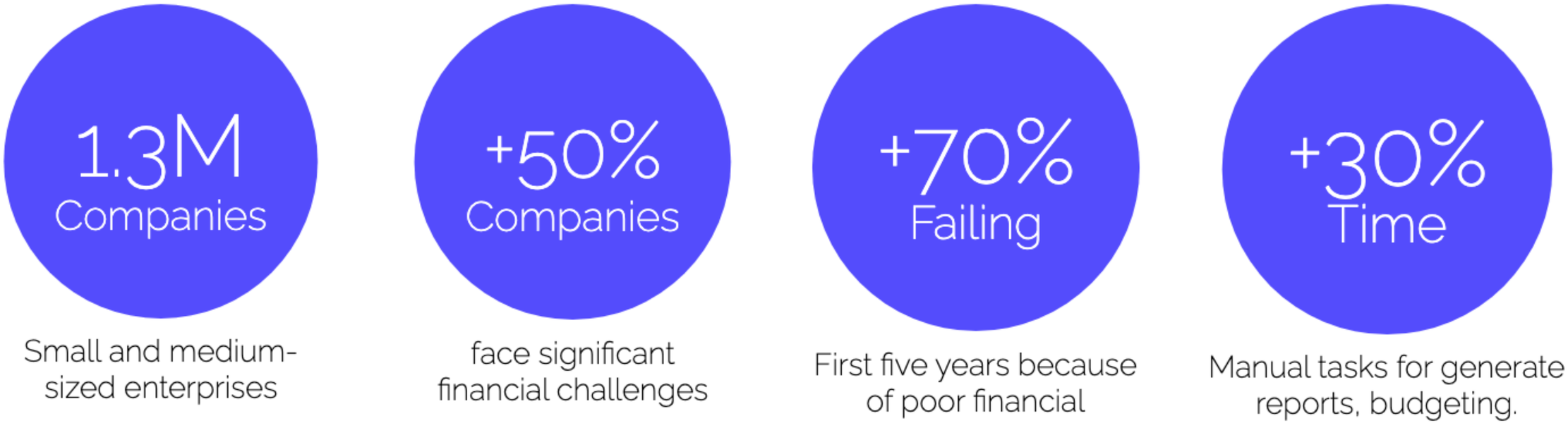
ADVIX

Grow Your Business with Smart Financial Ai



Market Validation



Conducted over **25 in-depth interviews** with CEOs of SMEs and startups to identify key financial pain points impacting business growth and decision-making.

https://www.failory.com/blog/startup-failure-rate



Problem

(ADVIX Business Opportunity)

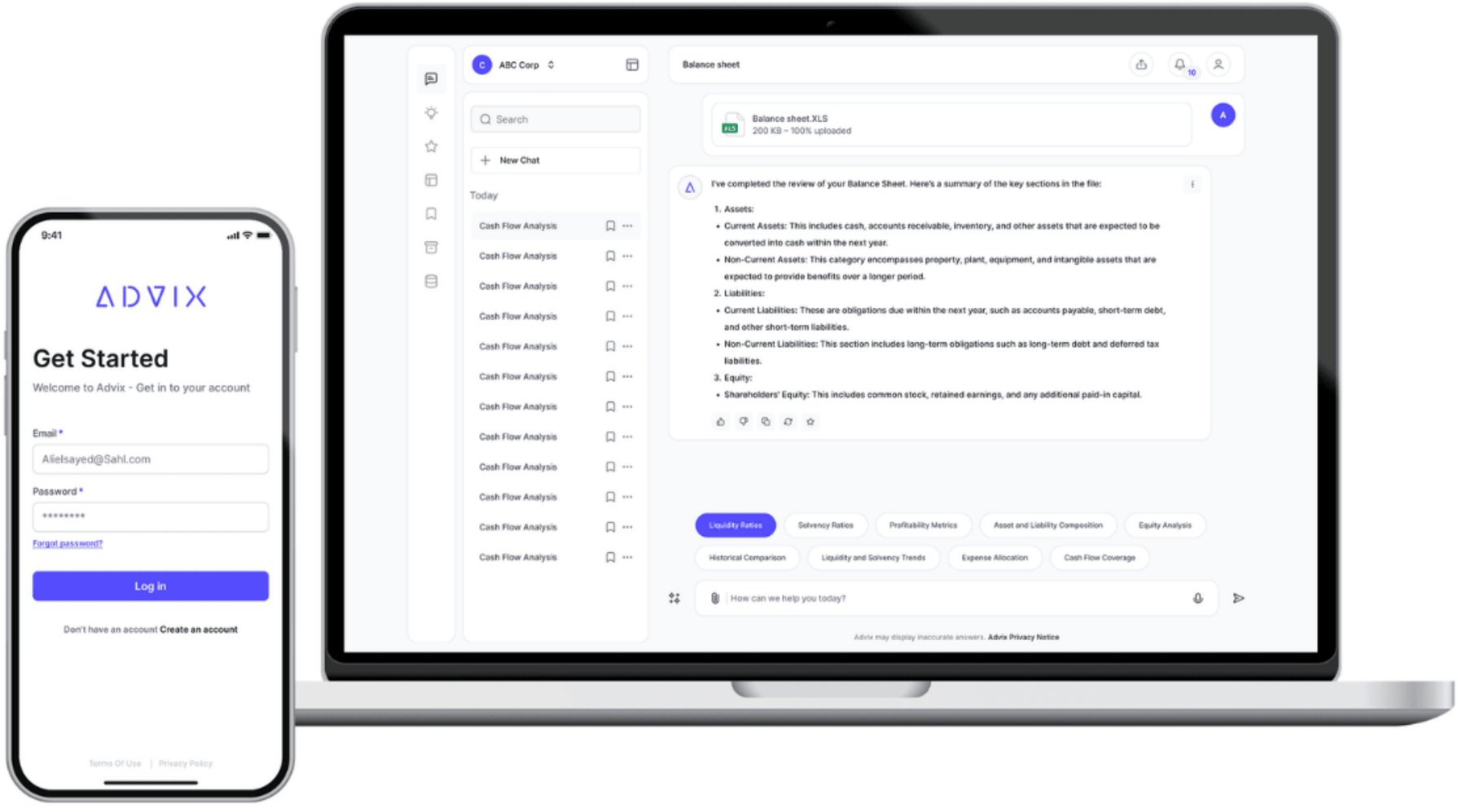
High **Cost** of Hiring a Financial expert.

Manual Financial Analysis Consumes **Too Much Time.**

CEOs Lack of **financial background**.

Underestimating the Importance of Financial Data for **Strategic Decisions**

ADVIX



Growth Grow Your Business with Advix

The Solution

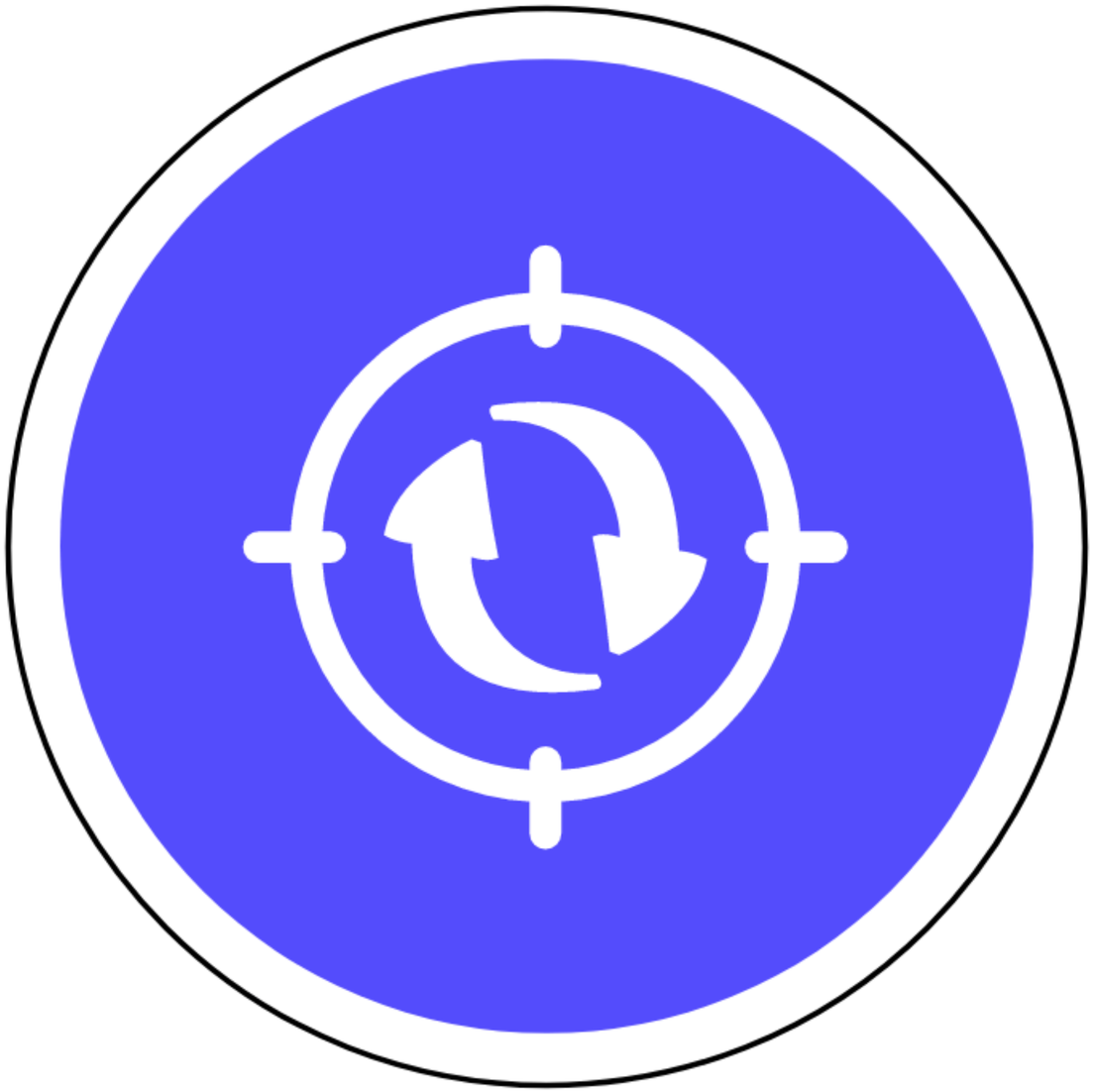
SaaS platform powered by AI for Financial Analysis.

Cost-Effective
Comparing using other tools or hiring a financial manager or consultations.

Save much time
Quick chatbot response, more than 100 ready reports.

For Non-Financial Users
Easy-to-use interface, more than 200 suggested questions.

Help in making decisions
Answers related with benchmark with same industry and company size.



Target Audience

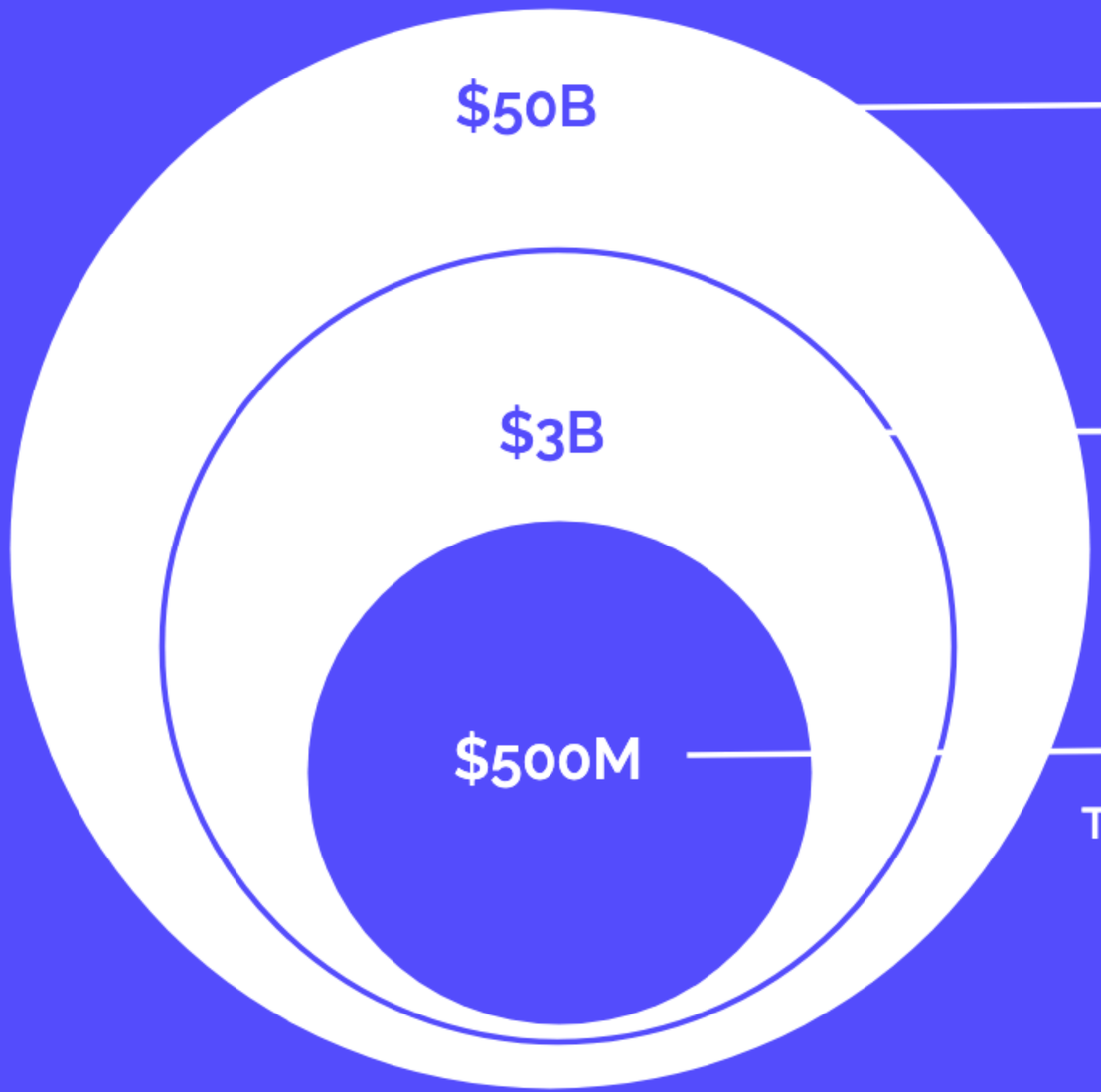
(ADVIX Customer Persona)

Founder or CEO of Startups and Small and Medium Enterprises (SMEs).

Junior and Senior Accountants Focused on Financial Planning and Analysis

CFOs Seeking to Optimize Time on Reports and Analysis

Market Size



Global

The global AI in finance market was valued at approximately **$10 billion in 2022** and is expected to grow to **$50 billion by 2030.**

GCC

The AI in finance sector in the GCC is expected to grow at a CAGR of around 25%, reaching **$3 billion by 2030. Saudi Arabia and the UAE.**

KSA

The Vision 2030 initiative. The AI-driven finance market in Saudi Arabia is **expected to exceed $500 million by 2027.**

https://www.grandviewresearch.com/industry-analysis/saudi-arabia-artificial-intelligence-market-report

How it Works

Step 1

Start Conversation from chatbot

Step 2

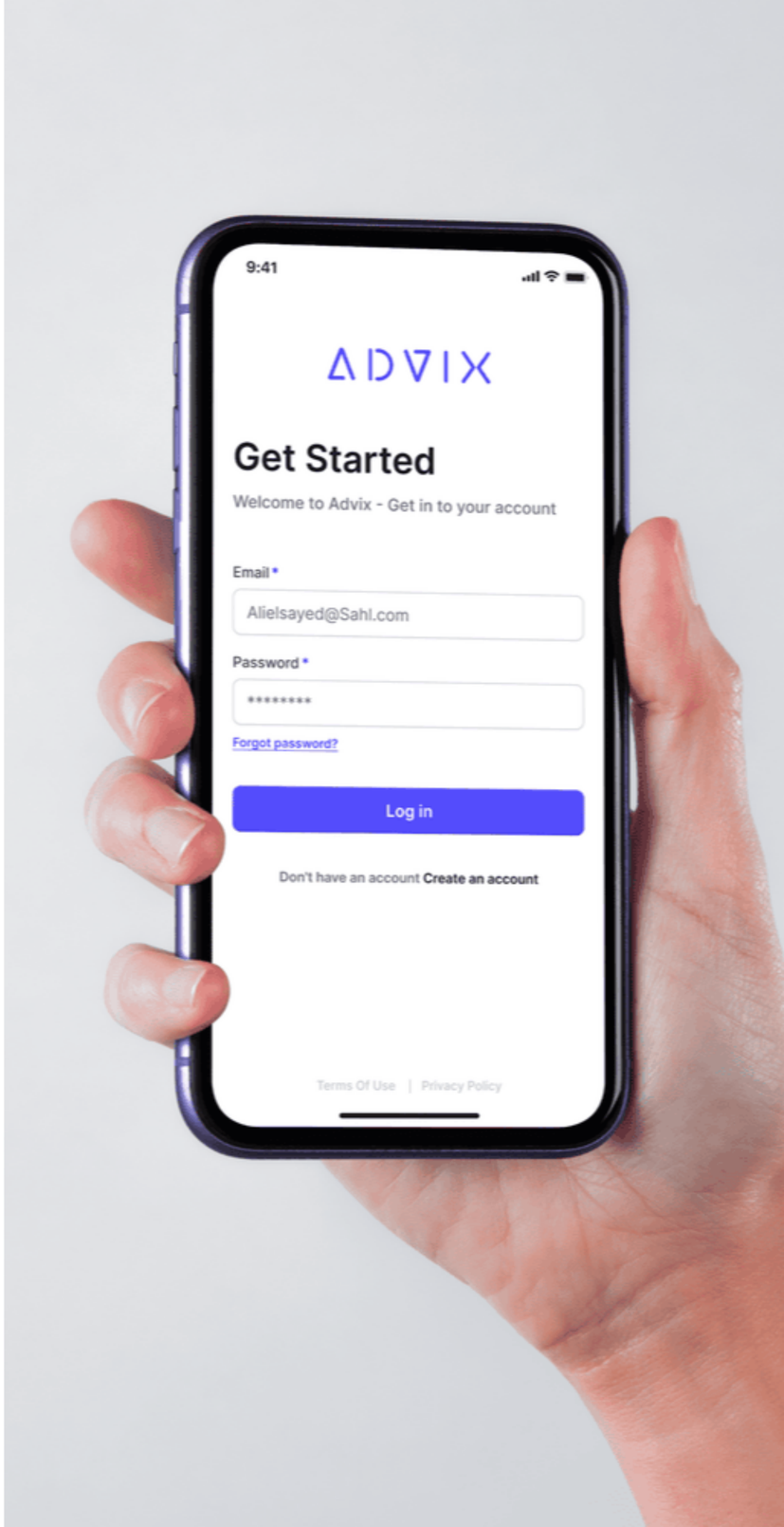
Input data by conversation or upload sheet excel or integration

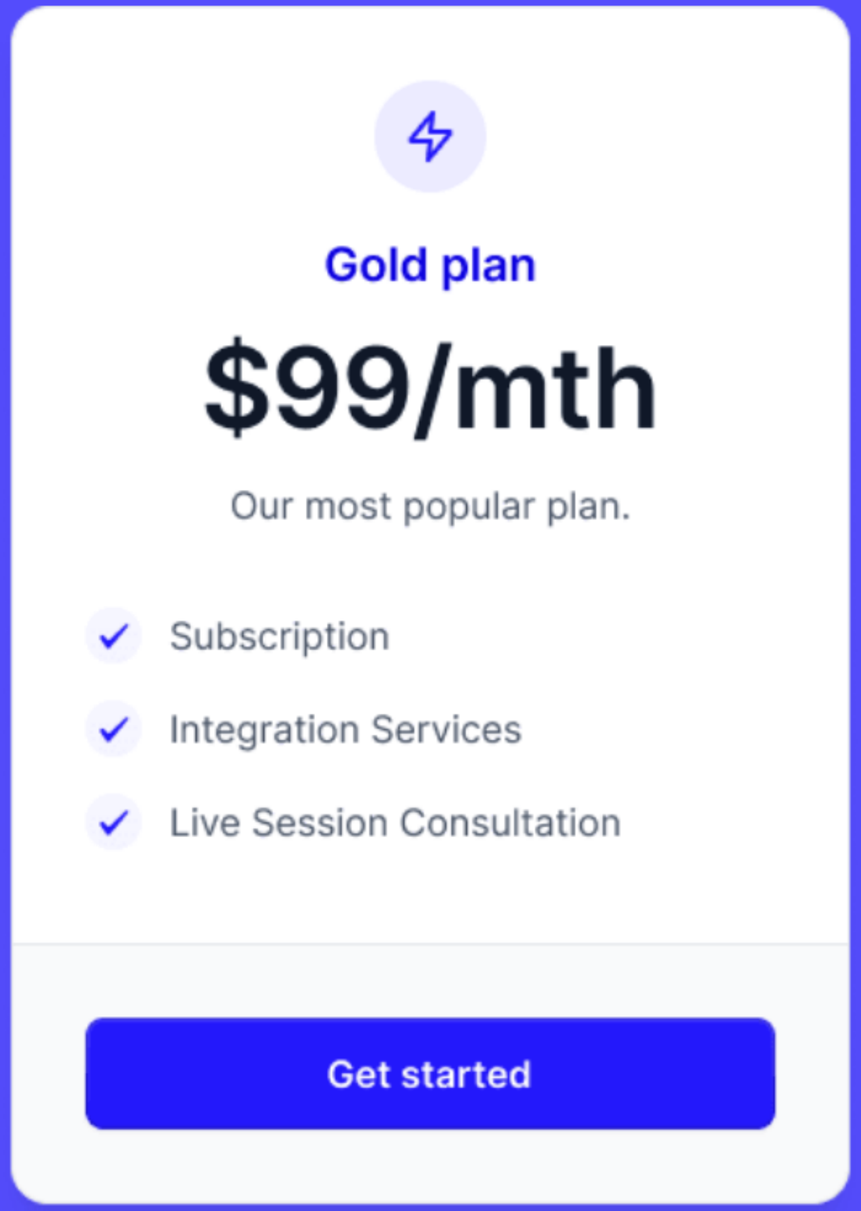
Step 3

Advix analysis data and recommend question based on industry

Step 4

Customize unlimited form notification





Business Model

Advix operates on a **SaaS Subscription Model**, generating revenue through

- **Integration Services**
- **Live Session Consultation**.

Free
per month

Silver

$99
per month

Gold

Go-to-Market Strategy



Marketing Strategy

ADVIX will deploy targeted marketing initiatives that focus on reaching **non-financial users**.

- **Content Marketing for Startups.**
- **Event Participation.**
- **Webinars and Workshops.**
- **Email Marketing .**



Partnership Strategy

ADVIX can gain access to large groups of **startups**.

- **Incubators.**
- **Accelerators.**
- **Startup communities.**
- **ERP Providers**.

Competitors

Activity	ADVIX	DataRails	Sturppy	Chat GPT
Pricing	99$/mo	500$/mo	147$	20$
ECC	✅	🔴	🔴	🔴
Integration	✅	✅	🔴	🔴
Live Session Consultation.	✅	🔴	🔴	🔴
Tailored for Non-Financial Users	✅	🔴	🔴	🔴
Simplicity and Ease of Use	✅	🔴	✅	✅
Time-Saving Automation	✅	✅	✅	🔴
Real Time Notifications	✅	✅	🔴	🔴
Voice Recognition	✅	🔴	🔴	✅

Team



Mahmoud Khafagy
CEO & Co-Founder

Founder & CEO at Sahl Solution, Co-Founder at Electro Pi, CTO joe13th ,Tech Consultant



Tamer Ragab
CFO & Co-Founder

Finance Manager at TAAGER I Finance Consultant & Certified MBA, CMA, FMVA



Mohammed Tarak
Lead Product Manager

Lead Product Portfolio Manager at E Finance , Product Faculty Graduate,Certified Product Led, Ex Business Analyst



Mohamed Eyad
Product Manager

+5 years experience in product management , Product Manager at Falak

Team



Yousef Almazroua
Data Analysis

+ 5 years of experience in financial management and data analysis at Falak



Ibrahim Eltohamy
Senior Accountant

+5 years experience in accounting, Account Supervisor at Half Million.



Mohannad El Gammal
Growth Manager

Managing Director at Pala De 7 ,Growth Manager at Osolutions

Sally Maamari
Digital Marketing Director

Digital Marketing Consultant. Dubai KHDA CPD certified Advanced digital marketing Expert.

Milestones / Roadmap

August 2024
Market Research & Discovery Phase

October 2024
Product Development

Jan 2025
Beta Version Launch & User Acquisition (+200)

March 2025
Product Iteration & Enhancements

Jun 2025
Full Product Launch & User Acquisition (+1400)

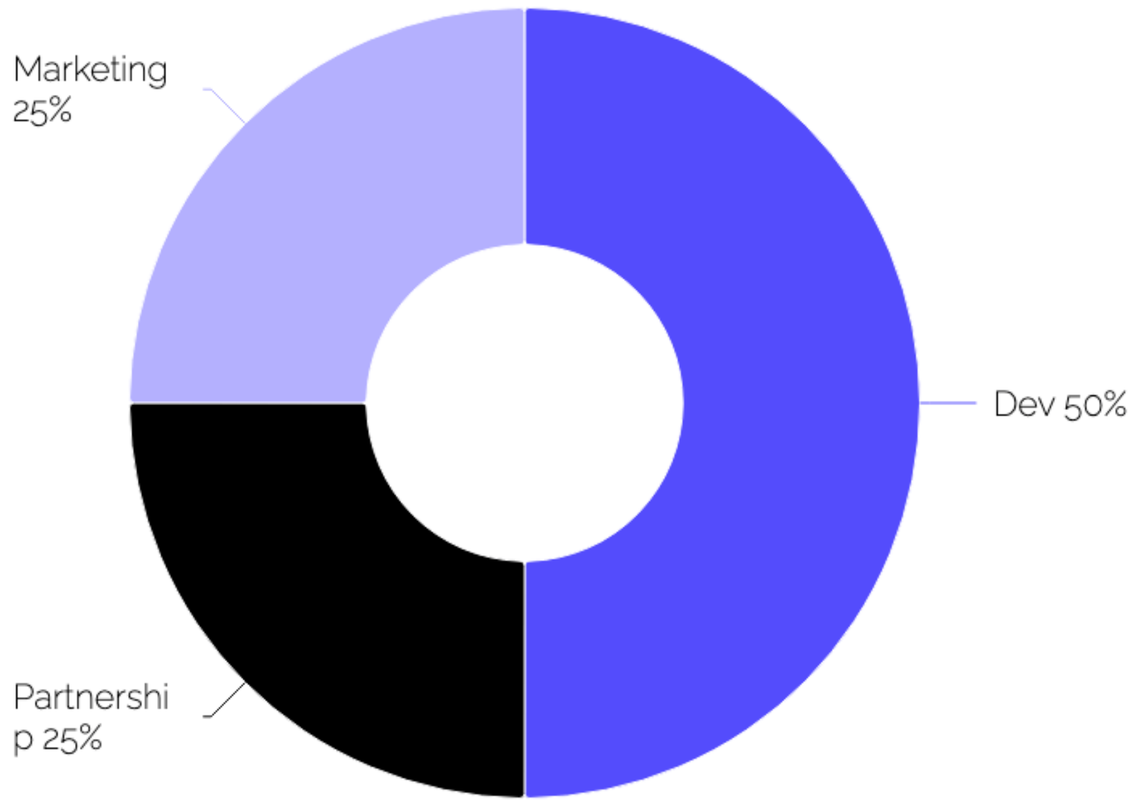
Jan 2026
Expansion & Scaling

Financials Projections

Activity	H1-2025	H2-2025	H1-2026
Revenue	34,300 $	175,100 $	688,500 $
COGS	-20,371 $	-54,436 $	-184,095 $
Gross Profit	13,929 $	120,664 $	504,405 $
SG&A	-57,130 $	-68,754 $	-146,944 $
Net Income	-43,201 $	51,910 $	357,461 $
Profit Margin	-126%	30%	52%
Total Users	312	1,349	5,214
Active Users	113	484	1,870
Revenues MOM Growth	45%	27%	25%

ASK

$80K will be used to allocated across key departments to ensure that our AI model is developed, deployed, and used effectively.



ADVIX

Your Financial Adviser