



# CYCLE 2 IN ABU AHABI



## INVESTOR BRIEF

Flat6Labs Ignite Program in Abu Dhabi was launched in March 2021 in partnership with ADQ's DistruptAD. The second cycle took off on December 5th 2021. The outstanding graduating cohort has products and services across multiple sectors including EdTech, HealthTech, Cybersecurity, Real Estate, Construction, Sustainability, Automotive and Sports Engagement.

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

The nine 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.





Geek Express is an online school providing K-12 children in MENA with accredited coding skills through a gamified learning platform.

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

## COMPANY BRIEF

Geek Express is an Ed-tech startup enabling K-12 MENA students with technology skills through online live classes with Arab-speaking teachers, accredited and project-based curriculums, and a proprietary gamified learning management system. Our frictionless platform enables 21st-century skills education and guarantees convenience for MENA parents, and engagement for MENA kids.

## PRODUCT

Geek Express product is represented by:

- 1000+ hours of synchronous and asynchronous coding curriculums accredited by KHDA Dubai, and STEM.org USA
- A proprietary learning management system with gamification modules, students progress tracking, teachers' training, quality control, and Arabized sales and communication funnels
- Microsoft certified and Arabic speaking part-time trainers"

## TARGET MARKET

MENA K-12 school enrolled kids, MENA Schools (Private and or Public), Focus geographies: UAE, SAUDI, EGYPT

## BUSINESS MODEL

- On-demand private courses (3 months course)
- On-demand group courses (3 months course)
- On-demand track courses ( 3 x 3 months courses)
- Average contract price=250\$. Profit margin=70%"



**MANAL HAKIM**

CEO

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### INDUSTRY

Ed-tech

### PRODUCT

Online Courses

### MARKET

MENA

### TARGET CUSTOMER

MENA parents, MENA schools



**RAYAN NAJDI**  
Co-founder and COO

**MIA LOUTFI**  
VP of Sales

**TAREK HALABI**  
Product Lead

**MARI JOE YOUNAN**  
Marketing Lead

**CATHERINE DAOU**  
Content and Training Lead

**NOUR OUEIDATE**  
B2B Lead



Ecosystem of Multifamily Real Estate Digital Twins.

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

## COMPANY BRIEF

Ibtikaroom has developed a centralized ecosystem of Multifamily Real Estate Digital Twins with the ability to link them with other participants in the real estate market such as:

- construction companies and real estate developers
- DIY and furniture stores
- Architecture and design firms

Unlike existing solutions, Ibtikaroom do not use human intervention or any special equipment to create a digital twin.

## PRODUCT

We create digital twins for all real estate ongoing projects online and integrate them into participant's websites as a widget linking them with design studios to provide a new opportunity for customers making a decision in buying property.

We also collect data about the customer in order to form a digital profile for forming targeted offers.

## TARGET MARKET

Real Estate developers, DIY and furnishing stores, property portals, design studios

## BUSINESS MODEL

We charge real estate developers per sq.m of ongoing projects, diy\ furnishing stores on CPC basis by integrating our widget and providing access to our database.



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### INDUSTRY

PropTech

### PRODUCT

Digital Twins

### MARKET

MENA

### TARGET CUSTOMER

Real estate developers, diy stores, home furnishing stores



**IVAN PROSKURA**  
CTO

**DARIA ARKHINCHEVA**  
COO



Nadeera is a social enterprise that provides resident-centric, technology-enabled waste management solutions.

[www.nadeera.org](http://www.nadeera.org)

## COMPANY BRIEF

Nadeera is a social enterprise with objectives to promote sorting-at-source, increase the sustainability of the waste value chain, introduce technologically innovative methods to improve resident behaviors towards waste management, and establish deposit return systems for recyclables in the MENA region. Nadeera has two fully operational products that cater to the needs of municipal and property managers and the general public.

## PRODUCT

We have two functioning products. The first is called “Nadeera”, an anonymous IoT tracking system that allows us to send feedback to users reflective of the quality of their sorting. Residents and businesses that sort well are rewarded with exchangeable points. Our second product “Yalla Return” is a trash-4-cash offering that allows users to trade their recyclables for monetary rewards.

## TARGET MARKET

Residents and municipal and property managers in the MENA region, an area that continues to lag behind in terms of waste management and sustainability.

## BUSINESS MODEL

Our business model mainly operates as an SaaS. Revenues from recyclable material would cover the costs associated with operations and profits are distributed onto stakeholders.



**RABIH EL CHAAR**  
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### INDUSTRY

Environmental

### PRODUCT

Environmental Services

### MARKET

MENA

### TARGET CUSTOMER

Residents, Property managers,  
Municipal Officials



**REEM KHATTAR**  
Co-founder and head  
of operations

**MICHEL MOKBEL**  
General Manager of UAE  
& KSA

**LYNN SRAJ**  
Product Manager

**RAY EL HAYEK**  
Technology Lead

**SOHAIB EL KHATIB**  
Full stack developer and robotics

**NADINE SAADEDDINE**  
Full stack & web developer



A Social network dedicated for and by football fans.

[www.fanera.co](http://www.fanera.co)

## COMPANY BRIEF

Fanera is a sports-tech startup that aims to revolutionize football by providing fans, clubs, and sponsors with a single social platform to share content, connect and engage with a football community.

## PRODUCT

- Fan Engagement app: crowdsourced football app that is intuitive, scalable, and multilingual for fans to build a football community of their friends, favorite teams, and influencers
- Club Management Platform: Fanera has developed a powerful dashboard for clubs to connect with their fans based on various demographics and provide useful analytics to help the club monetize their followers.

## TARGET MARKET

Youth football fans between the ages of 16 and 35 in the MENA region

## BUSINESS MODEL

- Club subscriptions: SAAS model to access, manage and monetize target fans.
- Digital Sponsorship: Provides football sponsors and brands a unique way to promote their brand



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**INDUSTRY**  
Entertainment

**PRODUCT**  
App

**MARKET**  
MENA

**TARGET CUSTOMER**  
Football Fans, Clubs, Sponsors



**ASH ABUMARAQ**  
CPO

**MOHAMED BARHOUSH**  
CTO

**ABDULLAH AJAMIEH**  
Business Development

**MOHAMMED EMIN**  
Senior Developer

**HAMZEH GHAZAWNEH**  
Content manager

**KENNETH**  
Social media coordinator

# Hustro

Data-Driven Quality, Health, Safety & Environment (QHSE) Management Platform.

[hustro.com](https://hustro.com)

## COMPANY BRIEF

Hustro creates software for QHSE management designed for the needs of construction and civil engineering industries.

Since 2019 we have been able to prove ourselves on over 150 sites across 3 countries and have been chosen as one of the top 10 construction tech startups in Europe.

## PRODUCT

Hustro is a software system built to help main contractors and developers use QHSE management as a competitive advantage.

Hustro reduces the time spent on inspections, reporting or handling corrective actions by providing site teams with offline ready apps focused on simplicity and speed.

## TARGET MARKET

MENA and European markets including the following sectors:

- Construction and Civil Engineering Industries
- Mining
- Oil and Gas

## BUSINESS MODEL

Monthly subscriptions connected to implementation on a project.

Pricing varies from 250 USD to 1500 USD a month depending on the size of the project.



**ERNEST SZYDELSKI**

CEO

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### INDUSTRY

Construction and Civil Engineering

### PRODUCT

QSHE Management Software

### MARKET

EU & MENA

### TARGET CUSTOMER

Main Contractor, Developer, Consultant, Operator



**ADAM SUBOTKOWSKI**  
CTO

**ANDRZEJ BOGATKO**  
Head of Design



Kredium is an international cross-border mortgage enablement and property platform.

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

## COMPANY BRIEF

Kredium platform serves as a one-stop-shop for all foreign nationals, overseas, cross-border, and expat mortgages, as well as local mortgage & property brokerage services in selected markets.

We help our clients find the best loan offers around the globe, making their journey towards a new home or an investment quicker and easier than ever before.

## PRODUCT

Kredium is a digital mortgage and property platform which provides the following services:

- Mortgage brokerage between mortgage buyers and lenders
- Property brokerage between mortgage/property buyers and property developers/sellers
- Mortgage servicing i.e. collection of mortgage payments and transferring them to the lenders."

## TARGET MARKET

The US Foreign nationals property purchase market

- Local mortgage & property platforms.
- Serbian, UAE & Saudi Arabian mortgage markets

## BUSINESS MODEL

- Mortgage origination fee of 1-2.5%
- Property brokerage fee of 1.5-5%
- Servicing fee of 0.25% fee on an outstanding balance on an ongoing basis, paid by the lenders"



**MISA LAZOVIC**

CEO

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### INDUSTRY

Fintech

### PRODUCT

Digital broker

### MARKET

EU, MENA & US

### TARGET CUSTOMER

US, Europe, Middle East, Asia



**SABINA KRSMANOVIC**  
Head of Product

**MARKO JOVANOVIC**  
Head of Growth

**CATHERINE DAOU**  
Content and Training Lead

**NOUR OUEIDATE**  
B2B Lead



One-stop-shop offering a wide range of autoparts and services for service centers embedded by on demand delivery and financial solutions.

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

## COMPANY BRIEF

Yourparts is a B2B2C platform that embed technology in the automotive aftersales market by creating a unique autoparts marketplace and SaaS Management system for workshops, Supply chain financing and logistical services.

We focus on creating products that automate and solve the problems of such untapped market helping businesses to grow, optimizing their workflow and increasing their number of customers.

## PRODUCT

- SaaS management system to enhance and optimize service centers operations cutting costs, maximizing output, and automating workflow.
- B2B Autoparts marketplace where service centers or resellers can access their required products quickly from their systems.
- On demand delivery for guaranteed hassle free logistics.
- Financing them to grow their businesses.

## TARGET MARKET

We target Retailers, Service centers, Mechanics, Insurance companies, Fleet solutions, logistic companies, and Vehicle users.

## BUSINESS MODEL

We are a B2B2C that generates revenue from the followings:

- 1) Selling SaaS to service centers
- 2) Commission from B2B2C Marketplace transactions (Products&Services)
- 3) Financing margin”



**OSAMA AHMED SADEK**

CEO

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### INDUSTRY

Automotive

### PRODUCT

Marketplace/Fin-tech

### MARKET

Egypt, KSA, UAE

### TARGET CUSTOMER

Service centers, Insurance companies, Fleet solutions, Vehicle users



**MOSTAFA RAYAN**  
Head Of Technology

**TAREK AKMAL**  
Head of Commercial

**KHALED RAMADAN**  
Head of Services

**OMAR ARAFA**  
Head of People



Docvita make it easy for patients to access high-quality mental health services.

[docvita.com](https://docvita.com)

## COMPANY BRIEF

DocVita helps people manage all of their healthcare journey inside of a single WhatsApp chat.

With an initial focus on mental health, our Care Managers help people enrol in long-term care with the doctors & therapists in our network and provide back-office support to providers including administration and payments.

## PRODUCT

DocVita offers people looking for a mental health professional to find & manage long-term care over WhatsApp. We provide care in 11 Indian languages.

Our proprietary Care Management infrastructure enables one Care Manager to manage up to \$8000 worth of appointments every month.

## TARGET MARKET

DocVita targets clients living in India or Indians living abroad in UAE, UK, Australia, USA

## BUSINESS MODEL

Our take rate is 30-50% on every appointment booking.



**ANMOL ARORA**  
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### INDUSTRY

Healthcare

### PRODUCT

Marketplace/Fin-tech

### MARKET

INDIA, UAE, UK, AUSTRALIA & USA

### TARGET CUSTOMER

Indian Expats



**VIKRAM PATEL**  
Co-founder and CTO



# buglab

Buglab uses the power of blockchain to enable attainable, versatile, and reliable penetration testing for digital enterprise solutions.

[www.buglab.io](http://www.buglab.io)

## COMPANY BRIEF

Manage your penetration testing, discover and fix your vulnerabilities through contests of hundreds of hand selected security researchers

## PRODUCT

Buglab connects companies with a global network of expert cybersecurity researchers.

At the center of our ecosystem, there are two programs - the buglab contest and Vigilante Protocol, helping companies all over the world to discover and fix vulnerabilities on their digital solutions or assets.

## TARGET MARKET

Buglabs target market is the global SME market who's information security budgets are typically lower than large organisations.

## BUSINESS MODEL

We charge SMEs a set fee to gain access to leading whitehats who can test their information security. We also take a percentage of any bounty paid to the whitehats.



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### INDUSTRY

Cybersecurity

### PRODUCT

Contests & Vigilante Protocol

### MARKET

Global

### TARGET CUSTOMER

SMEs, CERTs, CSIRTs,  
Pentesters, Whitehats



**MOURAD BLIL**  
UI/UX Designer

**MOUAD ZIANI**  
Full Stack Developer

**AYOUB BOUSETTA**  
Full Stack Developer

# THANK YOU

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

