



FLAT6LABS

INVESTOR BRIEF

CYCLE 7 IN BAHRAIN



CYCLE BRIEF

On May 3rd, 2021 our 7th Seed Program cycle launched its 4-month programme with six outstanding startups. The graduating cohort has products and services across multiple sectors including Fin-tech, Ed-tech, Parenting-tech, E-commerce, and Entertainment.

Through refined mentorship with a diverse group of trainers, coaches and mentors, the six startup teams worked hard every week to achieve their business goals. Each month the startups were encouraged and empowered to focus on developing, whether it was by improving their products, expanding their markets, or building strategic partnerships.





B2B food service marketplace built for hotels, restaurants and cafes.

www.taajer.net

COMPANY BRIEF

Taajer is here to digitize wholesalers and retailers, allowing them to connect and trade online instead of risking their investment on their own eCommerce website or mobile app. Taajer will also work along with retailers to decrease their costs by providing promotional offers and manage better inventory.



ESSA
COO

DIVYANG
Front-end and
Back-end Developer

ARPITA
Manager

VINOD
Flutter Developer



PRODUCT

The web and mobile app are designed to increase wholesalers' sales and decrease retailers' costs. Wholesalers will be able to list their inventory and expose them to their potential clients. Retailers can buy products with confidence by looking at analytics like best sellers in the market.



TARGET MARKET

Our current target market is Bahrain and we plan to get established in Saudi Arabia in 2023.



BUSINESS MODEL

We offer a freemium plan with 15% commission and charge a membership fee starting from \$79.9 a month and 8% commission.



OMAR ALMUNAWER

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INDUSTRY

E-Commerce/Software Enterprise

PRODUCT

Web Platform & Mobile Application

MARKET

B2B

TARGET CUSTOMER

Wholesalers



Swish is a combination of an e-commerce platform and a live streaming platform. We call it live-commerce!

www.swish-live.com

COMPANY BRIEF

Swish is a live-commerce platform focusing on the beauty and fashion industry for the middle east and beyond. It integrates with prominent vendors to host their products for influencers to showcase and sell on their stream. Users are able to interact with these influencers and easily purchase the products.



ARMIN DIEMER
Founder

PRODUCT

We disrupt the traditional e-commerce marketplace by providing users with a more engaging shopping experience.

TARGET MARKET

Our focus is on the beauty and fashion industry in the GCC region and within 2-3 years expand the offering to cover additional verticals and bigger markets.

BUSINESS MODEL

Influencers showcase various products from our multi-vendor marketplace via their live stream and earn commission on their sales. Orders are forwarded and fulfilled by the vendors directly while providing the end-user with a single and convenient shopping experience.



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INDUSTRY
E-Commerce

PRODUCT
Mobile Application

MARKET
B2C

TARGET CUSTOMER
Millennial shoppers



90% of millennial mothers report feeling lonely. Mama ME's Tinder-esque interface connects like-minded mothers in MENA through simple swipes.

www.mymamaapp.com



As a woman adapts to life with a baby, she faces new emotional challenges. 90% experience loneliness and 15% suffer from postnatal depression. With 27.6 million millennial mothers in MENA; Mama ME connects Middle East mothers, creating a safe, virtual community support network, filled with educational and emotive content.



Our Mama Matching Algorithm, much like Tinder, uses mothers' location, children's ages/interests to find a perfect mama match. All mothers are authenticated through selfie verification to ensure a safe space. Mama ME gives our 6000+ mothers a welcoming environment to interact as a wider community.



There is an average of \$28 per year being spent by millennial mothers on parenting apps. The MENA region is home to 27.6M millennial moms with 90% of these women identifying with the feeling of loneliness after having a baby.



Mama ME will offer a freemium app version. This will be a subscription service to users which ranges from a superior in-app experience to a virtual exclusive membership giving users the opportunity to attend invitation-only events and access special discounts with partner brands/baby classes.



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INDUSTRY
Parenting-Tech

PRODUCT
Mobile Application

MARKET
B2C

TARGET CUSTOMER
Millennial mothers



NAEEMA PATEL
Marketing, co-founder

HAILEY YOON
CTO



A credit builder for the underserved in the MENA region.

www.finllect.ae

COMPANY BRIEF

Finllect is an application for thin or no file consumers to build credit and prequalify for credit. Instead of analysing income, credit history, or credit utilisation, Finllect enables next-gen consumers to build credit using micropayments.



MONICA MANOJ
COO

HAMID LADAN
CTO

PRODUCT

Finllect offers an accessible alternative to traditional credit scoring for the next generation of borrowers. Finllect's credit score engine uses recurring payments to build credit and instantly pre-qualify borrowers for loans without any paperwork.

TARGET MARKET

Banking 300M Gen Zs in the MENA is an 80BN market with 1.4M Gen Zs in the UAE. They have the most significant spending power, influence on family spend and are a priority for banks seeking to acquire next-gen consumers.

BUSINESS MODEL

Finllect has two main revenue streams: First, a fixed API call fees on a per-user-per-month basis for reporting an applicant's credit score to a lender. Second, a commission on a per-product-per-user basis for each product a user prequalified for using Finllect's score.



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INDUSTRY
Fin-Tech

PRODUCT
Mobile Application

MARKET
B2C

TARGET CUSTOMER
Gen Zs



A talent development software that helps employees find and connect with experts to learn new skills and expand their network.

www.knacklab.co

COMPANY BRIEF

Knack is a talent development software that helps companies identify and manage pools of internal and external experts. Knack then empowers employees with real-time access to these experts to share knowledge, learn new skills and expand their network. Our goal is to build a happier, engaged and productive workforce.

PRODUCT

Our software enables companies to manage internal and external pools of experts & mentors by creating customizable workflow templates to create learning relationships and manage their mentoring and training programs. Our edge lies in our data-driven approach to tracking progress and measuring impact.

TARGET MARKET

We target forward-thinking companies with HR departments looking for a better way to run their employee training initiatives. Our scalable structure is tailored for mid-to-large enterprises, governments and high-growth startups and we plan to expand across the MENA region.

BUSINESS MODEL

We make revenue by using a subscription SaaS model, where we charge companies a fixed fee per employee per month.



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INDUSTRY

Ed-Tech

PRODUCT

Web Platform

MARKET

B2B

TARGET CUSTOMER

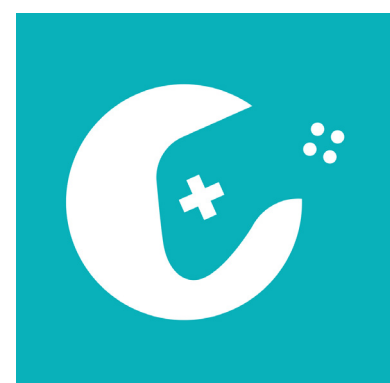
Mid to large enterprises,
governments, high growth startups



DIVESH LACHHWANI
COO & Co-founder

GOKE ODUBANJO
Senior Back-end Developer

ISRAEL AYOKUNNU
Senior Front-end Developer



A gaming marketplace that is trying to decrease the gap in the games trading industry, where gamers can do business in a legal and transparent way.

www.gamesbandy.com

COMPANY BRIEF

Gamesbandy is a gaming marketplace that is trying to decrease the gap in the games trading industry, where gamers can do business in a legal and transparent way.



SARA IBRAHIM
CTO & Co-founder

PRODUCT

Gamesbandy is a peer-to-peer platform that allows gamers to trade gaming stuff, like gaming accounts and in-game items. We guarantee safety for both parties for a commission per transaction.

TARGET MARKET

Our Target Market is gaming enthusiasts from the MENA region.

BUSINESS MODEL

Our main revenue stream is commission per transaction.



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INDUSTRY

Gaming/Entertainment

PRODUCT

Web Platform

MARKET

B2C

TARGET CUSTOMER

Gaming enthusiasts in the
MENA region

THANK YOU

flat6labs.com

