

INTERNATIONAL STARTUP CLUB PRESENTS



DR. MAHMOUD BAHGAT
CLUB FOUNDER



ENG. SALAH SHATA
FOUNDER & CEO OF
ELECO AUTO & PIXEL AUTO

STARTUP STRATEGIC NEGOTIATIONS:
TIPS & LESSONS
LEARNED

4th Clubs



Club Founder
Dr. Mahmoud Bahgat



International Startup Club

Startup Strategic Negotiations

"Tips & Lessons Learned"
& (Eleco & Pixel Pitch-deck)

Sunday 20th April 2025
9pm Egy 10pm KSA 11pm UAE



Eng. Salah Shata

Founder & CEO
Eleco Auto & Pixel Auto

Salah Biography



- 35+ years of experience in Business Intelligence, and Digital Transformation.
- Led strategic initiatives in Healthcare, Education, Startup Preparation Consultation sectors.
- Specialized in IoT Architecture, Big Data, Predictive Analytics, and Electric Transportation.
- Active contributor to Saudi Arabia's Vision 2030 goals.
-

Strategic Startups Partnership & Investors Negotiation



Accelerating Rounds and Enlarging Growth

Presented by: Salah Shata



Apr 2025

Laying the Groundwork for Successful Negotiation

- Emphasize the importance of thorough preparation.
- Comprehensive Feasibility Study
- Robust Business Model
- Detailed Business Plan
- Coverage of Key Aspects:
Operational, Technical, Market,
Financial



Understanding Investor Expectations

Listing the key business metrics that investors look for:

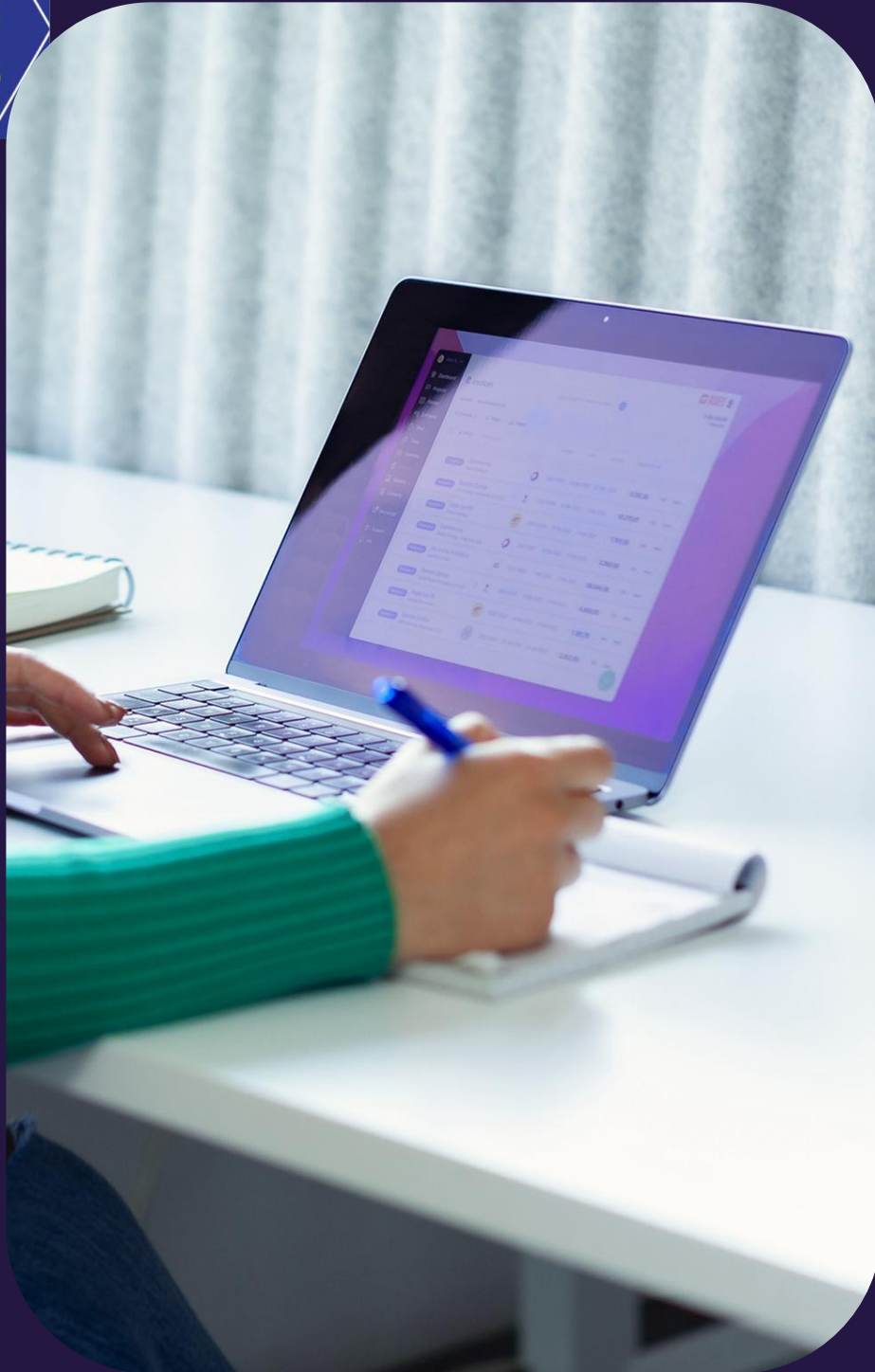
- Return on Investment (ROI)
- Net Present Value (NPV)
- Internal Rate of Return (IRR)
- Terminal Value
- Valuation
- Competitors
- Market Value & Our share
- Effective Pitch Deck
- Legal Readiness
- Transparency (Be honest about risks, challenges and mitigating them.)



Show, Don't Just Tell - The Power of the MVP

The Tangible Proof: Demonstrating Value with Your MVP

- Highlight the significance of having a Minimum Viable Product ready.
- First Working Model of Product or Service
- Reduces Risk for Investors
- Provides Concrete Evidence of Potential
- True validation



Addressing the Cash Flow Challenge

- ❑ Bootstrapping Strategies
- ❑ Angel Investors
- ❑ Pre-seed and Seed Funding
- ❑ Strategic Partnerships Minimizing the Needed Cash.

Bridging the Early-Stage Funding Gap





Strategic Crossing:

- Securing Growth Funding
- **Developing Scalable Operations**
- Building a Stronger Team
- Refining the Business Model
- Strategic Partnership
- Data Driven Decision Making

Building a bridge connecting the "Startup Phase" to "Growth Phase"



Trust Your Intuition

Always listen to your gut feelings when making decisions because your intuition is a powerful tool that reflects your true desires & instincts.

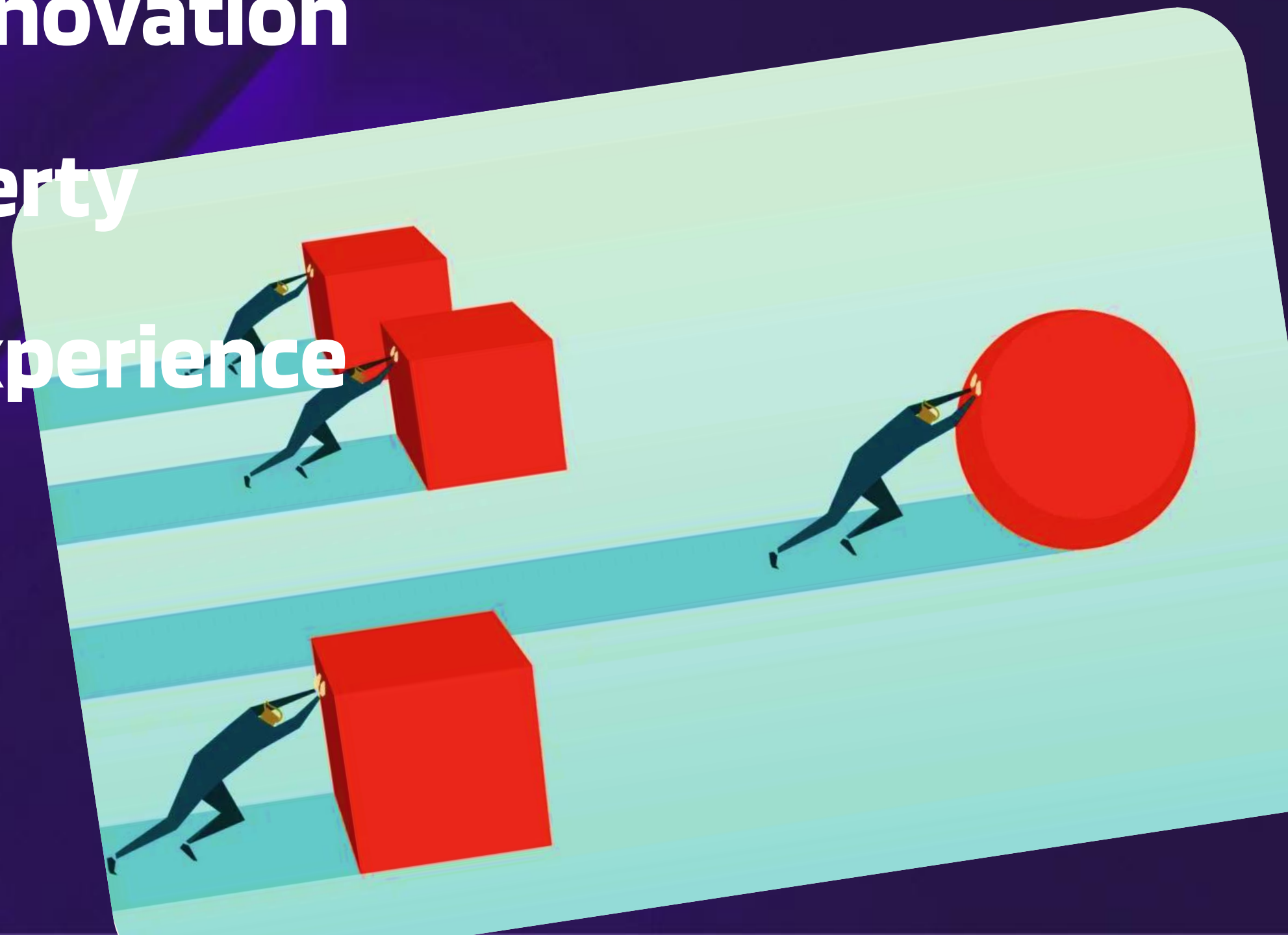
Spend Time Alone

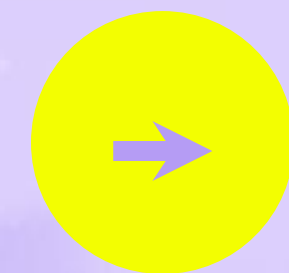
Make it a point to enjoy some alone time regularly, such as having a quiet morning with a cup of coffee or an evening stroll, because being by yourself allows you to reflect & recharge.



Sustainable Competitive Advantage

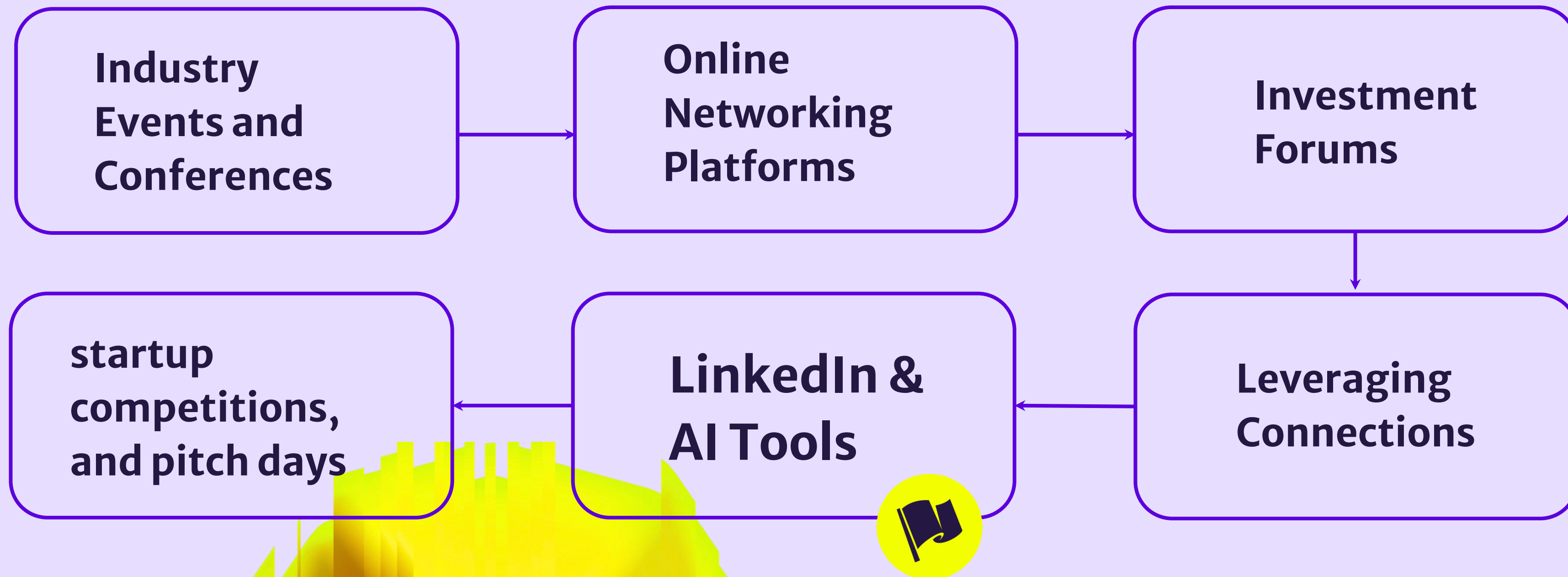
- ❖ Unique Technology or Innovation
- ❖ Strong Intellectual Property
- ❖ Exceptional Customer Experience
- ❖ Network Effects





Reaching Global Partner/Investor

Attracting potential investors and strategic partners



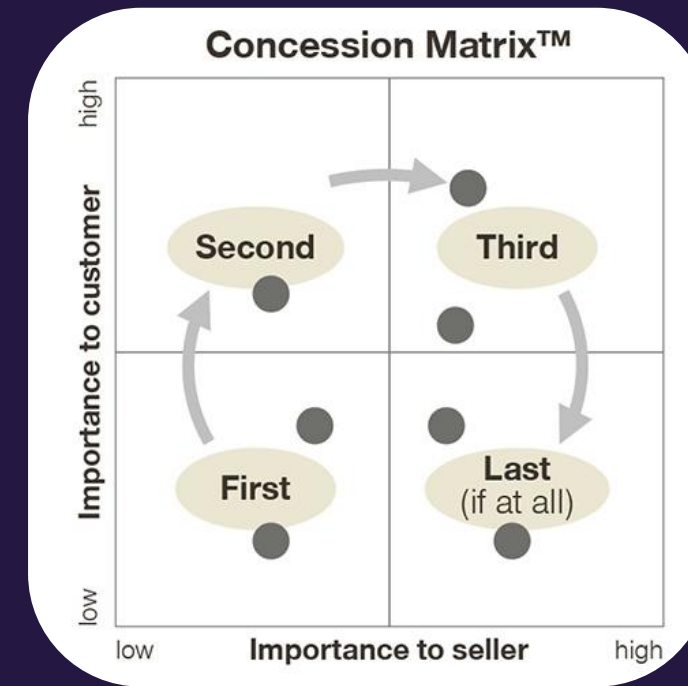
Art of Give and Take - Strategic Negotiation Tactics



**Understanding
Their Needs and
Motivations**



**Knowing Your
Walkaway
Point**



**Strategic
Concessions**



**Maintaining a
Positive
Relationship**

Securing Their Demands Without Losing Your Vision

Satisfy investor requirements without compromising your core idea or equity significantly:

- ✓ **Phased Investment**
- ✓ **Convertible Notes**
- ✓ **Performance-Based Milestones**
- ✓ **Strategic Advisory Roles**

Don't Lose Your Vision



Effective Management of Negotiation Meetings

Tips for running successful negotiation meetings.

- ✓ **Clear Agenda and Objectives**
- ✓ **Active Listening and Communication**
- ✓ **Managing Expectations**
- ✓ **Documenting Key Decisions**





- ☐ Initial Contact and Introduction
- ☐ Preliminary Discussions and Due Diligence
- ☐ Term Sheet Negotiation
- ☐ Legal Review and Contract Drafting
- ☐ Final Agreement and Closing

Stages from Initial Contact to Final Contract

Essential Role of a Negotiation Lawyer

Lawyer's role for negotiation and contract writing

- **Experience in Venture Capital and Startup Law**
- **Strong Negotiation Skills**
- **Attention to Detail**
- **Understanding of Your Business**



Well-Rounded Team

Building a Robust Negotiation Team



- ✓ Diverse Skill Sets
(Financial, Legal,
Technical, Business)
- ✓ Clear Roles and
Responsibilities
- ✓ One Vision

Utilizing AI in Negotiation

Benefits of Integrating Artificial Intelligence in Negotiation

- △ Data Analysis and Insights
- △ Predictive Modeling
- △ Identifying Potential Negotiation Ranges
- △ Automating Certain Tasks



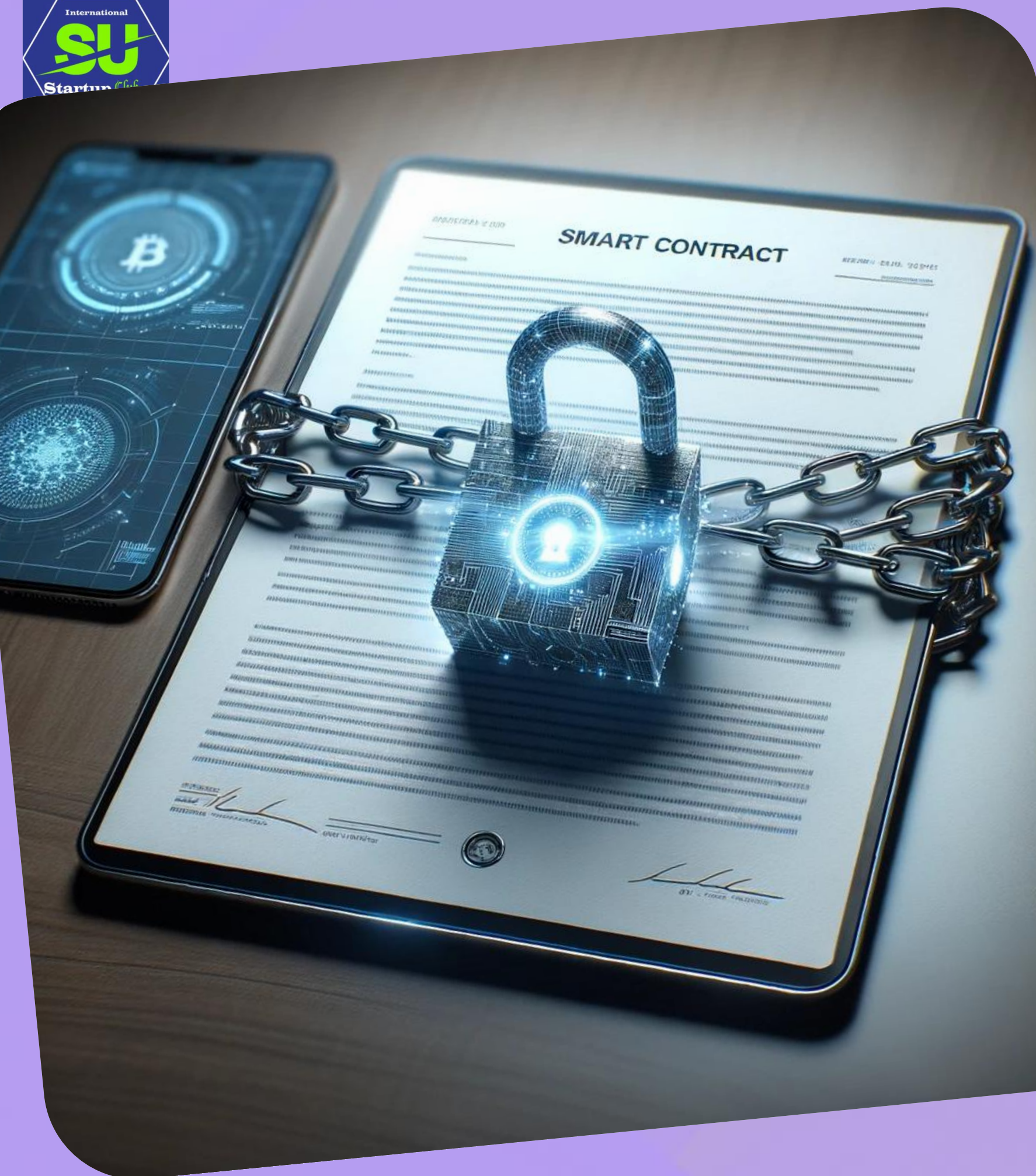
Surprise and delight potential investors



- ❑ Pilot Project Opportunities
- ❑ Exclusive Early Access
- ❑ Advisory Board Roles
- ❑ Synergistic Partnership Potential

Enticing Investors with Unexpected Value





Ensuring Your Rights in the Final Contract

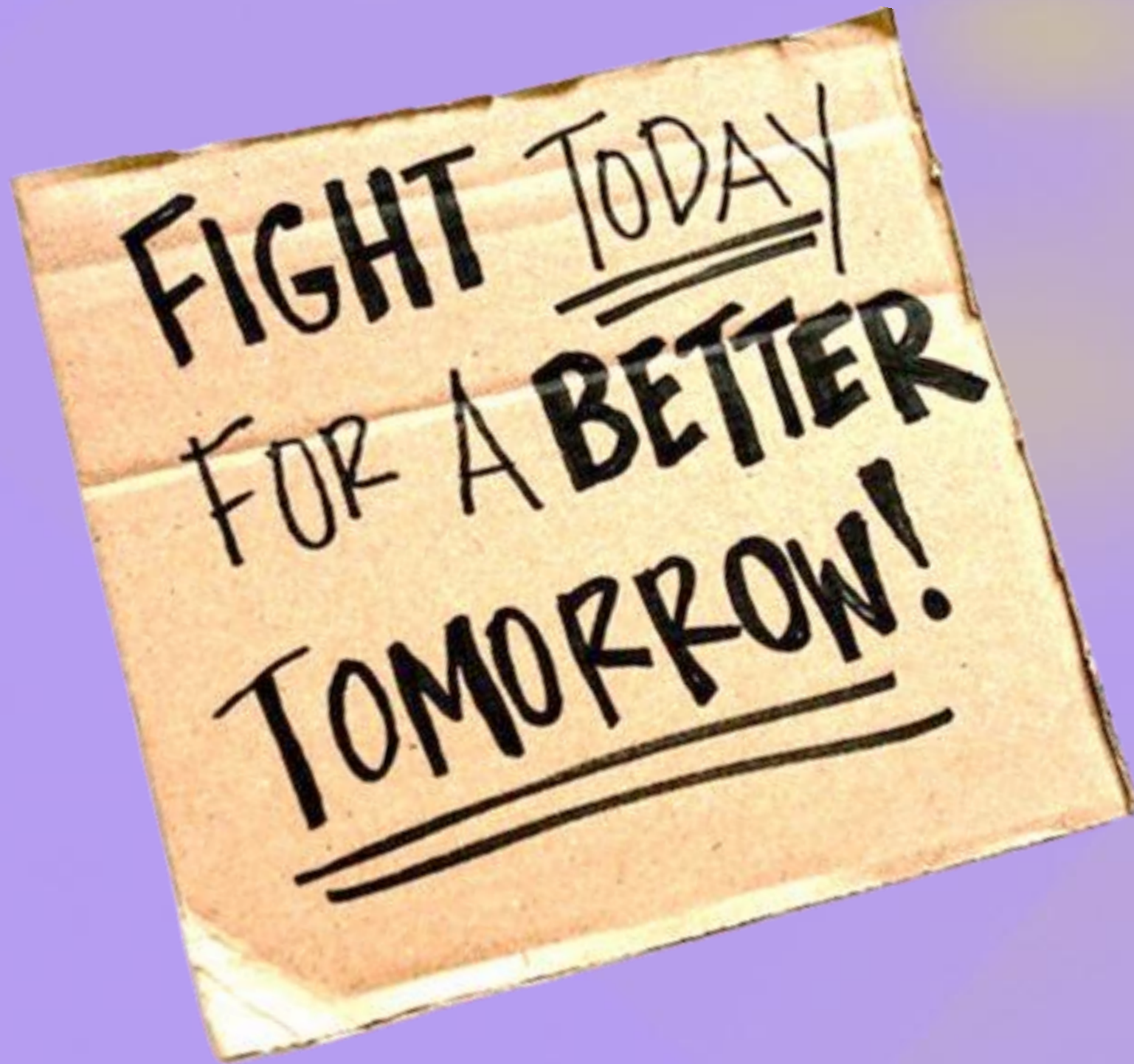
Clear and Unambiguous Language

Comprehensive Coverage of All Terms

Dispute Resolution Mechanisms

Protection of Intellectual Property

Inspiring Belief in Your Company's Future



- ▷ Compelling Storytelling
- ▷ Clear Milestones and Projections
- ▷ Market Opportunity and Growth Potential
- ▷ Passionate and Confident Delivery

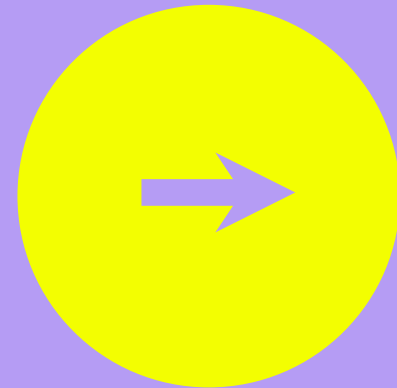
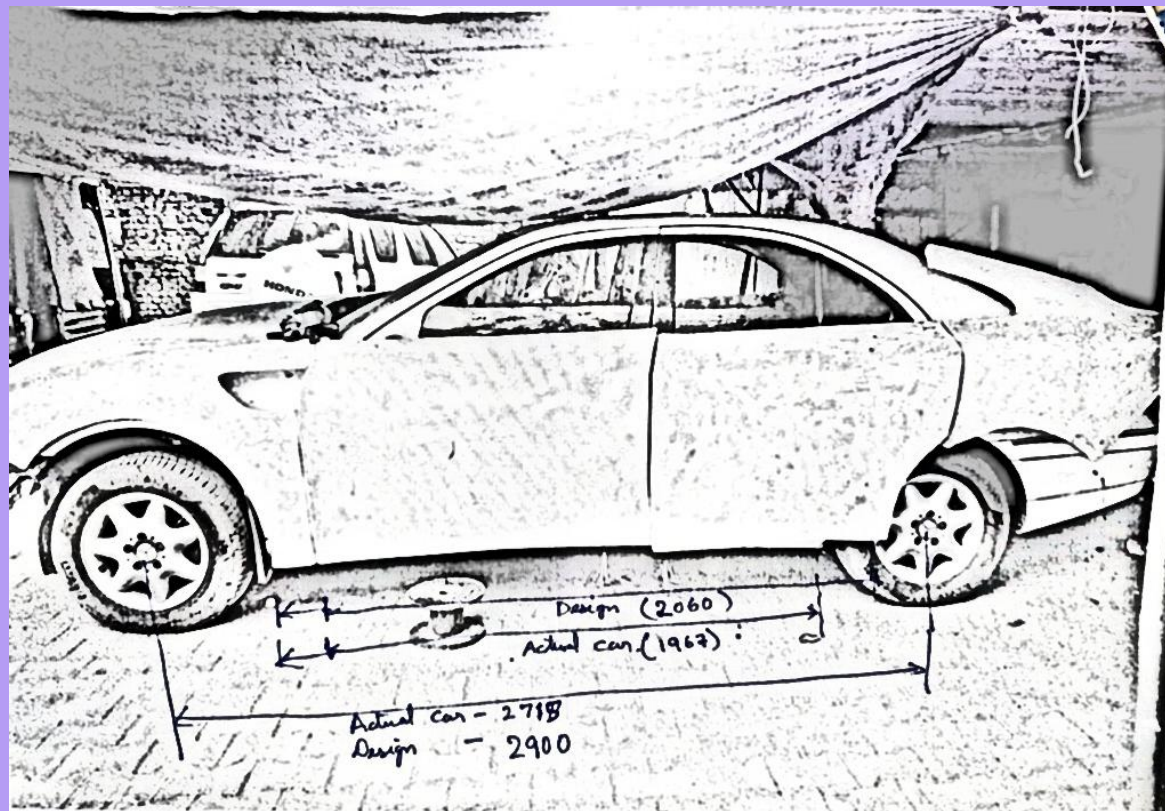
ELECO & PIXEL

as Examples



ELECO Journey...

From a Spark to Reality



From sketches to a real car

ELECO Journey... Timeline



1



Board Formed (Feb 21)
Supervisory board established.

2



Prototype Manufacturing Started (India) (Jun 21)
First prototype production begins.

3



Negotiations: US Investment Fund (Feb 22)
Talks with American investors.

4



Dr. Ibrahim Karim Joined (May 22)
BioGeometry founder joins.

5



Negotiations: South Africa Fund (July 22)
Discussions with South African fund.

6



Prototype Completed (Mar 23)
Prototype ready.

7



Project Halted (Saudi Customs) (Apr 23 – Jun 24)
Administrative issues paused project.

8

CN

Negotiations: Chinese Partner (Dec 24)
Partnership talks with Chinese manufacturer.

9



JV Signed with Chinese Partner (15%) (Mar 25)
Joint venture agreement signed.

10



Dr. Maher El-Kadi Joined (Mar 25)
Battery scientist joins supervisory board.



Eleco-CBT Joint Venture



Localizing electric
vehicle'
manufacturing
technologies in Saudi
Arabia





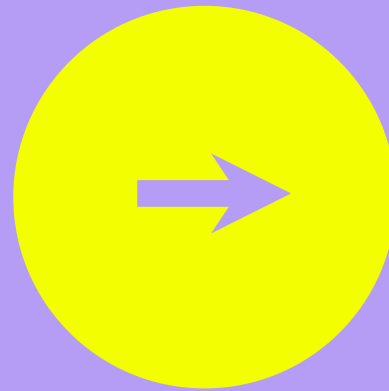
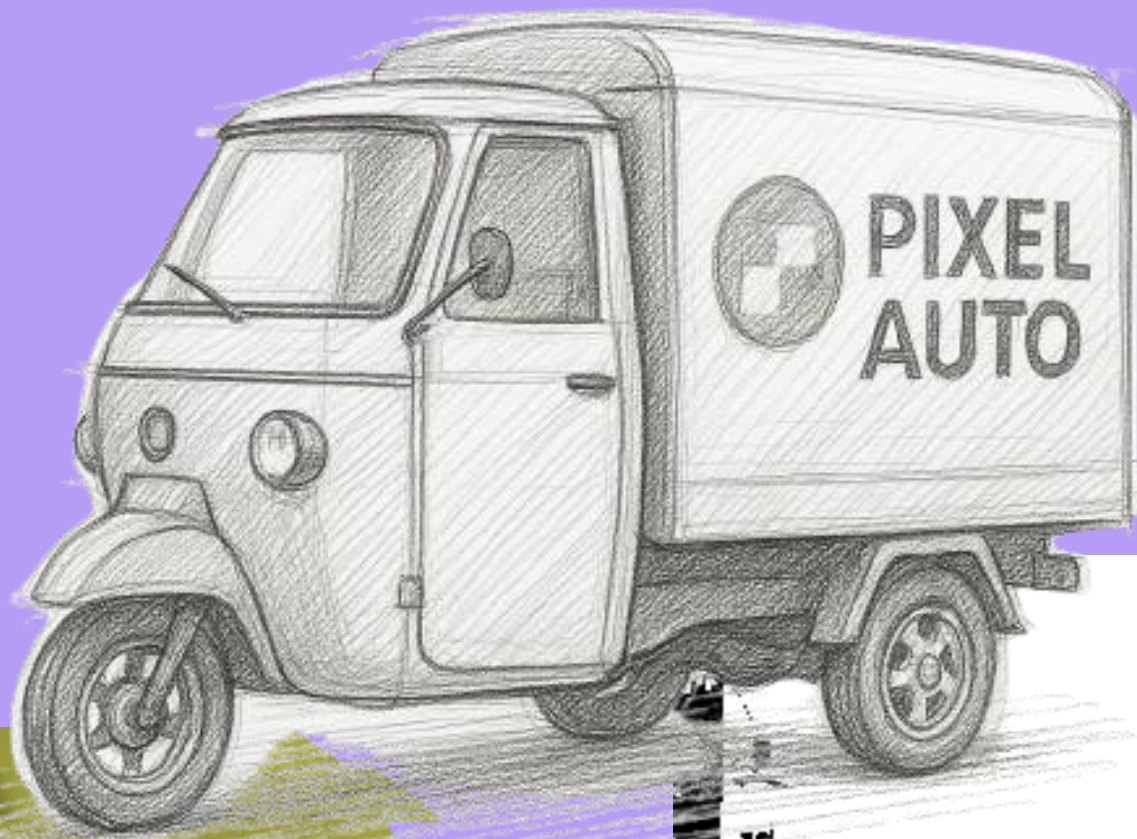
Eleco-CBT Joint Venture



An affordable, electric motorcycle will be free offered with each sold vehicle

Pixel Journey...

From a Spark to Reality

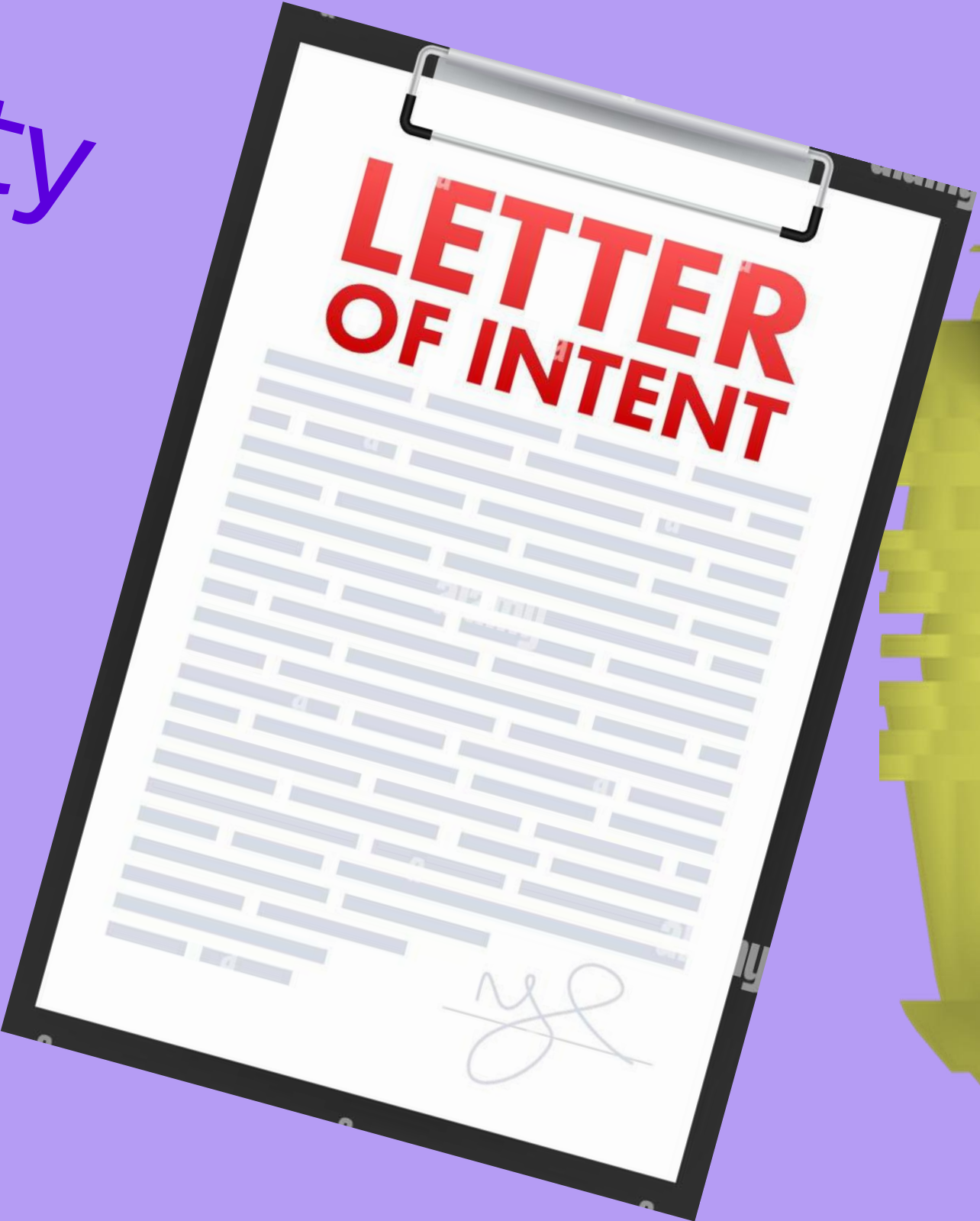


From sketches to a real car



Pixel Journey... From a Spark to Reality

Pixel is a fresh company but obtained LOI from different countries to provide a few hundred mini-EVs right now, even before establishing the factory





THANK YOU!

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