

“Changing Lives Of Millions”

TM

cardoo

Changing Lives Of Millions

“COMPANY PROFILE”



CARDOO respects tradition but at the same time breathes innovation. For me, what matters the most is to drive smart products that act as enablers for people all around the MENA region. Our team is always acquiring new opportunities to take advantage of many of the breakthroughs that are transforming the lives of millions. We're looking forward to continuing our rapid growth and introducing innovations not just in Egypt, but also to the rest of the MENA regions.

Ahmed Adel

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Meet CardoO

Established in May 2018; CardoO's owners had one dream in mind; to change the lives of millions of people everywhere through technology.

As technology is the fastest moving consumable good, we utilize this fact to create products that enhance the day-to-day lives of thousands, and even millions, of consumers every day.

started in October 2018 with our first innovation CardoO VR Gear 1.0, which got into the hands of more than 10,000 happy customers in Egypt.

The year after starting with enhancing people's gaming experiences by upgrading the VR Gear to a plastic version and then launching an easy-to-pocket folding joystick.

Then we created an eBook, a smart board that addresses the issue of writing in copy books and papers, as well as a smartwatch that has transformed the watch industry with its numerous functionalities.

For us, 2020 was the year of a successful transformation. We placed first in the Middle East and 100th worldwide in headphone development. We are the first firm in MENA to design and produce our own earbuds.

After carefully listening to our customers, we upgraded the VR gear for the third time to VR Pro, a far superior version with higher quality and appearance for a better watching and gaming experience.

lastly after gaining a thorough understanding of the market, we launched two different smart products with different purposes that target different segments of audiences.

CardoO iNote As a result of the pandemic, we developed two innovative products to keep people productive while also being safe. CardoO iNote, a writing tablet that eases up Zoom lectures and meetings, and Smart Scale that measures inbody at home effortlessly.

Our customers everywhere have 3 things in common; they learned, then loved and now believe in what we offer: technology that has made their lives easier, and continues to do so. Every single day.

BEHIND ALL THIS
• ARE 5 THINGS •
PUT TOGETHER
IN PERFECT HARMONY

Our team is youthful and passionate about smart products. They are constantly there, listening to and assisting the audience, as well as implementing ideas to improve their product line.

We conduct indefinite product R&D and only choose Product-Market Fit. We believe that good ideas are everywhere, but only tangible, suitable, and life-changing innovations will serve our consumers.

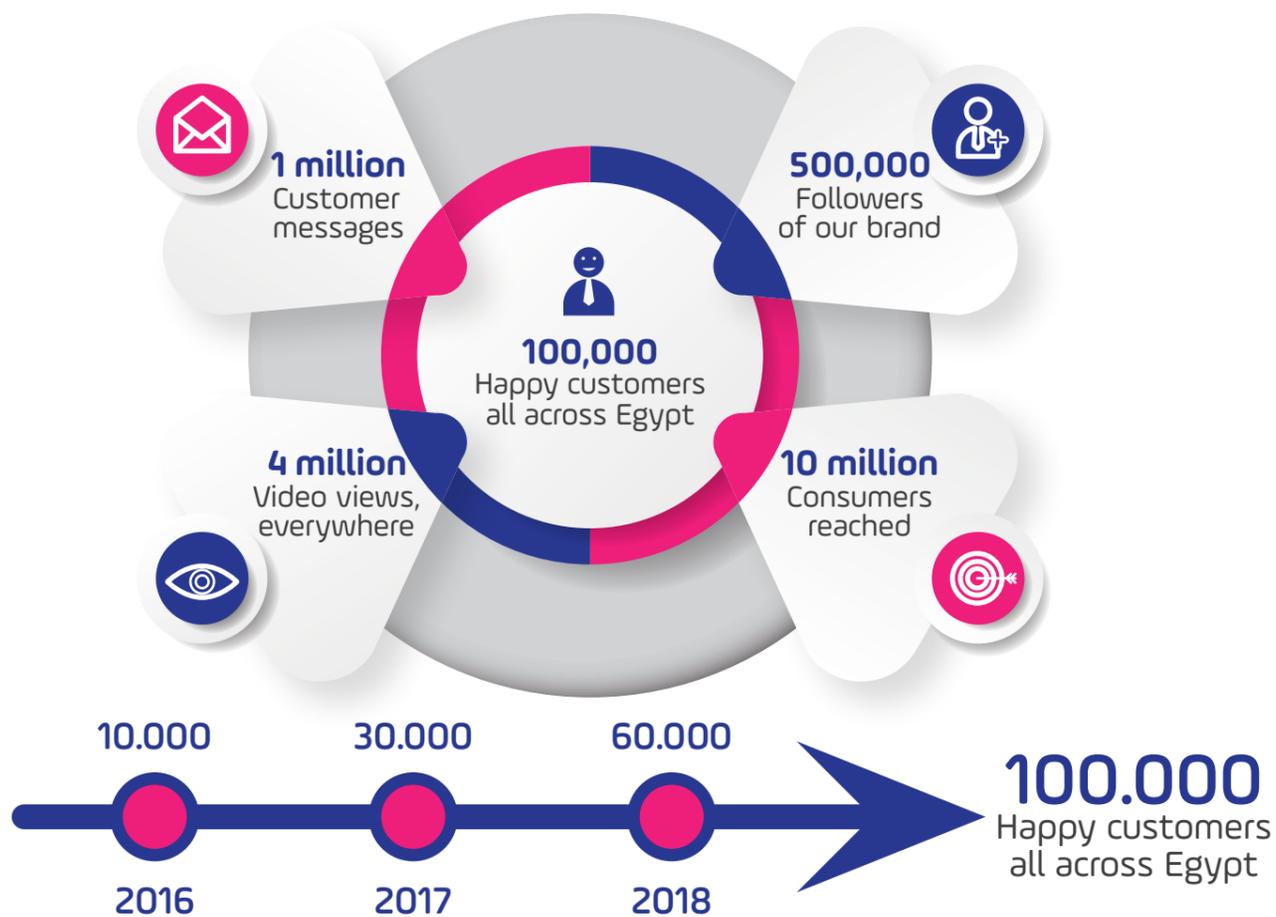
We use all marketing channels to inform customers about our innovations both before and after they buy. And our mobile application plays a major role in this endeavor and serves the same purpose.

Cardoo's audience is very engaged with the brand, always voicing their suggestions, feedback, and even stories about how technology has changed their lives.

Cardoo's audience is very engaged with the brand, always making suggestions, providing feedback, and sharing stories about how our smart products have positively impacted their life and inspired them to do things.

This is all an ecosystem created by the vision of **"Innovations That Change Lives"** and grows by it.

Our achievements





Vision

It's our responsibility to progressively develop high-quality innovations that make people's lives better.

"Changing lives of millions."

Mission

It's our mission to enrich customer's lives by spreading awareness & developing innovations that meet, satisfy, and exceed customers' expectations.



Core Values

1. Our customers:

We aim higher than sales. We focus on building life-changing relationships.

2. High quality:

After giving our best, we innovate on it by following the highest quality.

3. Integrity:

We hold ourselves to the highest ethical & professional standards.

4. Teamwork:

Collective, harmonious team effort will always outperform collective but individual effort.

5. Aim to win:

We believe and trust our vision & team; therefore, we have full faith in our ability to succeed.

6. Innovation:

It's our driving force as we continuously develop our performance, line of products, teams, and operations.

CardoO Innovations



VR Gear 1.0

The first VR glasses were made of cardboard material, which was affordable for everyone.



VR Gear 2.0

An improved version of the VR glasses, which were made of plastic with better quality for smartphones.



VR Pro

A high-quality 3D headset glass with Anti Blue Light Lenses that is compatible with all smartphones and ideal for watching movies.



Joystick

An advanced, flexible controller that fits into any pocket flexibly and provides a better videogame experience.



E-book

A smart board that you can write on and transfer it as an image through a mobile camera.



SmartWatch

A stylish digital watch that can be used for a variety of functions, from phone calls, notifications, to health tracking.



Earbuds

Wireless earbuds that are high-quality and stylish in appearance, and can perform multiple functions with a single



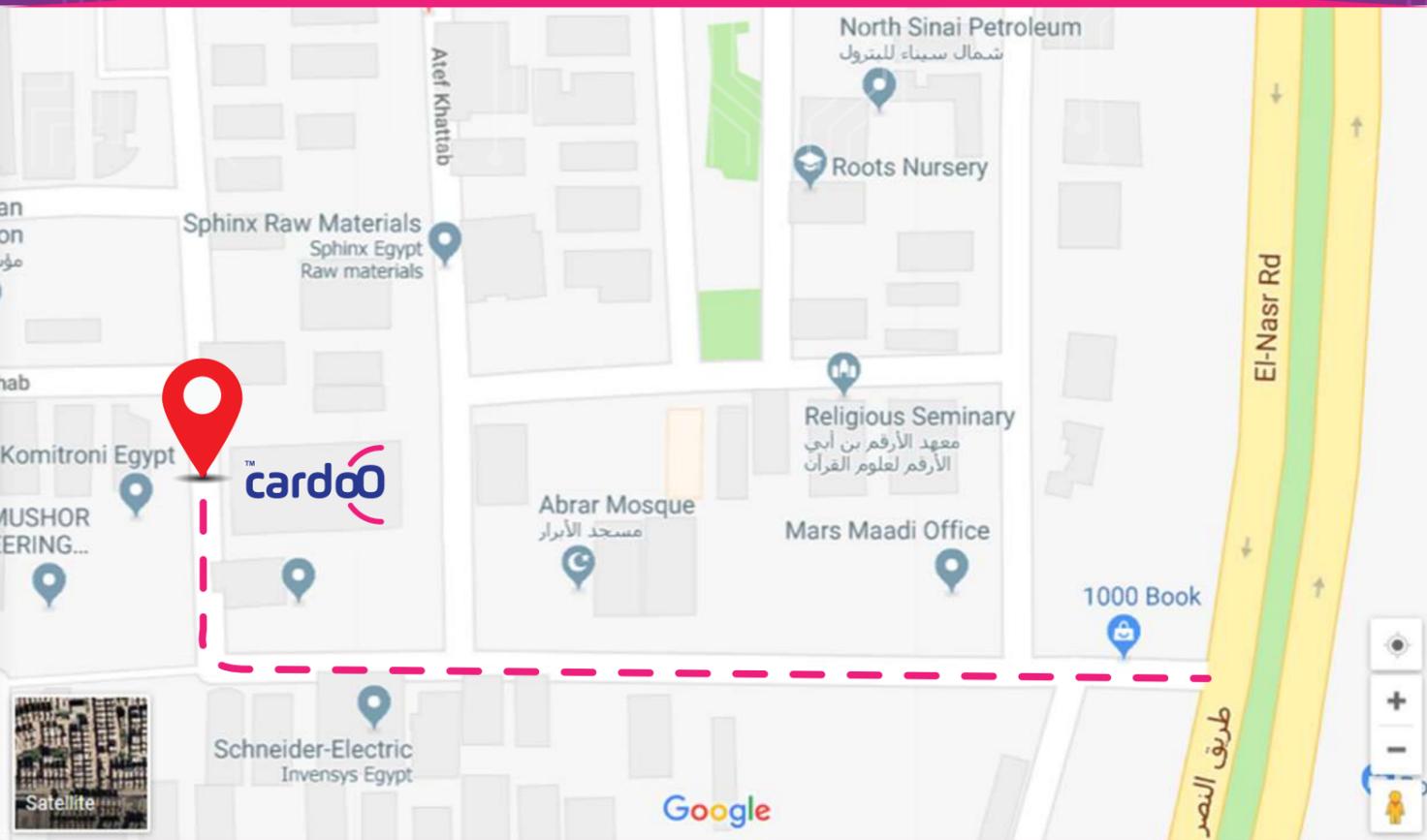
iNote

A liquid-screened tablet that provides a paper like experience with a highly sensitive pen that easily connects to smart devices.



SmartScale

A health tracker smart scale with a home-inspired design that measures 12 body compositions.



Our Contacts



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