

Rovera

Empower MENA innovators by eliminating compliance headaches and enabling them to focus on their craft of offering world-class services.

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The Compliance Crisis Limiting Growth

Limiting fintech creation and throttling growth of digital economy

"I don't want to see another spreadsheet anymore"

SAMA Sandbox Fintech CISO

“\$266K for PCI compliance and it was only for 1 year”

HungerStation CISO

“We don't know how to prove our security compliance, took us 3 months to win STC deal”

Jisr CISO

Hard to Navigate



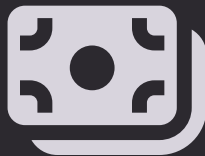
- Each regulator (SAMA, CITC, SDAIA) demands different evidence for similar requirements
- Startups forced to "bite off more than they can chew" in early stages
- Consultants push maximum compliance vs minimum viable security

Business Impact



- B2B deals delayed waiting for compliance proof
- Enterprise customers requiring vendor security proof
- Lost opportunities due to compliance delays

High Cost of Manual Work



- Jisr quoted \$100K for PDPL compliance
- Tweek quoted \$90K for PCI compliance
- Hundreds of thousands spent on consultants

Drowning in Spreadsheets



- CISOs spend 70% of time on manual evidence collection
- Endless preparation for audits and inspections
- Constant back-and-forth with regulatory teams



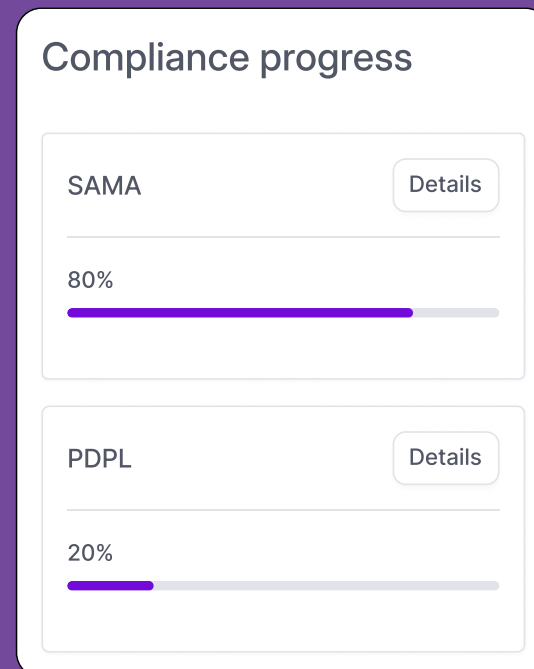
Our Solution: Automate the Headache Away!

Choose
SaaS or on-premise

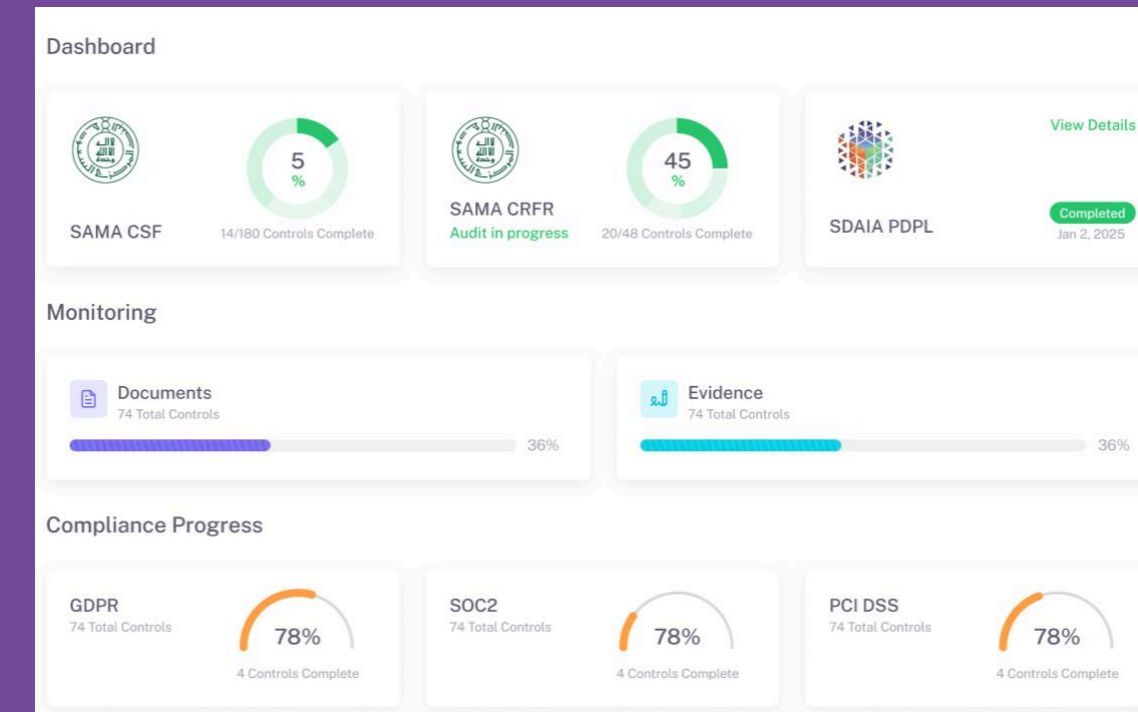


Google Workspace

**Connect
Company Systems
and infrastructure to Rovera**



**Rovera dynamically collect
and maps and evidences,
policies**



**Identify
and internally correct
non-compliance**



**Complete
audit and demonstrate trust to
regulators and public**

Continuous monitoring using additional tools for Risk Register, Vendor Risk Management and Access/Asset Review

90%
automated

Rovera automates up to 90% of the work needed to get ready for an audit

10%
of the cost

Rovera reduces lengthy and expensive consultant and audit engagement. Drives fast payback period

50%
less time

Cuts down on document and evidence collection and collaboration cycles from months to days

Unique in Region

Beats global players in having true local residency and requirements



Our Solution: Land & Expand

Q1



Phase 1: Empower fintech CISOs to achieve SAMA regulations - faster.

Build Saudi's first full evidence management system for SAMA Cyber requirements - 50% audit time reduction.

Q2



Phase 2: Intelligent Evidence Collection and Policy Generation

Automate difficult evidence and policy collection and map to audit and regulatory requirements.

Automate 90% of evidence collection and reduce audit prep time from weeks/months to hours.

Q3



Phase 3: Bring the game to all compliance, risk and cyber officers

Expand to all local frameworks in KSA & UAE: CMA, NCA, CITC, PDPL, UAE IA, DFSA

Q4



Phase 4: Expand upwards Compliance → Risk → Governance

Leverage AI to generate automated Security Questionnaires, Vendor Management and predicative cyber risk assessments

Enable region and regulatory specific dynamic risk scoring of assets, vendors, applications and personnel



Market Opportunity



Financial Services

\$ 3.1 Bn

(39%)



ICT

\$ 1.8 Bn

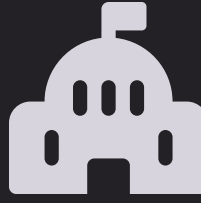
(23%)



Healthcare

\$ 1.2 Bn

(15%)



Government

\$ 0.6 Bn

(8%)



Retail

\$ 0.5 Bn

(6%)



Manufacturing

\$ 0.4 Bn

(5%)

\$7.5B



RegTech Spend by 2030

KSA RegTech market growing at 16.7% CAGR.

\$1K Annual License Fee



Targeting over 15K firms in MENA

Each firm needing 3-20 licenses x 2-3 frameworks

30%



Payroll Pressure

GRC requirements placing high pressure on fintechs' budgets.

\$400M



MENA Obtainable Market by 2030

Typically fragmented, driven by political, regulatory and IT trends



Why Now? The Compliance Crisis

“We are headed in a dangerous direction...”

Revenue is Being Throttled



Wallet limits capped at 20K SAR vs 100K potential
SAMA reduced fintech targets: 525 → 250
Companies stuck in sandbox for 12+ months
90% of companies still non-compliant with PDPL
Cost of inaction: \$6.93M per cyber incident

Inevitable Reality



Compliance is mandatory, not optional
Regulations only increasing with quantum threat
First-mover advantage still unclaimed
Someone will solve this - why not us?
Opportunity: Be the first winning compliance automation in fintech

Why This Will Work



Current State:

- ✗ Manual compliance process
- ✗ Expensive consultants

Market Forces:

- ✓ Increasing local regulations
- ✓ Digital transformation

AI Edge



AI-powered automation
Proven by Barq case study



The Team That Can Execute



Abu Obeida Bakhach
(CEO)

Ex-Deputy CEO/CPO Tweek,
Ex-CPO HungerStation, AMZN/
MSFT product leader (Windows,
.NET, MSN, Kindle, Fire Phone).



Abdullah Bakhach (CTO)

Ex-CTO of Toters, Ex-Amazon/
Kindle Engineer, serial startup
builder assembling teams
from 0 to 100



Ismail Ali (GRC)

Tamara GRC, Ex Deloitte/EY
Regulatory Strategy Advisor
to SAMA and UAE Central Bank



Yasser AlDosari (CISO)

CISO Advisor, Saudi Central Bank
trained. Startup CISO expert
for JeelPay, Abyan and Tweek





\$500K Pre-Seed Stage Funding Allocation

\$250K

R&D

Core Development: 4 FTEs and 3 part timers



\$160K

Ops

Customer acquisition, success and management



\$20K

Legal

Entity setup & compliance



\$70K

Buffer

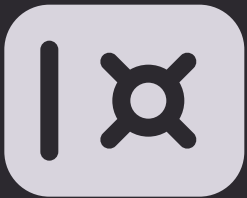
Two months payroll





Concrete Pre-seed Milestones

Q1



Build Core MVP

MVP: policy & evidence management, Cloud and Identity integrations

Line up Pilots

Funnel: Negotiating pilots with Drahim, Jisr, JeelPay, Tarabut, Nayla Finance

Q2



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Build pilot focused data integrations.

Three paying pilots, introduce Auditor and SAMA experience

Q3



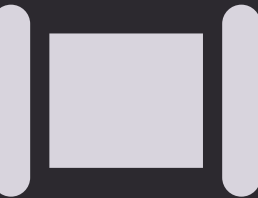
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First full price paying customer,

Document workflow and integration automation

Expanded integrations

Q4



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10 accounts generating \$30K MRR.

Clear product-market fit.

Pipeline for seed round

Validated automation roadmap.

Ready to scale



Join Us in Empowering MENA Craftsmanship

Empower businesses to succeed through smarter, seamless compliance.



Appendix: Understanding SAMA Audit Process

A comprehensive regulatory inspection of financial institutions - and where Rovera can power up

Notification phase



1

SAMA provides audit scope and timeline
Initial documents and policies requested
Compliance frameworks specified

Preparation Phase



2

Institution gathers required documents and evidence
Internal systems and controls review
Preliminary risk assessment performed

Onsite Audit Phase



3

Systems and security controls inspection across all platforms
Compliance and policy verification with SAMA frameworks
Data storage and protection assessment including PII handling
Risk management testing and controls effectiveness review

Access control and user permission audits
Security incident response process verification
Third-party vendor risk assessment and compliance
Business continuity and disaster recovery testing

Findings & Reporting



4

Detailed compliance assessment report
Evidence and documentation review results
Control effectiveness evaluation

Remediation & Follow-up



5

Implement required systems changes
Continuous monitoring implementation
Evidence of corrections provided