**who are we ?**

We are an investment company specializing in frugal innovation and connecting innovators with investors.

*“Necessity is the mother of invention*”... We now live in a developed world and the markets need to be constantly renewed to suit the consumer and facilitate his daily life.

Do you have a specific idea or product that you think is a good idea and serves humanity, but do not know where to begin from?

***We are here for you***

Before starting there are certain requirements that you should think about before presenting your product or idea like:

* Is it useful?
* Does It serve mankind and is necessary and meets the needs of the consumer.
* Is it expensive or can it be produced effectively and cost-effectively?
* Is it something desirable and attracts attention to it, in another sense that is it easy to sale?

If the previous points are met, all you have to do now is to display your product to us, and we have a specialized committee with qualified people and long experience in innovation, that will analyze the product and help you make it available by following the following steps:

* Focusing on the primary function of the product and canceling all unnecessary excesses.
* Reducing complexity, making it desirable and user-friendly.
* Trying to reduce production costs as much as possible.
* The most important point is to find a specific group of consumers who need this product or idea and direct it to it.

**After achieving the previous steps, our active role comes.**

**Innova** *has a wide network of public relations and is in constant contact with companies that want to invest in new products and ideas, and here comes our effective role by connecting the owner of the idea with the company wishing to invest and wishing success for both parties.*

*Don’t hesitate to reach out to us and you will make your idea came true ☺*