

2022

# Startups Demo Day



BDD 1280

7/5/2022

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*You are cordially invited to Startups Demo Day 2022 of the Talal and Madiha Zein AUB Innovation Park on Tuesday, July 5, 2022, at 6:00 pm Beirut (GMT+3) at Beirut Digital District (BDD) 1280.*

**RSVP by June 22, 2022, midnight**

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## ABOUT THE TALAL AND MADIHA ZEIN AUB INNOVATION PARK

The [Talal and Madiha Zein AUB Innovation Park](#) (Zein AUB iPark) is a cross-disciplinary space for experiential learning and startup building at the heart of the startup ecosystem in Beirut. The Zein AUB iPark supports AUB community members seeking to develop **innovative ideas** into profitable and scalable **startups** by offering multidisciplinary programs to **Inspire, Enable, and Connect**.

The Zein AUB iPark helps entrepreneurs and innovators grow their ideas by:

- Incubating ideas
- Accelerating ventures
- Connecting innovators with industry specialists and mentors
- Linking startups with potential partners, talents, and investors

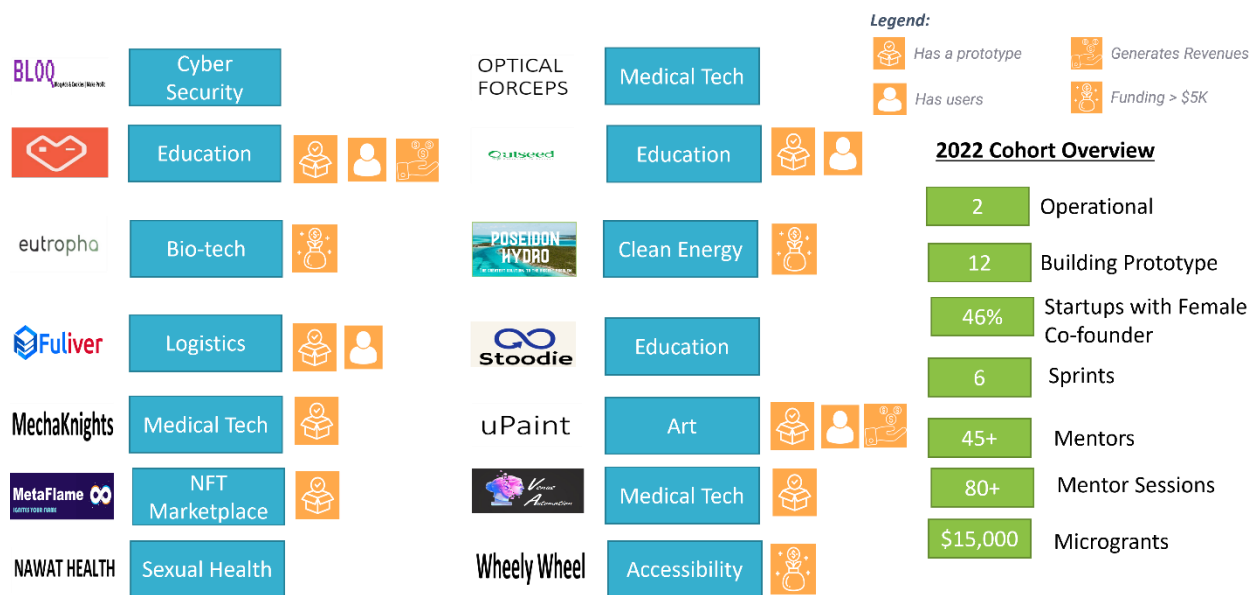
The incubation program has successfully graduated 22 startups that have secured around \$3 million in investment and have started generating revenues. This year's cohort consists of 14 startups at product development and growth stage (Information about the Zein AUB iPark startups is available at the Zein AUB [iPark website](#)).

In addition to the incubation program, the Zein AUB iPark offers cross-disciplinary capacity building programs and talent rally events to motivate innovation and trigger the entrepreneurial mindset to capitalize on the rich treasure of skills Lebanon enjoys. Examples of Zein AUB iPark initiatives include the President's Innovation Challenge, hackathons, experiential events, and meetups.



## ABOUT THE DEMO DAY

The current bundle of startups is ready for investment, so we are organizing an opportunity for them to meet representatives from industry and investor networks. Demo Day is one of the main channels used to materialize the Zein AUB iPark’s position as the “go-to-place” for startups to attract good investment and for investors to identify viable ideas, disruptive innovations, and promising talent. Below is a dashboard summarizing the 2022 cohort:



## Target Groups and Invitees

Demo Day primarily targets investors, investor networks, and industry leaders who run innovation programs and ecosystem partners. In addition, distinguished community members including mentors, consultants, and senior AUB leadership will be joining us.

The event will be “by invitation only” for both onsite and online attendees.

## Participating Startups

The 14 startups are on the march to evolve through their journeys; they are now ready for investment and will be participating in the Startups Demo Day. Details about the participating



startups are available at: Zein AUB [iPark Startup 2022 Catalogue](#). You will also find information in the appendix at the end of this document.

## Industries

Zein AUB iPark startups represent a wide range of industries divided in the following way:

- Cyber Security
- Education
- Bio-tech
- Logistics
- Medical Tech
- NFT Marketplace
- Sexual Health
- Clean Energy
- Art
- Accessibility and Physical Aid

## Format and Program

Tuesday, July 5, 2022 - 6:00-9:00 pm Beirut time at AUB BDD 1280.

The program will include pitches by the 14 startups, fireside chats and announcements. In addition, startups will be sitting in booths to meet one-on-one with investors and ecosystem partners.

Startups will mount the stage by order of stage and alphabetically, each will have 4 minutes pitch + 4 minutes Q&A each.

## Event Program

6:00 pm | Introduction by Host - Hani Haidar, Zein AUB iPark Programs Manager

6:05 pm | Welcome note - Dr. Yousif Asfour, AUB Chief Innovation and Transformation Officer

6:10 pm | Keynote – Dr. Fadlo Khuri, AUB President

6:15 pm | Startup pitches (2 startups) – Go to Market

6:35 pm | Startup pitches (2 startups) – Build & Accelerate Stage

6:50 pm | Mentors' 2 Cents

7:00 pm | Startup pitches (5 startups) – Build & Accelerate Stage

7:40 pm | Cohort 2020/2021: Then and Now!

7:45 pm | Startup pitches (5 startups) – Build & Accelerate Stage

8:25 pm | Closing remarks by Dr. Yousif Asfour

8:30 pm | Networking for onsite attendees



## APPENDIX

### INCUBATION PROGRAM 2022 COHORT

Startup Name	Description	Startup Characteristics							
		Industry	Has a Prototype?	Has Users?	Generates Revenues?	Got funding?	IP	# of Cofounders	# of Employees
<b>Go-To-Market</b>									
<b>CodeBrave</b>	A social enterprise providing online coding tutorials to children worldwide. We aim at financing our charitable arm, which offers vocational tech training to disadvantaged children in Lebanon.	Education	Yes	Yes	Yes	-	-	3	2+
<b>uPaint</b>	A painting solution that provides coded points on canvases for organizing your coloring method.	Art	Yes	Yes	Yes	-	-	2	0
<b>Build &amp; Accelerate</b>									
<b>Bloq (Safi)</b>	Block ads and cookies: Web extension allows users to bloq ads and cookies, or collect points in return of their data; Points are redeemable through online purchases or donations to partner NGOs.	Cyber Security	-	-	-	-	-	1	0
<b>Eutropha</b>	An bio-tech solution that cleans dairy waste water while creating animal feed in the process	Bio-tech	-	-	-	Yes	-	1	0



Startup Name	Description	Startup Characteristics							
		Industry	Has a Prototype?	Has Users?	Generates Revenues?	Got funding?	IP	# of Cofounders	# of Employees
<b>Nawat Health</b>	Women Health: A mobile application that brings evidence-based sexual and reproductive health and rights knowledge and online consultation services to sexually active women of the reproductive age in the MENA region, mainly those who are not capable of or feel reluctant to access the same services in person. The mobile application is designed using a women-centered and preventive approach that offers the women the knowledge and the agency to seek confidential, nonjudgmental and convenient SRHR counseling and consultations.	Sexual Health	-	-	-	-	-	2	0
<b>MechaKnights</b>	A portable smart/controlled pneumatic artificial muscle exoskeleton that helps stroke aftermath patients in their rehabilitation process, as well as facilitating the performance of their daily chores.	Medical Tech	Yes	-	-	-	-	4	0
<b>MetaFlame</b>	Metaflame is a project which aims to keep the memories, experiences, and intellects of a deceased human being through a customizable virtual 3D rooms, in the Metaverse, that we can interact with after his/her death.	NFT Marketplace	Yes	-	-	-	-	4	15



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<b>Optical Forceps</b>	Surgical instrument: I am an otolaryngologist head and neck surgeon and I developed a surgical instrument that is ver useful in our domain. I got the full patent and I need to develop and market the instrument.	Medical Tech	-	-	-	-	Yes	1	1
<b>Outseed</b>	IT services: Bring top experts from Lebanese IT industries (we have many) and lead a team of AUB fresh graduates or students (to pay their tuition fees) remotely to support large companies in countries within Africa and the middle east. Moreover, We use our connections with Lebanese companies and international enterprises to outseed our brilliant talents to help large organizations overcome IT problems and failure they are already facing.	Education	Yes	Yes	-	-	-	1	2
<b>Poseidon Hydro</b>	A clean tech water-energy solution that is more efficient than wind or solar.	Clean Energy	-	-	-	Yes	-	1	6
<b>Stoodie</b>	Job Shadowing: Stoodie is a platform that connects students with professionals - so students can shadow jobs, and match their career expectations with career outcomes	Education	-	-	-	-	-	3	0



Startup Name	Description	Startup Characteristics							
		Industry	Has a Prototype?	Has Users?	Generates Revenues?	Got funding?	IP	# of Cofounders	# of Employees
<b>Venus Automation</b>	An Autonomous prosthetic hand that makes the lives of people without upper limbs easier.	Medical Tech	Yes	-	-	-	-	2	0
<b>Fuliver</b>	a logistics solution that allows users to store their inventory in foreign warehouses for efficient and easy last mile delivery	Logistics	Yes	Yes	-	-	-	2	0
<b>Wheely Wheel</b>	Accessibility solution: Wheely wheel is a map that caters for a space customizable to each person's disability type(s). It displays rankings of places on a spectrum that ranges from anti-wheely (least accessible) to super wheely (highly accessible).	Accessibility	-	-	-	Yes	-	2	0

