

CYCLE ONE IN RIYADH



ballurh

bynow

HORIZONNX



منحة
MINNHA

The
Architect

Unipal

Ygii

Zamn

CYCLE BRIEF

Our Seed Program cycle 1 in Riyadh kicked off on January, 22nd, 2023. The outstanding cohort graduating has products and services across multiple sectors including FinTech, EduTech, LegalTech, Enterprise SaaS, E-commerce, PropTech, Wellness & Lifestyle.

Flat6Labs Riyadh Seed Program brought in top-notch local & international consultants, coaches, and mentors to work closely with each of the ten 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 ten startup teams have been working over the past four months on growing their customer base, refining their offerings, expanding to new markets, developing their products and building strategic partnerships.





Streamline your social life with Kharja mobile application for effortless hangouts with friends.

www.kharja.net

COMPANY BRIEF

Kharja is a mobile application that provides an easy solution by simplifying your hangout plans. All information of date, time, location, and attendees is provided in a single page on the app. Save yourself the trouble of calling your friends individually and instead use a shareable link to invite them to join the hangout. Not only that, but Kharja also learns from your hangouts and suggests places that fit your style and can even make reservations for you. From invites to reservations, in less than a minute.

PRODUCT

Kharja application helps you to plan your hangouts. All information of date, time, location, and attendees is provided in a single page on the app. Save yourself the trouble of calling your friends individually and instead use a shareable link to invite them to join the hangout. Not only that, but Kharja also learns from your hangouts and suggests places that fit your style and can even make reservations for you. From invites to reservations, in less than a minute.

TARGET MARKET

Kharja targets people who are looking for a seamless and fun way to plan a hangout with friends & family and those who are searching for new things to do and places to discover.

BUSINESS MODEL

- Subscriptions & Ad Sales from businesses.
- Cost-per-action & Data insights.



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INDUSTRY

Media & Entertainment
- Social Network

PRODUCT

Mobile Application

MARKET

B2C

TARGET CUSTOMER

People planning or seeking hangouts, outings and activities in KSA

WATCH DEMO DAY PITCH

DOWNLOAD PITCH DECK

CONTACT FOUNDERS





Connecting brands with students through exclusive discounts and offers.

www.unipal.me

COMPANY BRIEF

Unipal helps brands reach the most important customer segment, the youth, through a student-centric platform.

Brands can finally understand the youth consumer behaviour and act upon it using the Unipal Business Dashboard.

Students have a digital ID with real-time verification that smartly tracks students spending & saving.

PRODUCT

Unipal is an application that connects brands with students by offering discounts.

Brands can finally understand the youth consumer behaviour and act upon it using the Unipal Business Dashboard.

Students have a digital ID with real-time verification that smartly tracks students spending & saving.

TARGET MARKET

Unipal targets university students in Bahrain and Saudi who are seeking discounts on restaurants, shops and other places and activities.

BUSINESS MODEL

- Subscription from vendors: \$800/year.
- Freemium & Premium offerings for student users.



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INDUSTRY

Wellness & Lifestyle / EdTech / ICT

PRODUCT

Mobile Application - Webpage

MARKET

B2B & B2C SaaS + commissions

TARGET CUSTOMER

University students in Bahrain & KSA



WATCH DEMO DAY PITCH

DOWNLOAD PITCH DECK

CONTACT FOUNDERS



ALI ALALAWI
Founder & CEO

ALI ALSHAER
Co-Founder
& Operations Director

FADHEL MAHDI
Co-Founder
& Technical Director



End-To-End interior work solution for home owners to create the spaces they always wanted.

www.the-architect.com

COMPANY BRIEF

The Architect revolutionizing the world of interior work to create the spaces homeowners always wanted. With our technology and end-to-end solution, the platform assures a seamless process of spaces design and execution. We're proud to say that our platform has already helped customers to transform their homes into beautiful and functional spaces.

PRODUCT

Our web platform serves homeowners by being an end-to-end interior work platform. Homeowners can seamlessly design and execute their spaces according to their budget, hassle free with us. Create the space you've always wanted with The Architect.

TARGET MARKET

Homeowners seeking to design and referbish their homes in a seamless, timely and affordable manner.

BUSINESS MODEL

- Marketplace Ads & Commission per transaction.



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INDUSTRY

Real Estate
- Construction Materials

PRODUCT

Webpage

MARKET

B2B & B2C

TARGET CUSTOMER

KSA home owners, building/construction companies & interior designers



WATCH DEMO DAY PITCH

DOWNLOAD PITCH DECK

CONTACT FOUNDERS



HAMAD ALHUSSAINI
FOUNDER & CEO

OMAR ALHUSSAINI
CO-FOUNDER & COO



Giving the perfect gift is now fast, easy, and enjoyable!

www.ygii.app

 **COMPANY BRIEF**

A social commerce platform that enables users to create wishlists, add wishes, and share them with family and friends.

 **PRODUCT**

A social commerce platform that enables users to create wishlists, add wishes, and share them with family and friends.

 **TARGET MARKET**

Ygii serves people who want to create a wishlist and people and companies who want to send gifts.

 **BUSINESS MODEL**

Marketplace based commissions:

- Sales commissions (2% - 15%) & fees on added services (delivery, gift wrapping, etc).
- Marketing Ads & Top listings & Crowdfunding Fees (coming soon).



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INDUSTRY

E-Commerce & Retail - Gifting

PRODUCT

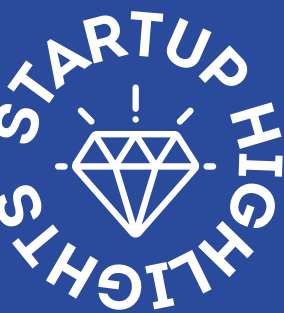
Mobile Application

MARKET

B2C & B2B

TARGET CUSTOMER

Currently focusing on the Saudi market and planing to expand globaly



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CONTACT FOUNDERS



ABDULKAREEM ALOUMI
Founder & CEO

AYMAN ALZAMIL
Co-Founder & CSO

FILIP VUKELIC
Co-Founder & CTO

HORIZOONX

A B2B marketplace platform for building, operating, and growing F&B businesses.

www.horizoonx.com



COMPANY BRIEF

Providing a one-stop shop for building, operating, and growing F&B businesses through a B2B marketplace that covers both products and services. We enable F&B businesses to streamline their monthly orders of products and services per branch as well as offer idea-stage entrepreneurs a step by step guide to building their own restaurant or cafe from scratch.



PRODUCT

The HORIZOONX app links existing restaurants and cafes to suppliers, experts, and service providers through an easy and seamless user experience, as well as offering idea-stage entrepreneurs a step by step guide to build a restaurant, cafe, or food truck from scratch.



TARGET MARKET

HorizoonX targets existing restaurants and cafes and people who plan on opening a restaurant or cafe.



BUSINESS MODEL

- Commission from vendors for any transaction in the marketplace (varies depending on category).
- Marketplace ads
- Direct sales



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INDUSTRY

ICT - F&B

PRODUCT

Mobile Application - Webpage

MARKET

B2B - Commissions

TARGET CUSTOMER

KSA based restaurants & cafes & people planning on opening a new restaurant or cafe



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CONTACT FOUNDERS



Modern eLearning Management System

www.Zamn.sa

COMPANY BRIEF

Many people like you use Zamn to build eLearning websites, sell courses and digital products, and host communities in one platform that's easy to use. You should be able to spend your time creating, not figuring out yet another piece of tech! Get your free account at Zamn.sa

PRODUCT

Zamn Platform provides eLearning Management Systems (LMS) through SaaS monthly and annual subscriptions. Enabling influencers, training centers, and educational institutes to easily digitally transform and launch their educational platforms to sell their courses, books, and consultations.

TARGET MARKET

Zamn targets instructors and institutions who want to offer workshops and digital products online.

BUSINESS MODEL

Enterprise SaaS Model with monthly & annual subscriptions:

- Launch package, Launch+ Package
- Workshop package
- Advanced package
- Commission on e-books and e-documents sold



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INDUSTRY

ICT - LMS Education Software

PRODUCT

Webpage

MARKET

B2G, B2B, B2C

TARGET CUSTOMER

Training Centers, institutes and insrtuctors located in Saudi & the MENA region



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CONTACT FOUNDERS



MOHAMMAD KHATAAN
Founder & CEO

MOHAMAD IBRAHIM
Co-Founder & CTO

MARIAM RABIE
Co-Founder & COO



Virtual legal services and consultation platform

www.Baeynh.com



COMPANY BRIEF

A virtual platform that enables individuals and SMEs to obtain legal services and consultations through lawyers licensed by the Ministry of Justice in easy and simple steps within the app.



PRODUCT

The application helps individuals seeking legal consultations and services access licensed lawyers and view their complete profiles, including experiences, qualifications, training courses, memberships, and other information that assists them in choosing the right lawyer. Additionally, the application filters the results based on legal specialization, region, and city. The application relies on a direct payment system for consultations or receiving offers from lawyers for legal services and selecting the appropriate offer.



TARGET MARKET

Baeynh targets people and businesses seeking legal services and consultations in Saudi as well as licensed lawyers and law firms



BUSINESS MODEL

Commissions from services marketplace with 2 main revenue sources:

- 25% off of legal consultations
- 15% off of legal transaction services



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INDUSTRY

Legal Tech

PRODUCT

Mobile Application - Webpage

MARKET

B2B, B2C

TARGET CUSTOMER

Lawyers, Legal Firms, People seeking Legal support in KSA

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[CONTACT FOUNDERS](#)





Buy now pay later for B2B

www.bynow.ai

COMPANY BRIEF

Bynow a buy now pay later for B2B sector in MENA region. Our product is developed for B2B marketplaces, service providers, and technology vendors to offer their customers the possibility to defer or split their payment while getting paid on spot powered with out-of-the-box underwriting and assessment model.

PRODUCT

Buy now pay later for B2B and financial OS

TARGET MARKET

Targeting small and medium enterprises seeking a buy now pay later option.

BUSINESS MODEL

- Commission fee (3% - 7%) factored from merchants charged on every transaction.
- In the future will provide a licensing & SaaS Offering & Affiliat marketing services.



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INDUSTRY
Fintech - BNPL

PRODUCT
Webpage

MARKET
B2B - Commissions

TARGET CUSTOMER
SME's in Saudi and the UAE

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CONTACT FOUNDERS



RAMI SULIMAN
Founder & CEO

AHMED BANAFI
Co-Founder & COO



A Plug and Play Business Intelligence SaaS for the F&B Retail

www.ballurh.io

COMPANY BRIEF

A business intelligence cloud-based SaaS that seamlessly integrates with local POS systems to build comprehensive actionable insights from joined-up data for F&B retailers to enhance profitable decision-making and improve customer satisfaction.

PRODUCT

ballurh is a cloud-based BI SaaS for F&B retail that helps you optimize performance and drive growth instantly. It provides advanced visualization, analytics, and smart recommendations to help you make informed decisions about your business. ballurh also seamlessly integrates with your local POS system, provides customizable dashboards and real-time analysis, and is designed with predictive and prescriptive capabilities.

TARGET MARKET

SME's in the F&B industry looking for better tools to manage their business and make intellegint descisions.

BUSINESS MODEL

Commissions: Marketplace based with 3 main revenue sources:

- Freemium: for 14 days
- Essential Package: \$67 / Month
- Advanced Package: \$120 / Month



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INDUSTRY

ICT - F&B

PRODUCT

Webpage

MARKET

B2B - SUBSCRIPTIONS (SAAS)

TARGET CUSTOMER

SME's in the F&B sector in Saudi



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CONTACT FOUNDERS



ABDULWAHAB ALZAIDI
Founder & CEO

ABDULLAH ALHAWSAWI
Co-Founder & CGO

ABDULELAH ALKESAIBERI
Co-Founder & CTO



Join Minnha and crowdfund your future.

www.minnha.com

COMPANY BRIEF

Minnha is an education one stop shop solution where students can apply to educational institutions and crowdfund tuition fees.

PRODUCT

Using fintech and incentivizing social solidarity, Minnha is redefining scholarships by giving the lead to the ultimate beneficiary, the student. starting with ease of access where all education service providers are in one place, shortening the registration process through a unified application form, and providing donation crowdfunding as a payment solution.

TARGET MARKET

Local & International students based in Saudi who are seeking financial aid to study in private universities and schools.

BUSINESS MODEL

- Free to use for students and annual subscriptions & commision based for universities & schools.
- Subscriptions: Freemuim Package , Starter Package (SR 50K/year) & Enterprise Package (SR 100K/year) Commisions are per crowdfunding campaign (8-12%).



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INDUSTRY

Fintech - EduTech

PRODUCT

Webpage

MARKET

B2B, B2C

TARGET CUSTOMER

Students & private universities & schools based in Saudi



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CONTACT FOUNDERS



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ABDULRAHMAN ALSAFADI
Co-Founder & CEO

SCAN HERE



LEARN MORE ABOUT RIYADH SEED PROGRAM

THANK YOU

flat6labs.com

