

SELECTED ICT STARTUPS IN LEBANON



This document includes a selective list of Lebanese startups which have grown into regional and/or international players over the past five years. The list is non-exhaustive and serves to give interested stakeholders an overview of the Lebanese ecosystem; it will be regularly updated to include new industry players.

If you are a Lebanese startup and wish to be listed here, please contact us.



Company Name	Anghami
Year of Establishment	2012
Contact Person	Elie Habib
E-mail	elie@anghami.com
Phone	(+961) 9 938693
Website	www.anghami.com

Activity: Digital Music Application

Description: Anghami is a new digital music app that offers listeners in the Middle East unlimited Arabic & International music to stream and download. The platform is bringing the Arab world its first mobile and web music streaming platform. Today, it is the #1 music app across application stores in the MENA with the largest catalog and around 3 Million users in less than 8 months- making it the most prominent music venture in the region. Anghami was awarded “Red Herring Asia Top100 Finalists award” in 2012.

AT7ADDAK



Company Name	At7addak
Year of Establishment	2011
Contact Person	Brahms Chouity
E-mail	brahms@at7addak.com
Phone	+(961) 4 532 068
Website	www.at7addak.com

Activity: News Website & Social Community

Description: At7addak.com is an Arabic gaming website allowing users to challenge each other on their favorite video games for cash and prizes. The site also boasts exclusive content including news and game reviews, both in English and Arabic. It has 1 million registered users as of today, 5 million page views on its website per month and the second highest number of fans of any website in the Middle East. At7addak.com is the winner of the “Wamda Award for Best Startup” 2011, and has been added to the network of New York-based Endeavor.



Company Name
Year of Establishment
Contact Person
E-mail
Phone
Website

Brate
2012
Shadi Tabbara
shadi.tabbara@brate.com
+(961) 3 837353
www.brates.com

Activity: Local Search Engine

Description: Brate is an online business social network and a local search engine that accurately searches the entire universe of businesses based on their products and services (regardless of their category) and shows their Consumers' reviews. Brate's advanced business intelligence allows subscribed business owners to identify early trends using live analytics and to capitalize on them using Brate's live and weekly deals. The company will also launch its mobile application, allowing consumers to identify live deals and businesses around them ensuring that "Braters" will have easy access to our services on-the-go. Brate has earned a place among the finalists for the "MIT Arab Business Plan Competition" this year. It is currently seeking to secure the needed funding for the project.



Company Name
Year of Establishment
Contact Person
E-mail
Phone
Website

Cardio Diagnostics
2011
Ziad Sankari
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+(961) 71 547 115
www.cardiodiagnostics.net

Activity: Medical Technology

Description: Cardio Diagnostics is the leading supplier of innovative mobile cardiac telemetry solutions in the MENA region. Cardio Diagnostics provides cardiac patients with 24/7/365 cardiac monitoring using proprietary technologies developed through years of R&D at leading research institutions. It is focused on helping physicians diagnose and treat patients with arrhythmias. It raised a first round of funding from institutional investors who believe in the company's technology, team, and vision. The company was awarded First prize in the "Global Innovation through Science and Technology" competition in 2012 in Istanbul, Turkey.



Company Name	Cinemoz
Year of Establishment	2011
Contact Person	Karim Safieddine
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Phone	+(961) 1 742 540
Website	www.cinemoz.com

Activity: Digital Media

Description: Cinemoz is the premium Video On Demand platform to and from the Arab World. It provides viewers from the region with free streaming of premium Arabic content. You can watch, share, and discover all the best of Arab films, TV Series, documentaries and short films while interacting with the community. In under 6 months, this startup has gone from idea to concept and is today a state of the art platform dedicated to the Arab World, while matching a globally competitive quality in user experience. By August 2012, Cinemoz had already crossed the 1,000,000 “Unique Monthly Viewers” milestone.



Company Name	Dermandar
Year of Establishment	2011
Contact Person	Elie-Gregoire Khoury
E-mail	egk@dermandar.com
Phone	+(961) 3 280 908
Website	www.dermandar.com

Activity: Panoramic Photo Application

Description: Dermandar has created a novel way to take panoramic images. The company has successfully developed an image stitching algorithm that allows the creation of fast and seamless panoramas. In 2011, the iPhone application "Dermandar Panorama" (or DMD Panorama in the US Market) was released on Apple Appstore. After two weeks, it became a major hit, reaching the number 2 ranking in the photo category, right after Instagram. Originally free, the application is now priced at 1.99 USD. With 6 million downloads to date and 50,000 active daily users, Dermandar has won the “World’s Best App” award in the Lifestyle and Entertainment category at the World Summit Award for Mobile Content.



Company Name	Et3arraF
Year of Establishment	2013
Contact Person	Cédric Maalouf
E-mail	contact@et3arraF.com
Phone	+(961) 3 157882
Website	www.et3arraF.com

Activity: Online Dating

Description: Et3arraF is the first Arabic dating/marriage website. It consists of relationship experts who help people “find” each other. The company aims to help Arabs who care about traditions, and are serious about wanting to get married meet each other, hence the name Et3arraF, which means to meet in English. After the usual Lebanese startup support organizations all refused to invest in him, pinning their decision to the lack of MVP, Mr. Maalouf (founder) turned to Lebanese accelerator Seeqnce. Et3arraF received \$76,000 in funding at the “Seeqnce 2012 Accelerator Program’s Grand Finale: Rise of the Startups.” Cédric Maalouf has borrowed \$250,000 through the Kafalat program and raised \$150,000 through an investor base that includes Lebanese minister of telecommunications Nicolas Sehanaoui; chair of the MIT Enterprise Forum of the Pan Arab Region Hala Fadel; and Jordan-based accelerator Oasis 500.



Company Name	ETobb
Year of Establishment	2012
Contact Person	Paul Saber
E-mail	paul.saber@etobb.com
Phone	+(961) 1 398 862
Website	www.etobb.com

Activity: Medical Portal

Description: ETobb is the first premium, online, medical Q&A platform connecting patients and doctors in the Arab World. The company’s mission is to improve access to healthcare. ETobb is building the largest network of top doctors in the region and making it accessible to the public. It’s job is to simplify people’s medical experience and provide them with all the right tools to help them improve and sustain a healthy lifestyle with the least effort possible. The platform also lets users browse through doctors’ full professional profiles. ETobb will be launching a cellphone app with the same features as their website, as well as an Arabic language version of the site. The company has already made \$30,000 from sponsorships by charging a flat rate for people to place logos on their site and has received \$76,500 in cash and in-kind investment from startup accelerator Seeqnce. ETobb has been nominated for “Best Startup on Social Media” in the Social Media Awards.



Company Name	Foo
Year of Establishment	2009
Contact Person	Elie Nasr
E-mail	elie.nasr@foo-solutions.com
Phone	+(961) 3 779 558
Website	www.foo.mobi

Activity: Mobile Application Development

Description: FOO has emerged as a leading cross platform mobile app development firm in the region. It has catered regional and international clients and developed apps for: Arab idol, Time Out Beirut, Wiki watch, and many others. FOO also indulges in the development of its own mobile products. FOO has won “Arabia 500 fastest growing companies” in December 2012, “Arabnet regional startup award” in March 2010, and “Microsoft partner honors” in February 2012.



Company Name	Game Cooks
Year of Establishment	2012
Contact Person	Lebnan Nader/Lara Noujaim
E-mail	info@gamecooks.net
Phone	+(961) 71 255 595
Website	www.gamecooks.net

Activity: Mobile Gaming

Description: Game Cooks was born out a shared passion for gaming and how games are created. Following the success of their first game Birdy Nam Nam, Game Cooks was officially founded in January 2012 and launched their hit title, Run For Peace, about a character named Salim who embarks on a peace-spreading throughout the Middle East. Since then, Game Cooks has released 6 more titles and counting. Based in Lebanon and catering to the world, Game Cooks is a collective of designers, developers and communicators creating original, fun and feel good type mobile games with a twist people from the region can relate to and players all over the world can enjoy.



Company Name	Instabeat®
Year of Establishment	2011
Contact Person	Hind Hobeika
E-mail	hind@instabeat.me
Phone	+(961) 3 268 569
Website	www.instabeat.me

Activity: Athletic Technology

Description: Instabeat® is a sports technology startup based in Lebanon, founded out of a need for a heart rate monitoring device for swim practices. Instabeat® is the first waterproof heads-up monitor that tracks, stores, and displays instant feedback of your heart rate during your swim to optimize your training and allow you to achieve your peak performance. Today, Instabeat® exports to USA, Europe, Australia, and China. The start-up was awarded first prize at the “MIT Enterprise Forum Pan Arab Business Plan Competition” in 2012 and third prize at the “Stars of Science” competition organized by Qatar Foundation in 2010.



Company Name	Kashida
Year of Establishment	2011
Contact Person	Mirna Hamady & Elie Abou Jamra
E-mail	info@kashidadesign.com
Phone	+(961) 70 923 122
Website	www.kashidadesign.com

Activity: Interior Design

Description: Kashida is an acclaimed Lebanese product design studio creating furniture and home accessories based on 3D Arabic typography. Embracing the various calligraphic and typographic styles of Arabic, Kashida aims to bring out a distinct perspective of Middle Eastern culture through contemporary design pieces. The company has been awarded 3rd prize at “MFP” (2011), Entrepreneurship Challenge winner at “Tasmeem Doha” (2011), “Best MENA Startup” (non-technology section) via Wamda (2012), and has been published in “Communication Arts' Typography Annual” 2012.



Company Name	Kashida Learning
Year of Establishment	2011
Contact Person	Hassan Mourad
E-mail	info@kashida-learning.com
Phone	+(961) 76 994 494
Website	www.kashida-learning.com

Activity: E-Learning

Description: Kashida is an innovative and dynamic e-learning service provider that targets the enhancement of education through custom services for all educational levels. The company empowers education through bespoke tools, consultancy, training, and the development of learning content that harness the latest in educational theories and technology. Kashida's services encompass both online and blended models of delivery, and integrate the latest web 2.0 technologies while adhering to international standards for SCORM, AICC and IMS. It works in partnership with MoWerks Learning, Tatweer International and Docebo. Kashida provides its services locally as well as to countries such as USA, Italy, & Kuwait.



Company Name	Krock's
Year of Establishment	2008
Contact Person	Ramzi Jalbout
E-mail	ramzijalbout@yahoo.com
Phone	+(961) 3 356296
Website	N/A

Activity: Food Sector

Description: Krock's is one of the latest innovations of FNP (Fresh Natural Products), which is a Lebanese company that was established in 2008 by Ramzi Jalbout. Krock's contains pasteurized yogurt "Labneh", serving as a dip for bread sticks or "kaak". The company's idea has spread to major local retail stores, and a number of Lebanese schools and university cafeterias. While the company has the Turkish and North American markets in its sights, it is focusing first on Lebanese expats and their families in the Gulf who "yearn for a taste of home for export." The innovative product got the acclaim of VC funds and other facilitators leading FNP to secure an investment from FNP, Kafalat Innovation, Kafalat Plus, Audi Bank, and Bank of Kuwait and the Arab World amounting to over USD 370,000; enabling the company to grow its product line and expand its area of operations. Krock's has so far been recognized as the product of the year in 2012 by Product of The Year ME and its Managing Director, Ramzi Jalbout has been listed amongst the top 20 Lebanese entrepreneurs for 2012 by Executive Magazine.



Company Name	NetSila
Year of Establishment	2008
Contact Person	Hala Labaki
E-mail	info@netsila.com
Phone	+(961) 1 353 210
Website	www.netsila.com

Activity: E-Platform

Description: NetSila SAL was founded and incorporated in Lebanon in 2008. It is led by three entrepreneurs, who have gathered extensive work experience in multinationals and international organizations in the US, Europe and the Middle East. The company aims at facilitating the communication between internet users around high quality online content related to the Arab world. NetSila BETA launched shahiya.com, the leading social website on food in the Arab world. This website was launched in 2010 and has become the #1 cooking website in the MENA region with more than 1 million unique visitors per month. Shahiya received a Kafalat loan in 2011 for an undisclosed amount. It closed in September this year a first round of equity financing from Lebanese venture capital fund Middle East Venture Partners for an undisclosed amount.



Company Name	Presella
Year of Establishment	2012
Contact Person	Louay El Kadri
E-mail	info@presella.com
Phone	+(961) 70 488 170
Website	www.presella.com

Activity: Event Planning

Description: Presella is the ideal platform for promoters, musicians, artists, or anyone who wants to create events risk free. With Presella, you can start pre-selling a limited number of tickets before your event gets confirmed. This allows the event creator to know how popular your event will be and not spend a dime before your tickets start selling. The company received \$76,000 in funding at the "Seeqnce 2012 Accelerator Program's Grand Finale: Rise of the Startups." Presella also raised \$200,000 from Bank Al Mawarid and \$100,000 from angel investors and won second place at "Startup Demo Riyadh."



Company Name	Qi Juices
Year of Establishment	2012
Contact Person	Hana Alireza
E-mail	info@qijuices.com
Phone	+(961) 1 427 704
Website	www.qijuices.com

Activity: Food & Beverage

Description: Qi Juices is the first company in Lebanon to provide home delivery of raw, cold-pressed organic fruit and vegetable juices. Qi Juices provide 1, 3, and 5- Day Juice cleanses as well as a variety of healthy live juices, all freshly-pressed daily in their kitchen. The company took a Kafalat loan of \$114,000 and they also funded the remaining cost of the project themselves, putting in \$86,000 to reach their \$200,000 target. Qi Juices has been judged one of the best startups in Lebanon, at the final award ceremony of the 2013 "Bader Start Up Cup Business Competition."



Company Name	Sohati
Year of Establishment	2013
Contact Person	Elsa Aoun
E-mail	admin@sohati.com
Phone	+ (961) 3 963157
Website	www.sohati.com

Activity: Medical Portal

Description: Sohati.com is a medical and health portal in Arabic, aiming to provide Arab Internet users with trustworthy medical information. The website offers reliable and approved health-related articles and videos and relies on two business models: advertising and online consultations. It allows users to ask medical questions and get a doctor's response within 24 to 48 hours, anonymously, and for free. The website focuses on nutrition and taboo fields like sexology, dermatology, psychiatry, and gynecology, and options for a more user-friendly tone. Sohati is leaning towards advertisement and sponsorship to monetize their platform. On the ad side, selling banner space on the website on a cost per click or cost per impression basis would generate some revenue. As for sponsorship, Sohati are looking for partnerships with pharmaceutical companies, universities, insurance companies, and hospitals.



Company Name	Ubility Net
Year of Establishment	2012
Contact Person	Ziad Mabsout
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Phone	+ (961) 70 893 483
Website	www.ubilitynet.com

Activity: Internet Technology

Description: Ubility Net provides innovative end-to-end policy solutions for mobile operators; whose business expansion is affected by the quality of infrastructure. Ubility Net aims to produce a Wi-Fi network access controller that bills network usage based on a combination of the used application, quality of service, time and amount of data. Wi-Fi access controllers authenticate users, and control and bill their internet consumption. Ubility Net access controllers will ultimately allow internet operators to assign offers tailored to the requirements of every client. The company has been selected as one of the semi-finalist teams for MIT Enterprise Forum Arab Start-Up Competition for the Ideas Track in 2013.



Company Name	Viamobile
Year of Establishment	2010
Contact Person	Karim Khoury
E-mail	karim@viamobile.biz
Phone	+(961) 1 428 628
Website	www.viamobile.biz

Activity: Mobile Banking

Description: Viamobile provides mobile payment solutions using the most innovative technologies. The company makes it possible for banks and retailers to offer mobile money services to their clients by integrating their offering into user friendly platforms and building tailor made services that facilitate financial transactions. Viamobile has partnered with major financial institutions in Lebanon, as well as lead banks, telecom companies and retail stores such as Fransabank, Khoury Home, Alfa, and Touch, to provide the most advanced payment solutions.



Company Name	Wixel Studios Offshore
Year of Establishment	2008
Contact Person	Ziad Feghali
E-mail	contact@wixelstudios.com
Phone	+(961) 9 640 629
Website	www.wixelstudios.com

Activity: Mobile Gaming Application

Description: Wixel Studios creates games on Apple and Android operating systems for the Middle East and North Africa region. Wixel was one of the first companies to appear on the Lebanese gaming scene. The company will be releasing its first mobile game Abou Ahmad El Arabi (AAA) in November on both the app store and the android market. Previously, Wixel Studios created online games on their website and developed online flash games localized for the Arab audience, in addition to famous advergames, with Almaza and Master Chips among other clients, and edugames for the Lebanese Civil Defense and the European Union, among others. It has received investments from Berytech and Middle East Venture Partners (MEVP), which bought 37% of the company's shares. Co-founder Ms Reine Abbas won the WOW 2013 award for Artistic Expressions.
