

STARTUP & SCALEUP PROGRAM

Hosted by:



Co-organised by:



[APPLY NOW](#)

120
STARTUP PODS

30
SCALEUP KIOSK

400K
PRIZE POOL

600+
INVESTORS

FOUNDERS CHOOSE: STARTUP POD OR SCALEUP KIOSK



TURNKEY EXHIBITION SPACE

Ready-built space on the show floor to showcase your product and drive business development



INVESTOR MATCHMAKING

Program participants get exclusive access to book investor meetings, supported by 1:1 concierge service. Not available to any other pass type



MONEYSURGE ELIGIBILITY

Eligible to be shortlisted to pitch for \$400K on the main stage. No equity, no strings. 25 founders selected with 1:1 coaching and prime exposure



VENTURESCAPE

Invite-only access to meet investors, banks, regulators, government entities, and major financial institutions shaping the industry



POWER HOURS & NETWORKING

Curated meetups and side events with leading investors, operators, and fintech executives



FOUNDER BOOTCAMPS & MARKET ENTRY

Expert-led sessions on regulation, fundraising, hiring, and expanding into Saudi Arabia and the wider region



STAGE CONTENT ACCESS

Full access to 3 days of sessions across our stages to hear from thought leaders building the future of fintech



STARTUP & SCALEUP BADGES

Early venue access, parking, shuttle buses, and premium app features for your full team



VISIBILITY & LEAD GEN

Company profile on event app, featured in startup directory sent to all investors, and social media spotlight

WE'RE CALLING ALL GLOBAL FINTECH FOUNDERS

Eligibility: Founders that have raised <\$40m in equity with companies less than 8 years old. Companies must have or be in the process of obtaining licenses for regulated activities.

11 SECTORS & 80+ VERTICALS AWAIT

Explore our sectors on the last page. Application evaluation based on: Innovation, Potential, Functionality, Financials/Traction, Impact, Team Experience. Money20/20 Middle East reserves the right to cancel application if submission data is inaccurate or misleading.



**MONEY
20/20**

MIDDLE EAST
14-16 SEPTEMBER 2026
RIYADH



MONEYSURGE

PITCH COMPETITION

\$400K

PRIZE PODS

25

FOUNDERS

3

AWARDS

0%

EQUITY



"Money20/20 was a transformative event for Orbii...it opened doors to meaningful partnerships and leads that have already turned into deals. A rare platform that combines visibility, credibility, and tangible business outcomes."

Nauman Ali, Founder & CEO, Orbii

TIMELINE & DEADLINES

Feb 2026	Applications Open
August 5	MoneySurge Eligibility Deadline
August	Virtual Founders Bootcamp
Sept 14	Money20/20 Middle East



2025 INVESTORS & ENABLERS ALUMNI

APOLLO

PIF
Public Investment Fund

SVC

BlackRock

J.P.Morgan

TPG

GENERAL CATALYST

citi

Goldman Sachs

Abdul Latif Jameel

Deutsche Bank



PARTNERS
for GROWTH

STV

GENERAL ATLANTIC

UBS

VISION
VENTURES

impact46

P
VENTURES

MEVP

500

"This is a centralized hub where you meet the best startups and where you can meet everyone at one place... a one stop shop!"

Lu Zhou, CEO, Vanquour Wealth Management,
Family Office Division, Royal Bank of Canada - USA



startups@money2020middleeast.com

[APPLY NOW](#)

BENEFITS COMPARISON	STARTUP POD Early-stage fintech 120 pods	SCALEUP KIOSK Growth-stage fintech 30 spots	FOUNDER PASS Individual founders & C-suite etc	SMES & EXHIBITORS Exhibition outside Program
EXHIBITION & VISIBILITY				
Turnkey Exhibition space	✓ 2x2	✓ 3x3	—	Must build own space
Number of event badges	5 startup/scaleup badges	15 startup/scaleup badges	1 founder pass	As per stand size
Floor visibility & branding	✓	✓ Enhanced	—	✓
Company page on event app	✓	✓	—	✓
Lead generation	✓	✓	—	✓
Featured in startup & scaleup directory	✓ Sent to all investors	✓ Sent to all investors	—	—
Media and PR interviews	✓	✓	—	Sponsors only
Social media spotlight pre-event	✓	✓	—	✓
Founder Spotlight: Email Campaigns	Limited	Priority	—	—
INVESTOR & MEETING ACCESS				
Early Access to the event app	✓	✓	✓	✓
Access to Investor-Startup Matchmaking Zone	✓	✓	✓	—
Matchmaking concierge service	Onsite only	✓ Priority pre-scheduling	—	—
Investor Introductions	Limited	✓ 3 introductions	—	—
NETWORKING & EVENTS				
Venturescape	✓ Invite-only, limited seats	✓ Priority access, limited seats	✓ Invite-only, limited seats	—
Power Hours	✓ Invite-only	✓ Priority access	—	—
Money Mixer Invite	✓ Limited	✓ Priority access	✓	Sponsors
Access to Partner Side events	✓ Limited	✓ Priority access	—	Sponsors

BENEFITS COMPARISON	STARTUP POD Early-stage fintech 120 pods	SCALEUP KIOSK Growth-stage fintech 30 spots	FOUNDER PASS Individual founders & C-suite etc	SMES & EXHIBITORS Exhibition outside Program
CONTENT & PROGRAM				
MoneySurge pitch eligibility (Only 25 founders selected)	✓	✓	—	—
Founders Bootcamps and Startup Clinics	✓ 1:1 pitch coaching if selected for MoneySurge	✓ 1:1 pitch coaching if selected for MoneySurge	Limited	—
Access to Roundtables	✓	—	—	—
All Stages content access (exc. Opening ceremony)	✓	✓	✓	✓
SUPPORT & LOGISTICS				
Dedicated badge collection area	✓	✓	✓	✓
Early venue access	✓	✓	—	✓
Parking	✓	✓	—	✓
Complimentary shuttle to venue	✓	✓	✓	✓
Dedicated team support	✓	✓	✓	✓
Dedicated pass help desk	✓	✓	✓	✓



SECTORS AND VERTICALS

BANKING & DIGITAL FINANCE

Neobanks / Challenger Banks
Core Banking Platforms
Banking-as-a-Service (BaaS)
Open Banking / Open Finance APIs
SME & Corporate Banking
Embedded Banking
Treasury & Cash Management

BLOCKCHAIN, DIGITAL ASSETS & DEFI

Custody & Wallet Infrastructure
Tokenization / Real World Assets (RWA)
DeFi Protocols
Web3 Payments
Blockchain Infrastructure
Digital Identity
Crypto Exchanges*

GREEN & SUSTAINABLE FINANCE

ESG Data & Reporting
Climate Risk Analytics
Carbon Markets & Credits
Sustainable Lending
Impact Investing Platforms
Green Asset Finance

INSURANCE & INSURTECH

Digital Insurance Distribution
Embedded Insurance
Claims Automation
Risk & Underwriting Tech
Health / Life / P&C InsurTech
Reinsurance Tech

INVESTMENT & WEALTH TECH

Robo-advisory
Retail Investing Platforms
Private Markets & Secondaries
Asset & Portfolio Management
Trading Platforms
Financial Planning Tools
Family Office Tech

ISLAMIC FINANCE

Shariah-compliant Banking
Islamic Digital Banks
Takaful Platforms
Sukuk Platforms
Halal Investment Tech
Shariah Compliance Solutions

REGTECH, SUPTECH & COMPLIANCE

KYC / AML
Transaction Monitoring
Regulatory Reporting
Fraud & Financial Crime
Risk Management
Compliance Automation
Supervisory Tech (SupTech)

PAYMENTS & REMITTANCES

Digital Wallets
Cross-border Payments
FX & Currency Infrastructure
Merchant Acquiring
POS & Payment Gateways
Real-time Payments
Payroll & Payouts

LENDING & CREDIT

BNPL
Consumer Lending
SME / Business Lending
Credit Scoring & Alternative Data
Embedded Lending
Debt Marketplaces
Collections & Recovery Tech

FINTECH INFRASTRUCTURE (INCL. REGULATION, DATA, ANALYTICS & SECURITY)

APIs & Developer Platforms
Cloud & Core Infrastructure
Fraud Detection & Prevention
Data Platforms & Analytics
Cybersecurity
Identity & Authentication
Payment Rails & Switching

EMBEDDED FINANCE/ COMMERCE TECH

Embedded Payments
Embedded Lending
Embedded Insurance
Checkout & Commerce APIs
Marketplace Finance
POS Financing
Super-app Financial Layers