

NINJA Program – Startup Profiles

(Brief)

● Hala & Hadi Project / Kaka Production Foundation

Project Hala & Hadi project led by the Kaka Production Foundation, focused on delivering creative Arabic-language content for children. Using puppetry, storytelling, and interactive workshops, the project aims to nurture children's emotional health, positive behavior, and mental well-being through engaging and culturally resonant media. Its content features puppet characters like Hala and Hadi, who guide children through relatable scenarios to promote emotional intelligence, self-expression, and healthy digital habits. The project also conducts live workshops in schools, CBOs and hospitals, where children learn through play-based methods. With partnerships across educational and community institutions, Project Hala & Hadi is redefining children's education in the Arab world through creativity and psychological support. The project's community-based workshops and educational content are designed to reach vulnerable children, including children from refugee backgrounds.

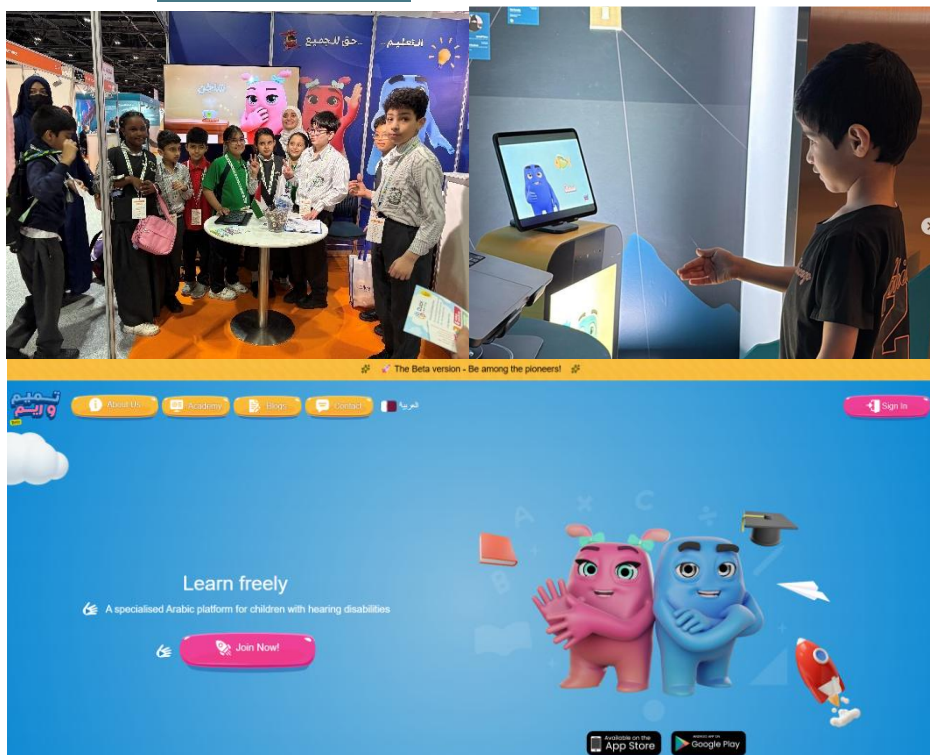
- **Industry:** Educational Entertainment / Inclusive Education
- **Employees:** 10 (full & part time)
- **Contact Info:**
 - Website: www.halawhadi.com
 - Email: productionskaka1@gmail.com
 - Instagram: [halaandhadi](https://www.instagram.com/halaandhadi)
 - LinkedIn: [halawhadi](https://www.linkedin.com/company/halawhadi)
 - YouTube: [@halaandhade3011](https://www.youtube.com/@halaandhade3011)
 - Facebook: [halaandHade](https://www.facebook.com/halaandHade)



● TAMEEM & REEM

Tameem & Reem is the first inclusive edutainment platform in the Arab world designed specifically for deaf children. Through a dual-language ecosystem combining spoken Arabic and Arabic Sign Language, the platform delivers high-quality 3D animated educational and entertainment content. The solution enables deaf children to learn, communicate, and engage without barriers while supporting inclusive learning environments. Rooted in a deeply personal story, Tameem & Reem bridges the gap between deaf and hearing communities through culturally relevant content. With a growing content library and strong regional recognition, the platform is redefining inclusive education across the Arab world.

- **Industry:** Inclusive Education / Deaf Accessibility / Educational Technology
- **Employees:** 7 employees
- **Contact Info:**
 - Website: www.tameemreem.com
 - Email: info@tameemreem.com
 - Instagram: [tameemandreemi](https://www.instagram.com/tameemandreemi)
 - LinkedIn: [تميم وريم](https://www.linkedin.com/company/تميم-وريم)
 - YouTube: [@tameemandreemtv](https://www.youtube.com/@tameemandreemtv)



● SmartWTI

SmartWTI is a technology-driven company delivering IoT- and AI-powered water management solutions that enable real-time monitoring, leak detection, and water quality control. Its integrated systems collect and analyze data to help organizations and farmers optimize water use, reduce waste, and improve operational efficiency. Focused on sustainability in water-scarce regions like Jordan, SmartWTI works closely with public schools and mixed communities, ensuring inclusive access to smart water solutions that benefit both Jordanian and refugee populations.

- **Industry:** Water Management Tech (IoT & AI)
- **Employees:** 8 employees (Full time jobs)
- **Contact Info:**
 - Website: <https://smartwti.com/>
 - Email: info@smartwti.com
 - LinkedIn: [SmartWTI](#)



● Taa Academy

Taa Academy is an educational technology startup that designs and manufactures educational robotics kits, develops an interactive online simulator, and provides a full K–12 STEAM and AI curriculum. Taa Academy empowers children and youth with hands-on 21st-century skills through robotics, digital fabrication, programming, and creative problem-solving. Driven by a mission to bridge the digital divide, Taa Academy equips learners with critical 21st-century skills while expanding its programs through community partnerships, including initiatives that reach underserved and refugee youth, creating equal opportunities for future innovators.

- **Industry:** EdTech (Robotics & STEAM Education)
- **Employees:** 8 employees (full & part time)
- **Contact Info:**
 - Email: info@olistic.online
 - Instagram: [@taa_academy](https://www.instagram.com/taa_academy)
 - LinkedIn: [Taa Academy: Overview | LinkedIn](#)
 - Facebook: [Taa Academy](#)



● Supportive for Packaging Solutions

Supportive for Packaging Solutions is a Jordan-based consultancy and innovation hub specializing in sustainable packaging for SMEs, startups, and home-based businesses. The company provides tailored training, consulting, and technical support to help businesses improve packaging sustainability, recyclability, and compliance with international standards. By combining technical expertise with practical guidance, Supportive enables enterprises to adopt eco-friendly packaging solutions that reduce environmental impact while enhancing product quality and market readiness.

- **Industry:** Sustainable Packaging Consulting
- **Employees:** 6 employees
- **Contact Info:**
 - Email: Info@supportive-jo.com
 - Instagram: [@supportiveforpackaging](https://www.instagram.com/supportiveforpackaging)
 - Facebook: [Supportive for Packaging Solutions](https://www.facebook.com/SupportiveforPackagingSolutions)



● PHYTOBASE

PhytoBase is an innovative agritech company developing smart irrigation and crop management systems using IoT and AI technologies. Its solutions transform traditional farming into a data-driven process by monitoring soil and environmental conditions in real time. PhytoBase enables farmers to optimize irrigation, reduce water and fertilizer use, and increase crop yields. The company supports sustainable agriculture on small and medium-sized farms. PhytoBase also adopts an inclusive approach by engaging refugee farmers through training and capacity-building activities.

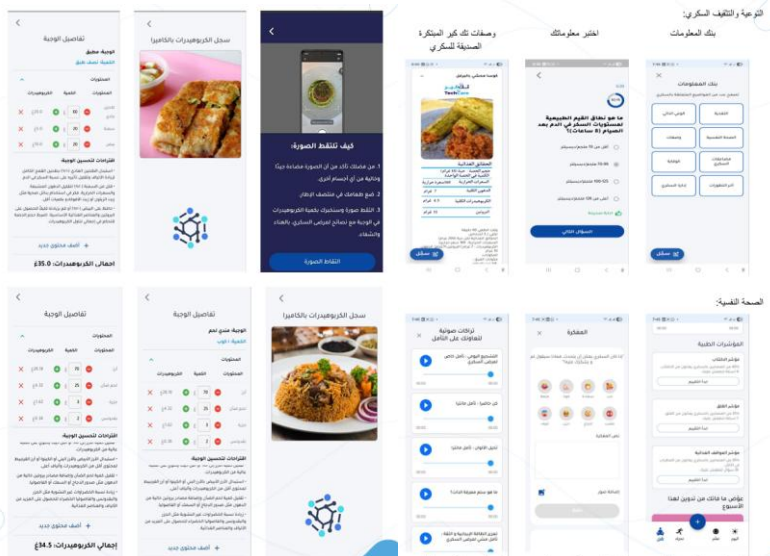
- **Industry:** Agritech (Smart Farming)
- **Employees:** 8 employees (Full time Jobs)
- **Contact Info:**
 - Website: <https://phytobasejo.com/>
 - Email: info@phytobasejo.com
 - Facebook: [Phytobase](#)



● TechCare

TechCare is a digital health ecosystem designed to empower diabetes patients in managing their condition. Serving a community of over 50,000 users, the platform uses an AI-powered assistant to provide 24/7 emotional support and behavioral coaching. TechCare also offers a Specialists Portal that connects patient data with doctors and nutritionists to support informed medical decisions. By addressing both mental and physical health needs, TechCare delivers a holistic care model. The platform is expanding its services to refugee communities, focusing on awareness, access, and inclusive healthcare.

- **Industry:** HealthTech (Digital Healthcare)
- **Employees:** 8 employees
- **Contact Info:**
 - Website: <https://techcare.health/>
 - Email: info@techcare.health
 - Instagram: [@techcarehealth](https://www.instagram.com/techcarehealth)
 - LinkedIn: [TechCarehealth](https://www.linkedin.com/company/TechCarehealth)



● iRole

iRole is an integrated remote work platform that enables skilled women professionals across the MENA region to access income opportunities through structured remote work. In its pilot phase, iRole focuses on providing remote business support to small and medium-sized enterprises by deploying trained, bilingual women to handle administrative and operational tasks remotely. The platform not only empowers women by offering remote employment options but also helps businesses tap into a talent pool of qualified female professionals for efficient virtual support. iRole's community outreach and training pipeline intentionally includes refugee women as part of its women-focused remote work model.

- **Industry:** Remote Work Marketplace (Women-Focused)
- **Employees:** 4 employees (full & part time)
- **Contact Info:**
 - Website: www.irole.co
 - Instagram: [irole.co](https://www.instagram.com/irole.co)
 - LinkedIn: [iRole](https://www.linkedin.com/company/irole)
 - Facebook: [IRole.co](https://www.facebook.com/IRole.co)



● Olistic

Olistic is a tech-driven marketplace reshaping the MENA region’s Orange Economy by turning creative talent into scalable global brands. Through AI-powered personalization, production-on-demand, and digital commerce tools, Olistic removes barriers such as upfront capital and inventory risk for artisans and creators. Recognized by local and international organizations, Olistic empowers women, youth, persons with disabilities, and refugees to access global markets while preserving cultural heritage—positioning creativity as a driver of inclusive and sustainable economic growth.

- **Industry:** Online Marketplace (Orange Economy)
- **Employees:** 5 employees
- **Contact Info:**
 - Website: <http://www.olistic.online/>
 - Email: info@olistic.online
 - Instagram: [@olisticmarketplace](https://www.instagram.com/olisticmarketplace)



● Khudra Connect

Khudra Connect is an agri-data platform designed to improve farming efficiency and align agricultural production with market demand. The platform analyzes soil, crop, and market data to guide farmers on what to grow and when to plant or harvest. This approach reduces waste, prevents oversupply, and improves farm profitability. Khudra Connect supports smarter decision-making across the agricultural value chain. The platform also promotes inclusive job creation, including opportunities accessible to refugee communities.

- **Industry:** Agriculture Technology (Market Alignment)
- **Employees:** 3 employees (Full time jobs)
- **Contact Info:**
 - Website: www.khudra.net
 - Email: info@khudra.net
 - Instagram: [Khudraconnect](https://www.instagram.com/khudraconnect)
 - LinkedIn: [khudraconnect](https://www.linkedin.com/company/khudraconnect)
 - Facebook: [Khudra Connect](https://www.facebook.com/KhudraConnect)

