

This is what it means to be an innovestor.

Looking to the future of Hospitality and Entertainment businesses around the world.

What is Amima?

Innovestors in tomorrow

Amima leverages its extensive network to find the driven entrepreneurs making a deep impact on the market with innovative solutions

[About Us](#)

Behind the veil

Get to know us

Look behind the curtain and learn about the people who make Amima a vanguard of innovation on a global level.

[The Team](#)

Get in touch with Amima

If you are innovating in the Hospitality and Entertainment industries and we haven't yet contacted you, please get in touch

[APPLY NOW](#)


Our Promise and Process

We believe in innovation that impacts people and pushes the market forward

Rather than chasing the wave of innovation, we focus on the people and ride the wave forward. Learn more about how we do it.

[Our Process](#)


Our Successes

The ventures we have invested in

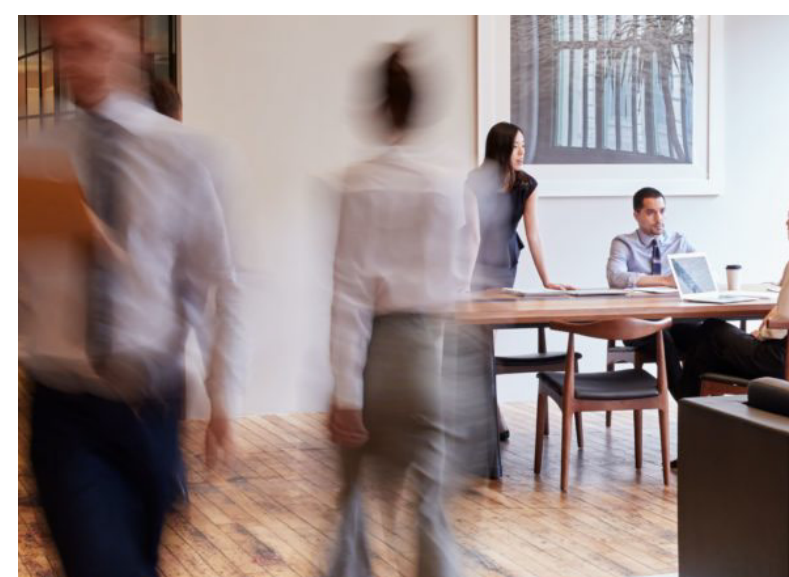
Discover the companies making an impact in the Hospitality and Entertainment industry.

[Our Portfolio](#)

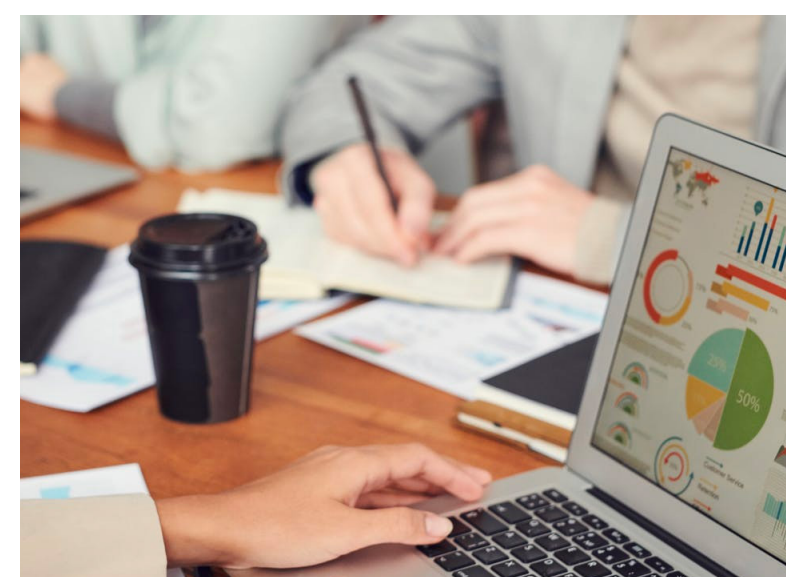
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Innovestors in tomorrow

What does Amima mean?

Amima comes from the Arabic word 'Umm' meaning mother.

It was the name given to the clan who owned the largest caravansera (also called Khan) in the region now known as Levant. The Amima clan would act as the host of a merchant's guild of sorts; building Khans, welcoming and servicing other merchants — even foreign ones — and leading trading expeditions to Makkah around Hajj time, among other things. They, and others like them in different regions, were a bedrock of Arab economy, and society in general, at the time.

It is their spirit of entrepreneurial hospitality that Amima is deeply embedded with.



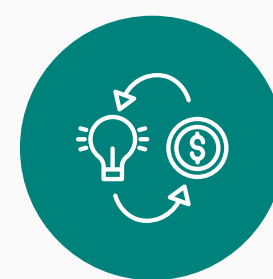
OUR VALUES



Accountability
through collaboration



Sustainability
leading to long-term viability



Innovation
with capital efficiency



Abundance Mindset
shaping profitability

Our Vision

Impactful investments in innovative Hospitality & Entertainment businesses.

Amima firmly believes that innovation, although powerful, does not always succeed solely on merit. C'est la vie. As such, every new idea requires a certain critical mass to grow exponentially. Amima believes that our team has a substantial history and valuable experience to add to the entrepreneurs of today and make them the market leaders of tomorrow.

Our Mission

Find the gems of innovation in the Hospitality & Entertainment industry.

Being in the Hospitality and Entertainment industry for over ten years, the team at Amima leverages its extensive network to find the entrepreneurs making an impact in the market with the help of innovative technological solutions. We enable the driven entrepreneur to grow exponentially by unlocking access to forward-looking investors who bring the wealth of their wisdom. Amima aims to empower our partners by allowing them to impact positive, radical change in the world, as with the surge of innovation, growth and prosperity do not lag far behind.

This is summarized in our tagline.

Essence of Amima

For whom we do
Descriptive modifier

Impactful Entrepreneurial Investments

What they feel
Emotional modifier

What we do
Functional Modifier

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Meet Our Team

The work of many hands.



Tarek Khalafawi

Co-founder

A first-grade architect from the Architecture School of Michigan, Tareq lived most of his life between the USA, Jordan, and the UAE, which exposed him to different architectural worlds and earned him a diverse experience which he brings into Amima to create its unique signature.

[+ More info](#)

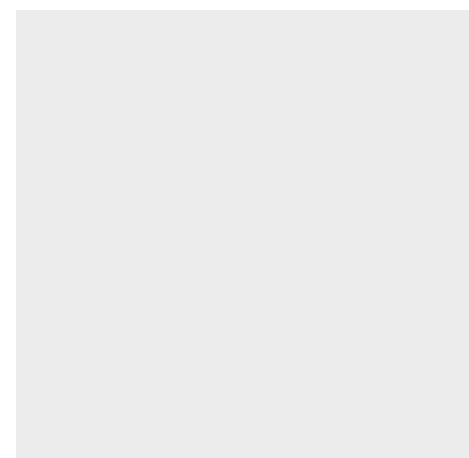


Atti Assi

Co-founder

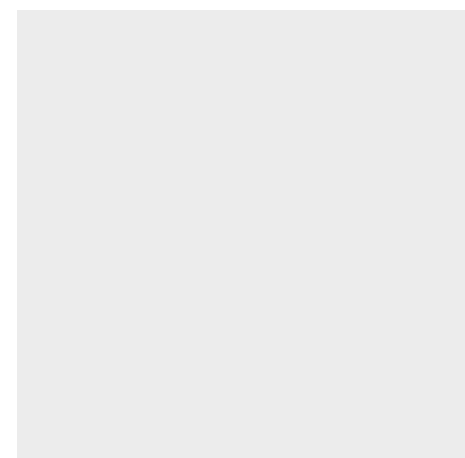
Born to a family of merchants and business owners, Atti learned at an early age the value of relationships and the principal of giving without expecting anything in return. After graduating in Architecture, Atti took over the family's business of architectural decorations and metal works and ran it successfully for quite a few years before he started his own ventures with his partner Tareq.

[+ More info](#)



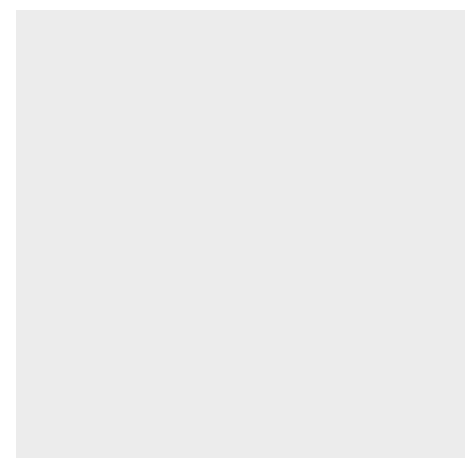
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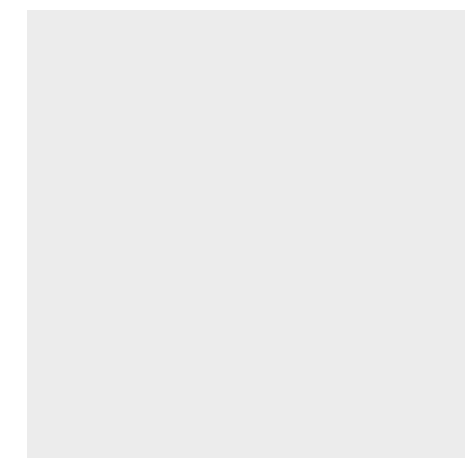
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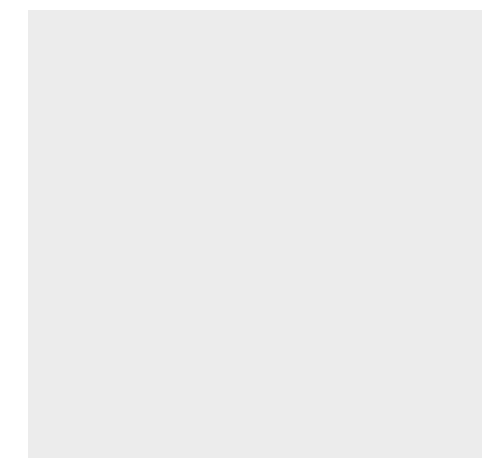
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Managing Director

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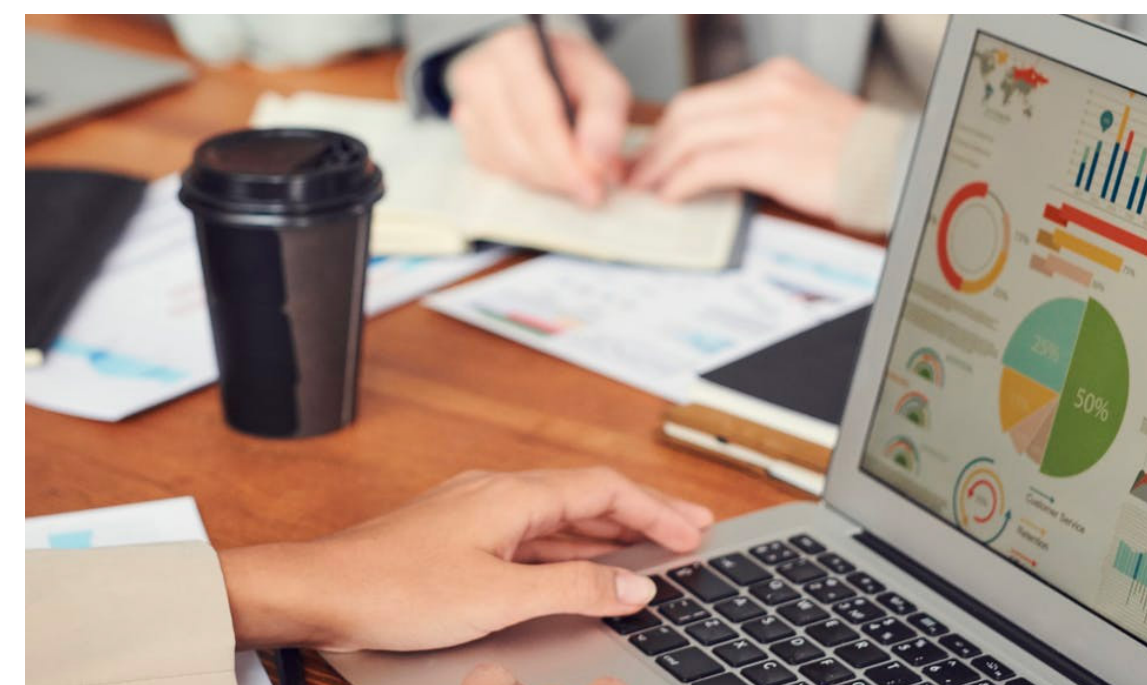
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