



## Member Interview



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***Q: We speak today with Mr. Ibrahim Imam from the Austrian company PlanRadar. Ibrahim is quite new to the UAE. May I ask you to introduce yourself?***

Ibrahim Imam:

Thank you, Werner. It's really a pleasure to have this interview with you. My name is Ibrahim Imam, I'm Co-CEO and Co-Founder of the Austrian company PlanRadar. As you can see, I have also some other roots in my blood. My father is Egyptian and therefore I also speak a little Arabic. And I am from Vienna, grew up in Vienna, was born in Vienna, and did all my studies in Vienna at the Technical University majoring in Business Informatics in 2005. I am in Dubai since February this year.

***Q: I think it is reasonable to call you a serial entrepreneur?***

Ibrahim Imam:

I think so. Prior to this company, I have founded seven other companies. So I have seen small exits on an Austrian level, I would say two exits, two complete failures. And I have to say from the failures, you learn the most. And some companies are still up and running, but not as successful as PlanRadar. They have their own management and they're working and operating. But since 2013 I am fully focused on PlanRadar. I'm pushing the construction real estate industry to move forward into the age of digitization.

***Q: When we talked before, you mentioned to me that you even spent one year in Silicon Valley, what did you do over there?***

Ibrahim Imam:

I had actually two other experiences abroad. So one was in Cairo; I was studying there Arabic language after I graduated from high school. And the other year abroad was in Silicon Valley, where I brought one other company in the software service space to San Francisco/California. I think it was 10 years before the market was ready. So I learned also from that company that the market needs to be really ready for a solution.

***Q: But now we are happy to have you in Dubai. What brought you to Dubai?***

Ibrahim Imam:

PlanRadar is a funded company. So over the years, we have convinced investors and made them excited about our story, and have received over 100 million US dollar in funding. And the goal of the Series A funding 24 months ago was to really win Europe. We have basically taken that money on one hand to of course invest heavily into the product; to fulfill all the wishes of our clients and to experiment with some innovative technologies that we find interesting for the field of construction and real estate. On the other side, we have launched in all major cities in Europe our own entities with our own teams that basically help customers on site to use our software. You name it, from London to Paris to Milan to Madrid, we are everywhere. And what brought me to Dubai is that with the Series B funding that we received in the beginning of 2022, we have the vision to go global. We are in parallel opening now six entities, one regional headquarters in the United States, that will be heading the offices in Mexico and in Brazil, and on the other side of the globe we have opened here in Dubai at the beginning of this year, the regional headquarter for MENA and APAC. We are heading from here the other two entities that we have founded also in parallel in Singapore and in Sydney. And things are moving forward really promising and really positive so far. So I can say, I think the market is really ready for our solution, we have also taken the decision because we already had a lot of clients in the region. And as you can see, a lot of buildings, a lot of construction is going on all the time. So they are the perfect market for us.

***Q: What is PlanRadar exactly offering to its customers?***

Ibrahim Imam:

We call ourselves a cloud platform for construction, real estate and facility management. So what does it mean? Our platform can be used along the whole lifecycle of real estate, beginning with the planning, throughout the construction, and also in the operating phase of a building. When you take a look today,

how things are managed on site, or in a building, you find 60 to 70% of the people are still using pen and paper to solve the processes. And of course, we are facing in this industry other problems or challenges. We have always a lack of skilled workers, we always find ourselves in a big gap in communication. We see delays and overspending, especially in larger projects. Of course, project change of scope is always something that we should be ready for in the construction or in real estate project. And we see that since a lot of money is involved in such projects, a lot of documentation and regulations have to be fulfilled or have to be looked at. And even studies say that for every 10 square meters of surface being built, one or two defects are there. Regardless, if you're working with a high or low quality company; it's an industry average. And we see those failed projects all over the world, for example the airport in Berlin, or, the nuclear power plant in Finland. There are big, but also small projects from Commercial to Residential that are failing all over the globe. What PlanRadar helps is really to give our users a handy tool that they can use on site, on their mobile, on their smartphone or on their tablet, that helps them to streamline those processes.

Usually, once a year, we ask our users how much time they have saved. And we get reported that it's around five to seven hours at least every week that users can save in time. And there are a lot of other benefits for owners or investors to really get back control over a project and to be also transparent with the processes that are going onsite and to have the full documentation that might be needed for warranty claims or any other claims.

With this idea, we have now won more than 20,000 clients in over 60 countries around the globe. Our mission is really to digitize these industries, which are - I would say - among the least digitized industries of all. According to a McKinsey study only hunting and maybe fishing is behind construction and real estate when it comes to digitization. Our mission is to have every building or every real estate project, every construction site to be operated or to be built with a digital solution. The reason why we think that PlanRadar is the most convenient way to do it, is because we always focused on the user to make it very easy for him or her. We have measured, that clients can use our platform within 10 minutes. I always say whoever can check his or her Facebook account on a mobile phone is able to use PlanRadar, and has a very simple and easy solution that can add value instantly to the construction sites.

***Q: You come across as a no-nonsense person, somebody who knows exactly what he wants, and who wants to get things done very quickly. Now, you're quite new to the UAE so you want to build up your network. Who are the people that you would like to meet from within the members of the Austrian Business Council? And whom would you like to be introduced to?***

Ibrahim Imam:

Everybody who is in the space of construction, real estate, or facility management, I would be very happy to talk to of course. And also, to people who have a lot of access to these mentioned industries, because

we also have a sales partner or referral program, where people could earn commission for referring people in those industries.

***Q: Thank you very much for this very short introduction to yourself and your company.***