



PRESENT

HANGOUT

with VCs

A boutique matchmaking event format
by TNW, in collaboration with ITIDA

© TNW - a **Financial Times** company
Made with ♥ in Amsterdam



INTRODUCING TNW

The heart of tech

TNW is a global brand that informs, inspires, and connects people who love tech through media, events, and services.

Media

Proudly opinionated coverage of the tech news that matters.

8,000,000
monthly readers

Events

Celebrations of tech that bring together leaders, innovators, and big ideas.

40,000
annual visitors

Spaces

Curated work and community spaces to help companies grow.

10,000M²
for startups

Programs

Tailored initiatives to accelerate tech ecosystems and corporate innovation.

100+
innovation programs

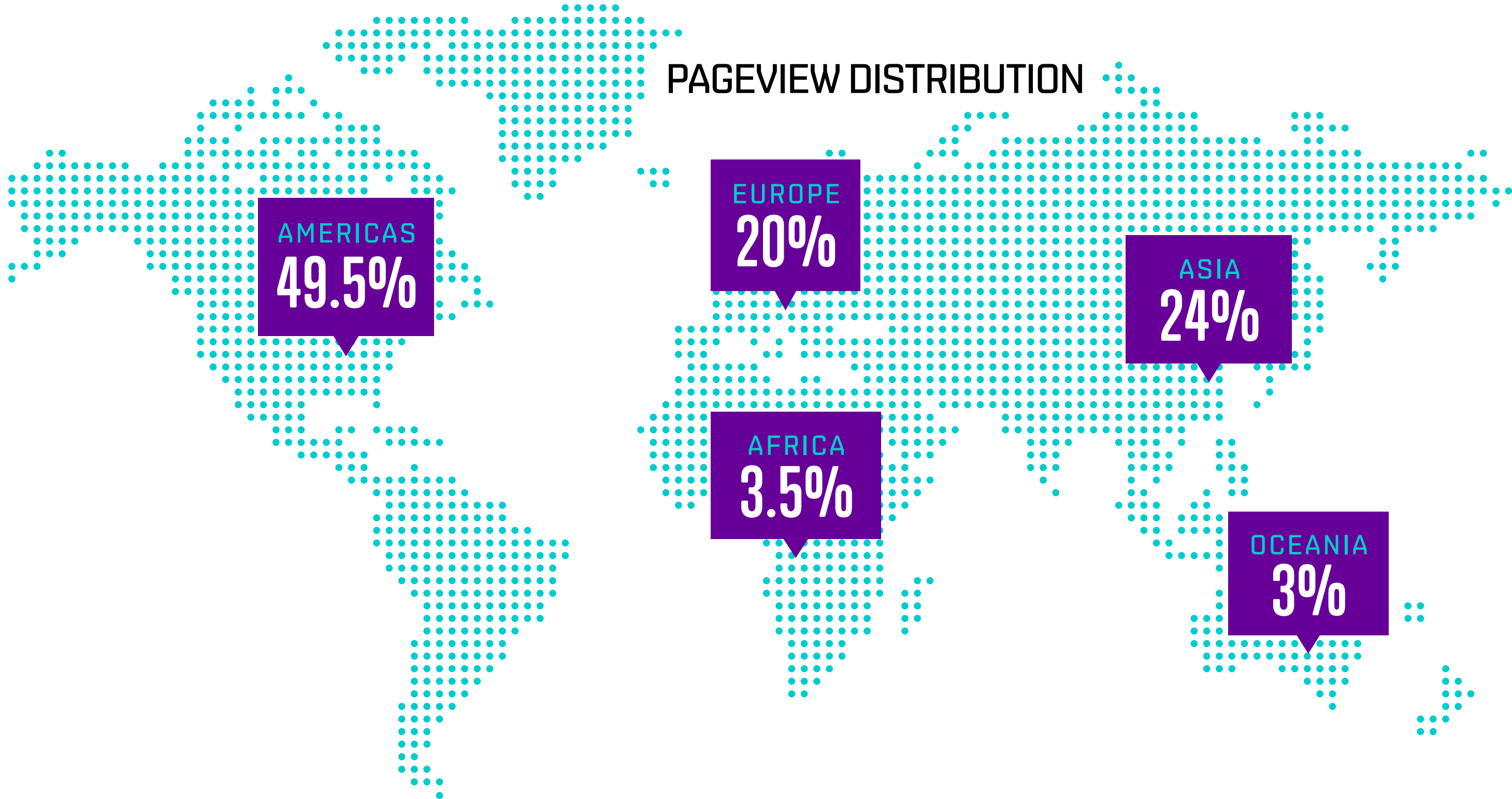


In March 2019 the Financial Times acquired a majority stake in TNW.



INTRODUCING TNW

TNW's global tech audience



8M

Monthly readers



1.05M

followers



98K

followers



1.74M

followers



39.3K

subscribers



306k

subscribers



INDEX

250k

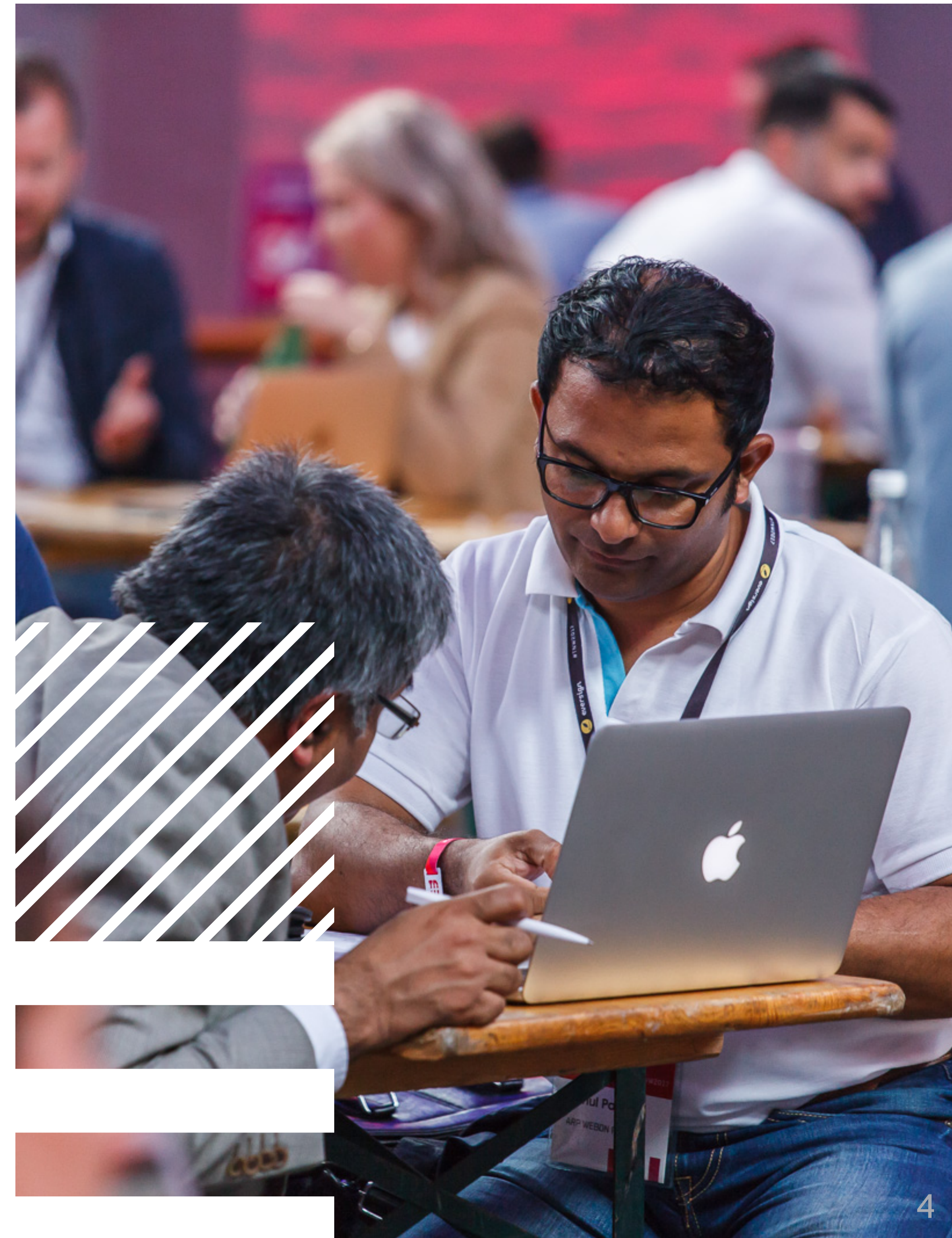
Startup database

Connecting local startups with international investors

The Cairo startup ecosystem is booming. Having recently ranked high in reports from Gartner, Startup Genome and Deloitte, all eyes are on Egypt as the gateway to the Middle East and North African economic region. It is important to build on the momentum, by showcasing the successes of the local tech ecosystem and attracting foreign investment into the region.

TNW supports in attracting foreign capital into the region by leveraging our global network of investors. **Hangout with VCs** is a boutique online event concept in which we bring together global top investors and pre-selected, ready-to-fund local startups in a unique and compelling format.

Together with ITIDA, we pre-select the most promising Egyptian startups and prepare them to meet with international investors. On April 8th, during this virtual event, the startups will pitch to the VCs. The investors will then select the companies with the best fit to further explore opportunities for investment.

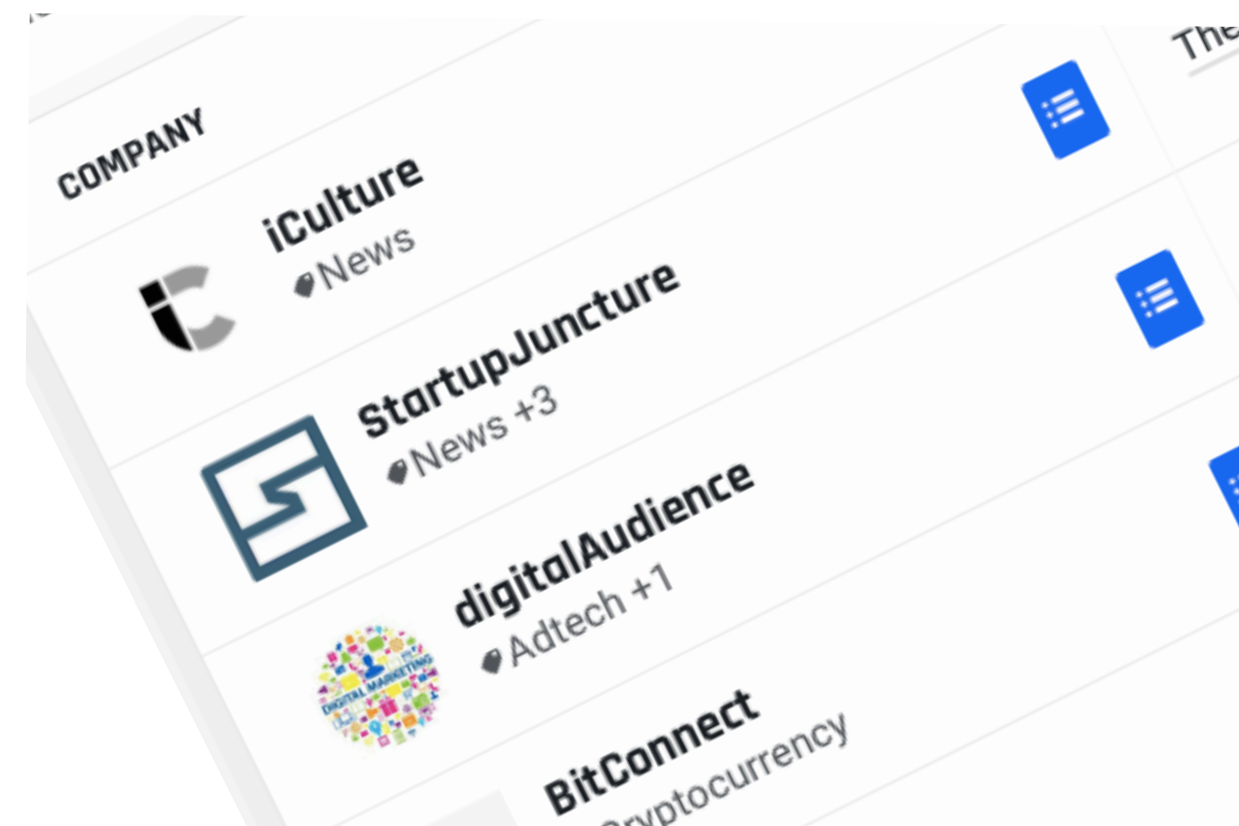


EVENT FORMAT

HANGOUT

with VCs

We facilitate a program in which VCs come together during a panel session and have the opportunity to engage directly with pre-selected startups in 1-on-1 pitching sessions.



1. KICKOFF

Gather in the virtual lobby for a welcome word by TNW moderator.

2. VC PANEL SESSION

Gather in the virtual lobby for a panel session with some of the investors and a TNW moderator, to discuss the Egyptian ecosystem



3. FIRST ROUND OF PITCHES

1-on-1 pitches. Each startup pitches to investors who pre-selected them.



4. SECOND ROUND OF PITCHES

Selected startups come back for a second round of pitches and deep dives with the investors.



5. WRAP UP

Closing chat with some of the investors to hear their experience on the event and their impression of the Egyptian startups.

Startup Criteria

The main criteria to be eligible for this event are:

1. *Your company is looking for investment*
2. *Your company has a product or service launched on the market*
3. *Your company has already received funding from at least 1 external investor*
4. *Your company is at least 2 years old*
5. *Your company has proven traction in the market*
6. *You have proficient English language skills to pitch at the event*
7. *You are available on April 8th to attend the event*



Collecting your information

In order to take your application into consideration and match you with our investors, we need to collect the right information. Besides standard company info, we ask you to submit information on the following questions:

1. *Describe what your company does.*
2. *What are the key skills of your team and how do you promote diversity?*
3. *What is the customer problem that you solve? How is your product/service innovative?*
4. *What is your product/service's USP? How is your offering unique compared to your competitors?*
5. *How big is your addressable market? How strong is your product-market fit? And what are your growth plans?*
6. *Describe the business model of your company.*
7. *Why should VCs invest in you? What is the case for investment?*
8. *What investment round are you seeking to raise within the next 12 months?*
9. *Approximately how much money are you looking to raise and how will future funding be used?*

Please submit your information via this link: <https://tnw.typeform.com/to/hNntH7VC>



0:32s

Pitch efficiency:
Pitch against the clock

Jane from
Amsterdam

Co-founder of
pr.co

More than 1000km
distance between you.

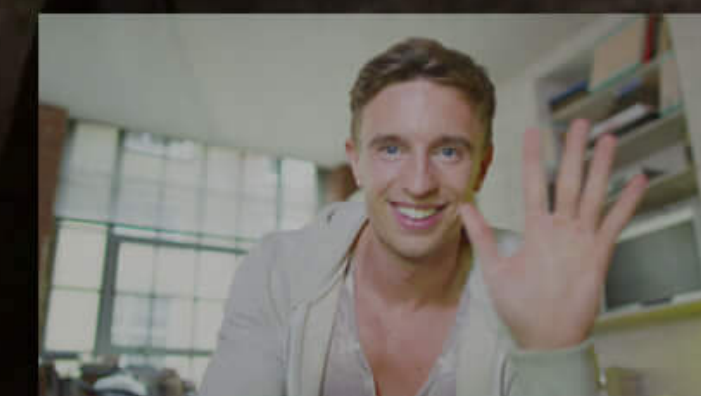
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“ROI ON STEROIDS, WE MET OUR LEAD
INVESTOR AT TNW”

- FOUNDER VALIDATED ID

1-1 pitches
and meetings
with VCs

TNW



Phillip from
London

Investor at Index
Ventures

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