



**IBDA3**

## Company Background

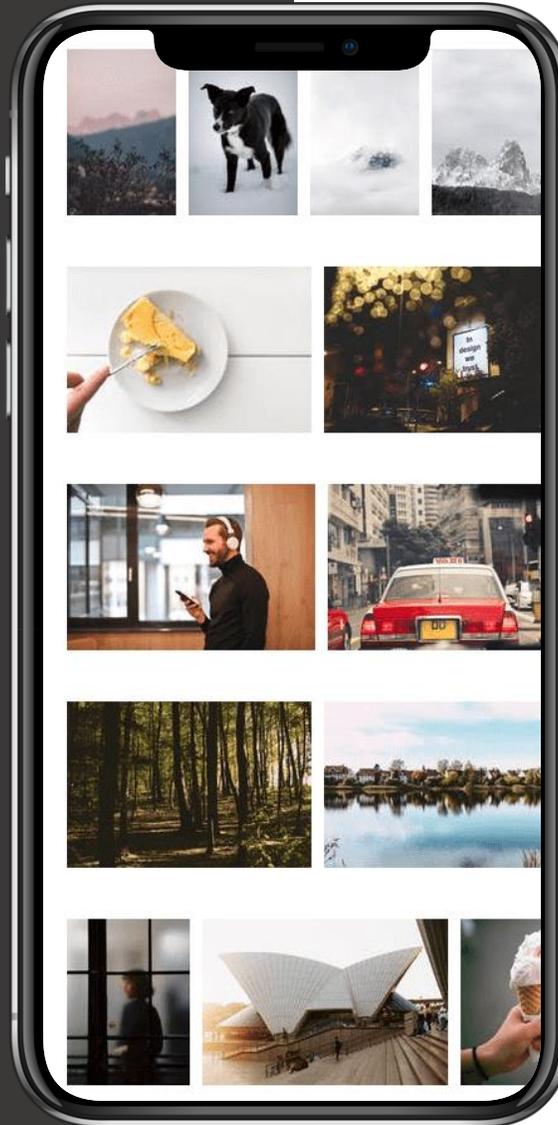
Country : Jordan  
 Field : Media Platform  
 Form : Under Registration  
 Inception Date : 2019

## Overview

Souq Aflam is an online platform that provides a wide range of Arabic digital content like photos, videos, animation, templates, and music. The platform allows creators from the Arab region to display and sell their work on the platform while enabling customers to find their desired content and purchase it effortlessly at reasonable prices.

## The Opportunity

- To invest \$30,000 in a creative platform that operates in remarkably growing industry.
- The digital content market is expected to grow by \$ 520 bn during 2020-2024 at a CAGR of 15%.
- Current Arabic content forms less than 2% of all content on the internet, nevertheless, spending on digital ads in MENA has grown by a phenomenal CAGR of 39%, the highest in the world.
- Companies and businesses are spending unnecessary costs on production due to lack of content that represents their identity.



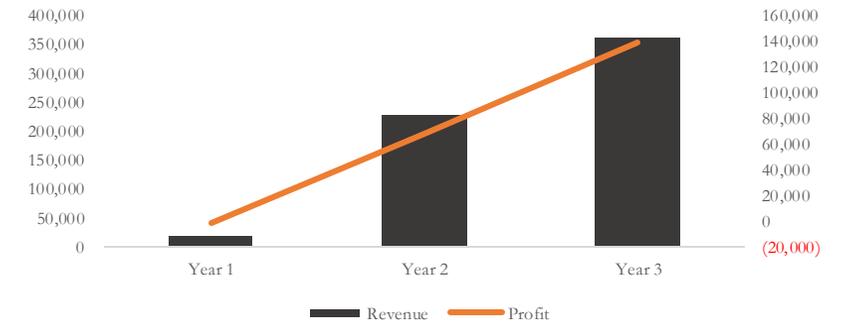
## Value Proposition

- To represent the Arabic identity in a new and positive manner with content that accurately portrays everyday life in the region.
- To allow content creators and customers to be in contact and build meaningful relationships.

## Pre-Launch Accomplishments

- +60 content creators on board
- +5,000 digital content available
- +10 signed partnership agreements

## Expected Financial Performance



**Anas Al Najjar**  
**Founder and CEO**  
 Filmmaking Diploma  
 Video Production and  
 Filmmaking experience



## Company Background

Country : Jordan  
 Field : Media Production  
           Project Management  
 Form : Under Registration  
 Inception Date : September 2020

## Overview

Cubly is a cloud-based software that offers tools to manage the entire production cycle of media content from idea to reality, using a visual production platform and world-class-creator marketplace. The platform solves issues in the production industry such as team communication, production quality, access to talented creators, and expenses management, which would save the clients money, time and effort, all under one roof.



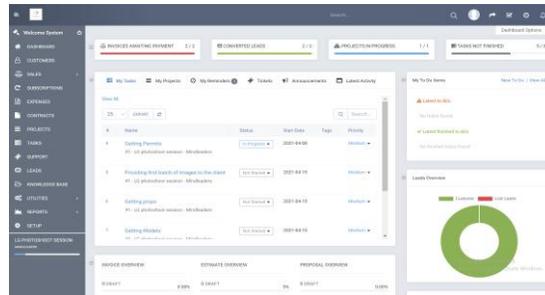
**Imad Barakat**  
**Founder & CEO**  
 PMP - ACP  
 +15 years experience in  
 Technical  
 Project Management

## The Opportunity

- To invest \$35,000 in a scalable, high-growth potential SaaS platform in the Media industry.
- Visual Media Production Industry worth more than \$27.2 billion. [Photography Production worth \$9.8bn and Movie & Video Production worth 17.4bn].
- Plans to expand to GCC markets and switch to B2C model.

## Business Model & Lobbying

- Subscription fees  
     +45 agency and production house
- Membership fees  
     +75 producer and creator

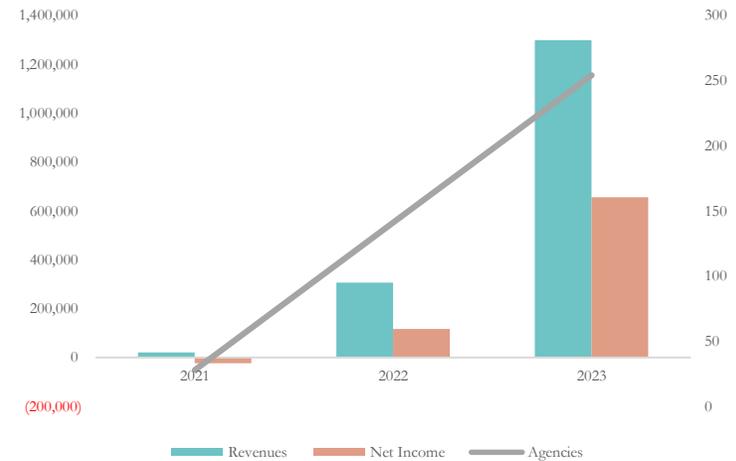


Property of VentureX

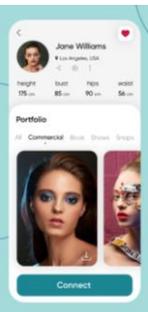
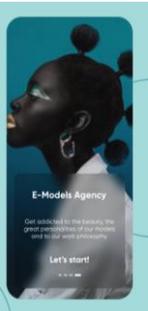
## Main Software Tools

- Interactive Workflow
- Communication & Scheduling
- Access to Creators & Models
- Locations & Avenues Management
- Financial Management

## Expected Financial Performance



June 2021





## Company Background

Country : Jordan  
 Field : Fashion Design  
 Form : Under Registration  
 Inception Date : 2020

## The Opportunity

- To invest \$20,000 in a sustainable- ethical fashion brand
- The ethical fashion market is expected to grow at a CAGR of 8.6% reaching \$8.2 bn in 2023, with millennials being its largest customer base.

## Overview

Sharouq is a women's wear brand that is concerned with producing ethical clothing in terms of design, labor conditions, and materials. The brand creates unique limited pieces that are tailored to match clients taste, ethics, and size. It also aims at increasing the lifespan of women's clothing through sustainable production methods.

## Milestones

- Gotteh Institute - Beirut Design Week in 2019
- Sold items from the first capsule collection in Spring 2021
- Pop up shop to showcase the collection at Zamakan
- Regional competition for sustainability [UNEP]

## Value Proposition

- Eco-friendly fibers & materials
- Value pieces of clothing
- Investment in workers, teammates, and artisans
- Transparency and more conscious consumers

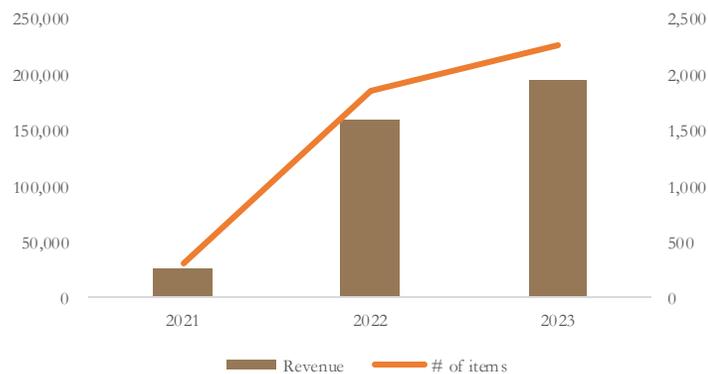
## Fast Fashion Issues

- 11 forbidden chemicals used in textiles industry
- +200 years to decompose synthetic garment
- Inhumane working condition and child labor
- Microplastic pollution from synthetic garment



**Shorouq Al  
 Mazraawi**  
 Founder

## Projected Sales



Property of VentureX

Revenues will be generated through sale of:

2-3 collections per year



Custom made pieces



June 2021



## Company Background

Country : United Arab Emirates  
 Field : Film and Television  
 Form : Emerging Economic Establishment  
 Inception Date : Feb/2021  
 Website : www.tawq.ae

## Overview

Tawq is a film and television production company that produces films, TV shows, and video clips targeting local and international TV channels, cinemas, and film festivals. The company has produced more than 4 short films and 2 video clips that made it to festivals in the United States, Canada, Australia, Italy, United Kingdom, India, Egypt, Turkey, Saudi Arabia, and United Arab Emirates. Tawq handles all aspects of films and production starting from script writing, casting, and shooting, up to production and editing.

## Expansion Plans

Although Tawq is currently based in Al Ain City and is covering local stories from there, the Company has plans to expand and work with clients from Dubai and Abu Dhabi, with a vision to become a regional production house at a later stage by working with clients from MENA.

Laith Al-Ramahi  
 Co-Founder & Director

Abdulrazzak Achour  
 Co-Founder & Producer

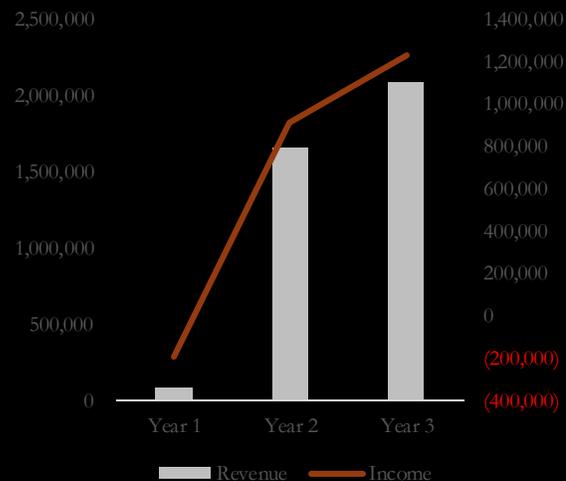


## The Opportunity

- To invest \$227,000 in a production house focused on films, shows & music videos
- The Middle East movies and entertainment market size is anticipated to reach \$3.57 bn by 2028, at a CAGR of 8.5%
- The UAE's film industry has a huge potential with the country being positioned as a center where companies can showcase their work at internationally recognized film festivals.



## Financial Forecast



## Films

### Room 19C (2020)

When a dream turns out to be a nightmare

### Pi (2019)

It's nothing but Pi!

### The First Note (2019)

She might not be the best student in the world, but at least she knows that she would make the greatest musician of all time





# HABAKA

Transforming any visual scene into a design that can be represented in a daily-use product

## Company Background

Country : Jordan  
Field : Product Design  
Form : Under Registration  
Inception Date : 2017



**Yassir Al Omari**  
Founder and Designer

## Overview

Habaka is an online platform that specializes in converting images, scenes, cultural and creative experiences of the local societies into a ready-made designs that can be manufactured into products such as furniture, clothing, jewelry, fabrics, and decorations. The platform does not only sell the unique designs, it also provides the clients with samples of potential uses for each design and the stories/inspirations associated with them, making each design unique and novel. Periodically, the company sells a book of designs for customers to choose from where each book is inspired by a culture, society, country, or even an item.

## Revenue Sources

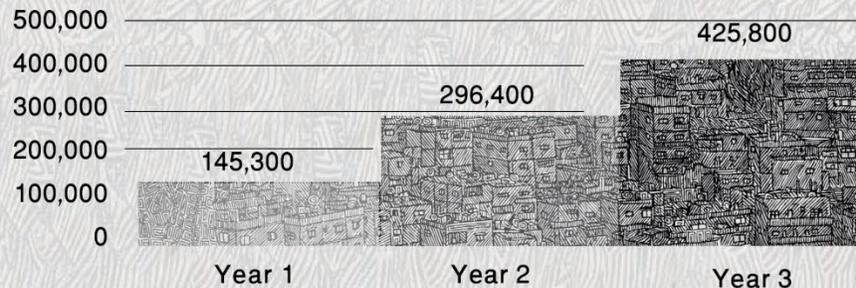
- Selling the right to use the design for one year
- Selling the design and its rights
- Revenue-sharing on each product that used the design

## The Opportunity

To invest \$35,200 in a creative luxurious design making company

- The global market for design services reached \$153 bn in 2018, having grown at CAGR of 11.6%
- The design market is expected to reach nearly \$249 bn by 2022

## Financial Projections



## Our Products

- Books
- Jewelry
- Fabrics
- Decorations
- Furniture
- Fashion
- Custom - Designs

## Customer Segments

- Designers
- Factories & Companies
- Organizations & Governments

## Main Clients



Property of VentureX

June 2021



## Company Background

Country : Jordan  
 Field : Art Platform  
 Form : Under Registration  
 Inception Date : 2018

## The Opportunity

- To invest \$90,000 in an All-Arabic Art Comprehensive Platform
- The MENA contributed \$92.7 bn to global art market in 2018
- The MENA market size is expected to rise to \$111 bn by 2023



## Overview

Etarfanni is an art platform that specializes in Arabic art content. The platform aims to enrich the Arabic content, provide systematic mechanism for people to communicate with artists, and reach out to all segments of society, spreading art.

## The Offering

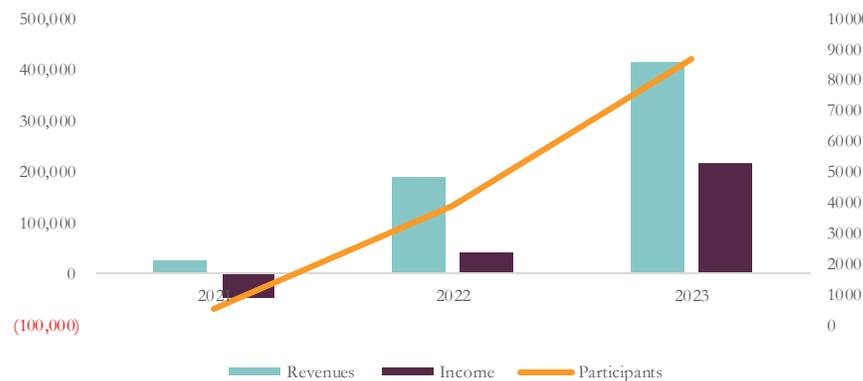
- Online Academy and Workshops
- All-Arabic content throughout the platform
- Interactive space through the Arts Club
- Social Work [Kids Workshops]

## Founders

Sara Ramahi  
 Juhaina Rawahneh



## Projections



## In numbers [2020]

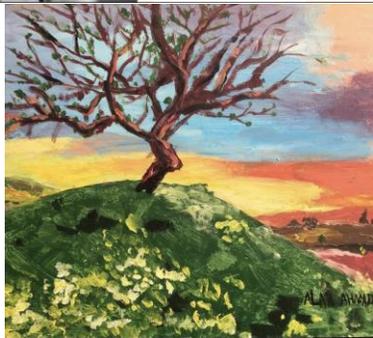
22k Follower

22 Writer

20k Follower

250 Trainee

200 Member



## Company Background

Country : Jordan  
 Field : Social Media Platform  
 Form : Under Registration  
 Inception Date : 2020

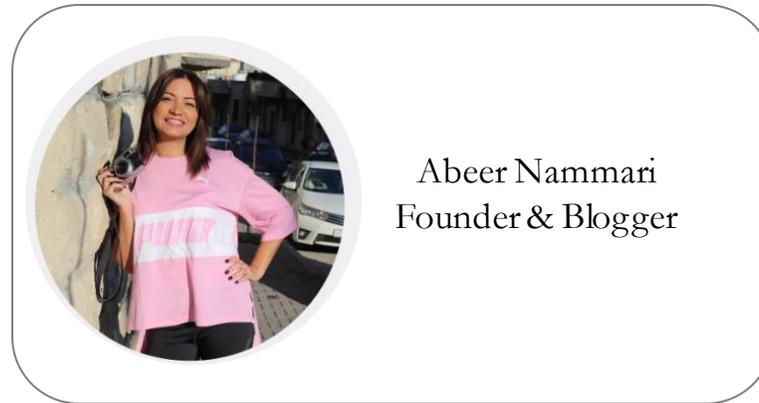


## Overview

Street Blogger is a blog that specializes in exploring places, people, streets, traditions, heritage, and culture, while sharing experiences through content creation, photography, and story-telling on social media and the digital space.

## Value Proposition

- Empowering female journey
- Advocating street culture
- Building connections across nations



Abeer Nammari  
 Founder & Blogger

## Products and Services

- Social Media Platform  
 Photos, Videos, and Stories
- Programs and Activities  
 Cultural Exchange Programs and Street Festivals
- Photo Books  
 Coffee Table and Digital Book

## Partners



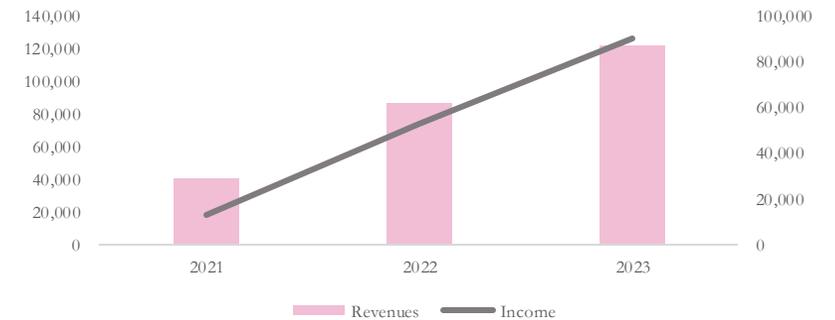
## Milestones

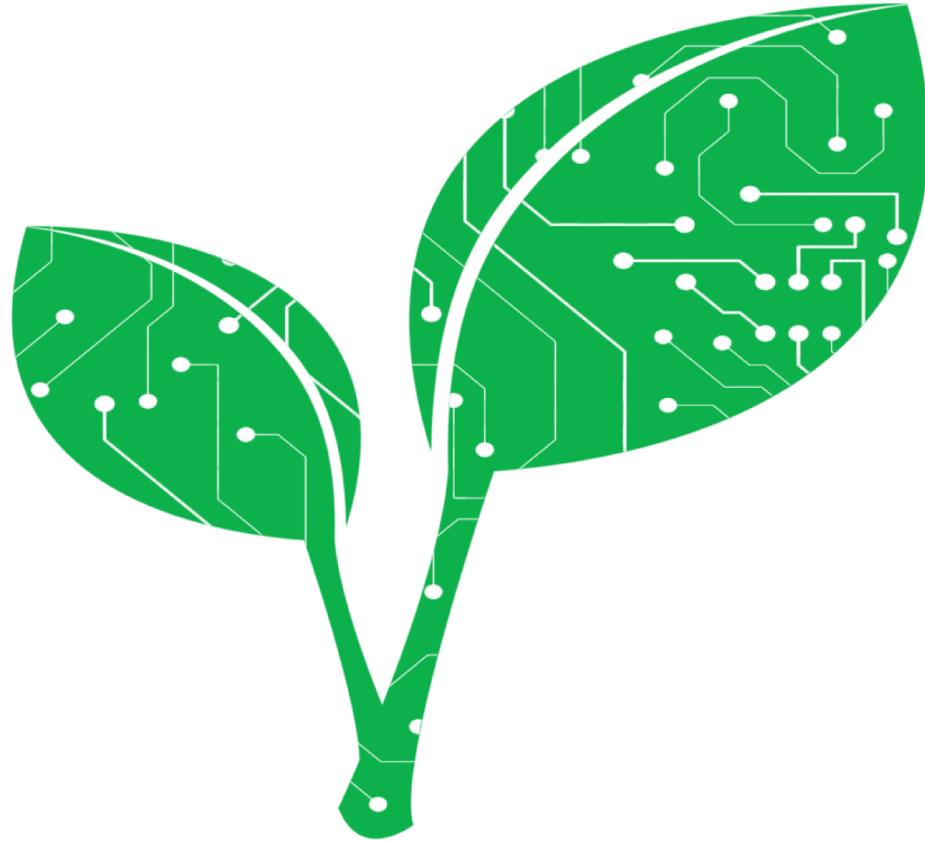
## The Opportunity

To invest \$15,000 in platform where street life is shared, lived, and celebrated, with +10k followers

- 77% of internet users read blogs or subscribe to one
- Content marketing industry is worth \$400 billion

## Financial Projections





# HASSAD

AgriFoodTech Accelerator



Radical Growth Solutions develops hardware, software and mobile apps for digital agriculture. The solution for real-time monitoring, optimization and control of agricultural operations provide key insights improving over-all yield and saving on operational expenses.

Unlike other players in smart irrigation, Radical Growth Solutions' plug and play devices require minimal maintenance and can be used on any mobile device with multiple language support. The solution is suitable for both indoor and outdoor farming and provides 15X more accuracy.

# RADICAL GROWTH SOLUTIONS

WATERING **PLANTS** NOT LAND

## THE FOUNDERS



**NABEEL YOUSUF**  
HEAD OF GROWTH  
20 years in creative design and entertainment. More than a decade of agriculture experience.



**PRIYA OSANNA SMITH**  
HEAD OF STRATEGY  
Worked in marketing for over 15 years with global telecom and fintech brands, such as Veon, China Mobile and Payoneer.

### PROBLEM

- SPECULATIVE IRRIGATION METHODS
- OUTDATED TRADITIONAL PRACTICES
- RISING OPERATIONAL EXPENSES

### SOLUTION

A SMART IRRIGATION OPTIMIZATION SOLUTION THAT COLLECTS REAL TIME DATA FROM THE FIELD TO DETERMINE PRECISELY HOW MUCH WATER EACH PLANT NEEDS AND DELIVER EXACTLY THAT.

WATERING PLANTS, NOT LAND

### BENEFITS



**REAL-TIME FARM & CROP MONITORING**  
With a user-friendly dashboard & app



**NO MORE GUESSWORK**  
Let live sensors determine when plants need water & fertilizer



**OVER-ALL ACTUAL SAVINGS**  
By making data driven decisions



### FUNDING GOALS

ASK **\$300K**

TARGET Active Devices **100K**

TARGET Raise: Q2 **2021**

50%

30%

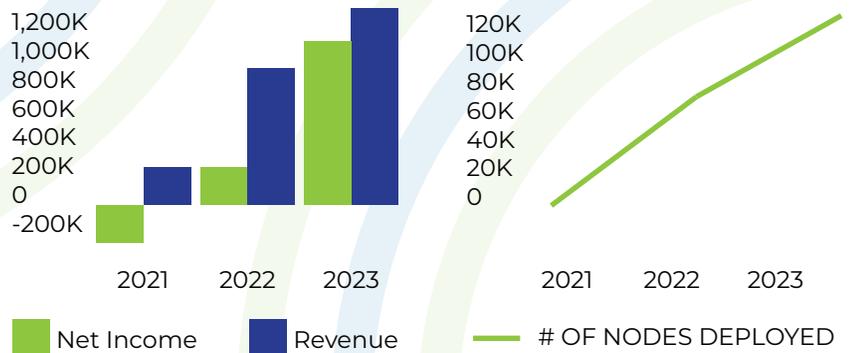
20%

INVENTORY

MARKETING

OPERATIONS

### FINANCIAL PROJECTIONS



**PARTNERS**



### MILESTONES

**STARTUP FOUNDED**  
July 2018

**PRE-SEED FUNDING**  
November 2020

**PILOT DEPLOYMENTS**  
Q1 2021

**SCALE & GROWTH**  
Q3 2021

**FIRST CUSTOMER**  
November 2019

**PRODUCTION**  
January 2021

**FULL STACK LAUNCH**  
Q2 2021

### REACH OUT..

For more information please contact us on [CONNECT@RADICALGROWTH.SOLUTIONS](mailto:CONNECT@RADICALGROWTH.SOLUTIONS) or [FHIJJAWI@HASSAD.IO](mailto:FHIJJAWI@HASSAD.IO)

Visit our website [HTTPS://RADICALGROWTH.SOLUTIONS](https://radicalgrowth.solutions)



**Seed Stage**

## Company Overview

Mahsul is a mobile application that directly connects farmers with retail stores.

The application helps farmers promote their products and get desired exposure without having to go all the way to the central markets or retail stores. Mahsul facilitates the entire process of purchasing fruits and vegetables by digitizing the supply chain of selling vegetables and fruits.

By gathering all the stakeholders of the supply chain in one place, Mahsul reduces the marketing and selling cycles, and makes it easier for farmers, especially those in the rural areas.

## The Opportunity

To invest \$100k in a mobile application that digitizes the sale of fresh produce and optimizes the current supply chain cycle

- USD 2.2 billion trading volume at Amman Central Market
- Targeting grocery shops, restaurants, hotels, and malls
- Potential to duplicate in GCC markets due to identical conditions

## The Application

- Easy to use supported in Arabic
- Registered drivers and trucks
- Live order tracking system
- Electric Bills
- Several payment options

## The Team



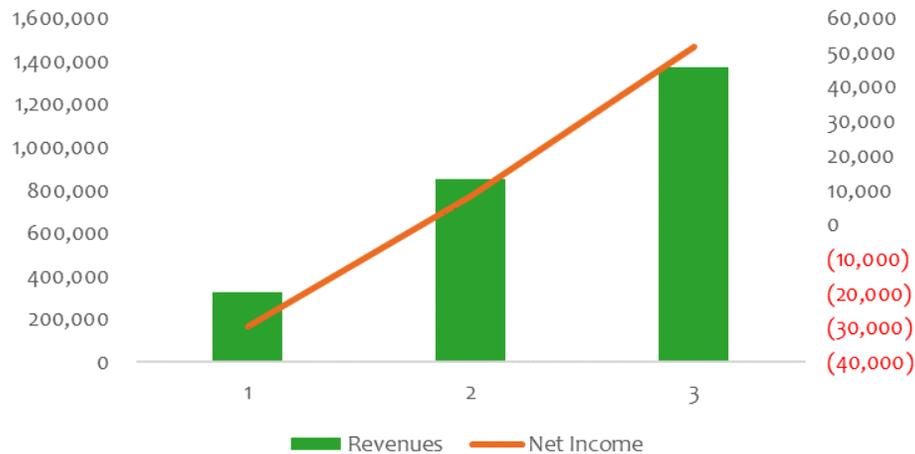
Bilal Al-Qaisi  
Retail Expert

Mahmoud Al-Omari  
General Manager



Osama Al-Qaisi  
Developer

Financial Projections



+5,000 downloads  
+50 orders  
\$12,000 revenues  
+330 inquiries



Seed Stage

## Company Overview

Bethra is a marketplace that connects agricultural nurseries and service providers with customers through a virtual space under Android and IOS systems and social media channels. Bethra's comprehensive marketplace offers a variety of services from selling plants, pots, seeds, agricultural supplies, fertilizers, to providing services like trimming trees, fighting agriculture diseases, and providing consultation services to farmers and agricultural nurseries owners.



Ibrahim AbdelNabi



Ayman Said



Mousa Bawadi



Khaled Hijazi

### The Opportunity

To invest \$60k in an agricultural specialized marketplace

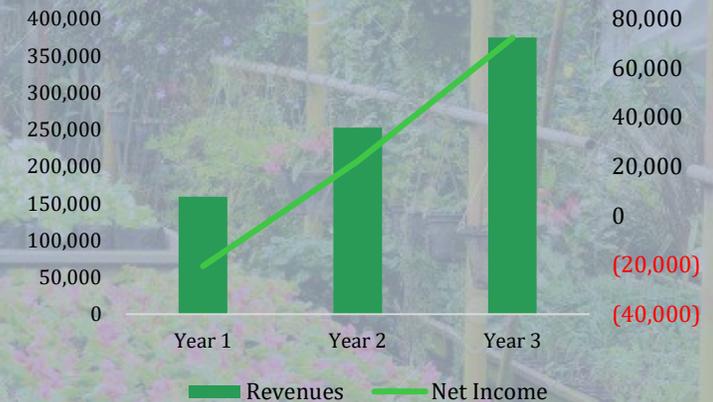
- +207 registered nurseries in Jordan
- 7.9 million local plants produced annually in Jordan alone
- Pre-app sales of more than \$3,500 in two months
- Business model based on commission and membership fees
- White-labelling products and selling them through the platform under "Bethra" brand

### The Platform

- Allows users to browse and compare available products
- Provides a wide variety of +200 products.
- Accepts payment method (Visa, cash on delivery, eWallets)
- Supported by on-time product delivery

2.5 k  
Likes149  
Sold Items1.1 k  
Followers

Income Projections



Transactions Volumes





# IoT Hydro

## Seed Stage

### Company Overview

IOTHYDRO is an innovative startup that provides precision and smart farming solutions through water and environment wireless sensor platform that simplifies remote monitoring of soil, and climate quality using IoT. The solutions and products feature multiple sensors that measure the most relevant quality parameters. IOTHYDRO platform is a low cost, low power, and easily-deployed accurate solution designed for use in farms, fields, aquaponics and hydroponics farms, harsh environments, and hard to access locations to detect changes and potential risks in real time.

### Company Background

**Country** Jordan/ Canada  
**Field** Smart Farming  
**Inception date** 2019

### The Opportunity \$ The Ask

- To invest \$110,000 in a state-of-the-art smart farming solution
- The startup is seeking a validation strategic partner who will be their first local buyer and support their growth by granting the company access to his existing agricultural network in the field.

### Products

- Customized kits that suits farm needs
- Mix and Match Sensors
- Readily available kits:

Water Quality Kit

Fish Farming Quality Kit

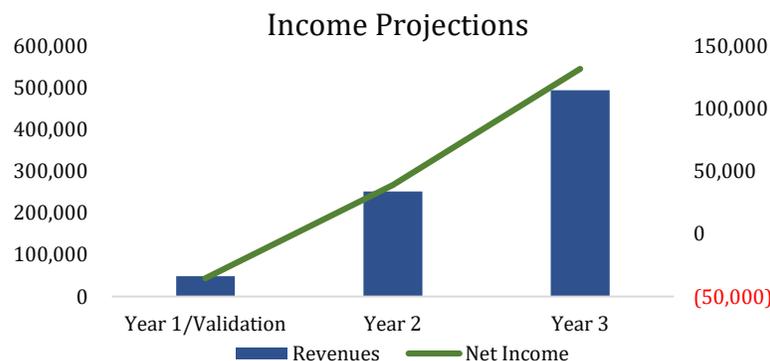
Irrigation Remote Control Kit

### Product Features

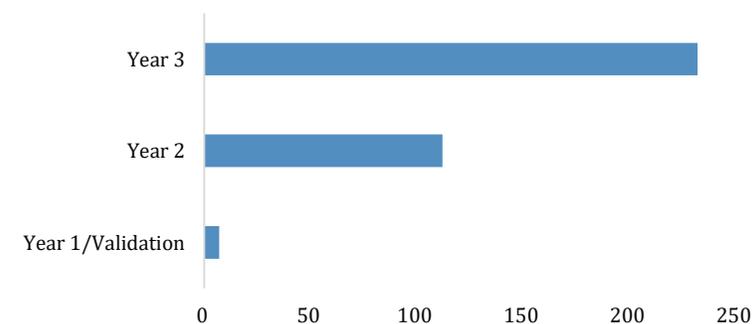
- Plug & Control industrial-grade high-quality sensors
- LPWAN and WIFI connectivity
- Optional GPS integration
- Smart dashboard with real time monitoring
- Third party integration with current system



### Financial Projections



### # Kits and Sensors



**Wesam Fares**  
 Agile Coach  
 Project Manager  
 IoT Solution Architect



**Dhouha Boukadi**  
 Technical Lead  
 MSc Computer Science

## Company Overview

AquaBloom is a platform that provides trusted, reliable, consistent & diversified supplies for the agricultural sector that include; soilless systems and complementary products essential for traditional and nontraditional farming, as well as creating awareness and educating its customers about the benefits of soilless agriculture and how to manage it that is novel to our culture. Aiming to become the first choice marketplace and reference for all agricultural equipment and products, a one-stop-shop that will serve clients from all over the region.

## The Opportunity

To invest \$200k in the first one-stop-shop platform for soilless growing:

- Targeting households, offices, hobbyists, and farm owners
- No direct competition in the region
- +250 sales orders in less than 30 minutes

## The Platform

- helps customers avoid undefined and high costs of shipping, customs and taxes
- provides customer service and after sales services for system operations and know-how, product guarantees, warranties, returns, and refund
- provides content that helps educating customers about soilless agricultural products and growing

Income Projections



**Saad Abu Odeh**  
CEO



**Salah Jaradat**  
Operations and supply chain



**Dafi Jaradat**  
Marketing and Sales



**Pre-Seed**



**+3,000**  
importers &  
exporters  
contacted

**+200**  
shown  
interest

## Company Overview

efresco is a global blockchain based portal that will facilitate cross border trading of fresh produce.

The portal will generate high volume of transactions using virtual market place, where importers and exporters are linked. The B2B virtual market place is supported by a blockchain trading portal that creates a one virtual table where all trading stakeholders can secure their quality and payment terms.

Insurance, banks, shipping, customs, importers, and exporters are all linked in a one focal point that increases the effectiveness and efficiency of cross border trading.

## The Opportunity

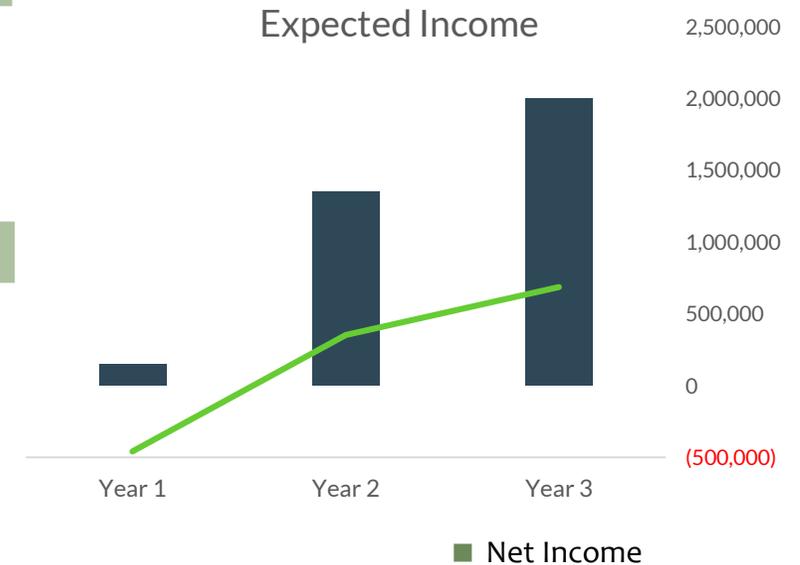
To invest \$900k in a blockchain agricultural fintech system

- Global market size estimated at \$100 billion
- MENA market size estimated at \$10 billion
- Supporting all marketing channels at B2B and B2C level

## Business Model

The virtual marketplace is expected to provide traffic which will translate to high volume of transactions to be processed on the blockchain trading system.

- Farmers pay membership fees & transaction commissions
- Traders pay commission on transactions
- Aggregators share revenues with the platform



## The Team



### Ammar Alshami

Founder - CEO

+20 years in Business Development and Marketing strategy [IBM, EMAAR, Boskalis]

M.Sc in Economics & Agribusiness



### Ahmad Alshami

Co-Founder- CTO

+17 years in managing IT & Governance Aspects like e-Commerce & Blockchain and Project Management

BSc Computer Science

