

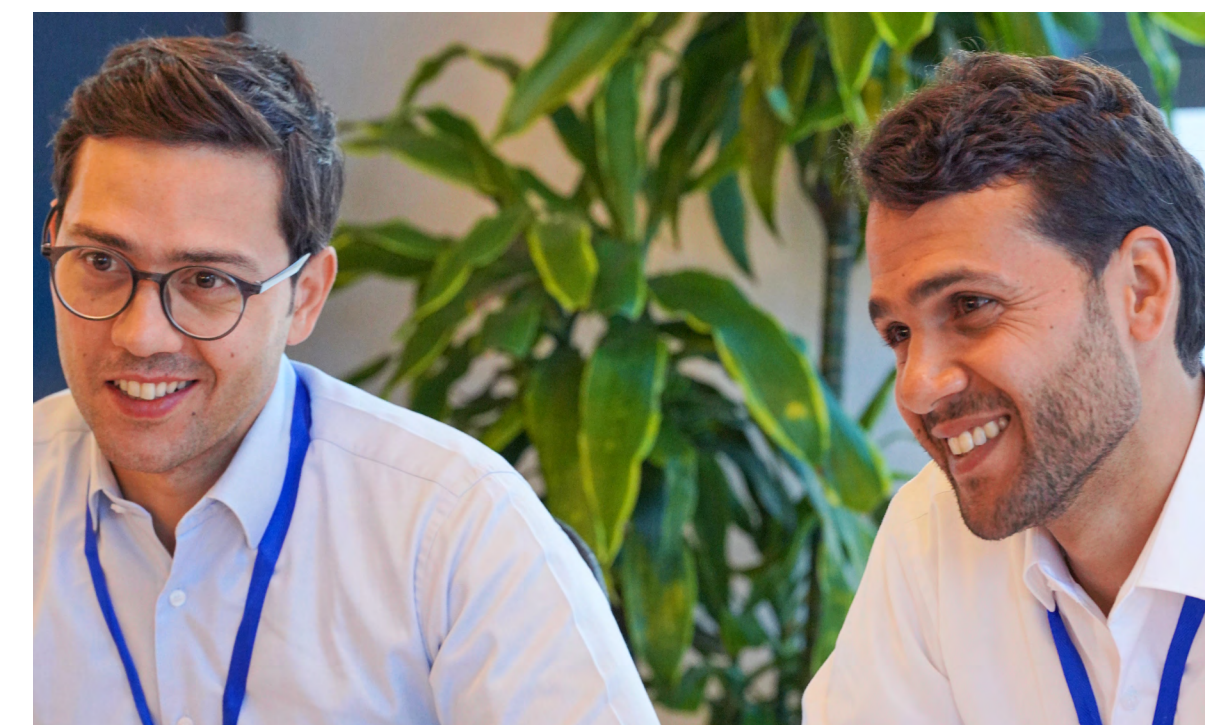
CYCLE FOUR IN AMMAN



CYCLE BRIEF

Our fourth Seed Program in Jordan kicked off on March 12th, 2023. The special cohort finishing the program has products and services across multiple sectors which are: Proptech, Retailtech, New Media Tech, Sportstech, Hardware tech.

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 six 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.





JordiLight elevates outdoor experiences to new heights with a multi-functional high-tech flashlight.

www.jordilight.com

COMPANY BRIEF

Jordilight is a highly versatile flashlight that comes with a mobile app to control it.

Jordilight is built for outdoor enthusiasts, catering to diverse needs, whether handheld, head-mounted, or as a lantern, blending function, convenience, and durability.

The long-term vision includes transforming the adventure gear industry with smart tents, bikes, backpacks, and more, kindling a more convenient and rewarding outdoor experiences for all.

PRODUCT

Jordilight delivers superior brightness, with touch controls and the flexibility to fold, hang, hold or wear it. It is waterproof up to 50m, equipped with bluetooth to connect it with the app, a built-in e-compass and a fall sensor empowering adventurers to fearlessly venture to the farthest corners of land and the depths of sea.

TARGET MARKET

Outdoor enthusiasts, adventurers, tech-savvy individuals worldwide

BUSINESS MODEL

- B2B - Wholesale
- B2C model - Selling product
- Jordilights distributes through their website, Amazon, other online retailers, and
- brick-and-mortar stores.



ROBERT Y HADDAD
CEO & FOUNDER

robert@jordilight.com | +962778006000

INDUSTRY

Hardware tech

PRODUCT

Hardware & Mobile App

MARKET

B2C, B2B

TARGET CUSTOMER

Adventurers, Outdoor Enthusiasts, Tech Savvy, Laborers.



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CONTACT FOUNDERS



SAHAR MADANAT
Lead Product Designer

ZHENGANG LI
Head Firmware Developer

MOHAMMAD ALI
Head Mobile Developer



Padash empowers Iraq's cafés and restaurants with customer data visibility and interactive customer engagement tools.

www.padash.app

COMPANY BRIEF

Padash helps restaurants and cafes collect, analyze, and act on their customers data.

Using the loyalty program and digital menu ordering & payment systems, they provide businesses with insights over their customers' behaviour allowing businesses owners to engage with their customers through the communication tool to ultimately increase customer satisfaction and revenue.

PRODUCT

Padash collects customer's data through a QR code on restaurant's table.

The customer is encouraged to scan the QR code to get loyalty points and discounts.

The QR code takes them into Padash where they input their information and the platform will track their return rate, spending and feedback.

Business owners have access to the data through dashboard where they get customers' insights, engage with them, and encourage them to visit the business again by sending them offers directly on SMS or whatsapp which will ultimately, increase retention rate and revenue.

TARGET MARKET

Annual Subscription Model - flat fee per table, depending on the number of tables.

BUSINESS MODEL

- We charge a flat monthly rate of 60\$ per month to use our services.
- Some features, such as SMS and Whatsapp messaging, are provided at extra fees.



AHMED LATEEF JAMAL
CEO

ahmed.jamal@midient.space | +9647503261974

INDUSTRY

Retailtech

PRODUCT

Mobile App

MARKET

B2B

TARGET CUSTOMER

Restaurants, Cafe



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CONTACT FOUNDERS



MOHAMMED YASEEN ABU BAKER
Cofounder, COO & Full Stack Developer

OMAR SABAH WALI
Cofounder, CTO

AHMED BAIZ SALIH
Cofounder, Sales Manager



The Marketplace for Short-term Retail Spaces in MENA.

www.nomadspaces.co

COMPANY BRIEF

Nomad is a real estate platform offering a diverse range of short term rental opportunities, empowering entrepreneurs to test markets and avoid risky long-term lease commitments while allowing landlords generate revenue.



TALA ALFAYEZ
COO

PRODUCT

Nomad offers short-term retail spaces through a user-friendly platform that simplify the process of listing, searching, and booking short-term rentals.

Landlords list their spaces on the platform with all the info needed such as location, size, availability and price. Businesses pick from a variety of short-term retail locations, choose the time period, book a visit and pay online.

TARGET MARKET

Established businesses from different industries seeking expansion and individuals looking for low-risk entry into the retail market in MENA

BUSINESS MODEL

- B2B - 30% commission on rental fees.
- B2B - Tenants can choose packages with add-on services like furniture & staff,
- ranging from basic to turnkey experience.



DANA ALFAYEZ
CEO

dana@nomadspaces.co | +962796588823

INDUSTRY

Realtech

PRODUCT

Marketplace

MARKET

B2B

TARGET CUSTOMER

Brands, Entrepreneurs, Designers and Landlords

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CONTACT FOUNDERS





Haddaf is a Saudi Pro League Fantasy Football gaming application.

www.haddaf.com



COMPANY BRIEF

Haddaf provides the Saudi football fans with an immersive and interactive fantasy football experience. Through innovative features, seamless user experience, and real-time updates, Haddaf aims to bring fans closer to the action while enhancing their passion for the Saudi football. Fantasy sports is an online social game where users create virtual teams made of real-life footballers. Users then earn points based on the actual performance of these players. The point of the game is to compete with your friends by demonstrating your football knowledge to top the leaderboards and win valuable prizes along the way.



KASIM MUFTI
CEO



PRODUCT

Haddaf is a fantasy football online social game in Arabic where users create virtual teams made of real-life footballers in the Saudi Pro League. Users then earn points based on the actual performance of these players. Haddaf immerses fans in the the opportunity to strategically curate their dream team and compete with friends for top leaderboard positions and valuable prizes along the way.



TARGET MARKET

Saudi Pro League football fans, primarily males aged 24-39 who are football fanatics with a solid knowledge of the game.



BUSINESS MODEL

B2C in the form of In-app purchases:

- Pay-to-participate leagues.
- Virtual goods (design-based purchases that enhance and personalize the user's experience).



KASIM MUFTI
CEO

OMAR MUFTI
CCO

- omar@haddaf.com
- +962795928888

INDUSTRY

Sportstech, Gaming

PRODUCT

Mobile Game

MARKET

B2C

TARGET CUSTOMER

Football-Fanatics, Males, Aged 24-39

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[CONTACT FOUNDERS](#)





Kabaten is leading the digital transformation of the football industry by offering a comprehensive solution for data collection and competition management tools.

www.kabaten.com

 **COMPANY BRIEF**

Kabaten is leading the digital transformation of the football industry by offering a comprehensive solution for data collection and Software management without the need of costly cameras. The Powerful Software for (B2B) customers streamlines all football operations. The system digitises and automates the entire competition process while our robust data-feeding technology delivers live updates to thousands of channels. Alongside that, their engaging Social App for (B2C) allows players/coaches to track their live progress and connect with fans, creating an interactive football community.



IBRAHIM ALAFEEF
Engineering Lead

 **PRODUCT**

Kabaten's powerful B2B software streamlines all football operations. The system digitises and automates the entire competition process and our robust data-feeding technology delivers live updates to thousands of media channels. Alongside the B2B offering, the engaging social B2C app connects and tracks the live progress of the players, creating an interactive football community.

 **TARGET MARKET**

Football federations, clubs, fans, players in MENA.
Media channels worldwide

 **BUSINESS MODEL**

Subscription model:

- B2B - Federations, clubs, scouts
- B2C - Players, coaches, and fans
- B2B - Data Monetisation: Media channels, fantasy football games
- Advertisement



OMAR HADID
CEO

o.hadid@kabaten.com | +962790006061

INDUSTRY

Sports-tech

PRODUCT

Mobile App & Dashboard

MARKET

B2C, B2B

TARGET CUSTOMER

Football federations, clubs, fans, players, and media channels

CONTACT FOUNDERS





Musajjel is an AI powered platform changing the podcast production game.

www.musajjel.com

COMPANY BRIEF

Musajjel is an AI-powered platform that simplifies the entire podcast production process, it allows users to easily record, enhance & clean, edit, and publish their podcasts into different channels, all in one place and without the need of technical skills.

PRODUCT

Musajjel allows users to record using any on-device microphone. The platform enhances recordings by cleaning the audio and canceling out background noise. Users can add sound effects and music from a vast library. Once the show is ready, it can be published to popular hosting platforms with a single click.

TARGET MARKET

Podcasters, journalists and content creators that want to expand their audience and create a podcast, in the MENA region.

BUSINESS MODEL

B2C: Subscription based with monthly and annual plans.



MOHAMMAD AL-AMOUSH
CEO

mamoush@sadapodcast.com | + 962799665804

INDUSTRY

New Media Tech

PRODUCT

Web Platform

MARKET

B2C

TARGET CUSTOMER

content creators, journalists,
podcasters

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DOWNLOAD PITCH DECK

CONTACT FOUNDERS



NOUR AL-RODAN
COO

MO'ATH KHLIFAT
CTO

SULIEMAN AWAD
CMO

THANK YOU

flat6labs.com

