بنك الإمارات دبي الوطني
Emirates NBD

National Digital Talent Incubator (NDTI)® Program | Cohort 6

April 2026

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Executive Summary

The sixth cohort of Emirates NBD's National Digital Talent Incubator (NDTI) marks another significant step in the program's commitment to empowering Emirati entrepreneurs and accelerating innovation-led growth within the UAE.

Building on the success of previous cohorts, Cohort 6 welcomed a new group of high-potential Emirati startups, each embarking on a tailored journey designed to strengthen their commercial readiness, expand strategic networks, and unlock opportunities for growth and collaboration.



A key enhancement introduced this year was the integration of Emirates NBD business unit representatives into Discovery Day, creating a more connected and collaborative foundation from the outset of the program. By bringing founders, strategic partners, and internal stakeholders together at launch, startups were able to establish early relationships with relevant business units, enabling more focused discussions, faster alignment of opportunities, and a seamless pathway toward meaningful engagement throughout the cohort.

Through a carefully curated series of mentorship sessions, ecosystem engagements, partner immersions, and leadership interactions, founders gained direct access to industry expertise, strategic guidance, and valuable feedback tailored to their business objectives.

The cohort continues to benefit from collaborations with leading ecosystem partners including **DIFC Innovation Hub, Visa, Microsoft, and Dell Technologies**, providing founders with exposure to emerging technologies, industry best practices, and opportunities to refine their growth strategies.

As part of the NDTI experience, startups were also given the opportunity to engage with senior leaders across Emirates NBD's business and support functions, fostering cross-functional collaboration and exploring potential synergies that could support both innovation and business impact across the Bank.

Together, these engagements reinforce NDTI's mission of cultivating the next generation of Emirati innovators while strengthening the connection between entrepreneurship, industry, and the future of financial services. Cohort 6 reflects the program's continued evolution - creating meaningful opportunities for founders to scale their ventures, expand their networks, and contribute to the UAE's growing innovation economy.



By integrating founders, ecosystem partners, and Emirates NBD stakeholders from day one, **Cohort 6 established a more connected and collaborative framework** designed to accelerate opportunities, strengthen engagement, and create lasting impact.

The Evolution of NDTI

Since its launch, NDTI has supported **26 Emirati-led startups**, evolving from an accelerator program into a platform that **connects founders with strategic partners, industry leaders, and global opportunities** to drive meaningful business growth.



NDTI Cohort 5 | 2026



NDTI Cohort 4 | 2025



NDTI Cohort 3 | 2024



NDTI Cohort 2 | 2024



NDTI Cohort 1 | 2023



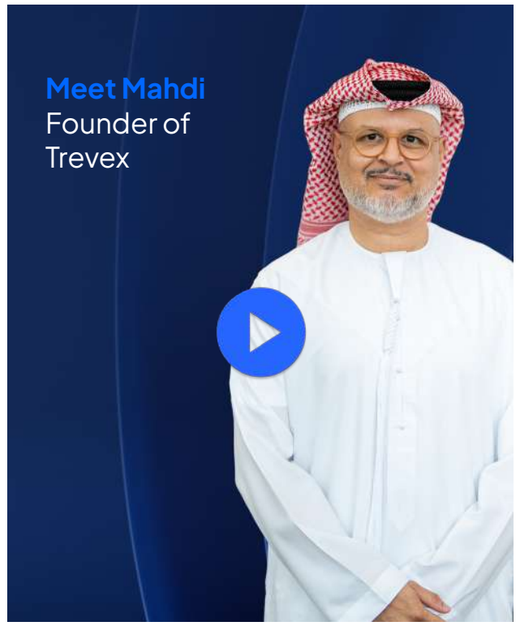
Meet our NDTI Founders

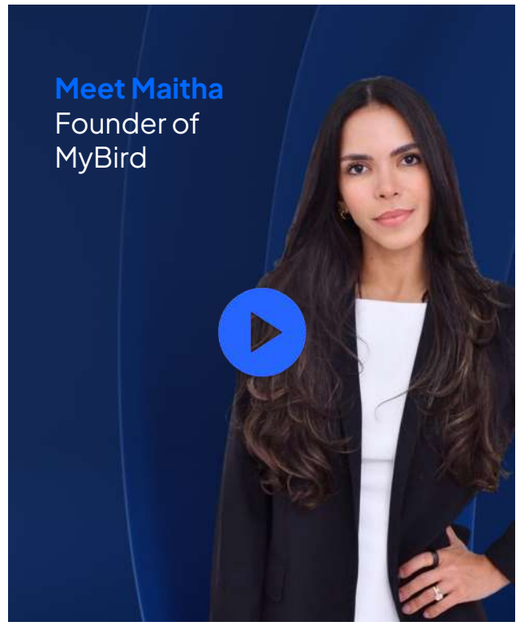
Introducing our cohort 6 founders of the National Digital Talent Incubator program

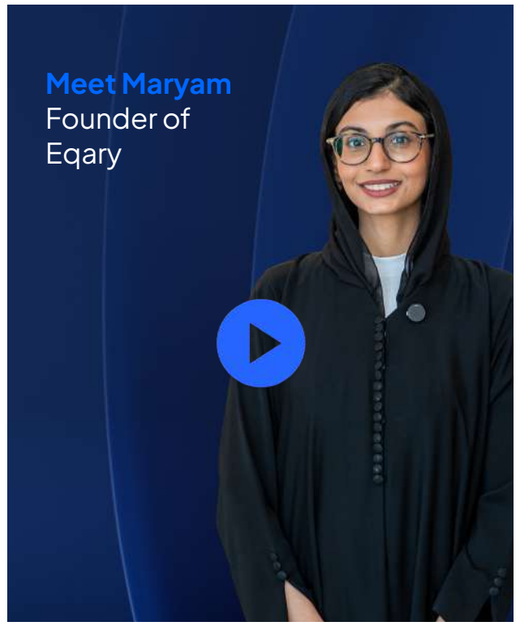
Click here to watch the video

COHORT 6

Meet the Founders









Startup Company Overview

Qode | AI-Powered Customer Experience & Business Intelligence

Qode is an AI-driven customer engagement platform that helps organizations transform customer interactions into actionable business intelligence. Through advanced feedback management, sentiment analysis, and automation capabilities, the platform enables businesses to enhance customer experiences, improve service quality, and make data-driven decisions that support sustainable growth.

Ahmed AlQubaisi | Founder & CEO

MyBird | Sustainability Technology | Circular Economy Solutions

MyBird is a sustainability-focused technology platform dedicated to advancing circular economy practices through innovative waste reduction and resource optimisation solutions. By enabling organisations to manage surplus resources more effectively and improve environmental performance, MyBird supports businesses in achieving their sustainability objectives while creating measurable economic and social impact.

Maitha Al Matrooshi | Founder

Trevex | Trade Finance & Supply Chain Technology

Trevex is a digital trade and supply chain platform designed to simplify and modernise cross-border commerce for businesses. By providing access to trade intelligence, credit assessment tools, and streamlined financial solutions, Trevex helps organisations improve operational efficiency, mitigate risk, and unlock new opportunities across global markets.

Mahdi Mohamad | Founder & CEO

Eqary | PropTech | Real Estate & Mortgage Solutions

Eqary is a property technology platform focused on simplifying the real estate journey through innovative digital solutions. By connecting property seekers, landlords, developers, and financial institutions, Eqari enhances transparency, accessibility, and efficiency across the property ecosystem, creating a more seamless experience for both individuals and businesses.

Maryam AlKindi | Founder & CEO

A technology holding company that builds and scales innovative digital ventures, with four established ventures and two in development.

QLab | BUILD STUDIO + ADVISORY
Qode's engineering arm, developing its ventures and providing technical advisory services to external clients.

Qube | NO-CODE PLATFORM
Enables businesses to quickly launch branded websites and mobile applications without in-house engineering.

QPortal | VENUE OPERATING SYSTEM
An integrated SaaS platform for sports, entertainment and cultural venues, offering ticketing, access control and analytics.

QApp | CONSUMER SOCIAL PLATFORM
Connects people through real-world activities, events and shared experiences.

ECONOMIC IMPACT

Through its ventures, Qode helps businesses digitize operations, launch innovative products and adopt technology more efficiently, while supporting the UAE's growing innovation ecosystem.

NDTI EXPERIENCE

NDTI has been an invaluable experience, opening doors to opportunities and partnerships we may not have accessed independently. From London Tech Week to direct engagement with Emirates NBD's senior leadership, the programme provided meaningful exposure and connections.

Through partners such as Microsoft, Visa and DIFC, we gained valuable market insights and introductions that would otherwise take years to build. NDTI demonstrates how Emirates NBD genuinely supports Emirati entrepreneurs, helping startups connect with the right people and accelerate their growth.

"**The technology holding company is the most elegant structure for compounding value.** It aligns the patience of permanent capital with the execution velocity of a world-class engineering team."

Ahmed AlQubaisi
Founder and Chief Commercial Officer, Qode



TREVEX

TREVEX is a DIFC-registered B2B fintech building the trust layer for UAE business. Empowering UAE Businesses Through Smarter Trade Finance.

TREVEX combines a free business directory with verified company profiles, credit intelligence, embedded financing and payment-risk management tools. Its integrated platform helps businesses make informed credit decisions, build trusted partnerships and access working capital more efficiently.

Market Efficiency & SME Growth

By providing verified business information and credit insights, TREVEX aims to reduce counterparty risk, improve payment confidence and accelerate trade transactions. Its solutions could help SMEs manage cash flow more effectively while enabling financial institutions to make better-informed lending decisions.

Infrastructure & National Agenda

As a DIFC-registered FinTech, TREVEX supports the UAE's ambitions to strengthen its SME economy and digital financial infrastructure. Its technology contributes to a more transparent, connected and resilient business ecosystem.

ECONOMIC IMPACT

SMEs represent approximately **94%** of companies in the UAE, yet many face challenges accessing working capital and trade credit. TREVEX aims to bridge this gap by improving business transparency, facilitating access to financing and enabling companies to trade with greater confidence.
For Emirates NBD, the solution presents opportunities to strengthen SME relationships, improve credit assessment and support business growth through data-driven financial services.

NDTI EXPERIENCE

Through NDTI, TREVEX gained exposure to Emirates NBD's senior leadership, international markets during London Tech Week and strategic ecosystem partners, including Microsoft, Visa and DIFC. The programme also facilitated discussions with Emirates NBD's Business Banking, Risk, and TBS teams creating opportunities to explore the solution's relevance to SME financing, trade credit and risk management.

"We started TREVEX on a simple belief: **trade should run on facts, not faith.** When a business can see exactly who it is dealing with and gets paid with confidence, it stops surviving and starts growing. That is the kind of economy we want to help build in the UAE."

Mahdi Mohamad
Co-Founder and Chief Commercial Officer, TREVEX



MyBird

MyBird is building an AI powered platform that brings innovative sustainable products from around the world to UAE hospitality.

We find and verify products that replace single use plastic, then make them easy for hotels, restaurants, and cafes to source in one place. Every product is verified sustainable, and we offset the carbon so it reaches our clients carbon neutral and free of plastic packaging.

Driving Sustainble Growth Accross the UAE

MyBird products are in **250+** outlets across the UAE, with clients including Jumeirah Group, Atlantis Hotels, Sunset Hospitality, and Lagardère Travel Retail at Dubai International Airport. We also fund ocean cleanup in the UAE, a share of every order goes to removing waste from UAE waters. Established in 2022, MyBird is a social enterprise, a Future50 company, and holds the Majra seal for impact.

ECONOMIC IMPACT

Since 2022, mybird has grown to **250+** hospitality clients and over **5,000** orders delivered, reaching AED **6M+** in lifetime revenue while staying profitable and fully bootstrapped. We have replaced more than **35 million** single-use plastic items, and in 2025 our diver-led Below the Surface programme removed 1 tonne of waste from UAE waters.

We employ a team of eight across Abu Dhabi and Dubai. mybird is a certified social enterprise holding the Majra seal for impact, and every client receives an annual impact report for their CSR and ESG disclosure.

NDTI EXPERIENCE

NDTI came at the right time for mybird. The mentorship, and the doors it opened to people and partners we would not have reached alone, helped us think bigger and sharpen how we tell our story. The founder community around it has been just as valuable.

"We built MyBird on a simple idea: **sustainability should be proven, not claimed.** Every order removes real waste from UAE waters, measured and reported back to the client. That is the standard we hold ourselves to."

Maitha Almatrooshi
Founder & CEO, MyBird



EQARY is a UAE-born PropTech platform transforming how people rent, buy, sell and reserve properties by simplifying transactions, reducing intermediary costs and creating a more transparent real estate experience.

Market Efficiency & SME Growth

Traditional property transactions can involve brokerage fees of approximately **2%**. On an **2 million AED** property, this represents **40,000 AED** in potential commission costs. EQARY's direct transaction model seeks to reduce these expenses while simplifying the customer journey.

Infrastructure & National Agenda

Supporting the UAE's digital economy ambitions, EQARY contributes to the modernisation of real estate through greater transparency, streamlined transactions and locally developed technology, strengthening the country's growing PropTech ecosystem.

ECONOMIC IMPACT

EQARY aims to unlock new efficiencies in the UAE property market through a scalable digital platform. By reducing reliance on traditional intermediaries, the solution has the potential to lower transaction costs, accelerate property deals and create new opportunities for digital real estate services.

NDTI EXPERIENCE

Through NDTI, EQARY gained access to Emirates NBD's banking expertise, senior leadership and international exposure at London Tech Week. Engagements with relevant stakeholders helped explore potential opportunities across mortgage financing and escrow services, supporting the startup's strategic development and future growth.



"I tried to invest in property and to help my family sell an asset, and both times I hit the same wall: agents, fees and paperwork standing between people and a deal I could have done myself. The infrastructure to remove that wall finally exists in the UAE. **EQARY is our attempt to put the whole transaction back in people's own hands.**"

Maryam & Ahmed Alkendi
Founder & CEO, EQARY



Building Pathways for Startup Growth

Through a tailored six-week program, NDTI provided Cohort 6 founders with a personalized growth journey combining hands-on learning, strategic corporate engagement, international exposure and investor connectivity. Together, these experiences enabled participants to strengthen their business propositions, explore relevant opportunities and accelerate their growth within the wider innovation ecosystem.



Strengthening the Foundation

Founders participated in workshops and mentoring sessions to refine their business models, strengthen their value propositions and prepare for future growth.



Connecting Into the Ecosystem

Founders connected with industry experts and ecosystem partners, gaining valuable insights, mentorship and opportunities for collaboration.



Building Pitch Readiness

Through pitch rehearsals and expert feedback, founders strengthened their storytelling, refined their presentations and gained confidence in engaging investors.



Opening Doors to Investors

Founders engaged directly with investors, receiving valuable feedback, exploring funding opportunities and building connections for future growth.



Expanding Global Horizons

Through London Tech Week and engagements with Emirates NBD London, founders gained international exposure, expanded their networks and explored global opportunities.



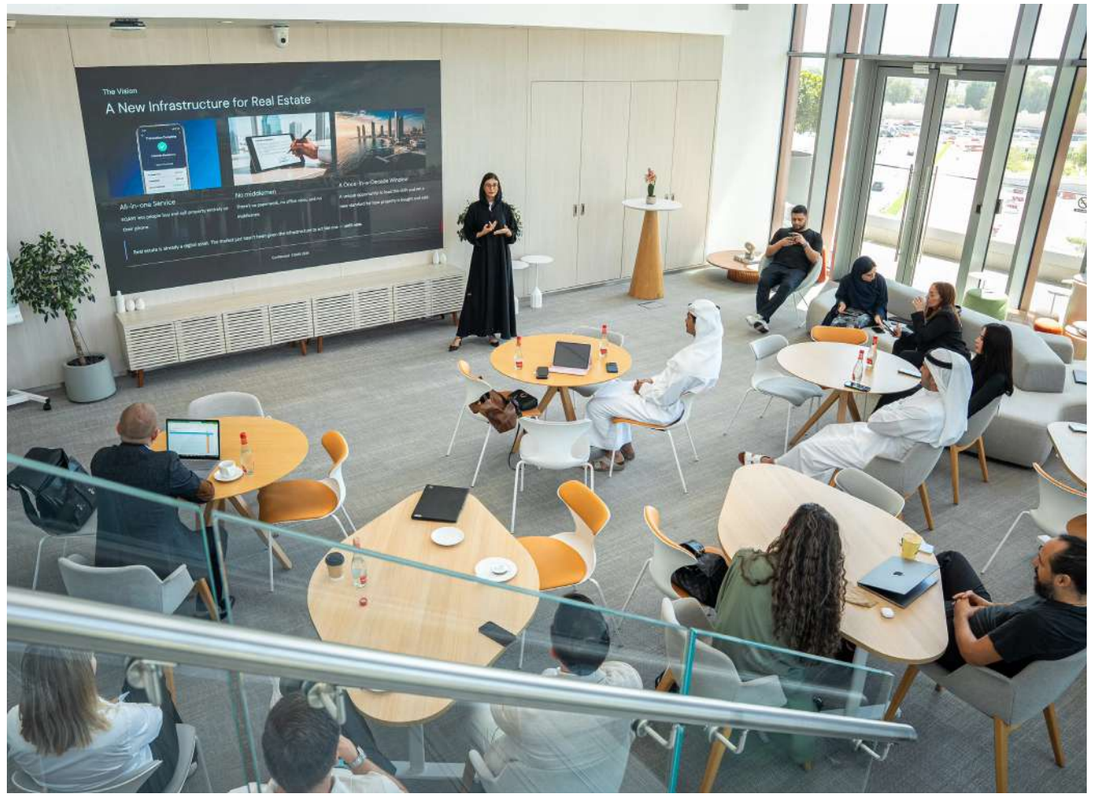
From Access to Opportunity

Direct engagement with Emirates NBD leadership and business units enabled founders to explore potential use cases, commercial collaborations and strategic opportunities.



The Launchpad for Lasting Progress

Where the next wave of founders took shape, coming together to set the direction for the journey and opportunities ahead.



CHARTING THE PATH FOR NDTI COHORT 6

Discovery Day

The program opened with a dedicated launch session that brought the new generation of founders together and established the direction for the journey ahead. The experience created early alignment around the program's purpose, expectations and the opportunities available throughout the cohort.

Founders connected with Emirates NBD leadership, program partners and key stakeholders through a focused agenda of introductions, program insights and open discussion. The session gave participants greater clarity on the program structure, key milestones and the different forms of support available across the NDTI ecosystem.

More than an introduction, the session helped shape the foundation for each founder's experience. Early conversations highlighted individual priorities, business needs and areas of opportunity, allowing the program team to better tailor future engagements, mentorship and relevant stakeholder connections throughout the cohort.

FOUNDATIONS FOR THE JOURNEY

Shared Direction
A clear vision for the journey ahead

Program Alignment
Understanding priorities and key milestones

Founder Dialogue
Individual needs and ambitions surfaced

Early Connections
Relevant relationships introduced from the outset



The Journey Continues: From Learning to Inspiring

The NDTI journey extends beyond mentorship and learning. Through industry workshops, strategic partnerships, and ecosystem engagements, Cohort 6 founders have evolved from aspiring entrepreneurs into emerging voices of inspiration. Their participation in events such as Hub71's Youth Week marks a meaningful milestone, providing a platform to share their experiences, showcase their growth, and inspire the next generation of innovators and entrepreneurs.



EMIRATES NBD X HUB71 | 29 SEP 2026

Beyond the Incubator: Founders in the Spotlight

Through our strategic partnership with Hub71, NDTI Cohort 6 founders and alumni took centre stage at Youth Week, sharing their entrepreneurial journeys, showcasing their ventures and inspiring young talent across the UAE's innovation ecosystem.

29 Youth Week Events

03 Alumni Panelists

02 Founder-Led Segments

A platform for real stories, meaningful connections and the next generation of Emirati innovation.

HUB71 YOUTH WEEK

Where Founders Inspire the Next Generation

On 29 September 2026, Emirates NBD and Hub71 came together for a dedicated Youth Week experience, connecting NDTI entrepreneurs with students, recent graduates and the wider innovation ecosystem through candid conversations, startup pitches and networking.



Founder Unfiltered

Stories, Lessons & the Journey

Alumni from Jadwelny (Cohort 4), Syspos (Cohort 5) and Quick Pay (Cohort 4) shared first-hand lessons on building ventures, navigating challenges and evolving as entrepreneurs.



The Opportunity Stage

NDTI Founder Pitches

Cohort 6 founders showcased their ventures and solutions, communicating their ambitions to an audience of emerging talent and ecosystem participants.



Beyond The Stage

Connections That Matter

Networking and ecosystem discovery encouraged new conversations. Founders were also invited to explore the wider Hub71 Youth Week programme and its additional opportunities.

Designed for Connection

Engagement concepts explored with Hub71 included "Signal Your Intent" wristbands to help guests find relevant connections and "The Exchange" networking wall for sharing needs, expertise and opportunities. These were proposed activations, not confirmed event outcomes.

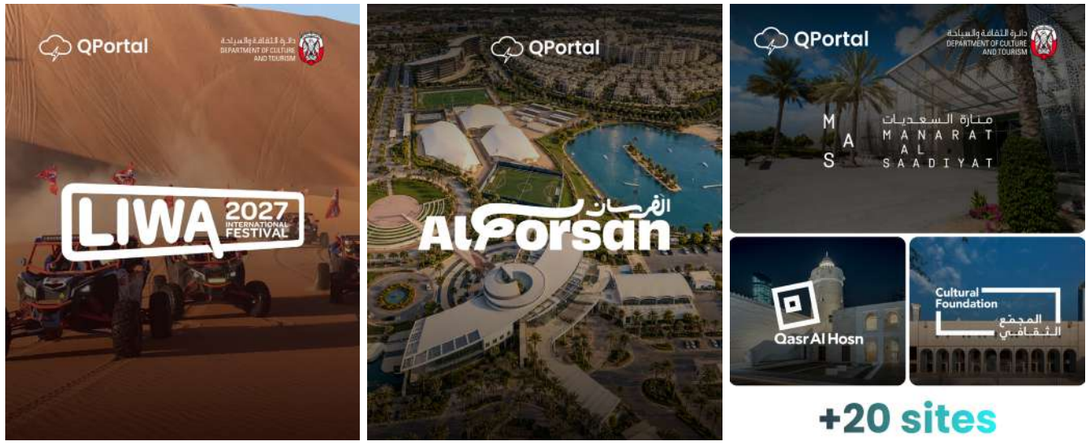
The Partnership Impact

By leveraging Hub71's ecosystem, Emirates NBD extended NDTI's reach beyond the incubator—giving Emirati entrepreneurs a platform to gain visibility, exchange knowledge and inspire the next generation.



Beyond the Journey: Celebrating Our Founders Milestones

The NDTI journey extends far beyond the program. Throughout the year, our founders and alumni have continued to reach new milestones, gain industry recognition, and make their mark across the UAE's entrepreneurial ecosystem. From prestigious achievements to participating in leading industry events, their progress reflects the lasting impact of innovation, ambition, and collaboration. Each success represents not only a personal achievement but also an inspiration for the next generation of Emirati entrepreneurs.



FOUNDER MILESTONE | AHMED ALQUBAISI | COHORT 6

Powering Digital Experiences Across the UAE

Transforming cultural destinations, entertainment and recreational experiences through integrated digital solutions.

QODE continues to demonstrate the impact of homegrown innovation through its flagship platform, **QPortal**, enabling organisations to streamline operations, enhance customer experiences and manage complex services through a unified digital ecosystem.
From cultural landmarks across Abu Dhabi to major recreational facilities and festivals, QODE's growing portfolio reflects its ability to deliver scalable, real-world solutions.

23 Cultural & Heritage Sites Connected	1.2M+ Visitor Tickets Supported Annually	70% Reduction in Man Administration

Milestones Projects

Department of Culture and Tourism – Abu Dhabi
Unified **23** cultural and heritage sites through Portal, integrating ticketing, access management, scheduling and customer interactions into one digital ecosystem.

Al Forsan
Digitised operations across **20+** sports and recreational facilities, bringing together bookings, memberships, events and customer management through a centralised platform.

Liwa Festival
Enhanced the festival experience through digital camp bookings, interactive campsite selection, vendor applications and centralised commercial operations.

Ahmed Alqubaisi, founder of QODE - his achievements reflects the ambition of the NDTI ecosystem: **empowering Emirati entrepreneurs to develop impactful solutions, expand their commercial presence and contribute to the UAE's evolving digital economy.**



FOUNDER MILESTONE | COHORT 5

Syspos Recognised Among the UAE's Future 100

Pioneering AI-powered operations for the UAE's next generation of merchants.

Selected as one of the UAE's Future 100 companies, Syspos has earned national recognition for its contribution to the future economy through AI-driven innovation. Led by the Ministry of Economy and Tourism and the Government Development and the Future Office, the initiative celebrates promising startups and scaleups shaping the UAE's economic future.

100
Future-Focused Companies
Selected through the national Future 100 initiative

4000+
Merchants Served
Across F&B, retail and hospitality

A New Chapter of Growth
Future 100 provides access to investors, regulators and strategic partners, alongside year-long acceleration **support to scale AI adoption among UAE merchants.**

"Future 100 gives us faster access to investors, regulators and partners, plus year-long acceleration support to scale AI adoption among UAE merchants."

Abdulrahman Kamhie
Founder of Syspos



The Power of Connection: Partnerships That Inspire Growth

Through the support of our strategic partners, DIFC, Microsoft and Visa, NDTI Cohort 6 founders gained access to industry expertise, emerging technologies and valuable business networks. From immersive learning experiences to meaningful industry engagements, these collaborations helped founders strengthen their capabilities, explore new opportunities and turn knowledge into pathways for growth.
Together, we continue to build an ecosystem where innovation thrives, connections create value and Emirati entrepreneurship moves forward.

Highlights

Partner immersions gave founders direct access to leading innovation ecosystems, enterprise capabilities and emerging technologies. Through targeted engagements with strategic partners, founders strengthened their market positioning, expanded their understanding of growth opportunities and explored new pathways to scale their businesses.



DIFC Immersion Day

Founders engaged with the DIFC Innovation Hub ecosystem through sessions focused on market access, partnerships, customer acquisition and AI adoption. Tailored advisory discussions also helped each startup explore specific growth priorities, strategic connections and readiness for upcoming opportunities.



Microsoft Immersion Day

The Microsoft immersion introduced founders to tools and platforms that can support startup growth, scalability and market expansion. Sessions covered Microsoft for Startups, marketplace opportunities, Generative AI, digital product strategy and cybersecurity, giving founders practical insight into building more scalable and resilient businesses.



Visa Innovation Centre

Founders explored Visa's innovation ecosystem through a guided experience at the Visa Innovation Centre and a discussion with the Head of FinTech Partnerships. The engagement highlighted how fintech's can leverage Visa's capabilities, network and ecosystem to strengthen their propositions and accelerate their go-to-market journey.



Expanding Global Horizons

As part of the program, founders travelled to London to gain international exposure, participate in London Tech Week and engage with the wider UK innovation ecosystem. The visit also included curated sessions with Emirates NBD London leadership and business teams, including the CEO, giving founders valuable market perspectives, strategic insights and opportunities to explore potential growth beyond the UAE.

"London has played an instrumental role supporting the NDTI delegation over the past two years, providing a unique platform for startups to engage with one of the world's leading financial and technology hubs. Through the delegation, a diverse cohort of startups gained access to senior stakeholders, enabling strategic dialogue and fostering meaningful discussions on key topics including trade, investment, and risk. This initiative further strengthens the growing partnership between the UAE and the UK, advancing collaboration in entrepreneurship, innovation, and economic growth."

Raashed Amin
CEO of Emirates NBD London



GLOBAL LEADERSHIP ENGAGEMENT | ADVANCING INTERNATIONAL GROWTH & COLLABORATION

Insights from Emirates NBD London

As part of their international immersion, NDTI founders visited the Emirates NBD London office, engaging with senior stakeholders across Trade Finance, Credit & Structuring, Risk, Human Resources and Private Banking. These valuable exchanges provided founders with international banking perspectives, expert guidance and strategic insights to strengthen their businesses and explore opportunities beyond the UAE.

Through direct conversations with Emirates NBD London's leadership, founders gained a deeper understanding of global banking practices, potential collaborations and international growth pathways. The engagement brought together diverse expertise, offering fresh perspectives to support their entrepreneurial journeys.

Among the senior stakeholders who contributed to these discussions were:



James Reilly
Head of Trade Finance Sales



Rachana Singhania
Head of Credit & Structure



Omar Rahim
Chief Risk Officer



Robert Hermelin
Senior International HR Manager



Lee Cooper
Director Private Banking

Overview



Day 1 | Global Connections

The London immersion began with the Global VIP Reception at London Tech Week 2026, where founders connected with international startups, investors and innovation leaders, building valuable relationships within London's technology ecosystem.



Day 2 | Exploring Innovation

Founders attended London Tech Week 2026, exploring emerging trends in AI, fintech and digital transformation. Through exhibitions, discussions and networking, they gained valuable insights into global innovation and startup growth opportunities.



Day 3 | Leadership Engagement

Founders visited the Emirates NBD London office, engaging with senior leadership across key business areas. The sessions provided strategic insights, tailored feedback and opportunities for collaboration, followed by further participation in London Tech Week.



Day 4 | Expanding Global Opportunities

The immersion concluded with a City of London ecosystem engagement, organised by London & Partners. Founders explored investment opportunities, strategic partnerships and international expansion pathways, strengthening their global networks and future growth prospects.

Empowering Founders to Lead, Grow and Create Impact

Cohort 6 connected Emirati founders with senior leaders, mentors and ecosystem partners to strengthen their businesses, broaden their perspectives and unlock new opportunities. Through strategic engagements and international exposure, founders built stronger networks, greater confidence and clearer pathways for future growth. A new group of high-potential Emirati startups, each embarking on a tailored journey designed to strengthen their commercial readiness, expand strategic networks, and unlock opportunities for growth and collaboration.



The Founders Have Spoken

Capturing founders' perspectives and experiences across the NDTI journey, from program engagements to international exposure.

85.7%

Overall Positive Ratings

Combined positive ratings across the program and international trip surveys.

88.6%

NDTI Program Experience

Positive feedback on program activities and engagement.

82.1%

London International Expansion Trip

Positive feedback on the international experience.

FOUNDER PERSPECTIVES

DIFC and Microsoft were very relevant to what our needs are as a company.

KEY TAKEAWAY

High satisfaction with practical learning and access to new networks; select immersion sessions offer room for stronger relevance.

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