



HAWRAARTECH SOFTWARE SOLUTIONS

COMPANY PROFILE 2026

Empowering Businesses Through Smart Technology

Software Development • SaaS Solutions • Digital Transformation

SuuqMaamule • Maqayad • TechDental • MartiMaamule

Prepared For

Investors • Strategic Partners • Enterprise Clients

Omar Yousuf Osman

Founder & Head of Technology

Operating Remotely from Istanbul, Türkiye

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BUILDING THE FUTURE OF BUSINESS TECHNOLOGY IN EAST AFRICA

Company Information

Item	Details
Company Name	HawraarTech Software Solutions
Founded	2023
Founder & Head of Technology	Omar Yousuf Osman
Operating Model	Remote-First Technology Company
Base of Operations	Istanbul, Türkiye
Industry	Software Development & SaaS Solutions
Primary Markets	Somaliland, Somalia, Djibouti, Ethiopia, Kenya
Business Model	SaaS Subscription & Custom Software Development
Core Products	SuuqMaamule, Maqayad, TechDental, MartiMaamule
Languages Supported	English, Somali, Arabic, French, Turkish
Customer Satisfaction	97.89%
Support Commitment	Up to 12 Months Technical Support
Website	www.hawraartech.com
Email	info@hawraartech.com
Contact Numbers	+252 63 456 3422 / +90 501 569 4361

Executive Summary

HawraarTech Software Solutions

HawraarTech Software Solutions is a remote-first technology company specializing in Software-as-a-Service (SaaS), business automation, digital transformation, and cloud-based management platforms for businesses across East Africa.

Founded in 2023 by Omar Yousuf Osman, HawraarTech was established with a vision to help businesses modernize operations through affordable, secure, and scalable technology solutions tailored to local market needs. Operating remotely from Istanbul, Türkiye, the company serves clients across Somaliland, Somalia, Djibouti, Ethiopia, and Kenya.

Over the past three years, HawraarTech has successfully designed, developed, and deployed multiple commercial software platforms that address operational challenges in retail, hospitality, healthcare, and food service industries. Unlike many early-stage startups that seek funding based on concepts or prototypes, HawraarTech has already completed product development and entered the commercialization stage.

The company currently owns and operates four proprietary SaaS platforms:

These platforms have been developed using modern cloud architecture, multi-tenant SaaS technology, mobile-responsive design, multilingual capabilities, and scalable infrastructure designed to support long-term growth across East Africa.

In addition to its SaaS portfolio, HawraarTech has successfully delivered digital solutions for healthcare organizations, including One Dental Clinic and Kuwait Dental Care, demonstrating the company's ability to develop, deploy, and support professional business systems while maintaining high levels of customer satisfaction.

The company's business model is based on annual subscription services, providing recurring revenue and fostering long-term customer relationships. Subscription packages are designed to remain affordable for small and medium-sized businesses while delivering enterprise-level functionality and continuous product improvements.

HawraarTech currently serves organizations across multiple sectors, including retail, wholesale, hospitality, healthcare, restaurants, pharmacies, education, and professional services. Through its growing ecosystem of software platforms and digital solutions, the company is committed to helping businesses modernize operations, improve efficiency, and embrace digital transformation.

With a strong focus on innovation, customer success, and scalable technology, HawraarTech aims to become one of the leading Somali-owned technology companies

serving East Africa. By combining industry expertise, local market understanding, and modern cloud-based solutions, the company is well-positioned to support the evolving needs of businesses throughout the region.

Competitive Advantage

Unlike many startups that are still in the idea or prototype stage, HawraarTech has already completed product development and operates multiple commercial SaaS platforms. This significantly reduces execution risk and enables investment capital to be focused on customer acquisition, market expansion, and revenue growth.

Year	Clients	Revenue
2026	200	\$59,000
2027	600	\$177,000
2028	2,000	\$590,000

This growth trajectory demonstrates significant scalability and positions HawraarTech as a compelling investment opportunity within the rapidly expanding East African technology sector.

With completed products, a recurring revenue model, regional market focus, and strong growth potential, HawraarTech is strategically positioned to become a leading provider of business management software solutions across East Africa.

Company Overview

About HawraarTech Software Solutions

HawraarTech Software Solutions is a remote-first technology company specializing in Software-as-a-Service (SaaS) platforms, business automation systems, custom software development, and digital transformation solutions for organizations across East Africa. Founded in 2023 by Omar Yousuf Osman, HawraarTech was established with a vision to help businesses modernize operations through affordable, secure, and scalable technology solutions tailored to the unique needs of emerging markets. The company focuses on developing practical software that improves operational efficiency, enhances decision-making, and supports long-term business growth. Operating remotely from Istanbul, Türkiye, HawraarTech serves clients across Somaliland, Somalia, Djibouti, Ethiopia, and Kenya while maintaining a lean, efficient, and scalable business structure. Through its growing portfolio of SaaS platforms and technology services, the company is committed to empowering businesses with modern digital tools that drive productivity, profitability, and innovation.

Why HawraarTech Exists

Many businesses across East Africa continue to rely on manual processes, spreadsheets, and disconnected systems. HawraarTech was created to bridge this technology gap by delivering affordable and practical digital solutions tailored to local market requirements.

What We Do

Software & SaaS Development

- Multi-Tenant SaaS Platform Development
- Business Management Systems
- Retail & Wholesale Solutions
- Healthcare Management Systems
- Hotel & Restaurant Management Systems

Website Development

- Corporate Websites
- Healthcare & Clinic Websites
- E-Commerce Solutions
- Custom Web Applications

Business Automation

- Workflow Automation

- Digital Record Management
- Reporting & Analytics Systems
- Cloud-Based Business Solutions

Digital Transformation

- Business Process Optimization
- Technology Consulting
- Cloud Adoption & Migration
- AI-Ready Business Solutions

Technical Support & Consulting

- System Deployment & Training
- Technical Support & Maintenance
- Software Upgrades & Improvements
- Long-Term Client Success Support

Our Commitment

HawraarTech Software Solutions combines technical expertise, industry knowledge, and modern cloud technologies to help organizations improve efficiency, reduce operational complexity, and accelerate digital transformation. Through its innovative software platforms and professional technology services, the company is dedicated to delivering reliable, scalable, and affordable solutions that empower businesses across East Africa.

Vision , Mission & Core Values

Vision

To become the leading Somali-owned technology company delivering innovative Software-as-a-Service (SaaS), digital transformation, and business automation solutions across East Africa.

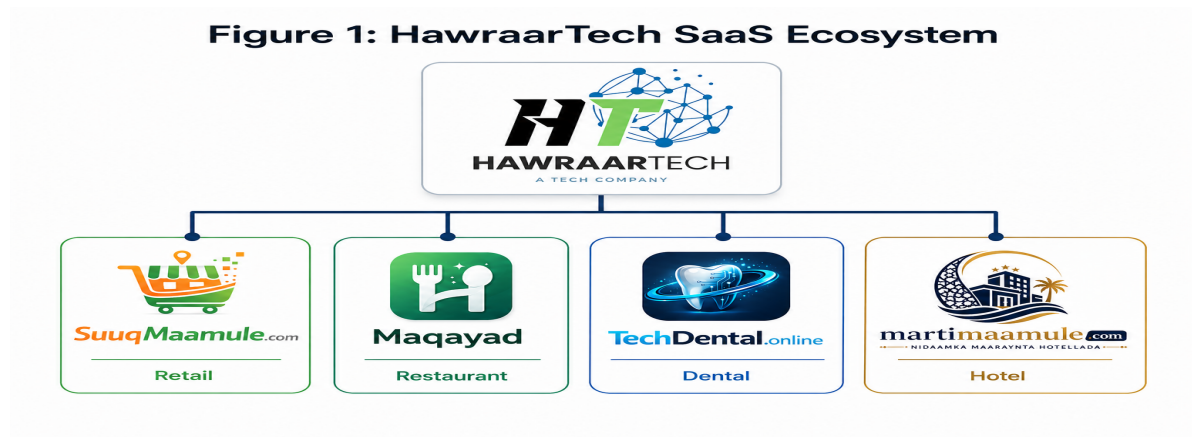
Mission

To empower businesses through affordable, secure, scalable, and user-friendly technology solutions that improve operational efficiency, support data-driven decision-making, and enable sustainable long-term growth.

Core Values

- ✓ Innovation
- ✓ Reliability
- ✓ Customer Success
- ✓ Integrity
- ✓ Scalability
- ✓ Continuous Improvement

Products & Platforms



Platform Portfolio

Platform	Industry	Status
SuuqMaamule	Retail & Wholesale	Commercially Ready
Maqayad	Restaurant Management	Commercially Ready
TechDental	Dental Clinics	Commercially Ready
MartiMaamule	Hotel Management	Commercially Ready

Key Statistics

HawraarTech Software Solutions has successfully developed four commercial SaaS platforms serving the retail, restaurant, healthcare, and hospitality sectors. The company operates a lean and efficient business model with annual operating costs of approximately \$3,500 while targeting an addressable market of more than 15,000 businesses across East Africa. With completed products, a recurring revenue model, and growing market demand, HawraarTech is positioned for scalable regional expansion.

KPI	Value
SaaS Platforms	4
Target Countries	5
Target Market	15,000+ Businesses
Average Subscription	\$295/year
Languages Supported	5
Customer Satisfaction	97.89%
Current Annual Operating Cost	\$3,500
Support Commitment	Up to 12 Months
Business Model	Recurring SaaS Subscription

Project Experience

One Dental Clinic

Website: <https://onedentalclinic.org/>

Services Delivered:

- Website Development
- Digital Branding
- Technical Support
- Online Presence Enhancement
- Digital Clinic Platform Development

Kuwait Dental Care

Website: <https://kuwaitydentalcare.com/>

Services Delivered:

- Website Development
- Digital Clinic Platform Development
- Technical Support & Maintenance

Additional Expertise

- Retail Management Systems
- Restaurant Management Systems
- Hotel Management Systems
- Dental Clinic Management Systems
- School Management Systems
- Corporate Websites
- Custom Business Applications

Client Success

- ✓ 97.89% Client Satisfaction
- ✓ Multi-Year Customer Relationships
- ✓ Ongoing Technical Support
- ✓ Continuous Platform Improvement

Why Clients Choose HawraarTech

- ✓ Industry-Specific Business Solutions
- ✓ Modern User Experience (UI/UX)
- ✓ Continuous Technical Support

- ✓ Affordable Subscription Pricing
- ✓ Scalable Cloud-Based Technology
- ✓ Regional Market Understanding
- ✓ Multi-Language Support
- ✓ Long-Term Partnership Approach
- ✓ Reliable Product Development
- ✓ Customer-Centric Service Delivery

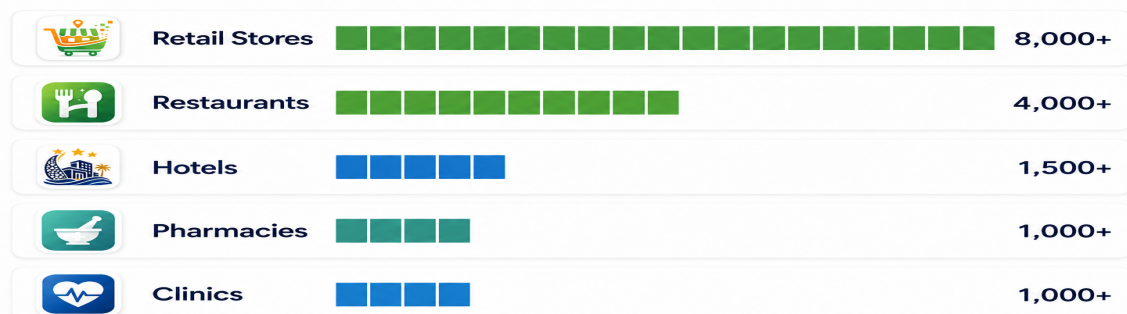
Market Opportunity

Addressable Market

Sector	Estimated Businesses
Retail Stores	8,000+
Restaurants	4,000+
Hotels	1,500+
Pharmacies	1,000+
Clinics	1,000+
Total Market	15,000+



Figure 2: Market Opportunity by Sector



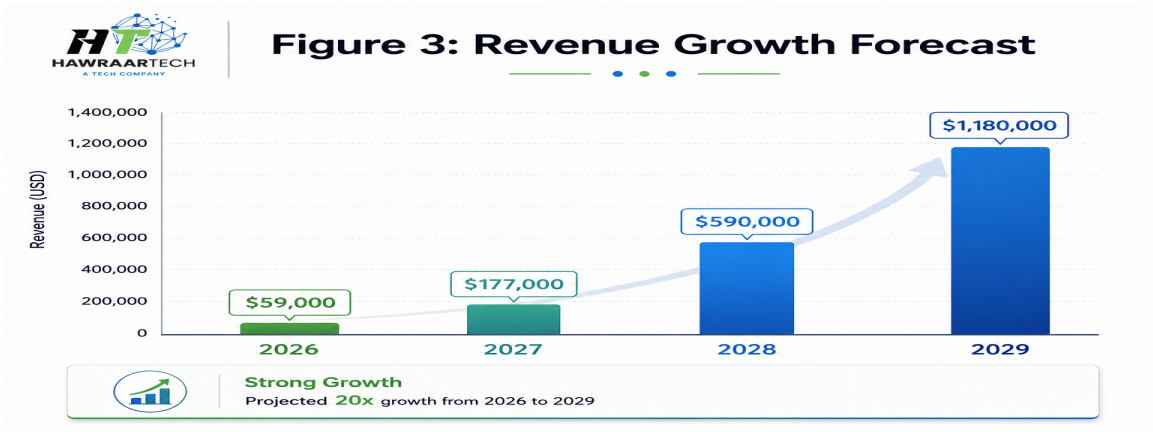
Strategic Expansion Plan

Year	Target Markets
2026	Somaliland
2027	Somalia & Djibouti
2028	Ethiopia & Kenya

Market Opportunity

The East African business sector is experiencing rapid digital transformation. Thousands of businesses continue to rely on manual processes, paper-based records, and disconnected software systems. This creates a significant opportunity for affordable, cloud-based management platforms that improve efficiency, visibility, and decision-making. Through its growing portfolio of SaaS solutions, HawraarTech is positioned to support businesses across retail, hospitality, healthcare, and service industries as they transition toward modern digital operations.

Year	Clients	Revenue
2026	200	\$59,000
2027	600	\$177,000
2028	2,000	\$590,000
2029	4,000	\$1,180,000



Business Model

Annual Subscription Model

Package	Annual Price
Starter	\$195
Professional	\$295
Enterprise	\$455+

Average Subscription Value

\$295 Per Customer Per Year

Revenue Model

1. Annual SaaS Subscriptions
2. System Setup & Configuration
3. Technical Support & Maintenance
4. Training Services
5. Custom Development Projects

Revenue Streams

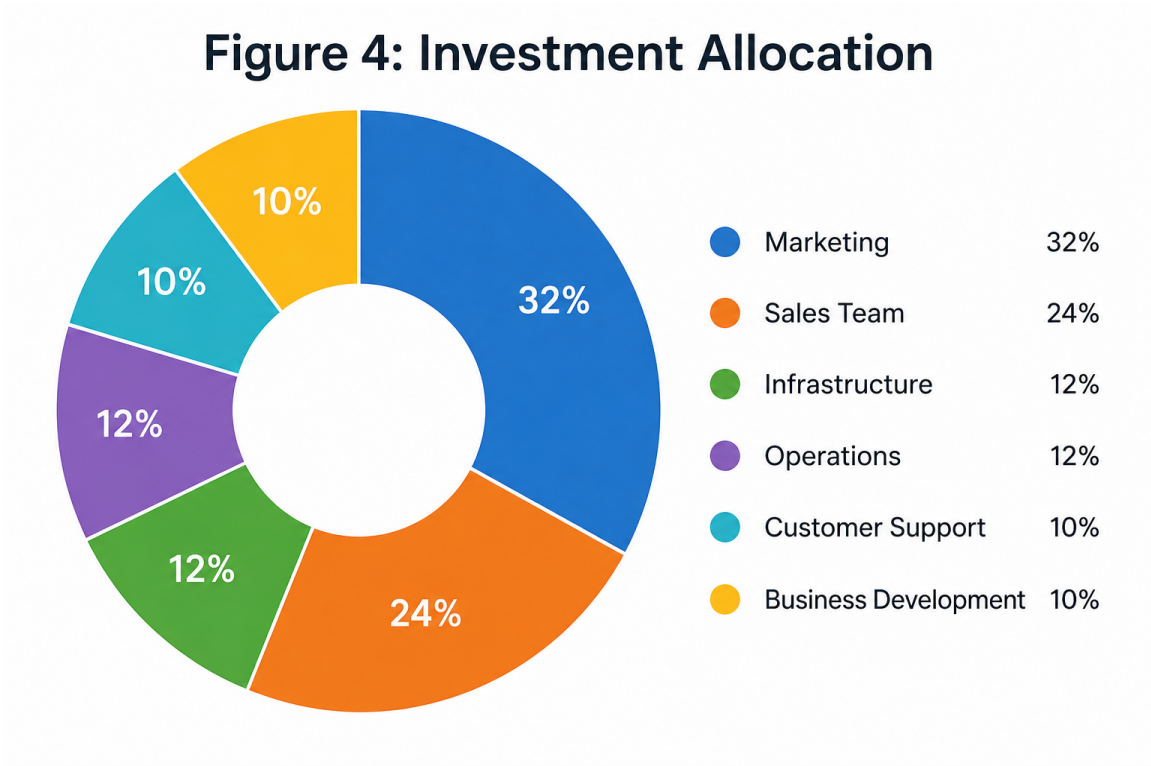
- SaaS Subscription Services
- System Setup & Implementation
- Technical Support & Maintenance
- Training & Onboarding Services
- Custom Software Development

Business Advantages

- Recurring Revenue Model
- Scalable Growth Potential
- Lean Operating Structure
- Strong Customer Retention
- Long-Term Customer Relationships
- Predictable Revenue Streams

Category	Budget
Marketing	\$8,000
Sales Team	\$6,000
Infrastructure	\$3,000
Operations	\$3,000
Customer Support	\$2,500
Business Development	\$2,500
Total	\$25,000

Figure 4: Investment Allocation



Leadership

Omar Yousuf Osman

Founder & Head of Technology Omar Yousuf Osman is a technology entrepreneur, software engineer, and AI specialist dedicated to building practical software solutions that help organizations modernize operations and accelerate digital transformation across East Africa.

Education

- Bachelor of Science (BSc) in Software Engineering
- Master of Science (MSc) in Data Science
- Master of Artificial Intelligence (Current)

Areas of Expertise

- Software Engineering
- Artificial Intelligence
- SaaS Platform Development
- Data Science & Analytics
- Digital Transformation
- Business Technology Solutions

Leadership Focus

- Product Innovation
- SaaS Strategy & Growth
- Customer Success
- Regional Expansion
- Technology Excellence

"My vision is to build a leading Somali-owned technology company that empowers businesses across East Africa through innovative, affordable, and scalable software solutions."

Contact Information

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