STARTAD

HARDWARE VENTURE LAUNCHPAD

December 4 - 13, 2017

NYU Abu Dhabi

#HardwareVL
“Man is mortal, but his work is not.”

Late Sheikh Zayed bin Sultan Al Nahyan, Founder of the UAE
(May Almighty Allah rest his soul in peace)
Hello,

Welcome to the demo day for startAD Hardware Venture Launchpad 2017!

Today is the culmination of the first ever entrepreneurship program in the UAE that focused on hardware technology startups. The time for hardware innovation is now. The global augmented reality market share is expected to reach approximately USD 133.78 Billion in 2021, the hardware encryption market will be worth 413.85 Billion USD by 2022, the medical device and technology market will eclipse $530 billion in sales by 2021 and earlier this week, experts estimated that the IoT market is forecast to reach $639.74 billion by 2022. startAD is committed to making Abu Dhabi the global epicenter for innovation and help startups from the UAE create global impact.

The startups in the program have worked hard on their ventures and we are proud to showcase their efforts to the startup community in the UAE. From medtech to wearables for camels and from fashion technology to interior decor tiles that make home appliances wireless, we have promising startups graduating from the Hardware Venture Launchpad.

This program brought together some of the best minds in the industry, from our trainers who taught the teams the latest in global hardware innovation and entrepreneurship, to our mentors who shared their successes and war stories about starting up in the UAE and our corporate partners Crescent Enterprises, IBM and GE who helped our startups validate their business and all of you who have gathered here today.

We thank you for your support and hope you find the demo day interesting and insightful. We invite you to join the conversation on social media with the hashtag #HardwareVL to share your observations, opinions and reactions.

Regards,

Ramesh Jagannathan
Managing Director at startAD
Vice Provost for Innovation and Entrepreneurship at NYU Abu Dhabi
startAD is an innovation and entrepreneurship platform building the entrepreneurial ecosystem in the UAE. startAD offers programs to nationals and residents of the UAE that aim to stimulate innovation and facilitate investment in locally-based startups.

In line with the Abu Dhabi Economic Vision 2030, startAD facilitates the development of startups in emerging local industries.

The Hardware Venture Launchpad is the UAE’s first entrepreneurship program exclusively for hardware startups. Through this immersive 10-day program, early stage startups selected from a competitive pool of applicants were trained to develop a scalable, repeatable, and capital efficient venture.

At the demo day, winning teams will receive a prototyping grant, be considered for investment and mentoring by startAD, and have the opportunity to travel to Shenzhen, China to get a firsthand look at the hardware ecosystem.
STARTAD CENTRAL

An open, collaborative and multifunctional space.

An inspiring and inviting collaborative space which includes a co-working space, event space, community space and dedicated meeting rooms.

Open to startups and members of the community who are a part of startAD core programs or ADvance.

AL WARSHA

A prototyping, DIY, and teaching lab.

An open-access lab with state-of-the-art equipment, prototyping, DIY, and teaching resources that is focused on fostering creativity and innovation.
**TEAM:**

Ramesh Jagannathan
Managing Director

Anteneh Zieleke
Administrative Assistant

Erkki Aaltonen
Executive Director

Abdelrazak Al Sharif
Innovation Engineer

Robyn Brazzil
Assistant Director

Nihal Shaikh
Marketing & Communications Manager

Frunzik Voskanyan
Program Manager

Georgia O’Hagan
Program Coordinator

**CORE PROGRAMS:**

**Foundational programs for innovators, early-stage entrepreneurs, and investors.**

**Beyond the Pitch**
A two-month startup program.

Helping UAE youth with an existing startup idea develop a working business model.

**startInvest**
Quarterly investment literacy and training sessions.

Educating and training the local investor community on the basics of angel investment.

**Venture Launchpad**
A 10-day program aimed at early-stage startups.

Developing scalable, repeatable, and capital efficient ventures.

**Founder School**
An episodic workshop series.

Providing recurring training and resources to successfully launch and grow a startup.
**startAD ADVANCE**

Mentoring and incubation.

- **WEEK 1**
  - Problem and Solution
  - Market Assessment

- **WEEK 2**
  - Market Analysis
  - Competitive Advantage
  - Identification
  - Business Model Development

- **WEEK 3**
  - Go-to Market Strategy
  - Product/Technology Validation

- **WEEK 4**
  - Statements and Projections
  - Funding Strategy
  - Legal & Intellectual Property

- **WEEK 5**
  - Advisory Board Development
  - Exit Strategy

- **WEEK 6**
  - Fundable Business Plan
  - Mentorship Completion

**startAD SEED**

Investing up to $250,000 in disruptive startups.

startAD seeks to invest in early stage businesses with inventions, discoveries, products or services that have achieved proof of concept or a prototype and are ready for commercial product development.

This opportunity is open to UAE startups founded by the teams that have been through startAD core programs. Startups should fall under a UAE priority sector and help to diversify the local economy.
STARTAD

HARDWARE VENTURE LAUNCHPAD
December 4 - 13, 2017

12 GUEST SPEAKERS
18 STARTUPS
5 JUDGES
4 TRAINERS

PARTNERS:
Bridging the gap between innovative local startups and leading UAE corporations and government entities.

STARTUPS:
Industry leaders and successful startups committed to building the ecosystem.

**GUEST SPEAKERS:**
- Stafan Muckstein (Enerwhere)
- Ahmed Salem (moduware)
- Ahmed Arif (Support Legal)
- Zoë Blakemore (Support Legal)
- Sara Holder (Rouse & Co)
- Oreabetse Matlhare (The Scalable CFO)
- Chris Sandford (GE Digital)
- Haytham Kamel (GE Digital)
- Fadi Halwani (The Scalable CFO)
- Samer Choucair (Crescent Enterprises)
- Timothy Ricketts (IBM)

**JUDGES:**
- Tushar Singhvi (Crescent Enterprises)
- Timothy Ricketts (IBM)
- Faisal Al Hmoudi (Tekamul)
- Chris Sandford (GE Digital)
- Erkki Aaltonen (startAD)

**TRAINERS:**
- Ahmed Salem (moduware)
- Ahmed Arif (Support Legal)
- Samer Choucair (Crescent Enterprises)
- Timothy Ricketts (IBM)
- Johan Philippe (Trouble Maker)
- Narek Vardanyan (The Crowdfunding Formula)
18 startups presenting

**StartUp Profiles:**

<table>
<thead>
<tr>
<th>Startup Name</th>
<th>Year Founded</th>
<th>Category</th>
<th>Management</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eskadeña</td>
<td>2017</td>
<td>Home Automation</td>
<td>Amro Kabbbara - Founder, Sakina Al-Jisr - Co-Founder</td>
<td>3</td>
</tr>
<tr>
<td>WaterGen</td>
<td>2017</td>
<td>Machinery</td>
<td>Faisal Aljabri - CEO, Mohamed Mohideen - CTO</td>
<td>2 (+4 freelancers)</td>
</tr>
<tr>
<td>mPlex Diagnostics</td>
<td>2017</td>
<td>Medtech (Diagnostic Device)</td>
<td>Ibrahim Chehade – CEO, Adrienne Chang – CTO</td>
<td>9</td>
</tr>
<tr>
<td>Lectrisse</td>
<td>2017</td>
<td>Machinery &amp; Electronics</td>
<td>Jared Licina – CEO, Thana Licina – CTO</td>
<td>3</td>
</tr>
</tbody>
</table>

**Product Summary**

**Eskadeña**
Celebrating a smart modular material system, in the form of tiles that are installed or retrofitted onto interior surfaces to provide seamless power without hazards of electric shock or shorting. Devices can then be rearranged anywhere on the surface without drilling or breaking into surfaces to extend wires or cables, providing a dynamic infrastructure for spatial adaptability and more flexibility and control. Tapping into the Interior design and fit-out market estimated at $8.87 billion by 2019, this product is used to empower and allow tenants and inhabitants to modify spatial characteristics more frequently than a static version may permit.

**WaterGen**
Hammer3D was founded by UAE-based Engineer, Faisal Omar Aljabri. Faisal started Hammer3D with an objective to build a robust, versatile and affordable 3D printer for everyone.

**Maia Systems**
MAIA systems designed the premier real-time data collection and analysis system for optimization of camel racing and training regimens. The system collects speed, location and overall exertion and performance data of racing camels using an integrated time monitor, location tracker, heart rate sensor, and percent effort monitor in a single hardware unit that wirelessly transfers data to a storage and analytic software application for smart devices. The hardware and software technology is built on a single, seamless platform with real-time data capture and analytic capabilities. The system not only improves data collection on a camel’s racing fitness, but it standardizes the industry’s performance benchmarking and valuation process of camel industry.

**mPlex Diagnostics**
A point-of-care and affordable device that can amplify genetic markers of pathogenic bacteria rapidly and can be used in the food industry, hospitals and airports. This device utilizes a biological technique, loop-mediated isothermal amplification (LAMP), to provide results in just 20 minutes. The product has been designed and printed in a robust, 3D-printed case, which houses the electrical components and the disposable multiplex microfluidic silicone chip for the biological reactions.

**Lectrisse**
Lectriss is reconceptualizing the washing machine using sonic and chemical techniques. The new design uses less space, energy, water, and time, while providing a better outcome. The market is massive as currently people either rely on expensive options such as dry cleaning and laundromats or have their own washing machine, which is also expensive and consumes space, water, electricity and time. The method used for washing is also relatively consistent, either mechanical bashing of clothes until they release dirt or chemical methods which are not environment friendly. Lectriss runs at a low cost and addresses all these concerns in an effective manner.
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<tr>
<td>Stealthy</td>
<td>2017</td>
<td>Medtech wearables</td>
</tr>
<tr>
<td>MyDronePad</td>
<td>2017</td>
<td>Electronics</td>
</tr>
<tr>
<td>FIR Team</td>
<td>2013</td>
<td>Medtech</td>
</tr>
<tr>
<td>Offone</td>
<td></td>
<td>Consumer Electronics</td>
</tr>
<tr>
<td>SMADO</td>
<td>2016</td>
<td>Home Automation</td>
</tr>
<tr>
<td>Koshin Thermotics</td>
<td>2011</td>
<td>Refrigeration</td>
</tr>
</tbody>
</table>

**Management**

<table>
<thead>
<tr>
<th>Company</th>
<th>CEO</th>
<th>CTO/CFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stealthy</td>
<td>Nadiya-Keya Siddique – CEO</td>
<td>Dr. Zakiya-Luna Siddique – CHIEF MEDICAL OFFICER</td>
</tr>
<tr>
<td>MyDronePad</td>
<td>Hadif Al Mheiri - CEO</td>
<td>Srdjan Stankovic – CTO</td>
</tr>
<tr>
<td>FIR Team</td>
<td>Huda Al Mansour, CEO</td>
<td>Dr. Hossam Mohamed, CTO</td>
</tr>
<tr>
<td>Offone</td>
<td>Marko Lazic – CEO</td>
<td>Dr. Srdjan Stankovic – CTO</td>
</tr>
<tr>
<td>SMADO</td>
<td>Midhun V Sankar – CEO</td>
<td>Ashin Muhammad - COO</td>
</tr>
<tr>
<td>Koshin Thermotics</td>
<td>Amit Guha Roy – Founder &amp; CEO</td>
<td>Sameer K. Raman – Technical Director</td>
</tr>
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**Number of Employees**

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<td>Koshin Thermotics</td>
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**Product Summary**

**Offone**

Offone is a calling and texting phone with E-ink paper white display. It is slightly bigger than a credit card and 14 days battery life. Huge market potential across the globe.

**MyDronePad**

My DronePad is an air drone delivery solution catering to restaurants and end users making deliveries easier, faster and cheaper. The air drone delivery will make it cheaper and faster for restaurants to send any food delivery and reduces delivery time to less than 10 minutes instead of the average 30-45 minutes. It can also be used by other startups and end consumers to send items to each other at a fraction of cost.

**FIR Team**

Our device utilizes the proven benefits of Far Infrared (FIR) on healthy cell healing. By integrating FIR with Pulsed Electro Magnetic Field (PEMF) we have overcome the limitations of FIR penetration to reach deeper lesions within human anatomy and deliver cell healing results for a wide range of diseases. The new approach of a hybrid FIR/PEMF will treat pain and deformities in a wider range of disciplines that are concerned with healthy cell rejuvenation.

**SMADO**

SMADO SMART DEVICES save you from your day-to-day hassles of losing the key, finding the right one and placing the spare one for someone yet to come. It is a simple and sophisticated way to control your door through a Bluetooth connected Smart Device, means it makes your doors smart with fitting of SMADO smart lock. It’s easy to Install lock, bell and opener is just a handy smart second arm-of-security to your home. You can just stick it, calibrate it and there you go! No screws and no tools.
Startup Name: EZ Shade  
Year Founded: 2016  
Category: Lighting

Management:
Brian Wholehan - CEO  
Derek Olsen - CTO  
Alan Chu - CFO

Number of Employees: 3

Product Summary:
Bare lighting is hard and dangerous to the eyes. It is also unsafe and people hate how it looks. There is no easy, cheap and elegant way to fix this issue. The only option is to buy an expensive light fixture, the light bulbs that go with it, hire someone to install or have the tools and knowledge to do it yourself, remove the existing fixture, re-wire, and pay for installation.

EZ Shade is the solution to this problem. There is no other lighting shade or system that works like EZ Shade. The bracket simply clips onto the existing ceiling fixture, and the shade snaps onto the bracket. No re-wiring, no tools, no hassle. It is inexpensive, strong, secure, and elegant. The perfect solution. The product is particularly relevant in a market like the Middle East, where the majority of people rent homes and do not want to put a ton of money into fixing the lighting since they must return it to the original state. A single one-bedroom apartment can have up to 12 bare light bulbs. Average cost to solve this problem is 2,500AED. With EZ Shade, the problem is solved in just 480AED.

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Startup Name: Healthy Box Vending  
Year Founded: 2017  
Category: Automated Retail

Management:
Founded by Mergers & Acquisitions (M&A) and strategy advisers from leading global advisory firms with wide breadth of experience in the TMT and FMCG sectors.

Number of Employees: 3

Product Summary:
A modern healthy vending machine operator based in the UAE, which is powered by the industry's latest data analytics technology and cashless payment option, providing healthier alternatives to daily snacks and drinks. We aim to capitalise on the USD 42 billion healthy vending industry by securing premium locations to sell our products, and boost our market beyond traditional vending through advertising and other revenue generating sources. Utilising the data analytics monitoring system in our machines, we ensure efficient operations, inventory management and logistics. Our machines are stocked based on sales data and experimentation ensuring that the majority of cravings are satisfied with our 500+ products and partner products.

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Startup Name: Project Realise  
Year Founded: 2017  
Category: Electronics

Management:
Philippus Stephanus Vorster – Founder & CTO  
Jonathan Marshall – Founder & COO

Number of Employees: 2

Product Summary:
The Protero 1.0 shreds plastic “waste” such as plastic bottles or scrap 3D prints and extrudes 3D printer filament, creating a circular economy. Simultaneously, the product can be used to teach the process of recycling thermoplastics, making this product suitable for any organisation with a 3D printer and/or conscious about their corporate social responsibility.

The entire embedded system can be adapted to all levels of expertise. Join us to cut 3D printing costs and reduce plastic waste worldwide.
Startup Name: Fun Robotics R&D  
Year Founded: 2013  
Category: Robotics  

Management  
Baraa Aljilani – CEO  
Ibrahim Tamim  
Khaled Kurdi  

Number of Employees: 10  

Product Summary  
We are working towards developing new and innovative robotics products that aim towards introducing smart solutions to our everyday life challenges in fields like: Health care, sustainable energy, automation and assistive technology.  

Our product is a 5 degrees of freedom (DoF) robotic manipulator kit that gives users full flexibility in choosing and designing their own end effector (gripper) to be delivered with the kit depending on their desired application.  

The main purpose in our project is to support hardware technologies in the region while keeping its cost minimal. We aim to provide schools, universities and research centres with an advance manipulator to explore, study and carry research in the field of robotics.
Wavex App
A team of 3 Venture Launchpad September 2017 Program participants created WAVEX, which aims to become a democratized energy market that leverages the Internet of things (IoT) technology and blockchain.
LAUNCH YOUR STARTUP
LEARN HOW TO INVEST
BECOME A PARTNER

To learn more visit:
www.startad.ae

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