HushMessenger

Your conversations matter.

Keep them private.

Encrypted messaging with conversations that expire.



A smaller digital footprint

Startup Qatar Investment Program

Proposed START application

OCTOBER 2026

THE PROBLEM

Sensitive conversations often outlive their purpose

01

The draft

A contract, a proposal or a technical document can remain accessible long after the decision.

02

The exchange

A private discussion may involve people outside the same organisation or device ecosystem.

03

The footprint

More retained content and unnecessary identity information can create more exposure.

The need: a simple way to share sensitive content with clear access and retention boundaries.

WHY NOW

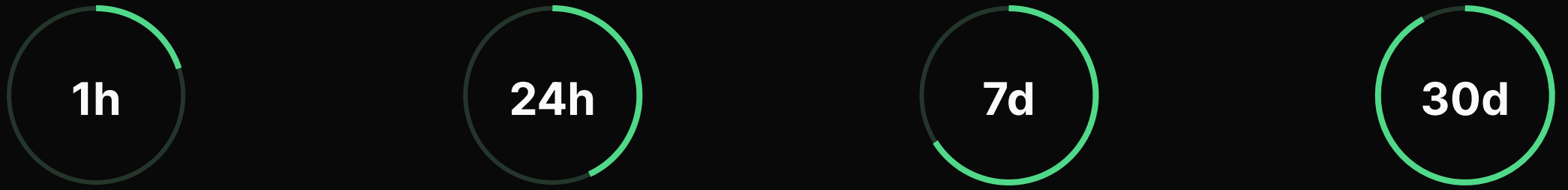
Privacy deserves a deliberate choice

Three signals behind the founder’s conviction

Middle East perspective	Living in the UAE has shaped the founder’s understanding of privacy needs in professional and cross-border exchanges.
European developments	The debate around private communications and platform responsibilities puts access to personal content in focus.
A practical expectation	People want robust tools, fewer unnecessary records and a clear understanding of what remains after a conversation.

THE SOLUTION

A private conversation with a defined end



Encrypt on devices

Protect message and file content before it reaches the relay.

Control entry

Invite by link or username, with owner-controlled admission for link guests.

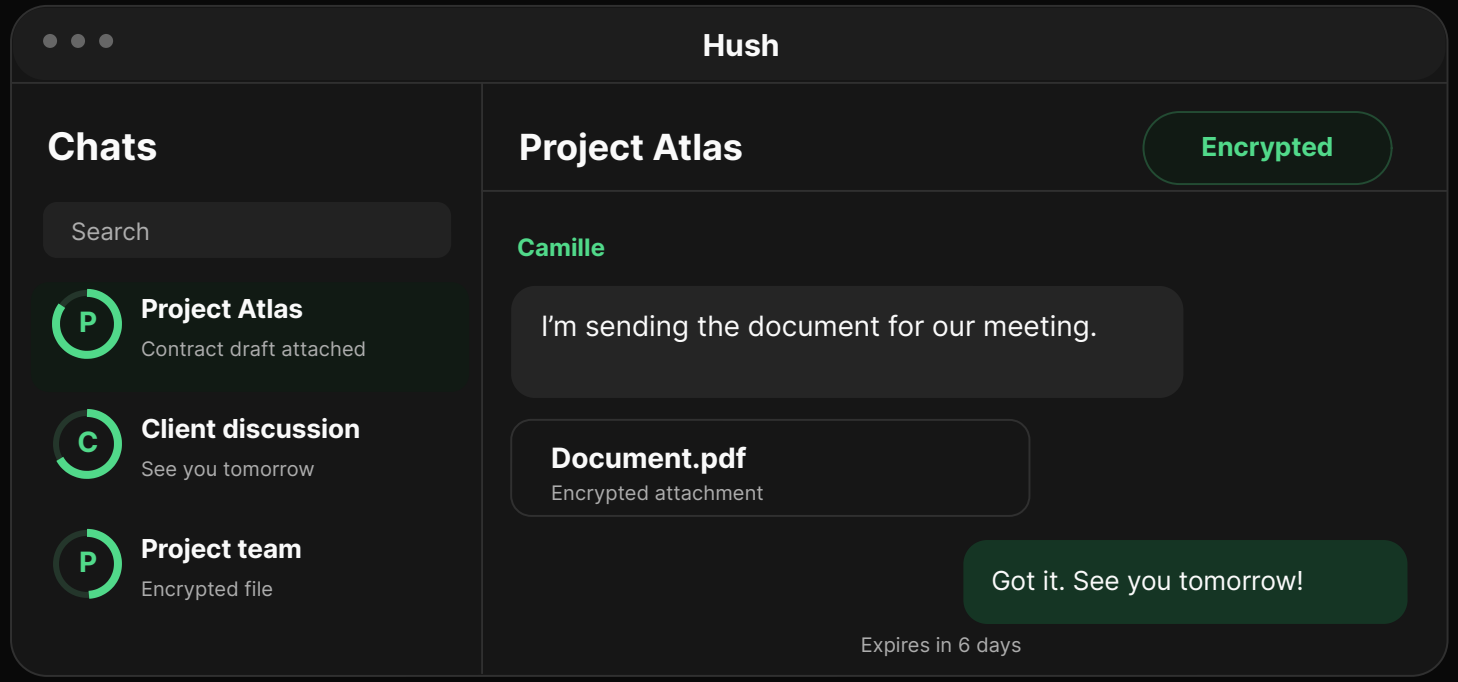
Limit access in time

Choose a conversation lifetime with Pro. Access ends when the conversation expires.

Free conversations last 30 days. Pro offers 1 hour, 24 hours, 7 days or 30 days.

THE PRODUCT

Familiar messaging, designed for privacy



Encrypted messages and files

A familiar conversation experience.

Guests join by link

Invite a contact without requiring an account.

A synced conversation list

Each device keeps its own local history.

Illustrative product preview based on Hush's current site. Native app distribution is in preparation.

CURRENT DEVELOPMENT STATUS

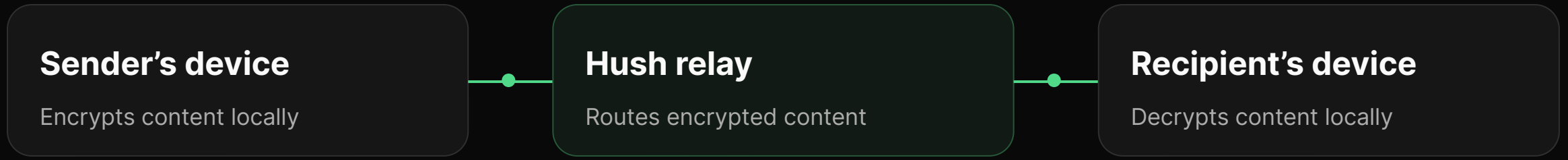
A product foundation is already in place

01	**Web application**	Messaging, files, invitations and conversation expiry are implemented.
02	**Native clients**	iOS, Android and macOS clients are developed. Official distribution is in preparation.
03	**Engineering evidence**	The project has documented architecture and recorded automated checks.
04	**Next evidence to build**	Independent security review, real-device validation and professional pilot feedback.

Development evidence from the current source tree. Independent review and commercial validation remain planned.

TRUST AND ROBUSTNESS

Less retained content. Clear security boundaries.



Message encryption

Signal Protocol-based sessions

Files and local secrets

Client-side encryption

Retention discipline

Expiry and relay cleanup

Metadata, compromised devices, backups and recipient-made copies require separate treatment.

THE INITIAL MARKET

Professional trust is the first market

01

Entrepreneurs and investors

Negotiations, partnerships, due diligence and time-sensitive strategic discussions.

02

Legal and advisory teams

Private client exchanges and document discussions with known, invited counterparts.

03

Journalists and project teams

Source coordination, interviews and confidential technical or editorial work.

Broader potential: diplomats, doctors, engineers and privacy-conscious individuals.

Potential use cases. Professional retention, procurement and sector requirements need assessment.

THE MARKET OPPORTUNITY

Qatar first. Regional potential next.

QATAR

A launch base

Build a specialist team, test the product and develop local professional relationships.

GCC

Regional adoption

Explore similar professional needs across nearby markets, informed by the founder's UAE perspective.

EUROPE

Cross-border use

Serve privacy-conscious users and teams whose work connects Europe and the Middle East.

Commercial thesis to validate through customer discovery, professional pilots and willingness to pay.

POSITIONING

A focused workflow for temporary exchanges

BUYER ALTERNATIVE	MAIN BUYING FOCUS	HUSH'S POSITION
Everyday messaging	Familiar personal communication	A purpose-built private exchange
Work collaboration	Ongoing team coordination	A conversation with a defined end
Security-led messaging	Confidential communication	Simple invitation and expiry workflow
Hush Messenger	Temporary professional exchanges	Encryption, guest entry and access expiry

Qualitative positioning. Differentiation will depend on usability, verified security and adoption.

BUSINESS MODEL

Free supports discovery. Pro supports revenue.

DISCOVERY

Free

Encrypted text conversations and files. A simple entry point for people discovering the product.

RECURRING REVENUE

Pro subscriptions

Monthly or annual subscriptions for creators who need flexible expiry, supported calls and early conversation closure.

Creators fund premium features. Invited participants can join without buying Pro.

Professional pilots will inform pricing, packaging and future organisational offers.

WHY QATAR

We see high potential in Qatar

Living in the UAE has helped me understand the privacy concerns that can arise in the Middle East and in exchanges with Europe.

I see Qatar as a strong potential base for building a robust product and a specialist team.

Gabriel Genoni, Founder

Specialist expertise

Recruit cybersecurity talent and strengthen release quality.

Research and testing

Explore local partnerships and controlled security programmes.

Regional development

Build professional relationships from a Qatar operating base.

Proposed location and partnerships. Company setup and programme selection remain to be confirmed.

STARTUP QATAR ALIGNMENT

The START track fits the proposed launch

PROGRAMME LOGIC	HUSH PROPOSAL
Technology focus	Privacy-led messaging with a cybersecurity foundation
Product and execution	An existing product foundation and a roadmap for stronger releases
Commercial model	Free discovery and recurring Pro subscriptions
Contribution to Qatar	A proposed local specialist team, testing activity and professional pilots

START offers up to US$1.1M with agreed milestone tranches. Eligibility and selection are subject to QDB review.

THE TEAM

Founder-led, strengthened by specialist hires

GG

Gabriel Genoni

Founder

Currently based in the UAE.
A regional perspective on privacy and professional exchanges.

PLANNED RECRUITMENT

Two cybersecurity specialists

Cryptography, application security, testing and release review.

PLANNED RECRUITMENT

A marketing director

Customer discovery, professional pilots, positioning and partnerships.

Additional roles depend on funding, recruitment and the agreed operating plan.

GO-TO-MARKET

Professional pilots will shape the first offer

01

Listen

Interview professional users about sensitive exchanges, retention needs and barriers to adoption.

02

Pilot

Test selected workflows with invited teams and collect usability, reliability and trust feedback.

03

Convert

Refine the offer, assess willingness to pay and develop repeatable onboarding for paying creators.

Measure repeat use, paying creators, reliability and willingness to recommend.

TECHNOLOGY AND EXECUTION ROADMAP

Funding will turn the product into stronger evidence

01	**Establish the base**	Confirm the Qatar structure, recruit specialists and define operating responsibilities.
02	**Challenge the product**	Complete independent review, supervised security testing and verified remediation.
03	**Prepare reliable releases**	Validate supported devices, strengthen test infrastructure and prepare native distribution.
04	**Demonstrate adoption**	Run professional pilots, evaluate repeat use and refine the commercial offer.

Proposed milestone-led roadmap. Timing, evidence and funding tranches will be agreed with QDB.

THE INVESTMENT REQUEST

US$1.1 million to build from Qatar

$1.1M

Requested investment

A specialist team, stronger product evidence and the foundations for professional adoption.

Security expertise

Two cybersecurity specialists and independent review

Robust testing

Isolated infrastructure, supervised hackathons and verified fixes

Professional adoption

Marketing leadership, customer discovery and pilots

Qatar establishment

A proposed operating base, local relationships and talent development

Funding sought. Detailed allocation and milestone tranches are subject to review and agreement.

HushMessenger

Private by design.

Built to earn trust.

Let’s build Hush’s next chapter in Qatar.

Gabriel Genoni

Founder, currently based in the UAE

hushmessenger.com

Proposed START application