

The FutureList

Sakneen

Innovation Memo

Innovation In Words








A note from the Founder of Sakneen, Ramy Khorshed:

We're a real estate technology company looking to bring transparency to one of the largest industries in Egypt.

Sakneen

Executive Summary

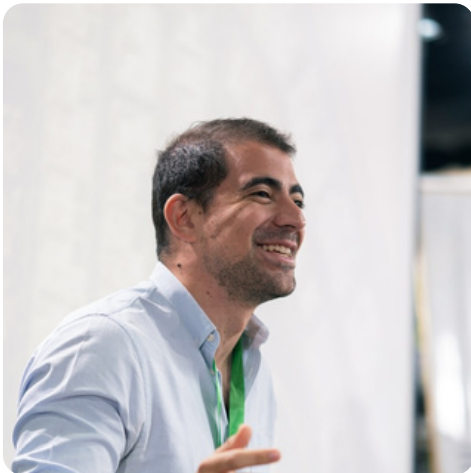
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PropTech
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SalesTech
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sakneen.com
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USD 1,250,000
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2019

Sakneen is a property sales technology company, based in Cairo, Egypt, that offers users a platform to sell and close transactions from anywhere and at any time. Their online platform aims to streamline property transactions.

Sakneen, operating in a competitive sector, confronts a series of challenges alongside promising avenues for growth and innovation. Amidst fierce market competition, maintaining a distinct market presence requires Sakneen to continuously innovate and differentiate its offerings. Technological risks loom as the platform heavily relies on advanced systems, necessitating stringent security measures to safeguard user data and ensure platform integrity.

Furthermore, regulatory compliance poses an ongoing concern, demanding Sakneen's vigilance in adapting to evolving legal requirements. Economic volatility adds another layer of complexity, requiring the company to remain agile and resilient in navigating fluctuations within the real estate market.

However, within these challenges lie significant opportunities for Sakneen to thrive and expand its reach. Market expansion, both domestically and internationally, offers avenues for growth, with diversification into new geographic regions mitigating risks associated with market saturation. Embracing technological innovation stands as a cornerstone for Sakneen's success, enabling the enhancement of platform features and user experience through the integration of cutting-edge technologies like artificial intelligence and blockchain. Moreover, a sustainability focus presents an opportunity for Sakneen to differentiate itself by promoting eco-friendly properties and practices, catering to socially conscious users. By prioritizing user engagement, loyalty, and community-building initiatives, Sakneen can strengthen its position in the market and capitalize on emerging opportunities for sustained growth and leadership in the real estate technology industry.



Ramy Khorshed
Co-Founder and CEO

Ramy has a background in economics, information science, and full stack web development. Ramy's commitment has earned Sakneen recognition, including winning an EEA award for best company in the real estate category.



Hussein El Kheshen
Co-Founder and CTO

Hussein has a background in computer science and economics. Hussein has been described as a world-class founder with the right skill sets and domain expertise.

Innovation Spotlight

Tech Innovation:

- **Core Functionality:** Sakneen provides digital sales tools for real estate developers to stay updated on inventory, payment plans, and deliver a world-class sales experience to customers. Some of the features they have include: inventory management, property management, and instant offer generation.
- **Design & User Experience:** Sakneen's product is built to help sales representatives do their jobs more effectively. Every interaction is simplified and every non-essential element removed, to facilitate the greatest possible ease and speed of use.
- **Performance Metrics:** The team is focused on optimising clicks to access inventory and reducing the number of distinct screens, creating a streamlined experience that enables users to swiftly access essential information.
- **Integration:** Sakneen can function both as a standalone system or as an integrated solution that ties together a client's CRM or ERP into a front-end consumer-facing application. In addition, they've integrated with a third-party payments aggregator to enable online payments. They partner with real estate developers and brokerage firms to develop digital capabilities and offerings for both sellers and buyers.
- **Safety & Compliance:** For safety, Sakneen chooses global-standard cloud providers and integrates with best-in-class providers for sensitive data such as that of payments facilitation.
- **Scalability of Innovation:** As Sakneen progresses, its technological evolution will be shaped by strategic vision, market demands, and competition. With ongoing development efforts focusing on new features and products, Sakneen's tech team remains proactive in shaping the platform's future trajectory and reinforcing its relevance in the dynamic real estate landscape.

Business Model Innovation:

- **B2B:** Subscription-based SaaS for Real Estate Developers, Brokers, Agents

Market Impact & Future Outlook

When it comes to their market influence, Sakneen is currently expanding in the Egyptian market in the residential space with a number of products prepared across new verticals covering: brokerages, rental markets, commercial/retail markets, and finally asset managers.

As for the company's future outlook, Sakneen's potential significance in the larger industry context lies in its commitment to leveraging technology to enhance the real estate experience:

- **Digital Transformation:** Sakneen operates in the proptech sector, contributing to the ongoing digital transformation of the real estate industry. By offering an online platform for inventory and property management, it aligns with the growing trend of digitization in the property market.
- **Market Accessibility:** Sakneen's digital platform may provide increased accessibility to a broader audience of potential property buyers and sellers. This can contribute to market efficiency and facilitate transactions for individuals who prefer the convenience of online platforms.

- **Innovation and User Experience:** The significance of Sakneen may be attributed to its emphasis on innovation and user experience. Real estate platforms that successfully integrate user-friendly interfaces, advanced technologies, and innovative features can stand out in the competitive landscape.
- **Global and Local Impact:** Sakneen's impact may extend beyond Egypt, potentially influencing how real estate transactions are conducted globally. It could contribute to shaping industry standards and practices, especially if it introduces novel approaches or technologies.
- **Adaptability to Trends:** The real estate industry is evolving, with trends such as virtual property tours, data analytics, and sustainability gaining prominence. Sakneen's potential significance lies in its ability to adapt and integrate these trends, staying relevant and competitive in a dynamic market.

It's important to note that the real estate market is influenced by various external factors, and predicting future developments with certainty is challenging. Sakneen's success and influence would depend on its execution of strategies, how well they adapt to emerging trends, technological advancements, and market dynamics such as user adoption and market penetration.

Societal & Environmental Impact

Some potential ways in which Sakneen could likely impact society and the environment are:

- **Increased Affordability:** By facilitating transparent transactions, Sakneen might contribute to a more competitive market, which could impact property pricing and potentially improve affordability.
- **Community Engagement and Well-Being:** If Sakneen incorporates community features or information about local amenities, it could contribute to community engagement and residents' well-being by providing comprehensive neighborhood insights. Access to such information such as pricing and valuation can influence homebuyers' decisions and enhance their overall satisfaction with their chosen living environment.
- **Sustainability Initiatives:** If Sakneen promotes sustainable and eco-friendly properties, it could influence the real estate market toward more environmentally conscious practices. Information about energy-efficient features, green certifications, and sustainable design could encourage developers to adopt more eco-friendly practices.
- **Technology Adoption and Innovation:** Their integration of innovative technologies (such as virtual tours and augmented reality) could enhance user experiences, making property sales experience more efficient and engaging.
- **Reduction of Paper Usage:** By digitizing many aspects of the real estate transaction process, Sakneen can contribute to a reduction in paper usage. Digital contracts, documentation, and transactions can have positive environmental implications by minimizing the need for physical paperwork.
- **Improved Transparency and Trust:** Sakneen's emphasis on a streamlined experience and access to key information can contribute to improved transparency in real estate transactions. Increased transparency may enhance trust in the real estate market, benefiting both buyers and sellers.

Potential Funding & Partnership

Opportunities

Seeking investment from VC firms particularly interested in Sakneen's innovative approach to transparent property transactions can provide the company with the financial resources needed to scale its operations, and expand its market reach in Egypt.

By continuing to partner with real estate developers, Sakneen can enhance the user experience and streamline the property sales process.

Sakneen can leverage a combination of funding sources and strategic partnerships to support its growth objectives, enhance its platform offerings, and solidify its position in the real estate technology market. Evaluating each opportunity carefully and aligning with Sakneen's long-term vision and objectives will be key to maximising the benefits of these partnerships and funding arrangements.

Potential Roadblocks & Risks

Some potential challenges and mitigation strategies that could be relevant include:

Market Competition:

- **Challenge:** Intense competition from other real estate platforms.
- **Mitigation:** Continuously innovate and enhance platform features. Establish partnerships with real estate agencies or developers. Focus on unique value propositions, such as advanced technology integration or exceptional user experience.

Regulatory Changes:

- **Challenge:** Changes in real estate regulations or legal requirements.
- **Mitigation:** Maintain a legal team to monitor regulatory changes. Ensure compliance with existing and upcoming real estate laws. Establish communication channels with regulatory bodies. Adapt quickly to any legal changes by updating policies and procedures accordingly.

Dependency on Third-Party Services:

- **Challenge:** Reliance on external services for certain functionalities.
- **Mitigation:** Diversify dependencies where possible. Have contingency plans for service interruptions. Periodically evaluate the performance and reliability of third-party services. Consider building in-house solutions for critical functions.

User Adoption and Retention:

- **Challenge:** Difficulty in attracting and retaining users.
- **Mitigation:** Invest in marketing and user acquisition strategies. Focus on creating a positive user experience. Gather user feedback and continuously improve the platform based on customer insights. Implement loyalty programs or incentives for repeat users.

It's important for Sakneen to conduct a thorough risk assessment based on its specific business model, market, and operational context. Regularly reviewing and updating risk mitigation strategies is crucial to ensuring the long-term success and resilience of the platform.

Conclusion

Sakneen, as a real estate platform, has the potential to revolutionize property transactions through its digital platform. By leveraging technology, Sakneen may streamline and simplify the real estate process, making it more accessible and efficient for users.

The company's emphasis on a digital platform signifies its role in the ongoing digital transformation of the real estate industry. In the larger context, proptech innovations contribute to modernizing traditional real estate practices. If Sakneen expands its reach beyond local markets, it may have a global impact by shaping how real estate transactions are conducted on an international scale. This could influence industry practices and standards worldwide.

Innovation In View

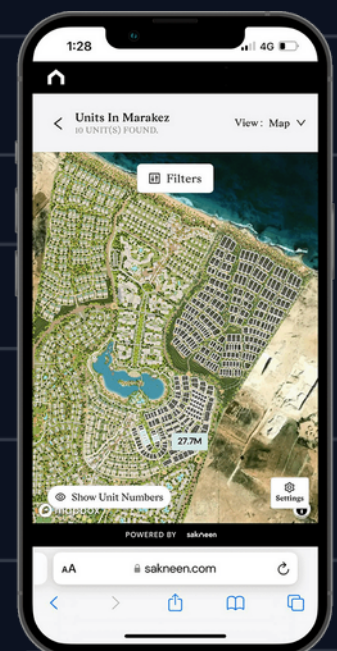
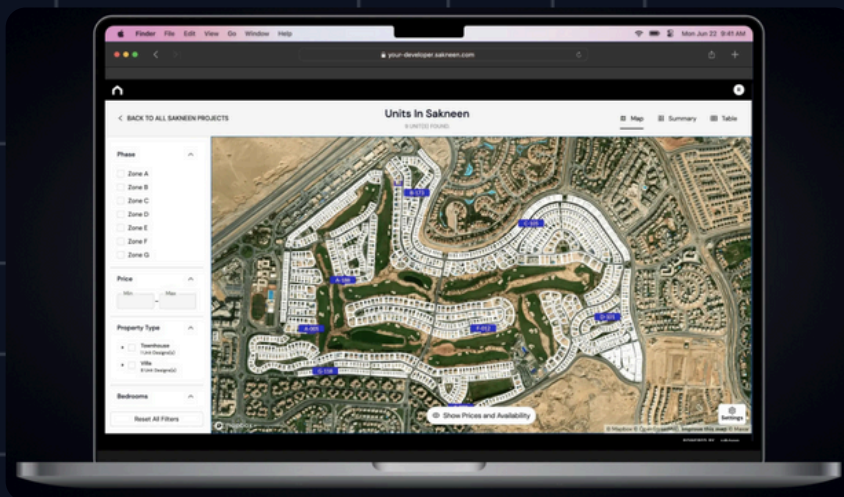
How **Sakneen** brings innovation to life

Software-as-a-Service

Sakneen provides digital sales tools for real estate developers to stay updated on inventory, payment plans, and deliver a world-class sales experience to customers.

Some of the features they have include:

- **Inventory Management** - Users can manage all the units in their developments on the platform
- **Property Management** - Users have the ability to explore units listed on the platform using various filters. They can navigate through different options and refine their search by property type, location, price range, and more.
- **Instant Offer Generation** - Tailoring brochures and payment plans to individual customers, and seamlessly logging this information into the user's CRM system, enables quick generation of offers with just one click.



Contributors

The FutureList

Lucy Kinyua
Research Analyst

Eric Kamande
Research Specialist

Sakneen

Ramy Khorshed
Co-Founder & CEO

The FutureList



Notes on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally



Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.



Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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