



## A15 Invests in iVoiceUp to Accelerate the Growth of MENA's First AI-Powered Ethics & Compliance Platform

**iVoiceUp**, the region's first and fastest-growing AI-powered whistleblowing and ethics case management platform, has closed an investment round, led by **A15** to accelerate its mission across Egypt, Saudi Arabia, and the UAE.

Designed for the modern enterprise, iVoiceUp is a fully-fledged ethics & compliance case management platform. The platform empowers senior management to detect, handle, and analyze critical misconduct before it escalates. The platform covers a wide spectrum of use cases, ranging from financial crimes like embezzlement and corruption to non-financial issues such as sexual harassment and discrimination. By fostering a culture of compliance, iVoiceUp delivers measurable ROI: protecting brand reputation, cutting financial losses, and guaranteeing a healthier workplace.

This visibility is particularly essential for companies with distributed operations, granting them oversight on remote locations across different locations/branches. Additionally, it provides Private Equity funds and Family Offices with a vital oversight tool to monitor compliance risks across their portfolio companies.

Already empowering over 1 million voices across leading blue-chip organizations in the region, iVoiceUp bridges the gap between the organization and its stakeholders:

- **For Employees & Suppliers:** The platform is accessible to all stakeholders, primarily employees and suppliers. It is also designed for ease of use by blue-collar workforces, providing a safe, truly anonymous voice to raise concerns without fear.
- **For Management:** It utilizes AI automation and deep regional compliance expertise to turn reports into actionable insights, ensuring organizations operate with full transparency.

Key features include voice pitch changing for added anonymity, seamless two-way anonymous communication, and an AI investigator bot to assist in sentiment analysis and case handling.

"A15 is known for investing in founders who use technology not just to grow markets but to make a meaningful difference in people's lives. iVoiceUp embodies that vision, a platform where ethics, empathy, and innovation meet. They are not only transforming compliance but empowering people to speak up without fear," said **Karim Beshara, Managing Partner at A15**.

The funding will support strategic objectives including deepening market penetration across the MENA region and fuel the rollout of next-generation capabilities like Anonymous Video Interviewing, an industry-first feature in the MENA region where AI avatars mirror real-time facial



expressions, allowing for face-to-face investigative nuance without ever revealing the speakers' true identities.

"This investment marks a pivotal step for iVoiceUp. We are building a future where every voice matters and every organization listens. With A15's support, we are poised to scale our impact, ensuring that ethics and transparency become the backbone of modern organizations in the region," commented **Ahmed Genedy, Co-founder and Managing Director at iVoiceUp**.

Learn more about **iVoiceUp** at <https://ivoiceup.com/>