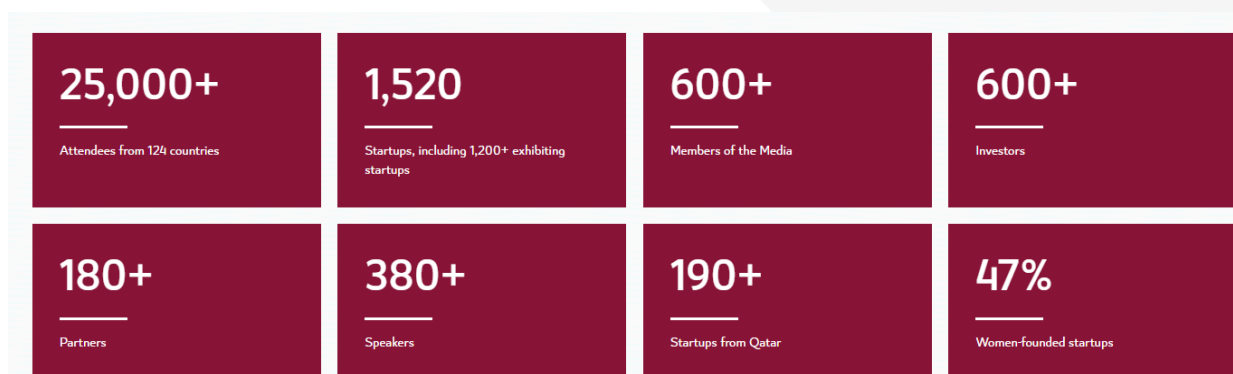# Newsletter
## Issue №4

# NEWSLETTER

## Issue №4, March 11 of 2025

Dear friends! We are excited to present you the fourth issue of our newsletter. The main topic of this issue is an important event in the life of our project - participation in the largest international IT-exhibition Web Summit Qatar, which took place February 23-26, 2025 in Doha. This is, without a doubt, the most significant event for us this year to date!

Our project has reached the level necessary to participate in such events, and we confidently presented our products to potential customers. Such large exhibitions are the best international platforms to promote our products and our brand.
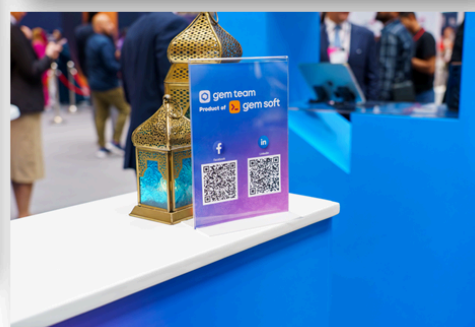
Web Summit Qatar brings together thousands of entrepreneurs, investors and leaders from around the world as part of a 5-year project to transform Doha into a global center of technological revolution, inspiring and promoting innovation in the region and beyond. Of course, we can't be left behind and aim to make our voice as loud as possible at such a high level!

### Web Summit Qatar by numbers

| | | | |
|---|---|---|---|
| **25,000+**<br>Attendees from 124 countries | **1,520**<br>Startups, including 1,200+ exhibiting startups | **600+**<br>Members of the Media | **600+**<br>Investors |
| **180+**<br>Partners | **380+**<br>Speakers | **190+**<br>Startups from Qatar | **47%**<br>Women-founded startups |

**Participating in Web Summit Qatar 2025**

Over the course of 2024 we have participated in a number of exhibitions (including Web Summit Qatar, Web Summit Lisbon and exhibitions in Uzbekistan) to gain practical experience to evolve our product presentations. The experience gained allowed us to achieve outstanding results this time: our company's stand at Web Summit Qatar 2025 attracted a tremendous amount of interest from visitors, which confirmed the rightness of the work implemented as part of the product presentation concept.
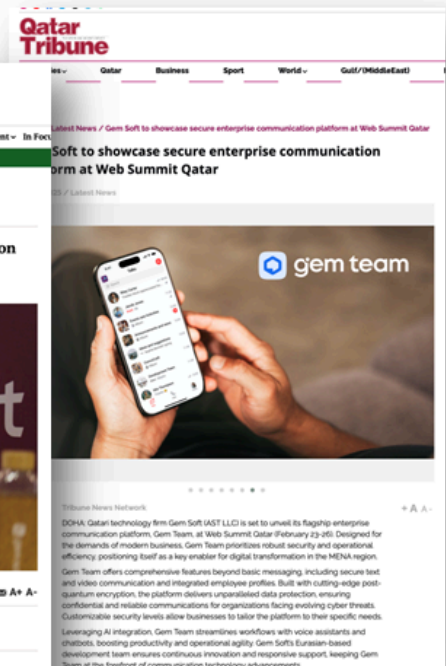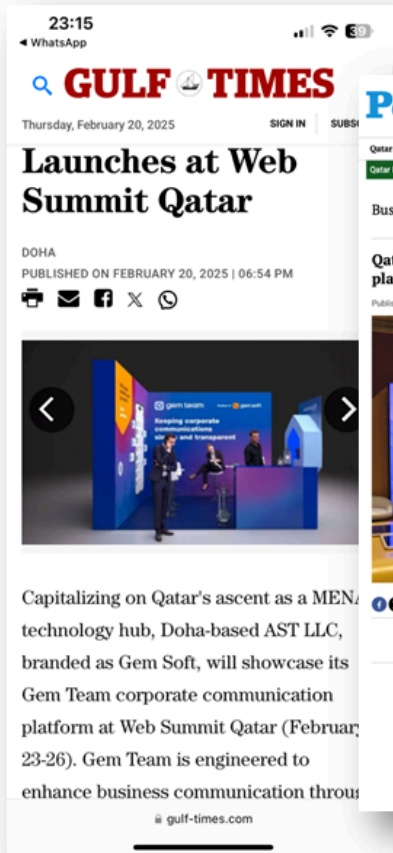


Despite a highly intensive schedule, our experts gave brief interviews on a daily basis and shared information about how the exhibition was going with all the investors. The interviews can be viewed here.

We also encourage you to familiarize yourself with the media publications that accompanied our participation in the exhibition. These were not limited to articles in digital media, but also in the largest print publications in the region.

Links to the articles online: Gulf-times, The Peninsula Qatar, Qatar-tribune
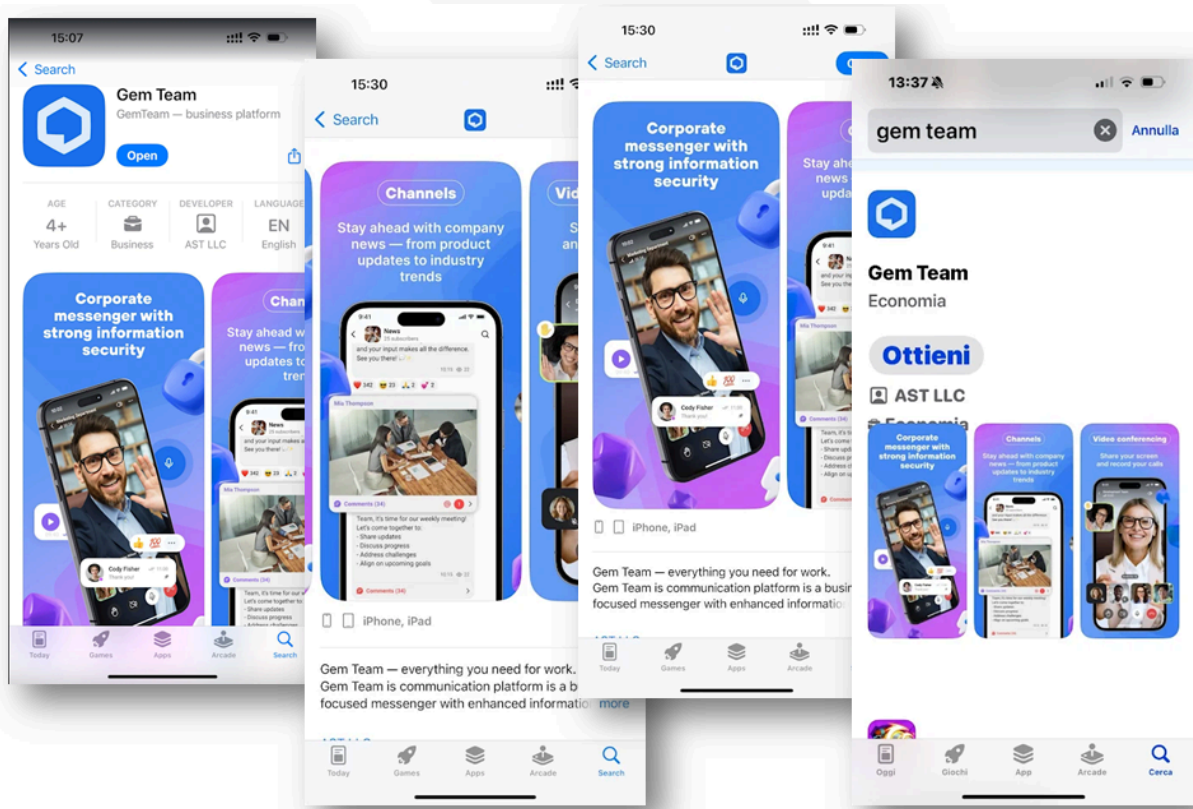
## Readiness of Gem Team

Prior to the exhibition, our development team implemented complex and multi-stage work on the demo version of the new **Gem Team** corporate messenger, in order for our specialists to fully present it at the exhibition for successful engagement with potential partners and clients.

For the first time, we presented a ready-for-use product rather than a concept. Demo version was hosted on local cloud servers in Qatar, taking into account requirements of clients from the Gulf countries for data localization.

**Gem Team** became available for download from all major stores (Google Play and Apple App Store) in the Middle East region, allowing interested entities to immediately install and try it out on the spot (Gem Team can only be downloaded from application stores within the Middle East region currently).

Our stand was operated by an experienced team of 6 employees who had already participated in previous exhibitions. Importantly, we provided the capability of live product testing: smartphones (Android and iPhone) and a laptop with a desktop version of Gem Team were presented at the stand to allow guests to experience how the application works firsthand.



Having a live application ready for use made the presentation of our product at the exhibition stand out.

Whereas previously we had only announced a product under development, this time the audience was able to experience the functionality of Gem Team in practice. This significantly increased the appeal of exhibition's visitors towards the company and its products.

**Relevance of the solution and interest of the audience**

Gem Team secure corporate messenger resolves the acute problem of information security of corporate communications. Many organizations today face the risk of mass data leakage when employees communicate via non-secure global messengers (WhatsApp, Telegram, etc.). Company executives, especially of banks and government agencies, are highly interested in ensuring that internal correspondences remain **within the organization and under robust protection.**

Our platform offers **a secure corporate communication environment** that meets these objectives. Gem Team's demonstration at Web Summit Qatar confirmed the high demand for such a solution. During the exhibition our team had **substantive negotiations** with potential clients right on the spot.

Yet another factor contributing to the success was the company's ready-made product - **Gem Space**, a global superapp with an audience of more than 44 million users.
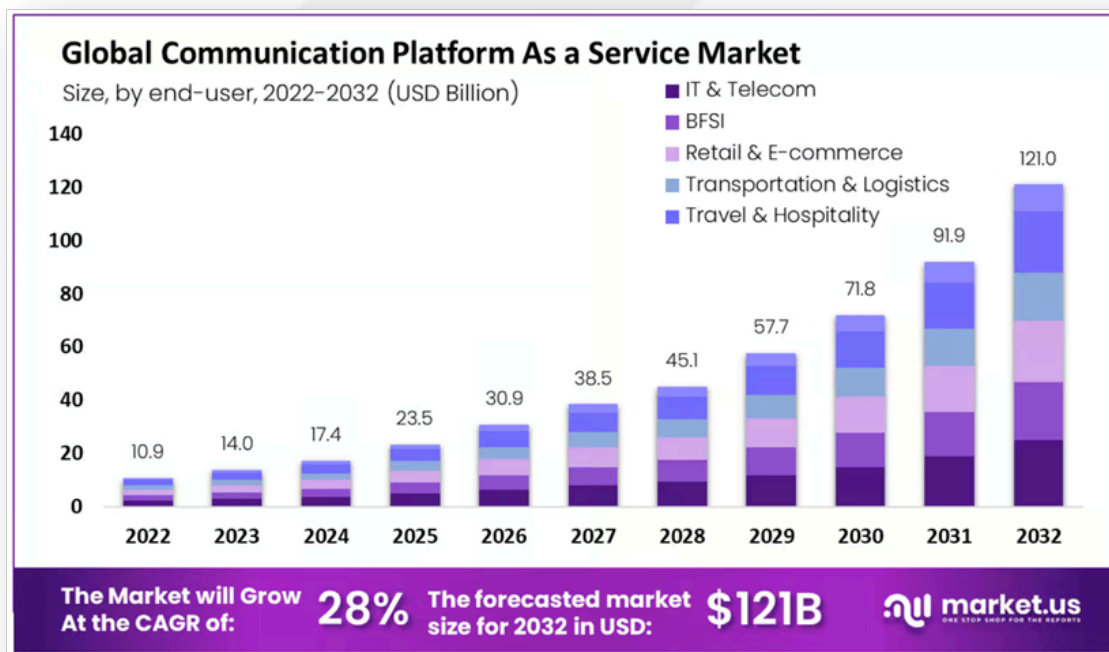
We demonstrated Gem Space application to potential partners, which immediately dismissed any questions regarding the company's ability to create large-scale quality products. By showcasing the established user base and existing Gem Space technologies, potential clients' confidence in the new product was increased substantially and served as a confirmation of the company's reliability.

**New contacts and business interest**

The feedback was tremendous - we saw a huge interest in our products from private and government agencies, ministries, as well as the banking and financial sector, including some of the largest companies in the region. It was not just companies from Qatar, but from the entire MENA region, including companies from Saudi Arabia and Algeria. Yet another indicative fact is that we held negotiations with a large state-owned company in Brazil once again, which we previously met at Web Summit Lisbon 2024. LATAM is a region in which we, along with the MENA region, are also planning active promotion.

Following our participation in the exhibition, a list of **potential corporate clients** was compiled - more than 160 contacts became part of our database, while **27 companies** expressed interest in testing Gem Team within their entity. These organizations represent various industries, including banks and government agencies, with a common need to ensure confidentiality of internal communications. We cannot disclose their identities at this stage due to non-disclosure agreements (NDAs) executed with all interested parties. Nevertheless, the fact that there is strong interest from a number of companies confirms the demand for and relevance of our solution in today's market.



**Global Communication Platform As a Service Market**

Size, by end-user, 2022–2032 (USD Billion)

Legend:
- IT & Telecom
- BFSI
- Retail & E-commerce
- Transportation & Logistics
- Travel & Hospitality

| Year | Value |
|------|-------|
| 2022 | 10.9 |
| 2023 | 14.0 |
| 2024 | 17.4 |
| 2025 | 23.5 |
| 2026 | 30.9 |
| 2027 | 38.5 |
| 2028 | 45.1 |
| 2029 | 57.7 |
| 2030 | 71.8 |
| 2031 | 91.9 |
| 2032 | 121.0 |

The Market will Grow At the CAGR of: **28%**  The forecasted market size for 2032 in USD: **$121B**  market.us ONE STOP SHOP FOR THE REPORTS

*The graph illustrates analytical data of the growth in demand for communication platforms in the coming years.*

**Strategic importance of partnerships**

We anticipate that the first five companies that will be given demo access to Gem Team during February will be our initial key customers. This cooperation will not only bring us direct licensing revenue, but will also serve as an important

confirmation of the value of our product for the region. Having real enterprise customers will greatly enhance our reputation on the market: we will be able to make a strong statement about the product when real businesses are already using it. These initial partnerships will create a foundation for **expanding our client base** and accelerate sales of the core product through references and cases of successful implementation.



**Plans for working with clients**

There was a real breakthrough in the project's growth and development at the exhibition in Qatar. We are delivering the first demos to clients and holding negotiations with companies that have expressed willingness to learn more about our product. There is a lot of work ahead of us, but these are already clear technological and organizational steps that lead us to conclusion of licensing agreements.

**Stage 1: Granting demo access.** The following step after the exhibition is to organize pilot testing of Gem Team for interested companies. We offered each company **demo access** to the system for the required number of users. Clients inform us how many employees (tens, hundreds or thousands) they plan to connect in the test mode. Separate secure spaces are created on local servers for these pilot groups, which will allow companies to test all of Gem Team's features in conditions close to real operation. This approach gives potential clients confidence in the product and allows us to collect valuable feedback on the system's performance in "real life" conditions.



*We were the only secure communication platform presented at the event!*

**Stage 2: Refinement based on client's needs.** Upon successful pilot testing, it is expected that some companies may request **additional functionality** required for their business. At the second stage, our team will record client requests in detail and assess the labor intensity of their implementation. We will promptly make the necessary refinements in Gem Team for a fee paid by the client. This "custom development" approach increases the value of the product for a particular client and strengthens long-term relationships. After new features are implemented and tested in the working environment, the parties agree on the terms of permanent use of the system.

**Stage 3: Entering a licensing agreement.** The final stage of work with each client will be the execution of a commercial agreement for the use of Gem Team. We provide a **flexible licensing model** to meet the needs of various entities:

- **Term or perpetual license.** A company can purchase the rights to use the product for a specific period of time (for example, 1-3 years) or execute a perpetual license with a one-time payment. This option is convenient for organizations that prefer to plan their software budget for a long period of time.

- **Licensing by the number of users.** Alternatively, a payment model based on the number of active users (per-user subscription) is available. The more employees use Gem Team, the higher the total license fee is. This model is scalable and appealing to clients who plan to gradually expand the use of Gem Team.

We anticipate transition of interested organizations to the contracting phase as early as **this spring**, i.e. in the coming months. For our company, this represents a change of emphasis: instead of purely internal product development and preparation, we are moving to the phase of active work with clients.

Our development team will actively engage with the first clients, modernizing the solution to meet their needs and supporting the entire implementation process. This client-centric approach is a new experience for us, and we believe it opens up vast opportunities for our growth.

## Perspectives for 2025







Our successful start to the year laid a solid foundation for further business development. The exhibition in Qatar opened up **tremendous prospects for 2025**.



*5 demo versions of our product were requested right at the exhibition - instead of the 2 initially planned.*

*We conducted 27 in-person demonstrations with the prospect of signing agreements in the future.*

Our primary task is to process all the requests received as efficiently as possible and to carry negotiations with each interested customer through to execution of license agreements. We plan to launch a **wider marketing campaign** to promote Gem Team once we have secured a pool of first clients and received confirmation of the product's value in the form of real cases. Successful implementations will

become key selling points in negotiations with new potential clients. We are confident that having even a few known clients will significantly increase market interest and accelerate global sales of the product.

The company's management is **highly optimistic about 2025** - we expect the number of partners to grow, the platform to expand its functionality to meet the needs of our clients, and to strengthen our position in corporate communications. We have a clear understanding and assessment of our prospects in the global applications market. We understand who we are, what our competitive advantages are and why we will succeed. We have a clear strategy and adapt quickly to conditions, demand and trends in the world!

**Gratitude to investors**



We are intensifying and expanding our international efforts in 2025. Participation in Web Summit Qatar is one of the steps towards the realization of the chosen promotion and development strategy, thus we hope that it will yield long-awaited results for our project soon.

So, let's summarize: our company has successfully moved from the development stage to the product commercialization stage, as evidenced by the significant achievements of early 2025. We are confidently entering the market with a competitive solution and already see a real return in the form of interest from large organizations and entities. These achievements have been made possible largely due to the comprehensive **support of our investors** - due to your trust and funding.

The company's management team would like to extend its gratitude to all investors for their support, without which we would not have been able to reach our current level of product development. We have new heights ahead of us, and we are committed to meeting your expectations as we continue to build on our successes and increase the value of our business.

Your engagement remains a strategically important resource for us, as we look forward to delivering outstanding practical results together as early as 2025.

We express our sincere gratitude to you for your magnificent teamwork, energy and sincere belief in our project! Together we will fulfill all our plans and goals!

Respectfully,
The Board of Directors of
Gem Space Group of Companies

# Thank you

# for your time!

We are thrilled to share our top stories with

you in future issues of the Newsletter.