CYCLE BRIEF

Our Seed Program for Cycle 2 took off on the 8th of May 2022. The outstanding cohort has products and services across multiple sectors including Health and Wellness Tech, E-commerce, RealTech, FinTech, and Cyber Security.

Our Amman 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 seven 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.

عرب ثيرابي.

Digitizing mental health for Arabs around the world.

arabtherapy.com

💎 COMPANY BRIEF

Arab Therapy is an online platform connecting Arabs living in the diaspora with psychotherapists of numerous specializations who understand the culture, and language, and offer a quality standard of care.

Arab Therapy offers online therapy through a subscription model, that features live sessions and unlimited chat with specialists of choice, which allows ongoing, confidential, and supported patient /specialist connectivity for millions of Arab-speaking patients.

🚀 PRODUCT

The product is a web platform connecting mental health and wellness seekers with Arabic-speaking therapists from similar cultural backgrounds.

The product offers a subscription model to access live therapy sessions with matched therapists that are experts in the user's assessed diagnosis. The unlimited chat feature allows the user to connect with the therapists in between sessions.

Arab Therapy is looking to automate the matching metrics between users and expert therapists following a larger database of users and sessions, unleashing the first Arabic AI-matched therapy platform.

🎯 TARGET MARKET

Arabic speakers in the Arab world and those in the the diaspora.

📋 BUSINESS MODEL

A hybrid model of subscription and revenue sharing model with therapists.
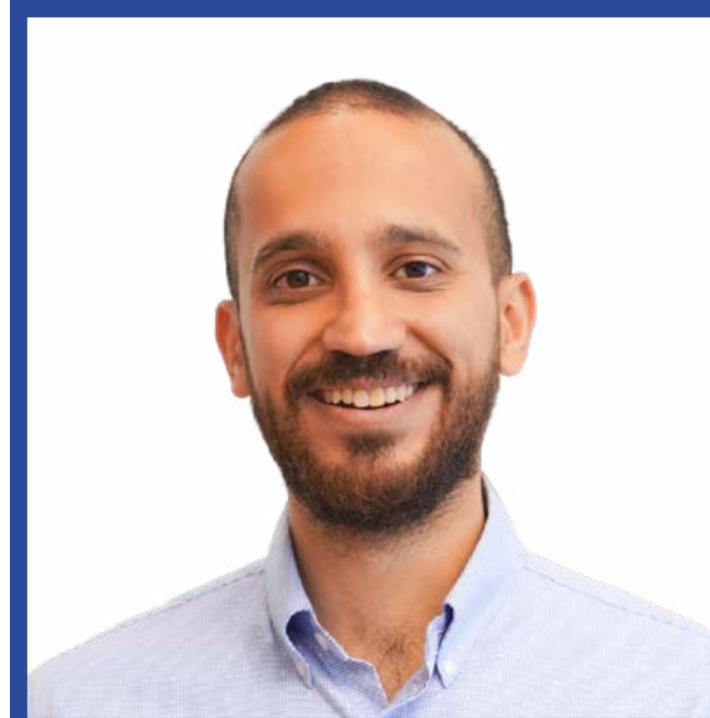
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STARTUP HIGHLIGHTS

INDUSTRY
HealthTech

PRODUCT
Web Platform

MARKET
B2C/B2B

TARGET CUSTOMER
Arabic speakers with a focus on those in the diaspora who seek mental health support.

FLAT6LABS

bloomcart

A try-before-you-buy plug-in software automating returns for e-commerce websites.

COMPANY BRIEF

Bloom Cart is a plug-in for e-commerce stores, that offers the feature of try-before-you-buy to their customers. Bringing the in-store shopping experience online with the added feature of try-before-you-buy' to keep up with the new consumer demands.

Bloom Cart integrates with delivery couriers and payment gateways to streamline the trial then purchase experience, turning the liability of returns into an opportunity, allowing eCommerce stores to boost conversions, average order values, and total revenues.

PRODUCT

The product is a plug-in for eCommerce stores that allow merchants to offer free returns to their consumers with the option of 'Try for Free' before the consumer purchases it.

eCommerce stores control the return process using a tracking system that dashboards item returns, order tracking, return costs, and payment fulfillment.

Once consumers approve their items, they're able to log on and pay for the items they wish to keep and return the rest.

TARGET MARKET

E-commerce stores in the MENA region with a focus on the UAE and Saudi Arabia.

BUSINESS MODEL

A hybrid model of subscription and revenue sharing with eCommerce stores.

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STARTUP HIGHLIGHTS

INDUSTRY
E-commerce & Logistics

PRODUCT
SaaS Plugin

MARKET
B2B

TARGET CUSTOMER
Small and medium e-commerce stores owner.

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TEAM

JACK DABANEH
COO

iPASS

An on-boarding solution platform aggregating world class anti-fraud tools on one platform.

ipass-mena.com

COMPANY BRIEF

iPass is a digital onboarding solution enabling SMEs to digitize and automate customer and employee onboarding by offering a selection of features aiming to automate, accelerate and streamline identity verification.

iPass offers a seamless automated and integrated identity verification process, through a variety of product offerings from eKYC, ID verification, video verification, social media look-up, customized risk screening, and transaction monitoring.

PRODUCT

The product is a Saas solution that enables digital onboarding through eKYC checks with minimal capital investment, integrated with a variety of anti-fraud detection tools and features, allowing a fully secured data platform and data access. Featured anti-detection tools include:
- eKYC Verification; creating and maintaining online trust
- ID Verification; real-time/automatic verification
- Video Verification; remote customer onboarding
- Liveness Checks; reduce the likelihood of spoofing attempts
- Social Media Look-up; matches social media pages with ID verification"

TARGET MARKET

Financial institutions and e-commerce websites in the MENA region.

BUSINESS MODEL

Subscription model.

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STARTUP HIGHLIGHTS

INDUSTRY
Cyber Security

PRODUCT
SaaS Platform

MARKET
B2B

TARGET CUSTOMER
Financial institutions, e-commerce, and insurance companies.

FLAT6LABS

خريطة

A data-driven real-estate marketplace.

khareta.com

COMPANY BRIEF

Khareta is a data-driven real estate online marketplace that provides virtual buying and rental experience with upfront specs on properties.

Khareta navigates interested customers through a large database of on-market estates, apartments, villas, farms, chalets, and lands.

Khareta prides itself in converting interested buyers into homes and estate owners and renters, by offering informative direct connections with sellers.

PRODUCT

Khareta is a web-based and mobile application marketplace, where sellers post their properties with upfront detailed information, for interested buyers to view and directly contact.

Khareta uses the freemium model, where the seller is allowed to post a number of listings before moving to the paid model.

Khareta is an Ad-supported model that gains profits from ad clicks. If the ads are relevant and well-targeted, the profits may become substantial.

TARGET MARKET

Real estate buyers and sellers in Jordan, Egypt, and Saudi Arabia.

BUSINESS MODEL

A freemium model, where sellers can list their properties for free, or pay a fee for the ad-supported model.

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STARTUP HIGHLIGHTS

INDUSTRY
PropTech

PRODUCT
Marketplace

MARKET
B2B

TARGET CUSTOMER
Real estate buyers and sellers.

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TEAM

NEDAL NAWASRAH
General Manager

ISLAM ALSARABI
Advisor

F5 FLAT6LABS

QuiqClaim®

A fintech platform offering peer-to-peer financing for the medical insurance industry.

quiqclaim.com

COMPANY BRIEF

Quiqclaim is a fintech marketplace platform that transforms the healthcare provider and insurance company engagement by introducing an investment arm to fast-track payments to healthcare providers.

Quiqclaim leverages better business processes and enhances the user experience by enabling engagement management, planning, contracting, and payments.

PRODUCT

QuiqClaim is a marketplace connecting healthcare providers (HCPs), insurance companies, and investors all on one platform. It helps bridge the liquidity gap for HCPs by accessing immediate financing at a discounted value.

QuiqClaim introduces third-party investors to cover HCPs claims immediately at a discounted value while receiving payback from insurance companies at a later time.

QuiqClaim, facilitates the financing through its platform charging a percentage cut from the discounted transaction.

TARGET MARKET

Healthcare providers, hospitals, medical centers, pharmacies, and medical labs in Jordan, Egypt, and KSA.

BUSINESS MODEL

HCPs targetted subscription model and commission off the investor's financed investment.

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STARTUP HIGHLIGHTS

INDUSTRY
FinTech

PRODUCT
Marketplace

MARKET
B2C/B2B

TARGET CUSTOMER
Hospitals, medical labs, pharmacies, and healthcare practitioners.

SHOP4ME

An online B2B marketplace digitizing the complex procurement process.

www.shop4me.com

COMPANY BRIEF

Shop4Me is a B2B marketplace that connects businesses with suppliers which allows identifying and managing supplier engagement.

Operating in both Jordan and Saudi Arabia, Shop4Me currently focuses on HORECA and the health and beauty industry.

Shop4Me takes supplier collaboration to the next level by enabling functional engagement that showcases value beyond cost reduction and organization, by practicing planning and managing connections with third-party vendors.

PRODUCT

Shop4Me is a B2B marketplace where businesses have access to a large database of suppliers and offered items with upfront prices to choose from and place orders for delivery in less than 24 hours.

Suppliers benefit from wider reach, direct contact with customers, and a unified ordering channel.

TARGET MARKET

HORECA, corporate offices, and clinics in the MENA region.

BUSINESS MODEL

A margin from every transaction made on its platform.

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STARTUP HIGHLIGHTS

INDUSTRY
E-commerce

PRODUCT
Website and Mobile Application

MARKET
B2B

TARGET CUSTOMER
HORECA, health and beauty and, corporate offices.

TEAM

ATEF ELZINARY
Business Development Director

FLAT6LABS

Sukoon

Empowering Arabic speakers with an inside-out personal transformation tool.

sukoonawakening.com

COMPANY BRIEF

Sukoon is a mindfulness mobile app that offers users tools and techniques for mental, emotional, and spiritual well-being in the form of guided meditation audio recordings in the Arabic language.

Sukoon enables users to reach the 'Sukoon' emotional state through guided meditation, hypnosis, breath work, affirmations, and sound healing techniques, leading to stress relief, inner peace, and spiritual connection.

PRODUCT

Sukoon is a mobile application offering high-quality recorded Arabic audio sessions for mental wellness.

The platform allows access to prerecorded hypnosis, breathwork, affirmations, and sound healing sessions averaging 20-45 mins.

The user's journey starts with setting specific goals, that are then interpreted into recommended tracks allowing access to a large library of sessions helping users reach their mental wellbeing.

TARGET MARKET

Arabic-speaking health and wellness seekers around the world, with a focus on the Gulf region.

BUSINESS MODEL

Annual and monthly subscription model.

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STARTUP HIGHLIGHTS

INDUSTRY
HealthTech

PRODUCT
Mobile Application

MARKET
B2C/B2B

TARGET CUSTOMER
Arabic speaking personal growth seekers and meditation seekers.

NORA NOBANI
CHIEF OF CONTENT DEVELOPMENT

TEAM

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THANK YOU

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