



**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](http://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.



**HAMZEH MIQDADI**  
CEO

hamzeh.m.miqdadi@gmail.com | 962 790 828 920



### INDUSTRY

AutoTech

### PRODUCT

SaaS Product and Service

### MARKET

Jordan

### TARGET CUSTOMER

Buyers/ Sellers,  
Automotive service providers

### TARGET MARKET

Jordan and KSA



**BAKER NABULSI**  
Co-founder, CTO



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

[www.kitch-market.com](http://www.kitch-market.com)

## COMPANY BRIEF

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.



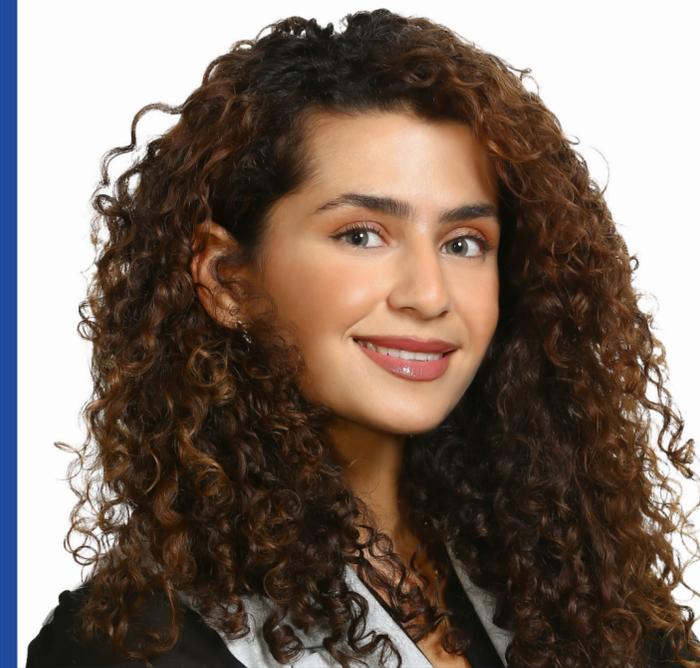
**SAMER MAKKI**  
Co-founder

## PRODUCT

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.

## BUSINESS MODEL

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



**NADINE ABBAS**  
CEO

nadine.m.abbas@gmail.com | 962 796 648 330



### INDUSTRY

FoodTech

### PRODUCT

Marketplace and food intelligence

### MARKET

Jordan, Dubai, UAE

### TARGET CUSTOMER

Food entrepreneurs, cloud kitchen owners, and restaurants

### TARGET MARKET

MENA Region



# InvoiceQ

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

[www.invoiceq.com](http://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.



**MUHANNAD TOBAL**  
CEO

[maltobal@invoiceq.com](mailto:maltobal@invoiceq.com) | 962 796 790 508



### INDUSTRY

FinTech

### PRODUCT

E-invoicing platform

### MARKET

Jordan ,KSA

### TARGET CUSTOMER

SMEs

### TARGET MARKET

Jordan, KSA and Egypt



**FADI ALJABALI**  
Co-founder, CTO

**AMER AYYAD**  
Co-founder, COO

**MOHAMMAD BASEET**  
Co-founder, COO



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

[www.cayyesh.com](http://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.



**QADER MAJALI**  
CEO

q.majali@cayyesh.com | 962 795 817 025



### INDUSTRY

FinTech/ AdTech

### PRODUCT

AdTech platform

### MARKET

Jordan

### TARGET CUSTOMER

Mobile payment service providers, merchants

### TARGET MARKET

Jordan



**AHMAD YASSIN**  
Co-founder, COO

**MOHAMMAD MAJALI**  
Co-founder, CTO



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

[www.olivery.app](http://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.



**RAM MERE**  
CEO

ram@olivery.app | 972 598 168 980



### 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



**OBADA ABDELKAREEM**  
Co-founder, COO

**MALAK DURAJDI**  
Co-founder, CFO



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

[www.makesy.app](http://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.



**SAEED OMAR**  
CEO

saeed@makesy.app | 962 777 771 986



### INDUSTRY

FashionTech

### PRODUCT

Online Platform and App

### MARKET

Jordan, KSA

### TARGET CUSTOMER

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

### TARGET MARKET

MENA



**BUTHAINAH DEEB**  
CCO

**EMAD ABU FARWAH**  
CTO



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

[www.sawaaidhct.com](http://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.



**ISAM SHOMALY**  
Co-founder

**SANDRA HOVSEPIAN**  
Co-founder



## 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



## BUSINESS MODEL

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



**SAIF HADDADIN**  
CEO

s.haddadin@sawaaidhct.com | 962 778 404 240



**INDUSTRY**  
HealthTech

**PRODUCT**  
Mobile App

**MARKET**  
Jordan

**TARGET CUSTOMER**  
Healthcare seekers, healthcare providers and medical centers

**TARGET MARKET**  
Jordan, KSA & UAE

# THANK YOU

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

