

## Reading

- 1 Read the blog quickly then match each start-up to one of the situations below.
  - 1 someone who is looking for work
  - 2 someone who has hearing problems
  - 3 someone who likes speed
  - 4 someone who wants to buy a second-hand car

### Exciting start-ups in the UAE

Nowadays, young people are no longer looking for employment only in traditional workplaces like banks or big organisations. Today's young entrepreneurs are getting involved in start-ups because these allow them more freedom to be creative and make their ideas come to life. They can also exploit social media to promote their businesses and make their own decisions about their professional future. There are many communities of young innovators who have started new businesses throughout the country. We've chosen a few for you.

**Zarooq Motors** – Founder Mohammed Al Qadi has been involved in his passion, motor racing, for over 15 years. He and his partners are perfecting a fashionable car that can race over sand dunes without getting stuck. However, the cars will also be made for city driving with air-conditioning and other features. Although their products are designed for the UAE market, the founders want to promote UAE cars all over the world. They chose the name *Zarooq* because they're trying to make the fastest car in the desert, just as the name suggests.

**KinTrans** – Mohamed Elwazer founded KinTrans in 2013. His goal was to change the way we communicate and in particular help people who use sign language to communicate more easily with those around them. His device offers a sign language translation software, which essentially changes sign language into a voice translation. KinTrans is useful not only for everyday communication, but is also important in the business world for colleagues and clients who have hearing impairments.

**Melltoo** – Morrad Irsane and Sharene Lee created Melltoo when they were trying to buy a pre-owned car in Ras Al Khaimah but were frustrated because they didn't know where to start. So, they designed this app as a way for people to resell valuable objects they no longer need. Instead of looking through dozens of ads, users can simply download the Melltoo app and contact the seller directly or post the item they want to sell. The interesting thing about this app is that it puts you in touch directly with the buyer or seller. Your privacy is always assured because the only way someone can contact you is through the app chat. In the future, they hope to collaborate with other start-ups who are looking for alternative ways to sell their products.

**InternsME** – In 2013, Jason Mathias and his partners founded InternsME, to help young Emiratis – mostly students or recent graduates – find a way to gain professional experience and employment. Thanks to this online platform, jobseekers can find positions that are right for them – whether an internship or an entry-level job – or they can get advice on how to improve their CV. Users can even upload a one-minute video introduction of themselves for potential employers to watch. This gives members the chance to really show who they are, what skills they have and find the best job without meeting anyone face to face. This unique feature offers jobseekers opportunities that a traditional CV can't give. Thanks to this site, the founders are helping to improve Emiratisation and they also want to expand their site to include other countries in the Gulf in the future.

