

Seed Group to pioneer innovation with self-driving AI company Kebotix as new strategic partner



From left to right: Dr. Ashish K Kulkarni, CEO of Kebotix; Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum

Dubai, UAE; Massachusetts, CA, USA—19 March 2024—In a groundbreaking move aimed at revolutionising the materials industry and driving sustainable innovation in the MENA region, Seed Group has announced a strategic partnership with Kebotix. The collaboration between the Dubai-based conglomerate—a sub-organisation of the Private Office of Sheikh Saeed Bin Ahmed Al Maktoum—and the artificial intelligence (AI) and robotics-powered company will facilitate the advancement of cutting-edge solutions in the United Arab Emirates.

Kebotix, an organisation based in Cambridge, Massachusetts, is at the forefront of creating 21st-century chemistries using advanced AI, machine learning (ML), and lab automation. The company's mission is to usher in a bold new age of innovation, accelerating the discovery and development of environmentally friendly, high-performance materials that have the potential to reshape products, companies, and industries.

This strategic alliance underscores Seed Group's commitment to driving innovation, fostering sustainability, and contributing to the development of a future where avant-garde technologies shape a better world.

Hisham Al Gurg, CEO of Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, expressed enthusiasm about the innovative partnership. He remarked, "In our commitment to fostering innovation and building a sustainable tomorrow, Seed Group is excited to collaborate with Kebotix. Their pioneering work in materials science aligns with our vision for a future where groundbreaking technologies positively impact the world. This partnership signifies our dedication to guiding Kebotix in expanding its presence in the UAE and the broader MENA region."

The company's approach revolves around enabling the discovery of new environmentally friendly, high-performance materials. By leveraging advanced technologies, they accelerate the discovery, testing, and production processes of new molecules. In turn, this initiative will contribute to the reduction of hazardous products and the creation of a more sustainable world.

The collaboration aims to empower KEBOTIX to navigate the MENA market successfully, with Seed Group providing strategic insights, access to key decision-makers, and support in adopting innovative financial solutions.

Dr. Ashish K Kulkarni, CEO of Kebotix, spoke positively about the partnership, emphasising the strategic significance of this region for decarbonization and the adoption of AI. "The Seed Group, with the ecosystem they've established, serves as an ideal partner for us in this area. We are enthusiastic about the potential customer relationships we can cultivate and the collective impact we can make towards the world's decarbonization and adoption of AI in the energy value chain," he remarked .

Seed Group, with its profound presence in technology, healthcare, hospitality, and telecommunications over the past 16 years, has positioned itself as a significant force in the Middle East. The company's history is marked by successful partnerships with leading global entities, facilitating sustainable market entry and presence within the Gulf Cooperation Council countries.

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About Kebotix

[Kebotix](#) is a platform company for chemicals and materials that is ushering in a new age of high-speed innovation through artificial intelligence and robotic automation. Kebotix uses a proprietary AI/ML-based closed-loop process to predict and produce new chemistries as well as optimize existing processes and formulations, and build automation methodologies for materials innovation. Kebotix's digital platform, Automus™, empowers lab researchers and increases R&D productivity. Kebotix, founded in 2017, is accelerating the exploration, discovery, use and production of new molecules and materials that can solve some of the world's most urgent problems.

About Seed Group

Over the past 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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