





# Company Profile:

## Pioneering Smart Solutions with Smart Citizens

### The Future of Smart Living



### SMART CITIZENS

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### INNOVATIVE & COLLABORATIVE

This document presents a comprehensive profile of Smart Citizens, a pioneering company in the realm of smart cities and home automation based in Dubai. It encapsulates the essence of the company, detailing its vision, mission, innovative solutions, and market strategies.

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# ABOUT SMART CITIZENS

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## A BRIEF STORY ABOUT OUR COMPANY

Smart Citizens was established in Dubai to pioneer in the field of AI and IoT-based smart home and smart city solutions. With a strong emphasis on sustainability and innovation, we have grown to become a leader in smart technology across the UAE and beyond. We launched our own Smart Home Automation app in July 2022, showcasing our commitment to user-friendly, cutting-edge solutions. Our participation in prestigious events, such as GITEX Global 2020 and Suadi Smart City 2024 have marked us as an industry front-runner.

TRANSFORMING LIVING SPACES WITH  
INNOVATIVE, SUSTAINABLE, AND SMART  
TECHNOLOGY SOLUTIONS.



# MESSAGE FROM THE CEO

"At **Smart Citizens**, our journey has been one of relentless innovation and dedication to excellence in creating smart, sustainable solutions for modern living. Since our inception, we have committed to harnessing the power of **AI and IoT** to transform how people live and interact within their homes and cities.



Our focus is not just on building smart technology, but on crafting experiences that are intuitive, secure, and adaptable to the evolving needs of our users. As we look ahead, our vision remains steadfast—to empower communities and businesses with cutting-edge infrastructure that supports sustainable growth and enhances quality of life. We understand that the future of smart living hinges on collaboration, continuous improvement, and a deep understanding of our clients' aspirations.

I am proud of the milestones we have achieved, from the development of our **Smart Citizens SaaS platform** to the launch of revolutionary products like **RingPulse**. These accomplishments reflect our team's unwavering commitment to excellence and innovation.

Thank you to our partners, clients, and dedicated team for making this journey possible. **Together, we are building a smarter, more connected world.**"

— Dr. Ashraf Nouri,  
CEO of Smart Citizens





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# VISION

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**Smart Citizens envisions a connected world** through innovative AI and IoT solutions, empowering communities with sustainable, efficient, and intelligent technologies.

Our broader vision extends beyond smart home automation, focusing on fostering sustainable growth, environmental stewardship, and seamless urban management to build resilient communities for the future.

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# MISSION

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- 01** To harness the power of AI and IoT **to design and deploy innovative technology solutions** that transform urban landscapes into sustainable, efficient, and interconnected smart cities.
  - 02** **To create smart, interconnected communities** that optimize resource usage, improve efficiency, and promote environmental sustainability.
  - 03** **To empower individuals and organizations,** driving progress towards smarter, more resilient cities worldwide.
  - 04** **To create environments where technology enhances daily life,** optimizes resource use, improves infrastructure, and fosters smarter, more resilient communities for the future.
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# KEY FACTORS

## INNOVATION

**Smart Citizens provides innovation** in smart cities and home automation through advanced IoT, AI, and data-driven solutions. We enhance energy efficiency, security, and personalization while promoting sustainability and inclusivity. Our cutting-edge technologies drive seamless urban living, improved well-being, and resource optimization for a smarter, more connected future.

## INFRASTRUCTURE

**Smart Citizens' infrastructure** is built on robust IoT networks and AI-powered systems that interconnect homes and cities for seamless operation. We incorporate **cutting-edge technology** for energy management, security, and automation, ensuring sustainable growth. Our infrastructure supports high efficiency, data-driven decision-making, and an inclusive approach for all users.

## CREATIVITY

**At Smart Citizens, creativity drives our approach to smart solutions**, blending innovative ideas with technology to transform living and urban spaces. **We design tailored, intuitive experiences** that anticipate user needs, optimize resources, and enhance everyday life. Our commitment to creative solutions ensures adaptable, forward-thinking infrastructure that evolves with community aspirations.



# CERTIFICATES & RECOGNITION

Products Accredited and  
Certified by TDRA



Best UAE Business  
Awards



Globe Awards Winner  
- CEO World Awards



Globe Awards Winner -  
Information Technology



ISO 9001:2015 -  
Quality Management  
Systems



In-Country  
Value



Registered Trade Marke  
in UAE



وزارة الاقتصاد  
MINISTRY OF ECONOMY





# PROBLEMS

## A BRIEF STORY ABOUT THE PROBLEMS

**Smart Citizens tackles the significant challenge** of integrating smart technologies with traditional home infrastructure. We respond to the increasing demand for sustainable solutions that are user-friendly and secure.

Our focus includes resolving complexities in smart device compatibility, data privacy, and system management, ensuring a seamless user experience for all.

### PRIVACY RISKS

Data collection in our smart systems poses privacy and security challenges, making robust encryption and cybersecurity measures essential to protect personal and public data.

### INTEGRATION CHALLENGES

Devices from various manufacturers may not communicate seamlessly, causing system fragmentation. Universal standards and open protocols are needed for cohesive integration.

### HIGH COSTS

Implementing smart technologies can be costly, creating barriers for cities and homeowners. Innovative funding and partnerships are needed for wider adoption.

### TECH DEPENDENCE

Relying on technology increases vulnerability to disruptions like power outages and system failures. Backup systems and regular maintenance help ensure continuous functionality.



# SOLUTIONS

## A BRIEF STORY ABOUT THE SOLUTIONS

Smart Citizens addresses key challenges in smart living by providing advanced cybersecurity protocols for privacy, scalable and cost-effective solutions to reduce financial barriers, and unified platforms for seamless device integration.

With comprehensive backup systems and maintenance plans, Smart Citizens ensures reliable performance and continuous operation, minimizing the impact of technical disruptions.

**The Smart City Master Plan 2025\* by Smart Citizens includes the following key initiatives:**

- Smart Water Management
- Smart Energy Management
- Smart Transportation Systems
- Smart Waste Management
- Smart Building Management
- Smart City Surveillance & Security
- Smart Street Lighting
- Environmental Monitoring
- Smart Public Safety
- Smart Healthcare Systems
- Smart Parking Solutions
- Citizen Engagement Platforms
- Smart Education Solutions

\*The Smart City Masterplan 2025 is a standalone document published by Smart Citizens and is available upon request.





# SWOT ANALYSIS



Smart Citizens leverages strengths in comprehensive solutions and partnerships, addressing challenges in costs and integration while pursuing growth and innovation.

## Strength

- Cutting-Edge Technology
- End-to-End Solutions
- Technological Expertise
- Established Market Presence
- Customization and Scalability
- Highly Skilled Team
- Customer-Centric Approach

## Weaknesses

- Limited awareness in new markets
- Limited local manufacturing capabilities
- High staff training costs for new technologies

## Opportunities

- Growing Market Demand
- Government Initiatives
- Sustainability Focus
- Partnerships and Collaborations
- Expansion into New Markets
- Expansion into Green Technology
- Digital Transformation Initiatives

## Threats

- Intense Competition
- Rapid Technological Changes
- Economic Fluctuations



# OUR BUSINESS MODEL CANVAS



Smart City 2024 - Riyadh

"Smart innovation isn't just about technology; it's about transforming everyday experiences, making life simpler, safer, and more connected for everyone." –

Dr. Ashraf Nouri

[WWW.SMARTCITIZENS.AE](http://WWW.SMARTCITIZENS.AE)



# LEAN CANVAS

<b>PROBLEMS</b> <ul style="list-style-type: none"> <li>• High Initial Costs</li> <li>• Complex System Integration</li> <li>• Customer Education</li> </ul>	<b>SOLUTIONS</b> <ul style="list-style-type: none"> <li>• End-to-End Integration</li> <li>• Scalable Modular Systems</li> <li>• Comprehensive Customer Support</li> </ul>	<b>UNIQUE SELLING PROPOSITION</b> <p>Smart Citizens delivers comprehensive, scalable, and seamless smart living solutions that enhance daily life through cutting-edge technology and unmatched customer support.</p>	<b>UNFAIR ADVANTAGE</b> <ul style="list-style-type: none"> <li>• Proprietary Technology</li> <li>• Expert Team</li> <li>• Strong Partnerships</li> </ul>	<b>CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"> <li>• Residential Homeowners</li> <li>• Real Estate Dev.</li> <li>• Gov. Agencies</li> <li>• Businesses and Corporations</li> </ul>
<b>EXISTING ALTERNATIVES</b> <ul style="list-style-type: none"> <li>• Fixed Costs: <ul style="list-style-type: none"> <li>◦ R&amp;D Expenses, Labor Costs, Infra.</li> </ul> </li> <li>• Variable Costs: <ul style="list-style-type: none"> <li>◦ Marketing,</li> <li>◦ Customer Acquisition,</li> <li>◦ Distribution,</li> <li>◦ Maintenance</li> </ul> </li> </ul>	<b>KEY METRICS</b> <ul style="list-style-type: none"> <li>• Customer Acquisition Rate</li> <li>• Customer Satisfaction and Retention</li> <li>• System Uptime and Reliability Metrics</li> <li>• Implementation Timeframes</li> <li>• Revenue Growth</li> </ul>	<b>HIGH-LEVEL CONCEPT</b> <p>Smart Citizens provides seamless, end-to-end smart living solutions designed for complete integration, sustainability, and enhanced user experience.</p>	<b>CHANNELS</b> <ul style="list-style-type: none"> <li>• Direct Sales Team</li> <li>• Partnerships with Real Estate Dev.</li> <li>• Online Sales via Company Website</li> <li>• Participation in Trade Shows and Exhibitions</li> <li>• Collaborations with Retailers</li> </ul>	<b>EARLY ADOPTERS</b> <ul style="list-style-type: none"> <li>• Tech-Savvy Homeowners</li> <li>• Luxury Property Developers</li> <li>• Forward-Thinking Municipalities</li> <li>• Companies Focused on Sustainability</li> </ul>
<b>COST STRUCTURE</b> <div> <b>Fixed Costs:</b> <ul style="list-style-type: none"> <li>• Infrastructure Maintenance</li> <li>• Salaries</li> <li>• Office and Facilities</li> <li>• Hosting Services</li> <li>• Compliance and Certification</li> </ul> </div> <div> <b>Variable Costs:</b> <ul style="list-style-type: none"> <li>• Customer Acquisition</li> <li>• Distribution Costs</li> <li>• Project-Based Labor</li> <li>• Marketing and Promotion</li> <li>• Technology Upgrades</li> <li>• Partner Commissions</li> </ul> </div>		<b>REVENUE STREAMS</b> <ul style="list-style-type: none"> <li>• Direct Sales of Hardware and Software</li> <li>• Subscription Fees for SaaS Services</li> <li>• Installation and Configuration Services</li> <li>• Maintenance and Support Contracts</li> <li>• Consulting and Customization Services</li> <li>• Partnership and Licensing Fees</li> <li>• Training Programs</li> <li>• Revenue from Upgrades and Add-ons</li> </ul>		



# PRODUCT OVERVIEW



## A BRIEF STORY ABOUT THE PRODUCT

Smart Citizens' flagship smart living solution was born from a vision to create a seamless, connected experience for homes and urban environments. Founded with a mission to transform everyday living, the product combines cutting-edge IoT, AI, and data analytics to offer comprehensive hardware and software integration.

As the company grew, Smart Citizens built partnerships with leading technology providers and real estate developers, enabling it to scale its product across residential, commercial, and municipal spaces. Today, this solution empowers users to enjoy enhanced comfort, energy efficiency, and security, making life smarter, safer, and more sustainable in the ever-evolving landscape of modern living.

"Smart Citizens has completely transformed the way we live and work. Their comprehensive smart living solution was seamlessly integrated into our residential project, providing unparalleled convenience, energy efficiency, and security. We couldn't be happier with the results!" – Ahmed Al Mansoori, Real Estate Developer, Dubai



### SMART ENERGY MANAGEMENT SYSTEM

- **Summary:** IoT-driven system for monitoring and optimizing energy usage with AI, reducing costs and emissions.
- **Key Features:** Predictive analytics, real-time monitoring, renewable integration.
- **Benefits:** Cost savings and improved sustainability.



### SMART REAL ESTATE AUTOMATION PLATFORM

- **Summary:** Centralized control of smart home devices for seamless user experience and energy optimization.
- **Key Features:** Multi-device compatibility, voice/app control.
- **Benefits:** Enhanced convenience and energy efficiency.



## OUR IOT SOLUTIONS OVERVIEW



### SMART IOT WORKPLACE MANAGEMENT

- **Centralized Dashboard:** Real-time monitoring and management of office resources such as workstations, shared spaces, and office equipment.
- **Occupancy Sensors:** Detect the presence of employees in different areas to optimize space utilization and reduce energy consumption.
- **Smart Scheduling:** Integrated booking systems for conference rooms and workspaces with real-time availability tracking.
- **Environmental Control:** Automation of lighting, temperature, and air quality to maintain a comfortable working environment.
- **Employee Experience:** Personalized settings for employees' workstations, including preferred light and temperature levels.
- **Unified AV Control:** Centralized control systems to manage audio and visual equipment seamlessly across meeting rooms.
- **Video Conferencing Solutions:** High-quality video and audio systems integrated with platforms such as Zoom, Microsoft Teams, and Cisco Webex for seamless communication.
- **Wireless Presentation:** Easy-to-use wireless solutions for screen sharing and presentations.
- **Smart Sound Systems:** Automated volume adjustments and customizable soundscapes for different meeting types and settings.
- **Interactive Displays:** Smart touch-enabled displays that support collaborative work and interactive presentations.
- **Room Booking System:** An IoT-powered system with real-time availability and booking features to prevent double-booking.
- **Room Analytics:** Usage statistics for rooms to help optimize space management and inform decision-making.
- **Smart Displays and Panels:** Interactive panels outside meeting rooms showing booking status, upcoming meetings, and schedule management.
- **AI Assistants:** Voice-activated virtual assistants that help initiate video calls, control room equipment, and manage meeting agendas.
- **Integration with Smart Sensors:** Sensors that monitor occupancy, lighting, and temperature, adjusting them automatically for energy efficiency and comfort.
- **Energy Management:** Smart solutions for energy consumption tracking and automation of HVAC, lighting, and other electrical systems for reduced operational costs.
- **Predictive Maintenance:** IoT sensors in elevators, HVAC systems, and other critical infrastructure that predict potential issues before failures occur.
- **Access Control Systems:** Smart security with facial recognition, biometric access, and keyless entry options.
- **Surveillance and Safety:** Integration of AI-driven security cameras and alarm systems for real-time monitoring and incident response.
- **Smart Water Management:** Leak detection and usage tracking to prevent wastage and optimize consumption.



## ENVIRONMENTAL MONITORING SYSTEMS

- **Summary:** Real-time tracking of environmental factors to ensure public health and quick response to issues.
- **Key Features:** Air/water quality sensors, predictive analytics.
- **Benefits:** Improved public health and urban sustainability.



## SMART SURVEILLANCE AND SECURITY SYSTEM

- **Summary:** AI-based security system with smart cameras and motion detectors for real-time threat detection.
- **Key Features:** Facial recognition, emergency alerts.
- **Benefits:** Improved security and peace of mind.



## SMART WATER MANAGEMENT TOOLS

- **Summary:** Tools for monitoring water usage, detecting leaks, and optimizing distribution with predictive analytics.
- **Key Features:** Leak detection, real-time tracking.
- **Benefits:** Water conservation and cost reduction.



## SMART HEALTHCARE MONITORING

- **Summary:** IoT-enabled health monitoring for real-time patient data and improved care using our smart RingPulse.
- **Key Features:** Wearable monitors, health data analysis.
- **Benefits:** Enhanced patient care and reduced wait times.



## SMART TRANSPORTATION MANAGEMENT

- **Summary:** IoT and AI solutions for optimizing traffic and public transport with real-time data.
- **Key Features:** Traffic monitoring, route optimization.
- **Benefits:** Reduced commute times and better traffic management.



## SMART WASTE MANAGEMENT SOLUTION

- **Summary:** IoT sensors for waste monitoring and route optimization to reduce collection costs and emissions.
- **Key Features:** Waste level sensors, route optimization.
- **Benefits:** Efficient waste collection and reduced fuel consumption.



## SMART LIGHTING SYSTEMS

- **Summary:** IoT and AI-controlled lighting systems for energy-saving, adaptive lighting.
- **Key Features:** Adaptive control, energy monitoring.
- **Benefits:** Energy savings and increased safety.



## SMART PARKING SOLUTIONS

- **Summary:** IoT sensors for real-time parking management and traffic flow improvement.
- **Key Features:** Real-time monitoring, mobile integration.
- **Benefits:** Less congestion and lower emissions.





## USE CASES FOR OUR IOT SOLUTIONS



### SMART GAS-STATION MANAGEMENT

- **Scenario:** A gas station manager uses IoT-enabled fuel sensors to monitor fuel levels in real time. The system alerts the manager when fuel is running low, automatically notifying suppliers to schedule a delivery before stockouts occur.
- **Application:** This improves inventory management, ensures seamless operations, and prevents revenue loss due to out-of-stock issues.



### AUTOMATED PAYMENT SYSTEMS

- **Scenario:** Customers at a gas station can pay for fuel through a mobile app or contactless card reader integrated with IoT systems. Payments are securely processed without cashier interaction.
- **Application:** Enhances customer convenience by reducing transaction time and queues, fostering a positive customer experience.



### SMART SHELVES AND INVENTORY MANAGEMENT

- **Scenario:** Shelves equipped with IoT sensors monitor product levels and send alerts when items need restocking or are misplaced. The system can also trigger automatic reorders from suppliers.
- **Application:** Reduces the time staff spends checking inventory manually, maintains stock levels, and prevents loss of sales due to out-of-stock products.



### PREDICTIVE MAINTENANCE

- **Scenario:** An IoT-enabled system tracks the performance of fuel pumps, HVAC units, and other critical equipment. When anomalies indicating potential failures are detected, the system schedules maintenance automatically.
- **Application:** Reduces unexpected downtime and maintenance costs while extending the lifespan of equipment and ensuring continuous service.



### ENERGY MANAGEMENT SOLUTIONS

- **Scenario:** IoT-connected lights and HVAC systems adjust automatically based on occupancy and time of day. Lights dim during non-peak hours, and HVAC units optimize temperature settings depending on weather conditions.
- **Application:** Saves energy and reduces utility costs, contributing to a more sustainable operation.

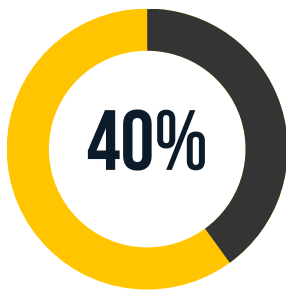


### CUSTOMER BEHAVIOR ANALYSIS

- **Scenario:** IoT cameras and sensors track how customers move through the store and interact with displays. This data helps managers rearrange store layouts to optimize the shopping experience and maximize sales.
- **Application:** Enhances customer engagement and boosts sales through data-driven decisions.

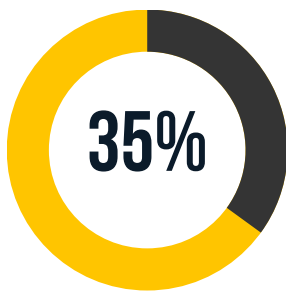
# MARKET TARGETING

The market for smart living solutions and smart city technologies in Dubai and the broader Middle Eastern region is rapidly expanding. With the global smart home market projected to surpass \$170 billion by 2025 and the Middle East contributing significantly to this growth, Smart Citizens is strategically positioned to capture substantial market share.



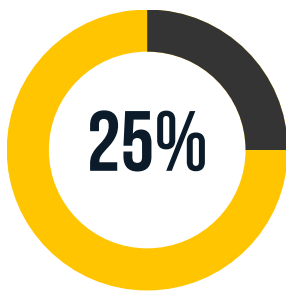
## REAL ESTATE DEVELOPERS

Key partners for integrating smart solutions into new residential and commercial projects. Their collaboration ensures Smart Citizens' products are embedded from the ground up, enhancing property value and market appeal.



## GOVERNMENT AGENCIES

Crucial for large-scale smart city initiatives and public infrastructure projects. Their investment in smart technology helps drive the adoption of Smart Citizens' solutions across urban environments, aligning with regional development goals.



## TECHNOLOGY PROVIDERS AND PARTNERS

Essential for supplying cutting-edge IoT devices, AI technology, and software integration capabilities. Partnerships with these stakeholders support product innovation and keep Smart Citizens at the forefront of technological advancements.

# MARKET SIZE



## A BRIEF STORY ABOUT MARKET SIZE

With the regional market valued at around \$10 billion and a projected CAGR of over 20%, Smart Citizens saw an opportunity to position itself as a leader in the field. The company's end-to-end solutions, encompassing IoT devices, AI-powered automation, and smart city infrastructure, aligned perfectly with this growing demand. This strategic insight confirmed that Smart Citizens' products had a substantial and promising market size, ensuring long-term growth and widespread acceptance.



Global Smart Home  
Market Growth

**\$170  
BILLION  
BY 2025**



**\$10 BILLION**

Middle Eastern  
Market Value



# COMPETITIVE ADVANTAGE



## END-TO-END SOLUTIONS

Comprehensive integration of software and hardware ensures seamless compatibility, simplifying user experiences and offering full-scale solutions that competitors can't match.



## CUTTING-EDGE TECHNOLOGY

Advanced AI and IoT deliver innovative, automated solutions with real-time data insights, setting Smart Citizens apart from traditional providers.



## STRONG STRATEGIC PARTNERSHIPS

Collaborations with tech leaders and government agencies boost market reach and enhance solution deployment speed and efficiency.



## CUSTOMIZABILITY AND SCALABILITY

Modular solutions adapt to evolving customer needs, accommodating everything from single homes to large urban projects.



## INTEGRATED MOBILE APP AND ONLINE PLATFORMS FOR SMART IOT MANAGEMENT

We provide a smart mobile IoT app, an online platform, and specialized smart construction and maintenance services, ensuring seamless management and efficient operations for comprehensive, end-to-end IoT solutions.



Leading with Innovation,  
Security, and Custom  
Solutions for Smart Living  
Excellence.

# SHOWCASING OUR CLIENTS AND PRESTIGIOUS PROJECTS



## First Abu Dhabi Bank (FAB) – GCEO Headquarters Full IoT Integration

### Project Overview

- Comprehensive Building Management: Full-scale IoT system integrating building operations with audio-visual (AV) solutions.
- Automation: Automated meeting scheduling and online setups, connected AV systems for seamless presentations.

### Key Results

- Customer Satisfaction: Achieved 98.3% satisfaction.
- Efficiency Gains: 25% increase in energy efficiency, 50% faster meeting setups.
- Energy Savings: 20% reduction in energy consumption.

### Value Delivered

- Enhanced productivity and a streamlined, automated workspace.
- Significant operational cost savings and alignment with sustainability goals.



## DEWA (DUBAI ELECTRICITY AND WATER AUTHORITY) – IOT INTEGRATION PROJECTS

### Project Overview

- Smart Circuit Breakers: Implemented IoT-enabled circuit breakers for efficient power management.
- Energy Management: Integrated IoT systems to monitor and optimize energy use across facilities.

### Key Results

- Energy Efficiency: Achieved a 30% improvement in energy management.
- Cost Reduction: Realized a 15% reduction in overall energy consumption.
- Sustainability Impact: Enhanced alignment with DEWA's green initiatives.

### Value Delivered

- Improved operational efficiency and reduced energy costs.
- Advanced monitoring capabilities supporting DEWA's sustainability and innovation goals.

# OUR TEAM IS OUTSTANDING



## SHORT STORY ABOUT SUPER TEAM

The Smart Citizens team consists of highly experienced engineers, developers, project managers, and technical support specialists who bring a wealth of knowledge in AI, IoT, and smart city solutions. Each team member has worked on major smart infrastructure projects and complex residential and commercial implementations, demonstrating their expertise in delivering seamless, scalable solutions.

Team Effective  
Level Percentage **98%**

Healthy Office  
Ecosystem Percentage **96%**





# THANK YOU



## BECAUSE, WE'RE HERE TO HELP

Thank you for exploring Smart Citizens. We are committed to empowering your journey with innovative, sustainable, and intelligent solutions that transform living and working spaces for a smarter future.



### ADDRESS

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### WEBSITE

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Empowering progress,  
together. Thank you for  
choosing us.