



**FLAT6LABS**

# CYCLE ONE IN AMMAN

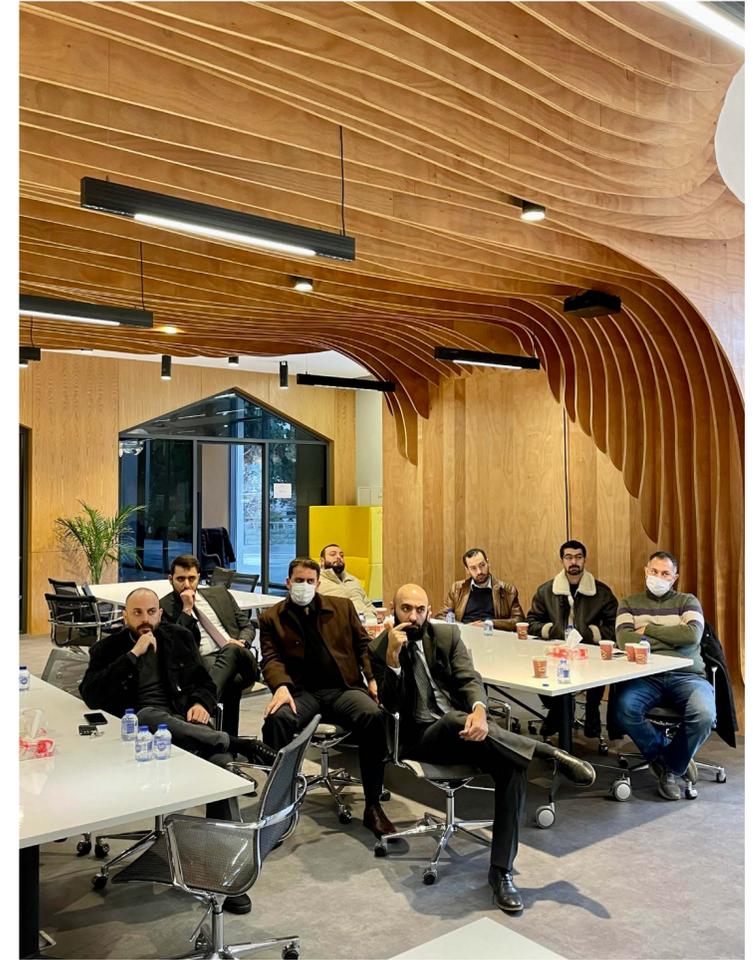


## INVESTOR BRIEF

Our first Seed Program in Jordan kicked off on November 1st, 2021. The outstanding cohort graduating has products and services across multiple sectors including Health-tech, Climate-tech, E-commerce, Manufacturing IOT, and Education-tech.

Flat6Labs Seed Program brought in topnotch international consultants, coaches, and mentors to work closely with each of the startup teams, empowering them to achieve their business goals. The program facilitated networking opportunities to help the startups build and grow their networks and connect to global leaders.

The five startup teams have been working over the past four months on growing their customer base, refining their offerings, expanding to new markets, and building strategic partnerships.





Bloom Local is a retail technology and content optimization company that enables sellers to quickly and effectively digitize their products across channels to shoppers nearby, and grow their sales online

[usebloom.ai](https://usebloom.ai)

## COMPANY BRIEF

Bloom Local empowers sellers to not simply just create an online store, but become fully activated online. Our flagship solution, KIOSQ, enables sellers to automatically enrich their product data quality to meet the highest standards, create a fully optimized online store, instantly integrate across discovery channels like Google Shopping and TikTok, and promote with dynamic ads - All the best practices, all-in-one click, without the need to surf the learning curve.

## PRODUCT

An AI-Driven B2B SaaS E-commerce enablement solution that provides out-of-the-box content management & product information system. Using predictive analytics, machine learning, and a dedicated support squad, the platform removes the burden from a seller to effectively digitize their products online, navigate channel integration requirements, and instead give them access to the robust world of online shoppers - so they can focus on their business.

## TARGET MARKET

Retail Chains, Shops, Indie brands, and home-based businesses.

## BUSINESS MODEL

B2B2C SaaS, Monthly tiered-subscriptions, and fee for items purchased from seller 'KIOSQ'.



**JONATHAN ALKHOURY**

CEO

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### INDUSTRY

E-commerce

### PRODUCT

Web Platform and Mobile Application

### MARKET

B2B

### TARGET CUSTOMER

SME-Retailers, Marketplaces



**SSAM NAIM**  
Head of Technology

**ZAIN JAZARA**  
Head of Communications

**ADAM BARGHOUTI**  
Engineer



Coach You is a digital marketplace, built to serve individuals, employees and organizations through dynamic and personalized coaching.

Coachyou.co

### COMPANY BRIEF

COACH YOU is an Arabic-enabled online marketplace that provides employees at all career levels across various industries with dynamic and personalized digital coaching experience to accelerate long-term professional development and drive business growth through connecting them with the best coaches from the MENA Region and beyond.



RASHA BARAKAT  
CIO

ZIENA ABU-DALBOUH  
CBDO

### PRODUCT

A one stop shop for individuals, corporates and coaches; where individuals can choose their coach from an automated short-listed group of coaches based on an online assessment tool they fill. For corporates a fully customized solution to manage their employees coaching programs where coach selection, 1:1 and group sessions, and scheduling are all taken care of. Coaches can promote their services, schedule meetings, manage clients, have video calls, and receive payments all on one centralized platform.

### TARGET MARKET

Coach You is targeting the MENA region, with a focus on Saudi Arabia and the UAE.

### BUSINESS MODEL

Coach You charges a commission on each booked and conducted session. For the B2B offering, there is a monthly subscription based on the features and number of employees/ beneficiaries.



**RAWAN KHOURY**  
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**INDUSTRY**  
Education-tech

**PRODUCT**  
Website and Mobile Application

**MARKET**  
B2B/B2C

**TARGET CUSTOMER**  
Corporates and professional growth seekers



FLIMS is enabling individuals to live a healthy life and prevent the risk of chronic diseases through their science-based testing kits and wellness plans.

flims.co

## COMPANY BRIEF

Non-communicable Diseases (NCDs) have long become the number one killer of mankind. To fight NCDs, FLIMS is combining a healthy lifestyle into the current landscape of the healthcare space.

Through a cloud medical data platform and network, FLIMS will provide lifestyle wellness management by combining risk prediction, activity evaluation, and wellness coaching. Customers will be guided through science-based and personalized wellness plans, preventing chronic diseases by empowering people to live healthy lives.

## PRODUCT

The product is a mobile app where users can see all their biomarkers and lab test results. The user can also monitor their activities to understand how their activity is impacting their overall wellness. Furthermore, the user will be given the chance to sign up for wellness activities suggested by their wellness coach. By following suggested activities and nutrition plans by their coach, the user will be able to track their wellness score and validate the impact of each suggested activity on their own wellness.

## TARGET MARKET

Medical labs; via a growing test menu and need for multiple integrations.

Health aware individuals who are interested in understanding the risk level of contracting non-communicable diseases. Usually, such individuals are proactive in searching for information online about NCDs, prevention methods, and healthy lifestyles.

Individuals who are already at risk of non-communicable diseases which are targeted from the FLIMS database of affiliate labs.

## BUSINESS MODEL

Subscriptions in wellness plans, alongside one-time early diagnosis kit sales.



SUFIAN AHMAD

CEO

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### INDUSTRY

Health-tech

### PRODUCT

Web Platform and Mobile Application

### MARKET

B2B2C

### TARGET CUSTOMER

Health aware individuals



KHALED OTOUM  
Marketing and Sales Manager

DR. ABD AL RAHMAN ZUITER  
Life Sciences R&D

DR. HANNA MAKHAMREH  
Medical R&D



QARAR helps transform manufacturing facilities into smart factories using AI and data analytics.

[www.qararplus.com](http://www.qararplus.com)

## COMPANY BRIEF

QARAR enables manufacturers to increase their production capacity without the need for acquiring new machines or facilities. QARAR provides 24/7 machine health monitoring and offers predictive analytics based on real-time data collection and analysis on machine performance.

## PRODUCT

QARAR either connects directly to existing machine sensors that provide data points or they install their own hardware on all machines in a plant to collect the necessary data points. The data is aggregated in a digital map that shows the data flow from across the entire manufacturing process. Using AI technology, QARAR generates data-driven actionable insights that enable management to take necessary prescriptive decisions to enhance asset performance.

## TARGET MARKET

The MENA pharmaceutical sector as a starting point, with plans to cover the FMCG and cosmetics sector down the line.

## BUSINESS MODEL

One-time installation fee of USD5,000 per unit and subscription fees based on the size of the facility, at starting price of USD50K year.



**BARA' WAHBEH**  
CEO

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### INDUSTRY

Manufacturing IOT

### PRODUCT

Hardware/ Software

### MARKET

B2B

### TARGET CUSTOMER

Pharma Industry



**MUSA SOUTARI**  
CTO

**AHMAD YOUSEF**  
Technical Manager

**MOTAZ DARWISH**  
Operational Manager



WASM is a weather technology and forecasting company that helps companies improve their bottom line by mitigating the effects caused by severe weather events.

[www.wasmweather.com](http://www.wasmweather.com)

## COMPANY BRIEF

Weather technology startup specialized in increasing forecasting accuracy in the MENA region. Our goal is to help companies reduce the costs related to weather events that affect their bottom line.



**HASAN ABDULLAH**  
Head of Meteorology

**HAMZA AQEL**  
Head of Multimedia & Design

**MAMOUN AL AKASH**  
CTO

## PRODUCT

WASM's online dashboard provides clients with hour-by-hour updates during weather events up to 7 days in advance for each weather event broken down by intensity, severity, length, as well as insights on what and how much action to take. This allows clients to save up to 70% of their yearly costs associated with weather.

## TARGET MARKET

WASM targets organizations whose bottom line is affected by weather events. These include companies in Logistics, Agriculture, Insurance, Events Management as well as Film & Production.

## BUSINESS MODEL

WASM charges clients in B2B and B2G per year for access to their software and professional forecasting services, priced at USD150k for enterprise clients.



**FAISAL HAKEEM**

CEO

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### INDUSTRY

Climate-tech

### PRODUCT

Web & Mobile Platform

### MARKET

B2B/B2G

### TARGET CUSTOMER

Insurance & Logistics

# THANK YOU

[flat6labs.com](http://flat6labs.com)

