WEEKLY NEWS

IDEA

IRAN DIGITAL ECONOMY ANNOTATION

TAPSI Super App Launches on August 22nd

The new CEO of TAPSI announced that TAPSI will be transformed into the "TAPSI Group," and the TAPSI Super App will launch on August 22, 2024. According to him, other businesses under the Golrang Group, such as Dartil, OFood, Okala, and others, will continue their operations under the umbrella of the TAPSI Super App.

Takhfifan has the record of attracting the largest number of physical and online stores in Iran

Takhfifan has announced that it cooperates with more than 30,000 face-to-face stores (Vendor) in the field of discount and refund services for in-person purchases and with more than 500 websites in the field of online refunds.

The Takhfifan platform currently offers discount services, offline cashback and online cashback in three main sections. In the discount service, customers receive a percentage discount compared to the actual price when purchasing the relevant tickets, which is deducted from their payment.

In the cashback service, customers receive a percentage of their purchase amount in the form of credit in Takhfifan's wallet after every purchase from online and in-person businesses of Takhfifan's contract party.

IBLand Services
- Setting up a permanent exhibition stand
- Introducing investment opportunities in Iran's animation industry
- Holding promotional events

- Holding educational events
- Holding national specialized seminars
- Holding experience-oriented webinars with international experts

- Holding educational webinars
- Production of promotional content and video interviews
- Presenting the plan of holding the international animation festival

Animation Dreams, Bridging Continents & Cultures

Your Animation Partner:
Fueling Your Dreams, Funding & Distribution Worldwide

www.ibland.co

About Us

At our animation agency, we bridge the gap between Iranian creativity and the global animation industry.
Our mission is threefold:
- Introducing the Animation Industry Worldwide
- Investing in Iranian Projects
- Sales and Distribution
Join us as we celebrate the magic of animation, transcending borders and inspiring audiences worldwide!

Target Market
IBLand specifically focus on Europe Animation market and also try to promote Iranian animation idustry worldwide.

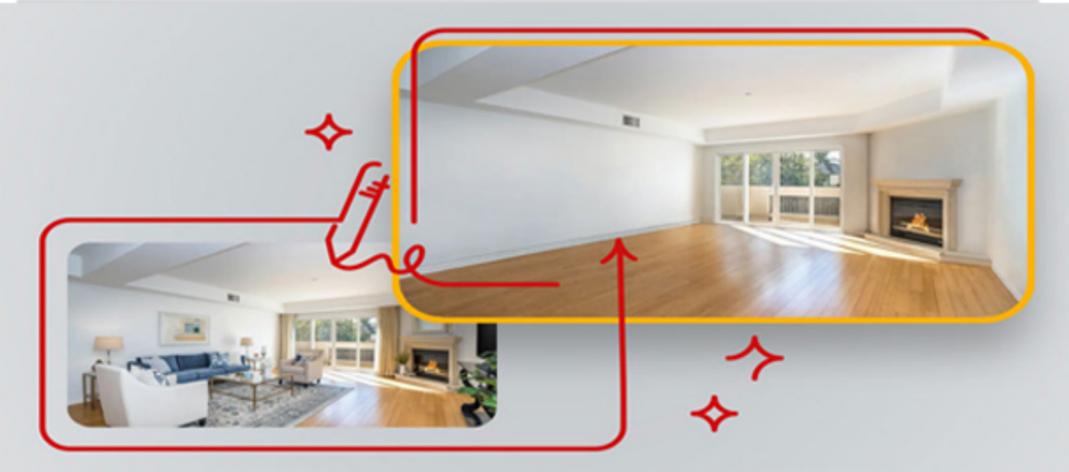Contact Us | Get Consulting | Sign Contract | Entering International Market | Conclusion

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NEWS REVIEW

Divar introduced anew tool to remove furniture with the help of AI for ads

In order to improve the user experience and make it more convenient for publishing ads, Divar has added a new AI tool (AI for ads) to edit photos and remove furniture to its platform.

Professional and high-quality photos that can show the details of the home or office environment are considered one of the most important reasons for increasing ad visits and calls for buying or renting property. Normally, it is difficult to move the furniture to take clear photos of the property. In addition, the ambient light conditions do not allow taking professional photos.

the free "Rootoush" service, which has now started its work as a test for publishing ads in the real estate category of Isfahan and Mashhad cities, can use artificial intelligence to correct the light and color of photos and remove furniture from home or office photos.

Regulator Approves Activation of 5G for Samsung Phones in Iran

The performance report of 2023 "CafeBazaar" was published

"Bazaar" as the largest Iranian app store started its activity in February 2011 in order to create a comprehensive platform of services, content and digital products for Android phone users. According to the 1401 performance report of this business, at the end of the year, the number of app installs from this app store reached 1.8 billion, the number of app updates from the market reached 630 million updates, and the number of app searches from the market this year was 1.17 billion. And the number of searches for the game was 884 million.

Volume of Transactions on Electronic Procurement System Grows by 80%

the TETA Center's public relations, Arash Asgari, Manager of the Government Electronic Procurement System, stated that the total transaction volume on the SETAD system exceeded 1,000 trillion Rials last year. During this period, the system facilitated 214,000 small purchases, over 138,000 medium-sized purchases, 44,000 auctions, and nearly 42,000 tenders, totaling more than 1,100 trillion Rials in 2024.

New Service from BluBank: How to Collect Our Share from Friends?

This service eliminates all excuses for not paying one's share. As its name suggests, the service is responsible for calculating and managing shared expenses, ensuring that no one in a group of friends or family can avoid paying their fair share. But how does this service work?

Open the BluBank app. Tap the four-square icon or the store icon in the bottom menu.

Select the Dong option. Here, you can choose a suitable profile image based on the expense you need to manage or the group with whom you are sharing costs. Now, you can create as many groups as needed. You can invite your selected members, who have accounts with Blu, to your groups based on the expenses you have incurred.

Co-Founder of Khedmat AzMa: The Share of Online Services in the Total Services Market is 6%

According to Hamid Tahmasbi, co-founder of Khedmat AzMa, online services make up 6% of the total services market, with the platform's share of the online services market estimated at 10%.

Hamid Tahmasbi, co-founder of Khedmat AzMa, has shared detailed statistics about the online services market in Iran. According to Tahmasbi, online services constitute only 6% of the total service market, with Khedmat Az Ma capturing 10% of the online services sector.

In a recent conversation with journalists, Tahmasbi explained the reasons for releasing this data: "For the past eight years, our focus at Khedmat Az Ma has been solely on sales and performance, leaving little room for branding. We were so absorbed in improving service quality and expanding our specialist network that we did not notice misleading statistics in the market. Often, figures are published that do not reflect the true market capacity. It's time for us to provide accurate market data to give better insight into the sector and to improve investor confidence.

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12 Knowledge-Based Startups Introduced

At the event with the presence of the Vice Presidents for Science and Technology, the National Program for the Development and Support of Knowledge-Based Gazelles was unveiled, introducing 12 knowledge-based startups and presenting symbolic awards to the first and 10,000th knowledge-based companies.

on the evening of August 23, 2024, at the International Conference Center of the Islamic Republic of Iran Broadcasting (IRIB), a ceremony was held to unveil the National Program for the Development and Support of Knowledge-Based Gazelles. This event also included the introduction of 12 knowledge-based gazelles and the symbolic awarding of prizes to the first and 10,000th knowledge-based companies. The ceremony was attended by the Vice President for Science, Technology, and Knowledge-Based Economy, Nasrin Soltanzadeh, the Vice President for Science and Technology during the tenth government, Mahdi Ghazanfari, Managing Director of the National Development Fund, and various stakeholders in the knowledge-based sector.

The concept of "gazelles" was introduced in 1981 and refers to rapidly growing companies, whether large or small and medium-sized, that have not yet reached maturity.

In Iran, thanks to the efforts of the Knowledge-Based Companies Development Department and after several months of study, a framework was defined for identifying knowledge-based gazelles. These companies are larger than a certain threshold, employing 200 people and achieving annual sales of about 4 million dollars. They have shown significant growth over the past 3 to 5 years.

Digikala CEO: Government Should Prevent Digital Economy from Becoming Security-Oriented

Digikala Store Didn't Incur Costs

He explained about the future of Digikala's physical stores: "The response to this store has been good, and we register around 5,000 orders a month. The owners of commercial centers have requested to host more Digikala physical stores. In the future, we will definitely expand to cities other than Tehran and operate in other product categories, such as home appliances and fashion."

Redesigning Digikala's Support Section

Many users express dissatisfaction with Digikala's support and logistics on social media. Tabatabaei explained the complaints: "More than 95.8% of orders are delivered on time. This figure is a good rate according to all global benchmarks, but when you multiply the remaining 4.2% by the number of Digikala orders, it becomes a large number. Despite all this, our goal is to achieve 100% on-time delivery."

"Based on a public opinion survey conducted in collaboration with ISPA, we concluded that there is a need for a physical store; some people are not inclined to shop online, some do not trust it, and some are not even familiar with Digikala. One of the other decisions resulting from this study was to advertise on television. We have returned to television after several years."

OTC licensed four financing platforms

OTC of Iran granted four crowdfunding platforms "SmartFunding", "NovinCrowd", "OpalCrowd" and "PareshCrowd" to operate. With the licenses issued for these platforms, the number of licensed crowdfunding platforms reached 30.the Smartfunding platform operates in the field of information technology, communication and digital marketing.

his platform belongs to Raimandan Roshdafrin Noavar Sepehr Company, which is known by the brand name "SmartUp". Smartup operates in the field of venture capital, and by receiving the "Smartfunding" license, it expands its activities to the field of crowdfunding.

NovinCrowd platform also operates in the fields of electronics and software, medical and pharmaceutical equipment, development of technology areas and construction in technology parks, petrochemical and oil and gas companies. NovinCrowd belongs to the "Novin Technology Development Fund" which is based in Pardis Technology Park.

The 9th Diginext startup camp has started

Diginext organizes a startup camp twice a year to attract startups. The ninth round of these camps started its work today (August 27, 2024) in the Diginext shed, located in the "Azadi Innovation Factory". The teams present in this camp will be held in Reverse Pitch method.

In this framework, Diginext presents its needs to the teams, and based on this demand, they must present their MVP or minimum deliverable product within 8 weeks at the latest to be judged.

Co-founder of Digikala: Good days are waiting for the ecosystem

Saeed Mohammadi, the co-founder of DigiKala,s

said at the opening ceremony of the "Diginext" startup camp: "Currently, the startup environment does not seem favorable and many people do not have the motivation to enter the market. By the way, the time to start is when the situation is not good and the rate of forming startups is low."

He continued: "I say now is the time to enter because I believe that investment in the startup ecosystem will improve in the next two or three years, and after two or three years, a strong and new startup wave will form. I strongly suggest to those who are hesitant to start their work because now is the right time."

Continuing his speech at the Diginext event, Saeed Mohammadi said: "Sometimes I see people who are co-founders in a startup, but their focus is not on it, and at the same time they work in another company, they are active in the capital market, and maybe they build real estate." This is not the case. It should not be tested and experimented. You have come to succeed. There should be a feeling that there is only one way forward, you should destroy all the bridges behind you."

Visa services for 50countries are offered online at FlyToday

visiting in person to receive visa services is still common in many tourism companies. However, it is possible to do all the steps, from filing the application to uploading the documents and paying the visa fee, completely online.

Despite the obvious advantages of obtaining a visa online, many people are still unaware of this possibility or are used to traditional methods. Applying for a visa online saves applicants from unnecessary traffic, unnecessary delays, numerous phone calls, worries about sending complete documents and many other things.

With this possibility, users can do all the visa procedures online, wherever they are, and track the status of their visa application and be informed about its various stages.

Eisa Zarepour: We Will Be Among the Top 20 Countries in the Internet Sector

Eisa Zarepour has announced that with the widespread adoption of fiber optic internet among the public, the speed of fixed communications will see a significant increase compared to the past decade, and Iran will be among the top 20 countries in the field of fixed internet.

In the inauguration ceremony of communication projects and the Kermanshah fiber optic project, Zarepour, quoting Tasnim, stated: This project must be implemented across all 1450 cities of the country with the cooperation of various organizations.

This challenging task began under the government of Martyr Raisi, and apart from the Iranian Telecommunications Company, which was previously the only provider of fixed communications, licenses have now been granted to 9 other operators. Currently, in each province, there is at least a second operator, such as Asiatech in Kermanshah province, which can provide better services in competition with the telecommunications company.

With these measures, the speed of fixed communications will see a significant increase compared to the past decade, and we will be among the top 20 countries in the field of the internet.
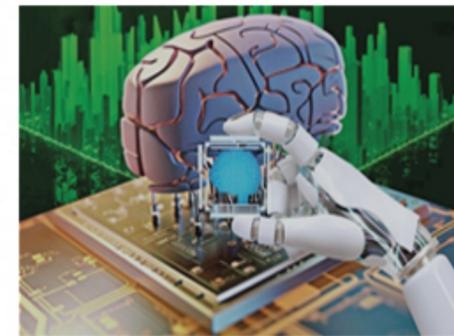
The Minister of Communications said: The infrastructure is being prepared, and currently, 40% of urban households in the country have access to this technology and can have it installed within a month upon request.

Zarepour added: According to the planning, the access rate of urban households to fiber optic will reach 70% by the end of this year,

e stated: The fiber optic coverage in Europe began in 2011 and took ten years, while Iran is halfway there after 1.5 years.

H In Kermanshah province, the work started 450 days ago, and more than 14 million dollars have been spent, requiring specialized construction work equivalent to that of Oman. The groundwork was laid during the government of Martyr Raisi to create an infrastructure for providing both domestic and international services, as such infrastructure did not exist before.

He continued: In the space industry, the entire 12th government registered three launches, one of which was the Safir, but in the government of Martyr Raisi, 12 launches have been conducted in less than three years, equivalent to the achievements of the previous 12 years.

The national document of AI was announced

the national document of AI was approved by the Supreme Council of the Cultural Revolution on June 18, 2024, and has now been notified to the relevant institutions for implementation.

According to this document and what is given in its introduction: "One of the most important branches of modern Islamic civilization is monotheism and the establishment of justice and comprehensive security based on Islamic thought and worldview, which determines and influences the path and directions of modern technologies in general and artificial intelligence in particular.

In order to achieve the characteristics of modern Islamic civilization based on knowledge and fundamental sciences, AI, which acts in terms of functionality and behavior similar to some capacities of human intelligence, is considered an important possibility and a change in the ecosystem of life based on intelligent Islamic governance."