

# DIASPORA IN ACTION

## LEBANESE DIASPORA ENERGY CONFERENCE

### June 7, 8 & 9, 2019

REPUBLIC OF LEBANON  
Ministry of Foreign Affairs and Emigrants



[www.lde-leb.com](http://www.lde-leb.com)



# STARTUP VILLAGE

## EXHIBITORS PROFILES



## 209 LEBANESE WINE

209 online market place is giving its customers the choice to buy wine from 60 different wineries as opposed to only a few available in the traditional market. It also offers the convenience of delivery, as well as an unmatched experience, advice, and service to help consumers select the right wine and get it at home hassle-free guaranteeing an unmatched wine experience. 209 is quickly becoming the reference for the widest selection of Lebanese wines for various tastes of different origins. Its e-sommelier service is your advisor to help you choose a suitable wine based on your taste, food pairing, budget.

<https://www.209lebanesewine.com>

### The Team

Selim Yasmine, Founder and Managing Director, is a certified wine connoisseur. Selim brings together close to two decades of proven marketing experience with a passion for Lebanese wine and strong relationships within the local wine industry. Selim played a fundamental role in establishing the “Chateau St-Thomas” and “Domaine Wardy” brands in the Lebanese market and successfully positioned them as premiere labels on the local and international wine scene. In 2002 Selim contributed to the opening of “Vintage” wine cellar, part of the Bocti portfolio, and helped build it into a leading brand. Selim developed his specialization in wine promotion on a solid foundation of marketing and branding, having served in senior roles for major real estate companies such as Emaar in Dubai and Majid AlFuttaim’s Waterfront City in Lebanon. Selim holds a bachelor’s degree in Business and a master’s in marketing from Université Saint Joseph in Beirut. In March 2016, he completed the “Wine and Spirits Education Trust” certification with merit and firmly believes learning about wine is a life-long journey of discovery.

### Contact

Selim Yasmine | Founder and Managing Director

+961 3 950993

[selim@209lebanesewine.com](mailto:selim@209lebanesewine.com)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## **AKELTECH**

AkelTech enables its partners to operate High Tech Vending Machines Serving a wide range of hot food products.

We franchise a whole business, where our partners would access food vending machines with market tailored features, machine analytics software, food replenishment, and machine maintenance. Through the business package, our partners will provide their customers with the convenience of proximity, quality, hygiene and consistency of tasty foods, at low energy and labor costs

[www.akel.tech](http://www.akel.tech)

### **The Team**

Abed Jawhar, CEO/Founder, holds a bachelor's degree in Mechanical Engineering and an MBA from AUB. He has experience in sales, pre-sales management, and business development for industrial automation companies. He is passionate about automation and hardware.

Hadi Boustani, CTO/Co-founder, holds a Mechanical Engineering degree and a master's in engineering degree from Berlin Germany. He has experience in research, design, and manufacturing of industrial automation machinery.

### **Contact**

Abed Jawhar | CEO

+961 3 051 276

[abed@akel.tech](mailto:abed@akel.tech)

### **Looking for**

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## **APPDATER (MOBILONIA)**

Mobilonia SAL develops and offers a news aggregation application. The company provides Appdater, a real-time news application for users in Saudi Arabia, Kuwait, Egypt, and Lebanon. Mobilonia SAL is based in Beirut, Lebanon. Mabilonia is founded by Jeanette Bejjani and Elie Bejjani.

<http://appdater.mobi>

### **The Team**

Jeanette Bejjani, Managing Director, senior executive with extensive experience in mobile telecommunications covering technical, marketing and sale side. She is a strategic thinker, innovator and objective/targets-oriented. Her specialties include Mobile Products and Services Development as well as Marketing and Business plans.

### **Contact**

Jeanette Bejjani | Managing Director

[jeannette.bejjani@mobilonia.com](mailto:jeannette.bejjani@mobilonia.com)

### **Looking for**

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## **BSYNCHRO**

Founded in 2005 by Michel Chammas, BSynchro is a software development group based in Lebanon and Bahrain, composed of 70 employees, specialized in the digital transformation of distribution and subscription journey for the insurance sector exclusively.

It has developed a number of front-end solutions for insurers, Insurtechs and brokers, allowing them to enjoy a complete agility without heavy development, and at affordable cost.

In 2014, the company has acquired 51% of Arima, a Bahraini based company (spin-off of ARIG, one of the largest reinsurers in the region) in order to propose a complementary solution to its customers. This company offers core insurance, reinsurance and Takaful solutions, with a customer base spread across Africa and Asia.

<https://www.bsynchro.com/home>

### **The Team**

Michel Chammas has 25+ years of experience in insurance and IT based solutions. He founded BSynchro in 2005 as consulting service provider. He shifted strategy and focused in 2013 and brought it to 80 clients in more than 27 countries. Previously, Project Manager and Board Member at Data Quest for 15 years. He has a master's and MBA in IT from Université Paris Dauphine.

### **Contact**

Ziad Nasr | Group Strategic Development Manager

+961 3 516 738

[z.nasr@bsynchro.com](mailto:z.nasr@bsynchro.com)

### **Looking for**

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



# BUILDINK

Buildink is disrupting the construction industry with concrete 3D printing technology enabling the delivery of single-story homes in less than one week, using an environmentally-friendly proprietary digital concrete mixture. Our solution combined aims to simplify the complex construction processes, reduce the emission of CO2, and cut-down the total construction time, cost and effort by 75%. <https://buildink.com>

## The Team

**Bilal Farshukh - CEO:** Business Management graduate, with more than 5-years-experience in business operations and business management in local corporations.

**Mhmd Bakri:** Master's in Computer and Communications Engineering with an experience of more than 5 years in hardware and electronics design and in developing and enhancing several 3D printing methods.

**Moualla Ilani – CTO:** MSc. Computer Engineering. Solution implementation and development specialist, 6 years of experience in software design, user experience, mobile and software development.

**Mohyddin Tash:** Master's in Computer Science from Newcastle University, master's in computer and communication Engineering, BS in computer science from Lebanese University, with more than 5 years of experience as a software engineer.

**Jad El Itani:** Master's Degree in Robotics Engineering from Polytech Paris (UPMC) Paris-France, Master of Science in Technology in Advanced Robotics Systems from Polytech Paris (UPMC) Paris-France, holding 2 registered patents from Peugeot HQ France, with more than 5 years of experience in Robotics engineering.

**Oussama Baalbaki:** Ph.D. Civil Engineering, Lille-France, Talented Senior Structural/Materials Engineer with a remarkable academic and educational background, possessing good experience in the structural design and supervision of site structural works for various types of building and infrastructure projects.

## Contact

Moalla Ilani | CTO

+961 76 969 053

moalla@buildink.com

## Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients, coaching/mentoring, suppliers.



## COMPOST BALADI

Compost Baladi SAL is a Lebanese social enterprise founded in early 2017 by Antoine Abou-Moussa (Environmental Engineer) and Marc Aoun (Environmental Scientist) in partnership with Fondation Diane. Compost Baladi provides products and services that promote the local recycling of solid & liquid bio-waste in households, restaurants, academic institutions, commercial establishments, municipalities, non-profit organizations, etc. The services and products of the company are a direct response to the on-going national waste management crisis. Our mission is to promote the local recovery of valuable resources from bio-waste.

<https://www.compostbaladi.com>

### The Team

Marc Aoun is an environmental scientist who graduated from the University of Utah and dedicates his time as General Manager of Compost Baladi. Throughout his career in sustainable agricultural practices, Marc has gained invaluable field experiences and has worked and trained in controlled environment agriculture, recirculating watering systems and zero-waste discharge aquaculture. Also, through his time in Central America, Marc explored and accomplished a wide expertise in sustainable land, water, waste and energy management methods.

Antoine Abou Moussa holds an environmental engineering degree from the Lebanese University, a BS in chemistry from the Université Saint-Esprit de Kaslik and a University Diploma in Social Entrepreneurship from Université Saint Joseph de Beyrouth. Antoine is an experienced environmental consultant and trainer with a demonstrated history of working in the environmental services ecosystem; he is the Founder and Advisor of Compost Baladi SAL. Through his professional career, Antoine built thorough skills in composting, recycling and social entrepreneurship.

### Contact

Marc Aoun | Co-Founder and General Manager

+961 70 150 153

mrwaoun@gmail.com

### Looking for

Networking and exposure, potential investors, potential soft landing and potential clients.



## **DRAPP**

Digital health is now given a new dimension with Drapp App; allowing doctors to give billable online consultations to their patients via an intuitive and secured messaging application.

The app is integrating a virtual assistant (a chatbot); facilitating the connection between physicians and patients as well as managing the billing process.

### **The Team**

Hady Bsateh, has 18+ years of regional experience in the medical and healthcare sector. After graduating from Wright State University (USA) in biomedical engineering, Hady started a career at Boston Scientific where he successfully reached leadership roles in the medical distribution, within 5 years. In 2008, he joined the entrepreneurial world by establishing a medical distribution company called Promedz (with two local operations in Lebanon and Jordan), working hand in hand with multinational suppliers. Strong of his experience in both the medical and business, he founded a health tech startup Drapp; with the aim to revolutionize how doctors and patients connect.

Drapp got accepted by Speed@BDD, a Lebanese accelerator program and was also endorsed by the Lebanese Ministry of Public Health.

### **Contact**

Hady Bsateh | CEO

+961 3 656 012

[hady@drapp.me](mailto:hady@drapp.me)

### **Looking for**

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients

The logo for DRAPP, featuring the word "DRAPP" in a bold, teal, sans-serif font. The letters are stylized with rounded edges and a slight shadow effect.

## ET3ARRAF

At et3arraF, we specialize in developing, designing, and scaling matchmaking applications. But not just any matchmaking applications; our cutting-edge technology that includes artificial intelligence and gamification, combined with our heavy research, and direct market involvement, allows us to adapt our products to the most particular cultures and traditions. Our first app الخطابة (Khattaba) launched in Saudi Arabia, stands proof with a success that exceeded all expectations. We are now tackling the Egyptian market with our new app فرح (farah).

<https://www.et3arraF.com>

### The Team

Cedric Maalouf: Graduated from ESCP - Europe with a master's in business administration with emphasis in Strategy, he worked as a consultant in Strategy and Transformation at Capgemini Consulting Paris. He is now the co-founder and CEO of et3arraF.

Rakan Nimer: Passionate about all things JS and cloud, Rakan is the co-founder and CTO of et3arraF. His experience consists of more than 10 years of development in which he has developed solutions to a wide range of commercial and research problems. He is now scaling et3arraF and managing a growing team of developers and designers.

### Contact

Cedric Maalouf | Co-founder and CEO

+961 3 157 882

[cedric@et3arraF.com](mailto:cedric@et3arraF.com)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization

**et3arraF**

## THE GOOD THYMES

The Good Thymes is a Lebanese agricultural company that brings a fresh breath to traditional Lebanese savors through modern and inspired culinary creations, all based around the unequalled wild Lebanese thyme. TGT embarked on an expedition with the best chefs and specialists in Beirut, to create the finest dried herbs mixes, seasoning spices and other Zaatar-based products. It has been established as a "Fair Trade" business; our ingredients are all natural, free from artificial colors or flavors. We handcraft our products without any additives or preservatives.

### The Team

Fady Aziz is the owner and founder of The Good Thymes. He started his career as a designer at Quantum Group where he developed his skills and rose to the top to be the Head of Design.

After 15 years in the Branding and Design industry, he wanted to launch a project that would take him away from his desk and screen, closer to earth and his birthplace in the countryside of Southern Lebanon. His love for the distinctive savor of Lebanese thyme lead him to start an agriculture venture in Kfar-Hoûné and its surroundings, where he procured a number of abandoned centenarian terraces and set up a zaatar farm.

Once the zaatar shrubs were planted, Fady set off on a journey with the best chefs and specialists in Beirut to take the wild herb beyond its savory potential. The Good Thymes thrives to be more than the go-to shop for top-grade thyme mixes, it is determined to offer a savory voyage around thyme, revealing the authentic taste of Lebanon.

### Contact

Fady Aziz | Founder and Manager

+961 70 010 410

fady@thegoodthymes.me

### Looking for

Networking and exposure, potential investors, potential internationalization, potential clients



## GROOVYANTOID

Groovy Antoid is a game development startup focused on creating polished, social, instant games for the post-App Store future.

After joining Speed@BDD and Techstars, generating revenue, raising angel investment, and partnering with Japanese company Rakuten Games Inc, Groovy Antoid is gearing up to penetrate the instant games market.

<http://www.groovyantoid.com>

### The Team

Founders, George Elhabr and Samir Kazah, both self-taught game developers, were taking part in a game development competition in Beirut during 2013 when they met. They ended up competing in several game jams together until they formed a team and decided to go professional.

### Contact

George Elhabr | Co-Founder

+961 71 259 878

[george@groovyantoid.com](mailto:george@groovyantoid.com)

### Looking for

Potential investors



## HEDGE GUARD

HedgeGuard is a Fintech which provides Hedge Funds and Asset Managers a unique combination of services to manage their portfolio: a configurable front-to-back Portfolio Management System, an Outsourced Middle-Office Service, a crypto PMS/EMS.

Our PMS has been engineered by seasoned professionals in the hedge fund industry and constantly evolves with the demanding requirements of our clients. We are working in a continuous improvement process which enables us to perfectly answer the needs of our clients. We capitalized on our software experience to develop the first crypto-PMS/EMS, connected to all major exchanges.

<https://www.hedgeguard.com>

### The Team

Imad Warde, CEO: graduated from ESSEC in 1998 and the American University of Beirut (BA), has more 20 years of experience on the financial markets from both sides of the fence. From 2000 to 2004, he was part of Hiram Finance, a Paris based financial consulting company, where he was in charge of projects with large French banks, mostly within the risk control departments or VaR implementation and valuation of complex derivative instruments. From 2004 to 2006, he actively participated in the setting up of many hedge funds, in both the technical work as well as the filing for the authorities' approval including the setting up of funds at Neuflyze Arbitrage (ABN Amro Group) and Rothschild Financial Services (L.C.F.R. Group).

Long immersed in the world of hedge fund risk management, Imad spotted a major chasm in the fund management market. The risk systems available were too complex and inaccessible for both savers and fund managers.

Drive to democratize and simplify fund management compelled him to find a solution. His experience of coding and system architecture enabled him to change the paradigm & HedgeGuard, founded in 2006, is the result. Dream big and dare to be part of something much larger than us. This is the mantra that informs everything he does, and which underpins the ethos and mission of HedgeGuard.

### Contact

Omar Salameh | CFO / GM Lebanon

+961 3 730 303

[omar.salameh@hedeguard.com](mailto:omar.salameh@hedeguard.com)



## KAMKALIMA

Kamkalima is an essential solution that is revolutionizing the Arabic classroom by empowering teachers with superpowers and leading students towards educational success. We deliver everything a teacher might need, from preparing the lesson plan, to assignment correction, to providing analytics. And we do it all in Arabic! Kamkalima aims to empower Arabic classrooms everywhere, as our technology not only serves teachers, but students as well. The numerous assignment types available and our smart bot "Fahim" will shape your students to become excellent Arabic speakers and writers. In 2 years, Kamkalima has become the solution of choice for over 20,000 students and 500 teachers in 70 schools across 8 countries."

<https://kamkalima.com>

### The Team

Siroun Shamigian – CEO, Kamkalima: A seasoned educator with 20+ years of experience in the K-12 Education sector, Siroun brings deep experience in technology integration, training and talent development. Previously, she has led school wide reform and organizational strategy for technology integration. Siroun has consulted for a number of national non-governmental organizations, as well as to Ministry of Education and Higher Education in Lebanon on education technology projects. Siroun holds a BSc in Biology and an Executive Education Certificate from the Harvard Kennedy School.

Nisrine Makkouk – Co-Founder: Nisrine is a development professional with experience in formal and non-formal education programs including working with the most vulnerable youth. In addition to ten years in the classroom, Nisrine has been active in developing curricula, training teachers, and working with principals and administrators on school improvement. As a researcher, her work focuses on active learning, critical pedagogy, and student voice.

### Contact

Rana Hallal | Chief Operating Officer

+961 3 148 663

[rana@kamkalima.com](mailto:rana@kamkalima.com)

### Looking for

Networking and exposure, Potential internationalization, Coaching/mentoring



## **KLANGOO**

Klangoo is an Artificial Intelligence Service Provider that supports Media Companies in achieving their Business and Editorial objectives. It enables media and publishing brands to deliver more engaging and personalized user experiences. Magnet – its flagship product - is being used to increase pages and videos consumed per session, shape traffic to high value content and sites, help personalize newsletters and collect email addresses. The technology is based on more than 15 years of patented research results in rule-based NLP and machine learning techniques. It supports more than 100 languages and is easy to implement. KLANGOO stands for Knowledge in LANGUage where the "oo" is a Silicon Valley thing (similar to Google, Yahoo!) since that's where it all started! <https://klangoo.com/home>

### **The Team**

The team behind Klangoo has been working together since early 2003, when three of them were undergraduate students of back-then Dr. Walid Saba.

Dr. Saba studied and worked in several places (AIR, AT&T Bell Labs, MetLife, Nortel Networks, IBM and Cognos) and his main interest and specialty was A.I..

The team spent more than 10 years developing the basic research they started in 2003 into an industry-ready product by end of 2013.

Klangoo launched with B2B media-focused product called Magnet - an A.I.-based Audience Engagement Solution - and have then been diversifying into a B2B2C and B2C model by promoting their core technology (Klangoo NLP) as an NLP API.

### **Contact**

Eddy Touma | Co-Founder & CEO

+961 71 411 822

[eddy@klangoo.com](mailto:eddy@klangoo.com)

### **Looking for**

Exposure, networking, potential clients

# **KLANGOO.**

# LULULITTLE

Lululittle combines storytelling with cultural themes to create highly personalized children books where children are the heroes. Through a dedicated e-commerce platform, users have the ability to personalize, preview, and purchase their unique books in just a few seconds.

Lululittle's first personalized book takes inspiration from an underserved yet culturally-rich era known as the Golden Ages of the Arab World, a culture whose heroes and role models - through their ideas, discoveries, and inventions - helped to shape the world as we know it. The book is available in Arabic, English, and French languages, and is suitable for children aged 0-10. Lululittle ships internationally.

<https://www.lululittle.me/en>

## The Team

Joanna Khoury is the founder of Lululittle has a bachelor's degree in business administration earned from the American University of Beirut. She has built the Lululittle business from the ground up. Having worked in communications as part of J. Walter Thompson, she utilized this business acumen and commercial knowledge to build the storytelling, design, branding and team building facets of her business.

Joanna also holds an associate degree in graphic design from Shillington School of New York.

## Contact

Joanna Khoury | Founder

+961 3 963 475

joanna@lululittle.me

Yara Slim | Project Manager

+961 76 839 109

yara@lululittle.me

## Looking for

Networking and exposure, potential investors, potential internationalization, potential clients



# MAKERBRANE

MakerBrane is on a mission to democratize toy design and bring diversity to the \$120B global toy market. The toy industry has outdated logistics, IP laws, ecological ethics and no diversity: Big Toy Companies primarily care about North America and Western Europe who consume 60% of all toys produced every year. This means that just 5% of the world's kids decide what the rest of the world's children must play with. MakerBrane's web-based platform brings together a community around toy designs and toy stories. We produce digital tools that let anyone anywhere design, build, and sell their own toy worlds. <https://beta.makerbrane.com>

## The Team

The founders, Sabine and Ayssar, are both parents who have stopped senior careers to focus on what they believe is an important mission: to break the monopoly big toy companies have on children's play.

Ayssar Arida (CEO & Head of Product, b.1971) Ayssar coded his first lunar lander on the ZX81 and built it with the classic LEGO Space set. He has since designed and built everything from video games to billion-dollar skyscrapers and urban developments. One of "the brightest urban minds of today" according to Manuel Castells, he is a published author, award-winning architect, designer and developer, lecturer, TEDx speaker, and The New School's former Parsons ambassador for the MENA region. He holds an MA in Urban Design with Distinction from Oxford Brookes University, and a BArch from the American University of Beirut.

Sabine de Maussion (COO & Partnerships, b.1977) is a curator and cultural strategy expert. Former Head of Arts & Culture at the French Ministry of Foreign and European Affairs, International Affairs Officer at Le Centquatre, and Publics and Education Officer at the Centre Pompidou in Paris. She holds two master's with Distinction from La Sorbonne and Paris Dauphine, studied Visual Cultures at Goldsmiths College in London, and lectured at AUB, LAU, USJ and ALBA universities in Beirut.

## Contact

Ayssar Arida | CEO

+961 767 63 767

hello@makerbrane.com

## Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients, coaching/mentoring



## MINT BASIL MARKET

Mint Basil Market is on a mission to make healthy living easy and accessible to all. We make it easier for customers to discover, learn about and purchase healthy natural products and we do this through a content-driven online platform hosting a wide-range of highly curated products ranging from food, natural beauty and cosmetics to eco-friendly household cleaning products. We partner with health experts to curate unique content like recipes and health tips around our products, and we make it easy to search according to your specific diet and health needs.

<https://mintbasilmarket.com>

### The Team

Vanessa Zuabi is the CEO and Co-Founder of Mint Basil Market. After being diagnosed with a health condition 9 years ago she developed a passion for healthy living and helping others customize their path to health and wellness. She previously worked in Washington DC designing public private partnerships that linked economic policy makers with impact investors, social enterprises and corporate social responsibility projects with organizations like the Aspen Institute, and the Clinton Foundation.

Lara Noujaim is the CMO and Co-Founder of Mint Basil Market most recently worked in marketing for the VR and gaming industry and was named one of the top women in tech and gaming. Prior to this she worked in marketing in Silicon Valley at Yahoo and Google.

### Contact

Vanessa Lauren Zoabi

+961 76 940 280

[vanessa@mintbasilmarket.com](mailto:vanessa@mintbasilmarket.com)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## NEUMANN

Neumann - armed with 23 data scientists and engineers, and after years in the development, Neuman released its AI platform on which it built sector specific Enterprise Solutions. Financial Services and Retail were the early adopters of such offers, followed by Security, and now Telecom. Thanks to its proprietary knowhow and technologies, Neumann makes Behavioral Pairing, Responsive Merchandising, Micro-Moments Dynamic Relationships, and Preferences Prediction and Experiences Recalibration, accessible to all marketers and decision makers across the corporation.

<https://neumann.ai>

### The Team

Paul Tauk is a serial entrepreneur and technologist, a veteran of 27 years in software architecture and programming. He is founder and CEO of Neumann. He founded his first startup, Roxana, in 1999 upon returning to Lebanon, empowered and motivated by his years of experience in France. Roxana provided R&D as a service to software publishers in France and the US from its headquarters in the Cedars of Lebanon. In 2008, Paul secured an international patent for the creation of a generic system capable of extracting data through the Web from any site and dynamically injecting it into a specific location on the Web. Following that in 2009, Paul ventured into a new startup, NeurOs, which was among the first to specialize in machine learning in the processing of tweets, prioritizing them according to the user's profile, and displaying them in a 3D format. Backed up by the experience gained with NeurOs and as a natural evolution of it, Paul dug deeper in the world of business, artificial intelligence and Big Data. The result was Neumann, which he founded in 2014 and currently oversees its entire enterprise, including its technical and cultural aspects.

### Contact

Ziad Basha | Chief Commercial Officer

+961 3 788 816

[ziad.basha@neumann.ai](mailto:ziad.basha@neumann.ai)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## QUIQUP

Quiqup is the faster, better way to deliver. We offer same-day deliveries for businesses of all sizes, with convenient tech-enabled solutions built around customer's busy city lives.

We deliver market-beating turnaround times, helping you get your product from warehouse or store to your customer's door in record time. And we've built a customer-focused delivery experience from the ground up, with helpful customer support available at all times, live tracking as standard, and a professional multi-modal fleet to deliver an amazing doorstep experience. Our industry-leading technology underpins it all, from intuitive retailer dashboards through to urban route optimization driving efficiency and timeliness.

<https://www.quiqup.com>

### The Team

Bassel Koussa, Co-founder & CEO, is an experienced Chief Executive Officer with a demonstrated history of working in the logistics and supply chain industry. Skilled in Equity Research, Corporate Finance, Venture Capital, Investment Banking, and Equity Valuation, he is a strong entrepreneurship professional with a Master of Science (MSc) focused in Finance from Imperial College London.

Ines Cheaib, Head of Growth and Strategy is managing strategy department: financial planning and analysis, international expansion, new business development initiatives, fundraising and board. She is Interim Head of Growth, Managing Sales and Marketing departments.

### Contact

Ines Cheaib, Head of Growth and Strategy

Start 794559 5608

[ines@qiqup.com](mailto:ines@qiqup.com)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## REEF KINETICS

Emerging from the heart of the vibrant city Beirut. Reef Kinetics started in 2016 driven by aquarium passion and love for reefing. Reef Kinetics launched in the market in 2017 with an aim to change the face of water testing and aquarium maintenance. We create innovative products to automate water testing and aim to eliminate error-prone manual results. We're a team of engineers and designers who have been working together for over two years. We invent, test and develop equipment for water testing and automation. We want you to spend more time enjoying your aquarium, therefore, we strive to make aquarium automation and monitoring attainable for everyone.

<https://www.reefkinetics.com>

### The Team

Rabih Krayem - Managing Partner. In 2016, Rabih co-founded Reef Kinetics, a company based in Beirut, member of DNY GROUP. Reef Kinetics' aim is to simplify water testing using automation and reporting. He is responsible for positioning the company, developing and driving its strategy and leading its growth. He is currently driving its expansion and acquisition strategy into key growth markets. Rabih is passionate about innovation ecosystems, startups and leadership. He aims to grow beyond water testing and expand into other sustainable initiatives. Rabih earned his bachelor's degrees in Graphic Design as well as 3D Animation from the State University of New York (SUNY). He has more than 10 years of experience in Marketing and Advertising firms.

### Contact

Rabih Krayem | Managing Partner

+961 3 399 114

[rabih@reefkinetics.com](mailto:rabih@reefkinetics.com)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



REEF KINETICS

## RIGINO

RiginO is an end-to-end traceability platform enabling food chain stakeholders such as producers and manufacturers to log and digitize their activities along the entire value chain, from Farm to Fork, allowing them to enhance transparency and build trust in the food chain. <http://rigino.com>

### The Team

Sabah Corm is an experienced business professional with 20 years+ of experience in the ICT industry. She graduated from the Lebanese American University in Lebanon with a bachelor's degree in computer science and got her Executive MBA from ESA-ESCP, Paris in 2014. Sabah occupied several positions within Local, regional and multinational companies in the ICT sector, as Marketing Manager for Microsoft Gulf and then Head of Marketing Communications for Nokia Networks in the MEA region. For the past 5 years, Sabah has been providing consultancy services for new business concepts and startup and building up her own startup today. Sabah is a co-founder and CEO of RiginO.

Lara El Khoury is a solution-oriented IT professional and EMBA graduate with 15+ years of experience in the ICT realm. Skilled at project management, product development and strategic marketing in rapidly evolving markets with a continuous impact made on the bottom line. In 2002, Lara graduated from the American University of Beirut with a B.Sc. in Computer Science and in 2014, received her Executive MBA degree from ESA-ESCP Paris. Lara started her career at Inconet Data Management (IDM) where she spent 10+ years assuming different roles focusing on internal processes, information systems and product creation. Lara later moved to Connect where she assumed the role of IT manager focusing on establishing the company's processes and information systems. In 2018, Lara joined FOO, a fintech company, where she assumes the role of Product Manager focusing on new features and innovations. Lara is a co-founder and CTO of RiginO.

### Contact

Sabah Corm | Co-founder, +961 3 150 020, [sabah@rigino.com](mailto:sabah@rigino.com)

Lara El Koury | Co-founder, +961 3 665 427, [lara@rigino.com](mailto:lara@rigino.com)

### Looking for

Potential investors, networking and exposure, potential internationalization, potential clients



## **SCHEDEx**

Schedex is a smart, automated and flexible employee scheduling SaaS for shift-based companies and hourly workers. Our aim is to revolutionize the shift-based workforce, liberate employees from inflexible schedules and provide operational excellence to companies and industries. We are targeting all shift and hourly-based industries worldwide, which consists of 60% of the total world employment with 1.3B employees. Our primary target is the F&B industry in Europe and MENA.

<http://schedex.me>

### **The Team**

Avo Manjerian is the CEO and Co-Founder of Schedex, he graduated from Lebanese American University with a BE in Computer Engineering and gained his experience in Data Science and software development at Alfa Telecom.

### **Contact**

Avo Manjerian | CEO

+961 71 762 288

[avo.manjerian@schedex.me](mailto:avo.manjerian@schedex.me)

### **Looking for**

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients (Hospitality and F&B decision makers), coaching/mentoring.



## **SCRIPTR (ELEMENT^N)**

Scriptr.io is a leading Internet of Things platform and marketplace enabling Enterprise Digital Transformation and industrial applications. Scriptr.io complements major IoT device management and data platforms from Amazon, Microsoft, IBM & others with applications and interoperability. With 100+ integrations & 10s of vertical applications, Scriptr.io is one of the most powerful platforms on the market providing extensible cloud, on-premise & edge end-to-end solutions with the shortest time to market and high cost efficiency.

<https://www.scriptr.io>

### **The Team**

Rabih - the founder and CEO of Scriptr.io is a serial entrepreneur with more than 25 years of experience in Enterprise Software, Consumer Internet, Digital Media, Cloud & IoT across the United States, Latin America, Europe and the Middle East. He earned a B.S. in Telecommunications from the St. Joseph University and an MBA from the École Supérieure des Affaires in Beirut.

### **Contact**

Julien Mrad | Operations Manager

+961 70 345 340

[julien@scriptr.io](mailto:julien@scriptr.io)

### **Looking for**

Potential investors, potential soft landing, potential clients

**scriptr;**

## SEEZ

Seez is an intuitive app for all car buying, leasing and selling, in the UAE, Kuwait and Saudi Arabia. By using artificial intelligence, the Seez app filters and reduces the time it takes to find your dream car from 17 hours to 6 seconds. With a car image recognition feature, real-time data that estimates the fair-value price of your car and estimates its depreciation, Seez has been cited as a “tech gamechanger” by leading publications and holds a top rating on the Apple and Android app stores. Download Seez for free. Seez is ranked number 3 on Apple Store with over 3,000 ratings and number 5 on the Android Store.

<https://seez.co>

### The Team

Tarek is the co-founder and CEO of Seez. Tarek and his team invented the world’s first A.I. car negotiation chat bot called Cesar, who finds you the best deals, estimates the fair value of the car, and even negotiates the price on your behalf. With over 17 years of regional and international experience in strategy consulting, investment banking, private equity and VC, with industry leaders such as Deutsche Bank, Abraaj Group, Mubadala, Wamda, and Booz & Co, Tarek understands both sides of the startup journey.

Andrew Kabrit is the COO and co-founder of Seez. As an industry expert, renowned for his analytic approach, Andrew is a young and inspirational entrepreneur who often takes international stages to speak on a variety of topics, including, big-data, the future proof organization, startups and strategy, AI and emerging app technology, the future of mobility and company culture.

### Contact

Briar Weisberg | PR founder & CEO

Andrew Kabrit

[briar@seez.co](mailto:briar@seez.co)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## **SHELVZ**

SHELVZ is a cloud-based SaaS Field Force Management Solution (a mobile app and web platform) aimed at automating the data collection using image recognition technology and artificial intelligence of Sales, Merchandising Teams, Medical Representatives, Promoter Teams, with the goal of providing real-time visibility, data analytics and digital reports to distribution businesses (FMCG, Electronics, Pharmaceutical, Retail) or any other business that deploys a field-force in the market.

<https://www.shelvz.com>

### **The Team**

Emile is the founder and CEO of Shelvz. He started his career with KPMG UK in 2007 as an auditor in middle markets before moving back to Lebanon. He co-founded Codefish in 2010, one of the leading software development agencies in MENA. There, he led a team of over 25 members and built several projects ranging from business applications, websites and mobile apps. In 2016, he founded Shelvz and won the 2016 Lebanon Seedstars competition. Emile is also the co-founder of Eddress Sal (Fleet management SAAS) and in2 (Saas Activity management). Emile holds a master's degree in finance from CASS Business School and has passed the CFA level 2 exam.

### **Contact**

Emile Harb | CEO

+961 70 772 322

eharb@shelvz.com

### **Looking for**

Networking and exposure, potential investors, potential internationalization, potential clients



## SMART GOURMET

We are Natural. We are Authentic. We are; sophisticated yet Funky. Rustic yet Refined. Elegant yet Approachable. We at SmartGourmet strive to stand out in all aspects and go beyond any gourmet boutique catering reaching out to every house, mother, youngster, worker, or simply food and taste lovers with the breakthrough SmartGourmet Ready to eat Meals at their disposal. With SmartGourmet, it's super simple to get restaurant-quality meals from edge to edge. Our special cooking technique provides unique control in the kitchen to deliver the most tender, flavorful food you've ever had for you to enjoy at your convenience with unique extended shelf life. What seemed impossible is now at your disposal! Hummus, baba ghanouj, vine leaves, garlic paste and fawareigh are the products available in the market with plan to have more than 12 products in the third quarter of 2019. Our short-term objective is to scale up globally. A lifestyle of natural food, preservatives free and GMO free.

[www.smartgourmet.net](http://www.smartgourmet.net)

### The Team

Jad Atallah is an Enthusiastic entrepreneur with special leadership skills and proven experience in highly competitive industries, cutting-edge markets and busy environments. His friend Charbel Kyrillos who is a chef with a proven track record in the hospitality management and high-end catering business. Along with Jad's wife, Nancy Mahfouz Atallah, who is the owner of a restaurant chain holder of a degree in the hospitality management, started up Smart Gourmet and developed a cooking technique which extends the shelf life of gourmet meals up to one year, without any preservatives. With this innovation, they make tasty and healthy authentic Lebanese cuisine available to fans of Lebanese fare around the world.

### Contact

Jad Atallah | Co-Founder

+961 71 695 666 | +961 3 321 426 | +961 9 797 554

[jad@smartgourmet.net](mailto:jad@smartgourmet.net)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## SOHATI

Sohati is an innovative e-health platform in Arabic committed to making people healthier by delivering the best content experience and the most innovative interactive model between doctors and patients. Sohati is today the first health brand on social media with more than 10 million followers from the MENA region. On January 2018, Sohati launched Sohaticare.com, one of the first online para-pharmacies in the region, featuring the best in skincare, haircare and beauty tech while providing 24/7 expert advice and free delivery across Lebanon. Sohati's next pillar is the P2P platform for direct and billable medical interactions between patients and physicians.

### The Team

Wassim Kari co-founded Loolia.com, Sohati.com and Ounousa.com. Previously he had 10 years of experience in strategy consulting at Capgemini, Booz&co and Strategy& focusing on the telecom and media industries in Europe and the Middle East. Wassim holds a Master of Management from HEC business school in Paris and graduated as a telecommunication engineer from Saint-Joseph University in Beirut.

Elsa Aoun co-founded Loolia.com, Sohati.com and Ounousa.com and is currently the CEO of Ounousa.com. Before becoming a full-time entrepreneur, Elsa worked in strategy consulting in the Media, Telecom and Airline industries for Booz & Co in the Middle East and A.T. Kearney in France. She is a graduate of HEC, Paris and holds an MS degree in Telecom Engineering from Saint Joseph University (USJ).

Zeina Sfeir has a business degree from USJ, Lebanon and a master's degree in international management and Marketing from ESCP, Paris. Before launching Sohati she held different positions in sales and marketing in leading pharmaceutical companies in France and the Middle East.

Naji Gehchan is a Medical Doctor (USJ, Lebanon) and a graduate of ESCP Business School, Paris with a master's in healthcare management. He has held different positions in leading pharmaceutical companies in Europe as a Medical Advisor and Business Unit manager. and is currently the CMO and Business Unit Director for France and Benelux at Eli Lilly & Company

### Contact

Wassim Kari | CEO

+961 1 612 500 (ext. 7804) | +961 3 95 11 73

wassim.kari@sohati.com



## **SYNKERS**

Synkers is a mobile application that connects learners to highly qualified private tutors and mentors on the spot.

As a learner, all you have to do is to search for your course, find a tutor based on your preferences (time, location, budget, etc.), and directly book a session on the application. You can find a wide variety of courses: school subjects, university courses, languages, SAT, TOEFL, soft skills and many more. All tutors and mentors on Synkers are background-checked and certified. Synkers aims to build the largest community of knowledge exchange to enhance the academic performance of future generations. By enabling a seamless cross-border transfer of knowledge and making education accessible to all, Synkers intends to change education through building an adaptive learning technology.

<https://www.synkers.com>

### **The Team**

Audrey Nakad is the co-founder and CEO of Synkers, a mobile application that connects learners to highly qualified private tutors and mentors on the spot. She sold her 1st startup, a painting business in Montreal while she was 18. She is a Finance graduate from Concordia University, Canada. While pursuing her degree, she was working as a private tutor and teacher assistant. In the last 3 years, she was part of a rotational leadership program in an insurance company "Sun life Financial" where she developed her leadership and strategy skills. Audrey is currently managing the business and operations of Synkers.

### **Contact**

Lucy Abillama | Marketing Manager

[lucy@synkers.com](mailto:lucy@synkers.com)

### **Looking for**

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## THE SCOOTERS

In 2015 Bernard Kadoum landed in Lebanon after 12 years of logistics and operations experience in the USA and joined hands with Shadi Kadoum, a creative guru with strategic brand building experience, and Walid Mhanna, a wizard of finance to launch The Scooters, the first delivery outsourcing company in Lebanon. Today, 'The Scooters' is a fast-growing model which is providing, on top of the HORECA sector, delivery drivers outsourcing services to retail and wholesale business on the offline and online front. With innovation at its epitome, The Scooters is working thoroughly by acquiring the latest technology enabling it to become a full fledged delivery services model. <http://www.thescooters.me>

### The Team

**Bernard Kaddoum:** With more than 20 years' experience in services, logistics and operations, Bernard combined both his sales skills and operation experience to build and grow the client network and product development at Scooters.

**Shadi Kaddoum:** With more than 15 years of experience in communication and strategy, Shadi is the lead creative at M&C Saatchi MENA. Under his direction, the agency created a multitude of successful brands and campaigns that earned both critical acclaim and various awards. Currently he's the chairman of The Scooters.

**Walid Mehanna:** With more than 15 years' experience in administration and facility management in GCC countries, Walid was responsible for the management and the setting of administration process of many leading services companies, supporting the core business in both strategic planning and day to day operation. Walid currently leads on the administration and finance department at The Scooters.

### Contact

Bernard Kaddoum | Operation and Sales Manager

[bernard@thescooters.me](mailto:bernard@thescooters.me)

### Looking for

Networking and exposure, potential investors, potential soft landing, potential internationalization, potential clients



## **WASHMEN**

Washmen is a mobile based laundry service founded in 2015. We started as an asset light business and transitioned to an asset heavy business. We pick up from a customer's home, clean and iron their garments and deliver back to their doorstep.

<https://www.washmen.com>

### **Contact**

Jad Halaoui, Co-founder

+971 56 836 4443

[jad@washmen.com](mailto:jad@washmen.com)

### **Looking for**

Networking and Exposure



## YAKSHOF

Yakshof is a media intelligence company that combines the knowledge of forensic journalism with the power of artificial intelligence. We aggregate, analyze and study data from public sources such social media platforms (Facebook, Twitter, ...) and media sources. Yakshof aims to resolve challenges organizations are facing in an age of mass digital media and loss of credibility. DNY Group is a company builder. They take ideas with potential and inject them with technology, managerial know-how and the structural support of their in-house services. They handpick ideas and people and together they create a path for growth and success. <https://www.yakshof.com>

### The Team

Amer Mouawad obtained a BSc and MSc degree in Computer Science from the Lebanese American University (Lebanon) in 2008 and 2011 respectively. After graduating, Amer Co-founded Zombiesoft: a startup specialized in developing tools for 3D printing. which was then sold in 2015. The same year, Amer obtained a PhD in Computer Science from the University of Waterloo (Canada) and worked as a postdoc researcher at the University of Bergen in Norway. He started Vision in Motion, a startup that developed a tool based on computer vision to analyze people's behavior. Amer currently works as the CTO of Yakshof, a media intelligence company.

Samy El-Khoury is an electrical engineer from the American University of Beirut. Samy Co-founded Vision in Motion a startup that developed a tool based on computer vision to analyze people's behavior. He currently works as a managing partner at Yakshof

### Contact

Samy El Khoury | Managing Partner

+961 70 500 200

[samy.elkhoury@yakshof.com](mailto:samy.elkhoury@yakshof.com)

### Looking for

Networking and exposure, potential investors, potential internationalization, potential clients, coaching/mentoring.

# YAKSHOF