

Dragon's Den 3 | January 15, 2026

Winning Projects

Project	Winners
<p>MASAAR A data-driven urban mobility solution focused on improving everyday commuting experiences by reducing uncertainty, congestion-related stress and friction in public transport usage.</p>	<p>Yusuf Balwa (SBA) Fadil Imran Pasha (CEN) Mohammed Ibrahim (CEN) Abdulaziz Alshuaimi (CEN) Mohamed Alzarooni (CEN)</p>
<p>MEDRELAY A health-focused concept targeting a critical but often overlooked workflow challenge, proposing a structured, technology-assisted approach to improving continuity, clarity and cognitive load in professional handovers.</p>	<p>Maryam Abdulla (CAS) Munira Alawadi (CAS)</p>
<p>THOBE A platform concept addressing inefficiencies in a traditionally offline consumer service, introducing transparency, accessibility, and convenience through a digitally enabled marketplace model.</p>	<p>Jana Badawi (SBA) Hoor Ballaith (SBA) Lina Chazi (SBA) Mira Alahmed (SBA) Maryam Alsaeed (SBA)</p>