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EnterpriseWorld

A NEW PERSPECTIVE OF BUSINESS

Rotterdam: Driving
Economic Growth
and Financial
Stability

**From Rebellion to
Revolution-** How
Telegram Became
a Global Messaging
Force

The Most Iconic
**BUSINESS
LEADERS**

To Watch In 2025

**Ajay
Rawat**

**Founder, Director, & CEO
DEK & Mavericks Green
Energy Limited**

Powering A GREENER FUTURE WITH
PURPOSE AND PASSION

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A NEW PERSPECTIVE OF BUSINESS

This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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FROM EDITOR'S DESK

In an era demanding urgent action on climate change, leaders who transform vision into tangible impact are invaluable. **Ajay Rawat, Founder, Director, and CEO of DEK & Mavericks Green Energy Limited,** embodies this philosophy. His journey from a thriving corporate career to the vanguard of India's clean energy revolution is a testament to the power of purpose-driven leadership. For Ajay, "transforming potential into progress and vision into impact" isn't merely a motto; it's the very foundation upon which he's building not just a company, but a movement.

Ajay's transition in 2019, stepping away from a high-growth multinational VP role, was a deliberate pivot towards a higher calling. He envisioned a world where clean energy wasn't a luxury but an accessible, reliable, and transformative force for every home and industry. This conviction fueled the establishment of DEK & Mavericks Green Energy. What began as a bold vision has rapidly materialized into significant achievements, with over 300 MW of solar capacity installed across more than 25 locations. These numbers, while impressive, only hint at the deeper impact. The true measure of DEK & Mavericks' success lies in the lives it touches—from empowering senior citizen communities with solar power to fostering a culture of innovation that drives a cleaner future for generations to come.

Ajay's leadership has also navigated the inherent challenges of the renewable sector—from complex regulations and fierce competition to integrating advanced technologies and educating clients. Yet, he views these obstacles as catalysts for innovation, building a resilient culture that continually strengthens its commitment to a sustainable energy future.



Utkarsh D.



LEADERS IN SPOTLIGHT

In the dynamic landscape of India's energy transition, certain individuals stand out not just for their business acumen, but for their unwavering commitment to a cause. **Ajay Rawat, the visionary Founder, Director, and CEO of DEK & Mavericks Green Energy Limited**, is one such leader. His journey is a compelling narrative of purpose over titles, and a testament to the transformative power of clean energy.

Ajay's story began not with a direct foray into renewables, but with a highly successful corporate career, culminating in a global leadership role as Vice President at a multinational company. Yet, in 2019, driven by a profound belief in sustainable solutions, he made the bold decision to pivot, stepping away from the traditional corporate world to champion India's clean energy revolution. This pivotal moment marked the birth of DEK & Mavericks Green Energy Limited, founded on the simple yet powerful conviction that clean energy should be accessible, reliable, and transformative for every segment of society.

Since its inception, DEK & Mavericks has rapidly grown into a formidable force, installing over 300 MW of solar capacity across more than 25 locations. Beyond the impressive statistics, Ajay's leadership has been defined by a deep-seated commitment to social impact. A notable project, the installation of a 93 kW solar system for a senior-citizen housing society, exemplifies the company's ethos of touching lives and empowering communities.

10

Ajay RAWAT



COVER STORY



UPSHOT

22

Rotterdam: Driving
Economic Growth
and Financial
Stability



BLOG

32

Who is the Richest
Footballer in the
World You Might
Be Surprised



CASE STUDY

40

From Rebellion to
Revolution- How
Telegram Became a
Global Messaging Force



PRODUCT REVIEW

48

Canva in 2025: How
a \$40B Startup
Made Everyone a
Designer



CONTENTS



JUST IN TAKT
FINISH BEFORE THE
TIME FRAME



ARAB TAKTING
MANAGEMENT
JUST IN TEXT

Ajay Rawat

Powering a Greener Future with Purpose
and Passion ■



Leadership means being a bridge
between what is and what can be”

— *Ajay Rawat*

For **Ajay Rawat**, this isn't just a quote, it's a lived philosophy. As the visionary **Founder, Director, and CEO of DEK & Mavericks Green Energy Limited**, Ajay has redefined what it means to lead in the modern energy era. From a high-powered corporate career to the frontlines of India's clean energy revolution, his journey has been driven by a singular purpose: 'To transform potential into progress and vision into impact.' At a time when the world needs sustainable solutions, Ajay stands out as a catalyst for change, not just building a company, but building a movement.



DEK & MAVERICKS
GREEN ENERGY LIMITED



**Founder, Director,
and CEO of DEK &
Mavericks Green
Energy Limited**

C O V E R S T O R Y

Rise in Green Energy

From the beginning, Ajay's journey was less about titles but more about purpose. With a rich background across industries and a global leadership role as Vice President at a multinational company, Ajay's career was on a high-growth track. Yet, in 2019, he chose to pivot, stepping away from the corporate world to pursue a purpose-driven path in clean energy.

He founded DEK & Mavericks Green Energy Limited with a simple but powerful belief: clean energy should be accessible, reliable, and transformative for every household, factory, and community. What started as a vision soon evolved into a movement, with the company installing over 300 MW of solar capacity across 25+ locations.

Numbers only tell part of the story. The true measure of leadership is in the lives touched, the senior citizens

in a housing society powered by solar, the teams empowered by a culture of innovation, and the future generations who will inherit a cleaner planet. Ajay's leadership is grounded in values, resilience, innovation, and social impact.

Making Green Energy Accessible Since 2019

DEK & Mavericks Green Energy Limited was founded in 2019 with a mission to make clean, reliable, and transformative energy accessible to all. At its core, the company believes that doing good for the planet and doing well in business can—and should—go hand in hand.

Built on a culture of innovation, agility, and ethical integrity, DEK & Mavericks Green Energy delivers customized, end-to-end solar solutions for residential, industrial, and utility-scale clients. The company emphasizes transparency, safety, and continuous learning as non-negotiable values.



These milestones illustrate DEK & Mavericks' evolution from a startup to a purpose-driven energy leader, fueled by innovation, resilience, and a commitment to a greener future.





Innovation as a Strategic Advantage

Ajay Rawat has faced several challenges during his journey in the organization. Navigating complex regulations in the renewable energy sector has been significant, as compliance often delays project timelines and increases costs. Additionally, the competitive landscape demands differentiation through innovative solutions and superior customer service.

Integrating advanced technologies into their solar solutions presents its own set of challenges. Although Ajay emphasizes the need for the right tools to enhance

efficiency, implementing new technologies can be resource-intensive. Educating clients about the benefits of solar energy and overcoming skepticism is another hurdle, requiring strong relationships and transparent communication.

Despite these challenges, Ajay views obstacles as opportunities for growth and innovation. His leadership aims to build a resilient culture that not only overcomes these challenges but also strengthens its commitment to delivering sustainable energy solutions.



Impressive Trajectory Growth

Ajay's leadership has demonstrated remarkable financial growth over the past four years.



Revenue Growth

- FY 21-22: ₹18 Lakhs
- FY 22-23: ₹1,800 Lakhs (100x growth YoY)
- FY 23-24: ₹3,060 Lakhs (70% growth YoY)
- FY 24-25: ₹15,004 Lakhs (490% growth YoY)



Installed Capacity

- FY 21-22: 12 MW
- FY 22-23: 34 MW
- FY 23-24: 64 MW
- FY 24-25: 250 MW



Employee Strength

- FY 21-22: 9
- FY 22-23: 18
- FY 23-24: 35
- FY 24-25: 110

Client Partnerships That Drive Renewable Progress

Ajay Rawat places significant emphasis on strategic partnerships and collaborative growth as key pillars of DEK & Mavericks Green Energy Limited's long-term vision. Under his leadership, the company actively seeks to forge alliances with industry leaders, technology providers, and supply chain partners to enhance its service offerings and operational efficiency.

A notable milestone in this direction is the company's upcoming Initial Public Offering (IPO), a move that reflects growing investor confidence and signals a new phase of expansion. With over 50 investors already secured during the private placement phase, the IPO will enable the company to scale its capabilities, enter new markets, and invest further in cutting-edge solar technologies.

DEK & Mavericks Green Energy remains committed to nurturing long-term relationships with clients and stakeholders. These collaborations not only bring complementary expertise but also create opportunities for innovation, cost optimization, and delivery of high-impact renewable energy solutions. Through strategic alignment and shared values, the company aims to drive sustainable growth and contribute meaningfully to the global clean energy transition.

Strategic Expansion Across Solar Markets

Under the strategic direction of Ajay Rawat, DEK & Mavericks Green Energy Limited has laid out a robust growth plan focused on expanding its footprint in utility-scale solar projects, strengthening technological capabilities, and entering new geographic markets across India and beyond. The company aims to enhance the affordability and accessibility of solar solutions for residential, commercial, and industrial segments, while maintaining a sharp focus on innovation and operational excellence.

To ensure alignment with its long-term vision, the company closely monitors a comprehensive set of key performance indicators (KPIs). These include project execution timelines, solar power generation efficiency relative to commitments, the number of new client acquisitions, repeat business from existing customers, and adherence to safety and compliance standards. Beyond financial metrics, Ajay Rawat emphasizes people-centric indicators that reflect the company's commitment to culture, team development, and stakeholder satisfaction.

This data-driven approach enables DEK & Mavericks to not only evaluate its current performance but also anticipate future challenges and opportunities, reinforcing its position as a forward-thinking leader in the green energy sector.

Tech-Enabled Growth Across All Installations

Innovation and digital transformation are at the heart of DEK & Mavericks Green Energy Limited's strategic vision under the leadership of Ajay Rawat. The company is committed to leveraging advanced technology to enhance operational efficiency, optimize performance, and deliver intelligent, customized solar solutions. From implementing a tailored ERP system that streamlines multi-site project execution and inventory management to adopting sophisticated design tools and real-time plant monitoring systems like SCADA, the company is embracing a future-ready mindset. These tools not only improve accuracy and speed but also ensure reliability and scalability across residential, industrial, and utility-scale installations.

The broader green energy industry is undergoing a dynamic shift, driven by decentralization, digitization, and sustainability. Trends such as the rise of decentralized solar systems, smart grids, AI-powered energy management, and next-generation storage solutions are reshaping how energy is produced, distributed, and consumed. Increasing demand for affordable, efficient, and clean energy, coupled with stronger ESG mandates and government incentives, is pushing companies to adopt greener, smarter practices.

Ajay Rawat has positioned DEK & Mavericks Green Energy at the forefront of this transformation. By integrating digital innovation with sustainability, the company not only meets the current demands of the market but also anticipates future needs, ensuring long-term impact and leadership in the clean energy transition.



Leadership That Inspires Growth and Responsibility

Ajay Rawat's leadership philosophy is grounded in purpose-driven strategy, ethical conduct, and long-term impact. He upholds the belief that leadership is not merely a position of authority but a commitment to serve — to inspire teams, enable growth, and deliver meaningful change.

He emphasizes creating a workplace culture anchored in integrity, transparency, and continuous improvement. Under his leadership, the organization has adopted a zero-tolerance approach toward compromise on ethics, safety, and performance standards. Mr. Rawat advocates for empowering individuals through knowledge, accountability, and a shared sense of purpose, ensuring that each stakeholder contributes meaningfully to the company's mission.

Central to his leadership is the idea of resilience — the ability to adapt swiftly, learn from setbacks, and continuously innovate. He maintains that the success of a clean energy enterprise is not measured solely in numbers but in the positive, tangible outcomes delivered to communities and the environment. Through this lens, he guides DEK & Mavericks Green Energy as both a business entity and a catalyst for sustainable transformation.

Ajay Rawat's leadership philosophy—rooted in service, impact, and long-term vision—has shaped the company into a fast-growing force in the APAC green energy sector. DEK & Mavericks Green Energy stands apart not just for its technical excellence, but for its unwavering commitment to reducing carbon footprints, empowering communities, and building a cleaner, more sustainable future.

His leadership has emerged as a dynamic force in India's renewable energy sector. The company's growth story is defined not just by numbers but by meaningful impact, innovation, and community empowerment.

Staying Grounded Through Passion for Exploration

Ajay Rawat has a balanced work-life approach and he maintains it through his love for travel. Exploring new destinations, meeting people, and experiencing diverse cultures allow him to unwind and gain fresh perspectives.

“Travel isn't just my escape—it's my recharge. Every journey offers a new perspective, helping me return to work more focused, balanced, and creatively energized.” – Ajay Rawat

Ajay is guided by two key quotes. The first, “Life is not about how hard you hit. It's about how hard you can get hit and keep moving,” helps him embrace setbacks with resilience. The second, “The best way to predict the future is to create it,” motivates him to drive innovation, particularly in the green energy sector, and shape the future he envisions. By integrating personal passions with his professional goals, Ajay ensures a sustainable balance that fuels his success.

Leading With Purpose, Beyond Profit

Ajay Rawat envisions his legacy as one that transcends business success, focusing on creating lasting opportunities for others, especially within the renewable energy sector. He seeks to inspire future leaders to build organizations that do more than just profit—they should uplift communities, contribute to environmental sustainability, and foster innovation. For him, true leadership is about shaping a future where businesses play a pivotal role in the betterment of society.

As for DEK & Mavericks Green Energy Limited, Ajay's vision for its legacy is clear: to be at the forefront of the global shift to clean energy. He hopes the company will be remembered for its unwavering commitment to making renewable energy accessible, transformative, and impactful for communities and businesses alike. Through this vision, DEK & Mavericks Green Energy aims to leave a powerful and enduring mark on the green energy movement, proving that sustainable progress is not just possible, but essential for the future of the planet.



Open Letter from

Ajay Rawat

Dear Future Leaders,

Entrepreneurship in green energy isn't easy—but it's for those driven by purpose and impact. Expect challenges, setbacks, and uncertainty. These aren't signs to quit, but opportunities to grow. Adapt, learn, and lead with integrity. Question the status quo—innovation starts there. True leadership means amplifying unheard voices, not just speaking louder. Surround yourself with those who inspire growth and share your mission. Collaboration is more powerful than competition. Above all, remember why you began: sustainability isn't a trend—it's a responsibility. Lead boldly, act with purpose, and be the spark for a cleaner future.

Warm regards,

Ajay Rawat,

Founder, Managing Director & CEO

DEK & Mavericks Green Energy Limited





Founders & Directors -
Ajay & Vendhan

5 Takeaways from **Ajay Rawat's** Leadership Journey

1.

Purpose-Led Journey: Ajay Rawat left a corporate career to pursue clean energy with a mission to make it accessible and impactful.

2.

Rapid Growth: DEK & Mavericks scaled from 12 MW to 250 MW in four years, delivering meaningful renewable energy solutions.

3.

Tech-Driven Innovation: The company leverages ERP, SCADA, and digital tools to boost solar efficiency and project execution.

4.

Resilient Leadership: Ajay overcame regulatory and tech adoption challenges through innovation and strong client focus.

5.

Culture & Collaboration: Built on ethics and partnerships, the company fosters transparency, learning, and sustainable growth.

LESS NOTES



SHEVAM
HOTEL



MORE MOOD

WHOLESOME LIVING

ROTTERDAM



Rotterdam, one of the most dynamic and progressive cities in the Netherlands, is a global hub of trade, commerce, and innovation. With its strategic location as the gateway to Europe, a rich history of industrial development, and a forward-thinking approach to modern business, Rotterdam stands as a shining example of how a city can drive economic prosperity, offer diverse business opportunities, and provide financial stability to its citizens.

The city's economic contributions extend far beyond its borders, with an impressive array of industries and business sectors fueling its growth. This article will explore Rotterdam's economic contributions, the types of businesses that thrive in the city, and how it provides employment opportunities and financial stability for its people.

A large cable-stayed bridge at night, illuminated by warm lights. The bridge's tall, white pylon and numerous stay cables are prominent against the dark blue sky. In the background, a city skyline with various lit-up buildings is visible across a body of water. The overall scene conveys a sense of modern infrastructure and urban development.

BRINAM

*Driving Economic Growth
and Financial Stability*



Key **BUSINESS SECTORS in ROTTERDAM**

Port and Logistics

Rotterdam's port is undeniably the backbone of the city's economy. As a major logistical hub, the Port of Rotterdam handles millions of tons of cargo annually, including raw materials like oil, chemicals, and coal, as well as consumer goods and high-tech products. The port supports a vast network of industries and businesses, ranging from shipping companies and warehousing to transport services and logistics firms.

Technology and Innovation

In recent years, Rotterdam has also emerged as a key player in the tech industry. The city is home to various tech startups, incubators, and innovation hubs that are shaping the future of industries like artificial intelligence, fintech, and smart cities. Rotterdam's focus on sustainability and green technology has resulted in significant investments in renewable energy and environmental innovation. The city has become a pioneer in the field of circular economy, with businesses focused on recycling, waste reduction, and sustainable resource management.

Renewable Energy

As the world transitions to cleaner energy sources, Rotterdam is positioning itself at the forefront of the renewable energy sector. The city has invested heavily in offshore wind energy, solar power, and green hydrogen production, making it a vital center for energy innovation. The Port of Rotterdam is home to the world's largest industrial complex for the production of biofuels and has become a leader in sustainable energy.

Manufacturing and Industry

Historically, Rotterdam has been a center for manufacturing and industrial activities. While many traditional industries have evolved or been replaced by more sustainable practices, the manufacturing sector continues to play a significant role in the city's economy. Rotterdam is home to advanced manufacturing industries such as chemical production, petrochemicals, and machinery manufacturing.

Finance and Business Services

The financial services sector is another cornerstone of Rotterdam's economy. The city boasts a vibrant financial ecosystem with numerous banks, insurance companies, and investment firms. Rotterdam's role as an international trade and business hub means that the demand for financial services, including corporate banking, investment management, and risk analysis, remains high.

Creative Industries and Design

Rotterdam is also gaining recognition as a creative and cultural hub. The city has a thriving creative sector, encompassing industries like architecture, design, fashion, and media. Rotterdam's forward-thinking approach to urban development and its distinctive architectural style have made it a magnet for creative professionals.

Rotterdam's Economic Landscape



Port of Rotterdam:
Europe's largest port, facilitating global trade.



Diverse Industries:
Technology, manufacturing, renewable energy, finance, healthcare.



Strategic Location:
Gateway to Europe, connecting international markets.



Advanced Infrastructure:
Supporting efficient logistics and trade.



Key Economic Drivers of Rotterdam

A City on Rise

Job Creation: Rotterdam's diverse economy provides significant employment opportunities across various sectors, including logistics, manufacturing, finance, and technology. The port alone employs tens of thousands of people, directly and indirectly.

Financial Stability: A strong and diverse economy, Rotterdam is resilient to economic fluctuations. Its strategic location and advanced infrastructure have made it a magnet for international businesses, contributing to its financial stability.

Regional and Global Influence: As a major player in international trade, Rotterdam has a significant impact on the regional and global economy. The port handles a vast volume of goods, connecting Europe to markets around the world.

Innovation and Development: Rotterdam is a hub for innovation and development, with a focus on sustainable solutions and cutting-edge technologies. The city's universities and research institutions collaborate with businesses to drive innovation and create new opportunities.

Employment Opportunities and Financial Stability

Rotterdam's vibrant economy is fueled by a diverse mix of multinational corporations and small to medium-sized enterprises (SMEs). This dynamic ecosystem creates a robust job market with opportunities across various sectors. The city's commitment to innovation, sustainability, and emerging technologies attracts cutting-edge industries, ensuring long-term economic growth and stable employment for its residents.



Port of Rotterdam

- One of the world's largest ports, providing tens of thousands of jobs.
- Key sectors: logistics, shipping, transportation, and supply chain management.



Renewable Energy Sector:

- Growth in offshore wind and green technologies.
- Major employer for professionals in engineering, environmental science, and energy management.



Technology Sector:

- Offers job opportunities for software developers, data scientists, engineers, and specialists in emerging technologies.

A Model for Economic Growth and Development

Rotterdam places a strong emphasis on education and workforce development. The city boasts a network of universities, vocational training programs, and partnerships with local businesses to ensure a skilled workforce. This includes initiatives like apprenticeships, internships, and career development programs, which equip young people with the necessary skills to enter the job market.

Rotterdam offers a business-friendly environment with robust infrastructure, favorable tax incentives, and supportive policies for both entrepreneurs and established companies. This fosters business growth, leading to a steady stream of job opportunities and financial stability for the community.

With its growing industries, educational focus, and business-friendly climate, Rotterdam is poised to maintain long-term economic stability and provide a secure future for its residents.



CONCLUSION

Rotterdam has emerged as an economic powerhouse, thanks to its strategic location, world-class infrastructure, and diverse range of business sectors. The city's port, technology, renewable energy, and manufacturing industries are pivotal to its economic success, providing a solid foundation for growth and innovation.

With a thriving business ecosystem, Rotterdam offers its citizens a wealth of employment opportunities across various industries, ensuring financial stability and prosperity for the future. As Rotterdam continues to evolve and embrace new opportunities, its role as a global business hub will only grow, providing the city and its citizens with a bright and secure economic future.



A dimly lit room with a bookshelf filled with books and trophies, a lamp, and a person's legs in a suit.

YOU DON'T CONTEST,
YOU CONQUER.

YOU ARE
BUILT RARE

RESIDENCES AS RARE AS YOU



Century®
THINKING AHEAD



EXQUISITE 3 & 4 BED RESIDENCES
GOLF AVENUE, INDIRANAGAR, BENGALURU

CODENAME™
**BUILT
RARE**

Who is the **RICHEST FOOT** **in the World?**

You Might Be Surprised

When it comes to global sports, few games can boast the same amount of passion, prestige, and paycheck as football. From the legendary stadiums in Europe to the manic crowds in South America, footballers are not just players. They are an icon. But who is the richest footballer in the world? In addition to players like Messi, Ronaldo, and Neymar, you're also wondering about other names, and the answer could surprise you, because it goes well beyond goals and assists. Brand deals, family wealth, and business ventures help their astronomical net worths.

In this article, we will explore the current holder of the richest footballer in the world title as well as a narrowed down list of the richest footballers in the sport today.



BALLER



10 Richest F

10. Andrés Iniesta

About:

A legend at FC Barcelona, Iniesta extended his career in Japan and then the UAE. Known for his elegant playing style, Iniesta has also been smart about business, co-owning a winery and other ventures that supplement his football earnings.

- **Net Worth:** \$120 million
- **Salary:** \$8 million
- **Team:** Emirates Club (UAE Pro League)



ANDRÉS INIESTA

9. Mohamed Salah

About:

The Egyptian King of Liverpool, Mohamed Salah's rise to stardom has been accompanied by a significant increase in wealth. From performance bonuses to lucrative brand endorsements like Adidas and Pepsi, Salah continues to be one of the sport's top earners.

- **Net Worth:** \$90 million
- **Salary:** \$35 million
- **Team:** Liverpool FC (Premier League)



MOHAMED SALAH

8. Wayne Rooney

About:

An English football icon, Wayne Rooney earned his fortune from a successful career at Manchester United and later in Major League Soccer. Since retiring, he's moved into coaching, but his past endorsements and salary earnings still contribute to his wealth.

- **Net Worth:** \$170 million
- **Salary:** N/A (Currently coaching)
- **Team:** Formerly with Manchester United, D.C. United



WAYNE ROONEY



KYLIAN MBAPPÉ



ZLATAN IBRAHIM

List of the Footballers in the World



NEYMAR JR.



DAVID BECKHAM



LIONEL MESSI



CRISTIANO RONALDO



FAIQ BOLKIAH

7. Kylian Mbappé

About:

Considered the future of football, Kylian Mbappé has already amassed immense wealth despite his young age. With a massive salary from PSG and endorsement deals with Nike, Hublot, and others, he's set to climb even higher in the rankings in the coming years.

- **Net Worth:** \$180 million
- **Salary:** \$110 million
- **Team:** Paris Saint-Germain (expected Real Madrid move)

6. Zlatan Ibrahimović

About:

Charismatic and confident, Zlatan has played for top clubs across Europe, from AC Milan to Manchester United. His earnings come from club salaries, endorsements, and personal ventures like his clothing line and investments. Even in retirement, Zlatan remains a lucrative brand.

- **Net Worth:** \$200 million
- **Salary:** N/A (Retired in 2023)
- **Team:** Formerly with AC Milan, PSG, LA Galaxy

5. Neymar Jr.

About:

Brazilian star Neymar has consistently been one of the top-paid footballers in the world. Known for his flashy lifestyle and incredible footwork, Neymar also cashes in through endorsements, including deals with Puma, Red Bull, and other global brands. His move to Al Hilal in Saudi Arabia came with a jaw-dropping salary.

- **Net Worth:** \$250 million
- **Salary:** \$100 million (including bonuses and endorsements)
- **Team:** Al Hilal (Saudi Pro League)

4. David Beckham

About:

Though he's now retired, David Beckham remains a football legend—and a marketing genius. Known for his

style and flair, Beckham has endorsed everything from Armani to Adidas. His ownership stake in Inter Miami and other ventures contributes significantly to his immense wealth.

- **Net Worth:** \$450 million
- **Salary:** N/A (Retired)
- **Team:** Formerly with LA Galaxy, Manchester United, Real Madrid

3. Lionel Messi

About:

A magician with the ball, Lionel Messi has amassed his fortune through a mix of club salaries, sponsorships, and commercial deals. A seven-time Ballon d'Or winner, Messi's deals with Adidas, Pepsi, and other giants, along with his move to the U.S. MLS, keep his net worth climbing steadily.

- **Net Worth:** \$550 million
- **Salary:** \$65 million (plus endorsements)
- **Team:** Inter Miami (Major League Soccer)

2. Cristiano Ronaldo

About:

Often considered one of the greatest footballers of all time, Cristiano Ronaldo has turned his athletic success into a massive business empire. From fashion to fitness, his brand "CR7" brings in millions. Add to that his massive social media following and lifetime Nike deal, and you get a financial juggernaut.

- **Net Worth:** \$600 million
- **Salary:** \$200 million (including Saudi club deal)
- **Team:** Al-Nassr (Saudi Pro League)

1. Faiq Bolkihah

About:

Born into Brunei royalty, Faiq Bolkihah is not just known for his footballing skills but for his royal lineage. Nephew to the Sultan of Brunei, his wealth isn't just from his football contracts but largely from his inheritance. While he hasn't made headlines for on-field performances, his status as a footballer, combined with vast family wealth, makes him stand out.

Net Worth: \$20 billion

Salary: Reportedly modest in football terms

Team: Ratchaburi FC (Thailand)

Who is the Richest Footballer in the World?

While many people may think of Cristiano Ronaldo or Lionel Messi due to their enormous salaries, brand endorsements and the intense level of fame that they enjoy, the richest footballer in the world is technically Faiq Bolkiah. Given his royal Bruneian lineage, Bolkiah's net worth far exceeds that of every other footballer. Even though his image as a player is pretty low and he is relatively unknown in the world of footballers, Bolkiah's estimated value leaves every other player's wealth in the dust.

It is an interesting reality that the richest footballer in the world may not be the most famous player or even the most decorated when it comes to trophies, but certainly is the richest simply by inheriting it. It re-establishes what we think about sports success and how differently we can acquire wealth.

That being said, if we are to consider wealth acquired solely from performance, brand, and global following through the sport of football, players like Ronaldo, Messi, and Neymar take the cake and are the absolute best in the world at gaining wealth. They enjoy what they do to spread a wealth of talent, charisma, and consistency to build their empires.

Conclusion

The world of football is not just about who scores the most goals or lifts the most trophies. It's also about legacy, influence, and sometimes, lineage. The question of who is the richest footballer in the world opens up a broader discussion on what contributes to a footballer's fortune, be it personal skill, smart financial moves, or royal birthright.

From Faiq Bolkiah's astonishing net worth to Cristiano Ronaldo's empire and Messi's continuing reign, football's elite have shown that the pitch is just one part of their journey. Whether you're a fan of raw talent, business acumen, or fairy-tale fortunes, there's no denying that the financial game in football is as competitive as the one played on the field.





**SMOKING IS A
DISASTER**
COSTS £1.8 MILLION
KILLS 260,000



 **123
asegúrate**
DE NACIONAL SEGUROS



FROM REBELLION TO REVOLUTION: HOW TELEGRAM BECAME A GLOBAL MESSAGING

Telegram

“
From secu
change—
than an a

FORCE

ure chats to global
Telegram is more
pp. It's a movement."

Since its launch in 2013, **Telegram** has become one of the world's most talked-about messaging platforms—known for its sleek interface, powerful features, and strong commitment to privacy. Founded by **Pavel and Nikolai Durov**, Telegram set out to provide an alternative to surveillance-heavy or ad-driven communication platforms.

But building a privacy-first, feature-rich app in today's hyperconnected, politically sensitive, and competitive digital world was no easy feat.

This article explores how Telegram overcame significant challenges—ranging from government bans to monetization dilemmas—and evolved into a trusted brand with a massive global user base.

Challenges Faced

Telegram's Response

Government Bans and Surveillance Pressures

Decentralized **infrastructure**, enabled **proxy servers**, strengthened its **encryption protocol (MTProto)**

Content Moderation and Illegal Use

Improved content moderation tools, introduced reporting features

Monetization and Sustainability

Telegram crafted a user-centric, privacy-conscious monetization strategy

Technical Scaling and Innovation

Introduced cloud-based architecture, Enabled large group chats, broadcast channels, sophisticated bots

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Challenge #1: Government Bans and Surveillance Pressures

From early on, Telegram's refusal to compromise on user privacy put it at odds with various governments. Perhaps the most high-profile confrontation was in Russia, where the app was banned between 2018 and 2020 for refusing to provide encryption keys to the Russian security services (FSB). Despite the ban, Telegram continued to thrive in Russia thanks to VPNs and creative technical workarounds.

It wasn't just Russia. **Iran, India, China, Indonesia**, and others have also either banned or threatened Telegram over similar privacy-related disputes or due to its use in **protest movements and political organizing**.



Response:

Telegram doubled down on its mission. By decentralizing infrastructure, enabling proxy servers, and strengthening its encryption protocol (MTProto), it made itself harder to suppress. In doing so, it positioned itself as a **platform for freedom of expression**, particularly in politically unstable regions.

Challenge #2: Content Moderation and Illegal Use

Telegram's open platform architecture made it a magnet for **misuse by bad actors**. Extremist groups, pirates, hackers, and conspiracy theorists found Telegram's encrypted or lightly-moderated channels attractive.

There were growing concerns about:

- Use by terrorist organizations (like ISIS)
- Circulation of **illegal content**, including child exploitation material
- Spread of **misinformation**, particularly during the pandemic and elections

Response:

Telegram improved its **content moderation tools**, introduced **reporting features**, and worked with authorities in certain cases—without violating its core promise of user privacy in personal chats. However, the app continues to walk a fine line between moderation and censorship.

Challenge #3: Monetization and Sustainability

Telegram remained **free and ad-free** for years, funded entirely by Pavel Durov's personal wealth. Critics questioned whether it could survive long-term without a solid business model.

In 2022, Telegram finally introduced:

- **Telegram Premium**, offering users extra features for a monthly fee
- **Sponsored messages** in large public channels (non-targeted and privacy-friendly)

Response:

Instead of following the ad-heavy, data-driven path of other tech giants, Telegram crafted a **user-centric, privacy-conscious monetization strategy**. It still retains the majority of its core features for free users, preserving its open-access philosophy.

Challenge #4: Technical Scaling and Innovation

Handling hundreds of millions of users across continents isn't simple, especially without centralized servers or deep-pocketed investors.

Telegram faced:

- Occasional **downtime** during mass user migrations (e.g., WhatsApp outages)
- Challenges in scaling group chat features and media storage

Maintaining **security and encryption** while adding complex features like bots, payments, and live streaming

Response:

Telegram continually iterated on its technology:

- Introduced **cloud-based architecture** for fast media access
- Developed its proprietary protocol (MTPROTO) for speed and security
- Enabled **large group chats, broadcast channels, and sophisticated bots**—turning Telegram into more than just a chat app

Challenge #5: Platform Store Restrictions

Telegram's flexible, unfiltered nature clashed with **Apple and Google's app store policies**, particularly around adult content and political material. On iOS, it was forced to **limit certain content** to comply with App Store guidelines.

Response:

Telegram introduced **platform-specific content filtering**, creating tailored experiences while maintaining the core app's values. Despite minor compromises, it didn't lose its edge or user trust.

Challenge #6: Transparency and Trust

Telegram's operations remain relatively opaque. With no known board of directors and the company's official headquarters being "nowhere," questions have arisen about transparency, governance, and future leadership.

Response:

Telegram has maintained trust primarily through **consistent user experience, transparency in product updates, and direct communication** from Pavel Durov. Though unconventional, this approach has helped Telegram develop a loyal user base.

Telegram Features & Their Global Impact on Daily Life

In the ever-evolving world of communication apps, **Telegram** has carved a unique space for itself—not just as a messaging tool, but as a **lifestyle enabler**, a **community builder**, and a **platform for expression and activism**. Its powerful features go far beyond basic chatting, influencing how people connect, work, learn, and even resist oppression.

Let's explore the **key features of Telegram** and how they've made a real-world impact across different regions and demographics.

1. End-to-End Encrypted Secret Chats

Feature: Secret Chats use end-to-end encryption, ensuring that only the sender and receiver can read the messages. These chats also support **self-destruct timers**, preventing data leaks or future access.

Impact:

- In **authoritarian regimes**, activists and journalists rely on this feature to communicate safely.
- **Whistleblowers** and human rights advocates use Telegram for confidential information exchange.
- Regular users enjoy peace of mind when sharing sensitive content like documents or personal conversations.

2. Massive Group Chats & Supergroups

Feature: Telegram allows users to create **groups with up to 200,000 members**, complete with advanced admin tools, polls, hashtags, slow mode, and pinned messages.

Impact:

- Businesses and startups use Telegram groups for **customer support, product updates, and community building**.
- Local communities, students, and hobby groups coordinate events, share knowledge, and stay connected.

- In countries like **India** and **Indonesia**, Telegram groups have become digital hubs for stock market discussions, cryptocurrency updates, and online education.

3. Broadcast Channels

Feature: Telegram channels allow **one-way communication** with unlimited subscribers, ideal for content creators, brands, and public figures.

Impact:

- Influencers, journalists, and thought leaders use channels to distribute content to large audiences **without censorship**.
- During **wars, protests, and natural disasters**, channels serve as **real-time information outlets**, bypassing traditional media.
- Creators monetize their content and grow loyal fan bases, especially in regions where other platforms are heavily regulated.

4. Bots & Automation

Feature: Telegram bots automate tasks like reminders, news updates, quizzes, and even full e-commerce services. Developers can build custom bots using Telegram's open API.

Impact:

- Small businesses automate bookings, payments, and customer queries.
- Students use bots to access educational resources, practice quizzes, and manage study groups.
- News agencies, governments, and health organizations use bots for **COVID-19 tracking**, vaccine info, and civic alerts.

5. Unlimited Cloud Storage

Feature: Telegram offers **cloud-based messaging**, meaning all your messages, files, and media are stored securely and accessible from any device, anytime.

Impact:

- Professionals and remote workers use Telegram as a **file-sharing tool**, especially for large files (up to 2GB or more per file).
- Students collaborate on assignments and projects by sharing notes, PDFs, and voice memos.
- Migrant workers and expats stay in touch with families without worrying about lost data when switching phones.

6. Cross-Platform Availability

Feature: Telegram works seamlessly across **iOS, Android, Windows, MacOS, and Web**, syncing in real time.

Impact:

- Enables a consistent, connected experience across devices.
- Makes Telegram a reliable tool for **remote work, virtual learning**, and **cross-device productivity**.

7. Privacy Controls & Anonymity

Feature: Users can **hide phone numbers**, control who can see their status, and prevent forwarding or screenshots of messages.

Impact:

- Enables anonymous communication, especially useful for whistleblowers, mental health communities, and survivors of abuse.
- Protects users from doxing, harassment, and unwanted attention.
- Builds a safer space for **open discourse**, especially in politically sensitive environments.

8. Telegram Premium (Optional Subscription)

Feature: Launched in 2022, Telegram Premium offers **faster downloads, exclusive stickers, larger file uploads**, and other enhanced features.

Impact:

- Power users, influencers, and businesses get more tools to grow and engage their communities.
- Telegram remains **free and accessible for the majority**, while giving those who want more a non-invasive way to support the platform.



**FEEL AS CONFIDENT AS
THE GRIZZLY BEAR
IN THE WILDERNESS**

**FIDENT AS
R THAT PROWL
DERNESS**

**COOL GUYS SMELL LIKE THE OUTDOORS. LUCKILY WE'VE GOT YOU COVERED
WITH ALL THE EARTHY SMELLS LIKE THE WILDERNESS. LITERALLY.**

BECOME THE KING OF YOUR JUNGLE.

Old Spice





Canva in 2025: How a \$40B Startup Everyone a Designer

Can Anyone Be a Designer? Canva Thinks So.

What if there were a world where graphic design is no longer reserved for professionals with years of training and expensive software? Where a student, a startup founder, or a non-profit director could create a stunning visual in minutes, without ever opening Photoshop. That world exists today because of Canva.

With more than 135 million monthly users in 2024 and a valuation of \$40 billion, Canva has disrupted the traditional design market, it has democratized it. But how did a startup from Sydney, Australia, become one of the world's most impactful design platforms? And is it really the ultimate tool for business design needs in 2025?

This is the story of Canva: a platform, a business model, and a revolution.

a

Made

Founder

Melanie Perkins, Cliff Obrecht, Cameron Adams

Founded Year

2013

Headquarters

Sydney, Australia

No. of Employees

3,500+ (2024)

Website

<https://www.canva.com>

Overview

Canva is a web-based visual communication platform that enables anyone, from students to CEOs, to create professional-grade designs with zero prior experience. Built on the belief that “design should be simple for everyone,” Canva offers an intuitive drag-and-drop interface that allows users to build graphics, videos, presentations, social content, marketing materials, websites, and more.

Founded in 2013 by Melanie Perkins, Cliff Obrecht, and Cameron Adams, Canva started as a tool to simplify the complex world of design software. By 2024, it boasts over 135 million monthly active users, supports over 100 languages, and serves clients ranging from small startups to 90% of the Fortune 500.

Canva operates on a freemium model. Its free version offers plenty for individuals and students, while Canva Pro and Canva for Teams cater to growing businesses with features like AI-powered Magic Studio, Brand Kits, collaboration tools, and social media scheduling. Additional revenue streams come from Canva Print and enterprise licensing.

Now valued at \$40 billion, Canva is not just a tool—it’s a design revolution. With acquisitions like Affinity, Flourish, and Kaleido, and a roadmap that includes AI, 3D design, and AR, Canva continues to push the boundaries of what’s possible in do-it-yourself design. Its mission remains bold but clear: *empower the world to design*.

The Origin Story: A Simple Idea with a Big Vision

The Canva journey began in 2013 with co-founders Melanie Perkins, Cliff Obrecht, and Cameron Adams. Perkins, a former design tutor at the University of Western Australia, noticed her students struggled to learn complex design software. Her goal? To make design simple for everyone, everywhere.

That vision became Canva—a free-to-use, drag-and-drop design platform built on simplicity, accessibility, and user empowerment.

By 2015, Canva had already reached 4 million users. By 2022, it had over 100 million. Today, it's a staple in homes, schools, startups, Fortune 500 boardrooms, and everything in between.

What is Canva, Really?

At its core, Canva is a visual communication platform. It allows users to design social media graphics, presentations, posters, resumes, videos, infographics, marketing collateral, and more—all within a highly intuitive, browser-based interface.

Think of it as Microsoft Office meets Adobe Creative Suite—only much, much simpler.

And while it began with static design, Canva now supports:

- **Video Editing**
- **Presentation Tools (like Google Slides or PowerPoint)**
- **Whiteboards for collaboration**
- **Social media schedulers**
- **Website building**
- **Brand kits and team workflows**

It's not just a design tool anymore. It's a business productivity ecosystem.

Who Is Canva For?

Everyone. But especially:

- **Small Businesses** looking to avoid hefty agency fees
- **Entrepreneurs and Startups** needing fast, professional branding
- **Social Media Managers** creating content across platforms
- **Educators and Students** building engaging classroom materials
- **Nonprofits and Advocacy Groups** amplifying their voice
- **Enterprise Teams** managing brand consistency at scale

More than 85% of Fortune 500 companies now use Canva. From Zoom and Salesforce to PayPal and Marriott, global brands rely on it to maintain design continuity across departments.

Key Features That Set Canva Apart

Let's break down what makes Canva a standout:

Features that Set Canva Apart

- 1 Drag-and-Drop Simplicity
- 2 Massive Template Library
- 3 Canva AI & Magic Studio
- 4 Brand Kit & Team Collaboration
- 5 Content Planner
- 6 Print and Publish

1. Drag-and-Drop Simplicity

Even the most tech-averse users can produce eye-catching designs. Just pick a template, drag elements, and hit download.

2. Massive Template Library

With over 610,000+ templates (and counting), Canva has designs for everything—from business cards to TikTok reels.

3. Canva AI & Magic Studio

Launched in 2023, Canva's Magic Studio is a suite of AI-powered tools:

- **Magic Write:** An AI content assistant
- **Magic Design:** Instantly generate layouts from a prompt
- **Magic Edit & Erase:** Edit images with the brush of a digital wand
- **Magic Presentations:** Build decks from scratch with just a topic

It's like having a designer and copywriter in your pocket.

4. Brand Kit & Team Collaboration

Upload your logo, brand fonts, and colors to keep everything on brand. Teams can comment, share, and assign access levels for seamless collaboration.

5. Content Planner

Canva Pro allows users to plan and schedule posts across social media platforms—a dream for marketers.

6. Print and Publish

From printing flyers and t-shirts to publishing websites and video ads, Canva's reach extends beyond digital.

Canva for Business: The True Game Changer

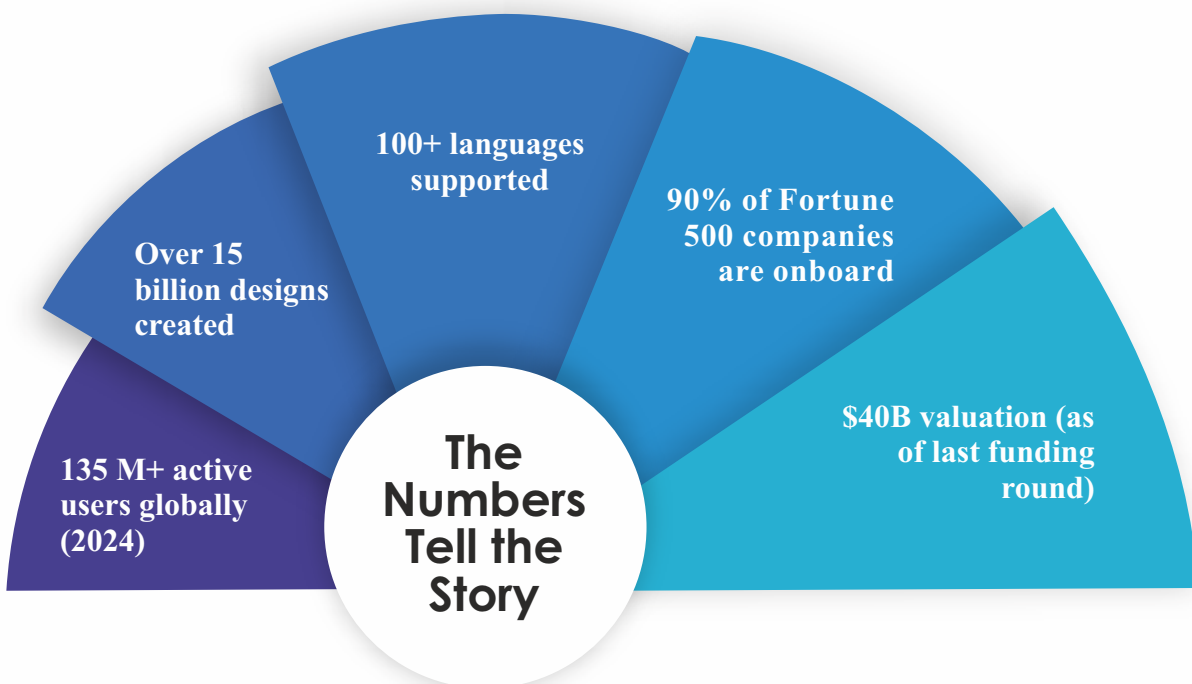
Canva's value for business lies in its ability to centralize brand design, save costs, and speed up content creation.

According to a Wyzowl report, Canva reduces design turnaround time by up to 75%. That's not just convenience—it's operational efficiency.

Companies no longer need large design teams or agency contracts for everyday visuals. And because it's cloud-based, distributed teams can work together in real time.

Canva's business offering includes:

- Unlimited storage
- Admin controls and audit logs
- Single Sign-On (SSO) for security
- Analytics dashboards
- Priority support



How Does Canva Make Money?

Canva operates on a freemium model:



There are also revenue streams from Canva Print, the content marketplace, and enterprise licensing.

Challenges and Criticism

Of course, no tool is perfect.

1. **Limited customization vs. Adobe Suite** – Professional designers may find Canva restrictive.
2. **Template overload** – Beginners can struggle to find the best option among so many choices.
3. **Brand dilution risk** – When “anyone can design,” brand consistency can slip if guidelines aren’t enforced.

But for its audience, non-designers who want results, these are minor trade-offs.

Canva’s Impact on the Design Industry

Canva has sparked both praise and debate. Some argue it’s “cheapening” design; others hail it as a force for good.

Here’s the truth: Canva isn’t trying to replace professional designers—it’s empowering the 99% who never had access to design in the first place.

It has carved a new category: “DIY Professional Design.”

In doing so, it has redefined what design means for business, education, and everyday communication.

Canva in 2025: What’s Next?

According to co-founder Melanie Perkins, Canva’s mission is “to empower the world to design.” And they’re not slowing down.

What to expect:

- **More AI integrations**
- **3D design and augmented reality content**
- **Deeper enterprise tools and integrations**
- **Expanded educational initiatives in developing countries**
- **Sustainability-focused print operations**

With acquisitions like Flourish (data visualization), Kaleido (image background remover), and Affinity (creative design software), Canva is quickly building an ecosystem that could rival Adobe on multiple fronts.

Final Verdict: Should You Use Canva in 2025?

If you're a:

- Business owner wanting fast, professional-looking marketing materials
- Teacher creating lesson plans or visual content
- Startup founder needing pitch decks and branding
- Social media manager juggling campaigns
- Team collaborating across time zones
- *Then yes—**Canva is essential.***



It blends function with flair, giving non-designers the confidence to create. And it keeps evolving—adding AI, automation, and scalability without losing its intuitive edge.

As a tool, it's excellent. As a business case study? It's legendary.

4.8/5
Ratings



- ✓ Intuitive Interface
- ✓ AI-powered tools
- ✓ Deep Business Use Cases
- ✓ Huge Template Library
- ✓ Seamless Collaboration
- ✓ Slightly limited for expert designers





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