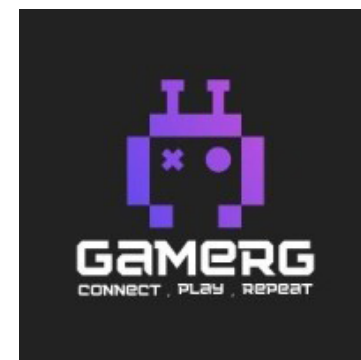


CYCLE FIVE IN AMMAN



CYCLE BRIEF

Our fifth Seed Program in Jordan kicked off on September 17th, 2023. This round, Flat6Labs has brought together special entrepreneurs from three different countries in the MENA region; Jordan, Palestine, and Lebanon. This cohort has delivered innovative products and services across multiple sectors including: ConstrucTech, EduTech, SportsTech, ICT, Data Analytics, and MediaTech.

Flat6Labs Seed Program brought in accomplished 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.





Construclo is the first Arabic construction management software designed to streamline and optimize the efficiency of construction projects.

www.construclo.com

COMPANY BRIEF

Construclo is a project management platform offering a seamless experience to project managers and workers in the field of construction. Through our platform, project managers can control the whole processes starting from Tendering and Bidding, through the entire execution of the project to Maintenance and Support.



ALAA AL GHUNEIM
CO-FOUNDER & CEO

PRODUCT

Construclo aims to ensure smooth workflow in accordance with established plans for project execution, facilitating supervision and implementation.

The software supports users through all different stages of the construction project, allowing them to assign tasks, set deadlines, and track progress quickly and effectively.

TARGET CUSTOMER

Construction companies, contractors and real estate developers in MENA.

BUSINESS MODEL

Subscription model ranging between \$1440 and \$12000/ year, depending on the number of projects and features.



MOHAMAD OBEID
CMO

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INDUSTRY
Construction Tech

PRODUCT
Web & Mobile App

MARKET
Jordan, Iraq, and Saudi Arabia



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CONTACT FOUNDERS



eFlow is an AI-driven educational platform providing bite-sized courses on popular messaging apps like WhatsApp.

www.eflow.ai

 **COMPANY BRIEF**

eFlow is an AI-powered platform that utilizes conversational learning techniques on popular social platforms like Whatsapp, Telegram, Microsoft Teams, and Slack. It delivers content to clients through these platforms, offering 10-15 minute micro-courses without the need for additional downloads. The system also tracks learner performance.



SAMER BAWAB
CO-FOUNDER & COO

 **PRODUCT**

eFlow ensures a personalized learning journey as it adapts to individual learning paces and styles, making the content more relatable and easily absorbed. It can be accessed via popular messaging apps such as WhatsApp, Slack, and Teams ensuring accessibility for workers.

The chatbot acts as a personal tutor for each employee, and the content is interactive, as it's a combination of texts, images, videos, voice messages, and mini-games and can be delivered in various different languages to cater to the diverse linguistic backgrounds of the GCC and Middle East workforce.

The system analyzes performance and feedback, and present it as actionable items for the learning manager of the company.

 **TARGET CUSTOMER**

Blue and white collar worker enterprises in GCC countries and MENA region.

 **BUSINESS MODEL**

Subscription model ranging between \$500 and \$2,500 depending on the number of employees.



BASSEL JALALEDINE
CEO & FOUNDER

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INDUSTRY

Learning & Development - EdTech

PRODUCT

AI powered chatbot & dashboard

MARKET

MENA

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A gaming tournament platform democratizing competitive gaming with skill-based matchmaking.

www.gamerg.gg

COMPANY BRIEF

GamerG, is a skill based gaming competition platform specialized in organizing online tournaments designed for casual players, who make up 99% of world's player base. With a small entrance fee, participants compete for the winner's pot, all while keeping track with live scoreboard feature.



RASHID HADDADIN
CEO

PRODUCT

The convenience of automated tournaments, flexible payment options, and a quick sign-up process sets GamerG apart.

GamerG tracks palyers performance directly from the game, based on the skill level, participants can join micro tournaments with 10-20 players, that are organised based on participants skills without the need for extensive preparations or waiting periods.

TARGET CUSTOMER

Casual gamers around MENA.

BUSINESS MODEL

A 30% from the participation fee players pay to join tournaments.



ABDEL-RAHIM HILAL
COO

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INDUSTRY
Gaming

PRODUCT
Web platform

MARKET
Mena Region

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CONTACT FOUNDERS



Intellico helps enterprises and product experts generate software documentation smarter and faster using ML/AI.

www.intellico.me

COMPANY BRIEF

Intellico streamlines the entire product documentation process. From PRDs, BRDs, to SRS documents and user stories, we help businesses generate essential documents for every stage of successful software product development.

PRODUCT

Intellico's machine learning model works to understand your business and project scope, crafting personalized documents tailored to your specific needs. The platform begins by extracting vital business data, including operational models, features, and user roles, facilitating the creation of personalized documents. These documents are aggregated from major generative AI algorithms and inputted into Intellico's AI model to create more refined business documents.

Our platform is accessible through a centralized document hub, ensuring effortless access and collaboration. This is achieved while maintaining stringent data security standards.

TARGET CUSTOMER

Organizations, product departments, and business analyst currently engaged in active digital transformation and software product development.

BUSINESS MODEL

SaaS and Enterprise models.



AYMEN AMERAH
CEO

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INDUSTRY

AI and Machine Learning

PRODUCT

SaaS Platform

MARKET

ICT



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CONTACT FOUNDERS



AMJED ALSADEQ
CO-FOUNDER & CIO

MOAMEN OMAR
CO-FOUNDER & CTO



MENA Analytics helps businesses capture market insights through precision data collection and analysis tools.

www.menalytics.me

COMPANY BRIEF

Mena Analytics specializes in high-precision data collection and analysis, offering clients deep insights through layered analysis. The software employs a consultative approach to choose the most suitable data collection method for each project.

Mena Analytics aims to provide an automated Software as a Service (SaaS) solution, delivering affordable, reliable, and customizable data services across the MENA region.

PRODUCT

We currently have two products available: Consumer Compass which allows our clients to get insights on consumer behavior and preferences, and Retailer Radar which allows our clients to get insights on businesses and trends in the market. We are working on providing a SaaS product as well.

TARGET CUSTOMER

Companies in the FMCG space looking to introduce a new product, test new features, or enter a new market in MENA.

BUSINESS MODEL

\$8 to \$14 per respondent depending on the number and type of respondents.



YOUSEF SROUJI
CEO

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INDUSTRY

Data and Business Intelligence

PRODUCT

Web & Mobile App

MARKET

Market Research and Data



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ZAYNE ABUDAKA
CO-FOUNDER & CPO

OBADA SHTAYA
CO-FOUNDER & COO



The Middle Frame offers media outlets on-demand photo coverage and access to a library of authentic Arab images.

www.themiddleframe.com

COMPANY BRIEF

The Middle Frame empowers media outlets with on-demand access to compelling visuals that capture the diverse events and culture from the Arab world. Whether it's breaking news, in-depth features, or dynamic content creation, The Middle Frame is committed to providing a seamless experience for journalists, reporters, and content creators.

PRODUCT

At the core of The Middle Frame product is an extensive library of authentic Arab images, collected from Arab photographers and curated to cater to the specific storytelling requirements of media professionals.

Our platform seamlessly connects journalists, reporters, and content creators with a community of skilled photographers, ensuring quick and tailored access to high-quality visuals.

TARGET CUSTOMER

The Middle Frame caters to a diverse target market that primarily encompasses media outlets, news agencies, content creators, and marketing professionals operating within the Middle East and North Africa (MENA) region.

BUSINESS MODEL

- Packages (Number of photos) - \$ 1-9
 - Subscriptions (Yearly or monthly based) - \$29-499
- Project based.



MOHAMMAD ALNOBANI
CEO

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INDUSTRY

Media

PRODUCT

Marketplace

MARKET

Global, MENA focused



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CONTACT FOUNDERS



RAYA FATAYER
COO

MOATH MOUSA
CTO

THANK YOU

flat6labs.com

