

Strategic Partnership: Avy and FasterCapital Drive Innovation in Enterprise Learning Solutions



Los Angeles, California Aug 25, 2025 ([Issuewire.com](https://www.issuewire.com)) - Avy, an innovative B2B gamification and rewards SaaS startup, today announced a strategic partnership with Faster Capital through its Equity Pilot program. This collaboration aims to accelerate Avy's growth and market penetration across MENA, North, and South America by leveraging [FasterCapital](https://www.fastercapital.com)'s global network and expertise. The partnership will enable Avy to capitalize on the booming gamification market by refining its platform and expanding its enterprise client base.

Market Opportunity & Problem Statement

The global gamification market is projected to reach over \$190 billion by 2034, driven by increasing demand for engaging digital learning solutions. Despite widespread adoption of online education, course completion rates remain as low as 5%, costing companies an average of \$1,600 per employee annually in ineffective training. Avy's digital online platform Avy Apps addresses this critical engagement gap by delivering a cloud-based gamification suite of tools that transforms online learning into interactive, rewarding experiences. Positioned within a rapidly evolving industry, Avy targets enterprise companies and education content providers seeking to boost learner retention and ROI.

Startup Solution & Differentiation

Avy offers a comprehensive gamification platform featuring motivational Avy token rewards, behavioral game mechanics, cohort team learning, and AI-driven voice recognition tutors. Unique to the platform are NFT course completion certificates and a marketplace redemption system that incentivizes continuous learning. Early traction includes a successful demo launch and trial users, validating the product's ability to enhance engagement and learning outcomes. By integrating blockchain-based tokens with gamified learning, Avy creates a defensible position in the competitive SaaS landscape, combining technology innovation with user-centric design. Having a real-world asset as a digital use case for blockchain it continues the differentiation set out and being achieved by Avy.

Faster Capital Partnership Value:

Through Faster Capital's Equity Pilot program, Avy gains access to tailored mentorship, capital raising support, and a robust global ecosystem. Faster Capital's rigorous selection process underscores Avy's potential and readiness for scale. The partnership accelerates Avy's roadmap, including MVP launch and token integration, while facilitating introductions to strategic enterprise customers. With Faster Capital's guidance, Avy is positioned to fast-track its market entry and revenue growth over the next 12 months.

Executive Quotes:

[Hesham Zreik](#), Founder and CEO of [FasterCapital](#), stated:

"Avy exemplifies the kind of innovative startup that is transforming enterprise learning through gamification and blockchain technology. Their unique approach addresses a significant market pain point with strong growth potential. We are excited to support their journey through the Equity Pilot program and help them scale globally."

Ronnie El Cheikh, CEO of Avy, commented:

This partnership with Faster Capital provides us with vital relationships and capital resources for advancing our field-tested work, just as we are ready to implement and scale." This validates our vision of gamification as a service to revolutionize online education.

Growth Trajectory & Future Plans

Avy plans to complete its MVP development and token launch by Q3 2025, followed by targeted enterprise customer acquisition and iterative platform enhancements. The company aims to raise \$400,000 USD in pre-seed funding to support software development, sales, and marketing efforts. With a focus on MENA, North, and South American markets, Avy is positioned to capture growing demand for gamified learning solutions and establish itself as a market leader by 2026.

About Avy

Avy was founded in Australia, Avy Apps is a B2B SaaS startup dedicated to enhancing online learning through gamification and blockchain technology. Its mission is to provide enterprises and education providers with advanced tools that increase learner engagement, improve course completion rates, and deliver measurable ROI. Avy Apps' innovative platform integrates Avy token rewards, AI tutors, and NFT certifications to create immersive learning experiences.

About Faster Capital

[FasterCapital](#) is a global venture builder and online incubator dedicated to co-funding and co-founding innovative startups. Established in 2014, we are now #1 venture builder in terms of number of startups that we have helped, money invested, and money raised. It supports startups worldwide through various programs, including funding assistance, business development, and technical support. The LaunchUp program is designed to help early-stage startups build scalable solutions with mentorship, strategic guidance, and network support.

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