

ALC ADVISE ON PAYMINT'S USD 1 MILLION SEED FINANCING ROUND

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Intella, the SME-focused fintech startup, has completed a USD 1 million seed financing round, led by Hala Ventures, with participation from Falak Startups, powered by the Egyptian Ministry of International Cooperation and its venture capital arm, Egypt Ventures.

Founded in 2021, Intella offers real-time, on-demand intelligence and market research for a wide variety of clients across the MENA region, including Egypt and Saudi Arabia.

The funding has also attracted broad participation from other investors, such as Beyond Capital and a number of esteemed angel investors.

ALC Alieledean Weshahi acted as advisor led by managing partner **Bahaa Alieledean** (pictured).