



Annual Report

2024



ADVANCING WOMEN'S SUCCESS IN ENTREPRENEURSHIP & INVESTING

The year 2024 represents a pivotal moment for Encubay, reinforcing our commitment to enabling women in business as they grow their enterprises, obtain funding, and explore international markets.

Women entrepreneurs are redefining the landscape of business—driving innovation, creating jobs, and contributing to global economic growth.

With great pride, we unveil our 2024 milestones and extend an invitation for you to join us in crafting an equitable and inclusive future.

Together, we can create opportunities that lead to greater economic prosperity for all.



AVNEET KOHLI & DEEKSHA AHUJA
Founders at Encubay

10,000+
Stakeholders
Engaged

7500+
Founders
accelerated

\$5 MN+
Raised to
date

7
Chapters across 2
countries

∞
Infinite
Connections

DIVERSITY. **INNOVATION.** **SUSTAINABILITY**

Encubay is a Global Business Network aimed at bridging diversity through Entrepreneurship & Investing. At Encubay, we are building the SHEcosystem of Change, a movement to enable women to create wealth and influence change.

BUILDING THE SHEVOLUTION

by bringing the startup ecosystem together



We bring together all key stakeholders of the startup ecosystem to engage, cross-pollinate and bridge diversity in entrepreneurship & investing.

ENCUBAY'S 2024 METRICS AT A GLANCE

As a business network, we take pride in being the only Indian-origin network with a presence across the Middle East and the United States. Our growth can be attributed to our ethos of collaboration with funding entities, corporations, and international governments, such as the U.S. Consulate, with the mission of shifting the number of women in entrepreneurship and investing. We are pleased to report significant growth in 2024.

1500

Founders Accelerated

30+

In Person Interventions

30%

Increase in Network

500+

Investors Engaged

50,000

Networking Minutes Facilitated

50+

Partnerships Forged



Encubay is your strategic partner for achieving your DEI, innovation, and sustainability goals. **Write to us on hello@encubay.com to explore strategic partnership opportunities in 2025.**

SIGNIFICANT MILESTONES

2024

01.

16 Power Circle events were conducted across Delhi, Mumbai, Pune, Bangalore, Ahmedabad, and Dubai, offering unique networking and upskilling opportunities.

02.

Brands like Google, Rukam Capital, US Consulate, Zoho, Tanishq, and more trusted Encubay with their business, funding and network building initiatives.

03.

1500 founders accelerated through growth consulting, targeted events, upskilling sessions, and global exposure visits

04.

We expanded our footprint in UAE with a robust series of high-impact events, engaging 35+ top-tier speakers, investors, and ecosystem leaders.

05.

We led the 3rd international delegation to Dubai, creating cross-border opportunities for founders to engage influential leaders, VCs, family offices, and Fortune 500 representatives.

06.

Hosted milestone events like the Women in Tech Summit with INDrive offering \$30K in grants and partnered with Google for Developers to implement this program across six cities, enabling knowledge sharing and skill-building among women in tech.

07.

Forged multiple high-impact partnerships with esteemed platforms like Beyond the Billion, She Loves Tech, Vital Voices, WE Convention, Eureka, Women's Choice, Playbook, Herkey, NSRCEL, and more.

SOME NOTEWORTHY MOMENTS



Encubay Power Circles held across Delhi, Mumbai, Pune, Bangalore, Ahmedabad, and Dubai, offering unique networking and upskilling opportunities.



3rd international delegation to Dubai, creating cross-border opportunities for founders



Women in Tech Summit with INDrive offering \$30K in grants and partnered | Launch of Google for Developers program across six cities



WORLD ECONOMIC FORUM

 **encubay**
THE *SHE*COSYSTEM OF CHANGE

20 - 24th JANUARY 2025
DAVOS, SWITZERLAND





at

DAVOS 2025

"GROWING TRULY GLOBAL"

**WE ARE THRILLED TO INVITE YOU TO
ENCUBAY'S DEBUT DURING THE WORLD ECONOMIC FORUM 2025 IN DAVOS**



20-24

JAN 2025

WIN LOUNGE - HOTEL SCHATZALP

CREATING THE SHECOSYSTEM OF CHANGE



As Encubay, we are strong advocates for innovation and diversity, and we are eager to actively participate in discussions regarding the transfer of wealth to women in the coming decade.

According to Ida Liu of Citi Private Bank, women are expected to control over 50% of the global wealth market within the next five years.

Encubay sees The 2025 Wealth Shift as a pivotal moment, the unprecedented transfer of wealth to women —is a once-in-a-generation opportunity to transform how wealth is leveraged to drive impact, equity, and innovation.

hello@encubay.com



www.encubay.com

OUR INITIATIVES

FEMPRENEURS

A program led by industry experts to help women understand the nuances of fundraising and scaling their business.

FoundHER Spotlight

A digital Live interview series where we shine the light on emerging, promising and inspiring women in business

WOMEN IN EMERGING TECH

Helping women upskill with the latest trends, tools, and technology across sector-focused programs and live events.



NETWORKHER

An exclusive platform for female founders to gain insights from accomplished entrepreneurs and access to the female founder ecosystem under one roof.

FUNDER FOUNDER

An initiative that takes the pressure out of investor interactions and women ace their pitch, build relationships with investors over casual cocktails, canapes, and conversations

soARUP CHALLENGE

A quarterly initiative aimed at providing investment assistance through live pitching demo days with exposure to Corporate venture arms and the Encubay Angel Network

POWER IRCLE

Monthly circles spread across 6 chapters in India and UAE where the most amazing women come together for an in-person experience of sharing, networking, and collaboration.

OUR WHY

Only
15%

of the startup ecosystem in 2023 is represented by women

< 3%

VC funding goes to women

India ranks
135th

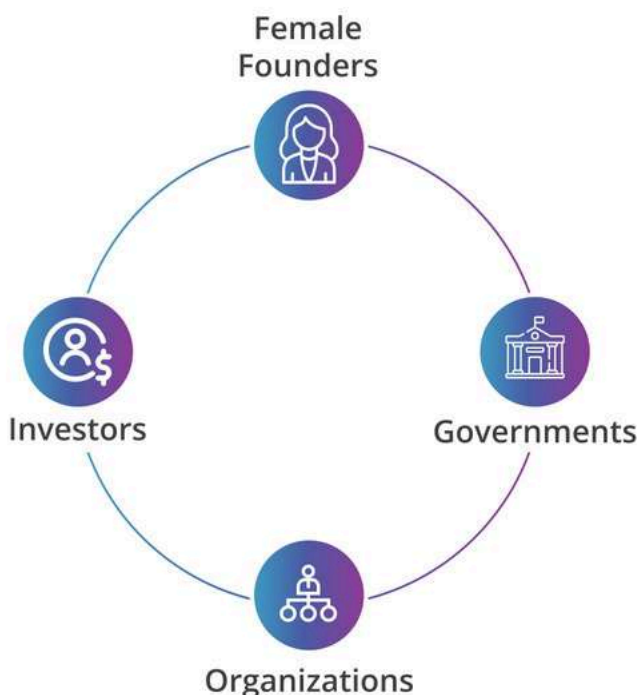
rank in gender parity out of 146 countries



We're on a mission to bridge gender diversity in Entrepreneurship and Investing.

HOW ARE WE SOLVING FOR THIS?

We Bring The Startup Ecosystem Together to indulge in our **FAIR framework**



- Diversity and Inclusion Advocacy and Awareness
- Accelerating business growth through knowledge, networks & capital
- Innovation initiatives with Organisations
- Resources and Data-driven Insights

2023 HIGHLIGHTS | MILESTONES

January
12th

LAUNCH OF ENCUBAY POWER CIRCLES

Women founders often tell us about the lack of good quality networking events where they can meet like-minded founders. They asked and we listened – we launched the Encubay Power Circle across 6+ cities Mumbai, Bangalore, Hyderabad, Pune and Delhi and Dubai!

Our Power Circle Ambassadors



Shreya Bhatnagar



Devidutta Dash



Tripti Ahuja



Noureen Aysha



Drishti Medhi



Shraddha Musale



Dr. Karuna Kamble

February
24th

ENCUBAY'S NETWORKHER CONFERENCE MANIFESTED PHYSICALLY!

After 2 successful years of a virtual run, we took our flagship conference on ground in Bangalore in association with Microsoft for Startups and in Delhi with IIT.



MARCH
15th

US MISSION TO INDIA TRUSTED ENCUBAY WITH THE FEMPRENEURS UPSKILLING PROGRAM

The US Department of State trusted Encubay as their diversity partner in India mirroring the values of the US Government's Strategy on Global Women's Economic Security.

Fempreneurs Cohort 1 Recap:

- Backed by US Consulate in Mumbai
- 120 Applications from Idea to Growth stage
- 30 Shortlisted Global Fempreneurs from 6 countries.
- Engaged founders from 8 countries (India, U. A. E, Tunisia, U. S. A, Canada, Nigeria, Chile, and Germany)
- 21 sectors

We helped women perfect their pitch decks, decode fundraising and investor conversations, strengthen their personal brand, and build networks across India and Dubai.



**MARCH
21st**

SOAR UP 23' LAUNCH: ENABLING FOUNDERS TO ACCESS INVESTMENTS AND BUSINESS OPPORTUNITIES WITH CORPORATES

The Soar Up Challenge, hosted by Encubay Angel Network set a new benchmark in connecting innovative startups with corporate venture arms for investments and business exchange opportunities.



**MAY
23th**

OUR FOUNDER, DEEKSHA AHUJA, WAS NOMINATED BY THE U.S. DEPARTMENT OF STATE TO PARTICIPATE IN THE VITAL VOICES X FORTUNE MOST PROMISING WOMEN PROGRAM IN NEW YORK.

Deeksha joined 14 extraordinary women from around the world for the #FortuneStateMentoring Program



**AUGUST
10th**

HOSTED US MORGAN STANLEY TEAM IN INDIA

Morgan Stanley engaged with Encubay to gain comprehensive insights into the Indian entrepreneurial landscape. Encubay's expertise in evaluating startups through a gender lens provided Morgan Stanley with a nuanced understanding of the existing gaps and opportunities within the Indian ecosystem.



LEADERS WHO LOVE ENCUBAY



ARCHANA JAHAGIRDAR

FOUNDER AND MANAGING
PARTNER AT RUKAM CAPITAL



SANA SAJJAN

DIRECTOR
DANUBE GROUP



RUCHI DANA

PRESIDENT, DANA GROUP &
DULUTH TECHNOLOGIES



GAURANG KAPOOR

INVESTOR
KAPOOR VENTURES



MONA ATAYA

FOUNDER
MUMZWORLD & BAYT.COM ONE DIGITAL ENTERTAINMENT



ALIA FAWAD

DIRECTOR



NANDI MEHTA

CFO
KAAF INVESTMENTS



APURVA CHITNIS

INVESTMENT DIRECTOR
MEASA PARTNERS



SONIA AL MARZOOQI

TOP 51 EMIRATI WOMEN
ACHIEVERS



ANIS SAJJAN

VICE CHAIRMAN
DANUBE GROUP



AMY OLDENBERG

MANAGING DIRECTOR -
MORGAN STANLEY
INVESTMENT MANAGEMENT



NEHA SINGH

CO FOUNDER & CEO
TRACXN

Encubay is constantly looking for visionary leaders to add value and mutually grow, **Write to us on hello@encubay.com to explore engagement opportunities in 2025.**

WHY PARTNER WITH ENCUBAY?



50,000+
Founder Interactions

1400+
Engagement Hours

300+
Investor Network

\$1 MN+
raised by 10 startups

∞
Infinite Connections



AVNEET KOHLI
Co-Founder, Encubay

DEEKSHA AHUJA
Founder, Encubay

“
We believe that the more women-founded startups scale up the more women will be inspired to take up entrepreneurship and actualize their potential.

Talk To Us

Let's together build the SHECOSYSTEM OF CHANGE

✉ hello@encubay.com