



FLAT6LABS

CYCLE THREE IN AMMAN



CYCLE BRIEF

Our Seed Program cycle 3 in Jordan kicked off on October 17th, 2022. The outstanding cohort graduating has products and services across multiple sectors including FinTech, HealthTech, FoodTech, FashionTech, AutoTech, and LogTech.

Flat6Labs Seed Program brought in top-notch 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 startups have been working over the past four months on growing their customer base, refining their offerings, expanding to new markets, and building strategic partnerships.





An automotive inspection management and automation platform.

www.markabte.com

COMPANY BRIEF

Markabte is an automotive inspection platform that provides fast and efficient on-site inspections and generates advanced car condition reports for buyers. Markabte improves the inspection process for buyers & automotive service providers, by developing proprietary software and hardware products to accelerate, automate and enable cars to be inspected on-site without the need for technicians' knowledge.

PRODUCT

An inspection platform for inspectors to accurately collect data, automate processes and access a portfolio of proprietary products. It is also a command and control center for operations managers to manage inspection points, audit inspector performance, and provide car condition reports to buyers for a comprehensive and visual verification of car condition.

BUSINESS MODEL

A service fee for an on-site inspection service and a SaaS monthly subscription fee based on no. of reports generated bundled into three tiers.

TEAM

BAKER NABULSI
Co-founder, CTO



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CEO

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INDUSTRY

AutoTech

PRODUCT

SaaS Product and Service

MARKET

Jordan

TARGET CUSTOMER

Buyers/ Sellers,
Automotive service providers

TARGET MARKET

Jordan and KSA

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A platform that enables the development of the cloud kitchen ecosystem.

www.kitch-market.com



KitchMarket is a platform for cloud kitchen owners to monetize their space and for food entrepreneurs to meet their needs. It offers a one-stop solution, including consultancy, fully equipped cloud kitchens, and access to aggregators.



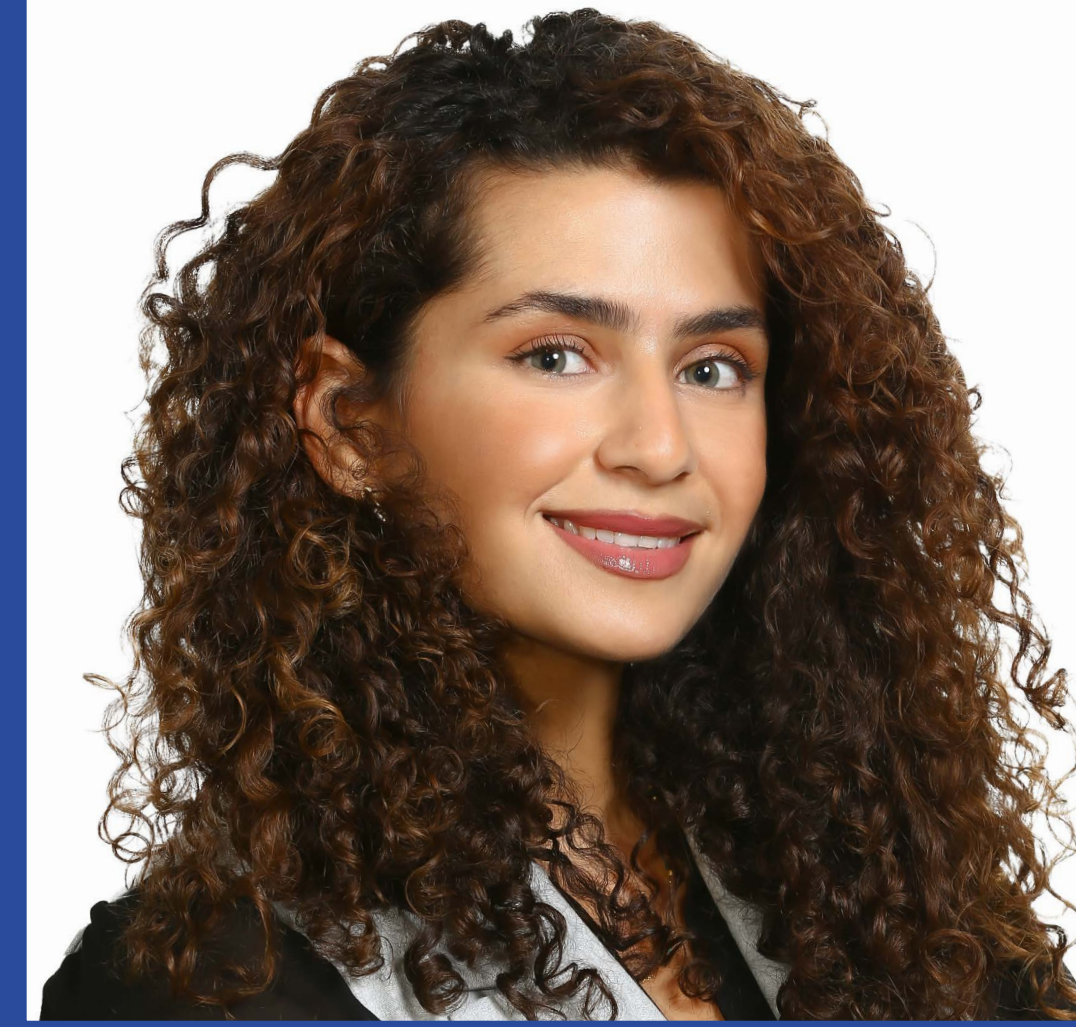
The marketplace assists food entrepreneurs in finding the right property using Google Maps and streamlines rental processes with an integrated payment gateway. The platform also provides support for business operations including staffing, licensing, digital marketing, suppliers, and menu planning.



A hybrid of commission-based model and revenue sharing with 'Food Entrepreneurs'



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Co-founder



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INDUSTRY

FoodTech

PRODUCT

Marketplace and food intelligence

MARKET

Jordan, Dubai, UAE

TARGET CUSTOMER

Food entrepreneurs, cloud kitchen owners, and restaurants

TARGET MARKET

MENA Region

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InvoiceQ

A SaaS platform that gives clients complete control over invoicing and payments.

www.invoiceq.com

 **COMPANY BRIEF**


InvoiceQ is a SaaS-based e-invoicing platform digitizing the invoicing cycle to optimize performance and meet e-invoicing standards. InvoiceQ integrates with enterprise solutions and enables corporates to receive and process invoices from vendors, eliminating hassle and improving revenue growth in the fast-paced digital market. InvoiceQ is qualified as an e-invoicing service provider by both tax authorities in Saudi Arabia and Jordan.

 **PRODUCT**

A SaaS platform that gives clients full control over invoicing and payments with features such as multi-payment options, API integration, a dynamic workflow approval engine, two-way communication with customers/vendors, and real-time data for informed decision-making.

 **BUSINESS MODEL**

Annual subscriptions with monthly payment terms, bundled approach.

 **TEAM**

FADI ALJABALI
Co-founder, CTO

AMER AYYAD
Co-founder, COO

MOHAMMAD BASEET
Co-founder, COO



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**INDUSTRY**

FinTech

PRODUCT

E-invoicing platform

MARKET

Jordan ,KSA

TARGET CUSTOMER

SMEs

TARGET MARKET

Jordan, KSA and Egypt

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An AdTech platform offering merchants tools to acquire and retain customers.

www.cayyesh.com

COMPANY BRIEF

Cayyesh is a digital marketing and loyalty platform that integrates with payment service providers to offer automatic cashback rewards to users. Partner businesses can use the platform to reach, acquire, incentivize, and retain customers by redirecting ad spend using cash offers

PRODUCT

A plugin integrated with payment service providers to access user data and provide personalized offers for consumers. Merchants can create personalized offers using Cayyesh based on consumer spending behavior and profile and receive real-time reports and data analytics to better target users.

BUSINESS MODEL

A freemium model for users, and transaction Fee from merchants.

TEAM

AHMAD YASSIN
Co-founder, COO

MOHAMMAD MAJALI
Co-founder, CTO



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INDUSTRY
FinTech/ AdTech

PRODUCT
AdTech platform

MARKET
Jordan

TARGET CUSTOMER
Mobile payment service providers, merchants

TARGET MARKET
Jordan

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A SaaS-based logistics platform that supports SMEs with last-mile delivery and logistics management.

www.olivery.app

COMPANY BRIEF

Olivery is a SaaS-based platform that supports SMEs with last-mile delivery and logistics management. It offers a low-code, no-code platform that can be tailored to meet business needs. With a network of logistics firms, Olivery helps SMEs expand reach to different regions and markets.

PRODUCT

A low code/no code platform designed for logistics businesses with a mobile and web app serving all logistics stakeholders including drivers, merchants, warehouse managers, and accountants. The platform is integrated with e-commerce platforms and payment gateways, and has the option for white-label branding to help businesses focus on their branding.

BUSINESS MODEL

A modular subscription model, and white labeling one time fee.

TEAM

OBADA ABDELKAREEM
Co-founder, COO

MALAK DURAJDI
Co-founder, CFO



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INDUSTRY

LogTech

PRODUCT

SaaS Product

MARKET

Palestine, Jordan, KSA, Iraq, Oman, Egypt & Sudan

TARGET CUSTOMER

Logistics companies, distribution companies, SME's with fleets, and online retailers

TARGET MARKET

MENA

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A platform that connects aspiring fashion designers with tailors and makers.

www.makesy.app

COMPANY BRIEF

Makesy is an online platform that enables designers and customers to design and create their own products using independent manufacturers and tailors seamlessly. With Makesy fashion entrepreneurs can design, source, produce and keep track of their fashion orders in real-time.

PRODUCT

A platform that enables fashion entrepreneurs to connect and communicate with tailors, which features chat communication, fitting modules, cost estimations, online payments, and delivery.

BUSINESS MODEL

A transaction fee per contractual agreement.

TEAM

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CCO

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CTO



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INDUSTRY

FashionTech

PRODUCT

Online Platform and App

MARKET

Jordan, KSA

TARGET CUSTOMER

Fashion Designers, Fashion Entrepreneurs, Retailers, Made-to-measure customers

TARGET MARKET

MENA

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A marketplace connecting healthcare seekers with providers/professionals for home-based healthcare services.

www.sawaaidhct.com

 **COMPANY BRIEF**

Sawaaid is a home healthcare platform that connects patients with healthcare providers for in-home services. Through the app, users can access a range of services including physician visits, nursing, physiotherapy, speech therapy, laboratories, home service, X-ray centers and medical equipment and supplies. The platform offers a comprehensive solution for home healthcare needs.

 **PRODUCT**

An in app marketplace that lists healthcare service providers and centers that provide in-home services all in one place. The platform allows users to access a large number of service providers, choose the services they need, make an order, pay digitally, and provide feedback on the service received. The app offers reviews, feedback, and history checks on previous orders made, and provides background information on each service provider for further clarity and transparency.

 **BUSINESS MODEL**

A hybrid model of subscription and revenue sharing model with healthcare providers and service providers

 **TEAM**

ISAM SHOMALY
Co-founder

SANDRA HOVSEPIAN
Co-founder



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INDUSTRY
HealthTech

PRODUCT
Mobile App

MARKET
Jordan

TARGET CUSTOMER
Healthcare seekers, healthcare providers and medical centers

TARGET MARKET
Jordan, KSA & UAE

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THANK YOU

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