

AI software, built in Dubai.

Exara builds AI products across several industries in the UAE, and custom software for small and medium businesses.

01

Career Atlas

EDUCATION

02

MatchProof

SPORT

03

CarVerdict

AUTOMOTIVE

04

Custom solutions

FOR SMES

Exara.

A software company in Dubai, founded in 2025. We build AI products of our own across education, sport and automotive, and custom software for small and medium businesses across the UAE.

Problem first

We scope the problem before choosing the technology. Some of this work needs AI, some of it does not, and we say so.

Priced upfront

Scope and cost are agreed before a line of code is written. No day rates and no open meter.

Yours to keep

The code and the data belong to the client. Nothing is locked behind us or rented back.

LEADERSHIP

AS	Adam Sari	engineering
LG	Laiba Gulzar	product and design
AA	Abdullah Bin Aslam	commercial

AT A GLANCE

FOUNDED	2025
BASE	in5 Tech, Internet City, Dubai Incubated at in5 Tech, backed by TECOM Group.
PROJECTS	Career Atlas · MatchProof · CarVerdict
ALSO LIVE	mapd, a consumer app in Dubai

01

SECTION ONE

Projects.

01

Career Atlas

EDUCATION

Shows a student the careers connected to what they actually enjoy, then checks each one against the UAE.

SOLD TO

Schools and universities

02

MatchProof

SPORT

Measures what a sponsor actually received from a match, in seconds on screen and dirhams of value.

SOLD TO

Clubs and event organisers

03

CarVerdict

AUTOMOTIVE

Reads a car's fault codes and service history, then returns a verdict that shows its own reasoning.

SOLD TO

Garages and dealers

Career Atlas

Careers a student would never think to search for.

THE PROBLEM

Students choose from the handful of careers they can already name. A counsellor has no way to widen that list without guessing, and no way to show a student why a particular path came up.

THE BUSINESS MODEL

WHO PAYS

Schools and universities

SOLD AS

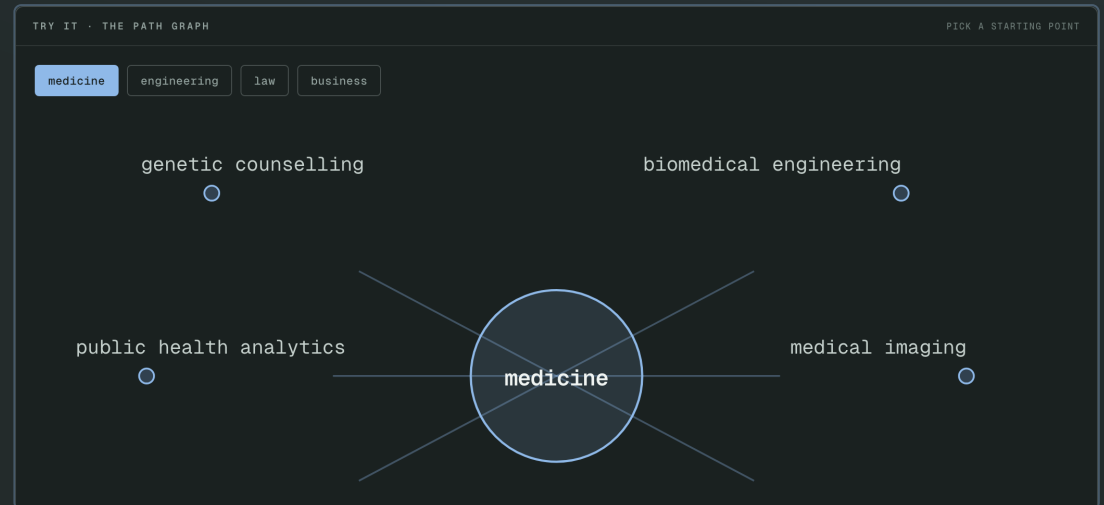
An annual licence

Unlimited students. One number a school can budget for.

THEN

Ministries and education authorities

What sells school by school is bought once at the top.



THE TECH

- 01 Interest scoring** — profiles a student across work-type dimensions rather than job titles
- 02 Occupation graph** — weighted edges between related roles, traversed to surface adjacent ones
- 03 Local data layer** — occupation records mapped to UAE roles and study routes, source dates carried through
- 04 Explainability trace** — every result returns the scores and edges that produced it

MatchProof

Proof of what a sponsor actually got.

THE PROBLEM

Gulf companies spend three to four and a half billion dollars a year sponsoring sport. Almost none of them receive proof of what they bought, and the clubs selling those rights prove it with screenshots in a slide deck. Every renewal is negotiated on opinion.

SPENT YEARLY

\$3–4.5B

gulf sport sponsorship

MEASURED

Almost none

of it, today

THE BUSINESS MODEL

WHO PAYS

Clubs, leagues and event organisers

Their income depends on sponsors renewing, and this report is what wins the renewal.

SOLD AS

Per event, or monthly across every sponsor

THEN

The brands themselves

Gulf sponsors hold rights at FIFA, F1 and UEFA.



THE TECH

- 01 Logo detection** — object detection per frame, returning bounding box, time on screen, share of frame and placement class
- 02 Social listening** — entity recognition across Arabic and English posts, joined to engagement counts
- 03 Valuation** — exposure converted to a media value in dirhams, benchmarked per placement type
- 04 Reconciliation** — delivered inventory measured against contracted inventory

CarVerdict

Should I buy this car?

THE PROBLEM

A buyer or a garage reads a fault code and gets an opinion back. Nothing shows how the conclusion was reached, so nobody can challenge it before parts are replaced and money is spent.

RULES

101

each one authored

TESTS

146

all passing

CODES

54

covered

THE BUSINESS MODEL

WHO PAYS

Garages and dealers

SOLD AS

A monthly subscription

Unlimited reports, so the cost per car falls the more they use it.

THEN

Classifieds and dealer platforms

The same engine inside their listings, priced per call.

TRY IT · RUN A TRACE

PICK A FAULT CODE

P0420 documented P0301 sample C0035 sample

INPUT 2015 Toyota Camry · 142k mi · P0420

RULE FIRED P0420-toyota-camry-2010-2015-cat-aging

OUTPUT catalytic converter aged · HIGH

BEFORE YOU PAY verify O2 sensor readings before replacing the converter

146 / 146 FIXTURES PASS

101 rules · 54 codes
every step re-checkable

THE SAME INPUT ALWAYS RETURNS THE SAME VERDICT. DISAGREE WITH THE ANSWER, AND YOU CAN POINT AT THE EXACT RULE.

THE TECH

- 01 Rule engine** — 101 authored rules over fault codes, mileage and service history, deterministic by design
- 02 Regression fixtures** — 146 fixtures pin the behaviour and run on every change to a rule
- 03 Code to component map** — 54 fault codes bound to the parts they implicate, against a named-node 3D model
- 04 Report generator** — cause, confidence band, cheaper differentials first, and the test plan before replacement

02

SECTION TWO

Custom solutions.

Off-the-shelf software is priced for a company ten times the size, or built for a hundred needs when a business has one. We build the piece that is missing, around how the company already works.

HOW WE WORK

- 01 **We start from the real files** — the actual spreadsheet and the actual screenshot, not a written brief
- 02 **Scope and price agreed upfront** — a fixed number before a line of code, no day rates
- 03 **You test it on your own data** — the first version runs on your real numbers within days
- 04 **Delivered into the business** — it plugs into the sheets, accounts and messaging already in use
- 05 **Maintained after launch** — we keep it running and change it as the business changes

WHY EXARA

BUILT HERE

Based in Dubai

Close enough to sit with the team while the system is being built, and to change it in person.

ONE JOB

The missing piece, not a platform

Cost-efficient because it does one thing properly rather than a hundred badly.

SAME BAR

The team that builds our own products

Client systems are held to the standard we hold our own work to.

YOURS

You own the code and the data

Nothing is locked behind us or rented back to you.

Contact us.

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WEBSITE

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OFFICE

**in5 Tech, Internet City
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Every enquiry gets a real answer within two working days, including when the answer is that we are not the right people for it.

WHAT TO BRING US

01 A first customer for a project

A club, a school or a garage. We run it with you on your own data before you commit to anything.

02 Work that is eating hours

Send the actual files rather than a brief. We come back with a scope and a fixed price.

03 A partnership or an introduction

Technical partners in computer vision and Arabic language work, or anyone the projects would suit.
