

# GROWTH SERIES



HOW TO START UP FAST & SUCCEED

# WELCOME





Nigel Owen  
Director of Strategic  
Communications  
ARCET Global



**ARCET GLOBAL**



# THIS EVENT IS ABOUT YOU!



# AGENDA

9:30 Welcome and Networking

10:00 Introduction by Nigel Owen, Director of Strategic Communications, ARCET Global

10:05 Welcome Note by Mohammed Kutyba Al Issa, VAS Director, RAKEZ

10:10 Entrepreneur Success Story - Neil Sheth, Founder, Writefully

10:30 Practical Guides on 'How to start up fast and succeed' by Adrian Lee and Steve Drake from Middle East Advisory Partners

11:00 End of Programme





Mohammed Kutuba Al Issa  
VAS Director  
RAKEZ



# NEXT EVENTS

17 JULY 2024

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Event 3: Practical Use  
Cases of AI for Sales and  
Marketing

22 AUGUST 2024

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Event 4: Sales Models  
to Drive Growth



# GROWTH SERIES



HOW TO START UP FAST & SUCCEED

# TODAY'S SPEAKERS



Neil Sheth  
Founder, Writefully



Adrian Lee  
Middle East Advisory Partners



Steve Drake  
Middle East Advisory Partners





writefully

# Neil Sheth story



**my wife's family** have stayed with us for  
**6 out of the 21 months** we've lived in Dubai

it's really cold  
in the UK

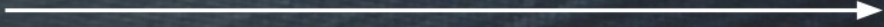
they're working  
really hard  
and need a break

the kids would love  
to see them

my wife's a **great storyteller...**



1



10

where do you think  
**her stories hit me  
emotionally?**



are you going  
straight *for the* **ask**?



are you speaking  
*to the* **emotions**  
of your customer?



I'm **Neil Sheth**




I first used **storytelling**  
commercially when I was  
**17 years old** — selling  
**windows** over the phone

**X**  
**salesy**

would you like  
a free quotation  
for your windows?

✓  
**storytelling**

we're actually visiting  
Mr and Mrs Adams at no. 33  
next week as it looks like  
their windows are losing  
considerable heat from the  
house – which is really  
causing their heating  
costs to go up. want us  
to pop by for a free quote  
while we're there?"

A decorative illustration in the bottom right corner of the slide, featuring a white flower with a blue center, a red flower, and blue leaves on a stem.



by **day**

 **accenture**

 **BARCLAYS  
CAPITAL**

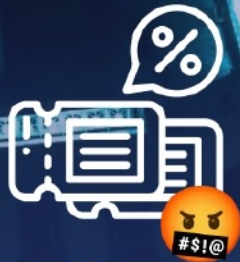
**NOMURA**

**Goldman  
Sachs**

career in **investment banking**



by **night**



groupon  
copycat



e-commerce



mobile app  
development



party  
entertainment



travel

8 years

launching **businesses** online  
since 2009

# writefully

in 2017, I followed my passion  
to help other businesses **WIN.**

CAFU

fsb<sup>88</sup>



نيوم NEOM

الرسـتـماني  
AWR OSTAMANI

The  
Adventure Park



snooze<sup>®</sup>

RED DOT JEWELS

I don't want to tell people about my  
**investment banking career.**





my **authentic** story gave me

- ✓ **credibility**
- ✓ **connection**
- ✓ **trustworthiness**
- ✓ **ability to stand out**





storytelling  
improves your  
chances *of*  
**winning**

1

storytelling puts you  
on *the* **same page**  
as your audience

# connect *with* your audience



**Listener 1**



**Listener 2**

fMRI shows similar brain activity in two people listening to the same real-life story.

2

storytelling  
is a powerful  
**persuasion** strategy

How can you help me?

Who are you?

Can I trust you?

How much will it cost me?

your solution sounds brilliant

I like you

I trust you

great value



I'm not sure you can help me

I don't know you

I don't trust you

too expensive

How can you help me?

Who are you?

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I'm not sure you can help me

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too expensive

a **transactional** experience leads  
to high marketing costs, limited awareness  
and engagement



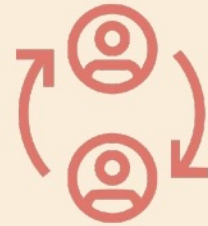
reliance on paid  
ads and high cost  
per acquisition  
(CPAs)



limited organic  
(incl SEO)  
awareness



frustrating lead  
and sales  
conversion rates



high employee  
churn

How can you help me?

Who are you?

Can I trust you?

How much will it cost me?

your solution sounds brilliant

I like you

I trust you

great value

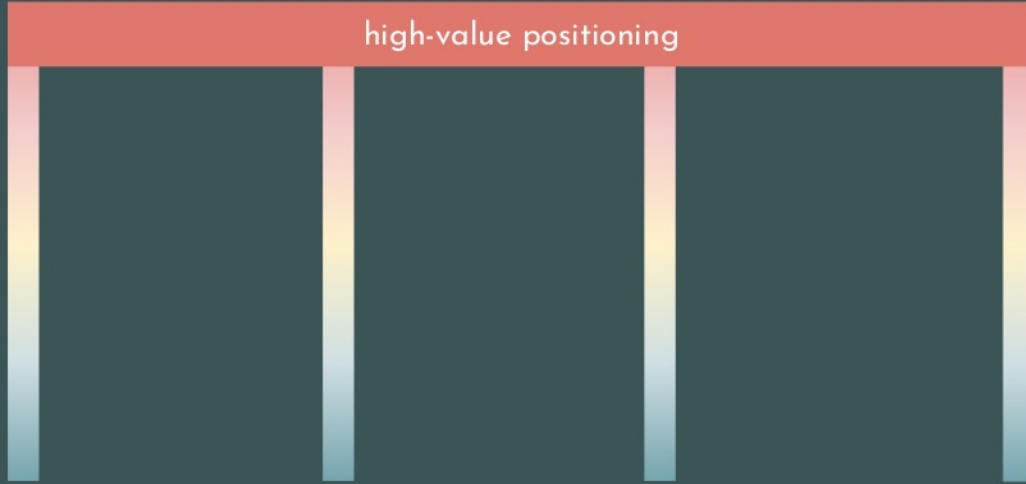
high-value positioning

I'm not sure you can help me

I don't know you

I don't trust you

too expensive



3

stay **top-of-mind**  
for the right time

they may not  
need you now...



# share insights and stories



**Neil Sheth** · You  
Founder @writefully & saystory | Tell stories & grow your brand | Help...  
2w · 🌐

I'm at NEOM this week and it's as ambitious and innovative as you might have heard.

Some of the brightest minds coming together to build a new future – both in NEOM and globally. In fact, the word 'NEOM' means NEW FUTURE.

I never really understood the true scale until I saw this place with my own eyes – 'mesmerising', is not a word I use often.

It's the idea of recreating what a box looks like – let alone thinking outside of the box.

I actually said "out of this world" 🌌 yesterday.

If you could create an 'out of this world' idea for your business or career, what would it be?

I'm gonna be thinking about this over the next few days and into the weekend.

So, why was I at NEOM this week?

See, innovation by default carries complexity and technicality – which often increases the chances of difficulties and inconsistencies in communication.

If you can't communicate effectively it's practically impossible to:

- drive awareness
- demonstrate your value
- build relationships
- sell into your target audience

Enter [writefully](#)...removing the communication pain completely with calm strategy, tone of voice and quality content.

[#communication](#) [#thoughtleadership](#)



**Neil Sheth** · You  
Founder @writefully & saystory | Tell stories & grow your brand | Help...  
4mo · 🌐

7 years ago I took the plunge to leave the corporate world and start a business. Last week, myself and [Katy Holmes](#) interviewed [Marisa Peer](#) a world renowned speaker, best-selling author and named best British therapist.

This was never part of my own possible.

But, the story I'm now telling is everything is possible and within reach.

As Marisa says: "tell yourself a better lie".

Instead of reaching for the impossible we say things like "I'm hoping...", "if it works out...", "I'm not sure if...", etc.

But, why?

It's time to stop the self protection now and just go for it – no need to wait for a 2024 resolution either.

Marisa talked about believing in yourself, having a plan and making it happen so it almost becomes impossible not to achieve.

See, when you have strong belief and move in one direction everyday, things start to happen. Doors open up – and opportunities that you didn't know existed present themselves.

Again, in Marisa's words: "belief without talent can take you further than talent without belief".

I can't wait for you to listen to this chat...

The "Don't Do That, Do This" podcast will launch in January and has been brought together by the [British Business Group Dubai and Northern Emirates \(BBG\)](#).

We have an amazing team helping with the launch including [Chris Redmond @\\*](#) at [StudioRED](#) for the podcast studio and video production, [STUART BRKWOOD](#) at [Radisson RED](#) for the venue, [Gareth Martindale](#) at [Shorbert Lamson UK Ltd](#) for branding and social media editing and of course [writefully](#) for storytelling.

Time to start believing? Oh yes. 🌟

[#growthmindset](#) [#positivepsychology](#) [#believeinyourself](#) [#personalbrand](#)



**Neil Sheth** · You  
Founder @writefully & saystory | Tell stories & grow your bra...  
5h · 🌐

If you're wondering whether you should use our new storytelling app [saystory](#) see our latest review below 🌟



Wow, what a saystory testimonial from Susie Ippolito: Brand Strategist at [SI Brands, LLC](#)



**Neil Sheth** · You  
Founder @writefully | Helping businesses grow sales with persuasive messaging...  
1m · 🌐

Need help explaining what you do better? Ask your customers...

- 👉 why they got in touch with you?
- 👉 why they chose to work with you?
- 👉 what the #1 benefit is to working with you?
- 👉 how would they explain what you do to a friend?

Then...

USE THIS LANGUAGE and INJECT YOUR PERSONALITY.

Be interesting.

Because it's far easier to grab someone's attention and begin a relationship when you're interesting. 🌟



1 month ago · Public post

questions?



writefully

**Neil Sheth**

*founder and CEO*

*neil@writeful.ly*



# Practical Guides on How to start up fast and succeed

2024 RAKEZ Growth Series

**Remember, starting up fast doesn't mean rushing - it means being efficient, adaptable, and focused on achieving your goals!**



## Who we are



- A bespoke advisory business focused on the owner managed sector.
- A partnership of senior career professionals who all have something distinctive to bring to client situations.
- A Partner only led delivery model.
- A Client-centric focused approach to our engagements.
- We provide bandwidth to clients where they have resource constraints or “blindspots”.
- With a broad range of skills we often become the trusted advisor to C-Suites, owners and Boards.
- We operate a number of international collaborations and so have a strong network reach.
- We are borderless in our approach to client service.
- Our aim is to be a broad based corporate advisor supporting clients with any issue or concern they have.

## What we do



- Debt and equity fundraising.
- Buy-side and sell-side transaction mandates.
- Structuring/Valuation/Diligence/Feasibility and market entry.
- Tax advisory and in-house legal support.
- Scaling strategy and sales and marketing capability building.
- Finance and operational transformation.
- Cost optimisation, restructuring and turnaround.
- Governance, Risk and Controls building inc. outsourced IA.
- Brand and franchise development.
- Fractional C-Suite roles – CEO, CFO, COO.
- Board Advisory and NED

# OUR PARTNERS



Steve Drake



Stephen Watson



Paul Donnelly



Neil Allmark



Houssine Belhiti



Claire Duce



Campbell Steedman



Sanjay Amar



Alan MacLean



Adrian Lee



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# Our Assumptions



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## Opportunity

Entrepreneurs often see a gap or inefficiency in the market. They recognize an opportunity to do something better than it has been done before.

Their belief in delivering a higher quality product or service drives them to take the risk and create a solution.



## Offering

You have clearly defined the value your offering brings to customers! What problem it solves!  
How it improves their lives or businesses!  
Your value proposition is compelling and resonates with your target audience.

You have Considered what sets your offering apart from competitors. Your competitive advantage!



## Product / Service

You have a product that meets the market needs, stands out and has the potential to grow.

A strong product or service is the foundation of your startup's success. It determines customer satisfaction and market adoption.

# What now?

Remember, your startup's offering is at the core of your business. Craft it carefully, test it, and refine it as you learn from real-world experiences!

Remember, entrepreneurship is both a journey and a mindset. Each entrepreneur's path is unique, but these realizations form a common thread in the pursuit of success!

Remember, entrepreneurship involves both passion and practicality. Be prepared for challenges, stay resilient, and enjoy the journey!

*Henry Ford: "When everything seems to be going against you, remember that the airplane takes off against the wind, not with it."*



# Success Pillars

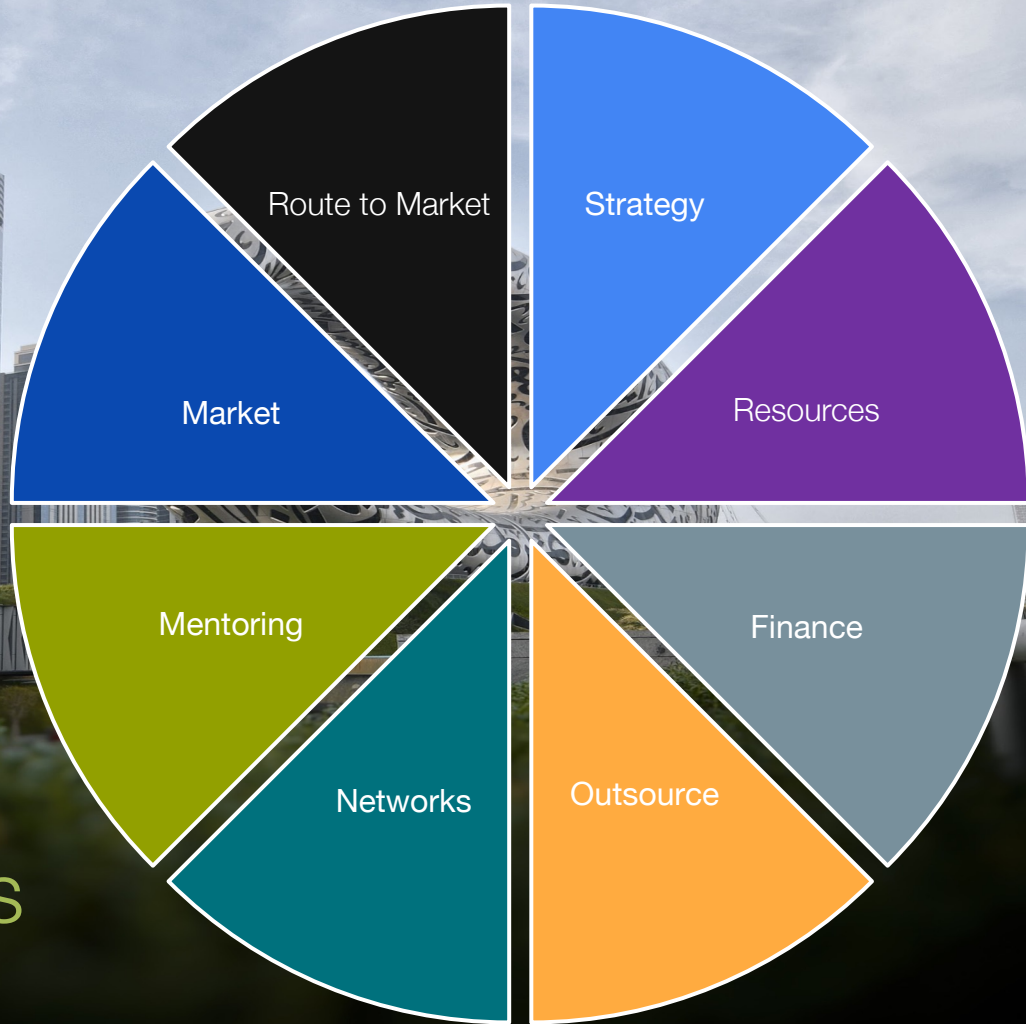


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Success Pillars



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Remember, these pillars are interconnected. Building a startup requires a holistic approach that balances leadership, product excellence, team dynamics, financial acumen, and customer-centricity.

Success Pillars

# Market

- Understand your target market thoroughly.
- Conduct market research to identify customer needs, preferences, and pain points.
- Define your unique value proposition (UVP) that sets you apart from competitors.
- Develop a go-to-market strategy that aligns with your market segment.
- Competitive Landscape
- Market Trends
- Regulatory Environment
- Barriers to Entry
- Economic Indicators
- Positioning and Branding



# Route To Market

- Determine how you will reach your customers.
- Choose the most effective distribution channels (e.g., direct sales, online platforms, partnerships).
- Consider factors like pricing, promotion, and product placement.
- Geographic Considerations
- Partnerships and Alliances
- Scalability
- Feedback and Adaptation

Remember, your route to market is a critical aspect of your startup's success. Choose wisely and be prepared to pivot if needed!



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# Strategy

- Create a robust business strategy that aligns with your vision and goals.
- Define your competitive advantage and differentiation.
- Set SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) to guide your actions.
- Business Plan - Develop a comprehensive business plan that translates your vision, goals, target market, and financial projections into a well-structured plan that guides your actions and helps secure funding.
- Define your business model. How will you generate revenue? What's your pricing strategy?
- Execution Timing - Timing matters. Launch too early, and you risk an unrefined product. Launch too late, and you miss opportunities.
- Be agile and adapt to market dynamics.

Remember, a well-crafted startup strategy combines vision, adaptability, and relentless execution



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# Resources

- Efficiently manage your financial, human, and technological resources.
- Core Team - Assemble a talented and committed team. Surround yourself with individuals who share your vision.
- Prioritize critical tasks and allocate resources accordingly.
- Consider lean approaches to optimize resource utilization.
- Technology and Operations Infrastructure: Set up reliable systems (IT, software, hardware).
- Processes: Streamline operations (production, logistics, customer support).
- Resource Scalability: Plan for growth without disruptions.



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# Finance

- Bootstrap as much as you can.
- Don't rely on funders to drive your business, take control yourself.
- Only ask for money when you have value to give.
- Only ask for what you need in the short term. Your runway doesn't need to be huge.
- Raising money is difficult and investors are reluctant to invest in ideas.
- Ensure you have robust financial models so invest in finance talent either internally or externally.
- **Cash is king and you should always conserve it.**



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# Outsource

- Avoid spending money on internal functions at an early stage.
- Work out which functions are key to you and look to outsource them at an early stage.
- Only when you have cash in the business should you consider insourcing.
- Always consider barter deals to conserve cash.
- Beg and borrow but never steal.



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# Networks

- Utilise them to their fullest extent.
- Generally a source of your first revenue streams.
- Always good case studies and referral mechanisms.
- Always good door openers for the doors you want opening.
- Your best way to start any business.



MEMBER OF THE  
MIDDLE EASTERN PARTNERS

# Mentoring

- Get yourself a coach
- Get yourself a coach
- Get yourself a coach
- As you expand bring on advisors to your team where your skills are under represented.



# Pitfalls To Avoid



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## Failing to Define Your Company Culture Early

Solution: Create clarity of your ideal work environment. Balance employee well-being and productivity. Lead by example.

## Picking Inadequate Tech

### Tools:

Solution: Set a realistic budget, assess your needs, and invest in tools that enhance performance, your customer journey and achieve operational synergy.

## Rushing Your Idea Without Validating It

Solution: Validate your idea through market research, prototypes, and customer feedback. Ensure there's demand before scaling up

## Ineffective Marketing

Solution: Develop a comprehensive marketing strategy. Leverage digital channels, content marketing, and customer engagement. Build brand authenticity

## Misunderstanding the Funding Landscape

Pitfall: Lack of awareness about funding requirements, options and their implications.

Solution: Determine best fit funding strategy, Research funding sources. Understand terms, equity stakes, and repayment expectations

Pitfalls To Avoid

RECENTS  
CLIENTS

METITO



Cavendish  
Maxwell



carter  
hones  
associates



DUBI  
CARS



PJS  
Known for Quality

RWC



2VIZ®



D.A.R.L.

BACK9™



DEVMARK



Grant Thornton



# Contact Us



**Steve Drake**

Partner  
MEAP



**Adrian Lee**

Partner  
MEAP



[sdrake@me-advisorypartners.com](mailto:sdrake@me-advisorypartners.com)

[alee@me-advisorypartners.com](mailto:alee@me-advisorypartners.com)



+971504134818

+971527947170



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**THANK YOU**



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# Q&A



# Survey



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# THANK YOU