

## **Delivery Logistics Platform, WIMO, Secures \$500k Seed Round Led By DAI**

WIMO, a dynamic delivery logistics platform, has secured a \$500,000 seed round led by Dubai Angel Investors (DAI) and other prominent angel investors in the region.

Founded in 2017 by two software engineers, Wissam Abouaida and Mohamed Bahaa, WIMO enables companies to automate their logistics operations. It has offices in Dubai and Riyadh, with regional expansion plans.

The startup has facilitated over three million deliveries via its platform since inception and on-boarded prominent enterprise clients across the UAE and Saudi Arabia.

“With this new funding, we are very excited to work with DAI to expand our presence in Dubai and Riyadh and expand our engineering team to enrich our platform with better automation and enterprise capabilities,” said Wissam Abouaida, CEO of WIMO.

WIMO was designed with two main objectives in mind: easy-to-use software and logistics automation.

“Companies from different industries face daily challenges in managing their last-mile ground teams and till date leading courier companies and retailers are relying on excel and outdated clunky and complex systems to manage their day-to-day operations. Last mile delivery costs still make up at least 30% of total revenues, Abouaida continued.

“WIMO’s latest offering Wimo Ship, launched in November 2018, brings this mission one step closer to reality,” said Mohamed Bahaa, CTO of WIMO. “Wimo Ship allows e-commerce players to take control of their margins, rates and shipping policies at a customer or product level and automate their shipping management with ease.”

<https://www.forbesmiddleeast.com/delivery-logistics-platform-wimo-secures-500k-seed-round-led-by-dai>