

Seed Group welcomes Singapore-based AGL as new strategic partner in pursuit of digital excellence



From left to right: Nisha Agrawal, Founder, CEO, and Digital Product Strategist of AGL; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum; Nidhi Agrawal, Senior Consultant of AGL

Dubai, United Arab Emirates, Singapore—26 September 2023—Seed Group, a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has announced a strategic partnership with AGL – Adapt. Grow. Lead., a leading digital product design and innovation consultancy specialising in design-led innovation for large corporates, startups, and scale-ups. This collaboration aims to accelerate digital transformation within organisations in the UAE and Dubai, positioning them as the most digitally empowered places in the world.

AGL’s expertise lies in leveraging user experience (UX) design to address critical business challenges and build relevant digital products that have frictionless end-to-end experiences. By employing rapid prototyping and simulation techniques, AGL enables companies to achieve tangible progress in a matter of days rather than months. Through their design-led innovation methods and cross-sector experience, AGL brings an outside-in perspective to help organisations align teams, validate concepts, and foster confidence before embarking on more resource-intensive endeavours.

With the vision to drive technological advancements and promote digital innovation in the region, Seed Group has welcomed AGL as its strategic partner. Seed Group will leverage its extensive network and industry expertise to support AGL in entering the UAE market and expanding its presence across the

region. Through this partnership, AGL will gain valuable insights on reaching the right audience, engaging with key decision-makers in the government and private sectors, and contributing to the latest technological innovations in the region.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “We are thrilled to welcome AGL as our strategic partner in our mission to make the UAE and Dubai the most digitally empowered places in the world. AGL’s unique approach, combining Design Thinking and Lean UX principles, aligns perfectly with our vision for driving innovation and progress. This partnership represents a significant step forward in our commitment to fostering digital transformation and shaping a future-oriented landscape in the region.”

Nisha Agrawal, Founder and CEO of AGL, said, “Our decision to form this strategic alliance with Seed Group is rooted in our conviction that Dubai is the epicentre of tech innovation and digital transformation. AGL is enthusiastic about contributing to this vibrant landscape by leveraging our expertise in user experience design, rapid prototyping, and concept testing. We are dedicated to assisting brands in gaining a deeper understanding of their customers. Our commitment to seamless customer experiences harmonises seamlessly with Dubai’s vision to lead the way in a future where extraordinary user experiences propel technological and societal advancement, setting higher standards for customer-centric interactions.”

Seed Group’s collaboration with AGL marks an important milestone in their shared pursuit of digital excellence. Together, they will work towards empowering organisations in the UAE and Dubai to overcome their most pressing challenges by leveraging user-centric design principles and cutting-edge technologies.

Since starting in 2018, AGL has worked with some of the fastest-growing companies in the world across luxury brands, fast-moving consumer goods, technology, commercial real estate, and financial services.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscape in the Middle East. Over the past 20 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

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About AGL

AGL – Adapt. Grow. Lead. is a Singapore-based digital product design and innovation consultancy. We are a fast and scalable alternative to traditional design agencies. We help Fortune 500 companies, governments and startups to design and test their ideas to build relevant digital products using Design Thinking and Lean UX (user experience) frameworks.

User Experience design is at the heart of what we do at AGL. Right from the start, we establish clarity, set priorities, make decisions, and bring cutting edge, tech enabled concepts to life that customers love and that have business value. This includes concepts that leverage AI, AR/VR and IoT technologies.

Our clients are some of today's most forward-thinking global organisations across sectors including FMCG, real estate, insurance, e-commerce and Web3. Our services include UX/ UI Design Execution, qualitative UX Research, and a variety of Strategy Sprints including Product Growth as well as AI Assessment Sprints. For more information, visit www.aqlsg.com.

About Seed Group

For over 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit www.seedgroup.com.

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