



Startup investment opportunities in eCommerce & ICT 2017

1. Online Buyer Sentiment Analysis

Startup Idea	The startup idea is to create a tool to curate user/customer reviews available online and use big data tools to analyze the online buyer sentiments and provide it for sellers/manufacturers.		
Technology	Channel	Web platform and mobile applications	
	How will it work?	The startup will use web crawlers to gather reviews from websites like: Amazon, Souq and other eCommerce websites and also gather reviews mentioned on social media, like: Facebook, Twitter, etc. Once the reviews have been collected, it will use an algorithm to provide specific information to the seller like percentage of positive reviews, general sentiment, and brands perception over a period.	
Risk Involved	Biggest risk this startup would have is to get APIs (Application Program Interface) to access data from ecommerce platforms and social media sites. If one of these major platforms goes against the startup or starts their own similar, the startup would face stiff competition.		
Suggested Resource Requirements	Website	Outsourced	
	Algorithm Design	2x Software Engineer; 1x Data Scientist	
	Sales & Business Development	2x Sales & Business Development	
	Marketing	Outsourced	
	Salaries	30,000	79,500
	Operations	30,000	79,500
	Others	10,000	26,500
	Total	90,000	238,500
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	30,000	79,500
	Marketing	20,000	53,000
	Operations	30,000	79,500
	Others	10,000	26,500
	Total	90,000	238,500
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	8 months		
Related CR (Commercial Registration) Code and Business Requirements <i>Business Requirements shown here are only a sample of the full list of requirements and are</i>	71209 Other Testing and analysis activities Age: 18 and above Temporary Address: Allowed		



<p>subject to change by the CR Department at the Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest requirements, please visit Profiler at: www.sijilat.bh</p>	<p>American Nationals Ownership: Allowed up to 100% Bahraini Ownership: Allowed up to 100% GCC Nationals Ownership: Allowed up to 100% Foreign Ownership: Allowed up to 49% (a minimum Bahraini ownership of 51% required) Allowed for Individual Commercial Registration (ICR): Yes Allowed for Company Commercial Registration (CCR): Yes Allowed for <i>Sijilli</i>: Yes</p> <p>In 2016, The Ministry of Industry, Commerce and Tourism launched a new initiative under the name of "Sijili" to register institutions that do not require an office location or a permanent address. 39 business activities are currently included under Sijili initiative. Sijili is a virtual commercial registration that came in response to the government's expectations of supporting a knowledge-based economy and increasing competition in the eCommerce sector. The virtual commercial registration is only available for Bahraini citizens at the moment. For more information, please visit: www.sijilat.bh</p>
<p>Useful Information</p>	<ol style="list-style-type: none"> 1. The Directorate of eCommerce & IT at the Ministry of Industry, Commerce and Tourism commissioned YoStartups to prepare this startup investment opportunity in eCommerce & ICT. YoStartups is a Pre Accelerator, working to empower entrepreneurs to propel their business ideas into successful ventures. Its core mission is to take the message of entrepreneurship to 1 billion people globally by 2020, as on date, YoStartups has reached out to over 100 million people globally through its direct and indirect channels. YoStartups and their Bahraini partner, CH9, have collaborated to support and fast track the rise of Bahraini startups. Yostartups and CH9 will achieve this through their team of professionals from all over the world, guiding startups through ideation, investor readiness, launch and growth stage. Startups and entrepreneurs who participate in the YoStartups CH9 programs will gain insights into best practices, receive intensive training, and exchange experiences with fellow entrepreneurs in preparation to launch or scale up their ventures. Applications for individuals or teams from Bahrain are now open, and acceptances will be on a rolling basis throughout the year subject to review by the selection board. The lab will be co-located at CH9 Accelerator in Amwaj Islands, Bahrain. For more information, please write to Info@yostartups.com or connect with them on twitter @Yostartups or at fb.com/YoStartups. 2. The Ministry of Industry, Commerce and Tourism launched SIJILAT to include all conditions, procedures, laws and regulations related to acquiring business licenses for over 600 business activities; creating an integrated database that contains all the information related to issuing and managing commercial registrations and licensing. The system also



includes a summary of the business environment in the Kingdom of Bahrain, different legal forms of entities and registration requirements, as well as an overview of the corporate governance. It also provide services related to business activities such as company name, change of address, addition or deletion of a partner, along with the ability to amend authorized signatories. For more information on how to start your business, visit SIJILAT:

www.sijilat.bh

3. To obtain a copy of the above startup opportunity, please visit the Ministry of Industry, Commerce and Tourism Publications and Media at: www.moic.gov.bh



2. Smart Lockers for eCommerce Companies

Startup Idea	The startup idea is to establish a company that would set up smart lockers for last mile delivery by e-commerce companies. These locker stations can also facilitate in returning damaged items by the buyer, while also removing COD (Cash on Delivery) cost for sellers by incorporating payment feature at the station.		
Technology	Channel	Smart locker stations across the city	
	How will it work?	The startup will deploy smart lockers in various localities, and eCommerce companies can deliver the goods to those lockers, and the customers can receive such goods by using a lock code that is sent to the customer. This startup aims at solving the problem of last mile delivery, and save the delivery cost for the seller and buyer.	
Risk Involved	The startup could only flourish with its close tie-ups with the ecommerce players in the region, as they would have already aggregated the individual sellers. The biggest risks comes if the eCommerce players starts setting up their own network of locker stations. To overcome this, the startup should expand fast and keep itself lucrative enough cost wise to keep ecommerce players engaged.		
Suggested Resource Requirements	Hardware	Purchase smart lockers from third party manufacturers	
	Development	2x Software Engineer	
	Sales & Business Development	4x Sales & Business Development	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Device Cost	70,000	185,500
	Salaries	36,000	95,500
	Marketing	30,000	79,500
	Operations & Infrastructure	30,000	79,500
	Total	166,000	440,000
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	12 months		
Related CR (Commercial Registration) Code and Business Requirements <i>Business Requirements shown here are only a sample of the full list of requirements and are subject to change by the CR Department at the Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest</i>	4791 Retail sale via Internet Age: 18 and above American Nationals Ownership: Allowed up to 100% Bahraini Ownership: Allowed up to 100% GCC Nationals Ownership: Allowed up to 100%		



<p>requirements, please visit Profiler at: www.sijilat.bh</p>	<p>Foreign Ownership: Allowed up to 100%</p> <p>Allowed for Individual Commercial Registration (ICR): Yes</p> <p>Allowed for Company Commercial Registration (CCR): Yes</p> <p>Allowed for <i>Sijilli</i>: Yes</p> <p><i>In 2016, The Ministry of Industry, Commerce and Tourism launched a new initiative under the name of "Sijili" to register institutions that do not require an office location or a permanent address. 39 business activities are currently included under Sijili initiative. Sijili is a virtual commercial registration that came in response to the government's expectations of supporting a knowledge-based economy and increasing competition in the eCommerce sector. The virtual commercial registration is only available for Bahraini citizens at the moment. For more information, please visit: www.sijilat.bh</i></p>
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3. Healthy Organic Food for Expecting Mothers

Startup Idea	The startup idea is to provide every expecting mother with organically grown healthy nutrition so that her baby's development is as healthy as possible. This business will cater exclusively to the pregnant women only.		
Technology	Channel	Online Platform	
	How will it work?	The startup will work on B2C monthly subscription based model. The customer gets access to expert and qualified nutritionist for advising them on a healthy diet during each trimester. The subscribers pick one of the subscription plans for the period of the pregnancy offering them a range of options from organically grown and sterilized veggies, fruits, ready to cook meal kits and once a day-cooked meal.	
Risk Involved	The risk would be to carefully aggregate the supplier for organically grown healthy food. Even one faulty supplier could significantly damage the credibility of the company. As the startup would be catering to such a sensitive segment, it would need to set up a proper channel to scrutinize all the suppliers and their products.		
Suggested Resource Requirements	Supply Chain	2x Operations	
	Development	2x Software Engineer; rest outsourced	
	Sales & Business Development	4x Sales & Business Development	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	48,000	127,300
	Marketing	60,000	159,000
	Operations	60,000	159,000
	Others	20,000	53,000
	Total	188,000	498,300
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	10 months		
Related CR (Commercial Registration) Code and Business Requirements <i>Business Requirements shown here are only a sample of the full list of requirements and are subject to change by the CR Department at the Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest requirements, please visit Profiler at: www.sijilat.bh</i>	5610 Food and beverage service activities 5621 Catering Services 6312 Operation of websites/ web portals 6201 Computer programming activities Age: 18 and above American Nationals Ownership: Allowed up to 100% Bahraini Ownership: Allowed up to 100% GCC Nationals Ownership: Allowed up to 100% Foreign Ownership: Allowed up to 49% (a minimum Bahraini ownership of 51% required)		



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4. Marketplace for Real Estate Brokers

Startup Idea	The startup idea is to establish an online platform, which aggregates real estate brokers. The platform will provide tools and information for agents to be more productive and knowledgeable; the platform will also facilitate information transfer between agent communities and the real estate developers, who can directly access the end consumers through the brokers who use the platform.		
Technology	Channel	Web and Mobile Application	
	How will it work?	<p>This platform will empower real estate brokers with tools to negotiate deals faster and compete effectively with other online portals. With this platform, the Broker will remain updated on real estate trends and will be able to compete effectively with online portals. Brokers will also get access to the wider market through fellow agents for their customers / investors.</p> <p>Real estate developers can use this platform to launch their new projects and reach directly to the large pool of agents across different cities; this tool will also help them to get early feedback about the market response, before launching the product to the end consumers by spending mega bucks on promotional events and advertisements.</p>	
Risk Involved	The brokers are most relevant until the historical lease information about the properties are not open. There are few companies, which are making the data open or sell it for a fee. The startup would face a challenge if the company overtake the market with the lease information.		
Suggested Resource Requirements	Supply Chain	4x Operations	
	Development	2x Software Engineer; rest outsourced	
	Sales & Business Development	4x Sales & Business Development	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	48,000	127,300
	Marketing	70,000	185,500
	Operations	30,000	79,500
	Others	10,000	26,500
	Total	158,000	418,800



<p>Time To Traction Estimated time needed for the startup to get any kind of response from the target market</p>	<p>10 months</p>
<p>Related CR (Commercial Registration) Code and Business Requirements</p> <p><i>Business Requirements shown here are only a sample of the full list of requirements and are subject to change by the CR Department at the Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest requirements, please visit Profiler at: www.sijilat.bh</i></p>	<p>6312 Operation of websites/ web portals 6201 Computer programming activities</p> <p>Age: 18 and above Temporary Address: Allowed Bahraini Ownership: Allowed up to 100% Allowed for Individual Commercial Registration (ICR): Yes Allowed for Company Commercial Registration (CCR): Yes Allowed for <i>Sijilli</i>: Yes</p> <p><i>In 2016, The Ministry of Industry, Commerce and Tourism launched a new initiative under the name of "Sijili" to register institutions that do not require an office location or a permanent address. 39 business activities are currently included under Sijili initiative. Sijili is a virtual commercial registration that came in response to the government's expectations of supporting a knowledge-based economy and increasing competition in the eCommerce sector. The virtual commercial registration is only available for Bahraini citizens at the moment. For more information, please visit: www.sijilat.bh</i></p>
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5. Marketplace for Wedding Vendors

Startup Idea	The startup idea is to establish a platform for discovering the best wedding vendors. The platform shall have a range of wedding vendors from wedding venues to wedding photographers to caterers.		
Technology	Channel	Web based platform	
	How will it work?	<p>The website will be free for the customers, and the wedding vendors can list their essential services free of charge, in case they want to add a video, use a fancy banner or get a single click call connect feature from the website, they would subscribe to the paid plan. The site can be monetized by various means; one of the ways for the website to earn money could be to charge the vendors who would like to promote themselves on the site.</p> <p>As the business evolves, the site could also start a premium portal for the elite customers who will pay a sum to get access to the top vendors who provide high profile products and services for the expensive weddings.</p>	
Risk Involved	The bottom and mid-level of the market has been dominantly unstructured, and it would great deal of effort and quality control to streamline the market and create confidence about quality of the service. Just a few instances of poor service can damage the brand name to a large extent.		
Suggested Resource Requirements	Supply Chain	2x Operations	
	Development	2x Software Engineer; rest outsourced	
	Sales & Business Development	4x Sales & Business Development	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	48,000	127,300
	Marketing	70,000	185,500
	Operations	40,000	106,000
	Others	10,000	26,500
	Total	168,000	445,300
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	8 months		
Related CR (Commercial Registration) Code and Business Requirements	6312 Operation of websites/ web portals 6201 Computer programming activities		



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6. Marketplace Management Tool

Startup Idea	The startup idea is to establish marketplace management tool for sellers on ecommerce platforms. The sellers who sell products on e-commerce platforms can use this tool to manage all the orders, shipments and inventory through the tool. The same tool will also create invoices and prepare the shipment details.		
Technology	Channel	Mobile and Web based applications	
	How will it work?	The online buyer will be able to track and manage all the orders, inventory, invoices and shipments through one tool. This will help sellers to streamline the process, thereby saving cost and time. It will also help them to provide a better experience to the buyers, creating long-term customer satisfaction.	
Risk Involved	The startup would face a significant risk if one of the eCommerce giants comes up with the similar solution to provide umbrella services to other smaller ecommerce players.		
Suggested Resource Requirements	Supply Chain	2x Operations	
	Development	2x Software Engineer; rest outsourced	
	Sales & Business Development	2x Sales & BD	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	36,000	95,500
	Marketing	40,000	106,000
	Operations	30,000	79,500
	Others	10,000	26,500
	Total	116,000	307,500
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	6 months		
Related CR (Commercial Registration) Code and Business Requirements <i>Business Requirements shown here are only a sample of the full list of requirements and are subject to change by the CR Department at the Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest requirements, please visit Profiler at: www.sijilat.bh</i>	<p>6312 Operation of websites/ web portals 6201 Computer programming activities</p> <p>Age: 18 and above American Nationals Ownership: Allowed up to 100% Bahraini Ownership: Allowed up to 100% GCC Nationals Ownership: Allowed up to 100% Foreign Ownership: Allowed up to 100% Allowed for Individual Commercial Registration (ICR): Yes Allowed for Company Commercial Registration (CCR): Yes Allowed for <i>Sijilli</i>: Yes</p> <p><i>In 2016, The Ministry of Industry, Commerce and Tourism launched a new initiative under the name of "Sijili" to register institutions that do not require an</i></p>		



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7. Platform for Solar Energy Solutions

Startup Idea	The startup idea is to establish a platform for solar energy solutions. The platform will bring together various market participants in the solar energy sector to work with each other, leading to synergies.		
Technology	Channel	Web based application	
	How will it work?	<p>The customers can visit the website and provide the details of the proposed project on the site for setting up a solar project. The site can charge a fee for providing a detailed report on setting up the said project (as mentioned above).</p> <p>Since the website will be acting as a platform and help the customer choose vendors for delivering the project as well, the website can also charge a certain commission on each sale on the site from the vendor.</p>	
Risk Involved	The favourable government policies will pay a key role in the future of the industry. Increased energy demand and depleting oil reserves have lately prompted governments in the region to start promoting renewable sources of energy.		
Suggested Resource Requirements	Subject Experts	2x Experts	
	Development	1x Software Engineer; rest outsourced	
	Sales & Business Development	4x Sales & Business Development	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	42,000	111,400
	Marketing	40,000	106,000
	Operations	60,000	159,000
	Others	15,000	39,800
	Total	157,000	416,200
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	8 months		
Related CR (Commercial Registration) Code and Business Requirements <i>Business Requirements shown here are only a sample of the full list of requirements and are subject to change by the CR Department at the Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest requirements, please visit Profiler at: www.sijilat.bh</i>	6312 Operation of websites/ web portals 6201 Computer programming activities Age: 18 and above American Nationals Ownership: Allowed up to 100% Bahraini Ownership: Allowed up to 100% GCC Nationals Ownership: Allowed up to 100% Foreign Ownership: Allowed up to 49% (minimum Bahraini ownership of 51% required)		



	<p>Allowed for Individual Commercial Registration (ICR): Yes Allowed for Company Commercial Registration (CCR): Yes Allowed for <i>Sijilli</i>: Yes</p> <p><i>In 2016, The Ministry of Industry, Commerce and Tourism launched a new initiative under the name of "Sijili" to register institutions that do not require an office location or a permanent address. 39 business activities are currently included under Sijili initiative. Sijili is a virtual commercial registration that came in response to the government's expectations of supporting a knowledge-based economy and increasing competition in the eCommerce sector. The virtual commercial registration is only available for Bahraini citizens at the moment. For more information, please visit: www.sijilat.bh</i></p>
Useful Information	<ol style="list-style-type: none"> 1. The Directorate of eCommerce & IT at the Ministry of Industry, Commerce and Tourism commissioned YoStartups to prepare this startup investment opportunity in eCommerce & ICT. YoStartups is a Pre Accelerator, working to empower entrepreneurs to propel their business ideas into successful ventures. Its core mission is to take the message of entrepreneurship to 1 billion people globally by 2020, as on date, YoStartups has reached out to over 100 million people globally through its direct and indirect channels. YoStartups and their Bahraini partner, CH9, have collaborated to support and fast track the rise of Bahraini startups. Yostartups and CH9 will achieve this through their team of professionals from all over the world, guiding startups through ideation, investor readiness, launch and growth stage. Startups and entrepreneurs who participate in the YoStartups CH9 programs will gain insights into best practices, receive intensive training, and exchange experiences with fellow entrepreneurs in preparation to launch or scale up their ventures. Applications for individuals or teams from Bahrain are now open, and acceptances will be on a rolling basis throughout the year subject to review by the selection board. The lab will be co-located at CH9 Accelerator in Amwaj Islands, Bahrain. For more information, please write to Info@yostartups.com or connect with them on twitter @Yostartups or at fb.com/YoStartups. 2. The Ministry of Industry, Commerce and Tourism launched SIJILAT to include all conditions, procedures, laws and regulations related to acquiring business licenses for over 600 business activities; creating an integrated database that contains all the information related to issuing and managing commercial registrations and licensing. The system also includes a summary of the business environment in the Kingdom of Bahrain, different legal forms of entities and registration requirements, as well as an overview of the corporate governance. It also provide services related to business activities such as company name, change of address, addition or deletion of a partner,



along with the ability to amend authorized signatories. For more information on how to start your business, visit SIJILAT: www.sijilat.bh

3. To obtain a copy of the above startup opportunity, please visit the Ministry of Industry, Commerce and Tourism Publications and Media at: www.moic.gov.bh



8. Platform to find Refurbishing Contractors

Startup Idea	The idea is to make a platform to help homeowners, and small-scale developers find licensed contractors for their remodeling projects. The platform will allow the users to identify the best contractor for their job depending on their legal and work profile, and based on customer reviews and feedback.		
Technology	Channel	Mobile and Web based application	
	How will it work?	<p>The platform will help homeowners and small-scale developers in selecting through a list of licensed contractors based on their project requirements. The platform will provide the complete information on the licenses held by the contractors and if they have any ongoing legal issues. It will further help you to make the decision on a contractor by providing customer feedback and reviews.</p> <p>The platform will also have a project bidding functionality. Once you submit your project specifics, contractors will submit their respective quotes. This will ensure that a user always gets the best price. Each contractor will also feature their past projects and their company profile so that the customer can choose the one with most relevant expertise.</p>	
Risk Involved	A functional and effective project management platform will prove to be a key to success for the platform. Without which the platform may not be able to maintain the quality and efficacy, which will ruin the brand image.		
Suggested Resource Requirements	Supply Chain	2x Operations	
	Development	2x Software Engineer; rest outsourced	
	Sales & Business Development	4x Sales & BD	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	48,000	127,300
	Marketing	60,000	159,000
	Operations	40,000	106,000
	Others	10,000	26,500
	Total	158,000	418,800
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	10 months		



<p>Related CR (Commercial Registration) Code and Business Requirements</p> <p><i>Business Requirements shown here are only a sample of the full list of requirements and are subject to change by the CR Department at the Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest requirements, please visit Profiler at: www.sijilat.bh</i></p>	<p>6312 Operation of websites/ web portals 6201 Computer programming activities</p> <p>Age: 18 and above American Nationals Ownership: Allowed up to 100% Bahraini Ownership: Allowed up to 100% GCC Nationals Ownership: Allowed up to 100% Foreign Ownership: Allowed up to 100% Allowed for Individual Commercial Registration (ICR): Yes Allowed for Company Commercial Registration (CCR): Yes Allowed for <i>Sijilli</i>: Yes</p> <p><i>In 2016, The Ministry of Industry, Commerce and Tourism launched a new initiative under the name of "Sijili" to register institutions that do not require an office location or a permanent address. 39 business activities are currently included under Sijili initiative. Sijili is a virtual commercial registration that came in response to the government's expectations of supporting a knowledge-based economy and increasing competition in the eCommerce sector. The virtual commercial registration is only available for Bahraini citizens at the moment. For more information, please visit: www.sijilat.bh</i></p>
<p>Useful Information</p>	<ol style="list-style-type: none"> 1. The Directorate of eCommerce & IT at the Ministry of Industry, Commerce and Tourism commissioned YoStartups to prepare this startup investment opportunity in eCommerce & ICT. YoStartups is a Pre Accelerator, working to empower entrepreneurs to propel their business ideas into successful ventures. Its core mission is to take the message of entrepreneurship to 1 billion people globally by 2020, as on date, YoStartups has reached out to over 100 million people globally through its direct and indirect channels. YoStartups and their Bahraini partner, CH9, have collaborated to support and fast track the rise of Bahraini startups. Yostartups and CH9 will achieve this through their team of professionals from all over the world, guiding startups through ideation, investor readiness, launch and growth stage. Startups and entrepreneurs who participate in the YoStartups CH9 programs will gain insights into best practices, receive intensive training, and exchange experiences with fellow entrepreneurs in preparation to launch or scale up their ventures. Applications for individuals or teams from Bahrain are now open, and acceptances will be on a rolling basis throughout the year subject to review by the selection board. The lab will be co-located at CH9 Accelerator in Amwaj Islands, Bahrain. For more information, please write to Info@yostartups.com or connect with them on twitter @Yostartups or at fb.com/YoStartups. 2. The Ministry of Industry, Commerce and Tourism launched SIJILAT to include all conditions, procedures, laws and regulations related to acquiring business



licenses for over 600 business activities; creating an integrated database that contains all the information related to issuing and managing commercial registrations and licensing. The system also includes a summary of the business environment in the Kingdom of Bahrain, different legal forms of entities and registration requirements, as well as an overview of the corporate governance. It also provide services related to business activities such as company name, change of address, addition or deletion of a partner, along with the ability to amend authorized signatories. For more information on how to start your business, visit SIJILAT: www.sijilat.bh

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9. Price Discovery Application for Online Products

Startup Idea	The startup idea is to create an application for online product and price comparison. With the proposed application, a user can either upload the link of any online product or even click a picture of the product available offline and search for the similar product on the application by uploading the image of the product.		
Technology	Channel	Mobile and Web based application	
	How will it work?	<p>The option of price comparison and information about other similar products and reviews will be free for the users. The application will make money by running promotions for featuring certain similar products. The users will also be able to buy products directly through the application, and it can charge a commission for every sale made through it.</p> <p>The eCommerce websites will be able to subscribe to the paid plans of the application, where the e-commerce sites will provide data about the products searched, and the websites can offer special prices for such products to the users.</p>	
Risk Involved	This business needs integration with various eCommerce and other wholesalers of the products to pull/crawl data from different sites for price comparison. If some of the leading eCommerce platforms deny the access, it could pose a challenge to the relevancy of the startup.		
Suggested Resource Requirements	Operations	2x Operations	
	Development	4x Software Engineer; rest outsourced	
	Sales & Business Development	2x Sales & BD	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	48,000	127,300
	Marketing	60,000	159,000
	Operations	25,000	66,300
	Others	10,000	26,500



	Total	143,000	379,100
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	10 months		
Related CR (Commercial Registration) Code and Business Requirements <i>Business Requirements shown here are only a sample of the full list of requirements and are subject to change by the CR Department at the Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest requirements, please visit Profiler at: www.sijilat.bh</i>	<p>6312 Operation of websites/ web portals 6201 Computer programming activities</p> <p>Age: 18 and above Temporary Address: Allowed American Nationals Ownership: Allowed up to 100% Bahraini Ownership: Allowed up to 100% GCC Nationals Ownership: Allowed up to 100% Foreign Ownership: Allowed up to 49% (a minimum Bahraini ownership of 51% required) Allowed for Individual Commercial Registration (ICR): Yes Allowed for Company Commercial Registration (CCR): Yes Allowed for <i>Sijilli</i>: Yes</p> <p><i>In 2016, The Ministry of Industry, Commerce and Tourism launched a new initiative under the name of "Sijili" to register institutions that do not require an office location or a permanent address. 39 business activities are currently included under Sijili initiative. Sijili is a virtual commercial registration that came in response to the government's expectations of supporting a knowledge-based economy and increasing competition in the eCommerce sector. The virtual commercial registration is only available for Bahraini citizens at the moment. For more information, please visit: www.sijilat.bh</i></p>		
Useful Information	<p>1. The Directorate of eCommerce & IT at the Ministry of Industry, Commerce and Tourism commissioned YoStartups to prepare this startup investment opportunity in eCommerce & ICT. YoStartups is a Pre Accelerator, working to empower entrepreneurs to propel their business ideas into successful ventures. Its core mission is to take the message of entrepreneurship to 1 billion people globally by 2020, as on date, YoStartups has reached out to over 100 million people globally through its direct and indirect channels. YoStartups and their Bahraini partner, CH9, have collaborated to support and fast track the rise of Bahraini startups. Yostartups and CH9 will achieve this through their team of professionals from all over the world, guiding startups through ideation, investor readiness, launch and growth stage. Startups and entrepreneurs who participate in the YoStartups CH9 programs will gain insights into best practices, receive intensive training, and exchange experiences with fellow entrepreneurs in</p>		



preparation to launch or scale up their ventures. Applications for individuals or teams from Bahrain are now open, and acceptances will be on a rolling basis throughout the year subject to review by the selection board. The lab will be co-located at CH9 Accelerator in Amwaj Islands, Bahrain. For more information, please write to Info@yostartups.com or connect with them on twitter @Yostartups or at fb.com/YoStartups.

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10. Virtual Reality Content Creation Platform

Startup Idea	The startup idea is to establish a company, which would create VR (Virtual Reality) content. The world is moving towards VR, and there are numerous devices available which can play/run VR content, but there is not enough content. Various users/customers would want VR content created for many reasons. This startup aims to solve this problem.		
Technology	Channel	Mobile and Web based application	
	How will it work?	<p>This will be a platform, which would aim to connect VR content producers to small business owners and charge a facilitation fee. The platform would provide project management and graphical editing tools for the VR content producers in the future.</p> <p>To start with, the platform should have its team of VR producers so that it can refine and define the content creation strategy. The platform could charge up to a 20% commission on every project.</p>	
Risk Involved	The success would heavily depend on the success of VR device manufacturers like Samsung, etc. Without the penetration on these devices, VR content will not be able to be consumed.		
Suggested Resource Requirements	VR Content Producers	4x Content Producers	
	Development	1x Software Engineer; rest outsourced	
	Sales & Business Development	2x Sales & Business Development	
	Marketing	Outsourced	
Suggested Capital Requirements (12 Months Expense)	Item	BHD	USD
	Salaries	42,000	111,400
	Marketing	30,000	79,500
	Operations	50,000	132,600
	Others	15,000	39,800
	Total	137,000	363,300
Time To Traction <i>Estimated time needed for the startup to get any kind of response from the target market</i>	6 months		
Related CR (Commercial Registration) Code and Business Requirements <i>Business Requirements shown here are only a sample of the full list of requirements and are subject to change by the CR Department at the</i>	6312 Operation of websites/ web portals 6201 Computer programming activities Age: 18 and above American Nationals Ownership: Allowed up to 100%		



<p>Ministry of Industry, Commerce and Tourism. To view the full list and to obtain the latest requirements, please visit Profiler at: www.sijilat.bh</p>	<p>Bahraini Ownership: Allowed up to 100% GCC Nationals Ownership: Allowed up to 100% Foreign Ownership: Allowed up to 100% Allowed for Individual Commercial Registration (ICR): Yes Allowed for Company Commercial Registration (CCR): Yes Allowed for <i>Sijilli</i>: Yes</p> <p><i>In 2016, The Ministry of Industry, Commerce and Tourism launched a new initiative under the name of "Sijili" to register institutions that do not require an office location or a permanent address. 39 business activities are currently included under Sijili initiative. Sijili is a virtual commercial registration that came in response to the government's expectations of supporting a knowledge-based economy and increasing competition in the eCommerce sector. The virtual commercial registration is only available for Bahraini citizens at the moment. For more information, please visit: www.sijilat.bh</i></p>
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	<p>summary of the business environment in the Kingdom of Bahrain, different legal forms of entities and registration requirements, as well as an overview of the corporate governance. It also provide services related to business activities such as company name, change of address, addition or deletion of a partner, along with the ability to amend authorized signatories. For more information on how to start your business, visit SIJILAT: www.sijilat.bh</p> <p>3. To obtain a copy of the above startup opportunity, please visit the Ministry of Industry, Commerce and Tourism Publications and Media at: www.moic.gov.bh</p>
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