



Sqwirl<sup>LAB</sup>



# WHAT IS SQWIRL LAB?

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Sqwirl Lab is Lebanon's first ever startup studio; we are a company that creates technology startups.

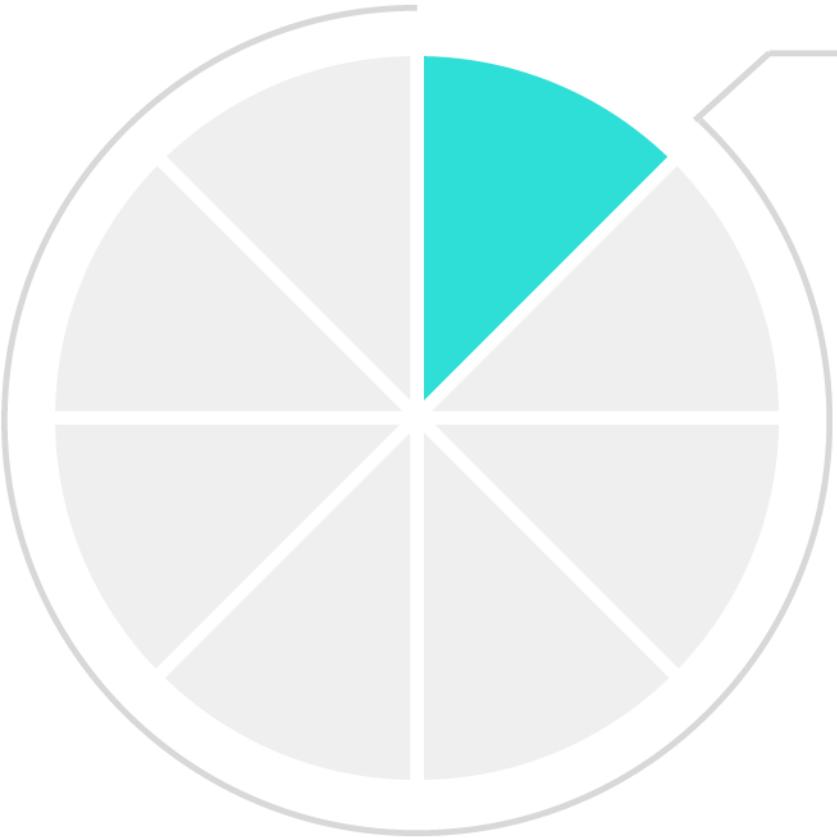




# WHAT WE DO:

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- 1 Create and Co-Found Technology ventures
- 2 Create value and Scale our ventures
- 3 Maximize investment returns



9 OUT OF 10  
STARTUPS FAIL

PROBLEM



High costs & Insufficient funds

Lack of a competent core team

Neglecting to validate their idea

Bad timing

# SOLUTION

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As a startup studio we bypass the common startup pitfalls via:

- Highly competent in-house team handling everything from
- **ideation, design to development**
- **Testing and validation** of all our startups @ the seed stage
- Maximizing ownership and **returns** through cash injections
- and sweat equity





### STEP 1:

Find a global or regional problem in a specific industry

### STEP 2:

Validate the problem through hands-on research and determine if it can be solved with an innovative, scalable technology solution

### STEP 3:

Proceed to prove/disprove our assumptions through comprehensive market research

### STEP 4:

After validation we develop a rock-solid business model and hone our competitive edge

### STEP 5:

Next we recruit a co-founder with the necessary industry experience



### STEP 6:

With an industry expert on board we build an MVP and start testing with early adopters

### STEP 7:

Rapidly reiterate on user feedback and go to market in record time

### STEP 8:

Find product market fit and spin-off the business into an autonomous company

### STEP 9:

Facilitate knowledge transfer, help the startup raise funds and recruit an independent team

### STEP 10:

Scale the business, Series A & Exit Opportunity

# MEASURING THE SUCCESS OF OUR STARTUPS/ OUR METRICS

- Timeframe from Ideation to Product Market Fit: **3 – 6 Months**
- Startup Success Ratio: **Over 50%**
- Deal Flow & Internal Ideation: **2 Ventures / year**



# MEASURING THE SUCCESS OF OUR STARTUPS/ OUR METRICS

- Minimal testing budget: **\$30K per Experimentation**
- Follow on investment of: **\$200K until Series A**
- Ownership: **25% – 50%** (Depending on the Venture)
- Venture Exit Value Target: **\$5- 50 Million**



# MEASURING THE SUCCESS OF OUR STARTUPS/ OUR METRICS

- Exit strategies: Acquisition, IPO, Buy Out



# HISTORY



## Sqwirl

*Oct-2015*

*Sqwirl App is born*



## Sqwirl

*Apr-2016*

Sqwirl App is accepted  
into Speed accelerator  
Program



## Sqwirl

*May-2016*

Launch of Sqwirl App (On  
Demand Delivery  
Service)



## Sqwirl

*Dec-2016*

Completion of 5,000  
Deliveries



## Sqwirl becomes Sqwirl Lab

*Mar-2017*

\$4 Million Series A to start  
Sqwirl Lab, the startup  
studio model



## HAULO

*Apr-2017*

HAULO is born



## Socialang

*May-2017*

Experimentation of  
Socialang



## Circle

*Aug-2017*

Experimentation of Circle



## Circle

*Oct-2017*

First message sent on  
Circle



## HAULO

*Oct-2017*

Launch of HAULO to the  
public



## Codenut

*Nov-2017*

Codenut is born



## Codenut

*Dec-2017*

Codenut signs its first  
Project



## Eurekeum

*Jan-2018*

Eurekeum is born



## HAULO

*May-2018*

Haulo completes 600  
Container deliveries

# investors

L E A P  
VENTURES

\$4 million

# exits



ROI from exit:  
3.3 X



Angel investor

ROI from exit:  
10 X

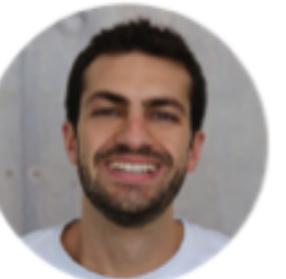
# The Team



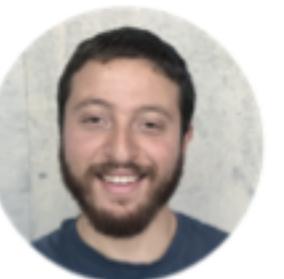
Karl  
Managing Partner



Ziad  
Managing Partner



Wissam  
Lead Tech



Georges  
Developer



Mayssa  
Art Director



Mohamad  
GM - Haulo



Patrick  
CTO - Eurekeum



Carine  
User interface



Qais  
Front End



Randa  
Full Stack



Rawi  
Customer Champion



Ismail  
Developer



Mo  
Developer



Hassan  
Developer



Connor  
Developer



David  
Research



Jora  
Finance



Hanan  
System Thinking



Jad  
Developer



Jimmy  
Writer



Ameer  
Developer



**Karl** comes from an entrepreneurial background. A serial entrepreneur at heart Karl founded two startups before his latest venture Sqwirl.

**Ziad** comes from a corporate background, his last role was managing director at Publicis group lebanon. Ziad has over 14 years experience in management and marketing.



# SQWIRL STARTUPS

1 year of operation, 5 companies in the pipeline

## HAULO

Full Product with revenues

## Contentut

Generating Revenues



MVP

## SLC\_

MVP & Validation



MVP

# HAULO

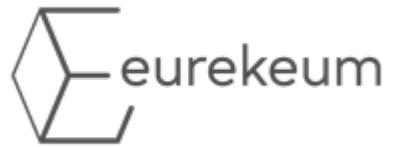


## What is Haulo?

Haulo is a marketplace to book trucks, and a Fin-tech startup factoring transactions through its platform that connects cargo owners with trucking companies

## Achievements

- 600 Transactions
- \$130k revenues
- 13000 Tons of Goods moved
- 240 Trucks on the system
- 15 Clients
- \$2 Million Series A expected in August 2018.



## About

Eurekeum is a platform that seamlessly harnesses available computing power around the world to solve mining data, secure storage, and big data processing in a drastically cheaper and more energy efficient way.

A globally distributed digital processing network consisting of subscriber devices from all around the world which can be orchestrated to perform various computing tasks.

## Stage

Building Version 1

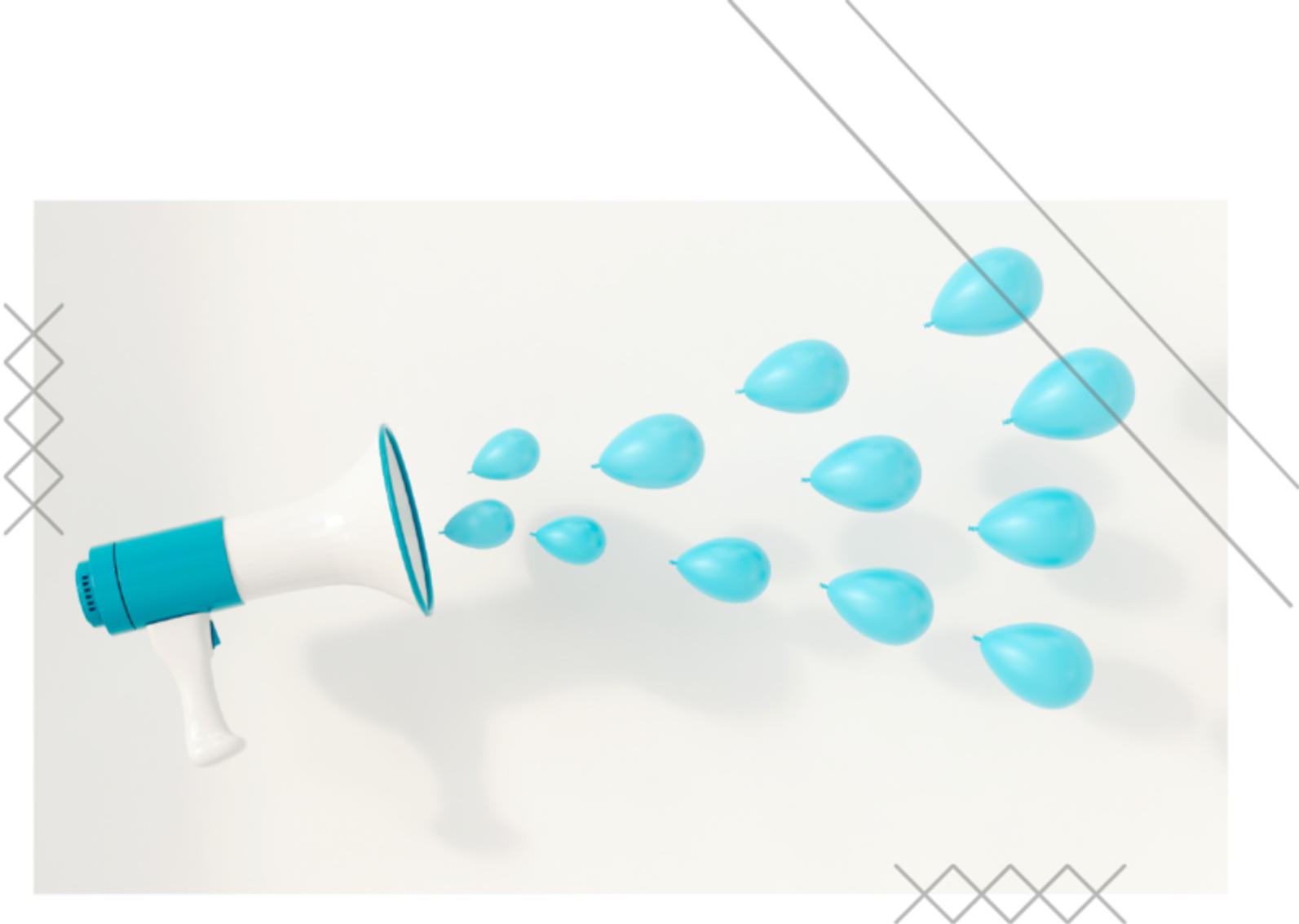


## Solution

GYST is a team collaboration and task management app for effective communication, collaboration and productivity.

## Stage

Minimum Viable Product & Product Market Fit



# Codenut



## Solution

Codenut offers service and design thinking, Ui Design & Coding to Entrepreneurs and companies looking to innovate their business.

Codenut is a revenue generating arm of Sqwirl Lab designed to bring in constant revenues to cover the fixed expenses of the core Sqwirl team.

## Stage

Generated \$75k revenues

# SLC\_

## What is SLC

SLC (Sqwirl Lab Components) is a SAAS (service as a software) for developers and technology startups that work right out of the box, cutting down the time it takes a startup to build their solutions exponentially.

## Achievements

15 Components already built, saving startups 6 months of development.

Dashboard in Beta phase (Expected release July 2018)



### Stage

Minimum Viable Product  
Product Market Fit

# FUTURE PLANS

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**5 companies already created in the first year of operation**

- 1** Scale and replicate the studio model in France & Europe
- 2** Introduce the Sqwirl Lab portfolio of companies in EMEA
- 3** Work with Local talent, create locally relevant start up ideas
- 4** Funnel of mergers & acquisitions of our companies by large industry players
- 5** Create new revenue generating startups



# Opportunity of investing in Sqwirl Lab

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- Diversification in a portfolio of companies reduces risk
- Highly competent resources, data & expertise
- Grow our companies, exit, repeat



# KARL ABOU ZEID

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[karl@sqwirllab.com](mailto:karl@sqwirllab.com)

+961 70 396 392

# ZIAD JUREIDINI

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[ziad@sqwirllab.com](mailto:ziad@sqwirllab.com)

+961 3 544 223