

SPRING 2021 CYCLE IN ABU DHABI



DHARMA

Edactik

FLEETROOT

 **pablu**

 **RemotePass**



 **valoradigital**

 **Zumvie**

CYCLE BRIEF

Flat6Labs Ignite Program in Abu Dhabi was launched in March 2021 in partnership with ADQ's DistructAD. The first cycle took off on June 27th 2021. The eight startup teams have been working over the past three months on growing their customer base, refining their offerings, expanding to new markets and building strategic partnerships. This outstanding graduating cohort has products and services across multiple sectors including EdTech, Order & Fleet Management, E-commerce, Sports Fan Engagement, Product Design, Travel and Fintech.



DHARMA

We build travel verticals for iconic people and brands.

www.seekdharma.com

COMPANY BRIEF

Dharma is the first travel-brand-as-a-service. We build, launch, and operate white label travel brands.

PRODUCT

Brand design Trip ideation Itinerary planning Budgeting
Contracting, SaaS interface
Landing page creation
Marketing support
Checkout cart Payment processing, Guest app
24/7 Guest support Inventory management On-site
operations Risk management

TARGET MARKET

powerful social influencers in the travel and wellness sectors.
with a focus on group travel.

BUSINESS MODEL

% fee per service. When a powerful community of social
influencers has been onboarded, Dharma will launch a B2C
marketplace for social travel.



CHARAF EL MANSOURI
CO-FOUNDER, CEO

charaf@seekdharma.com | +971 568 801 306



INDUSTRY

Travel Tech

PRODUCT

Mobile Application & Website

MARKET

B2B2C; SaaS

TARGET CUSTOMER

Wellness travel enthusiast (sports,
yoga, meditation, interests &
passion-led travel)



LEAH HOWE
Co-founder, CPO

NISMA BENANI
Co-founder, CAO

KEITH DE ALWIS
Co-founder, CTO

FLEETROOT

Simplifying order and delivery management for businesses.

www.fleetroot.com

COMPANY BRIEF

Fleetroot helps businesses create an amazon like delivery experience for their customers by converging order management, last-mile delivery and fleet management on a Unified SaaS platform. We do this by using location services, our proprietary tech and smartphones.

PRODUCT

Our product helps in orchestrating all the components of an efficient last-mile delivery experience.

TARGET MARKET

Our Target market consist of self- owned or dedicated fleets used for logistics, mobility and delivery operations.

BUSINESS MODEL

We make money on a Monthly subscription.



MOIDU CHANDANAM
FOUNDER, CEO
 moidu@fleetroot.com | +971 552 005 851



INDUSTRY

Logistics

PRODUCT

Unified SaaS Platform

MARKET

B2B

TARGET CUSTOMER

Global - Fleet management for industries, schools, corporations and ecommerce



MOTILAL KESHAVDAS
Co-founder, CTO

DATTATREY KANAKI
Product Head

JAYANT DHAPHALE
Web Engineer Lead

RIJU WINSTON
Customer Success Lead

MARY ANNE DORINGO
SDR

RAGHAV MIMANI
Business development Manager

SANKALP DHAVALE
Co-founder, COO

SUBHANGI MORE
Web Engineer

NABEEL ABDUL
Head Operations

JAYA AJAY
Accountant

JAVOKHIR VAPOV
Sales Director

Edactik

We are an edtech company empowering the next Generation of Digital Learners.

www.edactik.com

COMPANY BRIEF

Our vision is to enable anyone with knowledge and experience to become a digital educator. We strive to change the digital learning experience making it more collaborative and socially engaging.

PRODUCT

Edactik is a SaaS authoring platform empowering the next generation of digital educators to monetize their knowledge. The platform enables the user to CREATE multi-format elearning content, PUBLISH it and build their social following to EARN more. Learners can subscribe to any educator's room and engage in a unique social learning experience.

TARGET MARKET

The first version of the product release is in Arabic. Our primary target is the Arabic Speaker in the MENA region starting with UAE, KSA and Egypt.

BUSINESS MODEL

Freemium subscription.
Educators create and publish for free and pay for advanced features and private rooms to earn.
Learners have free access to content and pay to access educators' rooms.



KHALED ALTRUKI
CO-FOUNDER, CEO

khaled.alturki@marefadigital.com | +971 505 510 335



INDUSTRY

EdTech

PRODUCT

Website

MARKET

B2B & B2C

TARGET CUSTOMER

GCC & North African - Arabic Speaking Countries



Pablu is a place where people that are into vintage fashion connect, buy and sell their favourite pieces.

www.pablu.tv

COMPANY BRIEF

Pablu's mission is to change the way vintage fashion gets sold. Sellers can host livestream shopping events where users can connect and buy pieces directly in the event, offering room for interaction, user questions and direct answers from sellers about specific items.

PRODUCT

Exclusive online thrifting shop where sellers host live shows and sell vintage fashion clothing.

TARGET MARKET

Vintage fashion sellers that are mostly female, aged between 20-35 years with a strong social media presence. Stationed in cities.

BUSINESS MODEL

15% commission on each transaction.
Current average is \$80 per show with 130 viewers.



ŽIGA KEREĆ
FOUNDER, TECH LEAD

ziga@pablu.tv | +386 40 476 352



INDUSTRY

E-Commerce

PRODUCT

Mobile Application

MARKET

B2B2C

TARGET CUSTOMER

Europe & GCC

RemotePass

A platform allowing companies to easily hire, onboard, manage and pay remote teams globally.

www.remotepass.com

COMPANY BRIEF

A platform allowing companies to easily hire, onboard, manage and pay remote teams globally.

PRODUCT

Hire contractors or full-time employees in 100+ countries and in full compliance

- Centralize contracts & compliance : Create dynamically compliant contracts anywhere, automated identity checks, document collection and e-signature process;
- Quickly process mass payroll;
- Automate invoices & integrate with accounting systems (Quickbooks, Xero, APIs);
- 7/7 client support;

TARGET MARKET

MENA, EUROPE, US

BUSINESS MODEL

Fee per contract
% on transfers



KAMAL REGGAD
COFOUNDER & CEO

kamal@remotepass.com | 509 190 503



INDUSTRY

SaaS & HR

PRODUCT

Website

MARKET

B2B

TARGET CUSTOMER

Global - Startups and Enterprises with Global Presence



KARIM NADI
Cofounder & CSO

AZEDDINE AJEBLI
Cofounder & CTO



THE CONCEPT

Helping clients using hardware and technology to move towards a sustainable tomorrow.

www.the-concept.co

COMPANY BRIEF

We are a product development house helping businesses move towards a sustainable tomorrow. Formed in 2017, our focus is on using data collection technology to reduce our clients waste, whilst converting their existing physical waste into new opportunities using our hardware innovation.

PRODUCT

NEOS Fly+, is the development of the worlds first smart IoT food tray which is made from recycled cabin waste such as used bottles or blankets.

The tray which is weight calibrated will provided airlines with data on their passengers consumption which will assist them to reduce their food and beverage costs by up to 50% and provide insights.

TARGET MARKET

Our initial target market is the aviation market which is worth USD 2.4 billion annually in which we are targeting USD 300 million. We aim to expand to other industries.

BUSINESS MODEL

- We sell the tray for USD 1.5 per tray.
- We charge the airlines USD 0.06 per tray, per flight route for the data



YADHUSHAN MAHENDRAN
CO-FOUNDER, CEO

yad.m@the-concept.co | 508 882 752



INDUSTRY

Aviation Tech

PRODUCT

Lightweight Tray (in market)
IoT enabled Tray (in testing)

MARKET

B2B

TARGET CUSTOMER

Aviation, Aerospace, Medical & Hospitality



The most comprehensive SaaS product designed to help the Media, Sports & Entertainment industry to Reach, Engage and Monetize Fans.

www.valorafutbol.com

COMPANY BRIEF

We are trusted by Sports Media large operators, OTT's, Clubs & Professional Leagues across the globe, with clients in the USA, Europe, Latin America, the Middle East & African and Asia.

Our mission is to help all the Media, Sports & Entertainment stakeholders to get into Big Data and Live Interactive Fan Engagement in a very accessible and simple way.

PRODUCT

Valorafutbol SaaS enables customers to create new interactive live fan experiences, capture fan data and create content engagement in a very accessible way with its "Plug & Play" suite of solutions: Live Player's Performance, Ratings Real-Time Data Visualization, Interactive Live Streaming, Capturing Fans Data & Feelings, Content Engagement, Gamification & User Engagement, Second Screen Widgets and much more.

TARGET MARKET

We help all the Media, Sports & Entertainment stakeholders. Our clients are Sports Media large operators, OTT's, Clubs & Professional Leagues all around the globe.

BUSINESS MODEL

We are a SaaS -Software as a Service-. Our business model is cloud-based software delivered either on a pay-for-use basis or as a subscription.



BORJA BURGUILLOS
FOUNDING PARTNER & CEO

borja.burguillos@valoradigital.com | +971 566 769 972



INDUSTRY

SportsTech

PRODUCT

SaaS, Website, Mobile App, and Add-ons

MARKET

B2B2C; SaaS

TARGET CUSTOMER

Global - Teleco's, Football Clubs, eSport Clubs



JAVIER MONTERO
Founding Partner & CCO

IVAN CAMPILLO
Founding Partner & CTO



Zumvie helps software engineering managers retain talent and manage their developers.

www.zumvie.com

 **COMPANY BRIEF**

The average engineering manager holds 300 1:1 meetings with their developers every year. Zumvie is the software to help engineering managers run and automate these meetings.

 **PRODUCT**

Managers can make notes, gather agenda items, and set reminders for action items. It's built directly on Jira, the main product that most engineering teams use every day.

 **TARGET MARKET**

Software Engineering Managers.

 **BUSINESS MODEL**

B2B SaaS



BERTRAMS LUKSTINS
CO-FOUNDER, CEO

bertrams@zumvie.com | 447 733 974 530



INDUSTRY

SaaS & HR

PRODUCT

Jira Add-on

MARKET

B2B

TARGET CUSTOMER

Software Engineering Managers



ARTURS VALENIEKS
Cofounder, CTO

THANK YOU

flat6labs.com

