

Dubai-Based VC Turns Idea Into Revenue-Generating Startup Within 7 Days In New Reality Web Series

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Dubai-based international venture capital firm ASA Ventures has released a new reality web series called the '7 Days Challenge' that shows the VC firm team up with an entrepreneur to turn an idea into a revenue-generating startup in exactly a week.



The first season premiered on ASA Ventures' YouTube channel on July 2019.

The episodes chronicle fitness trainer and entrepreneur Johnny Mijajlovic's journey from an idea for an in-home personal training and fitness coaching platform to a revenue generating business.

Coach Johnny, as he's popularly known, is seen working with Samreen Shaikh, one of the ASA's younger members, as she collaborates with the firm's experts in corporate strategy, technology, marketing, public relations and sales.



A still from ASA Ventures' reality web series.

"The idea behind the challenge is to put young leaders front and center, as they see things with fresh eyes and are guaranteed to take a new approach to things," ASA Ventures CEO Arif Saiyad said in a press statement.

Saiyad added that millennials in their workplace are known to find faster yet well-rounded solutions.



A still from ASA Ventures' reality web series.

ASA Ventures, which calls itself a VC 2.0, has been providing startups with funding plus operational partnership since it was founded in 2003 in Portugal.

Filming for a second season is in progress, the statement added.