

RIYADH SEED PROGRAM CYCLE 3

Investor Brief



CLYMB

حلول
للتحويل



MONEY
LOOP

yamm فاحص

SARsatX

WATER

وازن
WAZEN

CYCLE BRIEF

Our third Riyadh Seed Program launched on March 24, 2024. Flat6Labs brought together entrepreneurs creating innovative solutions across various sectors, including SpaceTech, Automotive Tech, Fintech, PropTech, HealthTech, E-Commerce, and SaaS.

Throughout the program, consultants, coaches, and mentors supported startups in reaching their business objectives and facilitated networking opportunities with local and global leaders.

Over four months, the ten participating startups have successfully expanded their customer base, refined their product offerings, entered new markets, and established strategic partnerships.





Quick Refunds. Seamless Returns!

www.yamm.sa



COMPANY BRIEF

Yamm is committed to transforming the refund and return process using advanced technologies to make it quicker, clearer, and more efficient, thereby boosting merchant customer confidence and loyalty.



PRODUCT

Yamm solution is customized as per the merchant's need and policy and automates the whole return and refund process, which allows the customer to receive their refund within 30 seconds.



TARGET MARKET

KSA and UAE



BUSINESS MODEL

Yamm earns revenue through commission on refunds (3.5%-5.5%), shipping policy fees (1-2 SAR), and subscription plans.



Sultan Alsubhi

Co-founder & CEO

INDUSTRY

E-commerce - Fintech

PRODUCT

Website

TARGET CUSTOMER

Online E-commerce merchants



TEAM

Mohammed Alshalati

Co-founder & COO

Hamadah Alkhalidi

Co-founder & CTO



Digital Saving and Lending Association (Jamaih)

www.moneyloop.sa



COMPANY BRIEF

MoneyLoop is a fintech platform that enables microloans for the employees of SMEs.

MoneyLoop employs the Jamaih model to facilitate these micro-loans, leveraging community savings pools.

MoneyLoop is licensed by the Saudi Central Bank (SAMA) under the sandbox.



PRODUCT

Faza'ah Loop (alternative for Micro-loans)

Sa'adah Loop (alternative for Micro-loans)

Flexible Loop (short term saving plan)



TARGET MARKET

KSA



BUSINESS MODEL

Moneyloop earns revenue through commission on Micro-loan Loops (\$375 average) and a fixed fee on all other types of Loops (\$40 average).



Saleh Balilah

Co-founder & CEO

INDUSTRY

Fintech

PRODUCT

IOS / Android Apps

TARGET CUSTOMER

Employees of Private and Governmental entities.

Average age of 32 years old

Income range \$2K-\$4k per month



TEAM

Rania Helal

Co-founder & CTO

Husam Alshawi

Co-founder



The Operating System for businesses

www.wazen.sa



COMPANY BRIEF

Wazen is a platform that includes ERP, CRM, HR, POS, and SoftPOS. It operates as a SaaS solution and is fully integrated with banks to facilitate auto reconciliations and initiate all payments and payrolls.



PRODUCT

ERP, CRM, HR, POS, and SoftPOS



TARGET MARKET

KSA



BUSINESS MODEL

Wazen earns revenue through subscriptions, customization, tenders, and SoftPOS commissions.



Sami Almoeehi

Co-founder & CEO

INDUSTRY

SaaS

PRODUCT

App / Webapps

TARGET CUSTOMER

CPG / distribution Businesses of all sizes (SMBs & Enterprises)



TEAM

Turki Alyahya
Co-founder & CSO



The Go-to Car Parts Hub

www.tashleehpro.com



COMPANY BRIEF

A marketplace that connects end users with various vendors of used spare parts across the country, offering affordable, quick, and compatible salvage parts solutions backed by real-time data to meet client needs.



PRODUCT

A platform that connects users with a nationwide network of trusted spare parts vendors, backed by real-time data to ensure the perfect match for your needs.



TARGET MARKET

KSA



BUSINESS MODEL

TashleehPro earns revenue through searching fees, a 10% commission on vendor transactions in the marketplace, and delivery and commission fees from shipments.



Abdullrazak Ramadan

Cofounder & CEO

INDUSTRY

E-commerce

PRODUCT

IOS / Android Apps

TARGET CUSTOMER

Individuals, Businesses and Repair Shops.



TEAM

Saeed Alshaikhi

Co-founder & CTO

Saad Almutairi

Co-founder & COO



Turn Screen Time into Active Playtime

www.phys.live



COMPANY BRIEF

When the screen time limit is reached, Phys locks the child's devices. Instead of the usual boring timers found in parental control apps, Phys immerses children in a world of thrilling augmented reality games without the need for additional hardware. Kids can play games like Dino Jump and Laser Dodge to earn movement points, compete, and win prizes.



PRODUCT

Phys is an AR mobile app with a powerful motion detection engine and a reliable screen time lock that remains effective regardless of the device type. Integrated with Unity, it supports real-time multiplayer gaming and uses precise body movement tracking for immersive play.



TARGET MARKET

KSA



BUSINESS MODEL

Phys earns revenue through subscriptions (tiered pricing with free and premium options), in-app purchases, partnerships, and merchandise sales.



Zainab Alshaber

Co-founder & CEO

INDUSTRY

HealthTech - GameTech

PRODUCT

IOS App
Android App (coming soon)

TARGET CUSTOMER

25 - 45 year old Saudi parents



TEAM

Arman Atoyan

Co-founder & CTO

Ghadah Aldubaikhi

Co-founder & CCO

Leena Alyahyan

Co-founder & COO

Joud Alshaber

Co-founder & Educational Officer



Data from SPACE for better decisions on EARTH

www.sarsatx.co



COMPANY BRIEF

SARsatX offers satellite imagery data and analytics using machine learning models to serve the environment, agriculture, energy, and mining sectors.



PRODUCT

EarthLife is a powerful web app that simplifies satellite imagery access and analytics. It allows users to task satellites, collect data, and perform analytics—all without remote sensing expertise. This user-friendly tool broadens access to satellite-driven insights, enabling faster, data-backed decisions across key industries like Environment, Agriculture, Energy, and Mining.



TARGET MARKET

MENA



BUSINESS MODEL

SARsarX earns revenue through a subscription-based model with tiered pricing plans for satellite imagery analytics services, including free and premium options. Additional revenue streams include consulting, customization, and maintenance services.



Ahmed Alzubairi

Cofounder & CEO

INDUSTRY

SpaceTech

PRODUCT

WebApp “EarthLife”, satellite imagery analytics services

TARGET CUSTOMER

Gov. Environment agencies
Agriculture, Energy & Mining



TEAM

Amru Alamoudi

Co-founder & CSO

Dr Muhanned Almutiry

Co-founder & CBO

Michael Inggs

Cofounder & CTO

Matthew McCabe

Cofounder & Chief of Solutions

فاحص

Your trusted partner for used car inspections

www.fahis.sa



COMPANY BRIEF

Fahis is an online platform that specializes in pre-purchase inspections of used cars based on international standards and advanced technological systems. We provide this service on your behalf in various regions of the Kingdom of Saudi Arabia. Choosing Fahis ensures that you will be involved in every step, aware of all the details, and that no action will be taken without your permission.



PRODUCT

Pre-purchase inspections of used cars



TARGET MARKET

KSA



BUSINESS MODEL

Fahis earns revenue through 6 different services including the inspection services provided to companies and individuals.



Ahmed Alnajrani

Co-founder & CEO

INDUSTRY

AutoTech

PRODUCT

Website, App

TARGET CUSTOMER

Businesses of all sizes, Individuals



TEAM

Dr Adnan Bajaber
Co-founder & CTO

CLYMB

The Operating System for Distributors and wholesalers

www.clymb.ai



COMPANY BRIEF

AI enabled field force automation products built for sales and delivery teams in CPG companies.



PRODUCT

ClymbAi offers a robust suite of cloud-based optimization and digitization tools for distribution companies.



TARGET MARKET

MENAP



BUSINESS MODEL

Clymbai offers a subscription-based model with monthly pricing per module, with a usage quota ranging from \$2,000 to \$3,000.



Muhammed Nowkhaiz

Co-founder & CEO

INDUSTRY

SaaS

PRODUCT

Webapps, App

TARGET CUSTOMER

CPG/distribution Businesses of all sizes (SMBs & Enterprises)



TEAM

Najib Sheikh
Co-founder & COO



Quick Financing Solutions

www.holoul.io



COMPANY BRIEF

Holoul is a digital mortgage platform that focuses on serving Saudi citizens by facilitating and improving homeownership.



PRODUCT

A one-stop-shop marketplace, where clients will have access to a wide choice of residential products that fit their needs, access to competitive financing through banks and financing institutions and more importantly, have the ability to quickly finalize the fully digital process.



TARGET MARKET

KSA



BUSINESS MODEL

Holoul earns revenue through lead generation for banks (third-party referrals), mortgage referrals from brokers, and subscriptions from banks and real estate companies.



Basil Alshamlan

Cofounder & CEO

INDUSTRY

FinTec, PropTech

PRODUCT

Website

TARGET CUSTOMER

Real-Estate seekers
Mortgage seekers



TEAM

Camille Beyrouthy
Cofounder & COO



Your Digital Invoicing Solution

www.wateer.sa



COMPANY BRIEF

WATEER is an innovator in the field of financial technology. By providing real-time digital receipts, with a simple and easy service that is suitable for traditional shops.

We seek to gain leadership in digital receipts and transaction management with a focus on innovation and sustainability.



PRODUCT

We offer customizable templates and receipts delivered via NFC and QR codes. Our mobile app allows users to store and track receipts, while analytics tools provide valuable business insights.



TARGET MARKET

KSA



BUSINESS MODEL

WATEER offers two subscription options: RaaS (Invoices as a Service) for medium and small enterprises, and Pay-as-you-grow for major retail. RaaS is an annual subscription, while Pay-as-you-grow charges per invoice issued.



Majid Alharbi

Co-founder & CEO

INDUSTRY

Fintech

PRODUCT

Digital printer, Digital invoices

TARGET CUSTOMER

Big retail stores
Medium and small retail stores



TEAM

Yazid Zidan

Co-founder & CTO

Fawaz Almuwayni

Co-founder & COO

Get in touch with Cycle 3 Startups

Scan the QR code



THANK YOU

flat6labs.com

