

Crunch/ Dubai

crunchdubai.com

CrunchDubai.com is a hyper-local new media platform for innovators and founders communities, founded by Aleksei Dolgikh, Mike Nimoff, and Olga Nayda almost two years ago. Today, the team includes internationally recognized Editor-in-Chief Adil Tariq, young and talented CTO Kiryl Martynenko, along with young writer and Gen Z marketers Pavel Afonin and Sokhrukh Tursunbaev.



Who we are

We are here to spotlight startups, people, top business solutions, breakthrough technologies, and regional achievements.



We're about

People

Startups

Business Lifestyle in MENA

Technologies

Web3, AI, Innovation

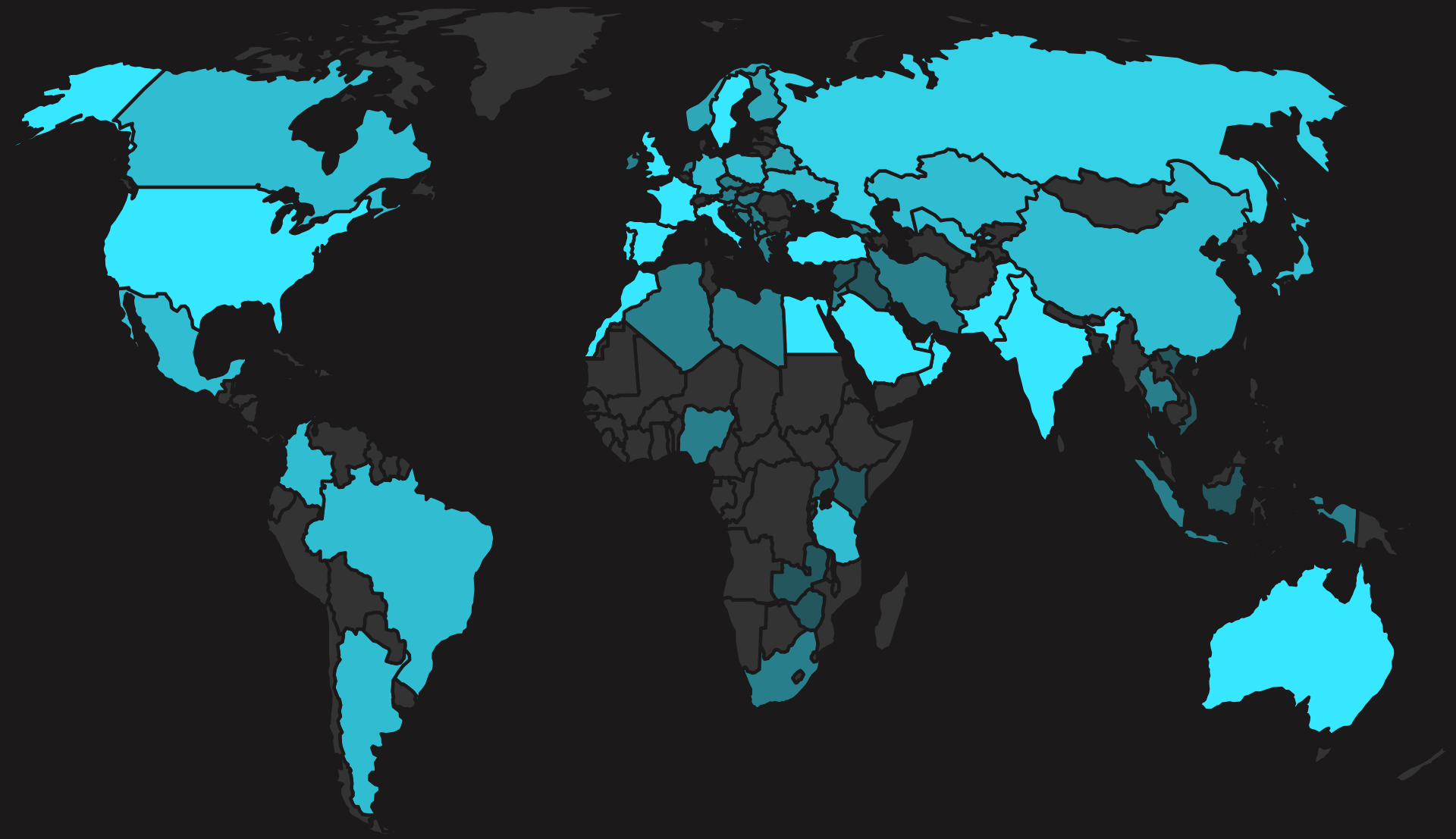
Dubai Guide

Venture Capital



Our specific

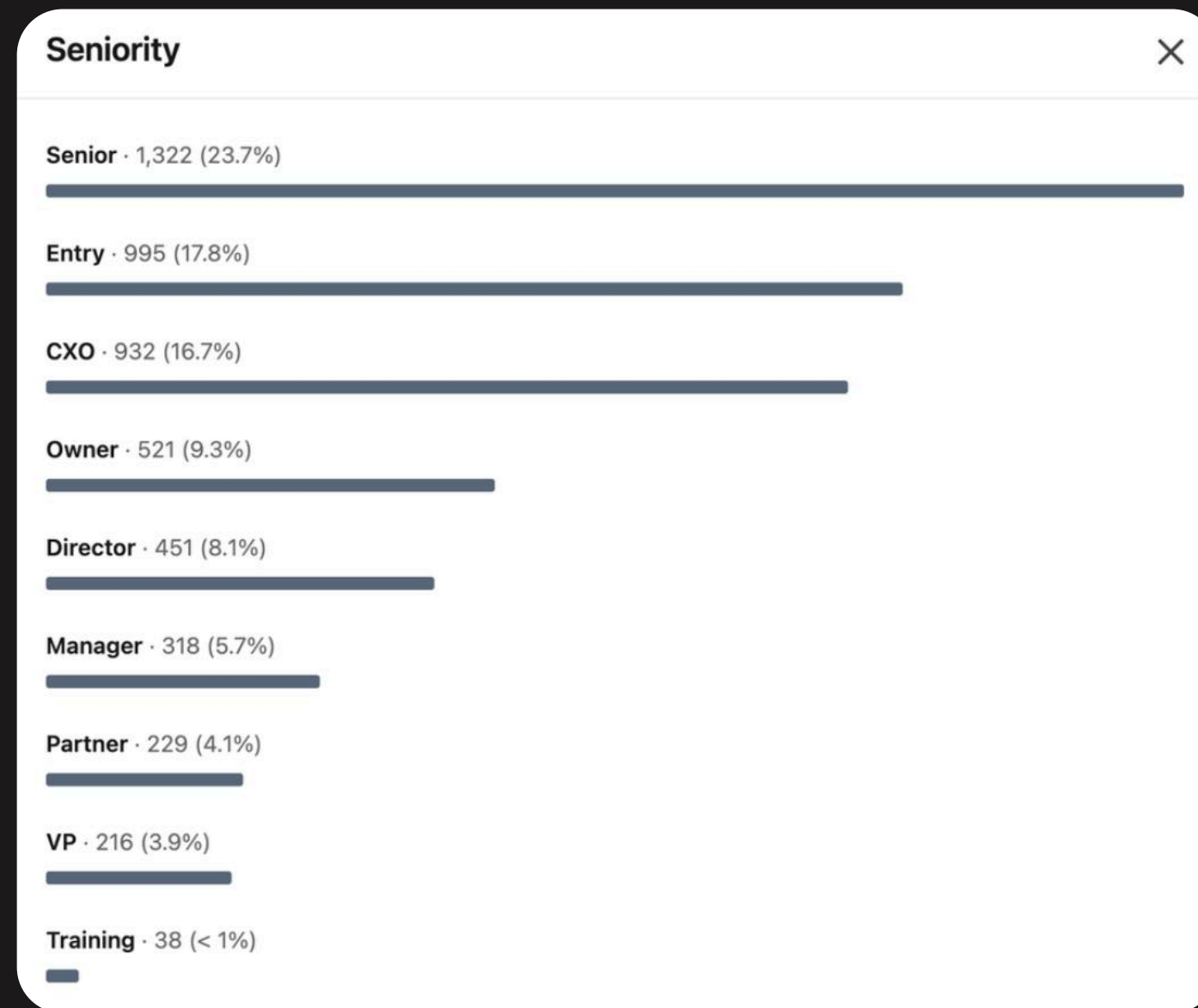
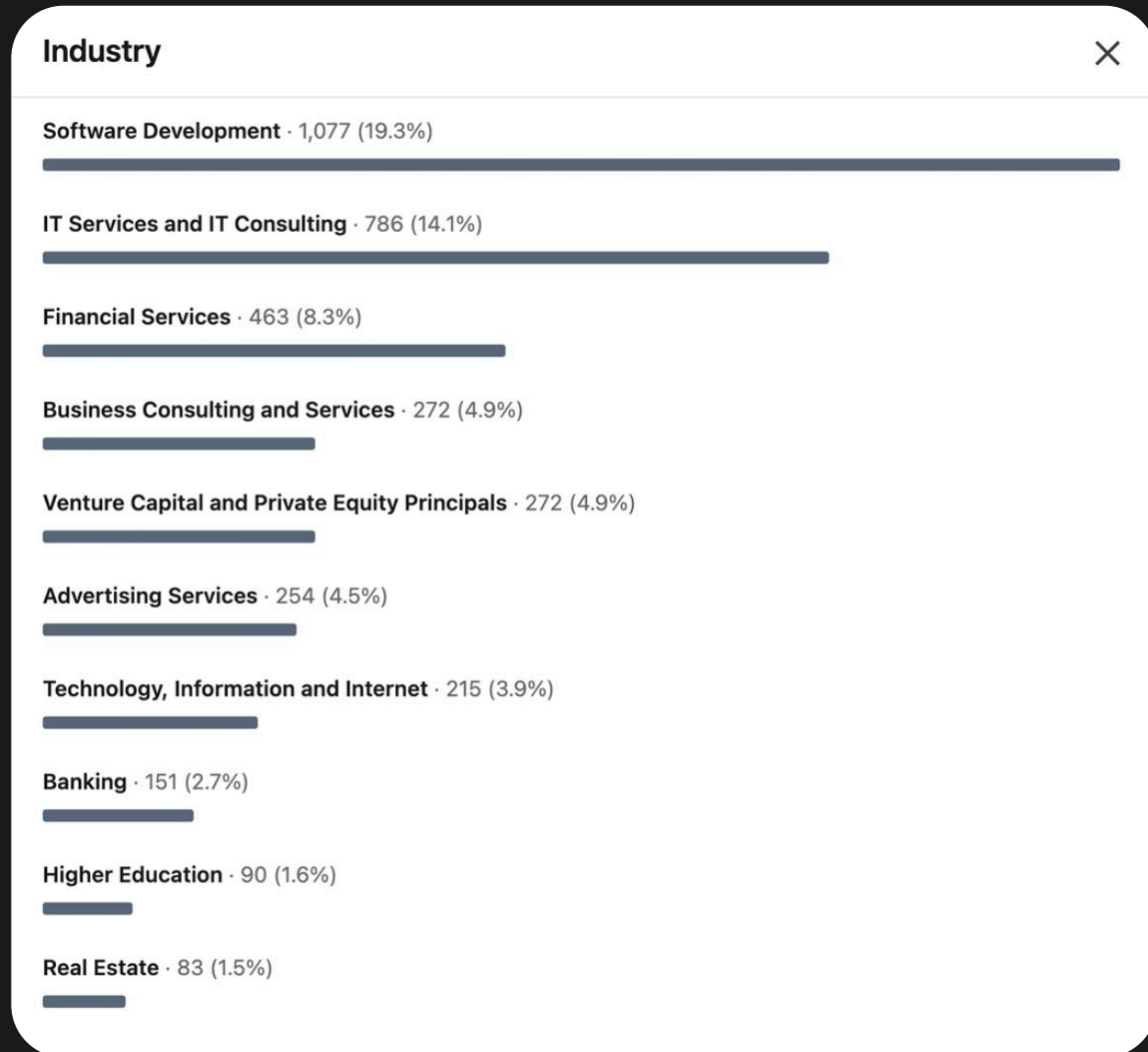
Our readers are business people from all over the world. Crunch is read in 5 languages in over 100 countries.



- UAE United Kingdom
- Germany Saudi Arabia
- India United States
- Pakistan France
- Russia China



Readers



We talk through:

OUR CHANNELS

LinkedIn

X (Twitter)

Social media tags,
dramatically increase
your credibility
for Social Networks

Reddit

Youtube

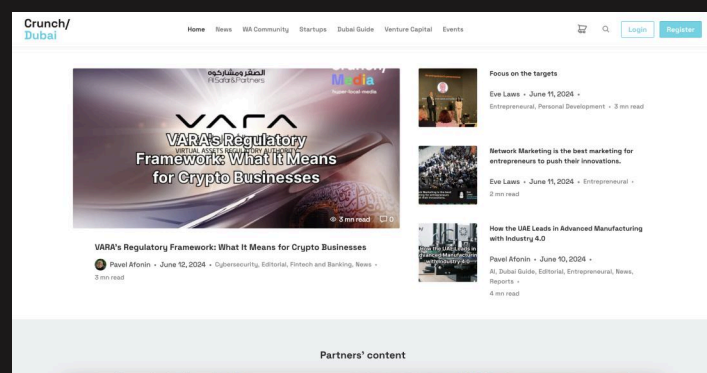
Instagram

Facebook



Our platforms

LAUNCHED



Dubai



Riyadh



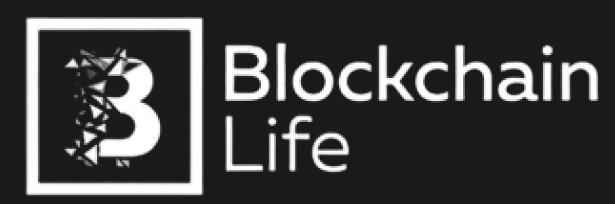
LATAM

SOON

Singapore Hong Kong Bangalore Delhi
Jeddah Hainan Cyprus Cairo



Our partners



Our Packages

Get regularly posted on monthly basis,
grow together with Crunch Media

The number of publications per year can range
from 12 to 48 to give you the highest boost

Start Media Package

12 PUBLICATIONS
+ SOCIALS
3,000 USD PER YEAR

Pro Media Package

24 PUBLICATIONS
+ SOCIALS
5,400 USD PER YEAR

Business Media Package

36 PUBLICATIONS
+ SOCIALS
+ EVENTS
8,100 USD PER YEAR

Premium Media Package

48 PUBLICATIONS
+ SOCIALS
+ EVENTS
10,200 USD PER YEAR



Your Story to Glory

News and Events

Publications in the news or Events section of the CrunchDubai website

Articles

SEO-oriented articles published on media portals are articles specifically written and optimized to improve a website's search engine ranking. These articles are designed to attract more organic traffic from search engines like Google. Here are the key elements that make an article SEO-oriented:

- + Keyword Research
- + Quality Content
- + Meta Tags
- + Internal and External Links
- + Readability
- + Mobile Optimization
- + Page Speed
- + Engagement

Social Media Posts

Personalized and crafted posts for social media that a news portal might post are specifically designed to engage their target audience effectively. These posts are tailored to the interests, preferences, and behaviors of their readers. Here are some characteristics and examples of such posts:

- + Characteristics
- + Target Audience Focused
- + Relevant Content
- + Engaging Format
- + Timely and Updated
- + Personalized Messaging
- + Brand Consistency
- + Localization



We effective

With 3 stages sharing we multiply awareness

The first post we do

crunch/DUBAI – Dubai's StartUps and people
2,219 followers
3w · Edited ·

Journey of a tech entrepreneur – Art of building a revenue-effective business with Houssam Kayal

Meet Houssam Kayal, the Chief Revenue Officer at FOO sheds light on the market landscape and the company's strategic approach to integrating banking services seamlessly into various industries and user experiences with over years of experience in pioneering solutions. Currently leading strategic revenue initiatives, he bridges market needs with business strategies for scalable growth.

Houssam discusses the evolution of banking into Banking 4.0, where his company provides technology for seamless banking services. Positioned as a driver of innovation in fintech, they enable businesses to offer banking solutions without extensive coding.

Reflecting on his journey, Houssam emphasizes the shift from self-selling to team leadership. From an account manager at HP to a territory manager at Cisco, clear vision and support for team members are key to driving company success.

Managing a team of no more than eight to ten people directly, Houssam prioritizes scalability and personal connection. Accessibility, involvement, and support during challenging situations ensure team cohesion and effectiveness.

He has underscored the importance of partnerships in driving success. Highlighting various partnership models, he advocates for comprehensive partnership programs to maximize mutual benefits.

Addressing trust issues with larger companies, He focuses on continuity, scalability, and building relationships. Selectively targeting customers and offering trials establish credibility in the market.


Houssam recommends various resources such as biographies and books on time management. Tools like the Business Model Canvas and networking opportunities are crucial for continuous learning and growth.

Curious for more insights? Watch the full interview to gain valuable expertise from Houssam!

<https://lnkd.in/gFvQtaea>

#revenue management #revenue manager #cisco #ciscopartners #fintech #banking #bankinginnovation #bankingindustry #technologysolutions

Question to experts: How did you start your Revenue Manager Journey? Why this role is important?
Alaa Akkad
Saeqib Munier Khan
Mustafa Watar
Prasanna Sekaran. MBA, DMRT (HIM), CCS (AHIMA), CMRS (AMBA)
Jasem Affardan
Cisco
FOO



Initial post

Partner and company re-posts

FOO
24,387 followers
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Our Chief Revenue Officer, Houssam Kayal, discusses in his latest interview why Banking 4.0 is the seamless solution for banking services and how FOO is the front-runner leading the way.

Click on the link to watch the full interview.

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Meet Houssam Kayal, the Chief Revenue Officer at FOO sheds light on the market landscape and the company's strategic approach to integrating banking services seamlessly into various industries and user experiences with over years of experience in pioneering solutions. Currently

Foo Has 24k followers, which was included to our post Awareness

Houssam Kayal · 1st
CRO - Fintech - SAAS
3w · Edited ·

It's a pleasure to share with you my recent podcast interview with **crunch/DUBAI** – Dubai's StartUps and people.


<https://lnkd.in/g6Rkxnb>

I will not only discuss Fintech's current landscape and FOO's innovative solutions, but also share some insights about my business journey, my personal values and principles for good leadership and company success, and much more.

You can watch the full interview via the link provided in the comments.

Many thanks to Crunch Dubai for the engaging conversation!

#fintechinsights #businessjourney #podcast #dubaibusiness #dubaistartups #intechsolutions



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RAKBANK Navigating the Digital Desert: Deploying Banking Innovation in the MENA ...see more



GRUNCH/DUBAI ABOUT RAKBANK

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