



Let us pave the way.

seedgroup.com

When there is a Window of Opportunity...





Think Outside *the* Box



...while focusing on the **BIG** picture.

Seed Group is a diversified group of companies owned by the Private Office of **Sheikh Saeed bin Ahmed Al Maktoum**, a member of the royal family of Dubai.



With unrivalled business connections, we foster strategic partnerships at the **highest level**, helping your business to excel.



What We Do

Investments



Strategic
Partnerships

Business
Development

What We Do

Leveraging the wealth of expertise of the Private Office management team, we invest and partner with leading innovative global companies across a diverse portfolio of industries.

After identifying potential partners, we present these before an Executive Committee for approval. If successful, Senior Managers within the International Ventures team will analyze the product/service to best determine how we can accelerate success in the Middle East.

The work we do for our partners range from sponsorship to long-term strategic partnerships, which include our expertise in market research, coaching, discovery and cultural workshops, and successful meeting preparation.



How We Do It

Strategic Partnerships

As experts in business across MENA, we cultivate long-term business connections for all our partners.

Sponsorship

Supporting businesses through sponsorship includes exclusive access to local and global partners, governmental assistance, business incorporation and licencing, and residential visas.

Investments

Augmented Diverse Portfolio.

Market Research

Data Gathering and Analysis.

Business Development

From educating on regional business procedures, supporting new tenders and joint ventures to co-investments, and private-public partnerships, we excel in developing business.

Reaching Decision Makers

Accelerate your business using our excellent business.



Discovery Meetings

Showcase your product/service to prospective clients to find the right fit.

Coaching

Understand the GCC business culture, adjust strategy, and prepare for meetings effectively.

Workshops

Understand how your product/service benefits the local market and design a robust go-to-market strategy.

Marketing & Branding Support

Tailor your offering to the Middle Eastern market.

Recruitment

Secure a highly professional local team through our extensive, complex human resources provision.

Others

Mediation, Legal Advisory, and Office Space.



Our Origins

Seed Group was founded in 2004 to realise the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the UAE, and ruler of the Emirate of Dubai, and facilitate Dubai's rapid growth from a small trading port to the Mega Metropolis that it is today.

One of the biggest challenges companies face in the Middle East is how to reach target markets effectively and with ease. With our local expertise and business acumen, we saw the potential of mentoring our partners. By navigating them through deals and providing strategy design, training and workshops to gain a competitive edge, our partners began to lead their respective markets in the UAE.



Our Metropolitan City

With a flexible approach to business and a commitment to long-term economic growth, Dubai is recognised as the commercial capital of the Middle East.

We are global leaders in technological innovation and sustainability programs, recognising potential in emerging sectors such as FinTech and AI. Taking the initiative, we even created a dedicated 'UAE Minister of State for AI'.



Our Mission

Our aim is to grow innovative companies so they can emerge, scale up, and make the world a better place.

We carefully select partners who align with this vision; focusing on market demand, current trends, and scalability. Our vast network cultivates contacts in almost every industry and, with a dedicated team to train, coach, and develop everyone from CEOs to sales teams, we offer a unique advantage to businesses entering the MENA market.

As the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, it is our mission to form prestigious partnerships and invest in leading global companies which support the progressive vision of the UAE.



Our Strategy

Every company strategy is individual, so we take a tailored approach to our partnerships.

Diversity is key and we operate across many sectors including healthcare, data analysis, artificial intelligence, smart security, and renewable energy initiatives.

We enter both revenue sharing and investment agreements for companies seeking everything from simple sponsorship, those pitching for a specific tender, to long-term, strategic partnerships across the MENA region.



Our Future

Selling a unique product or service and having the ability to reach target audiences effectively is a universal challenge.

Over the next three years, we plan to secure Seed offices in four new countries, expanding out from the Middle East to Asia. Over the next decade, we aim to operate in 23 countries worldwide. With branches from Sydney to Silicon Valley, we will use our combined business knowledge and unrivalled connections to help our partners excel.



Our Strategic Partnerships

The Middle East is a 'relationship-based' marketplace. It is therefore imperative not only to have access to the right decision-makers, but also to be well prepared to enter the market.

Our reputation, trust, and credibility, coupled with the family name we represent, affords your business the highest opportunity to succeed.

We are not here to simply open the right doors; we are with you every step of the way.

Working with a Royal family office fosters strategic connections at the highest level, giving our partners access to the right decision-makers.



Today, Seed Group has:

36 Successful
Partnerships

76 Global
Investments

14 International
Offices



Our Partners



beaconsmind™

REVIVER



NT



TravelFlan



MAD
MAD STREET DER



SERVION



vivi



village
make everywhere home



SYNERISE



MIR

neXXiot

Stark



TRAMIGO™

wyzetalk



Our Investments



Our Investments

MEDUMO



nomiku



OneLocal

OSARO



Portfolium



QuitGenius



senseware

smartup



SNAP STYLE



STOWAWAY

SUPR



SYNTHEGO

TARA



TRUOPTIK



WONDER

YOSHI

lightyear.io

TAMARA MELLON



Senior Leadership & Advisory Team

Senior Leadership Team



Hisham Al Gurg
CEO & Co-Founder

With over 18 years of experience in setting up and running new ventures in the MENA region, Mr Al Gurg is a pioneer in the region for his visionary approach, high profile networking, and for concluding and managing large regional projects and investments worth more than 1.06 Billion USD. He is a published author and a public speaker on the topic of conducting mega transactions with governments and large corporates.



Christian Aoun
Director of Strategic Partnerships

Christian has 22 years of hands-on experience in the start-up and business world, having sustained long-term success in driving revenue and EBITDA growth. He has a proven track record in Data Centers & Managed Services, analysing the needs of any organization and identifying deficiencies and potential opportunities while developing innovative and effective strategies.



Avinash Mansabdar
Finance Director

Avinash Mansabdar is a fellow of “The Chartered Institute of Management Accountants” and an MBA degree holder in Finance, with over two decades of Gulf experience in FMCG-MNCs like Unilever, A&E, and Cracknell, and an annual turnover of \$1.7 billion. At Seed Group, he supports and manages the financial expectations and investment needs of partners and conducts feasibility studies for them.



Pascal Warnebold
Marketing Manager

With marketing management experience of over a decade with several multinational companies in the technology sector, Pascal possesses a proven track record in marketing strategy development and communication management in addition to integrated marketing acumen. At Seed Group, he oversees the marketing department and develops and implements marketing and communication strategies in line with the company’s overall strategic goals.



Suheil Rabeh
Director - Compliance & Government Relations

Suheil is the Director of Compliance and Government Relations at The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum. With over 15 years of experience in the UAE dealing with Governmental and Legislation bodies, Suheil has collected a huge amount of knowledge and understanding of the Governmental Systems with a big network in different local and federal authorities.



Senior Leadership Team



Deepty Bhrany

**Human Resources
Advisor**

Deepty has over 18 years of experience managing a multicultural workforce of 22 nationalities, including blue-collar employees from various industries in India, the Middle East, and North America. She is well-versed in UAE labor law and regulations, and she specializes in improving HR processes to increase department efficiency and developing in-house training programs that resulted in employee development.



Nailah Ayas

Finance Manager

Nailah Ayas has over 18 years of UAE experience in Financial Accounting & Analysis with a Bachelors in advance Financial Accounting and Taxation from the University of Bangalore India. Nailah currently heads the financial department of Seed Mena Businessmen Services LLC since March 2016.



Board of Executive & Advisory Team



**Abdul Wahab
Al-Halabi**

**Financial & Investment
Advisor**

With over 23 years of experience in the fields of executive management, Mr Al-Halabi is involved in the REIT industry in the region. Before that, he was the Group Chief Investment Officer of Meraas Holding, the Chief Executive Officer of Dubai Properties, and Chairman of DXB Entertainments. He also held senior positions within the Dubai Holding Group.



Ihab Elkhaili

**Technology & Telecom
Advisor**

With more than 20 years of experience in technology-driven Commercial Operations Management, Business Development, Strategy and Planning, he generated multi-million-dollar revenue across several verticals of Wireless Telecommunications, Semiconductors Industry & Adjacent Verticals (VAS, Telecom Products Distribution & Retail, Mobile Computing, IoT, AI, AR / VR, Automotive, Healthcare, Smart Cities).



Peter Gray

Legal Advisor

Peter is an experienced lawyer and adviser. With almost two decades' experience in resolving complex disputes and advising on white-collar crime matters, Peter is also frequently asked to advise on non-contentious matters. Of particular note, Peter is currently involved in assisting with projects in several sectors across Africa. After graduating from the University of Cambridge, Peter trained at the Bar. In 2000 he commenced his practising career at LeBoeuf Lamb in the City of London.



Ted Howard

**Leisure & Entertainment
Advisor**

With more than 25 years of experience in marketing and business development, Ted develops strategic partnerships for a range of companies from small businesses to Fortune 500 companies, including the Charoen Pokphand Group®, to expand their global presence particularly in the MENA markets. His expertise includes building multicultural corporate relationships and leading marketing campaigns.



Khaled Kaawar

**Real Estate & Hospitality
Advisor**

Khaled has served as a professional in the hospitality industry for over 28 years. With work experience in both the US and GCC, Khaled has launched several businesses as well as elevated various business models by delivering a richer level of service focused on providing quality and a genuine approach to the work environment and hence impacting all his stakeholders in a positive manner.



Board of Executive & Advisory Team



Avsar Koc

**Hospitality & Tourist
Advisor**

Avsar Koc is a commercial and hotel operations specialist as well as a brand strategist who orchestrated to launch multiple hotel brands globally. He oversees all operational and commercial aspects of five Blazon Hotels with an additional nine new properties and spearheaded Kempinski Hotels India, Middle East & Africa commercial operations with annual revenues crossing EUR 420 million.



Andrea Raimondi

**International Expansion &
Legal Advisor**

Andrea is a partner of R&P Consulting, an Italian advisory boutique that specializes in cross-border business development and asset protection based in Europe, Asia, and the South Pacific. With more than 20 years of experience in cross-border business development and internationalization projects for Italian companies, he is also specialized in family business advisory and family office services across various industries.



Karl Ibrahim

Creative Advisor

With over 20 years of experience, Karl is a Globally experienced Creative Director specialising in branding, UX & prototyping wireframing, digital design, corporate identity and print in the luxury market. He has been Responsible for designing, launching & producing more than 20 magazines to date; across the luxury lifestyle, fashion, contract publishing & B2B sectors. He has worked across magazines such as The Rake, Revolution etc along with contract publishing like Nikki Beach, The Galleria, Choithrams and more.



Rachel Dowes

**Branding & Marketing
Advisor**

With 20 years of experience, Rachel specializes in strategic brand creation and management, developing brand and experience strategies across Europe, Asia, United States, Russia, and the Middle East. She is the owner of RH Consulting and the Founder of Beyond Wellness. Rachel has developed strategies for Virgin, Adidas, P&G, and Harrods, and partnered with Dubai Airports, Qatar Airways, Etisalat and Bee'ah.



Tariq Sanad

Finance Advisor

Tariq Sanad is the Chief Financial Officer of Fetchr, with over 17 years of experience building and leading finance teams in global companies that operate at scale and complexity. Before joining Fetchr, Tariq, as CMO and VP-Finance at Careem, played a pivotal role in scaling Careem from a growing start-up to the multibillion-dollar company it is today.



Board of Executive & Advisory Team



George Eapen
Cyber Security Advisor

George has over 16 years of global experience in a variety of industries, including healthcare, oil and gas, and digital, among others (Software development, Quality, Auditing, Infrastructure, Operations & Cyber Security). He is a Global Board of Advisor for IBM Security, and currently the Group CIO for Petrofac, one of the world's largest O&G EPC companies with 12000 employees and a \$5 billion annual revenue in 2019.



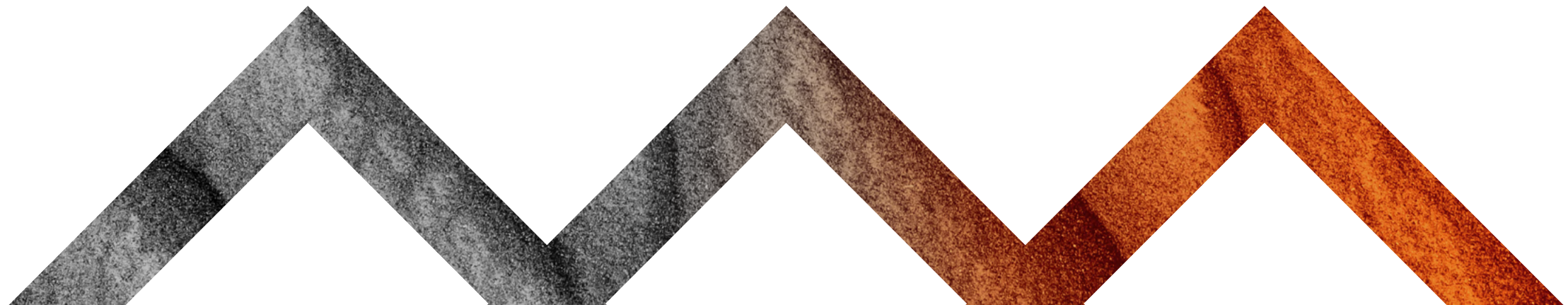
Najlaa Ahmed Al Mutawwa
Business Development Advisor

Najlaa Ahmed Al Mutawwa is the co-founder of Catalyst Capital Advisors LLC, a private investment & management advisory firm, and the founder of Seventh Dimension E-Global, a software development and system integrator company. She is a business advisor for one of the largest international IT companies, Tata Consultancy Services, and is on the board of the Emirates Businesswomen Council for over 12 years.





If what you offer contributes to the expanding world of innovation and can help shape the future, we want to hear from you. It all starts [here](#)!





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A photograph of a desert landscape featuring sand dunes. A road, visible as a dark line with white dashed markings, winds through the dunes. The lighting creates strong shadows, emphasizing the texture of the sand. The text "The road to success has many road blocks..." is overlaid in white on the lower right portion of the image.

The road to success has
many road blocks...

...we don't use roads.

