



**FLAT6LABS**

INVESTOR BRIEF

# CYCLE FIVE IN ABU DHABI



## CYCLE BRIEF

The Flat6Labs Ignite Abu Dhabi Cycle 5 kicked off in mid-June 2023 with 7 startups across different industries including FoodTech, HealthTech, FinTech, EnterpriseTech, MarTech, and HRTech.

The program has effectively enlisted a variety of top-tier mentors and trainers to collaborate closely with every startup, helping them reach their business objectives and KPIs.

Throughout this cycle, numerous outreach and networking occasions were organized in partnership with over several community organizations, tailored to address the unique requirements of the startups involved in this cycle.





Notchnco is a robust omni-channel platform powered by Meta APIs to provide a broad range of digital products and solutions.

[www.notchnco.com](http://www.notchnco.com)

## COMPANY BRIEF

Notchnco is a conversational solution provider focusing to disrupt commerce and customer experience by introducing a messaging agnostic platform that integrates with various messaging apps as well as other CRN/ERP/PAYMENTS. The platform supports all messaging applications, including WhatsApp, Facebook Messenger, Line, WeChat, Apple Chat, and web pages, providing humanized chatbots powered by Notch AI technologies and our brilliant engineers behind it.



## PRODUCT

Notchnco is a resilient omni-channel system leveraging Meta APIs to offer an extensive array of digital offerings and solutions.

## TARGET MARKET

Corporates or SMEs that want to enhance their social commerce offering to provide access to qualified leads.

## BUSINESS MODEL

- Software-as-a-service model
- Manufacturer model



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### INDUSTRY

Enterprisetech

### PRODUCT

Notchnco integration

### MARKET

MENA

### TARGET CUSTOMER

People in need of boosting customer experience using AI.



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CONTACT FOUNDERS



Diagnio is a biotech product designed to provide rapid point-of-care diagnostics to track women's hormonal health & fertility.

[www.diagnio.com](http://www.diagnio.com)

## COMPANY BRIEF

Diagnio is a women's health diagnostics company providing rapid test systems for hormonal & fertility matters. Their "lab on a chip" helps patients by providing them more visibility on their path to pregnancy and gives an opportunity to learn more and take under control their hormonal health. The same solution benefits fertility clinics and OB/GYN departments by generating additional revenue by cutting the lab costs by 20% & increase margins for regular first line diagnostics improving compliance of patients by 30% on ovulation stimulation or infertility treatment and providing at-home patient monitoring solution with data feed back to clinics.



## PRODUCT

Diagnio is a biotechnology solution crafted to offer swift point-of-care diagnostics for monitoring women's hormonal health and fertility.

## TARGET MARKET

Diagnio's target market is any woman that is trying to get pregnant or even learn about her fertility journey, by making fertility testing much more accessible and affordable.

## BUSINESS MODEL

- Subscription-based sales (e.g. device + subscription for consumables).
- For B2B, the model is based on wholesale pricing for clinics (small number of devices, bigger consumption on of consumables - Minimum contract would be around \$30k per year).



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### INDUSTRY

Healthtech

### PRODUCT

Diagnio App and Hardware

### MARKET

UAE & KSA

### TARGET CUSTOMER

Women and families who want to be more informed about their fertility & hormonal health.

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Workfam's HR platform fosters a positive work environment by empowering employees to pursue healthy lifestyles, give feedback, and receive recognition for positive organizational outcomes.

[www.workfam.com](http://www.workfam.com)

 **COMPANY BRIEF**

Workfam's HR platform strengthens employee-employer relations and helps organizations retain high levels of employee engagement. The company's goal is to empower employees to pursue a healthy lifestyle, provide feedback and give and receive recognition. Workfam is the first holistic and gamified employee engagement platform born out of the United Arab Emirates. Their gamified SaaS Solution provides Employee Benefits, Corporate Wellness, Internal Communications, Training Programs, Pulse Survey, and Reward & Recognition services.



**MOHAMMED RASHID**  
CO-FOUNDER & CPO

 **PRODUCT**

Workfam's HR platform cultivates a constructive workplace atmosphere by enabling employees to embrace healthier lifestyles, provide feedback, and receive acknowledgment for contributing to positive organizational results.

 **TARGET MARKET**

Workfam's target market includes any company that wants to promote a healthy work environment, many SMEs and corporates are recentering their focus to manage and maintain employee satisfaction, and Workfam caters to those people.

 **BUSINESS MODEL**

- Software-as-a-service model
- Fee-for-service model
- Subscription model



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**INDUSTRY**

HRtech

**PRODUCT**

Workfam App (software)

**MARKET**

UAE & KSA

**TARGET CUSTOMER**

People who want to better their employee satisfaction and in parallel better the work environment.

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# optimize<sup>7</sup>

OptimizeApp enables SMEs to create, launch, optimize ads on Snap, Meta, TikTok, Google. It is a one-stop-shop for creating and executing targeted campaigns.

[www.optimizeapp.com](http://www.optimizeapp.com)

 **COMPANY BRIEF**

OptimizeApp is a mobile application that enables thousands of SMEs to create, launch and optimize advertising on leading social media channels. It is fully integrated with Snap, Meta, TikTok and Google. The platform is a one-stop-shop for coaching, creation and execution of targeted ad campaigns for those who want to spend between \$75 to \$30K a-month on media with no creative, technical or media buying expertise. Originally founded in Kuwait, OptimizeApp now serves the middle east and surrounding areas.

 **PRODUCT**

OptimizeApp empowers small and medium-sized enterprises (SMEs) to efficiently generate, deploy, and enhance advertisements across Snap, Meta, TikTok, and Google platforms. It serves as a comprehensive solution for crafting and executing precise marketing campaigns.

 **TARGET MARKET**

OptimizeApp's target market can include any corporate or SME that is looking to amp up their advertising and marketing on social media channels on a budget.

 **BUSINESS MODEL**

- Software-as-a-service model
- Fee-for-service model
- Subscription model



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**INDUSTRY**

Adtech

**PRODUCT**

Optimize App

**MARKET**

GCC

**TARGET CUSTOMER**

People in need of generating advertisements.

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The platform automates access to cars for various time frames, enabling Test Drives, Car Rental and Subscription services, and helps brands modernize their systems for growth

[www.tomorrowsjourney.co.uk](http://www.tomorrowsjourney.co.uk)

## COMPANY BRIEF

Tomorrow's Journey's platform manages and automates vehicle access from 1 hour to 24 months. They power Test Drives, Courtesy Car, Rental and Subscription business models. They help some of the worlds biggest brands liberate their vehicles from legacy, paper-based systems, driving growth and change in a rapidly changing automotive sector. Their single code base platform can be configured to support the vehicle selection, customer onboarding, ID checks, payments on the front end and within the back office automated communications, contracts, billing handover and plenty more.



## PRODUCT

The platform automates car access for different durations, facilitating Test Drives, Car Rentals, and Subscription services while assisting brands in modernizing their systems to support expansion.

## TARGET MARKET

Any automotive company that wants to revolutionise how they give vehicle access to their customers.

## BUSINESS MODEL

- Software-as-a-service model
- Subscription model



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### INDUSTRY

Enterprisetech



### PRODUCT

Tomorrow's Journey Platform (software)

### MARKET

UK, UAE, India and Australia

### TARGET CUSTOMER

People in need of reaching more customers and sell more vehicles.

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Fundbot

Fundbot offers an API & infrastructure that facilitates money movements between buyers, merchants, and financial institutions

[www.fundbot.co](http://www.fundbot.co)



## COMPANY BRIEF

Fundbot is an infrastructure as a service aiming at facilitating embedded lending to the 19 Million SMEs suffering from a cashflow gap of \$250 Billion in the MENA region. Fundbot offers easy to integrate APIs with a low code interface to help, B2B marketplaces, Telcos, Banks, and FIs quickly launch intuitive B2B financial services.



## PRODUCT

Fundbot offers an API & infrastructure that facilitates money movements between buyers, merchants, and financial institutions



## TARGET MARKET

Fundbot's target market is SME's that are suffering from a cashflow gap.



## BUSINESS MODEL

- Software-as-a-service model
- Commission and Subscription Model



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### INDUSTRY

Fintech

### PRODUCT

Fundbot Integration (software)

### MARKET

UAE, KSA and Oman

### TARGET CUSTOMER

People who want to automate corporate lending and payments between banks, buyers and sellers.

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CONTACT FOUNDERS







Cognitiwe offers AI-powered products for fresh food retailers that promote sustainability and optimize operational efficiencies through real-time insights and data-driven predictions.

[www.cognitiwe.ai](http://www.cognitiwe.ai)

## COMPANY BRIEF

Cognitiwe developed a no-code, self-service, cloud-based, camera-agnostic predictive AI application. This application processes the data from our proprietary vision AI platform and IoT data to provide fresh food retailers with real-time insights about their products and also provide predictions about possible outcomes. These insights and predictions enable them to reduce food waste, save resources, materials, and energy & also increase their sales.

## PRODUCT

Cognitiwe delivers AI-driven solutions designed for fresh food retailers, promoting sustainability and enhancing operational efficiency by providing real-time insights and data-driven predictions.

## TARGET MARKET

Any supermarket or small grocer that wants to have increased oversight of the freshness of fruit and vegetables as well as stock levels shelved goods

## BUSINESS MODEL

- Software-as-a-service model
- Retailer model



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### INDUSTRY

Foodtech

### PRODUCT

Cognitiwe Software

### MARKET

GCC

### TARGET CUSTOMER

Small stores, Supermarkets & Hypermarkets

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CONTACT FOUNDERS



**METE BAYRAK**  
Co-founder & CIO

# THANK YOU

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

