



Where AI meets sustainability to transform communities behaviors, and reach the nexus of tomorrow's goals

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## COMPANY PROFILE



# ABOUT US

AINAR (FZE) founded To empower individuals, businesses, and organizations by providing innovative, sustainable digital solutions, from e-trading and AI-driven systems to research consultancy and digital content creation. We strive to inspire behavior change, promote sustainability, and foster growth across diverse communities, ensuring a brighter, more connected future for all. Founded in 2025 by Dr. Meryem Hamidi.





# STARTUP VALUE



## Innovation

Pioneering tech solutions that push boundaries.



## Sustainability

Committing to eco-friendly and socially responsible impact.



## Communities Trusted Growth

Enabling progress through integrity, trust, and collaboration.



# VISION & MISSION

## **Vision:**

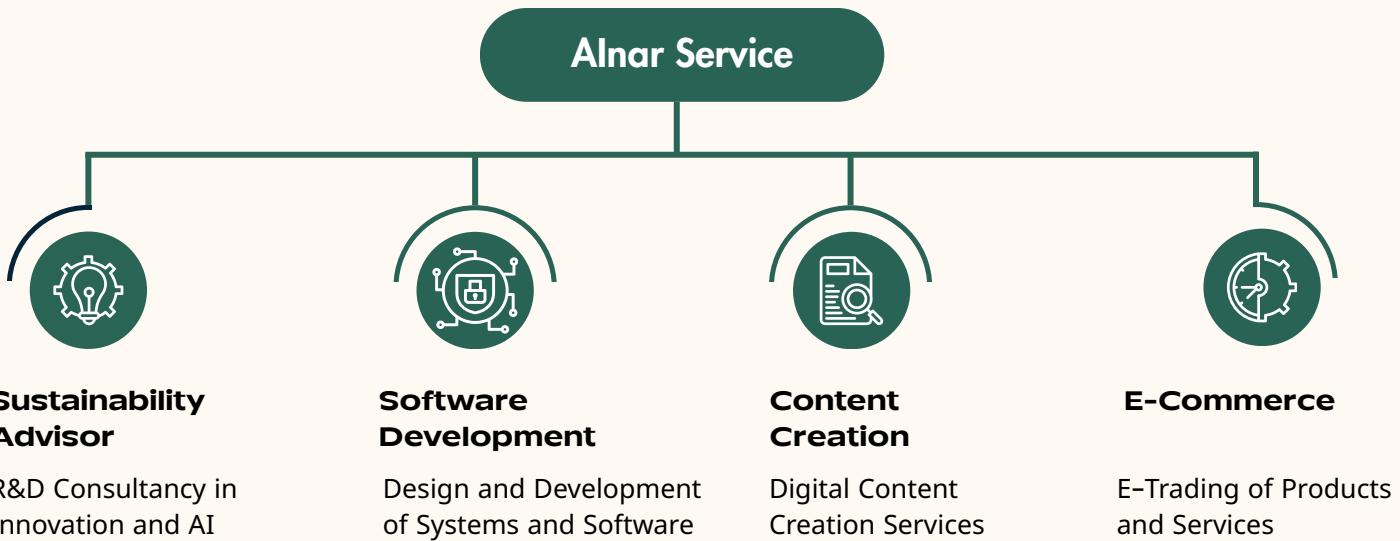
AINAR aims to become a global leader in empowering individuals, businesses, and communities to transform the challenges of today into solutions for tomorrow by harnessing AI and sustainable innovation.

## **Mission:**

AINAR provides innovative, sustainable, and empowering solutions through AI, creative technologies, and human-centered approaches, aiming to improve lives, boost businesses, and create lasting impacts globally.



# MARKET & TARGET AUDIENCE



Inspired by the story: "In a future world, AINAR was the name of the smart program that helped humanity and communities solve its most complex problems. One day, a young scientist named Ainar discovered a multiple solution that turned darkness into light, bringing hope to the entire world".

# AINAR DEVELOPMENT STRATEGY



## Market Research & Analyze

The process begins with in-depth research into the industry, competitors, and target audience using AI-powered analytics and market studies. This phase identifies key opportunities, challenges, and demand patterns to ensure all solutions are precisely aligned with market realities.

## Customized Smart Solution

Customized technological solutions are the key to address the client's unique requirements. This includes AI platforms, optimized systems, or targeted digital content all designed for scalability and efficiency. The focus remains on delivering adaptable, future-proof tools that drive measurable business improvements.

## Sustainable Growth & Community Impact

Solutions integrate eco-conscious practices and ethical AI to drive real behavior change. Promoting sustainable solutions, while community-focused tech (like education tools or local AI system) directly supports SDGs. Clients achieve growth by empowering communities turning profit into measurable social progress.

# MEET THE FOUNDER

# AI



**Dr Meryem Hamidi**

Dr. Meryem Hamidi is the visionary founder of AINAR (FZE), bringing over a decade of international experience in sustainability, technology, and innovation. With a PhD in Electrical Engineering and Sustainability based on AI, she has led multidisciplinary projects across academia, government, and the private sector. Her expertise spans strategic development, digital transformation, and climate-smart solutions. Through AINAR, she combines entrepreneurial drive with academic rigor to deliver premium services in sustainability consulting, content creation, tech-driven platforms.

Affiliations: IEEE | AEE | PMI | Dubai Business Women Council (DBWC) | MEBAS



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