

COMPANY PROFILE · 2026

Z I D

Zenith InnoDev

Driving Innovation, Mastering Execution

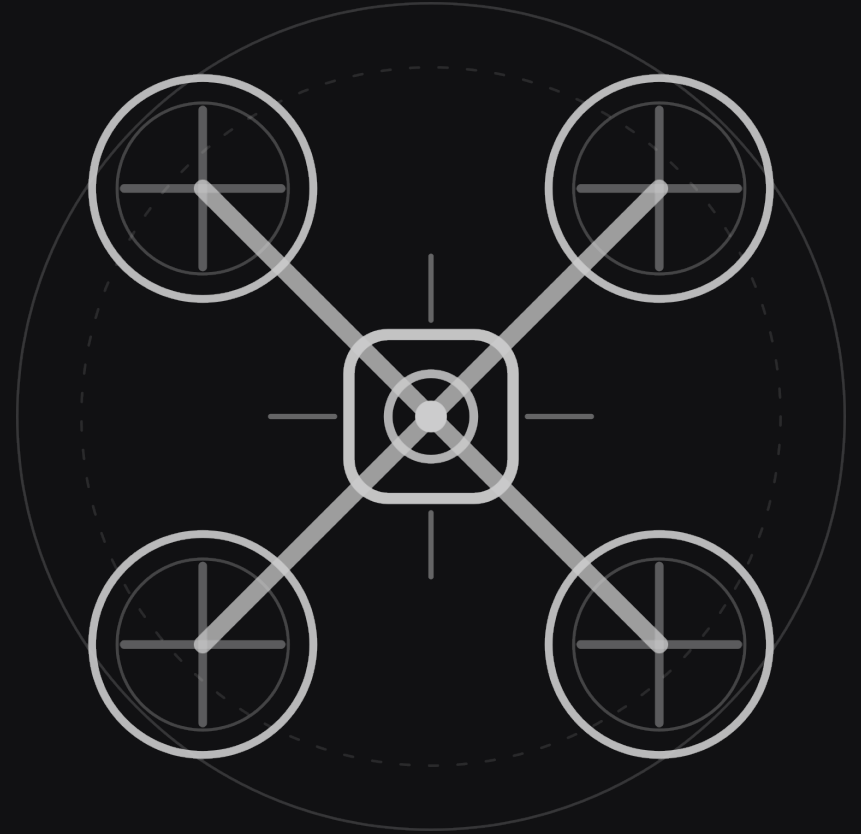
Project Management · Drone Department Development · R&D and Mechatronics
for SMEs and service providers in Dubai and the GCC

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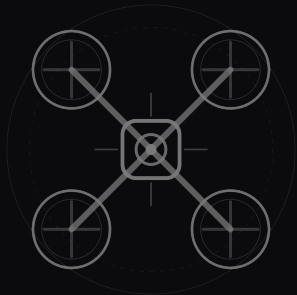
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Established 2024 · Founder-led · Licence No. 1376892 · Dubai, United Arab Emirates



ZID at a glance

A founder-led Dubai technology delivery firm, operating since 2024.



2024

Established in Dubai

3

Integrated service lines

7+

Programmes delivered
2024 – 2026

11+

Years of engineering
behind the practice

Company particulars

Legal name	Z I D for Project Management Services
Trading as	ZID — Zenith InnoDev
Licence	No. 1376892 — Dubai, UAE
Ownership	Solo-founded; wholly owned since 2024

Core capability stack

-  Mechatronics & custom hardware
-  Drone programme design & payload selection
-  AI, 5G and IoT system integration
-  Structured, risk-aware project delivery

Who we are

Z I D (Zenith InnoDev) is a Dubai-based project management and technology partner focused on the rapid, efficient implementation of new services and equipment for small and medium enterprises.

We combine mechatronics, drone technology, 5G and AI to help organisations replace outdated, manual workflows with modern, data-driven operations — then manage the change as a structured project rather than an experiment.

Our focus is simple: turn complex, high-tech initiatives into structured, achievable projects with clear outcomes — while your operations keep running.



Founder-led delivery

Every engagement is led personally by Bassam Abdrabo, founder of ZID, with specialist partners brought in per project. Clients deal with the decision-maker, not an account layer.



Driving innovation

Bringing mechatronics, 5G and AI into real-world operations.



Precision execution

Structured management from initiation through to closeout.



Client-centric

Tailored solutions scaled to SME budgets and timelines.



Long-term partnership

Built for sustainable adoption, not one-off deliveries.

The problem we were built to solve

SMEs rarely fail at technology because the technology is wrong. They fail at implementation.

WHERE PROJECTS STALL

- ✗ Planning done in a spreadsheet, not against success criteria
- ✗ Resources and vendors allocated reactively
- ✗ Risk discussed only after it has already cost money
- ✗ New equipment bought before the workflow is designed
- ✗ No single owner for cross-supplier coordination
- ✗ Cost overruns and missed deadlines discovered late

WHAT ZID PUTS IN PLACE

- ✓ A scoped plan with measurable acceptance criteria
- ✓ Controlled resource, vendor and procurement sequencing
- ✓ A live risk register reviewed at every phase gate
- ✓ Technical feasibility proven before capital is committed
- ✓ One accountable project owner across all parties
- ✓ Real-time tracking with early-warning reporting

Three service lines, one discipline

Most clients start with one and grow into the others — the handover between them is internal, not contractual.



01

Project Management

Rapid, efficient implementation of new services and equipment, with risk-aware execution from initiation to closeout.

- Full project lifecycle
- Risk assessment & mitigation
- Vendor & stakeholder control



02

Drone Department Development

We do not fly for you. We help companies stand up their own drone unit — capability, approvals, people and workflow.

- Use-case & feasibility study
- Approvals and licensing roadmap
- Training, SOPs & scale-up



03

R&D and Mechatronics

Focused development for SMEs — from proof of concept to a prototype that can actually be deployed.

- Custom payloads & sensors
- Mechatronics & control systems
- 5G, AI and IoT integration

Project Management Services

Structured frameworks combined with technology-driven insight — to remove bottlenecks, mitigate risk and deliver measurable outcomes.



Rapid, efficient implementation

Accelerated delivery of new services and equipment without sacrificing quality or compliance.



Risk-aware execution

Structured risk assessment and mitigation embedded into every phase, not bolted on at the end.



Client-centric strategies

Plans built for the operational reality, budget and headcount of an SME in Dubai and the GCC.



Technology-driven

Mechatronics, drones, AI and 5G applied to replace outdated, manual workflows.

Sectors served



Construction

Multi-stakeholder sites, safety-sensitive delivery



Technology

Mechatronics, AI, software and hardware integration



Energy

Solar, utilities and infrastructure compliance



Real estate

Modernisation and portfolio technology upgrades

Drone Department Development

We are not a drone operator. We help companies build, licence and run their own drone unit — then hand it over.



Use-case & feasibility study

Which of your operations can realistically be flown, what it would save, and what it would cost to stand up.



Approvals & regulatory roadmap

The pathway to operator approval, pilot licensing, insurance and airspace permissions — in your company's name.



Platform, sensor & software selection

Vendor-neutral specification of aircraft, payloads and processing software against your use-cases and budget.



Team build, training & SOPs

Pilot recruitment or upskilling, standard operating procedures, checklists and maintenance regimes.



Data & reporting workflow

The pipeline from capture to deliverable — photogrammetry, GIS and reporting wired into the systems you already use.



Pilot project & scale-up plan

One controlled site to prove the business case with your own data, then a costed rollout across the portfolio.



To be explicit: ZID does not sell flight services and does not fly commercially on a client's behalf. Your company holds the approvals, employs the pilots, owns the data and keeps the revenue — we build the department that makes that possible.

R&D and Mechatronics

Focused development that closes the gap between a concept and something you can actually deploy.



Mechatronics systems

Integration of mechanical, electrical and software systems: custom control, sensor integration and industrial automation.



Drone systems & payloads

Custom payloads, sensor integration, flight-control work and specialised platforms for survey, inspection and service delivery.



Mechanical systems

Prototyping, design optimisation and integration of mechanical assemblies for industrial and commercial use.



System integration

5G connectivity, AI algorithm optimisation, IoT integration and fitting new technology into existing workflows.

Why SMEs use us for R&D

Right-sized scope

Minor to medium projects — not a corporate R&D programme.

Rapid iteration

Fast prototyping cycles that validate or kill an idea early.

Built to deploy

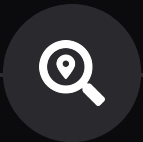
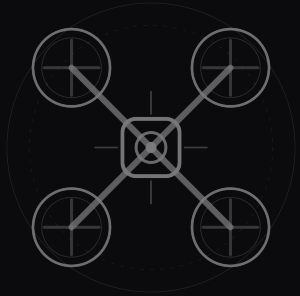
Designed for field use, not a demonstration bench.

Cross-domain

Mechatronics, drones, mechanics and software in one team.

How a drone department gets built

The path a facilities management, facade cleaning or surveying company takes to become drone-capable — without pausing operations.



STEP 1

Feasibility & approvals

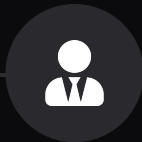
Match platforms and sensors to your real use-cases, and map the licensing pathway. Output: a go / no-go with costed options.



STEP 2

Controlled pilot

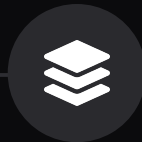
One real site, one real deliverable, flown under a controlled scope so the business case is proven with your own data.



STEP 3

Training & enablement

Onboard your crews, write the standard operating procedures and transfer the flight, data and reporting workflow.



STEP 4

Handover & scale-up

You run it. Quality control, maintenance planning and reporting are integrated into your existing systems before we step back.

You keep the client relationship, the approvals and the revenue. We supply the capability, the process and the people to run it.

MSTPM — how we think about projects

Mechatronics Systems Thinking Project Management: the method our founder developed across 11+ years of mechatronics engineering, and applies to every ZID engagement.



01

Systems thinking

Understand how components interact, not just what each one does.



02

Integration awareness

A change in one area moves the others. Ripple effects are planned, not discovered.



03

Root-cause solving

Treat the cause, not the symptom. Behind schedule is a result, not a reason.



04

Feedback loops

Measure, compare, adjust, repeat — the same control logic that runs a machine.



05

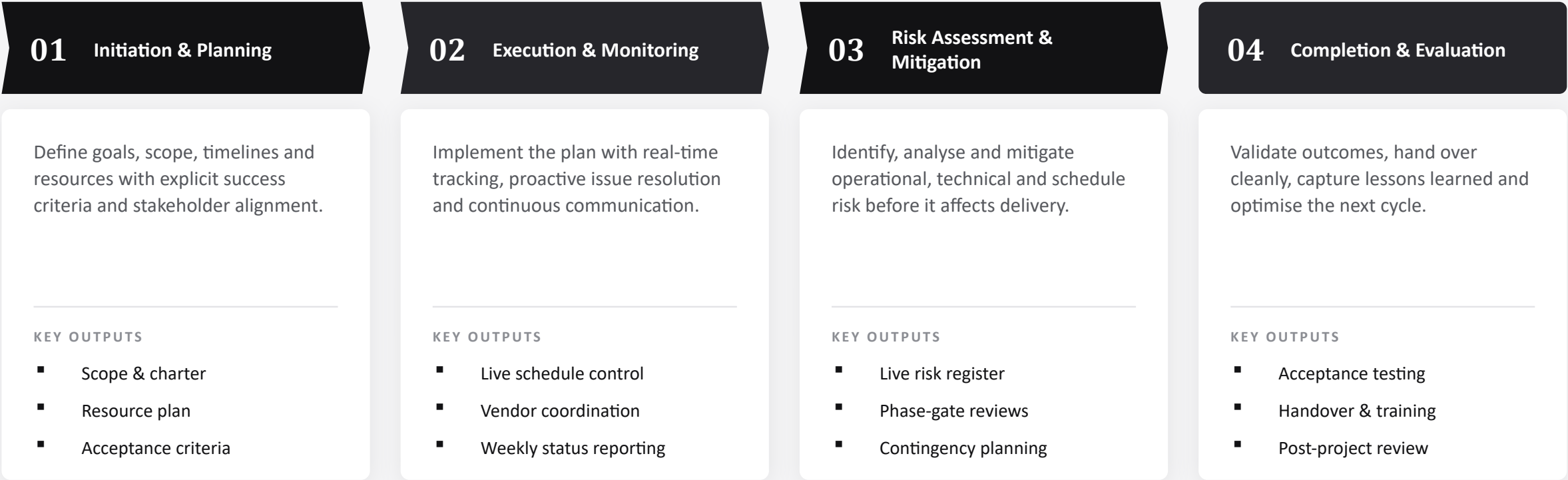
Emergent properties

Outcomes come from interactions between parts, so the interfaces get managed.

Most project managers think in straight lines: step one, step two, step three. Real projects behave like mechatronic systems — interdependent, cascading and adaptive. Managing them as systems is why our projects surface problems early rather than late.

How we manage delivery

A four-phase framework applied to every engagement, whatever the technology involved.



Lessons learned from phase 04 feed directly into the planning of the next cycle — the framework is iterative, not linear.

Selected programmes

Delivered between 2024 and 2026 across drone hardware, mechatronics, AI and immersive technology.

Programme	Domain	Scope delivered	Year
LiDAR services deployment	Survey & mapping	Platform and sensor selection, workflow design, delivery management	2024
Custom payload design & implementation	Drone hardware	Requirement definition, design supervision, integration and field testing	2024
Drone facade cleaning system	Mechatronics R&D	Concept development, prototype build management, operational trial	2024 – 25
Customised drone hardware equipment	Drone hardware	Specification, supplier management, build and commissioning	2025
Sales department AI integration	AI & business systems	Process mapping, tool selection, integration and team adoption	2025
Customised AI software	Software	Requirements, development oversight, testing and release management	2025
VR and AR technology deployment	Immersive technology	Use-case definition, vendor management, pilot and rollout	2025 – 26



Client names and quantified outcomes available on request, subject to confidentiality.

Who we work with

SMEs and service providers that need structured, technology-enabled delivery — not a corporate consulting engagement.



Construction

Multi-stakeholder projects, site coordination and safety-sensitive environments.



Technology

Mechatronics, AI, software and hardware integration initiatives.



Energy

Solar, utilities and infrastructure work requiring precise planning and compliance.



Real estate

Development, modernisation and technology upgrades across portfolios.



Facilities & facade services

FM and cleaning providers building an in-house drone unit to replace rope access and manual inspection.



Existing drone operators

Established aerial firms that need scheduling, risk and compliance discipline around work they already fly.



Typical client profile: 10 – 250 employees, running one or more capital, equipment or technology projects without a dedicated project management function.

Why clients choose ZID



You deal with the principal

The founder leads every engagement. No junior handover, no account-management layer between you and the decision.



Engineering and management in one place

We can specify the hardware, manage the supplier and run the project — three vendors' work, one accountable party.



Built for SME speed and budget

Right-sized scope and rapid iteration, priced for companies that cannot fund a twelve-month discovery phase.



Risk handled before it costs money

Feasibility and risk work sit at the front of the engagement, where they are cheap to act on.



Technology-agnostic

We are not reselling a platform. Selection is driven by your use-case, site conditions and total cost of ownership.



Capability transfer, not dependency

Training, SOPs and documentation are part of delivery — you own the capability when we finish.

Leadership

BA

Bassam Abdrabo

Founder & Managing Director
Z I D (Zenith InnoDev)

Bassam brings 11+ years in mechatronics engineering and hands-on delivery across drones, mechatronics, AI and software. His focus is turning innovation into practical, reliable solutions that SMEs and service providers can actually deploy and scale.

He is the author of MSTPM — Mechatronics Systems Thinking Project Management — and has led every ZID programme since founding the company in 2024.

 [linkedin.com/in/bassamsherif](https://www.linkedin.com/in/bassamsherif)

Credentials & professional standing

- 11+ years in mechatronics engineering
- Author of the MSTPM delivery framework
- Founder and sole owner of ZID since 2024
- Professional certification — Bsc of Engineering
- AI – Certified Google AI Professional
- Languages — [Arabic , English, German]

Specialist partners — surveyors, licensed pilots, fabricators and developers — are contracted per project, so the team is sized to the scope rather than carried as overhead.

Published thinking

Fourteen technical articles on drone programmes, geospatial workflows, mechatronics and project delivery — written by the founder, not a marketing agency.



Mechatronics Systems Thinking Project Management (MSTPM)

Project Management · R&D



Why Your Drone Investment Is Wasting Money: The 5 Mistakes Everyone Makes

Industry Insights



Using Satellite and Drone Data for Risk Mapping and Resilience Planning

Drone Services



Precision Drone Mapping: A Toolkit for Modern Surveying

Aerial Surveying



Drone Cleaning Systems: An Honest Comparison with Traditional Methods

R&D & Innovation



Digital Twin vs 3D Model: What Actually Differs

Industry Insights

[Read the full library at *zenith-innodev.com/blog*](https://zenith-innodev.com/blog)

How to engage us

Three commercial models, one onboarding path.



Advisory sprint

2 – 4 weeks

Feasibility, technology selection and a costed implementation plan you can take to your board.

Fixed fee



Fixed-scope project

Per programme

End-to-end delivery of a defined implementation, from procurement through commissioning and handover.

Fixed fee or milestone-based



Embedded project management

Monthly

A part-time project office for companies running several initiatives without a dedicated PM function.

Monthly retainer

From first call to mobilisation

1

Discovery call

60 minutes, no charge

2

Site or system review

Within 5 working days

3

Written proposal

Scope, price, timeline

4

Contract & mobilisation

Typically 2 weeks from call

LET'S TALK

Tell us what you are trying to implement — we'll tell you whether it is worth doing.

A 60-minute discovery call, at no charge, ends with a straight answer on feasibility, sequence and rough cost.



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