



KONTRACTOM CONSULTANCY W.L.L

# Kontractom Consultancy

Senior management and digital transformation advisory. Feasibility, business case, programme mobilisation, on-site implementation, and sustained adoption. One accountable team across the arc.

# Established in Doha in 2019. Built for Qatari SMEs.

Two service pillars, one team. We take SMEs from concept to operating reality, and we take operating businesses through digital transformation when they're ready for the next leap.

## Digital Transformation

- Digital transformation strategy & planning
- Enterprise transformation
- Business process re-engineering
- Vendor selection & vendor management
- Implementation programme & project management
- AI strategy & AI implementation

## SME Foundation & Growth

- Feasibility studies
- Business plans
- Market entry strategy
- Go-to-market strategy
- Turn around plans
- Implementation of plans
- Performance improvement

**Across both pillars:** Executive Coaching · Management Training · Fractional C-level positions · Business Advisory positions

**Ten industries served:** Manufacturing, F&B, Retail, Hospitality, Tourism, Education, Government, Banks, Construction, and Oil & Gas. Engagements typically support Qatar National Vision 2030 themes and, where applicable, the QDB and QRDI funding programmes that back them.

C.R. No. 134575 · Tornado Tower 22, BL06, West Bay · Doha, Qatar

THE TEAM

# Three people, three roles, one accountable team.



## Khaled Sadeddine

MANAGING DIRECTOR · FOUNDER

- Director of Enterprise Transformation, QD-SBG Construction (current)
- 30 years senior management consulting
- 1,000+ startups coached and supported
- Standing relationships across QDB, QNB, QFC, Microsoft
- MBA, McMaster DeGroote School of Business
- Canadian national · native Arabic & English
- Doha-based since 2012



## Jeroen Hendriks

PARTNER

- 28 years senior digital transformation delivery
- Ex PwC, Accenture, PA Consulting
- Ex Shell, Qatar Energy · \$25M+ programmes across Europe and the Gulf
- Delivering agentic AI applications into GCC enterprises
- Cross-sector: energy, finance, government, technology, supply chain & logistics, manufacturing
- Built and exited Silicon Valley AI startup (CartUp AI)
- Dutch national · Doha-based



## Dr. Lina Aboutouk

GENERAL MANAGER · CO-OWNER

- General Manager, Kontractom Consultancy
- Co-owner of the firm
- Master's in Educational Leadership · DDS · RDH
- Leads client engagement continuity and operational coordination
- Strong facilitator and communicator
- Native Arabic & English
- Doha-based

## DIGITAL TRANSFORMATION, CLOUD &amp; AI CAPABILITIES

# What senior digital transformation looks like, in practice. Through to cloud and AI.

The capabilities below are built from real programme delivery, not a service-catalogue. We assemble them per engagement: from strategy and operating model, through cloud and platform implementation, into applied AI where it earns its place.

## Strategy & design

- Digital & transformation strategy
- Enterprise architecture (TOGAF)
- Business case & benefits realisation
- Operating-model design
- Funding pathway design (QDB, QRD)

## Mobilisation & governance

- Programme mobilisation
- TMO / PMO setup
- Vendor selection & contracting
- Governance design
- Workstream architecture

## Delivery & orchestration

- Programme & portfolio leadership
- Technology implementation oversight
- Vendor & SI orchestration
- On-site execution
- AI implementation

## Change & sustaining

- Change management & OCM (ADKAR / Prosci)
- Adoption tracking & KPI verification
- Continuous improvement
- Executive advisory / fractional CXO
- Readiness for next funding tier

Underlying technology depth across SAP, D365, ServiceNow, SharePoint/O365, Azure, AWS, GCP, ITSM, cloud migration & adoption, and enterprise data & analytics. From real implementation, not certification.

**AI implementation arm:** Where AI is part of the scope, Kontractom delivers through an in-house AI implementation capability led by Jeroen. Working software in weeks, free first PoC, full client IP ownership. Platform architecture in the AI section.

## THE EXPERIENCE BEHIND THE FIRM

# Senior delivery, named clients, real programmes.

Programmes delivered across the team's careers. These are the credentials we bring into every Kontractom engagement.

## Khaled Sadeddine

### **QD-SBG Construction.** Director of Enterprise Transformation (current)

Live mandate · major Qatari construction conglomerate · 10 corporate policies re-engineered · 100+ tech solutions evaluated · Procurement & HR platforms in implementation

### **Khwarizmi AI Center.** Managing Director

Architected the full technical stack and authored a 5-year AI value-creation plan for institutional and government-backed clients

### **Qatar Development Bank · QBIC.** Consultant

Co-created Microsoft partnership · 4.95M QAR + \$150K Azure credits per startup · >500K QAR/yr sponsorships from QNB, QFC, IPA Qatar

### **Qatar Development Bank.** Manager of Incubation Programs

Redesigned the ISTESHARA Program (300 → 400 → 500 services/yr) · co-designed QBIC selection · 30 SMEs incubated · 6 startups secured investment

### **Oasis500, Amman.** VP Operations and Chief Coach

Designed the flagship boot camp · trained 180+ startups · expanded investor pool 30+ → 50+

## Jeroen Hendriks

### **Qatar Energy.** ICT Strategy Transformation Programme Mobilisation Lead, via PwC ME

5-year, 26-workstream programme, 30,000+ employees · SAP-ERP, ServiceNow, Cloud, AI adoption

### **Shell Global Functions.** Cybersecurity and GDPR Programme Manager

\$25M programme, 800+ applications, 25+ specialist team

### **Avanade** (Accenture's Microsoft technology arm). Client Account Director, Shell Upstream and P&T portfolio

€15M annual revenue, 100+ FTE · Azure, D365, IoT, computer vision

### **Shell Information Management.** Global SharePoint Migration Programme Manager

\$5M programme · 160,000 users · 700TB data

### **Shell Capital Projects.** Data and Document Control Programme Manager, Dubai and Iraq

\$6M programme · multi-billion-dollar oil field development

### **Green Isle Foods, Ireland.** Supply Chain Consultant, food manufacturing

End-to-end FMCG supply chain redesign · VMI & Pay-on-Production · raw-material inventory near-zero, delivery up, logistics cost down

## SELECTED KONTRACTOM ENGAGEMENTS · DOHA-BASED SMES

# Industrial, F&B and SME advisory delivered for Qatari clients.

From heavy manufacturing and F&B factories through to family-business restructuring and GCC market entry. Senior-led feasibility, business plans and growth roadmaps for SMEs across Qatar.

## MANUFACTURING · HEAVY INDUSTRY

### QAR 43M steel body-building factory.

Feasibility & business plan for a steel fabrication facility producing trailers, tanks, mobile clinics and food trucks. 20,000 m<sup>2</sup> site, 121-person operating model, QDB 70/30 funding structure.

**Steel Fabrication Factory** · QDB-funded · IRR 10%

## F&B MANUFACTURING

### QAR 18.9M pressed-juice factory.

Feasibility and business plan for Qatar's first domestic pressed fruit and vegetable juice facility, addressing an 83M-litre 100%-import market growing to 102M litres. European cold-press equipment, B2B distribution.

**Al Maha Juice Factory** · QDB-funded · IRR 31%

## F&B · PREMIUM MANUFACTURING

### Scaling an artisan chocolate brand into a Jahiz 2 facility.

Feasibility and business plan moving Kaafe chocolate production from a rented villa to a Manateq industrial facility, supporting an active Qatar Airways supply agreement. QDB AI Dhameen funding.

**Kaafe Chocolate Factory** · Maryam Al Sulaiti · IRR 41%

## EDUCATION · EARLY CHILDHOOD

### QAR 13.3M nursery + KG concept.

Pre-feasibility study for a combined nursery (2 months to 4 years) and KG1/KG2 across two rental villas, targeting Doha's dual-income family segment. Branded curriculum, rental-scenario operating model.

**Nursery & KG** · Hassan Al Emadi · IRR 20%

## F&B · CORPORATE RESTRUCTURING

### A two-restaurant family business reshaped into an investor-ready holding.

Four-layer corporate architecture (ownership, operating, business, reporting), 7-stage transition plan sequencing acquisitions, central kitchen and services LLCs, plus investor prospectus.

**Freiha Holding** · Jun to Jul 2024

## CONSUMER TECH · GCC MARKET ENTRY

### Landing a US AI child-development brand in Qatar.

Sized the GCC opportunity, mapped Snorble to QNV 2030 / NDS3 themes, designed a QRDI-grant + QDB-anchor funding stack, refined a dual-access equity-plus-distribution proposition for family offices.

**Snorble Inc.** · Oct 2024 to Apr 2025

Additional engagements across premium printing & branded environments, services & facilities management, automotive detailing, and student F&B concepts available on request.

## WHERE KONTRACTOM PLAYS IN STRUCTURED TRANSFORMATION PROGRAMMES

# Built for the layers between programme owner and SME, in Factory One and beyond.

QDB and Factory One own the methodology and capability building. Kontractom is built for the layers in between: company-wide diagnosis, the roadmap a grant pack requires, and the on-site implementation that follows. The same capabilities transfer cleanly to other structured transformation programmes and to direct enterprise mandates.

<b>Strategy &amp; methodology</b>	The lean + Industry 4.0 playbook itself	QDB · MCKINSEY
<b>Capability building</b>	Model factory training, SIRI & DMA, classroom modules	FACTORY ONE
<b>Diagnosis &amp; roadmap</b>	Company-wide assessment, grant-ready roadmap, vendor sourcing and quotes	<b>KONTRACTOM</b>
<b>Implementation &amp; sustaining</b>	On-site delivery, change-agent coaching, KPI verification, continuous improvement	<b>KONTRACTOM</b>

**The same capabilities transfer to:** other QDB and QRDI programmes · direct enterprise digital transformation mandates · sector programmes outside Factory One · investor-led transformations · post-merger integrations. The diagnostic, roadmap, vendor-orchestration and implementation muscles are the same.

## QDB DIGITAL TRANSFORMATION PROGRAMME

# Four phases. Each with its own deliverable.

What each phase produces for the SME, for QDB, and for Factory One. Engagements can take any subset; the four engagement shapes are at the foot of this slide.

## PHASE 1

### Assess

- Digital & ops maturity assessment
- Leadership alignment workshops
- Senior sponsorship secured
- Baseline KPIs established

#### DELIVERABLE

#### Company assessment report

Scored maturity baseline across digital and operational dimensions, KPI starting points, leadership-alignment evidence, and a prioritised gap list. The shared working brief for the SME and QDB heading into planning.

## PHASE 2

### Plan

- Case for change
- Work-package scoping
- Vendor shortlist & quotes
- Roadmap & KPI plan

#### DELIVERABLE

#### QDB-ready grant pack

Case for change, scoped work-packages, vendor shortlist with quotes, roadmap, target KPIs, and budget. Structured to QDB's review format so the submission moves through appraisal without rework.

## PHASE 3

### Implement

- Vendor orchestration
- On-site execution & oversight
- Change-agent coaching
- Issue resolution at SME level

#### DELIVERABLE

#### Live, stabilised systems

Vendors orchestrated end-to-end: systems live, integrations stable, change-agents trained on the floor, issues triaged inside the SME, and a clean handover log with each milestone signed off by the sponsor.

## PHASE 4

### Sustain

- Quarterly KPI verification
- Executive coaching
- Continuous improvement
- Next-tier funding readiness

#### DELIVERABLE

#### Sustained results report

Quarterly KPI verification against the baseline, coaching log, continuous-improvement actions taken, and next-tier funding readiness. The SME's evidence that the investment compounded after go-live.

**Engagement shapes:** Full programme (all four phases, 16 to 20 weeks plus sustaining) · Diagnostic & roadmap only (Phases 1 to 2, 4 to 6 weeks, gets the SME grant-ready) · Implementation support (plug into a programme already in flight) · Sustaining retainer (post-go-live).

## AI CAPABILITY DOMAINS

# Four capability domains. Each proven in production.

## Document & knowledge intelligence

Ingest, structure, retrieve, summarise and validate across large proprietary corpora. RAG with graph mapping for 100GB+ document sets. Any format: PDF, Word, Excel, images.

**Proven in:** Basewise (5-tool systems engineering suite); Hydrovane (technical knowledge retrieval).

## Compliance & decision validation

Binary compliant / non-compliant decisions against defined rule sets, with full evidence trail. Built for regulated environments where every decision must be auditable.

**Proven in:** NCP Vision 2030 business case validation; Basewise requirements quality analysis.

## Conversational AI & structured interviews

Customer-facing chat, internal expert Q&A, avatar-driven structured interviews. Citation-precise responses; configurable escalation to human when the system isn't confident.

**Proven in:** Hydrovane customer-facing technical Q&A; negotiation platform stakeholder interview flow.

## Multi-agent workflows & operational AI

Up to 12 specialised agents coordinating behind one user screen to complete a full business transaction. Context hydration assembles complete state at the start of every transaction.

**Proven in:** Specialist negotiation consultancy (12 agents); ProjectOS (agentic dev operations).

Every capability runs on the same composable agentic AI platform, with a six-layer guardrail system across every build. Deployment model and platform architecture covered in the AI zoom-in.

## AI IN PRODUCTION · CASE STUDIES

# Systems in production. Results on record.

**CONSTRUCTION · EPC · INFRASTRUCTURE**
**Five-tool systems engineering AI in production.**

Requirements extraction, quality analysis, verification planning, knowledge chat, evidence finding. INCOSE-grade quality. Analysis consistency 42% → 95% via automated prompt optimisation.

**Basewise** ·  
**PRODUCTION**

**GOVERNMENT · PPP ADVISORY**
**Compressing 252-day Vision 2030 business case reviews.**

AI-powered compliance and consistency validation for PPP privatisation business cases. Reads documents, validates against regulatory frameworks, flags inconsistencies, produces structured audit trail.

**Saudi National Center for Privatisation (NCP)** ·  
**POC COMPLETED**

**PROFESSIONAL SERVICES · FMCG**
**12-agent negotiation platform. One screen for the user.**

Stakeholder interview, strategy generation, role-play simulation, trade terms optimisation, category strategy. Context hydration with client's historical negotiation data; SharePoint sync keeps vectors current.

**Specialist negotiation consultancy** ·  
**PRODUCTION**

**MARITIME · TECHNICAL SERVICES**
**Conversational AI over a large proprietary technical corpus.**

Engineers query complex technical documentation in natural language. The system retrieves, synthesises and cites with source precision. Hours of manual search replaced with seconds.

**Hydrovane** ·  
**PRODUCTION**

**INTERNAL · DEVELOPMENT OPERATIONS**
**The platform consuming its own output.**

Emails BCC'd to ProjectOS are auto-classified and converted to structured tasks. Context hydration assembles full operational state; AI development team triggered weekly from the sprint board.

**ProjectOS** ·  
**INTERNAL PROOF POINT**

READY TO BUILD · FIRST-MOVER POSITION OPEN

# Already designed. Ready to prove.

Scoped, not started. Build takes weeks once a sponsor is ready.

## ISLAMIC BANKING

### Shariah Compliance Business Activity Screener

Binary HALAL / HARAM / REQUIRES REVIEW classification. No percentage thresholds; the logic is binary by design. That is the correct Shariah model, not a shortcut.

*PoC scoped · ~1 week build from confirmed scope*

## ENTERPRISE SYSTEM TRANSFORMATION

### CutoverOS: AI for ERP and core-banking go-live

Plan Builder, Dependency Simulator, Go-Live Consequence Engine. AI does what an experienced programme director does in the final weeks before go-live, continuously, across every workstream simultaneously.

*Functional design in progress*

## GCC AUTOMOTIVE DEALER GROUPS

### Automotive Lifecycle Intelligence

Unified omnichannel conversational AI across WhatsApp, Facebook, Instagram, and web chat. One system, one customer view. Service scheduling, lifecycle intelligence, aftersales revenue optimisation.

*Full use case set designed*

## HEALTHCARE · PRECISION DIAGNOSTICS

### GCC Personalised Lab Diagnostics

Population-validated blood test reference ranges across 51 biomarkers via GAMLSS. LIS integration. Replaces Western-derived ranges with GCC-specific alternatives at point of diagnosis.

*Designed · awaiting grant award before production*

## ADVISORY & PROFESSIONAL SERVICES

### AI for Consulting: channel model

Capture a senior practitioner's judgment, structure it, operationalise it. Knowledge capture, proposal generation, engagement intelligence, discovery interview AI. Their IP, scaled by the platform.

*Channel model in design*

SAFWAI · BESPOKE. COMPOSABLE. AGENTIC.

# What the AI capability is actually made of.

Three layers of pre-built components. Every Safwai system is **assembled from this library, not coded from scratch** — which is why a bespoke build ships in weeks, and the next use case reuses what the last one paid for.

## Service Layer

- **Models:** LLM adapter, model-agnostic (Anthropic, OpenAI, Azure, Google, DeepSeek, open-source); embedding & vectorisation
- **Retrieval:** vector retrieval with graph mapping for 100GB+ document sets; file parser (any format); web tools
- **Platform:** authentication; self-healing resilience; security & governance; ETL
- **Integrations:** O365, Google Suite, Meta, HubSpot, MCP, generic API connector (Oracle & SAP assessed as implementable)

## Orchestration Layer

- Multi-agent orchestration — up to 12 agents per transaction behind one user screen
- Workflow engine with human-in-the-loop steps
- **Context hydration:** the full relevant context assembled at the start of each agent transaction — what makes a bespoke agentic system substantively different from a generic chatbot
- Three RAG modes: persistent / one-shot / web
- Automated prompt optimisation
- Audit trail

## Application Layer

- Secure client portal: role-based access, multi-tenancy
- Conversational interface: research, contract negotiation, technical Q&A
- Avatar interface
- Structured interview / data collection flow
- Compliance validation interface: binary output with evidence trail
- Document upload / output; dashboard

### SIX-LAYER GUARDRAIL SYSTEM. HOW WE ANSWER “HOW DO YOU PREVENT HALLUCINATION?”

Model selection · Model parameters · Prompt engineering · RAG grounding · Three-tier technical guardrails (infrastructure / LLM vendor / platform) · Escalation & human control. Architecture, not a disclaimer.

**What this gives the client:** bespoke systems on consulting timelines, not platform timelines · model-agnostic, so no vendor lock-in · each new use case reuses the library that previous builds paid for · three deployment options — dedicated cloud, your own tenant (Azure, AWS, GCP), or fully on-premise. Data sovereignty is the client’s decision, not the vendor’s.

DESIGNED PATTERN · ERP &amp; CORE-BANKING GO-LIVE

# CutoverOS. AI for the 72 hours that decide a transformation.

At T-minus 72 hours of a major go-live, the cutover lead becomes the integration layer between six tools that don't talk: Outlook, Excel, Teams, DevOps, WhatsApp, a notebook. CutoverOS replaces that war room with **one live plan, one consequence register, one steering brief**, assembled continuously from every available source. It is the most acute instance of an automation-transformation pattern that repeats across every system we build.

## WHAT IT DOES

- **Plan Builder.** Reads emails, meeting notes, and project documentation, assembling the cutover plan from live project context and self-maintaining as new signal arrives.
- **Dependency Simulator.** Models go-live consequence scenarios across every workstream simultaneously.
- **Consequence Engine.** Surfaces emerging risk in real time with €, FTE, and audit-timing impact, named owners, and a structured resolution path.
- **Coach Agent.** Watches the humans, flags fatigue and decision drift before they reach the cutover deck.

## THE PATTERNS AT WORK

- P02** Multi-source signal ingestion. 4,832 source signals distilled into one live plan.
- P04** Cross-source conflict synthesis. 47 conflicts surfaced, routed to named owners.
- P05** Plain-English consequence mapping. Every open item priced in € / FTE / timing.
- P06** Continuous, audit-traceable readiness. Status recomputes from new signal continuously.

**The same patterns recur across the engine.** CutoverOS is the most acute instance: an event-cadence product. The same library powers a 12-agent negotiation platform already in production, an annual assessment cycle (QiyasOS, in co-design with a Big 4 firm), and a programme-cadence product (TransformationOS).  
Next slide.

*Functional design in progress · first-mover position open.*

ONE ENGINE · MANY PRODUCTS

# The same six patterns power every system we build.

## PRODUCTION PROOF

### 12-agent negotiation platform

A specialist negotiation consultancy. One screen for the practitioner, twelve agents behind it. The firm's **10-section negotiation methodology** encoded as the spine; each section runs as its own agent trained on the firm's LMS content. Every session opens with historical engagement data, stakeholder profiles, and prior outcomes already loaded. **The patterns below are visible across this build and four others.**

#### PATTERN 01

### Methodology spine encoding

Take the practitioner's structured method (sections, perspectives, scoring rubric) and make it the spine of the platform. Every screen, agent, and recommendation traces back to it.

#### WHERE IT SHOWS UP

10-section negotiation framework · 4-phase Factory One programme · cutover lifecycle · Qiyas 10 × 23 × 95 framework.

#### PATTERN 02

### Multi-source signal ingestion

Ingest any source in any format and any language: documents, email, transcripts, voice, handwritten notes, system exports. Auto-map to the methodology spine with full citation.

#### WHERE IT SHOWS UP

Negotiation platform: client history hydrated per session · CutoverOS distils 4,832 signals into one plan.

#### PATTERN 03

### Context hydration

Every agent transaction starts with the full relevant context already assembled: client history, stakeholder profiles, prior decisions, framework state. The agent never starts cold; the user never re-explains.

#### WHERE IT SHOWS UP

Negotiation platform, every session opens loaded · CutoverOS, each consequence card opens with the source thread attached.

#### PATTERN 04

### Cross-source conflict synthesis

Inconsistencies between sources (documents vs. stakeholder claims, vendor inputs vs. baseline, evidence vs. interview) surface as discrete conflict cards with severity, owners, and resolution paths.

#### WHERE IT SHOWS UP

Negotiation positions vs. prior commitments · CutoverOS, 47 cross-source conflicts on a live cutover · QiyasOS evidence reconciliation.

#### PATTERN 05

### Plain-English consequence mapping

Every gap, finding, or open item translated into business consequence (€, FTE, audit timing, customer impact) with the dependency chain that produces it. Decision-grade, not analyst-grade.

#### WHERE IT SHOWS UP

Negotiation: clauses sized in € impact and concession depth · CutoverOS Consequence Register · Factory One gap-to-funding-stage mapping.

#### PATTERN 06

### Continuous, audit-traceable readiness

Convert periodic outputs into an always-on capability. Status reads from new signal continuously; every claim links to source; every output assembles from live state. No end-of-cycle scramble.

#### WHERE IT SHOWS UP

Engagement memory accruing across sessions · CutoverOS recomputes minute-by-minute · QiyasOS submission pre-assembles from live evidence.

**Same engine · different framework.** *The pattern library scales a practitioner's IP into a platform — what makes Safwai's automation transformation work portable across sectors.*

PRODUCTION PROOF · ACTIVE PROPOSAL

# Where the AI capabilities land in industrial and engineering contexts.

Two concrete instantiations of the same pattern library: one in production at INCOSE-grade quality, one issued as a PoC proposal to a government-owned client.

## PRODUCTION PROOF

### Basewise: systems engineering AI

Five tools for requirements extraction, quality analysis, verification planning, knowledge chat, and evidence finding. Bidirectional data flow with Relatics, SharePoint, and Excel. Some modules combine domain-trained neural networks with LLMs. INCOSE-grade quality across the full systems-engineering V-model.

*In production · live with client*

## ACTIVE PROPOSAL

### QPMC: AI vehicle zone compliance monitoring

AI-powered smart camera grid with ANPR (licence plate recognition), real-time zone validation, violation-triggered selective video capture, and multi-channel alerts. Designed for Mesaieed Port operations, a government-owned client. PoC proposal issued.

*PoC proposal issued · not yet contracted*

Khaled's current QD-SBG construction mandate and Jeroen's prior enterprise programmes (Qatar Energy ICT, Shell upstream IoT & computer vision via Avanade, Shell's \$6M Iraq engineering document control) bring the sector context Kontractom draws on. Those engagements were delivered for the named clients via the principals' prior or current roles.

## WHY THIS COMBINATION WINS

# Senior digital transformation, end-to-end, with an AI implementation arm when needed.

- **Senior on every engagement.** The people in this meeting are the people sitting with your clients. No staffed-out delivery, no B-team.
- **QDB and QRDI process literacy, built in.** Six years of grant-pack-ready deliverables structured to programme requirements out of the gate.
- **Industrial & F&B factories alongside AI implementation depth.** Few firms in Qatar combine factory-grade feasibility with production-grade AI. We run both under one roof.
- **Vendor-independent by design.** We orchestrate the ecosystem rather than push a single platform.
- **Bespoke agentic AI from a working pattern library.** Every system we build inherits patterns already proven in production. Bespoke is fast because the engine isn't built from scratch. Free PoC first, working software in weeks, full client IP ownership.
- **Doha-resident.** We work in this market every day, not flown in. Standing relationships across QDB, QNB, QFC, Microsoft, and the Qatari SME and startup ecosystem.

## DISCUSSION

# Where could we be useful first?

- A specific digital transformation engagement: advisory, mobilisation, or implementation oversight
- A Factory One cohort or similar structured programme where we could add value
- A free AI proof of concept on one of your live data sources. One to two weeks, no fee
- Walking through any of the topics in more depth
- Any other path that fits your context

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