



About Us & Business Solutions

Smart NFC digital business cards, live employee profiles, lead capture, and centralized company administration.

Document Overview

This company profile introduces uTap, explains its principal business solutions, and presents the corporate information required for client meetings, prequalification, and tender submissions. Detailed implementation methodology and client case studies are intentionally maintained as separate supporting documents.

Document control

Field	Information
Document title	uTap Company Profile
Version	1.0
Issue date	28-Jan-2026

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About uTap

A modern business identity and contact-sharing solution for organizations.

uTap provides NFC-enabled digital business cards and live business profiles for companies that need a more professional, current, and manageable alternative to traditional printed business cards.

Each employee receives a reusable NFC card linked to a customizable digital profile. A recipient can tap the card or scan its QR code to open approved contact details, company information, links, media, locations, documents, and business actions in a standard mobile browser. No dedicated application is required for the recipient.

Authorized company teams can manage profiles centrally, allowing information to be updated without replacing the physical card. This supports consistent branding, controlled employee information, faster sharing, and structured follow-up after meetings and events.

Corporate field	Registered information
Trade name	utap trading
Legal form	Limited Liability Company
Commercial Registration No.	174538
Creation date	22 August 2022
Commercial status	Active
CR expiry date	20 August 2029
Website	https://utap.co

Business Need and Solution

The commercial problem uTap addresses and the solution offered to organizations.

The business need

- Printed business cards become outdated when an employee changes role, number, email address, or office location.
- Employee information and company presentation can become inconsistent across departments and locations.
- Recipients often lose printed cards or must enter contact information manually before following up.
- Sales, events, and business-development teams need a faster way to capture return contact information.

The uTap solution

1. Reusable NFC card — A branded physical card provides instant access through NFC tap, with QR code fallback.

2. Live digital profile — The employee profile can present approved contact, company, media, location, and portfolio information.

3. Lead capture — Share Back allows a recipient to return contact details for business follow-up.

4. Central administration — Authorized teams can manage employee profiles, card assignments, permissions, and updates.

Simple recipient experience

Tap or scan the card, open the live profile, and choose the required action. The recipient does not need to install a special application.

Digital Business Card and Profile

The core product combines physical access, live information, and a configurable branded experience.

3.1 NFC and QR access

Use NFC tap sharing on compatible smartphones, with a QR code for fallback access and wider device compatibility.

3.2 Live profile updates

Change approved employee information without reprinting or replacing the physical card.

3.3 Company branding

Apply approved logo, colours, profile structure, content hierarchy, and business calls to action.

3.4 No-app sharing

The recipient opens the digital profile in a standard mobile browser.

Available profile content

Content group	Typical elements
Identity and contact	Name, job title, department, profile photograph, telephone, email, company, and save-contact action.
Company and location	Company logo, description, website, office address, map location, and approved corporate links.
Digital content	Social profiles, videos, brochures, documents, portfolios, presentations, and product information.
Business actions	Share Back, booking links, Google Reviews, payment links, custom buttons, and email-signature access.

Configuration principle

Profile fields and actions are selected according to the company template, employee role, brand rules, and agreed project scope.

Centralized Administration and Governance

Company-controlled tools for maintaining employee profiles and card assignments.

The administration environment gives authorized company users a central place to manage digital profiles and keep employee information current. Access can be structured for HR, administration, marketing, management, or other approved teams.

Administration capabilities

User and profile management Create, edit, activate, deactivate, organize, and update employee profiles.	Card assignment and locking Associate physical cards with approved profiles and restrict a card when required.
Roles and permissions Control which authorized users may view, edit, approve, or manage selected information.	Bulk onboarding Use structured employee data to support larger profile-creation and update requirements.
Brand consistency Maintain approved profile fields, visual identity, links, and business actions across employees.	Directory and reporting readiness Support internal directory, lead, activity, or operational reporting configurations where included.

Governance controls

- Company approval of profile fields, links, branding, and user permissions.
- Controlled status changes for new employees, transfers, departures, and lost cards.
- Central updates to reduce inconsistent or outdated employee information.
- Defined ownership of profile data, access rights, and business workflows.

Lead Capture and Business Content

Turn a contact-sharing moment into a structured opportunity for follow-up.

Share Back lead capture

Share Back allows a recipient to return selected contact information after opening the digital profile. This reduces manual data entry and helps sales, business-development, and event teams follow up more quickly.

Capture Collect approved recipient details through a simple mobile form.	Organize Associate information with the relevant employee, campaign, event, or workflow.
Follow up Provide responsible teams with the contact information needed for the next action.	Integrate Coordinate exports, CRM connections, or workflow integration where included in the agreed scope.

Business content and actions

- Company websites, product pages, campaign pages, and custom links.
- Digital brochures, presentations, documents, videos, and portfolios.
- Social-media links, Google Reviews, booking links, and location maps.
- Contact-save, email, telephone, messaging, and other approved action buttons.

Scope note Lead fields, reporting, retention, exports, and system integrations should be defined in the client proposal and technical scope.
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Business Benefits and Applications

Clear operational and commercial outcomes for client-facing organizations.

Business outcome	Practical effect
Reduce recurring printing	Update details digitally instead of replacing printed business cards whenever employee information changes.
Improve networking efficiency	Give recipients immediate access to verified contact details, company information, and business actions.
Capture leads faster	Use Share Back to collect return information and support structured follow-up.
Strengthen brand consistency	Apply a controlled profile design and approved content across employees and departments.
Centralize profile management	Allow authorized teams to maintain users, cards, profiles, permissions, and updates from one environment.
Support sustainability goals	Reduce avoidable paper usage and waste associated with disposable printed cards.

Typical applications

Sales and business development Client meetings, prospecting, partnerships, exhibitions, and follow-up.	Executives and account teams Professional identity, company information, portfolios, and direct contact actions.
Events and exhibitions Fast sharing, campaign content, and lead capture during high-volume interactions.	HR and administration Employee identity management, controlled profile updates, and card assignment.
Marketing and brand teams Consistent digital presentation, approved links, and campaign content.	Consultants and service teams Credentials, documents, booking links, locations, and service information.

Enterprise Services and Support

Services that help organizations configure, deploy, govern, and maintain the uTap solution.

Brand and profile configuration Define the approved profile structure, visual identity, content hierarchy, and business actions.	Card preparation and production Prepare branded NFC cards and QR codes according to approved artwork and specifications.
Employee data onboarding Collect, validate, organize, and load staff information using an agreed data template.	Hosting and data residency Coordinate hosting or residency options where required, subject to legal, technical, and infrastructure approval.
Upcoming applications and software uTap is preparing a new generation of applications and software solutions for individual and company use. These upcoming developments are intended to expand the uTap ecosystem and provide additional digital services for personal use, professional use, and sharing through uTap accounts. Further details will be announced as each solution is finalized and becomes ready for release.	Training and ongoing support Provide employee onboarding, administrator guidance, and support through agreed service channels.

Leadership and Corporate Information

Key personnel

Name	Position
Bassem Fawaz	Co-Founder (Managing Director)
Wassim Adel Salman	Partner (Qatar)
Raja Selmán	Partner (UAE)
Eric Joe Fawaz	Partner (Lebanon)
Zenith Enterprise	Partner (Qatar Sponsor)
Pravee Ruangrunghitip	Account Manager
Mark Fawaz	Developer Engineer
Norman Blanco Jr.	Digital Solutions Specialist

Registered corporate information

Field	Registered information
Trade name	utap trading
Legal form	Limited Liability Company
Commercial Registration No.	174538
Tax Registration No.	5003772787

Contact Details

Complete the highlighted fields before issuing the final client or tender version.

Head office address	Palm Tower B 54 th floor sector 3 bldg. 19, Zone 60, street 820 Dafna, Westbay, Doha Qatar
General telephone	974 44358605
General email	support@utap.co
Website	https://utap.co

APPENDIX I

METHODOLOGY

Methodology

Methodology:

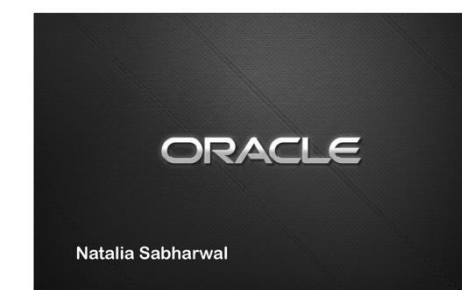
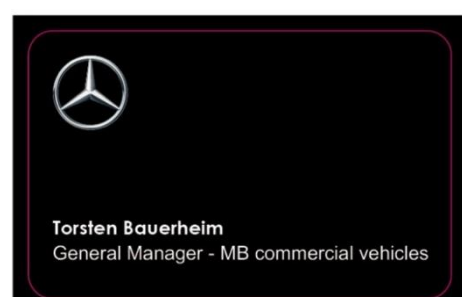
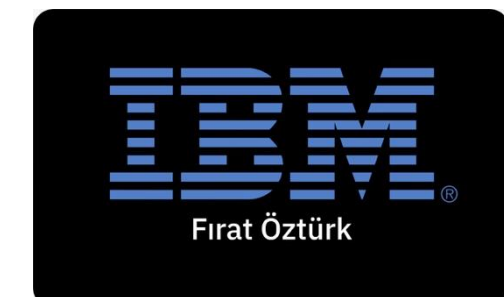
In the next slides are the steps we undertake as our *Methodology* for such assignment.

STEP 1

Card printing



- **Printing of the Cards with Artwork.**
 - 1.Print all the cards in bulk with the provided artwork.
 - 2.The Artwork consists of the Logo in Adobe Illustrator format or any EPS format
- **Quality Control:**
 - 1.Perform quality checks to ensure that each card carries accurate and complete information.
 - 2.Test the NFC functionality and QR code readability.



STEP 2

Profile Building



Profile Building

- **Data Collection:** Gather all relevant information for each staff member, including personal details, job role, department, and any other pertinent information.
- "Company" will provide us with a spreadsheet containing all these names and the social media fields that they wish it appears when tapping the card.
- **Profile Creation:**
 1. Develop a digital profile template that includes fields for all the collected information.
 2. Populate each template with the data collected for each staff member.
- **NFC Chip and QR Code Integration:**
 1. Assign a unique identifier to each NFC chip and generate a corresponding QR code.
 2. Associate the NFC chip and QR code with the specific staff member's digital profile.
- **Data Encoding:**
 1. Encode the staff members' information onto the NFC chip, ensuring secure storage and easy retrieval. Embed the same information in the QR code.
- **Bulk Creation of Profiles:**
 1. Once the individual profile is created and tested, duplicate the process for the remaining staff members until all profiles are generated.

21:43

utap

Create an account to activate your card.

Email

Create a Password

Activate Card

By signing up, you agree to our [Terms](#) and [Privacy Policy](#)

Language Access Code?

AA utap.world

STEP 3

Admin Dashboard Creation



Administration Dashboard Development:

1.Create an Administration Dashboard that serves as a centralized platform for managing the digital profiles.

2.Enable secure login access for HR or Administration Managers.

- **Profile Loading:**

1.Integrate a bulk upload feature into the Administration Dashboard to load all profiles efficiently.

2.Verify data consistency during the upload process.

- **Monitoring and Editing:**

1.Implement features in the Administration Dashboard that allow HR or Administration Managers to monitor and edit each entry.

2.Provide options to update personal details, job roles, or any other relevant information.

- **Security Measures:**

1.Implement encryption and secure protocols to protect sensitive employee information.

2.Regularly update security protocols to safeguard against potential threats.

2:37 PM Mon Feb 20 utap.world

HOME utap

Profiles Manager Active Profiles

Aspen Melon Number of Rows: 25

Name	Taps	Lock Edits	Edit Profile	View Profile	Date Created
Mark Malek Fawaz	1	ON	EDIT	VIEW	2022-02-22
Canes Sauce	0	OFF	EDIT	VIEW	2022-02-23
Canes Sauce	5	ON	EDIT	VIEW	2022-02-23
JIMMY SEBOWA	1	ON	EDIT	VIEW	2022-03-13
COLIN PAULING	5	OFF	EDIT	VIEW	2022-03-14
JUSTIN WEINTROP	0	OFF	EDIT	VIEW	2022-03-14
JIMMY SEBOWA	1	ON	EDIT	VIEW	2022-03-14
MICHAEL ALDERTON	0	ON	EDIT	VIEW	2022-03-15
DALE VAN DER SCHYFF	2	ON	EDIT	VIEW	2022-03-15

Showing 1 to 9 of 9 entries

STEP 4

Design of landing Page

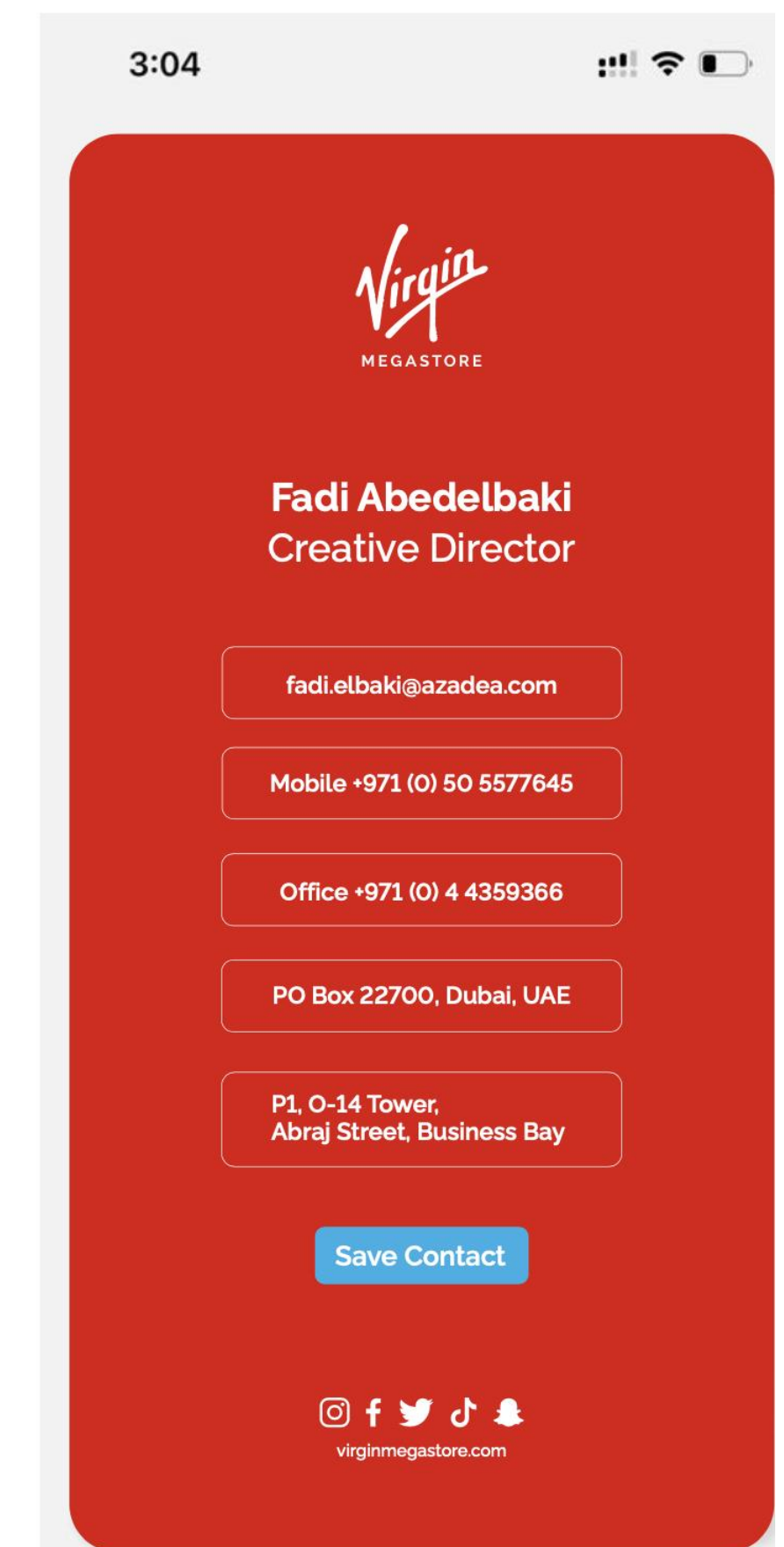


Setting up your Landing Page (according to your brand identity) or the interface that appears when you tap your **utap** card on your counterpart's NFC device, requires that you share your branding preferences and the information you want displayed.

Once you approve the draft design, we'll take care of the rest:

- 1) Store your details securely in our database.
- 2) Generate a responsive page that matches your brand identity.
- 3) Link your NFC device's unique ID (UID) to its custom URL.
- 4) Deploy it on a fast, secure web server.
- 5) Optimize images and cache data for speed.
- 6) Test across iPhone & Android devices for seamless performance.
- 7) Verify all links, buttons, and social media connections.
- 8) Activate your NFC cards, embed QR codes, and ship them to you!

Your utap card is now ready to instantly share your business details with just a tap!



STEP 5

Training & Support



Stage 1: On-line Virtual Training on the Functionality of utap Digital Cards

- Brief introduction to utap NFC digital cards and training objectives.
- Detailed walkthrough of card features and benefits.
- Activation and effective use.
- Address questions and clarifications.

Stage 2: On-line Training for Admin/HR on "Admin Dashboard" Functions

- Overview of the Interface and key features.
- Managing users, roles, permissions, and employee data.
- Generating reports and customizing dashboards.
- Address questions and clarifications.

Ongoing Support

•Support Team:

- A helpline based in Dubai, UAE, will be made available for any clarifications or queries that may arise during the process
- One Engineer from the Head Office in Doha Qatar.
- Continuous support via email, phone, and virtual meetings.

•Regular Check-ins:

- Scheduled sessions to address ongoing issues and performance reviews.

APPENDIX II

CASE STUDIES

Case Studies of Our NFC Experience

Beeah Case Study

Beeah, a leading recycling company in the United Arab Emirates, is committed to sustainability and environmental innovation. Their goal: to minimize their carbon footprint and lead the way in eco-friendly practices.

➤ Challenge: Reducing Carbon Footprint

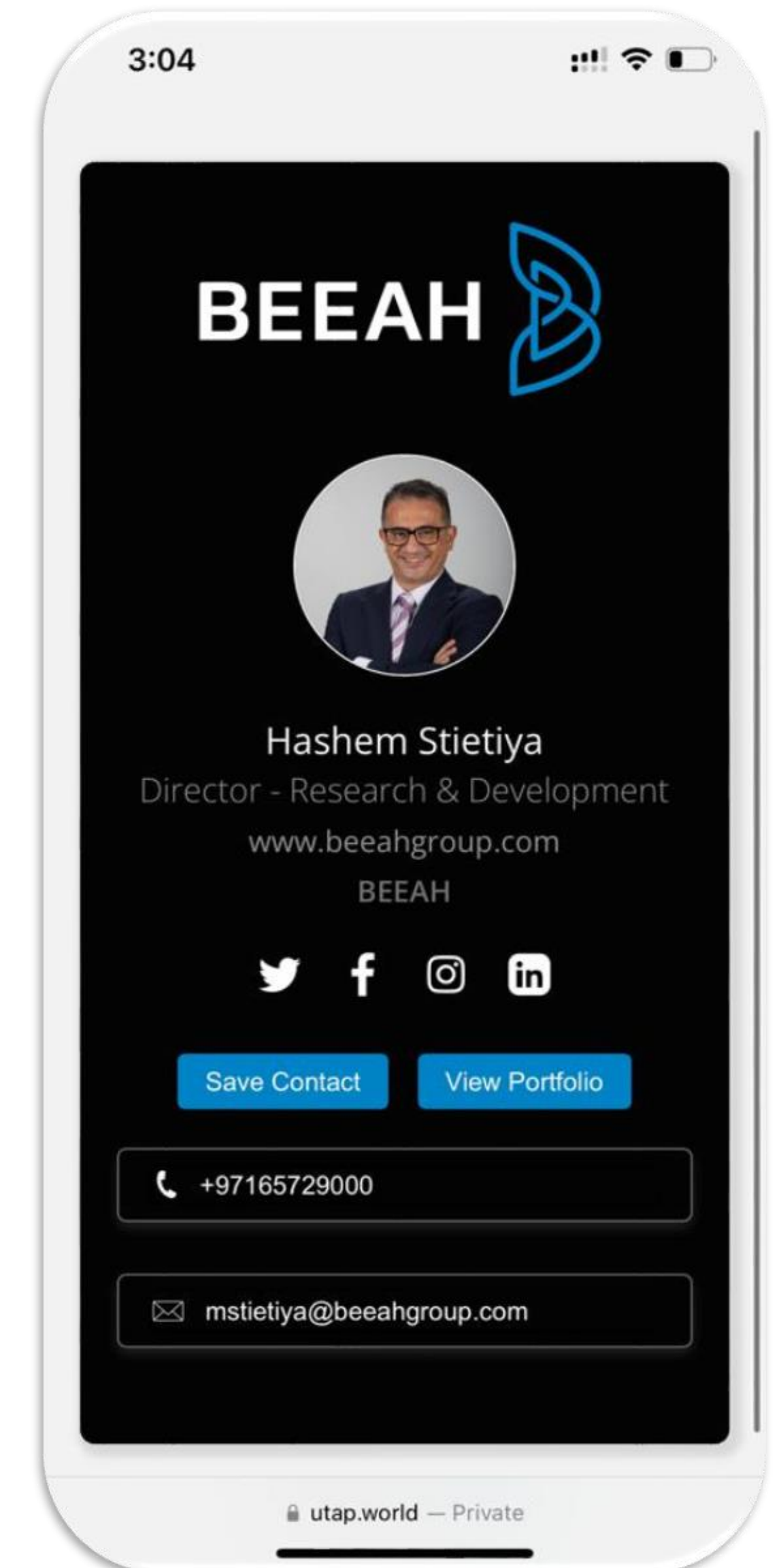
Beeah needed an innovative solution to cut down on their paper usage and reduce their overall environmental impact. Traditional business cards and printed portfolios were contributing to unnecessary waste.

➤ Solution: 190 utap NFC Business Cards

We provided Beeah with our groundbreaking utap NFC business cards, designed for a lifetime of use, eliminating the need for printing new business cards. Key features included: Single Card for Life: No more reprinting business cards, significantly reducing paper waste. Digital Portfolio Sharing: A dedicated "View Portfolio" button on the cards allows Beeah to share their portfolio digitally, removing the need for printed paper portfolios.

➤ Results: Eco-Friendly Innovation

Zero Waste: Beeah now operates with zero waste from business card printing.
Sustainable Communication: Digital portfolio sharing aligns perfectly with their eco-friendly mission, further reducing their carbon footprint.
Enhanced Efficiency: Seamless sharing of contact information and portfolios enhances business operations and showcases Beeah's commitment to sustainability.



Pernod Ricard

Case Study

Pernod Ricard, a global leader in the wine and spirits industry, is dedicated to innovation and efficiency in their corporate operations. Their goal: to modernize employee communication while ensuring seamless administrative control.

Challenge: Efficient Management of NFC Business Cards

Pernod Ricard required NFC business cards for their employees, along with an advanced admin dashboard to manage these cards. They needed a system with varying levels of access for different teams, ensuring tailored control based on their hierarchy and specific needs.

Solution: 83 utap NFC Business Cards and Admin Dashboard

We provided Pernod Ricard with our state-of-the-art utap NFC business cards, coupled with a comprehensive admin dashboard that offered:

Customizable Access Levels: Multiple access points for different teams, ensuring that each team had the appropriate level of control based on their roles and hierarchy.

Efficient Management: The ability to add, edit, and delete cards easily through the dashboard, streamlining administrative tasks.

Results: Enhanced Corporate Efficiency

Seamless Card Management: The intuitive admin dashboard simplified the management of NFC business cards, saving time and reducing administrative burden.

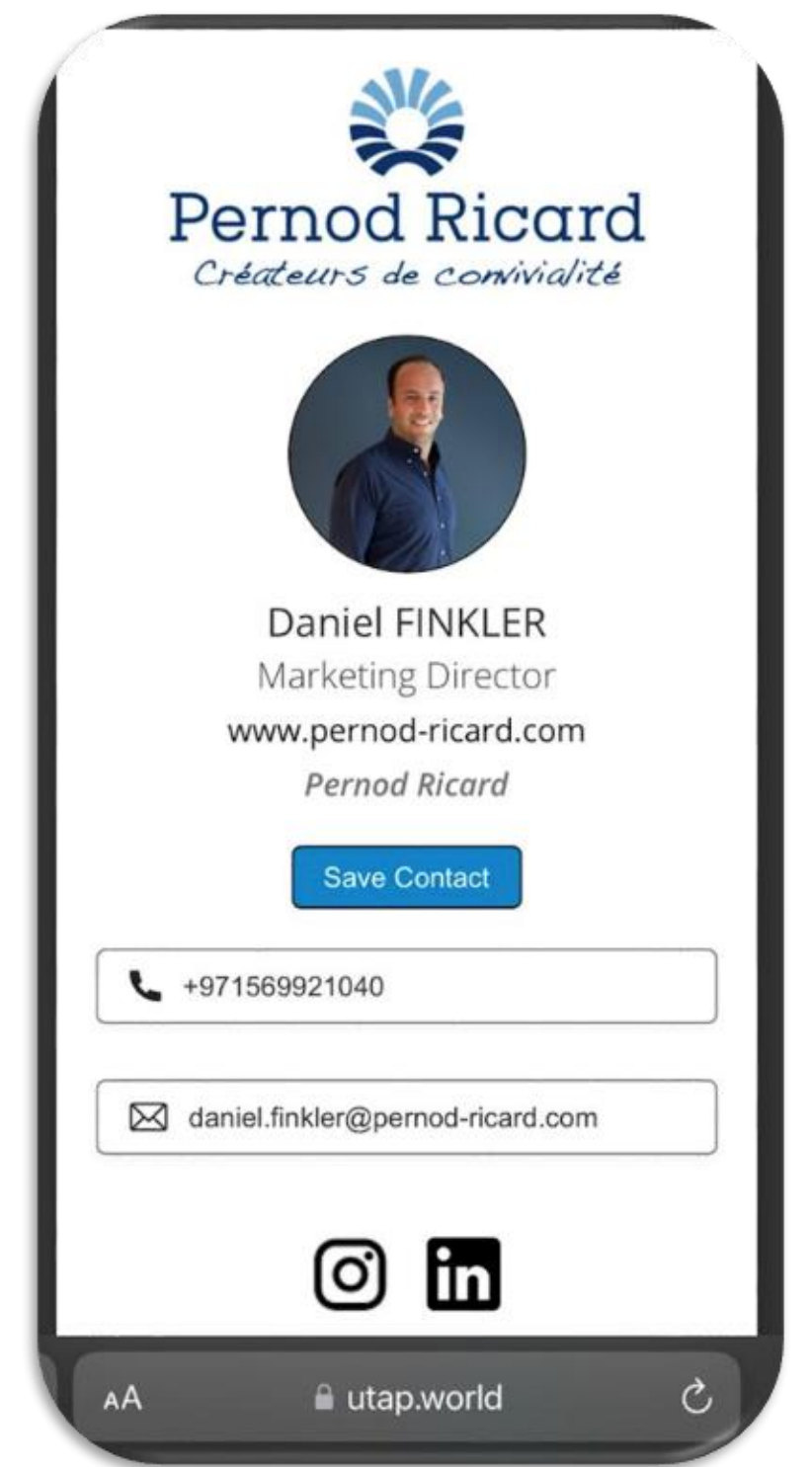
Tailored Access Control: Customized access levels ensured that each team had the right tools and permissions, enhancing overall operational efficiency.

Modernized Communication: The NFC business cards provided a sleek, tech-forward way for employees to share their information, reflecting Pernod Ricard's commitment to innovation.

Conclusion: Modernizing Corporate Operations

Pernod Ricard's adoption of utap NFC business cards and the tailored admin dashboard has revolutionized their internal communication and administrative processes, setting a new standard in corporate efficiency.

Transform Your Business Communication with utap!



Medikabazaar

Case Study

Medikabazaar is a leading medical supply platform in India, focused on providing high-quality medical products and services. Their objective: to adopt a paperless operation while streamlining their lead collection process.

Challenge: Going Paperless and Streamlining Lead Collection

Medikabazaar needed an innovative solution to eliminate paper usage and enhance their lead collection process. Traditional methods were inefficient and did not support their sustainability goals.

Solution: 30 utap NFC Business Cards **with Admin Dashboard**, Shareback and CRM Integration

We delivered utap NFC business cards to Medikabazaar, incorporating advanced features tailored to their needs:

Shareback Option: When users tap their NFC business card to share their information, the recipient can share their details back instantly, facilitating seamless lead collection.

CRM Integration: The NFC cards were integrated with Medikabazaar's CRM system, ensuring a smooth flow of data and efficient lead management.

Results: Efficient and Eco-Friendly Lead Management

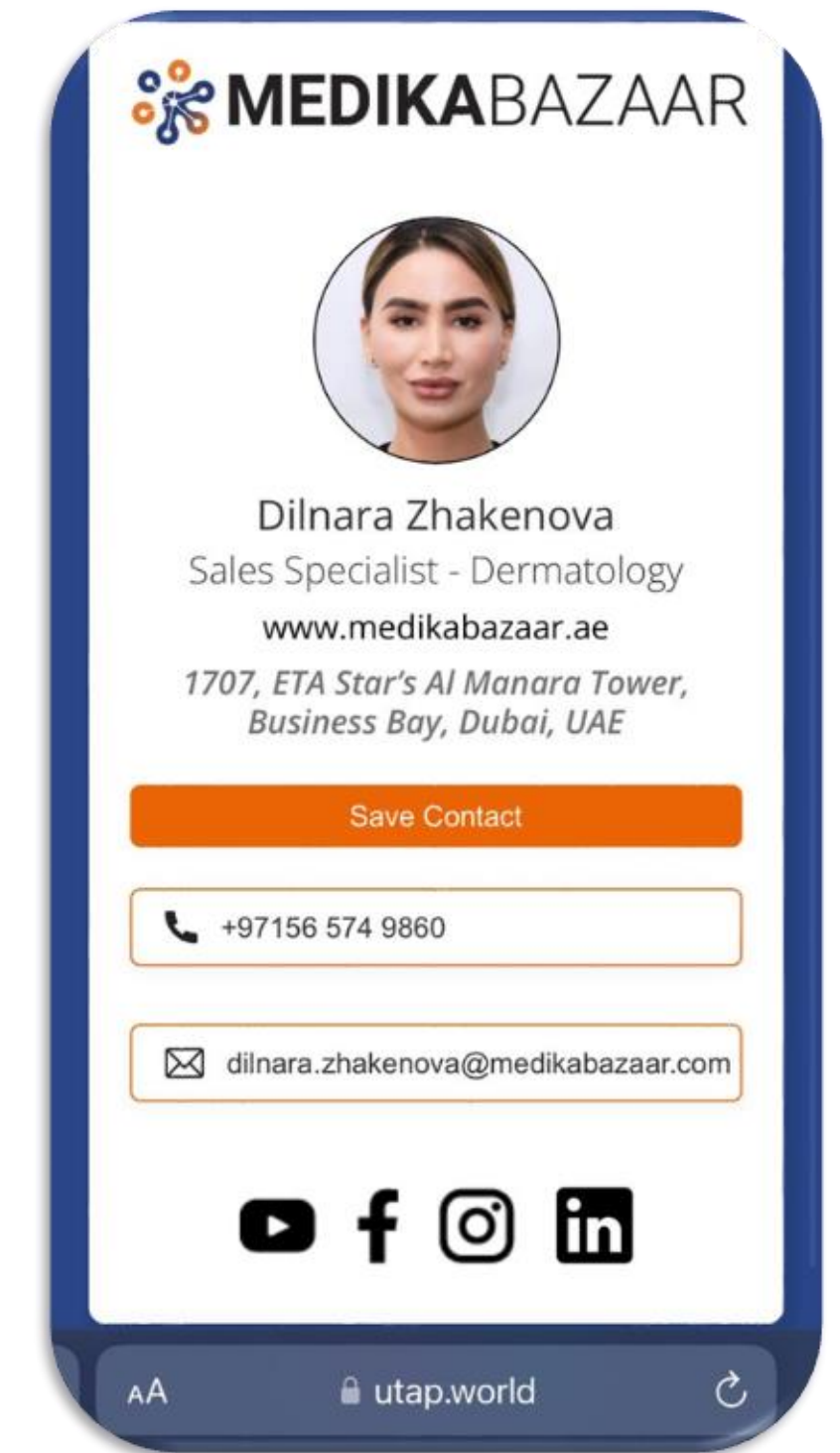
Paperless Operation: Significant reduction in paper usage, aligning with Medikabazaar's commitment to sustainability.

Streamlined Lead Collection: The shareback feature allowed for quick and easy exchange of information, improving lead collection efficiency.

Seamless Data Flow: CRM integration ensured that collected data was automatically entered into their system, reducing manual entry and potential errors.

Conclusion: Revolutionizing Medical Supply Operations

Medikabazaar's adoption of utap NFC business cards with shareback and CRM integration has transformed their lead collection process, promoting sustainability and operational efficiency.



Login with ZOHO		
All Leads		
NAME	EMAIL	CAPTURED
Racchitt Khanna	rkanba04@aol.com	By Jean Sebastian Blot 4 months, 3 weeks, 5 days, 20 hours, 5 minutes ago
Suriya	suriya@teslon.io	By Anish Thaliyachiriyil 5 months, 3 weeks, 6 days, 14 hours, 59 minutes ago
Wael Samir shebk	wael@unitechmee.com	By Dr. Kavis Ketaish 5 months, 4 weeks, 2 days, 22 hours, 31 minutes ago
Raja	raja@social-wayz.com	By Aritra Banerjee 6 months, 5 days, 18 hours, 16 minutes ago

Souq Waqif Case Study

Souq Waqif (Doha- Qatar) is a renowned cultural marketplace, celebrated for its vibrant display of local artists and their exceptional artwork. Their vision: to enhance the visitor experience while promoting sustainability.

Challenge: Innovative Art Display

Souq Waqif sought a cutting-edge solution to display artists and their works in an engaging and environmentally friendly manner. Traditional display methods were not interactive and contributed to waste.

Solution: utap NFC Cards

We partnered with Souq Waqif to implement our innovative utap NFC cards. Each artwork now features a QR code, complemented by an NFC card that offers:

Interactive Experience: Visitors can tap the card to access detailed information about the artist, their work, prices, and additional pieces by the same artist.

Sustainable Display: Reduces the need for printed materials, aligning with eco-friendly initiatives.

Results: Engaging and Sustainable

Enhanced Visitor Engagement: Interactive displays provide a richer experience, allowing visitors to delve deeper into the art and its creator.

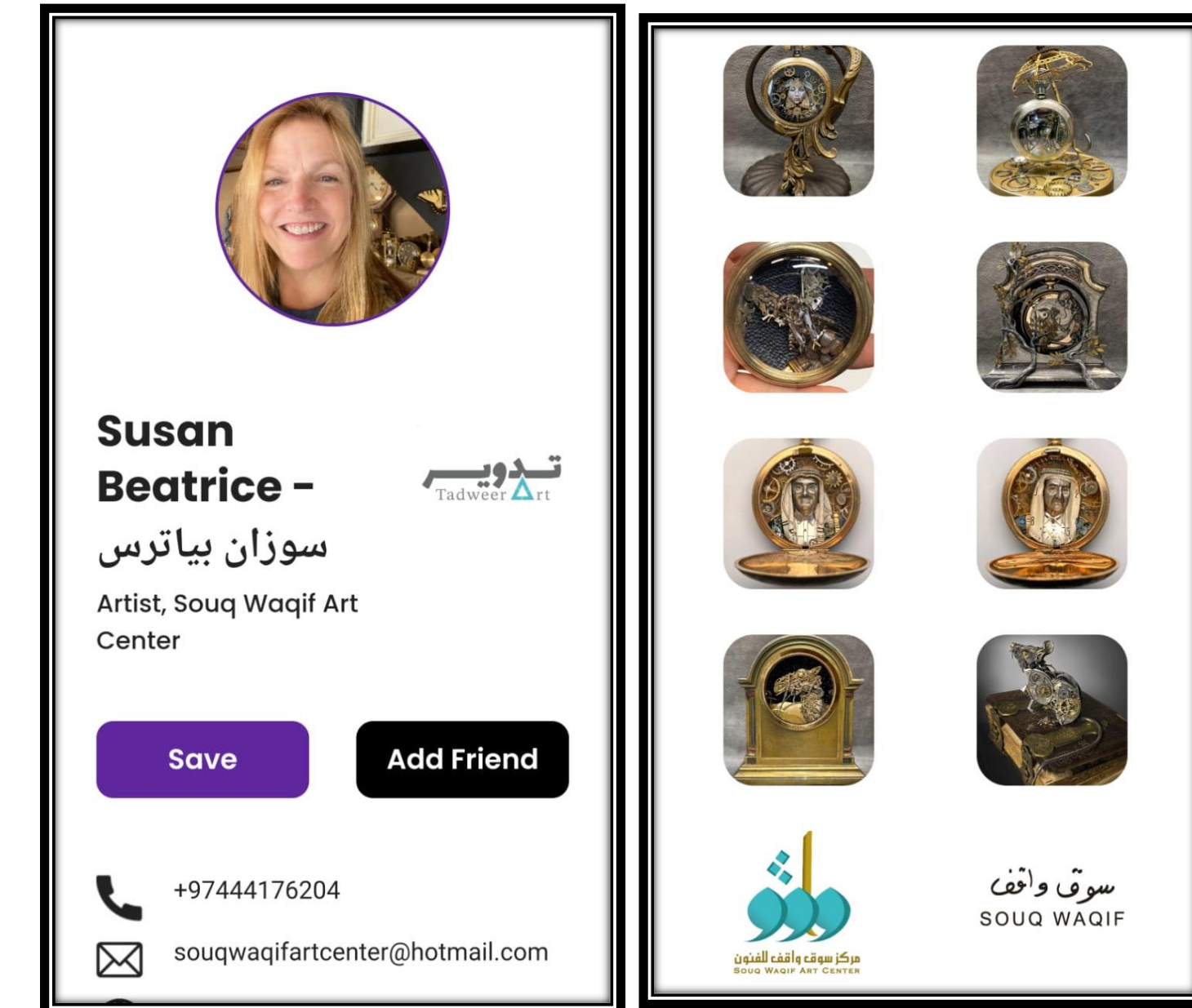
Eco-Friendly Solution: Significantly reduces the reliance on printed materials, supporting Souq Waqif's commitment to sustainability.

Artist Promotion: Efficiently showcases multiple works by the same artist, driving interest and sales.

Conclusion: A Cultural Renaissance

Souq Waqif's implementation of utap NFC cards has transformed their art displays, merging technology with tradition to create a sustainable and captivating visitor experience.

Experience the Future of Art with utap!



APPENDIX III

LEGAL DOCUMENTS



Registration and Commercial
Licenses Department

وزارة التجارة والصناعة
Ministry of Commerce and Industry
دولة قطر • State of Qatar

إدارة التسجيل
والتراخيص التجارية

Commercial Registration Data

Issue Date : 26/01/2025



Commercial Reg No:	174538	Tax Reg No:	5003772787
Trade Name:	utap trading	Trade Type:	
Creation Date:	22/08/2022	Expiry Date:	20/08/2029
Legal Form:	Limited Liability Company	Capital:	10000
Commercial Reg Status:	Active	Firm Nationality:	
No of Branches:	0	EID:	17-2251-05

Contact Information

Mail Box:	Contacts Numbers: +974	Email:
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Partners

Name	Document No.	CR No	Nationality	Percentage	Status
ERIC JOE FAWAZ	29384000503		Usa	15	Active
WASSIM ADEL SALMAN	25984000456		Usa	12	Active
ZENITH ENTERPRISES		58942	Qatar	51	Active
BSSEM FAWAZ	25842200391		LEBANON	10	Active
RAJA SELMAN	LR2640183		LEBANON	12	Active

Managers (Authorized Signatories)

Name	Document No.	CR No	Nationality	Designation (Authority)
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Page 1 of 2
CR No : 174538



تشهد غرفة تجارة وصناعة قطر بأن المنشأة المذكورة اعلاه سجلت لدينا
Qatar Chamber certifies that the above mentioned establishment has been registered



Registration and Commercial
Licenses Department

وزارة التجارة والصناعة
Ministry of Commerce and Industry
دولة قطر • State of Qatar

إدارة التسجيل
والتراخيص التجارية

Commercial Registration Data

Name	Document No.	CR No	Nationality	Designation (Authority)
BSSEM FAWAZ	25842200391		LEBANON	Manager(Full and Absolute Authority)
WASSIM ADEL SALMAN	25984000456		Usa	Manager(Full and Absolute Authority)
SAAD ATEEQ S M AL-JASSIM	26663400594		Qatar	Manager(Full and Absolute Authority)
ERIC JOE FAWAZ	29384000503		Usa	Manager(Full and Absolute Authority)

Business Activities

Activity Name	Activity Code
Trading in greeting and invitation cards	4649691

Activity Name	Activity Code
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Page 2 of 2
CR No : 174538



تشهد غرفة تجارة وصناعة قطر بأن المنشأة المذكورة اعلاه سجلت لدينا
Qatar Chamber certifies that the above mentioned establishment has been registered