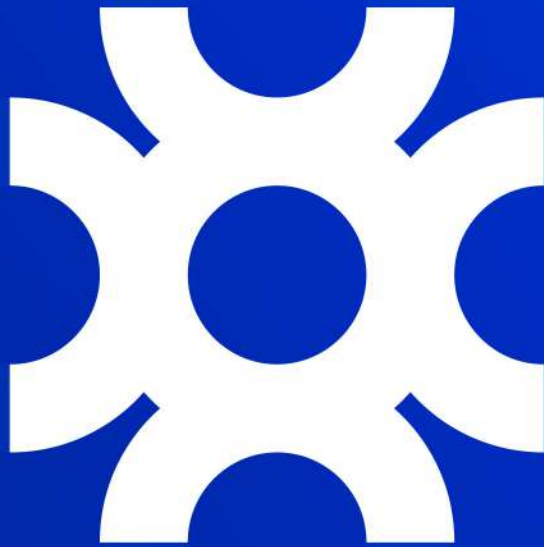


syncrow™



**COMPANY
PROFILE**

Kindling Our Beginning

“
**At Syncrow,
innovation
is in our DNA**

We embody the successful fusion of aesthetics and state-of-the-art technology, marking the culmination of our pioneering journey to marry creativity with technology, ultimately resulting in the delivery of cutting-edge automation solutions.

Our innovative solutions are centred around improving people's daily experiences, streamlining their routines, and elevating their overall quality of life.

”
Effortlessly Smart
Convenient

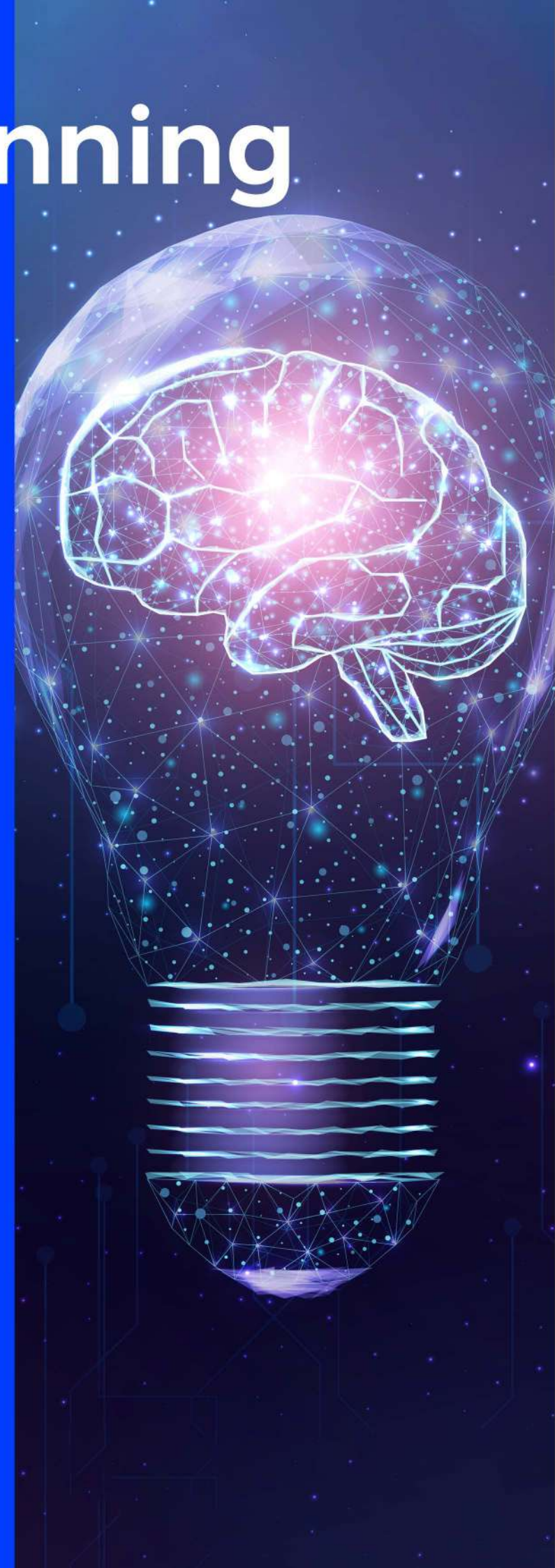


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The Company

Established in 2021, Syncrow emerged as a direct response to extensive research on the Internet of Things (IoT) and its far-reaching implications within the UAE market. At the time of our inception, the vast majority of residential and commercial properties in the UAE remained devoid of automation, with the industry predominantly focusing on newly constructed structures. Existing infrastructure, due to its difficulties and high costs associated with retrofitting automation, was left largely unattended. That's when Syncrow was born.

Drawing upon a fusion of innovative creativity and cutting-edge technology, we embarked on a mission to deliver state-of-the-art automation solutions. Our business model was elegantly simple: develop an IoT ecosystem capable of transforming any space into a smart, automated environment. This endeavour yielded a refined outcome that seamlessly blended aesthetics with technological prowess, with the overarching goal of revolutionising how individuals experience their everyday lives.

By harnessing the latest connectivity protocols and integrating advanced machine learning systems, we unlocked boundless possibilities. From private villas and corporate offices to educational institutions and healthcare facilities, Syncrow's meticulously tailored solutions offered a cost-effective and highly efficient means of breathing life into any structure.



Thereafter, Syncrow established its Research and Development (R&D) department, dedicated to harnessing the latest technological innovations to continually enhance and expedite our offerings, all while catering to the evolving needs of a global clientele. Furthermore, we distinguished ourselves as pioneers in the Middle East by introducing a groundbreaking Software as a Service (SaaS) solution, elevating the industry beyond end-user-focused innovation and towards a unified system for monitoring and managing multiple locations effortlessly.

“ to Revolutionize Automation’s Status Quo ”

is our higher aspirational purpose
that reflects what we care about
and how the world will be different as a result

Vision

Syncrow envisions a future where every residential and commercial space seamlessly integrates data-driven smart systems, leading the way in creating sustainable living environments.

Mission

To lead the way with innovative solutions that maximize energy efficiency, elevate comfort, and streamline daily living while embodying social, environmental, and economic values

Our Values



INTELLIGENT

We believe in opening doors to new opportunities and adapting to a constantly changing world.

INNOVATIVE

We utilise cutting-edge technologies and integrate world-class products in novel ways to create sustainable solutions



INTUITIVE

We make complex functionality simple to manage and comprehend

COMMITMENT TO CUSTOMERS

We prioritise the needs of our customers, aiming to make a positive difference in their lives



SYNCROW Leadership



Talal Debs
CEO / Founder

Talal Debs, armed with a Master's in Chemical Engineering and significant experience in manufacturing, has focused his career on data analysis and problem-solving. His venture into IoT began with a successful collaboration in his home country, leading to the founding of Syncrow in Dubai. Talal's ambition is to introduce affordable, customizable automation to the 92% of unautomated units across Dubai's commercial, residential, and public spaces. He now leads Syncrow's business development, marketing, and data analysis, aiming to automate every unit in the UAE.



Mike Stringer
KSA Country Manager/ Partner

Mike Stringer, an experienced senior manager with expertise in production, process, and project management across Europe, the Middle East, Asia, and the Americas. He excels in operations, process improvement, and business development, and is adept at building successful teams through informed decision-making and employee empowerment. Mike is quick to grasp customer needs and stakeholder requirements, which enables him to effectively enhance operational performance for clients.



Mohammad Zakhour
COO / Co-Founder / Partner

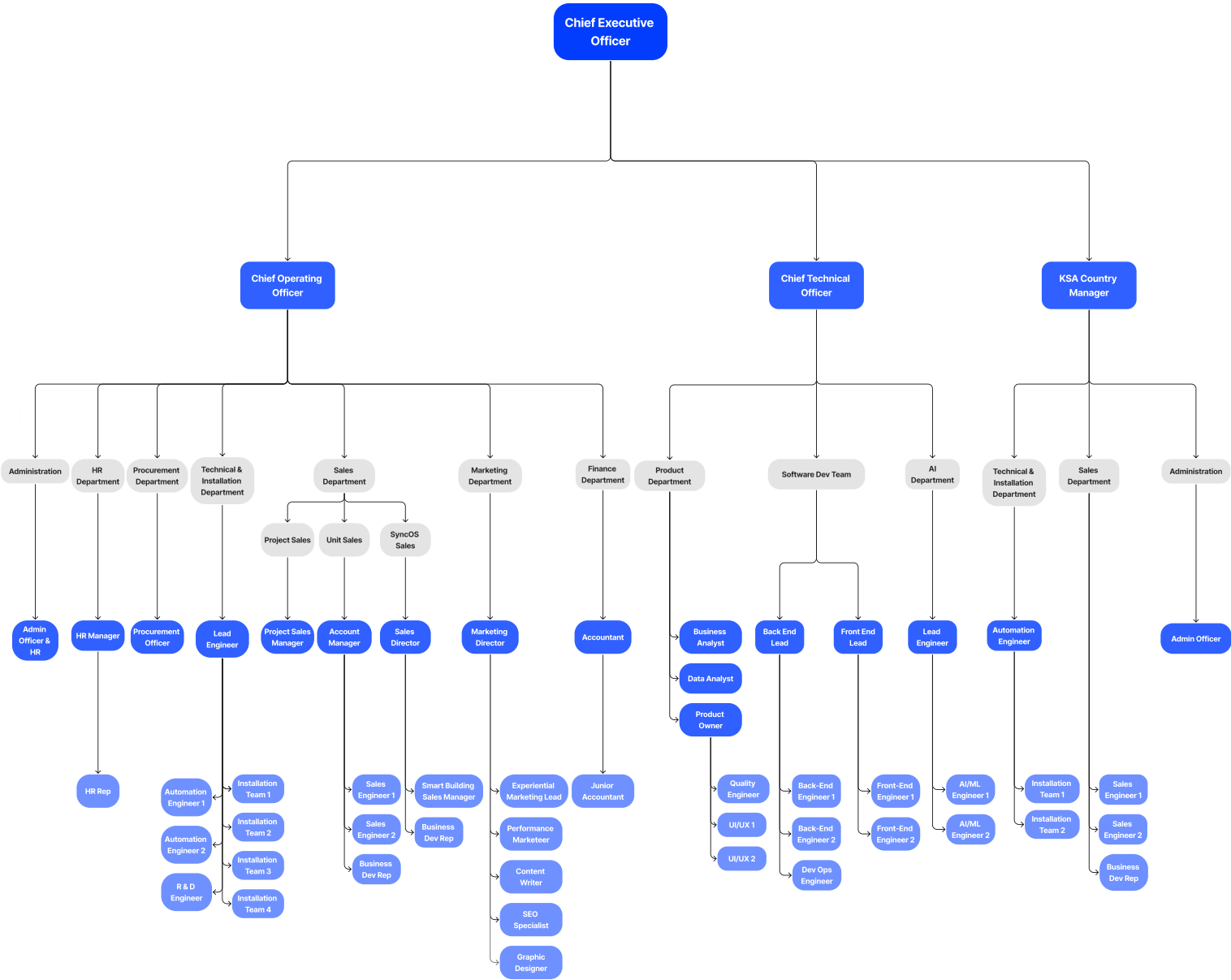
Mohammad Zakhour, an Electrical Engineer with 15 years of experience across various management and operational roles in multiple industries, founded Syncrow to provide unique IoT solutions, focusing on enhanced service and customer experience. Drawing on his expertise in solving complex problems, developing successful strategies, and optimizing business processes, Mohammad now leads the operational aspects of Syncrow, a company known for its innovative approaches and collaboration with well-known entities.



Omar Assali
CTO / Partner

Omar Assali is a technology and engineering leader with a background in delivering large-scale software and hardware systems and leading cross-functional engineering teams. He has overseen end-to-end product development and platform deployments across global markets. Previously, Omar held senior leadership roles at Tesla, Siemens, and Rolls-Royce across North America, Europe, and the GCC. At Syncrow, he leads technology, strategy, and product development, building scalable platforms for next-generation building and space automation.

Organizational Chart



Our Solutions

Convenience

An all-encompassing convenience solution in automation seamlessly harmonizes control over lighting, air conditioning (AC), and curtain systems. Users can effortlessly switch lights or dim them, fine-tune AC settings for optimal comfort, and open/close curtains or blinds. The convenience is further elevated through quick-action scenarios, which can be initiated with a single click. This empowers users to craft personalized settings for various activities, such as a welcoming scenario that instantly empowering the space with a single click. Moreover, our versatile system accommodates multiple interfaces, including touch screens, mobile apps, and voice control, ensuring seamless control over all aspects of your space environment.

Security & Safety

A holistic security and safety solution seamlessly integrates multiple devices to offer unit's owner with enhanced monitoring and alerting capabilities, providing them with peace of mind. Real-time surveillance and motion detection are provided by security cameras, while smart locks offer remote access and access control. Diverse sensors, encompassing door/window sensors, motion sensors, and detectors, smoke, carbon monoxide, flooding, or glass breakage. These sensors maintain continuous vigilance and promptly alert unit's owners to potential threats, ensuring both convenience and comprehensive protection. Additionally, when possible, our system takes immediate action to thwart these threats, further enhancing your safety and security.

Sustainability

Presenting a cutting-edge, sustainable, and energy-efficient automation solution that seamlessly integrates smart HVAC systems, advanced lighting controls, precision energy meters, intelligent circuit breakers, and state-of-the-art sensors. Our solution empowers users with individual control and the ability to effortlessly trigger energy-saving scenarios with a single click, not only significantly reducing energy consumption but also diminishing the environmental footprint. Through the integration of occupancy sensors and advanced energy monitoring devices, our system optimizes lighting and climate based on room occupancy and consumption patterns, all while providing real-time monitoring of energy consumption. Furthermore, our comprehensive solution includes a scheduling feature, enabling users to meticulously plan and automate energy-efficient settings at specific times. Quick-action scenarios, exemplified by our 'Eco-Friendly Mode,' ensure both energy conservation and property security, promoting a sustainable and eco-conscious lifestyle.



Effortless process



Retrofit Solution

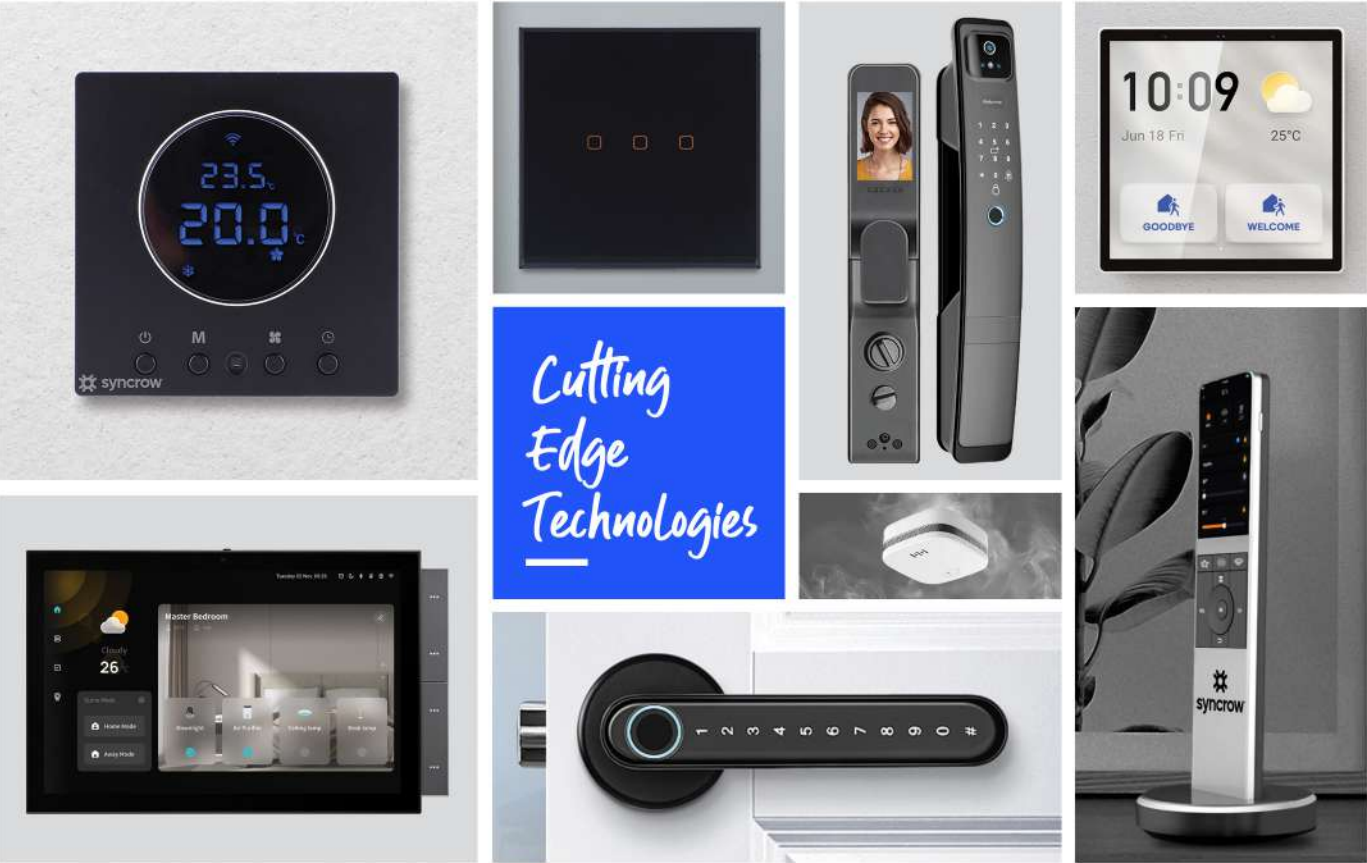


Fast Installation



Scalable

Products



We Smartify



Villa



Apartment



Building



Workspace



Poly Clinic



Retail Unit



Restaurant



Warehouse

Move Towards Sustainable Living

Being energy efficient isn't just a quality-of-life upgrade. It is a smart move toward reducing your carbon footprint and energy bills. Syncrow's IoT solutions allow you to do just that by giving you comfort, convenience, and energy efficiency, in the palm of your hand.



Energy Monitoring and Planning

Understand how you consume energy at every level. From appliances and rooms to the complete home. Optimize these learnings to set your energy consumption targets and get alerts and prompts to save up on energy costs.

Intro

In a world where sustainability and energy conservation have become paramount, we present SyncVolt, a solution that we believe will transform everyday living. SyncVolt is a revolutionary SaaS (Software as a Service), which blends seamlessly with Syncrow products with the aim to significantly reduce utility bills and carbon emissions, whilst protecting the space by monitoring the humidity, temperature and AQI (Air Quality Index) and optimising the system accordingly.

Intuitive User Interface

What sets SyncVolt apart from the array of energy-saving solutions available is its user-centric, intuitive interface. Equipped with advanced sensors, the AC (Air Conditioning) and Water Heater systems adapt dynamically to occupancy levels. The smart thermostat effortlessly regulates ambient temperature in line with your preferences, whether you seek optimal cooling during sweltering summer days or energy conservation during absences. SyncVolt empowers you to dictate the climate of your living space from any location, ensuring a welcoming environment tailored to your specifications.

Game-Changing Presence Sensing Technology

Our presence sensors are transformative in optimizing energy consumption. Employing advanced motion detection technology, these sensors intelligently identify activity within your living environment. Proficient at identifying movement, they autonomously regulate lighting, heating, and cooling systems, ensuring energy utilization aligns with occupancy. Bid farewell to squandered energy in vacant rooms and the inconvenience of manually switching off lights. SyncVolt's presence sensors blend seamlessly into your living space, crafting an environment that anticipates your needs and optimizes energy usage.

SyncOS, The Syncrow IoT platform is a versatile, scalable, and user-friendly ecosystem, uniquely designed for the smart management facilities, buildings, offices and homes. This innovative platform not only simplifies the control and integration of IoT devices but also stands out for its ability to connect with multiple clouds and integrate devices from various IoT device manufacturers.



Audience Focus



SaaS Tiers

Mobile App:

Device Control: Tailors to the exact number of IoT devices in use, with scalable pricing that matches deployment size for cost-effective control.

Routines and Automation: Allows batch creation of scenes for unified device management and scheduling, offering collective control over multiple devices.

SyncVolt Dashboard: Provides real-time data on savings and carbon footprint reduction for users implementing the SyncVolt solution.



Web Platform:

Monitoring: provides fundamental oversight with real-time updates and notifications.

Control: enables hands-on device management, system fine-tuning, and comprehensive updates.

Data Analytics yields: advanced data evaluation for strategic decisions, with plans to enhance with AI by 2025.

Customer Support:

Business Day Support: Provides support throughout the standard 8-hours workday

Round-the-clock Support: Ensures assistance is available 24/7

Business Plus On-Site: Offers regular business hour support with the traditional option of on-site assistance

Always-On Plus On-Site: Combines continuous 24/7 support with the availability of the on-site help.

The Board Members



Murtaza Manji

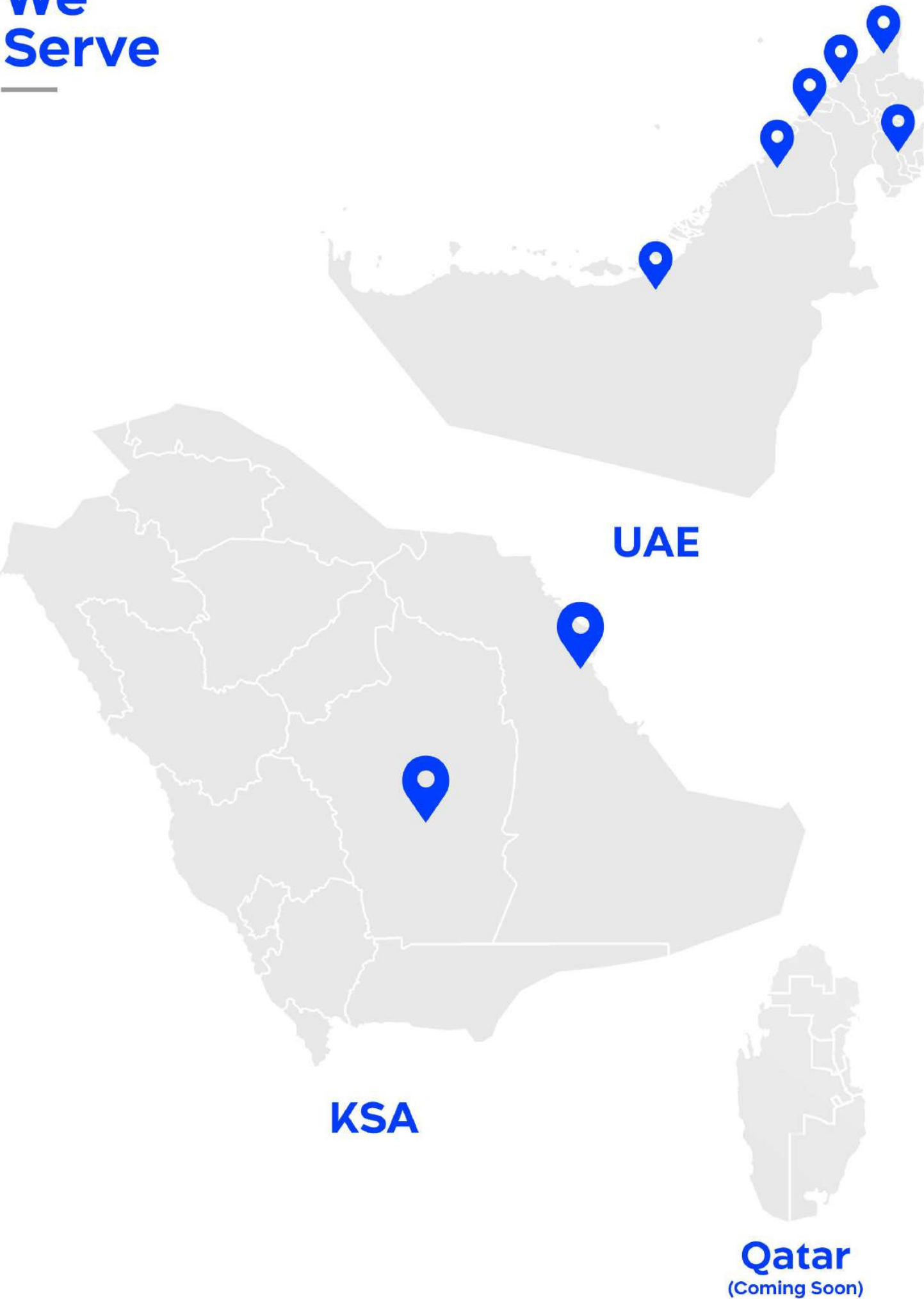
Murtaza Manji, a lifelong learner and entrepreneur with a background rooted in a successful family business group. As Managing Partner at Kaizen, Murtaza and his team have guided clients to generate billions in revenue, (over AED 2.3 billion in 2023 alone), and have facilitated creation of over 2,750 jobs. His expertise lies in uncovering competitive advantages, identifying key areas of leverage, and firmly but gently holding clients accountable. His greatest strength lies in his unwavering belief in the potential of determined teams. Murtaza’s leadership and strategic vision have consistently driven transformative growth and success.



Saeb Nahas

Saeb is an entrepreneur, investor, and advisor with over 10 years experience working in the MENA region. After working as a consultant with McKinsey and Co. in Dubai advising companies in the GCC, he moved to launch a venture capital fund in Lebanon where he invested and supported over 20 startups in their early stages (seed and series A). After completing the investment period, Saeb decided to launch a startup in the beauty e-commerce industry in Iraq, which he is currently managing.

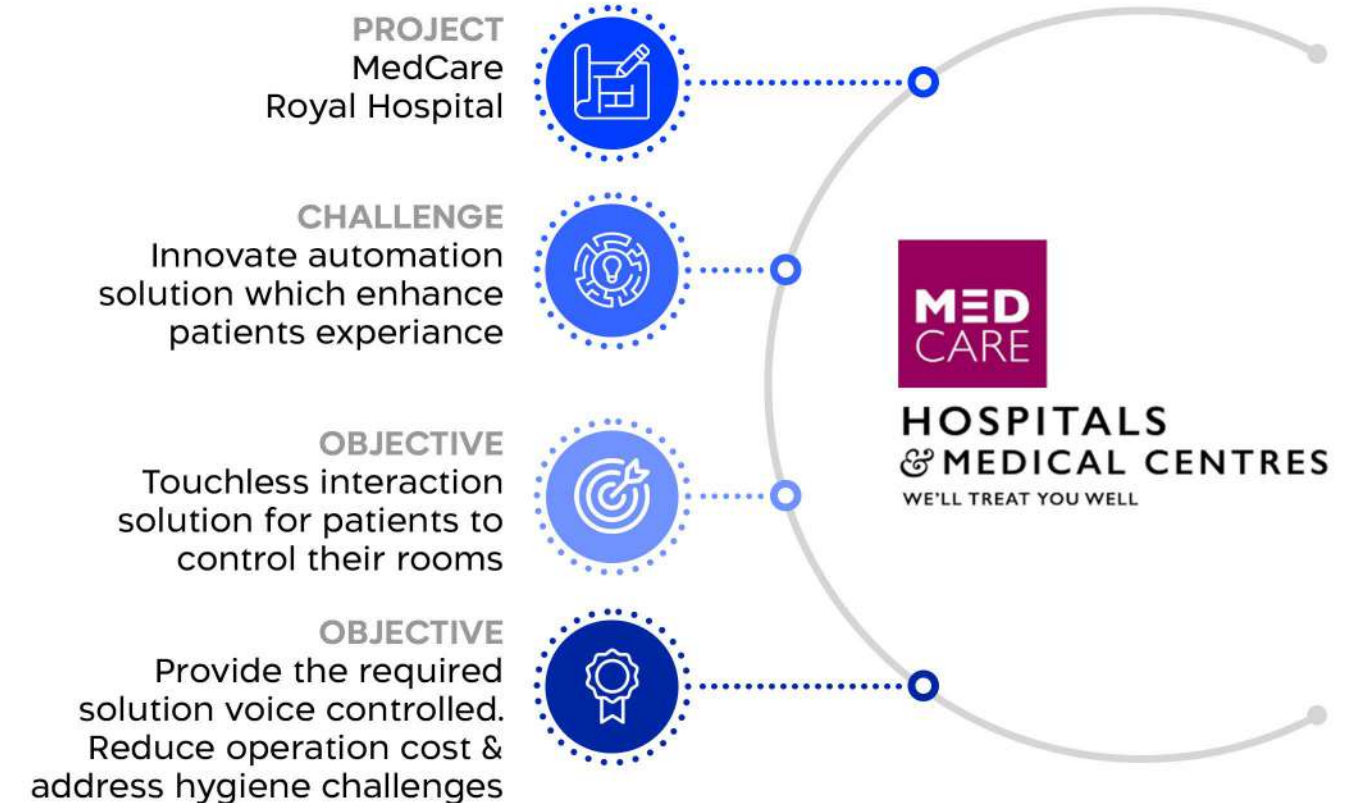
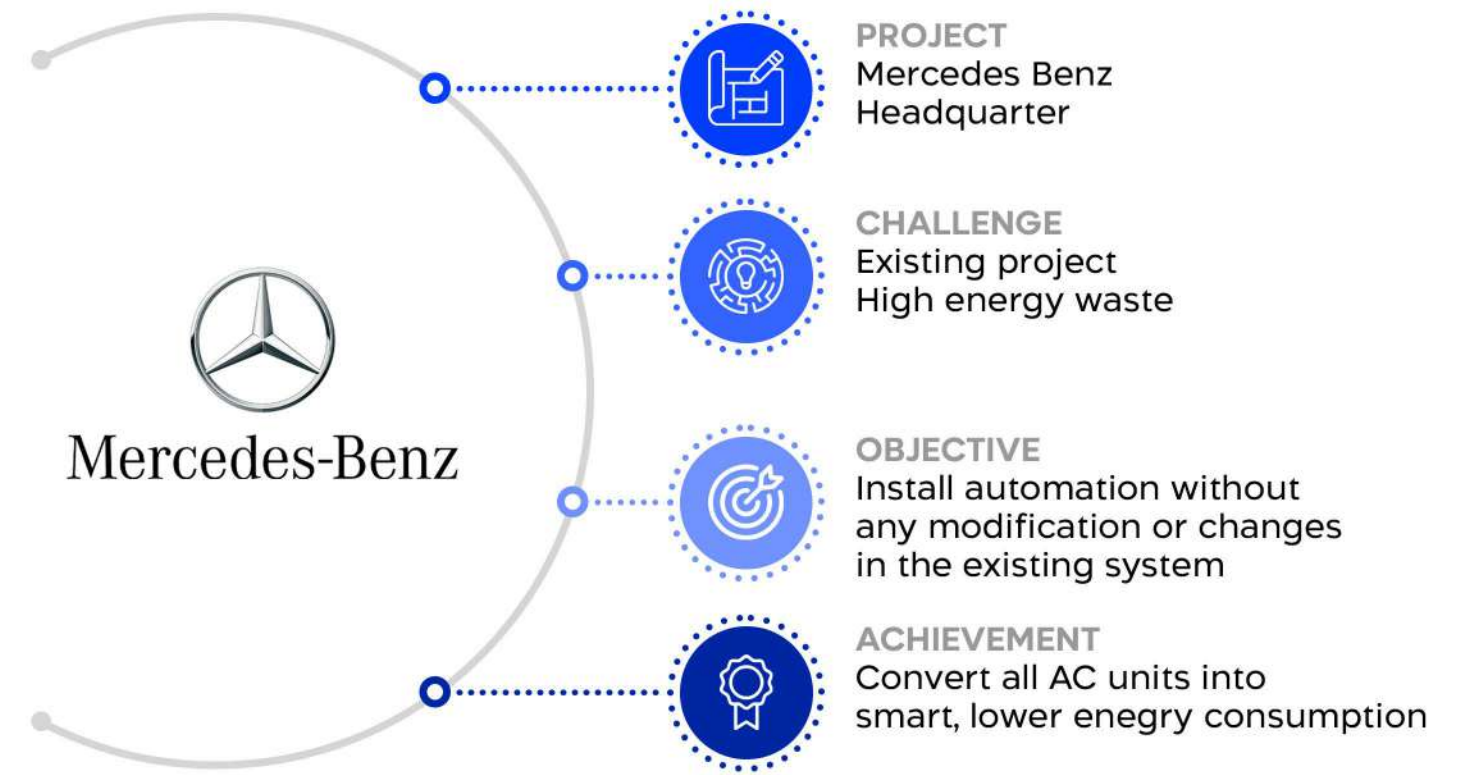
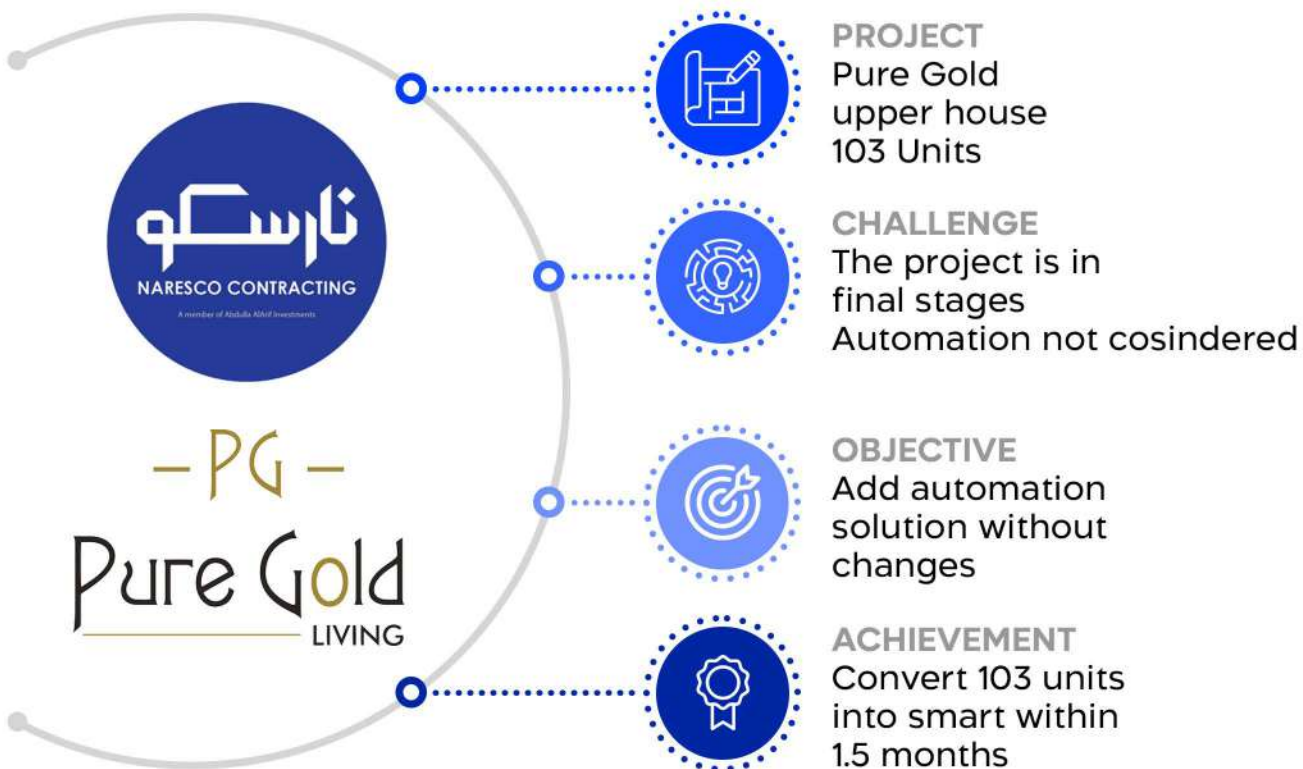
We Serve



Success Partners



Case Studies



Case Studies

PROJECT
Ministry of cabinet
Meeting Room
Emirates Towers

CHALLENGE
Landmark main
boardroom with
non-functional old
automation

OBJECTIVE
Replace the old solution
whithin 24 hours due to
a major national meeting

OBJECTIVE
Revamp the old automation
solution with our new solution
and get the unit ready for
the national meeting



وزارة شؤون مجلس الوزراء
MINISTRY OF CABINET AFFAIRS



PROJECT
Burj Khalifa
Armani Residence

CHALLENGE
Landmark building
with wired solution

OBJECTIVE
Replace the existing solution
and add more functions and
scenes

ACHIEVEMENT
Upgrade the existing infrastructure
into wireless technology utilizing
the zigbee protocol



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