The
FutureList

Wakilni

Innovation Memo

Innovation
In Words

"

A note from the Founder of Wakilni, Yusr Sabra;

We have developed the technology of the logistics to the extent that e-commerce can let us handle all related aspects and focus on their business.

Wakilni

Company Overview

Wakilni is a Lebanese logistics and e-commerce fulfilment partner for small to medium-sized businesses. Operating primarily in the Middle East and Africa (EMEA) region, Wakilni has developed an e-commerce logistics infrastructure platform called the "Yellow Platform," which aims to empower SMEs in the e-commerce space by providing an all-in-one solution for their logistics needs, allowing them to focus on growing their brand.

Operating in the volatile economic environment of Lebanon, Wakilni faces significant challenges stemming from currency devaluation, talent retention difficulties due to brain drain, and the regression of public sector services. Securing adequate funding to fuel its growth and scale its innovative solutions also remains a roadblock for the company.

Wakilni navigates the challenges through a deep understanding of its target market, coupled with its agile business model and continuous technological advancements, which presents a unique opportunity to create a powerful network effect. By leveraging its strengths in sustainability, inclusivity, and collaborative partnerships, the company can drive exceptional customer experiences, attract more e-commerce sellers, and contribute to societal well-being while fostering economic growth in the region.

Yusr Sabra

Co-Founder & CEO

Yusr holds a Bachelor's degree in Electrical Engineering and a Master's degree in Engineering Management from the American University of Beirut. Prior to Wakilni, she was the Operations and Maintenance Area Manager at Solidere. She is the recipient of the Stephen Penrose Award, the Distinguished Young Alumnus Award and was featured by the American University of Beirut as one of the women alumni impacting the world through their work.

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Innovation Spotlight

Tech Innovation

a) Core Functionality/Features:

- First and last-mile delivery services: AI-driven routing and clustering. Receiving and storing products, processing orders, picking up items, packing boxes, and transporting them to the customer's chosen location.
- Dark stores model (Yellow Stores): A network of strategically located tech-enabled micro-fulfilment centres for faster order processing and delivery.
- Marketplace: An e-commerce platform where SMEs can sell their products and services.
- Order management: Businesses can request, cancel, and manage orders online, store databases and contact details.
- Live tracking: Real-time tracking of orders with updates.

b) Design & User Experience:

Wakilni's design principles prioritize simplicity, consistency, and usability. The platform's user interface is designed to be intuitive and straightforward, with clean dashboards that provide users with the information they need without overwhelming them.

c) Integration / Compatibility

The Yellow Platform integrates with other tools and systems through APIs and plug-ins with mainstream e-commerce platforms, ensuring seamless integration and compatibility.

Innovation in Business Model

The company's innovation lies in its ability to cater specifically to the evolving needs of SMEs throughout their growth journey. By offering a comprehensive logistics infrastructure, Wakilni enables SMEs to focus on their core business operations while benefiting from scalable and customizable solutions. The company's inspiration stemmed from the lack of support for SMEs from larger players in the e-commerce and logistics industries.

Wakilni's business model is designed to be agile and adaptable to different markets. The company has a deep understanding of its unit economics, which allows it to employ strategies for competitive advantage. It creates network effects through referrals and hyperlocal infrastructure, allowing the platform to drive higher margins.

Scalability of the Innovation

The platform is built with scalability in mind, allowing it to accommodate the evolving needs of SMEs as they grow and expand beyond borders. The modular nature of the platform's components (delivery, dark stores, and marketplace) enables seamless scaling and adaptation to increased demand or future advancements.

Safety, Compliance & Sustainability

Wakilni has a strong focus on promoting sustainable development, circular economy, e-mobility, and eco-friendly practices. The company launched several eco-effective initiatives in 2023, promoting sustainable packaging, waste management, and material usage.

Performance Metrics

Wakilni measures the performance and adoption of its platform through various metrics, including the number of orders processed, the dwell time of orders, mobile app downloads and retention (active users), customer satisfaction ratings, and monthly client satisfaction surveys. 9000+ e-commerce brands rely on Wakilni's logistics system.

Market Impact & Future Outlook

Currently, Wakilni operates in Lebanon and Jordan, with plans to expand its reach across the GCC markets (eg. Bahrain, Kuwait, Qatar, Oman). The company aims to make its platform an indispensable app for users in the region within the next 5-10 years.

Wakilni aims to drive 5X growth in Annual Recurring Revenue (ARR) by 2026, by increasing the number of high-growth B2B clients, unlocking the B2C market, and increasing value-added services like fulfillment and the marketplace. The company can grow 2X revenue without investment, but is aiming for 5X growth with investment while maintaining healthy gross margins.

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Societal & Environmental Impact

Wakilni's mission extends beyond shaping the e-commerce landscape; it also aims to influence local businesses by adopting gender-inclusion policies, prioritizing eco-effective collaborations, and offering a flexible and inclusive workspace for its employees.

The company's partnerships are not limited to potential clients only; they extend to NGOs, initiatives and businesses offering various types of services.

On the environmental front, the company has a strong focus on sustainability, launching several eco-effective initiatives in 2023, promoting circular economy, e-mobility, and rethinking packaging, waste management, and the use of materials. Wakilni's commitment to sustainability aligns with its goal of contributing to the circular economy.

AI Implementation & Impact

Wakilni has integrated AI into its innovation process in the following ways:
- **Client sentiment analysis**: The company has built a prototype for client sentiment analysis and is currently testing it.
- **Operations optimization**: Wakilni is utilizing AI to optimize operations in terms of time and routing, as well as to estimate the time and effort needed to complete an order, predict load, and manage existing resources.
- **Customer service and experience**: AI is being employed to enhance customer service and overall user experience.

In the future, the company plans to further leverage AI technologies to drive efficiency and improve its offerings:
- **AI-driven routing and clustering**: To improve unit economics and optimize delivery routes.
- **Tech-enabled warehouses**: Decrease operating costs by developing a Warehouse Management System (WMS) module and adopting RFID technology.

The company's strategic focus on continuous technical innovation and the integration of AI across various aspects of its operations position it to operate at higher levels of efficiency and drive improved customer experiences.

Potential Roadblocks & Risks

One of the biggest roadblocks hindering the growth and scaling of Wakilni's innovation is funding. The company is currently addressing this challenge through fundraising efforts.

Additionally, the ongoing economic crisis in Lebanon poses significant challenges for businesses operating in the country, including currency devaluation, brain drain, and regression of public sector services. Wakilni has adapted by fostering a collaborative and solution-oriented mindset, focusing on talent retention, process institutionalization, and technical innovation.

The brain drain phenomenon has left businesses struggling to identify, attract, and retain top talent, particularly among younger generations. Wakilni has addressed this by setting up a Human Resources department focused on talent retention, leadership pipelines, internal education and development, as well as financial facilities like loan facilities, subsidized medical support, summer camps, and employee services like a nursery within its premises.

Conclusion

Wakilni is well-innovating in the logistics and e-commerce space by creating a platform specifically tailored to the needs of small and medium enterprises (SMEs). Unlike larger industry players that often overlook this segment, Wakilni's Yellow Platform provides SMEs with an all-encompassing solution - from delivery and fulfilment to an e-commerce marketplace and order management tools. This empowers SMEs to focus on their core business while leveraging efficient logistics capabilities as they scale.

What sets Wakilni apart is its strategic utilization of AI across multiple facets, including routing optimization, sentiment analysis, and warehouse operations. Coupled with a commitment to sustainability and inclusivity, this AI-driven approach positions Wakilni to drive greater operational efficiencies while contributing to societal and environmental progress. With an expansive regional growth strategy, Wakilni has immense potential to reshape the logistics landscape for SMEs and catalyze their e-commerce success across the Middle East.

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Innovation In View

How **Wakilni** brings innovation to life

E-commerce Fulfillment

Wakilni covers the logistical details and gives businesses the space to focus on their brand and growth.

How it works:

- **Purchase**: A customer browses through a company's website or social media page and chooses to buy an item.
- **Auto-Sync**: The orders on the company's website are synced with Wakilni's logistics and delivery services.
- **Pick - Up**: The Wakilni driver will then pick up the item from the the company's chosen location.
- **Live Tracking**: Once the order is received at Wakilni's warehouse, Wakilni sends an SMS message to the consumer with a tracking link and informing them that the order has been assigned to a driver.
- **Delivery**: The order is then delivered within 1 to 3 working days depending on the location, offering live tracking for the consumer as well as the business owner.
- **Payment and Collection**: The item is delivered! Wakilni receives cash/credit on delivery based on the business owner's request after which the company also receives their payment.
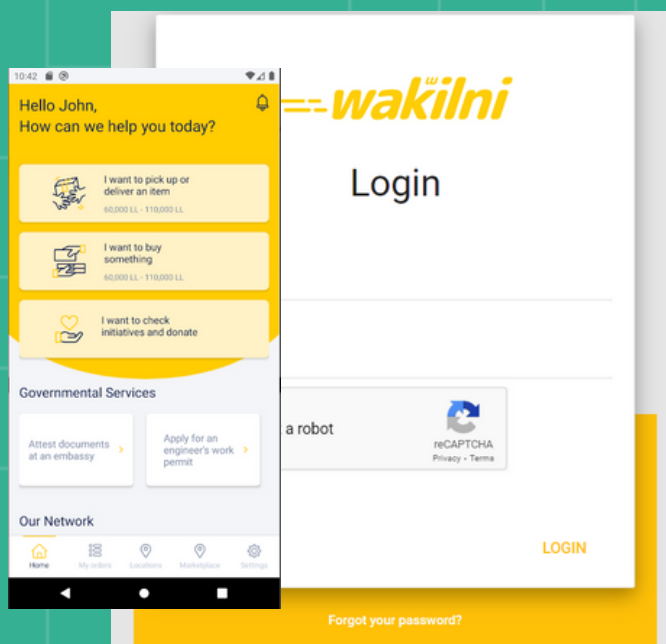
Key Features;

- **Real-time updates:** Users can see detailed and real-time updates of the e-commerce fulfillment process at any time.
- **Order Management, Syncing & Tracking:** Users can oversee all purchases customers make. It involves placing, receiving, keeping track of, and fulfilling customer orders.
- **Reporting & Insights**: Their platform offers SMEs reporting and necessary data on sales based on different variables such as location, type of clients, and type of products. They also offer benchmarking data to compare sales with other businesses in the same industry.
- **Integration**: Through their APIs, they enable their software to sync directly with other online shopping platforms via plugins on Shopify, Ecomz, and Woocomerce to automatically import orders and specificities.

contributors

The FutureList

Noel Oduory
Supply Chain Research Analyst

Eric Kamande
Research Specialist

Wakilni

Yusr Sabra
Co-Founder & CEO

Jinan Mantash
Communications Manager

Notes
on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally

Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.

Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.

Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.

Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.

Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.

Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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