

We bring your IoT
ideas to market

SmartEnds

Smartends was founded February 2017. Before starting, we saw hundreds of IOT start-ups with great ideas, but no funding. We have also seen many companies with IOT POCs (*Proofs of Concept*) that they could not bring to market profitably. These companies all shared a common need: They needed ways to bring their IoT ideas to market profitably.

Industrialized solutions

Our company is dedicated to helping start-ups and larger companies build industrialized sensor solutions. For us, Industrialized = Low cost and reliable solutions.

We are particularly good at creating low-cost POCs, and we offer low-cost sensor production. Our low price can often be the difference between a viable and a non-viable business.

How we work

We focus on the “non-sexy” implementation part of the IOT business, so you can focus on your business:

- We start design in Belgium with world-class experts
- We industrialize design and costs using our unique Flex IOT sensor platform
- We keep costs low by doing testing and firmware design with experienced designers in Pakistan

Traction to date

We already have 14 partnerships and are working with 6 start-ups. The reason for our quick success is simple. We are solving a critically important issue for companies. They have great ideas, and they need to bring them to market. We supply this expertise as business partners.

Our Team

Smartends was founded by a complimentary team of IoT experts. Noman Ahmed and Imdad Laskar created the business when they saw a clear, unfilled need for better execution in the IOT market. Both have years of experience manufacturing electronic devices and managing software teams. They were quickly joined by Bryan Cassady, who brings expertise gained from building 8 successful companies in 6 different countries. This local team is supported by 4 people in Pakistan with PhDs and Master degrees in Electronic system design and wireless sensor network.

We interviewed dozens of suppliers. The only one that felt like at partner was Smartends.

FILIP SMET, CEO LEMON COMPANY

We strongly believe in having win-win partnerships. We are very pleased to work with an emerging startup company like Smartends. Smartends is helping us bring our IoT ideas to market.

DR. ADNAN ABU-DAYYA, CEO QMIC QATAR

Why contact us?

- We are ready to invest in your business.
- We will deliver you industrialized solutions that will make your business profitable.