men and make different decisions, we tend to rule them out because of our expectations of what a "serious" entrepreneur would do. And when women say the same things as men in the same tone of voice, we tend to dismiss it as inauthentic, so they can't win either way.

Fortunately, we can help turn this around by becoming aware of our unconscious biases and taking steps to question them. I've had to do this myself, even though I'm a woman and an avid supporter of women in the workplace.

Often, it takes a concerted effort. After 12 years in the venture world, including five of those running my own fund, Crescent Ridge Partners, I noticed that only two of the 25 startups in my portfolio had women founders, despite our energetic efforts to find more. I realized that even as I was underwriting female founders, I was expecting them to match the masculine pattern I was used to. Because most of them didn't, I ended up not investing in very many female-led startups.

In response, I cofounded Ad Astra Ventures with fellow investors Vidya Dinamani and Silvia Mah. Ad Astra is focused on backing high-achieving female founders building both scalable and sustainable companies—an area where women have historically excelled.

Given that women often deliver a bigger return to investors than men, even while raising less capital, we don't want these founders to start doing things the way their male counterparts do. So when evaluating their pitches, we make a conscious effort to look at what they uniquely bring to the table. We give a lot of thought to why they might be making different decisions than men in a similar situation and encourage them to continue leading and thinking differently, ultimately creating new patterns for success. A similar approach could go a long way when deciding whom to promote to executive leadership, and the emergence of new leadership patterns is one very important step in getting more women into the C-suite.

Rethink our ideas about "risky" candidates

Many companies are embracing diversity, inclusion, and equity, but either don't know how to implement those principles or aren't willing to do what it takes. Most default to "safe" candidates who are similar to the people who already hold executive roles. Someone who breaks the mold, if only because of her gender, may seem risky.

It doesn't have to be this way. The more that company gatekeepers focus on the unique qualities women candidates bring to the table (and the less they weigh superficial differences in work habits, like whether someone has to leave 15 minutes early for a day-care pickup), the larger the potential pipeline of talent for C-suite roles. Additionally, the perceived "risk" often contradicts the actual outcomes. For example, while men may think they put in more time at work than women, women actually produce more work than men.

Learn to love conflict

If you truly want to build a culture that values diversity and innovation, you have to expect conflict. A diverse group of people will not think alike. They may disagree. We as a society.

are not trained to deal with conflict, but that doesn't mean we can't learn. There are many professionals with the capability to teach us, and we need to enlist them to help us build a culture where diversity can thrive.

In the meantime, there are many opportunities in our daily lives to learn. One study found that male CEOs who have daughters tend to provide bigger raises to all workers, but particularly women, than those who don't. Simply opening our ears to the people across our dining room table can give us a good start in creating an environment where more women can become leaders of their companies.

Allison Long Pettine is managing partner of the private investment firm Ridge Group Investments, founder of the venture fund Crescent Ridge Partners, and cofounder of Ad Astra Ventures. She is a member of YPO, a global leadership community of more than 30,000 chief executives who are connected by the shared belief that the world needs better leaders

SOURCE: <https://fortune.com/2021/08/10/women-ceos-leadership-c-suite-startups-founders/>

Women at the helm of the next wave of tech startups in India

That is an thrilling time to be in the discipline of know-how as our economic system undergoes a digital transformation. Enterprise capital funding in India is at an all-time excessive this yr, with startups elevating over \$12.1 billion in the first six months alone. Regardless of the challenges of the second wave of covid, we noticed as many as 16 startups funded to unicorn standing this yr, bringing India's present complete to 52 tech unicorns since 2011.

It's also time to ask this query: What number of of these unicorn startups are led by a girl chief government officer (CEO)?

The reply? Just one. Nykaa, led by its founder-CEO Falguni Nayar.

We're in 2021, however gender inclusiveness, each globally and domestically, nonetheless wants a lot work. Whereas India holds the distinction of internet hosting the world's third-largest startup ecosystem, solely 5 of the 52 present tech unicorns have feminine cofounders. The nation's startup panorama doesn't have sufficient girls's illustration and we now have a protracted technique to go earlier than we attain a degree enjoying discipline.

Take into account the funding bias. It's now properly established that ladies entrepreneurs battle to boost funds for his or her ventures. In line with a research by Kauffman Fellows in the US, the funds raised in 2018 alone by all-male founding groups exceeded the quantity raised by feminine founding groups over the previous 19 years mixed. Nothing a lot has modified to shut this hole.

In the case of funding, girls face further scrutiny, usually past what their enterprise plans would justify. There's an unconscious bias that feminine founders are usually subjected to, particularly if they're the enterprise's prime mover or CEO. Between January 2018 and June 2020, feminine CEO-led startups obtained lower than 1.5% of the complete cash raised by startups in India. Social and cultural biases additionally make it tougher for ladies to embrace the rigours of entrepreneurship.

Whereas we are able to debate and create insurance policies for aware discrimination and biases, our actual problem is to take away the embedded, unconscious biases that we are inclined to train with out a thought. These play out in important methods relating to funding. As an final result, girls must work tougher to make buyers consider in their imaginative and prescient and objectives. For the few who handle to get early-stage funding, the problem shouldn't be over. Development funding, with its dependency on capital networks and entry, aside from efficiency, is usually a 'valley of dying' for feminine founders.

Then, there's an issue of lack of help and position fashions. Entrepreneurship is lonely at its finest, however for feminine founders, it's a lot worse. Our ecosystem tends to exclude girls entrepreneurs from networks of studying, mentorship and entry to progress enablers. Inherently, girls are pressured into guilt about prioritizing their careers over private lives. They really feel anxious about failing, are ridden with self-doubt, and sometimes discover themselves pushing tougher to satisfy their objectives. Furthermore, most ladies should succeed at work whereas being chargeable for excessive requirements of household care-giving.

An element-reason for that exclusion is the absence of girls management networks and sufficient position fashions who've paved the means for others. Women entrepreneurs have fewer success tales to attract inspiration from, fewer networks to faucet, and often lack a optimistic help system that may nurture and encourage them.

It's time to do one thing. Even small steps and small victories can create robust ripple results.

Spark the dialog: Change begins small. It begins by questioning our on a regular basis unconscious biases and making a dialogue. Let's ask uncomfortable questions. To make a distinction, we have to create consciousness, gasoline this dialog and begin a fireplace, so to talk.

Create inclusive areas: We have to create areas for ladies the place we study from each other, discover alternatives and faucet swimming pools of potential. We want a vibrant group that can help, encourage and champion girls entrepreneurs.

Lead by instance: Women mentors should play their position properly for a sustainable and inclusive future for extra girls. The pathmakers who've survived the challenges must set requirements for management that can make it simpler for the next era of businesswomen to comply with. The emergence of girls entrepreneurs might need been gradual, however the phenomenon is on a gradual rise and we are able to do extra to speed up it. The pandemic additionally witnessed a surge of girls entrepreneurs in rural India. Outfitted with modern options and a drive to be financially unbiased, they adopted digital options.

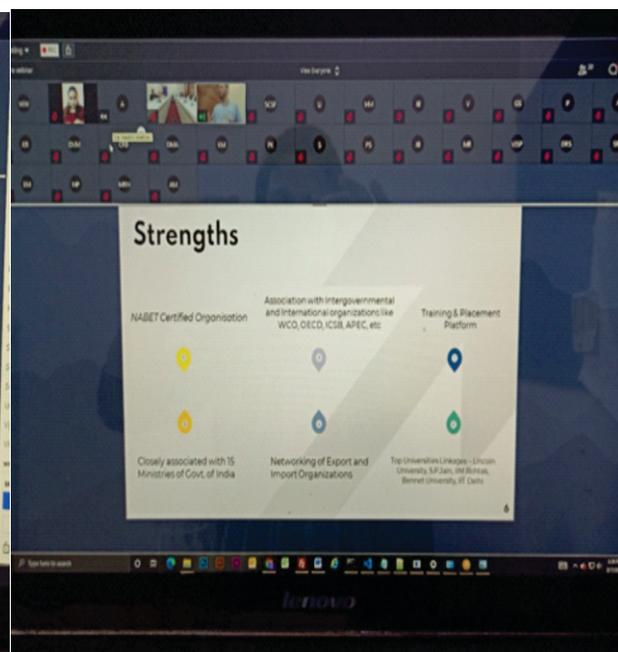
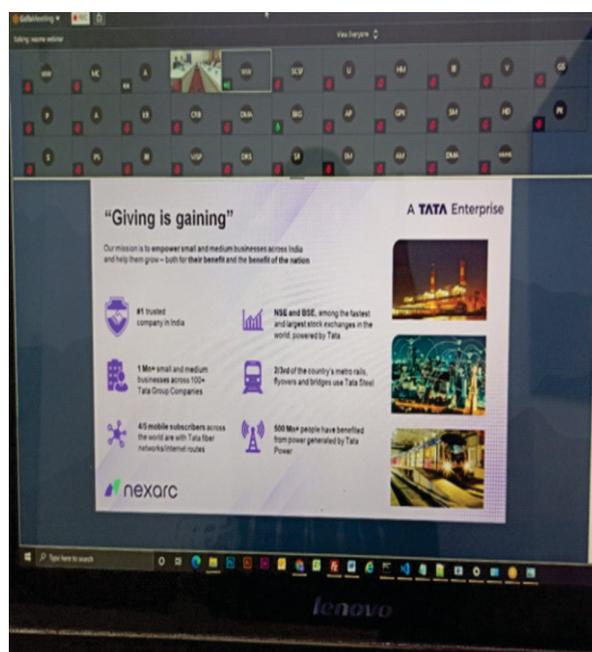
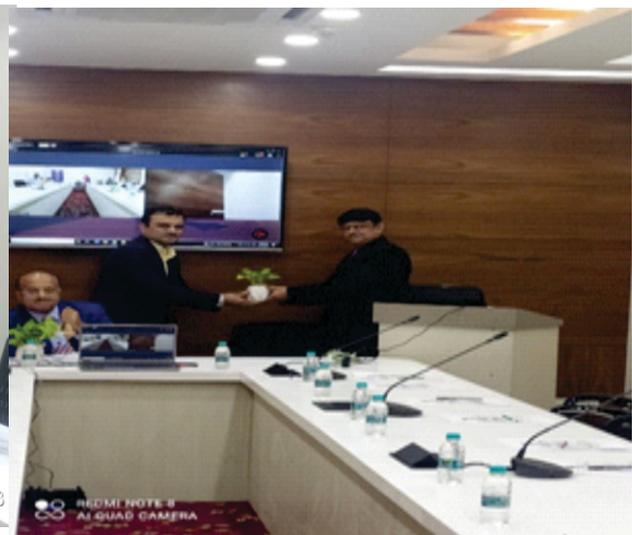
Encouraging and supporting girls entrepreneurs will do the nation a greater flip than is usually assumed. It would have a major affect on the Indian economic system and our society as a complete. Gender inclusivity is about monetary independence, and we should allow girls not simply to earn cash, but additionally generate jobs for others.

SOURCE: <https://indianewsfinance.com/index.php/2021/07/20/women-at-the-helm-of-the-next-wave-of-tech-startups-in-india/>

WASME Corner

Webinar on “WASME EMPOWERING MSMEs THROUGH PARTNER ASSOCIATION”

WASME organized an event in hybrid mode on "WASME EMPOWERING MSMEs THROUGH PARTNER ASSOCIATION" held on Saturday, August 7, 2021. CA Indra Dev Narayan Vice President, WASME welcomed all guests, dignitaries and participants. Dr Sanjiv Layek Executive Secretary, WASME moderated the session. ETRise, Amazon Web Services (AWS), nexarc (A Tata Enterprise), Accloud - A London based organisation, Virtualinfocom, Global Linker, IAMKHADI extended their support to MSMEs in digitization process and making SMEs a Global Player. MSME entrepreneurs attended at WASME, Noida, India narrated their stories and discussed their challenges with WASME Association Partners. YOUTUBE LINK <https://youtu.be/S63--fm5kfY> Looking forward to your participation in WASME's future activities.



Upcoming Events

Women in industry 4.0 Global Summit-Women in Agritech”



FEED THE FUTURE OF THE AGRICULTURE

women in industry 4.0

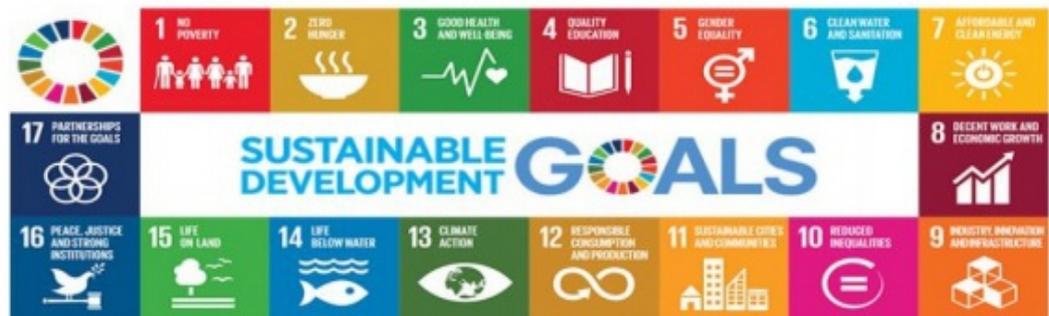
Global Summit Women in AgriTech

17 18 19
NOVEMBER 2021

Virtual Event | MONTRÉAL

WOMEN IN AGRITECH

International Partner

GLOBAL WOMEN IN AGRITECH SUMMIT 2021

Join us
November 17-18-19, 2021

Virtual event- Montreal
Netherlands Guest Country of Honor



LET'S CULTIVATE OUR FUTURE TOGETHER!

Your involvement will demonstrate your commitment to recruiting, retaining and advancing women in agriTech and the agribusiness. Join our community of inspiring women with their entrepreneurial leadership and hardwork!

WHAT? Connecting Women in AgriTech

The Global women in AgriTech Summit is a global platform for dialogue and action that brings together the major players in AgriTech to imagine and build the agriculture of tomorrow. An



FOR WHOM? AgriTech leaders are meeting!

- Visionary leaders and global executives (political and academic)
- Actors of change, technology, agriculture, and agri-industry
- Innovative thinkers
- Investors
- SMEs
- Startups

WHY? The role and impact of women in AgriTech!

The summit is created for every woman who is passionate about agriculture and food, whether you are a university agricultural student, producer, entrepreneur, representative of a producer association or an agri-food company. For women who want to improve their family life, community, career, and industry.

The summit is a space for discussion on diversity, gender equality and the promotion of women in AgriTech. It aims to support and promote women who have made their way as leaders in the agricultural and agri-industry sectors while stressing the importance of their growing impact and role especially in this sector. The Summit also aims to make the industry more attractive to young women with degrees in the sector and motivate them to embark on a challenging and rewarding career.

HOW?

- Share your Innovations and Gain Critical Intelligence on the Future of Agri-Food Innovation
- Create new cross-cultural connections
- Expand your network across the global agri-food value chain
- Celebrate Talented Women in Agri-Industry and AgriTech

Objectives

- 1000 Attendees
- 100 Countries
- 100 Panelists
- 10 Sectors

Agenda

Global women in AgriTech will provide fertile ground for discovering industry best practices and presenting the latest technological innovations in the AgriTech field. Roundtables by continent, speeches, networking, meetings with stakeholders in the field and investment... gala Awards.



AGRICULTURE: ALSO WOMEN'S AFFAIR...

WOMEN AS USERS, CURATORS AND MANAGERS OF AGROBIOLOGICAL DIVERSITY

Rural women hold the key to the future of agricultural systems and food and subsistence security, through the roles they play in seed selection, small livestock management and the conservation and sustainable use of plant and animal diversity.

The UN chief points out that almost a third of the world's working women work in agriculture. They make up a large part of the agricultural labor force and perform the vast majority of domestic tasks and care within rural communities. They contribute to agricultural production, food security, land, and natural resource management, and building capacity to adapt to climate change.

For example, women control a significant share of agricultural trade in Africa, whether in production, where 50% of the agricultural labour force is made up of women who produce nearly 70% of Africa's food and thus contribute about 21% of sub-Saharan Africa's gross domestic product (GDP).

Women's entrepreneurship is essential, but there is a huge gender inequality when it comes to access to technology. Differences in access to education, the rate of female illiteracy, the low purchasing power of women or conservative cultural and social norms are all factors that make the number of women in the new technology sector or creating "startups" much lower than that of men.

If women are to participate fully in wealth creation, it is imperative to create the conditions for them to have access to technology and to develop innovations that will positively impact the daily lives of communities. More than ever: The future of agriculture depends on the future of women in AGRITECH!



ORGANIZATION

Organized by Emperia Industries Connect Inc. and IndustriELLES Mag
For contact or information www.womeninagritech.com



ABOUT EMPERIA EVENTS

Emperia Industries Connect is an agency whose global network includes experts in the industry 4.0 including technology SMEs, agri-industry, and agribusiness. Emperia creates international business opportunities and supports companies in modernizing and digitally transforming the industry of tomorrow.

Through the organization of inter-industrial economic delegations and exclusive global events, it facilitates inter-industrial relationships, intercultural and international relations in order to humanize business relations and to advance the agenda of women and youth in the agricultural industry. The UN Sustainable Development Goals are always an integral part of the idea of events, while responding to current and future economic, technological, organizational, environmental, and societal imperatives.



SMB Vidyalyaya

Bridging SMBs to success with technology education”



SMB Vidyalyaya

by Amazon Digital Suite

Bridging SMBs to success with technology education



Naveen Bettathpura Arun
Sr Manager, AWS
Training and Certifications



Srinidhi Kalvapudi
Sr Manager, Amazon.in
Consumer Electronics

FRI AUG 27 | 4:00 PM



WORLD LEADER SUMMIT(WLS)

WLS-Largest Leader Summit in World

Registration Link- <https://worldleadersummit.com/>

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Editor, World SME Update

World Association for Small and Medium Enterprises

Plot No. 4, Institutional Area, Sector - 16 A,

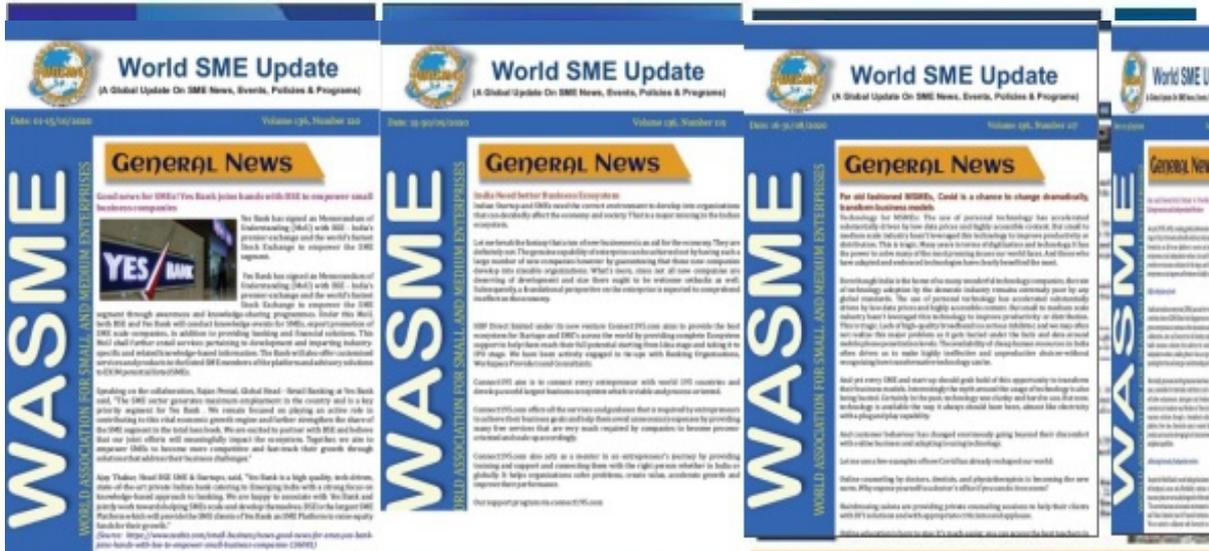
Noida, Gautam Budh Nagar - 201301, Uttar Pradesh, India

Tel: +91-120- 4216283, Fax: +91-120- 4216284 | Email: editor@wasmeinfo.org

Website: <http://www.wasmeinfo.org>

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World Association for Small and Medium Enterprises (WASME)
 WASME House, Plot No. 4, Sector- 16-A, Institutional Area, Gautam Budh Nagar – 201301, Uttar Pradesh, India
 Tel: +91-120-4216283 Fax: +91-120-4216284
 Email: wasme@wasmeinfo.org, Website: www.wasmeinfo.org