

MENA Startup Ecosystem News

AUGUST 2025

MENA startup fundraising hits \$1.12B in summer, soaring 156% YoY.

- The record-breaking \$1.12B raised in July–August 2025 highlights a surge in growth / late-stage deals across the MENA ecosystem.
- [Wamda’s report](#) for August indicates a total of \$337M raised across 47 deals:
 - KSA stayed on top with \$166M from 19 deals, followed by UAE with \$154M across 11 startups, and Egypt coming in third with \$14.7M from 8 startups.
 - PropTech led with \$96M from 4 deals, followed by FinTech with \$68.3M across 5 deals.
 - 3 Series B deals raised \$112M, Series A added \$82M, debt \$60M, while 31 early-stage startups raised only \$22M.

INVESTMENTS (non-exhaustive)

STARTUP	SECTOR / INDUSTRY	LOCATION	AMOUNT & ROUND	INVESTORS
Gathern	Proptech	KSA	\$72M, Series B	led by Sanabil Investments; from STV, Pinnacle Capital, Nuwa Capital, Endeavor Catalyst
Kammelna	Gametechn	KSA	\$53M, Undisclosed	Impact46
Alaan	Fintech	UAE	\$48M, Series A	led by Peak XV Partners; from Pioneer Fund, 885 Capital, Y Combinator, 468 Capital, angels
Salasa	Logistics	KSA	\$30M, Series B	led by Artal Capital; from SVC, Wa’ed Ventures, 500 Global, Alsulaiman Group
Holo	Proptech	UAE	\$22M, Series A	led by Impact46; from Mubadala, Rua Growth Fund, anb seed, MoreThan Capital, Salica Oryx Fund, Dubai Future District Fund
Zetta	IoT	KSA	\$12M, Series A	led by Core Vision Investment and Ab’ad Al-Watan Investment
Breadfast	E-commerce	Egypt	\$10M, Series B2 (part)	European Bank for Reconstruction and Development
Cointel	Edtech	UAE	\$7.4M, Undisclosed	led by Avalanche; from Sugafam Inc.
Professional.me	HRtech	UAE	\$3.1M, Seed	led by Raha Beach Ventures
Coraly.ai	Proptech	UAE	\$2M, Pre-Seed	led by Salica Oryx Fund; from EQ2 Ventures, angels
Suplyd	Supply Chain Tech	Egypt	\$2M, Pre-Series A	led by 4DX Ventures, Camel Ventures, Plus VC; from Seedstars
Wuilt	SaaS	Egypt	\$2M, Undisclosed	led by Flat6Labs (follow-on) and MTF VC; from Hub71, JIMCO, Purity Tech, angels

INVESTMENTS (non-exhaustive)

STARTUP	SECTOR / INDUSTRY	LOCATION	AMOUNT & ROUND	INVESTORS
Fahy Studios	Gamotech	KSA	\$1.75M, Undisclosed	Impact46 and Merak Capital
Boxy	Logistics	Iraq	\$1.5M, Pre-Seed	EQIQ
Deep.SA	AI	KSA	\$1.2M, Pre-Seed	led by Tam Development and Raed Ventures
Starvania Studios	Gamotech	KSA	\$1.1M, Undisclosed	Merak Capital and Impact46
Sheba Joy	Gamotech	KSA	\$293K, Pre-Seed	led by Merak Capital
Alpaka	Gamotech	KSA	Undisclosed	Impact46
Blomal Capital	Fintech	KSA	Undisclosed, Pre-Seed	Falak Investment Hub
Game Cooks	Gamotech	KSA	Undisclosed	Impact46
Hypeo Ai	Martech	Morocco	Undisclosed	Renew Capital
NJD	Gamotech	KSA	Undisclosed	Impact46
RIFD	Fintech	KSA	Undisclosed	Antler
Spoilz	Gamotech	KSA	Undisclosed	co-led by Merak Capital and Impact46

VENTURE CAPITAL

F6 Group launches F6 Ventures to support seed-stage investments in MENA

F6 Group launches F6 Ventures, a new seed-stage investment firm with Flat6Labs, to support startups across the Middle East and Africa. Managing six funds with over \$90M AUM, F6 Ventures focuses on pre-seed and seed stages, addressing funding gaps. Co-founded by Dina el-Shenoufy and Ramez El-Serafy, with regional partners, it targets \$200M AUM and 200+ investments within five years, leveraging Flat6Labs’ legacy and regional presence.

Saudi VC Impact46 expands gaming portfolio with multi-studio investments

Saudi VC Impact46 invests over \$6.6M in five gaming studios—Fahy, NJD, Game Cooks, Starvania, and Alpaka—through its \$40M Gaming Fund launched in March 2024. Studios span mobile, PC, console, VR, and hybrid-casual development, with culturally localised and globally appealing content. Building on earlier 2025 investments in Spoilz and Spekter Games, the portfolio expands to seven active companies, aligning with Saudi Arabia’s National Gaming and Esports Strategy and Vision 2030.

STARTUPS

Dubai PropTech Hub launches at DIFC Innovation Hub

The DIFC Innovation Hub and Dubai Land Department have launched the Dubai PropTech Hub, the Middle East's first dedicated innovation centre for property technology. The hub will support more than 200 PropTech start-ups and scale-ups, generate over 3,000 jobs, attract \$300M investment, offer customised licensing, workspaces, incubators, joint pilots, and venture-building initiatives, and fast-track innovation from concept to commercialisation.

Arabic.AI launches AI academy to empower Arab talent

Arabic.AI launches AI Academy, the first Arabic-language AI education hub in the Middle East. With 16+ years of expertise, it offers workshops, training, and certifications for governments, enterprises, and professionals. Programmes cover AI literacy, technical enablement, and applied use cases. Accessible online and on-site, the Academy empowers Arab talent to lead in Arabic-first artificial intelligence innovation.

Digified secures FRA approval for AI-powered digital onboarding services in Egypt

Digified secured Financial Regulatory Authority (FRA) approval in Egypt for AI-powered digital onboarding, eKYC, and e-contracting services for non-banking financial institutions. The FRA-compliant suite supports digital ID creation, government data authentication, and e-contracts, strengthening Digified's leadership in Egypt's digital identity market.

Dubai Future Foundation, Amazon launch Gig Economy Programme under 'Sandbox Dubai'

Dubai Future Foundation and Amazon UAE have launched a pilot programme under Sandbox Dubai, providing opportunities for individuals and small business owners to earn additional and flexible income through on-foot delivery services, particularly in densely populated areas across Dubai. It also enhances the use of idle working hours while enabling businesses to scale efficiently. The initiative aligns with Dubai's commitment to enabling pioneering practices.

Jahez secures \$40M Shariah-compliant credit facility from NBB

Jahez secures \$40M Shariah-compliant facility from the National Bank of Bahrain to finance its headquarters over eight years. Founded in 2016, Jahez operates food delivery, q-commerce, and cloud kitchens across Saudi Arabia, Bahrain, and Kuwait. The facility follows its \$245M acquisition of 76.56% of Snoonu (Qatar), expanding its regional footprint in the on-demand delivery market.

Maalexi secures \$20M shariah-compliant facility from Amwal Capital

Maalexi secures a \$20M shariah-compliant credit facility from Amwal Capital, starting with a \$5M tranche. Founded in 2021, Maalexi enables SMEs to access cross-border food and agri-trade. The facility supports expansion in the UAE and Saudi Arabia, enhances its tech stack, and strengthens food security through AI, IoT, and blockchain-powered risk management and transaction automation.

STARTUP PROGRAMS

Sandbox by Oraseya Capital welcomes its sixth Cohort



Having received over 1,100 applications, SANDBOX Accelerator welcomed 23 high caliber startups into Phase 1 of the program where 8 startups were shortlisted to the Phase 2 of the Accelerator program, receiving USD 150K investment from Oraseya Capital.

The founder-centric program spans five months providing extensive support to help these startups grow and scale. Startups that make it to Phase 2 benefit not only from funding but also from mentorship and access to Oraseya's extensive network.

Zain Group Expands Flagship Startup Accelerator “Zain Great Idea” Regionwide

Zain Group announced the regional expansion of its startup accelerator program, Zain Great Idea (ZGI 2025), powered by Zain Ventures and ZainTECH. For the first time, entrepreneurs from Kuwait, Bahrain, Iraq, Jordan, Saudi Arabia, and the UAE can apply. Up to 15 startups will join a Silicon Valley accelerator, accessing mentorship, capital, global exposure, and ZainTECH's technical support.

WORTH THE READ

Startup Genome

- [The 2025 GSER rankings highlight MENA's rising innovation hubs](#)

Wamda

- [The emerging VC gamble for family offices](#)
- [What if the unicorn obsession is holding MENA back?](#)

Zawya

- [Abu Dhabi's AI sector sees huge expansion with 150 new firms this year](#)

LinkedIn

- [Growth Rounds and the regional IPO opportunity/story](#)

Magnitt

- [H1 2025 Most Active Investors in MENA, Africa and SEA](#)

Multiples

- [H1 2025 MENA Investment: \\$2.02 Billion Raised in 262 Rounds](#)