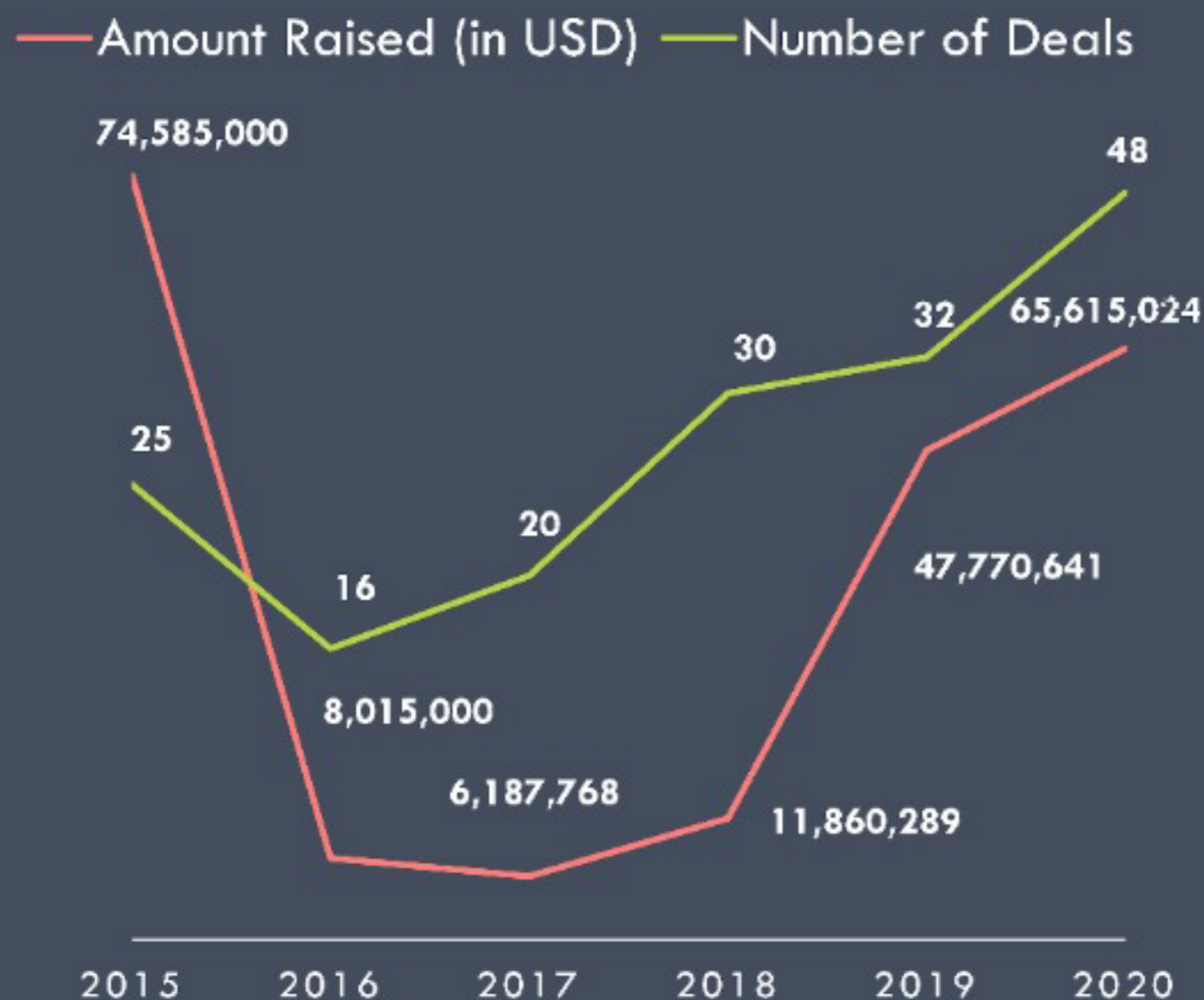


Despite the pandemic, startups have raised the most since 2015 – an increase from last year



### INVESTMENTS RAISED BY PAKISTANI STARTUPS

#### AMOUNT RAISED V. NUMBER OF DEALS



**\$65.6M**

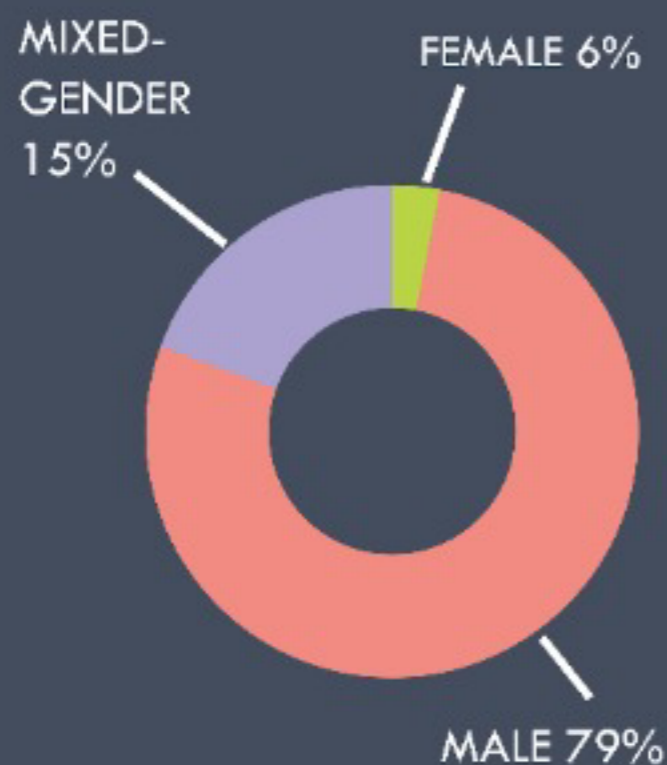
Raised by Pakistani startups in 2020

**48**

Deals were made in 2020  
→ Amounts for 8 deals remain undisclosed

### ONLY \$1.8M RAISED BY WOMEN-LED STARTUPS

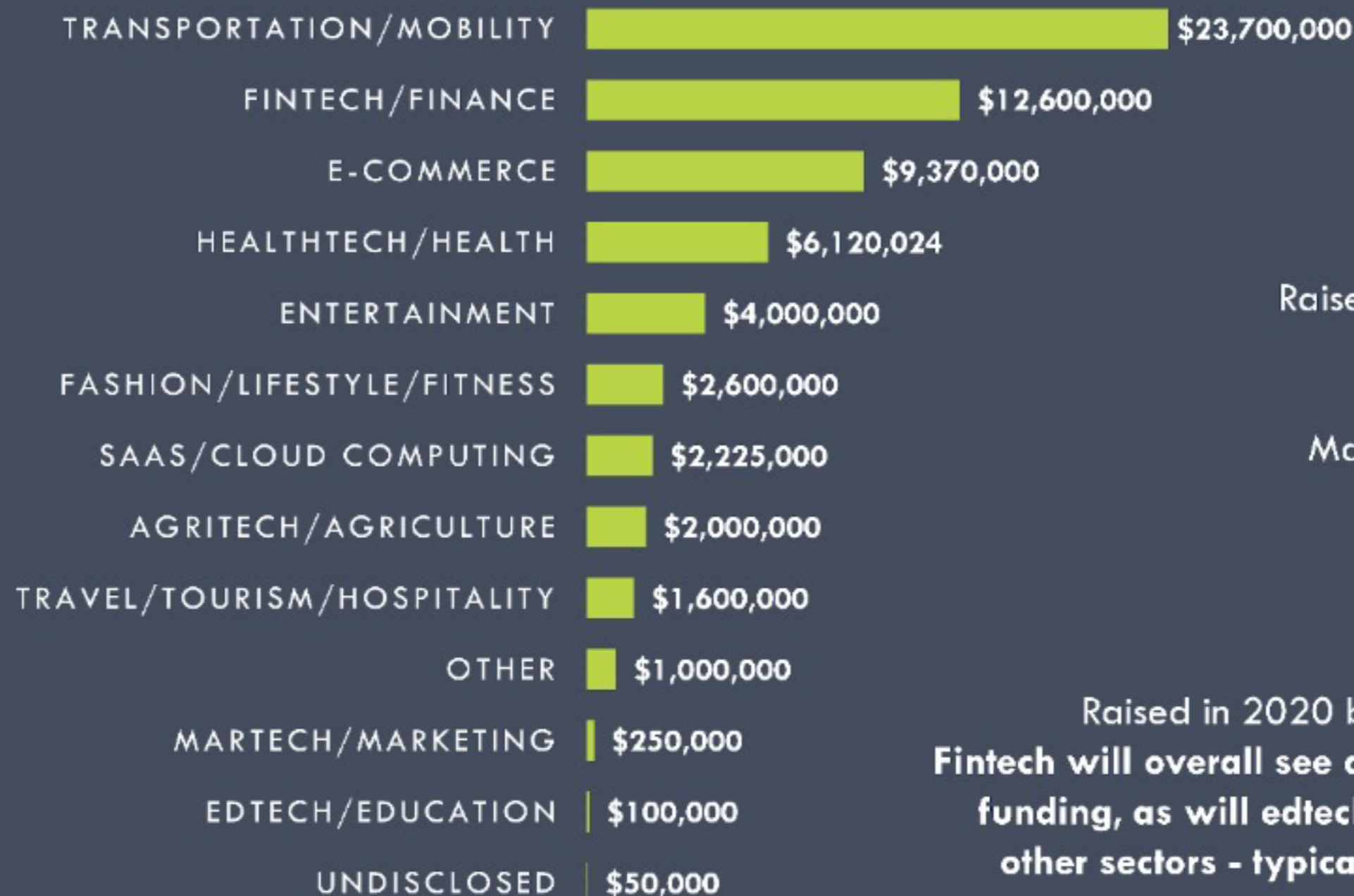
Raising investment still remains a challenge for women-led startups as this year noted only 3 women-led firms that raised, which accounted for \$1.8M (6% of total deals in 2020)



### SHIFT IN INVESTMENT TOWARDS ESSENTIAL SERVICES

Pandemic meant an overall shift - sectors that were slow in digitizing, saw a larger jump thanks to the lockdowns- while user behavior may shift back slightly, the overall comfort with technology & digitization is a promising sign

#### AMOUNT RAISED BY STARTUP SECTORS



**\$17.6M**

Raised in 2020 by 'Dukaantech' startups such as, Bazaar, Dastgyr, GrocerApp, MandiExpress, Retailo, Tajir, & Airlift

**\$12.6M**

Raised in 2020 by Fintech/Finance startups. Fintech will overall see a jump in 2021 in terms of funding, as will edtech, & we'll increasingly see other sectors - typically slow to digitize - move forward more

#### AMOUNT RAISED (IN USD) BY STAGE OF INVESTMENT



### INCREASING INTEREST FROM INTERNATIONAL INVESTORS

First Series B since 2015 - with attention continuing from Prosus - showing it wasn't just an exception & the Pakistan market presents an exciting opportunity for international investors

**\$44M**

INVESTED BY INTERNATIONAL INVESTORS IN PAKISTANI STARTUPS IN 2020