

The FutureList

Kemitt

Innovation Memo

Innovation In Words





A note from the Founder of Kemitt, Mahmoud Fouad;


We've already seen a significant impact, with many manufacturers relying on us to reach customers directly, increasing their margins instead of dealing with traditional brands and showrooms.


Kemitt


Executive Summary

- 
Supply Chain

- 
Furniture

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kemitt.com

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Undisclosed

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2018

Kemitt is an Egyptian online furniture marketplace revolutionizing the furniture sector in Egypt and Saudi Arabia, connecting customers directly with manufacturers for high-quality, affordable pieces, disrupting traditional brands and showrooms. The company’s mission is to make customized, quality furniture easily accessible and affordable for everyone.

Kemitt operates in a dynamic and fragmented industry characterised by diverse customer preferences and logistical challenges. To navigate these complexities, the company remains committed to innovation, continually differentiating its offerings while upholding high standards in service and product quality.

Having recognized the under-digitization of Egypt's furniture market and the gap between consumer demand and available offerings, Kemitt embarked on a transformative journey to revolutionize the furniture supply chain from design to delivery. The company has significant opportunities to grow and lead the furniture market in Egypt and beyond by providing a unique and convenient shopping experience that caters to different tastes, budgets, and spaces and by forging strategic partnerships with local and international stakeholders across the region.



Mahmoud Fouad

Co-Founder & CEO

Mahmoud has a Bachelor of Architecture from Cairo University and has been instrumental in refurbishing Egypt’s furniture marketplace through technology. His career includes roles as Technical Office Manager at Saudi Binladin Group and Architect at MEDAD Consultant Engineers. He is a proponent of digital transformation in the furniture industry and has been featured for his insights on the subject.



Mohamed Hedayat

Co-Founder & Managing Director

Hedayat is an architect who transitioned into entrepreneurship. His journey began at Cairo University, where he earned a Bachelor of Architecture. He co-founded Shagara, an initiative dedicated to environmental awareness and sustainable solutions, which he continues to support. Professionally, Mohamed has contributed significantly to the architectural field, including roles at Federal Engineering Consultants & Project Management and MEDAD.



Mohamed Rashwan

Co-Founder & COO

Rashwan holds a Bachelor of Engineering in Architecture from Cairo University. Before his current role, he founded TAKWEEN, an architecture and interior design studio in Egypt, and has worked with various architectural and construction firms across Egypt, Saudi Arabia, and Kuwait. His experience includes positions at Khattab for Architecture and Construction and Al Qouds Consultants, contributing to his expertise in the field.

Innovation Spotlight

a) Core Functionality/Features:

B2C Marketplace:

- **Seamless Shopping Experience:** Facilitates browsing, customization, payments, and fulfillment for furniture and home goods.
- **Personalization:** Provides personalized recommendations and offers a diverse product range tailored to customer preferences.
- **Mobile Accessibility:** Mobile application enables convenient on-the-go shopping, while real-time order tracking enhances transparency. It is available for android, iOS and Huawei devices.
- **Inventory and Delivery Management:** Ensures stock availability and efficient deliveries through robust inventory and delivery management systems.
- **Data Analytics:** Utilizes advanced data analytics to gain customer insights, driving continuous improvement in service and product offerings.

B2B Marketplace:

- **Centralized Hub:** Connects manufacturers, suppliers, businesses, and micro-financing leaders in a single platform.
- **Extensive Supplier Network:** Offers access to over 400 suppliers and thousands of furniture, home accessories, and raw materials, simplifying the procurement process for businesses.
- **Quotation Management:** Enables businesses to browse, discover, and request quotations within the platform, with comprehensive quotations, including prices and timeframes, provided within 48 hours.
- **Financial Solutions:** Offers various financial solutions and payment options, including installment plans, to ensure flexibility and accessibility for businesses.
- **Digitization of Supply Chain:** Digitizes the entire furniture supply chain from design to delivery, empowering manufacturers and granting businesses access to a wide range of products.

b) Design & User Experience:

KemittDesign: Allows customers to take a quick design quiz to find out their style, and answer a few questions to find themselves matched with their perfect designers. From there, the designer guides them through the journey of creating a space they love based on their design style and budget.

Safety & Compliance

Kemitt's integration with furniture manufacturers and designers follows a curated process, distinct from an open platform. The company has a vendor selection and scoring systems that carefully reviews each potential partner, conducting assessments on capacity, quality history, pre-qualifications, internal operational processes, and collection and pricing. This thorough evaluation is designed to uphold a high standard of quality and reliability across the platform. Upon approval, partners gain access to the seller portal, allowing them to showcase their products. This approach ensures a diverse and premium selection for customers, contributing to a curated and elevated shopping experience.

Innovation in Business Model

- **Marketplace Model:** Kemitt operates as a marketplace, connecting sellers directly with buyers, eliminating the need for expensive physical stores and middlemen. This model allows Kemitt to offer competitive prices and a wider selection of products compared to traditional retailers.
- **Variety and Choice:** They offer a wide range of furniture options from various sellers, allowing customers to explore and compare products from different brands and styles all in one place. This provides a level of variety and choice not typically available in traditional brick-and-mortar stores.
- **B2C and B2B Services:** Kemitt offers both B2C and B2B services to cater to individual customers and businesses, which differentiates it from other online furniture platforms. B2C service serves individual customers, while B2B service caters to businesses such as hotels, offices, and restaurants requiring large-scale furniture solutions. The B2B service includes value-added services such as design consultation, project management, and installation services, enhancing the overall customer experience.

Integrations & Partnerships

Payment Integrations:

- Utilizes various payment channels and options for seamless transactions.
- Offers installment financing through third-party providers including ValU, Sympl, Souhoola, Visa, Contact, and Aman.

Partnerships for Operational Efficiency:

- Collaborations with logistics partners ensure efficient delivery processes.
- Partnerships with manufacturers for private labels enhance product offerings.
- Integration with telecom companies' loyalty programs expands customer reach.
- Collaborations with prop-tech startups bring innovative solutions for inventory management.

Future Partnerships:

- Kemitt aims to partner with interior design firms, home decor influencers, and e-commerce platforms to enhance customer experience and further expand reach.

Societal Impact

Kemitt empowers local manufacturers and designers to reach more customers and grow their businesses. The company provides digital tools and capabilities for SMEs to showcase their products, manage their inventory, and access new markets. They also support local production and employment, as well as preserves local craftsmanship and culture.

Market Impact & Future Outlook

Current scale & reach:

- The platform boasts an extensive selection of over 30,000 SKUs from 400+ suppliers, offering on-demand manufacturing and doorstep delivery within 7-12 days, all while providing a seamless, fully digitized shopping experience. They operate in Egypt.
- By offering a more personalized and convenient shopping experience, Kemitt is challenging traditional retail models and paving the way for a more efficient and customer-centric approach to furniture shopping.

Future Outlook

- **Expansion:** Over the next 3-5 years, Kemitt aims to strengthen its position as a leading online furniture marketplace in the Middle East, starting with its launch in Saudi Arabia in Q1 2024, followed by expansion into other GCC countries. The expansion strategy is driven by the significant opportunities in these markets, which share similar demographics and consumer behaviours to Egypt. By focusing on localization and adapting their platform to meet local needs, they aim to replicate the success in Egypt and establish Kemitt as a leading online furniture marketplace in the region.
- **Product Enhancement:** During the expansion, the company will enhance their platform with AI and machine learning for better product recommendations and pricing strategies. Additionally, they are exploring AR and VR technologies to improve the shopping experience.
- They also plan to invest in logistics for faster delivery.

Potential Roadblocks & Risks

Logistics:

Logistical challenges in managing manufacturing, inventory, and last-mile delivery operations, particularly with bulky items logistics and installation. Coordinating the delivery and installation of large furniture pieces poses challenges in terms of transportation, handling, and ensuring timely and safe installation in customers' homes. To overcome these challenges, Kemitt has implemented several strategies, such as leveraging the existing logistics networks of its vendors, partnering with reliable logistics companies that specialize in handling and transporting large furniture pieces, and training its delivery and installation teams.

Regulations:

Regulatory challenges in complying with different laws and standards across different markets, such as data protection, consumer protection, taxation, and customs. These regulations may vary or change over time, affecting Kemitt's operations and expansion. To address this challenge, Kemitt needs to stay updated and informed on the relevant regulations and standards in each market, as well as seek legal advice and assistance when necessary.

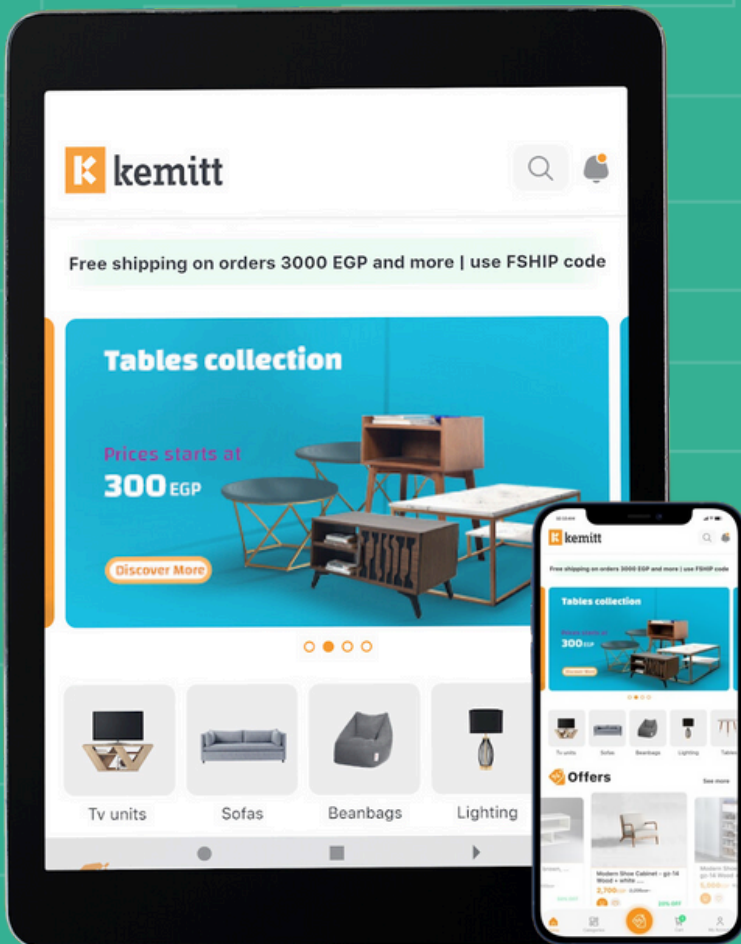
Conclusion

What is exciting about the future of platforms like Kemitt is their ability to disrupt traditional retail. Kemitt has emerged as a transformative force within Egypt's furniture landscape, bridging the supply chain gap with technology. By offering a more personalized and convenient shopping experience, the company is challenging traditional retail models and paving the way for a more efficient and customer-centric approach to furniture shopping. They are streamlining the customer-manufacturer links, fostering a dynamic digital marketplace, and empowering businesses and consumers alike to easily access high-quality, customized furnishings.

Being a pioneer in digitizing a traditional industry, Kemitt signifies the immense opportunities that lie in revamping the inherent informal sectors through technology and customer-centricity. The company's expansion across the Middle East reinforces its mission to revolutionize furniture retail and set new standards for convenience and personalization across the region.

Innovation In View

How **Kemitt** brings innovation to life



1. Choose a Product
2. Customize it (*Mix and match between different colors, patterns, and sizes.*)
3. Confirm the Order
4. Manufacturing Process (*Kemitt sends production drawings to local manufacturers.*)
5. Delivery

Contributors

The FutureList

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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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