Fi El Sekka • في السكة

2026 Company Overview

AI-First & Voice-First Intercity Mobility for Emerging Markets.

Turning chaotic cash-only microbus & shuttle commuting in Egypt into a single conversational voice booking experience — backed by verified fleets, digital wallets, and QR boarding.

Abdullah Elawady — Founder & CEO • Cairo, Egypt

https://fielsekka.com • abdullah@fielsekka.com

Regional Commuting in Egypt Is Still Offline, Fragmented & Stressful.

Zero Schedule Certainty

Millions of daily intercity and university riders wait at uncoordinated hubs without live seat visibility or departure guarantees.

Complex App Friction

Conventional booking apps bury users under multi-step forms, calendars, and dropdowns ill-suited for fast voice-native Arabic commuters.

Manual Cash Settlement

Operators and captains lack automated seat manifests, digital ticket verification, and transparent multi-party revenue accounting.

No Complex Forms. Just Speak Naturally in Egyptian Arabic.

Voice & Multimodal Concierge

Riders speak in colloquial Egyptian Arabic (e.g., *"عاوز أروح من بلبيس للسلام بكرة 7 الصبح"*) via real-time full-duplex audio or voice dictation, or snap a receipt/schedule in chat.

Instant Seat & QR Pass

The AI queries live scheduled fleet routes, confirms available seats, deducts from the digital wallet, and issues a tamper-proof QR boarding pass scanned by the captain.

1. Speak or Snap Receipt ➔ **2. Live Fleet & Wallet Match** ➔ **3. Board with Instant QR Ticket**

Two Production Mobile Apps Built for Riders & Captains.

Fi El Sekka — Passenger App (iOS Live • v1.0.5+245)

- Native iOS 26 Liquid Glass UX & animated reactive Voice Orb.
- Real-time Egyptian Arabic Live Voice WebSocket call.
- Inline Camera, Photo Sheet & Document Scanner in chat.
- Apple App Store: **apps.apple.com/eg/app/fi-el-sekka/id6813012849**

FSGo — Captain & Supervisor App (iOS Live)

- Dedicated driver workspace for assigned intercity schedules.
- Instant camera QR code scanner for passenger check-in.
- Live passenger manifest & guaranteed captain wage ledger.
- Apple App Store: **apps.apple.com/eg/app/fi-el-sekka-driver/id6813011785**

Cloud-Native AI Inference, Audio Streaming & Transactional Ledger.

01. EDGE AUDIO & VISION

Native Swift & Kotlin

16kHz mic boost + hardware AEC, 24kHz speaker queue, PhotoKit & VisionKit document capture.

02. STREAMING BRIDGE

Go WebSocket & SSE

Stateless Go gateway on Linux ARM64 handling full-duplex audio & chunked multimodal requests.

03. MULTIMODAL AI

Gemini Live & Flash

Colloquial ar-EG speech recognition (350ms VAD), natural voice synthesis & receipt OCR.

04. LEDGER & FLEET

PostgreSQL + Auth

Strict RBAC, JWT rotation, route approval lifecycle & auditable wallet transaction ledger.

Beachhead: High-Density Intercity & University Corridors in Egypt.

Starting Corridors

High-frequency daily commuter routes linking Sharqia (Bilbeis, Zagazig, 10th of Ramadan) with Greater Cairo hubs (El-Salam, Ramses, Cairo University).

Zero-Hardware Supply

Microbus captains onboard via FSGo smartphone app with no proprietary POS terminals or vehicle hardware required.

MENA Expansion

Architecture and Arabic dialect AI generalize directly across high-density regional transit corridors across North Africa & MENA.

Canonical 4-Pillar Transactional Economics Per Seat.

Every ticket booked settles transparently across four immutable ledger components with zero hidden deductions:

Passenger Final Price = Captain Wage + Fleet Operator Margin + Fi El Sekka Fee

Asset-Light Scalability

Zero vehicle ownership CAPEX; unit economics stay contribution-positive from ticket #1.

Closed-Loop Wallet Float

In-app digital wallet balances speed up repeat daily commuter bookings and lower payment friction.

Current Milestone & 12-Month Cloud Growth Plan.

Built & Running Today

• Live Passenger (id6813012849) & FSGo Captain (id6813011785) apps on Apple App Store (Android Coming Soon).
• Live Go backend serving REST, SSE, and Gemini Live WebSockets.
• Bootstrapped pre-seed stage in active user & route beta in Egypt (@fielsekka.app).

How Cloud Credits Accelerate Scale

• High-concurrency Gemini Live Egyptian Arabic voice & multimodal inference.
• Maps routing, live fleet geolocation & ETA pipelines.
• Managed PostgreSQL, automated CI/CD, and multi-region compute.

Abdullah Elawady • Founder & CEO • Instagram: @fielsekka.app

abdullah@fielsekka.com • https://fielsekka.com • +20 103 319 0408