

ZiSunion

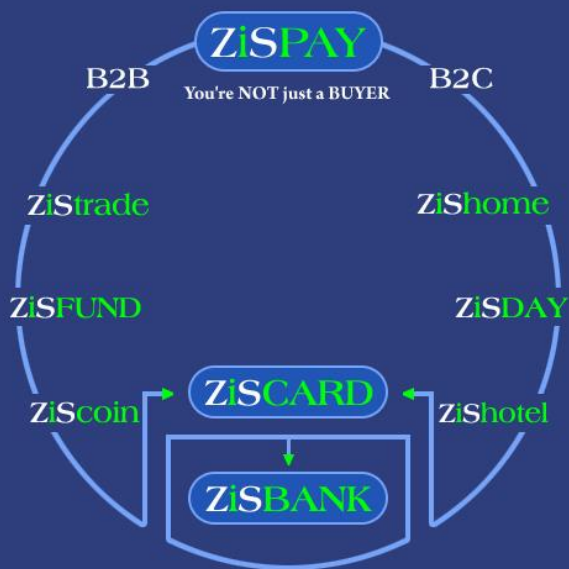
REVOLUTIONARY ECOSYSTEMS

Simplifying & Enriching People's Lives

UNDERSTANDING

COMMERCIAL

Techno-Economic



CULTURAL

Techno-Economic

TALENT



HUMANAIZING TECHNOLOGY

NOT DIGITIZING HUMANS, AND

BUILDING TOMORROW'S BUILDERS

A Founder's Introductory Message

Dear Entrepreneurs, Politicians, and my humanity colleagues everywhere,

Warm greetings from **Egypt**.

I am pleased to introduce **ZiS UNION Innovations** as a new generation of fully architected, revolutionary Techno-Economic Ecosystems, designed to create new forms of commercial and human value beyond conventional business categories, with full readiness to immediately produce our first two prototypes.

There is absolutely no rush or great expectation attached to this introduction. This may explain why I am talking spontaneously more than professionally, and why I am not trying to disguise any of my true characteristics simply to earn or maximize acceptance.

I often say regarding our dream empire: ***ZiS, as an investment opportunity, is not valid for everyone.*** It is an uncompromising ***practical filter for intelligent minds.***

We are not necessarily targeting cooperation with the biggest global firms or those who merely follow or wait for obvious outcomes.

We must radically confront ***our collective failures***, both within our local communities and across the global landscape alike.

The entire world is exhausted by the acts of ***ignorant and arrogant leadership.***

Those ignorant and arrogant leaders emerged from our communities, not from another planet, so we are in urgent, unyielding need to deploy every ounce of our collective power toward a singular crystal-clear goal: ***building tomorrow's builders while creating sustainable, ethical, and human role models for generations to come... worldwide.***

Therefore, we are simply inviting you to explore the architecture of **ZiS UNION**, which we have engineered as a multi-tier, global techno-economic ecosystem built on our singular foundational philosophy: ***HuMachinarity...*** the practice of humanizing technology rather than digitizing humans.

ZiS UNION bridges the continuous lifecycle of human progress across the **Commercial Pillar (ZiSPAY)** to enrich businesses & people's daily life, and the **Cultural Pillar (F5 STARKID and NESS)** to actively build tomorrow's builders.

We don't expect you to accept our invitation at face value, or to make any decision before understanding ***what ZiS is designed to become*** in the next pages.

If you see meaningful alignment after your kind review, I would be very pleased to explore the possibility of a conversation.

We are sure that... someday, ***the ZiS Journey will be walked and completed by its right companions.***

We invite you again to deeply understand it, digest it, and decide for yourself whether you would like to be one of the exceptional global minds to join **The First Believers Honor List of ZiS UNION.**

The First Believers are not necessarily the first investors, technology partners, or commercial partners... who may also earn a place on the list upon their early belief... but those extraordinary contributors who stood beside this profound civilizational vision at its earliest and most vital stages, believed in its potential, and helped protect the dream from being abandoned. This is because they intelligently understood, valued, and believed in **ZiS** before the outcome was obvious. We highly value their early courageous act of belief.

Thank you for your time, your leadership vision, and your expected dedication to simplifying people's lives and building tomorrow's highly qualified builders.

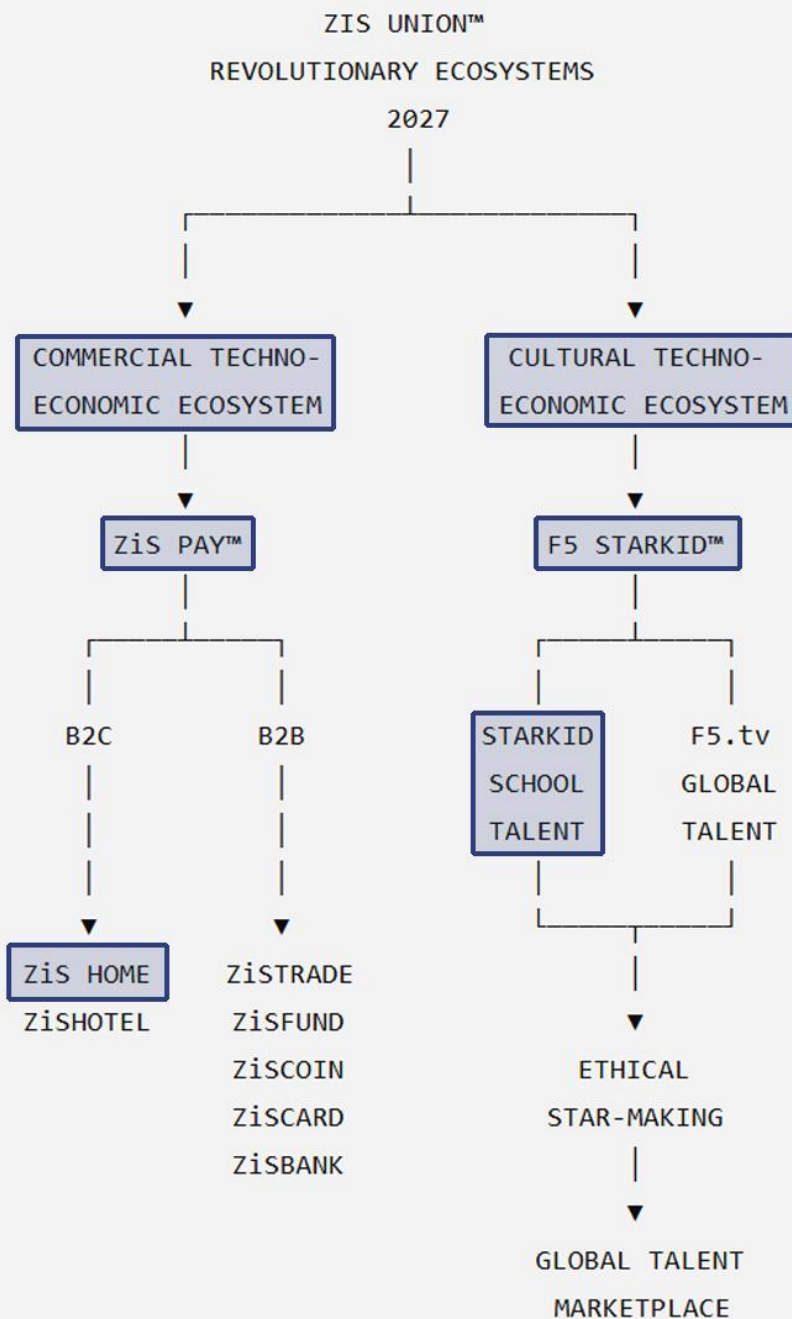
With the highest respect and appreciation,



DR.TAREK ORABY
Founder & Architect
ZiS • F5 • StarKid
+20 1000 444 666

ZiS UNION™ 2027

ZIS UNION™ ARCHITECTURE



UNDERSTANDING ZiS UNION™

A Simple Journey into a Revolutionary Techno-Economic Vision

WHAT DO WE HAVE?

ZiS UNION™ is composed of two revolutionary Techno-Economic Pillars:

COMMERCIAL TECHNO-ECONOMIC PILLAR

A unified ecosystem of interconnected commercial sub-ecosystems under the brand **ZiSPAY™**, with its first flagship ecosystem:

ZiS HOME™

The World's First Intelligent Infrastructure for Home Lifestyle & Life-Event Commerce.

ZiS HOME™ is the starting point of the **ZiSPAY™ B2C** journey.

CULTURAL TECHNO-ECONOMIC PILLAR

It is a unified human-potential, talent-development, and ethical star-making ecosystem under the global cultural brand:

F5 STARKID™

Connecting:

STARKID™ & NESS™... Education Support System - serving pre-university students

With:

F5TV™ - Global Talent, Ethical Star-Making & Global Star-Making Marketplace, serving 16+.

TWO PILLARS... ONE VISION

Commercial innovation and **human potential** are developed as interconnected engines of sustainable economic and human value.

OUR CORE PHILOSOPHY

Human-Centered Innovation

Humanizing Technology... Not Digitizing Human... & BUILDING TOMORROW'S BUILDERS.

Creating Sustainable, Ethical, and Human Role Models for Consecutive Generations Worldwide

WHERE ARE WE GOING?

B2C & B2B2C EXPANSION

ZiS HOME™ → ZiS HOTEL™ → ZiS DAY™ → Expanding Global Customer Base

B2B EXPANSION

ZiS TRADE™ → ZiS FUND™ → ZiS COIN™ → Expanding Global B2B Client Base

FINANCIAL INFRASTRUCTURE...

Both Expansions → ZiSCARD™ → ZiSBANK™

In its later phases, **ZiSPAY™** is envisioned to evolve into two globally revolutionary digital products: **ZiSCARD™** and **ZiSBANK™**... redefining digital and investment banking for both individuals and corporations.

WHAT DO WE NEED?

To transform fully architected **ZiS** ecosystems into scalable global realities, we need the **right organizations**, not simply the biggest or most famous ones.

Our strategic partner selection is therefore built around three categories:

A. TECHNOLOGY PARTNERS

Organizations with the technological capabilities, experience, infrastructure, and innovation mindset required to transform fully architected **ZiS** ecosystems into scalable prototypes and, ultimately, global technology infrastructure.

B. COOPERATIVE PARTNERS

Manufacturers, merchants, educational organizations, industry groups, and other relevant organizations capable of contributing products, services, distribution, expertise, market access, or strategic cooperation... Phase 1 merchants are ready!

C. INVESTMENT PARTNERS

ZiS is currently looking for strategic investors with the intelligence, strategic patience, global perspective, resources, credibility, and conviction to participate in building something potentially much larger than a conventional investment.

THE PIONEER PARTNER PRINCIPLE

At **ZiS**, we do not primarily measure a potential partner by size, fame, or market dominance.

We look for:

**Ambition,
Capability,
Credibility,
Strategic vision, and
The desire to create something unprecedented.**

The right partner is not necessarily the organization that has already achieved the most. It may be the organization that has the strongest desire and capability to achieve something unprecedented.

Perhaps we need each other to achieve something neither of us could achieve as effectively alone.

WHAT DO WE OFFER?

A FULLY ARCHITECTED VISION

ZiS is not an idea waiting to be defined.

Its core ecosystems have been creatively developed over years through strategic, operational, technological, economic, and business architecture.

A FIRST-MOVER OPPORTUNITY

The opportunity to participate at an early stage in ecosystems designed around new commercial and human-value models.

A GLOBAL GROWTH OPPORTUNITY

ZiS is designed from the beginning with international scalability and cross-border expansion in mind.

MUTUAL STRATEGIC VALUE

We believe the strongest relationships are not based simply on funding, technology, products, or access.

They are based on what both sides can create together.

THE OPPORTUNITY TO BUILD SOMETHING BIGGER

There is a true opportunity to help build something potentially much larger than a conventional project, partnership, or investment.

ZiS INVITATION TO THE RIGHT PARTNERS

If our aspirations for **ZiS** align with your business objectives, values, and long-term perspective, we invite you to explore our first two flagship projects:

- **ZiS HOME™**: the first **Commercial Techno-Economic** project of **ZiS UNION™**
[\[Explore ZiS HOME™\]](#)
- **STARKID™**: the first **Cultural Techno-Economic** project of **ZiS UNION™**
[\[Explore STARKID™\]](#)

NEXT: WHO'S BEHIND ZiS

ZiSunion

REVOLUTIONARY ECOSYSTEMS

Simplifying & Enriching People's Lives

WHO'S BEHIND ZiS



HANY ABBAS
CFO & CIO



TAREK ORABY
Founder & Architect



AHMED YOSRY
CTO & CCO

HUMANAIZING TECHNOLOGY

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DR. TAREK ORABY

Founder & Architect of ZiS • F5 • StarKid

Founder & CEO of TAREK ORABY STUDIO "TOS" [TAREK.TV]

Tarek Oraby is an entrepreneur, creative strategist, and business development professional with a distinguished career spanning advertising, marketing, media, business strategy, and executive leadership. Throughout his professional journey, he has consistently combined creative vision with strategic thinking to deliver meaningful results across diverse business sectors.

He began his career as a creative copywriter at **Americana Advertising Agency**, which was widely recognized as one of the largest and most prestigious advertising firms in Egypt and the Middle East at the time. The agency was co-owned by renowned media figure **Tarek Nour** and prominent Kuwaiti-Arab businessman **Nasser Al Kharafi**.

With a natural talent for writing and a deep passion for creativity, Tarek quickly earned recognition as one of the region's distinguished copywriters. His ability to craft compelling narratives through simple yet innovative language helped establish his reputation within Egypt and the broader Middle Eastern advertising industry.

Tarek's educational background reflects a broad and interdisciplinary perspective, encompassing studies in medicine and surgery, advertising and marketing, screenwriting and directing for film and television, and culminating in a Ph.D. in Business Administration/Marketing from the USA.

Among his notable public service roles, Tarek served as Media and Development Advisor to the Minister of Health and Population in Egypt and as Chairman of the Egyptian Health Satellite Channel.

In addition, he gained extensive regional experience through his work with major organizations in the Middle East, including **Al Kharafi Group** in **Kuwait**, where he held several senior roles in strategy, business development, and creative media.

Tarek, as a Talent Finder & Entertainment Producer

Throughout his core business career, Tarek Oraby has never let his passion for **arts, creativity, and meaningful entertainment** to disappear behind his business life.

This enduring passion has led him to become a highly regarded **talent scout, star maker, entertainment producer, and creative mentor**, recognized for his dedication to discovering, nurturing, and supporting emerging musical and acting talents in Egypt and across the Arab world.

Tarek has played a significant role in identifying and supporting promising talents, helping guide them toward professional opportunities across acting, music, and media. His contribution to the development of emerging artists has helped shape the early journeys and careers of several notable **Egyptian talents**, including **Mohamed Ramadan, Sherine Adel (Shery), Walid Fawaz, Mahmoud Hafez, Emad Ismael**, and **Mona Hla**, among others.

Beyond the Egyptian market, Tarek has also contributed to introducing gifted singers to the broader Arab music scene. One of his more recent discoveries, the young singer **Amira**, demonstrated her exceptional vocal ability through a performance of Tarek's own classical Arabic poem, "[Ohetoka Elman.](#)"

The song was composed by internationally acclaimed composer **Sherif Tag**, known for successful collaborations with iconic artists including **Amr Diab** (Tamally Maak, Amarain) and **Angham** (Ceidy Wisalak). This collaboration reflects Tarek's continuing ability to recognize exceptional artistic potential and help transform that potential into meaningful professional opportunities.

At the talent center of **Tarek Oraby Studio (TOS)**, talent development is approached as a comprehensive journey rather than a single discovery moment.

The process extends from talent discovery and nurturing to artistic guidance, media preparation, professional positioning, and strategic support, with the objective of helping promising talents develop their abilities and connect with meaningful opportunities within the Egyptian and broader Arab acting and music industries.

For Tarek, discovering talent is only the beginning.

The real mission is to recognize the potential, help nurture it, and create the right path for that potential to be seen.

HANY ABBAS

CFO & CIO of ZiS UNION™

Financial & Investment Strategist at Tarek Oraby Studio (TOS)

Hany Abbas is a seasoned financial and investment strategist with more than **25 years of experience** spanning financial analysis, capital markets and investment, stock trading, risk management, and banking services. Throughout his career, he has developed extensive practical expertise through his work with **HSBC Bank and other leading international financial institutions**.

Alongside his professional experience, Hany has also served as an instructor in **corporate finance and financial analysis** for professionals pursuing **CMA, CFA, and CPA** qualifications. This combination of practical financial expertise and professional education has enabled him to help businesses and professionals develop stronger financial understanding and more effective decision-making capabilities.

Throughout his career, Hany has demonstrated a particular ability to **bridge critical business and financial gaps**, helping organizations identify appropriate financing opportunities and access funding from a broad range of local and international sources.

As the **Financial & Investment Strategist at TOS**, Hany provides strategic financial support focused on identifying opportunities for improvement, optimizing the use of resources, enhancing profitability, strengthening financial performance, and mitigating financial risks.

His advisory expertise includes:

- Evaluating investment opportunities and market potential.

- Structuring financial deals and identifying appropriate financing strategies.
- Developing robust financial risk-management frameworks.
- Improving cash-management practices and cash-cycle efficiency.
- Managing working capital to support sustainable profitability.
- Strengthening financial ratios and overall financial performance.
- Supporting businesses in identifying and accessing suitable local and international funding sources.

Hany is also recognized for his **meticulous and analytical approach to comprehensive economic and financial evaluation**. He provides ongoing technical analysis of equity investments across the **GCC, Middle East, UK, and US stock markets**, supporting **TOS** clients in developing **diversified and balanced investment portfolios**.

At Tarek Oraby Studio (TOS)

Hany brings together his experience in **banking, finance, investment analysis, risk management, and capital access** to provide clients with practical financial intelligence designed to support stronger decisions and long-term value creation.

AHMED YOSRY

CTO & COO of ZiS UNION™

Technology, AI, & IT Business Strategist at Tarek Oraby Studio (TOS)

Ahmed Yosry is a highly experienced **IT and Business Development Consultant** with a proven track record of leading and executing large-scale technology projects across both **governmental and private sectors**, in Egypt and internationally.

With a strategic mindset and a deep understanding of the intersection between **technology, artificial intelligence, and business**, Ahmed has consistently helped organizations translate technological capabilities into practical solutions that

support sustainable growth, operational excellence, and measurable business outcomes.

Throughout his career, Ahmed has demonstrated a strong ability to navigate complex IT environments and align technological innovation with organizational objectives. His expertise spans multiple industries, where he has guided enterprises in adopting advanced technologies, optimizing operational efficiency, strengthening security frameworks, and implementing successful digital transformation initiatives.

As a **trusted technology advisor and board member**, Ahmed has played a pivotal role in shaping technology strategies for numerous organizations. His strategic guidance has helped businesses stay ahead of evolving technological trends while building **secure, scalable, and future-ready IT infrastructures**.

Ahmed's leadership and vision have consistently contributed to technology implementations designed to be **safe, scalable, practical, and impactful**. His ability to bridge technical expertise with business strategy enables him to identify where technology and AI can create genuine operational and commercial value rather than simply introducing technology for its own sake.

At Tarek Oraby Studio (TOS)

As the **Technology, AI, & IT Business Strategist at TOS**, Ahmed helps clients understand, evaluate, and harness the potential of technology and artificial intelligence to strengthen their operations, minimize risks, improve efficiency, and maximize **techno-commercial value**.

His role brings together three critical perspectives:

Technology Intelligence → AI Intelligence → Business Intelligence

This integrated approach enables **TOS** to support organizations not only in understanding what technology can do, but also in determining **where it should be applied, how it should be implemented, and how it can create meaningful business value**.