



Empowering Workplaces through
**Smart, Accessible
Mentoring &
Coaching**

Idris Al-Shaya,
CEO





Lack of Individual Support for Employee Development



Problem

Employees often lack personalized support to help them overcome daily challenges and develop their skills in alignment with their job requirements.



Solution

Uplevel provides a flexible system that offers each employee a personal mentor or coach to help them overcome obstacles, achieve goals faster, and enhance their performance.



Local Insight

Over 60% of Saudi employees feel they do not receive adequate mentoring, highlighting a strong demand for customized development solutions.



Weak Leadership and Executive Programs with High Costs



Problem

Organizations face a shortage of leadership development programs, hindering the creation of a second tier of leaders prepared to take on greater responsibilities.



Solution

Uplevel offers specialized coaching sessions for executives with globally certified experts, focusing on leadership skills, strategic development, and crisis management.



Local Insight

- 70% of Saudi SMEs lack affordable leadership development options.
- Growing demand for women leaders: 50% increase in leadership roles for women post-Vision 2030.



High Costs and Limited Impact of Traditional Training



Problem

Traditional training consumes large budgets without achieving the desired return on investment due to lack of customization and weak follow-up.



Solution

The shift to remote and hybrid work in Saudi Arabia has increased the demand for flexible, on-demand learning options



Local Insight

- Traditional training consumes 30%–40% of corporate L&D budgets.
- Only 20% of training programs deliver measurable ROI.



Challenges in Employee Integration



Problem

Organizations take a long time to integrate new employees and boost motivation within the company culture and work structure, affecting productivity and increasing turnover rates.



Solution

Uplevel provides mentoring programs for new employees to help them quickly adapt to the work environment and achieve productive performance from the start.



Local Insight

- 60% of new employees struggle to adapt in their first 3 months.
- High turnover costs companies up to 25% of an employee's annual salary.



Difficulty Accessing Experts in Various Fields



Problem

Organizations face challenges in acquiring specialized expertise from outside the organization to develop their employees' skills.



Solution

Uplevel provides a vast network of certified local and global experts in various fields, enabling companies to adopt best practices and enhance employee efficiency.



Local Insight

70% of organizations struggle to find certified local experts.

Comprehensive Smart Platform: Connects local experts, employees, and HR admins, offering full control over program assignments, employee management, and real-time progress tracking.

Localized Expertise: Programs are designed with a deep understanding of the unique challenges and opportunities within the Saudi market, ensuring cultural relevance and

International Assessment for Leaders: Uplevel provides **Gallup Strengths Assessment**, empowering coachees to identify their talents and receive personalized coaching to maximize their potential.



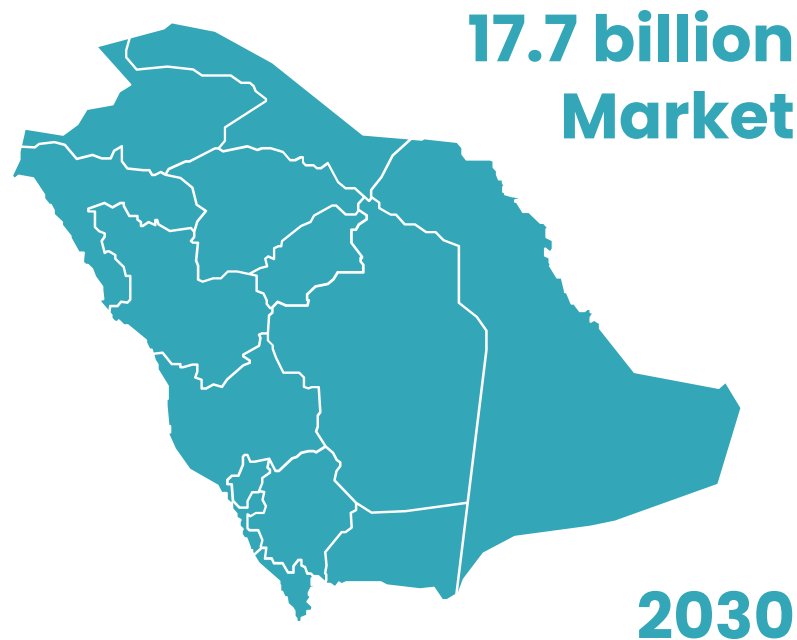
Personalized 1-on-1 Mentoring and Coaching: A flexible platform that connects employees with dedicated mentors or coaches to overcome challenges, achieve goals, and improve performance.

Internal Mentoring as a Service (SaaS): A tailored solution for companies to implement internal mentoring programs with custom user accounts for HR, employees, and mentors.

International Best Practices: Uplevel follows **ICF** and **IMA** standards to ensure world-class coaching and mentoring, focusing on professional excellence and impactful development.



A Growing Market for Corporate Learning & Development



Total Addressable Market (TAM):
\$17.7 billion Saudi arabia market
for corporate learning and
development in **2030**.



Target Market: SME-to-large
enterprises and Individuals in the
Saudi Arabia.



Growth Potential: With a growing
focus on employee development,
the market is expected to grow by
6% annually.

Our Path to Revenue

Revenue Streams



Fees for Mentoring and Coaching programs.



Subscriptions for using the platform



Pricing Strategy

Tiered pricing based on the number of employees and services required

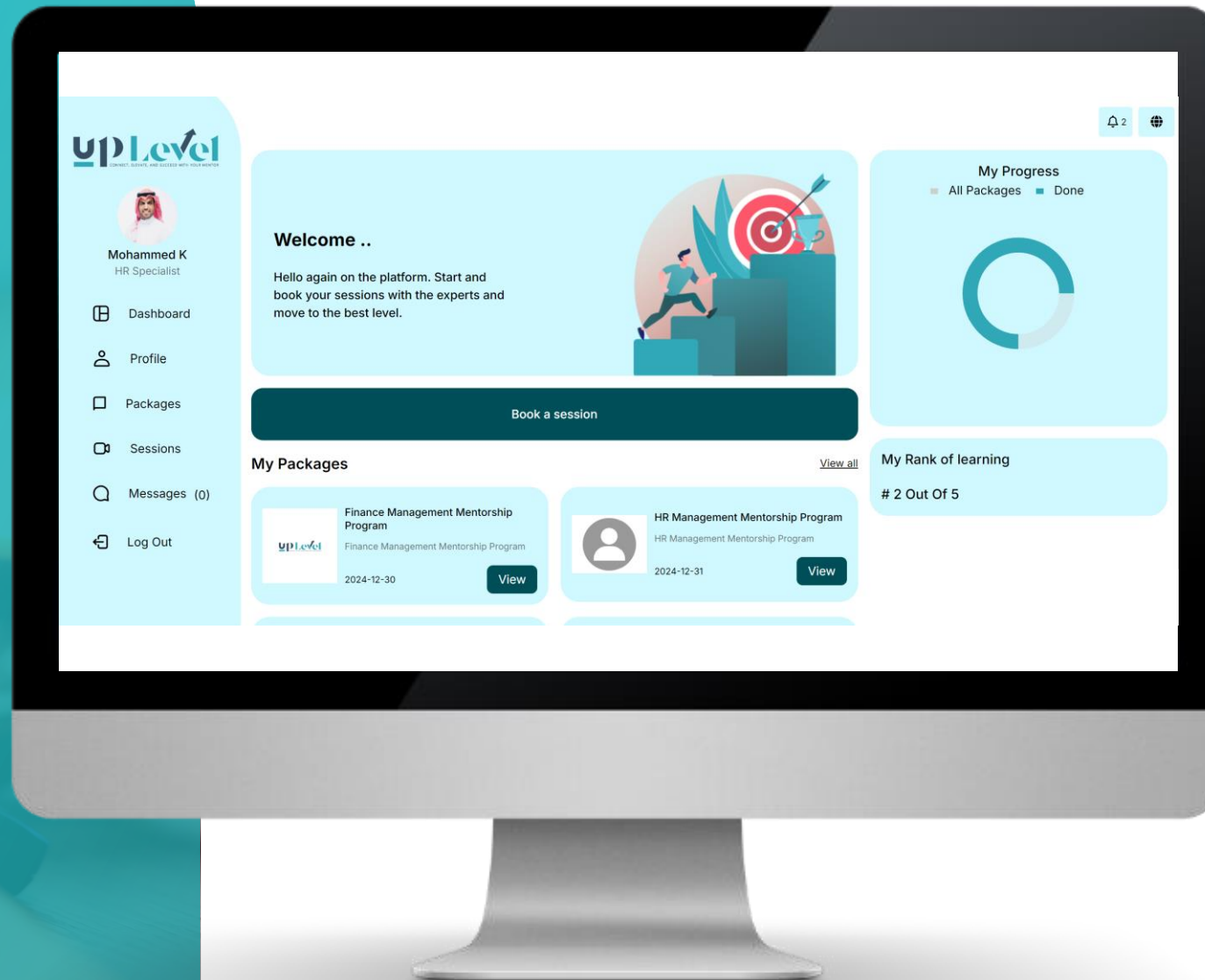


Sales Strategy

Direct sales to HR departments, partnerships with the organizations.

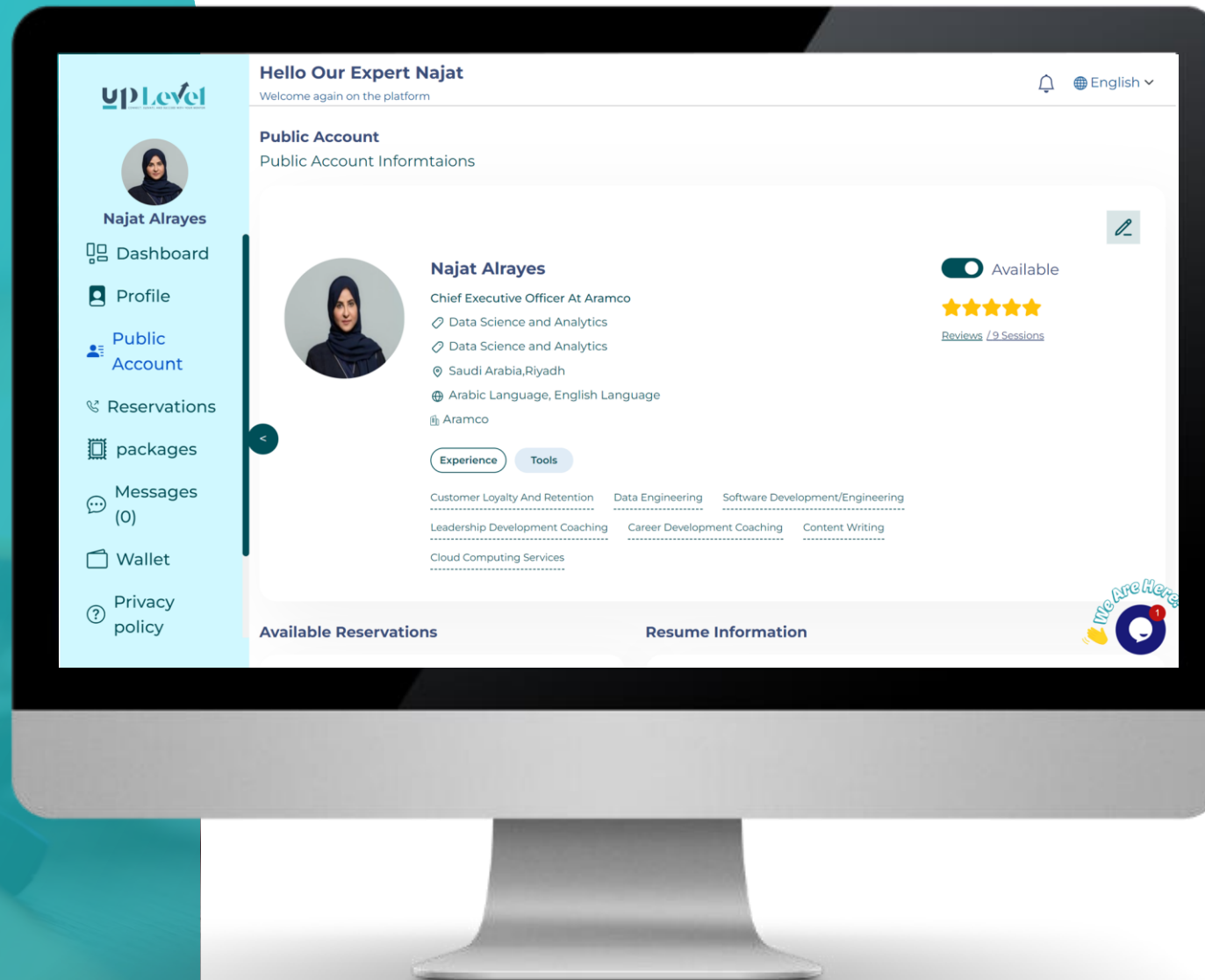
The Platform

Employee Page



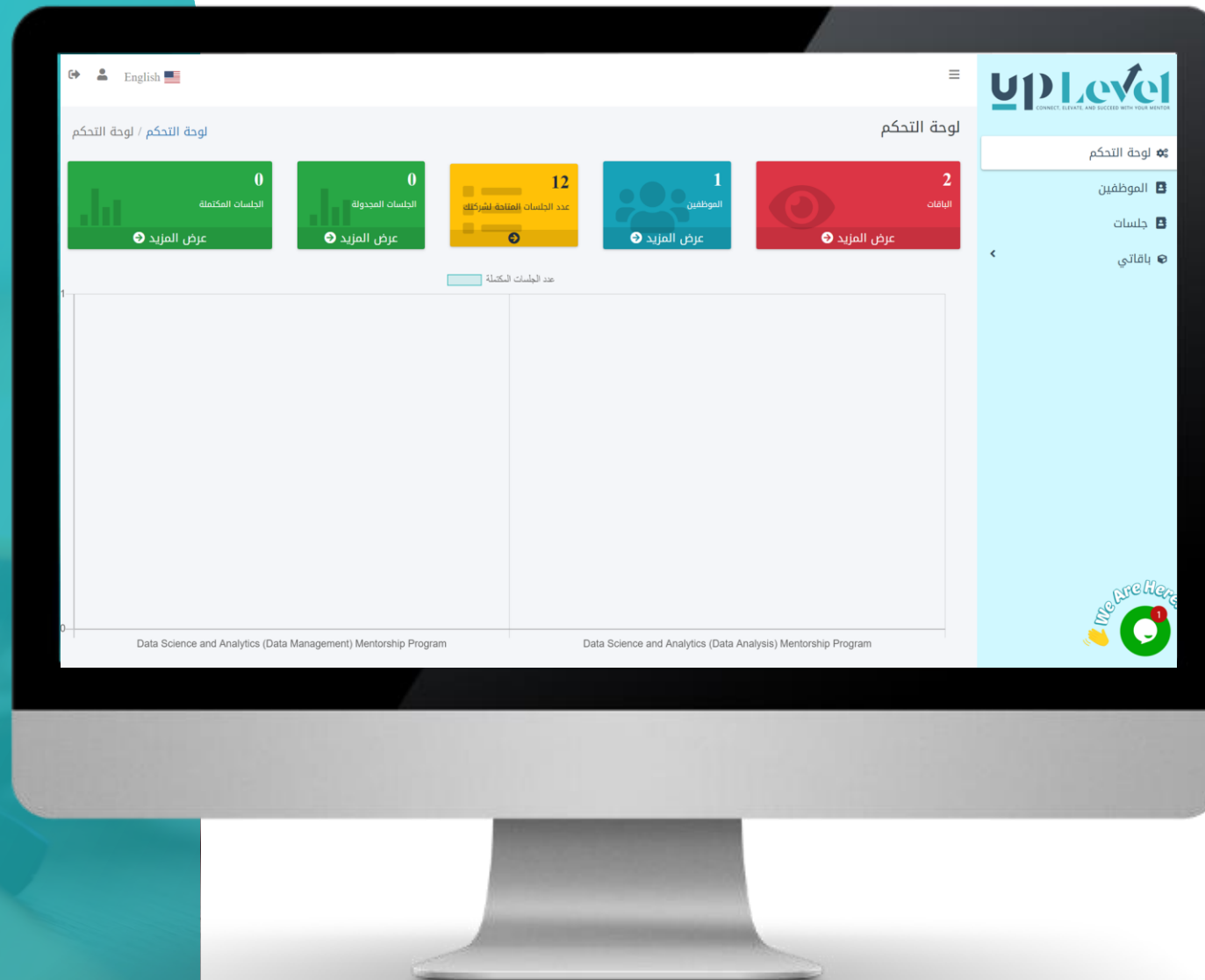
The Platform

Experts Page



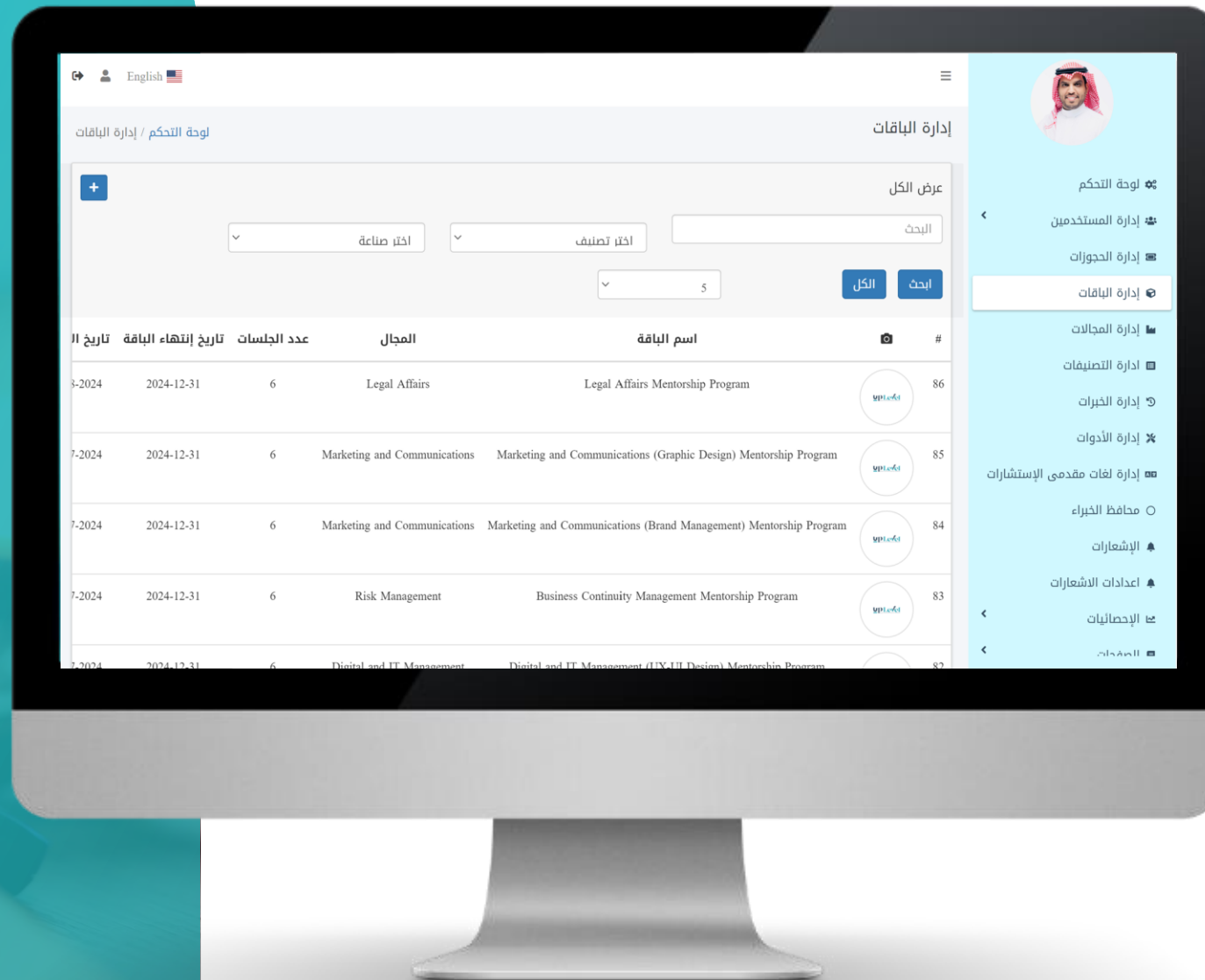
The Platform

HR Admin



The Platform

Uplevel Admin



The Programs

Internal Mentorship Programs



New-Hires Mentorship Program



High-Potential Mentorship Program



Peer Mentoring Program



Second-Line Leaders Mentoring Program



Strategy Mentorship Program



Up-Skilling Mentoring Program



Women Leadership Mentorship Program

The Programs

1-On-1 Mentorship With Experts Programs



Digital Transformation and IT
Department (7 Mentorship Programs)



Finance and Accounting Department (2
Mentorship Programs)



Sales and Business Development
Department (3 Mentorship Programs)



Human Resources Department
(2 Mentorship Programs)



Marketing and Public Relations
Department (4 Mentorship Programs)



Customer Excellence Mentorship
Program



Project Management Mentorship
Program



Strategy Mentorship
Program



Supply Chain and Procurement
Mentorship Program



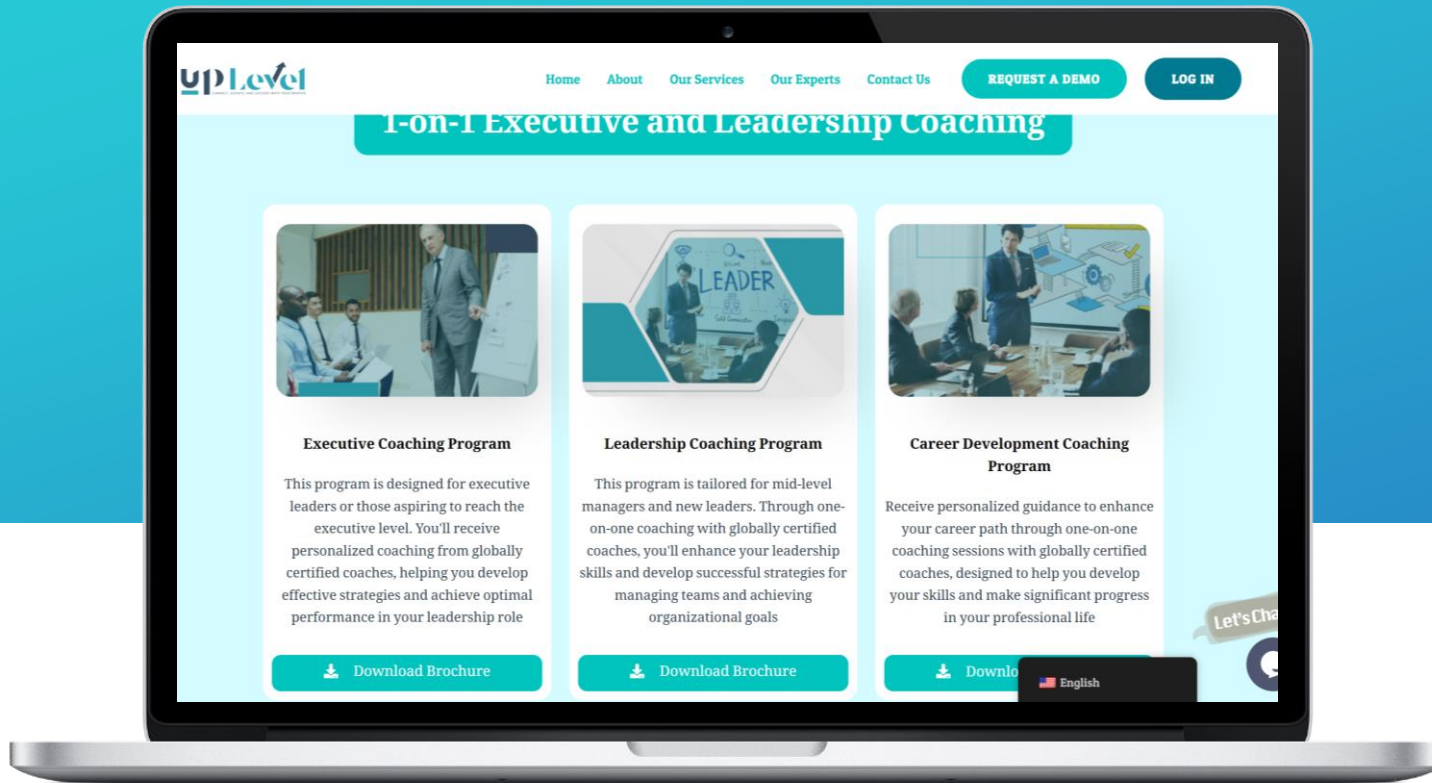
Women Leadership Mentorship
Program



Legal Management Mentorship
Program

The Programs

1-On-1 Coaching Programs:



**Executive
Coaching Program**



**Leadership
Coaching Program**



**Career Development
Coaching Program**

Customer Experience: A seamless experience for HR, employees, and coaches with customized programs, real-time progress tracking, and new solutions like internal mentoring and certified training.

Our Progress Since April 2024



+32K SAR Revenue



Hired 60+ certified coaches and mentors.



Participate as Exhibitor in Talent World 2024



Launched the official website and marketing campaigns on Social Media.



Meetings with International Mentoring Association for partnership.



Finalize the last version of the platform linking experts, employees, and HR admins.



Contracted with Gallup for coaching assessments.



Uplevel Programs and standards with handbooks based on ICF and IMA.



Holding 6 Uplevel public webinars

27,410

26,718

26,190

25,714



Our Growth Strategy



Marketing Plan

Focus on digital marketing campaigns across LinkedIn and Twitter.

Partner with organizations to provide free programs, building strong case studies.

Launch Uplevel webinars to showcase expertise.



Sales Channels

Direct outreach to companies, strategic partnerships with HR and consulting firms, and expansion into new L&D solutions.



Partnerships Plan

Strategic Partnerships with Leading Corporations, Government Entities and Initiatives, Educational Institutions, Consulting Firms, Industry Associations, Technology and Innovation Hubs, international associations

Standing Out in a Crowded Market

Differentiation

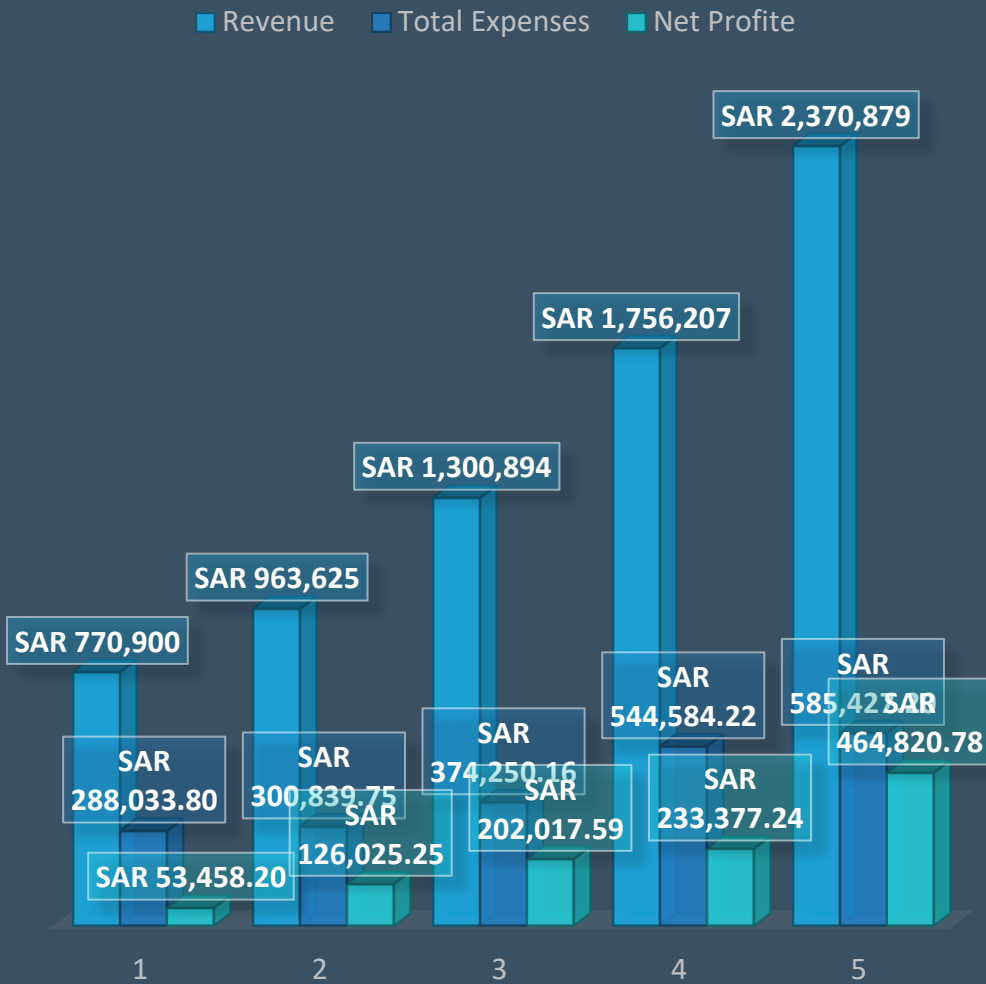
Uplevel's blend of personalized coaching and mentoring it apart from traditional methods. Unlike competitors, Uplevel offers a comprehensive, smart platform that integrates these services with full control for HR admins, real-time progress tracking, and flexible scheduling, all tailored to the specific needs of the Saudi market. This unique approach ensures that organizations receive a holistic, culturally relevant, and impactful learning and development experience.

Feature/Service	 Uplevel	 Leoron	 Meirc	 CoachHub
 Personalized 1-on-1 Coaching and Mentoring	Yes	Limited	No	Only Coaching
 Internal Mentoring Programs	Yes	No	No	No
 Team Coaching & Workshops	Yes (In 2 nd Phase)	Yes, but less personalized	Yes, but traditional	No
 Smart Platform Integration	Yes, with real-time tracking	No	No	Yes, but limited features
 Flexible Scheduling	Yes	Limited	Limited	Yes
 Localized Expertise	Yes, tailored to Saudi market	No, international focus	No, regional focus	No, global focus

Our Financial Outlook (Profit/Loss Statement)

	2025	2026	2027	2028	2029
Revenue	SAR 770,900	SAR 963,625	SAR 1,300,894	SAR 1,756,207	SAR 2,370,879
Cost Of Revenue	SAR 429,408	SAR 536,760	SAR 724,626	SAR 978,245	SAR 1,320,631
Total Profit	SAR 341,492	SAR 426,865	SAR 576,268	SAR 777,961	SAR 1,050,248
Total Profit %	44%	44%	44%	44%	44%
Operating Expenses					
Marketing	SAR 10,000.00	SAR 10,000.00	SAR 40,000.00	SAR 60,000.00	SAR 60,000.00
Rent	SAR 10,000.00	SAR 10,000.00	SAR 40,000.00	SAR 60,000.00	SAR 60,000.00
Salaries & Benefits	SAR 249,600.00	SAR 249,600.00	SAR 249,600.00	SAR 374,400.00	SAR 374,400.00
Internet	SAR 6,000.00	SAR 6,000.00	SAR 6,000.00	SAR 6,000.00	SAR 6,000.00
Hospitality	SAR 3,000.00	SAR 3,000.00	SAR 3,000.00	SAR 3,000.00	SAR 3,000.00
Total Operaring Expenses	SAR 278,600.00	SAR 278,600.00	SAR 338,600.00	SAR 503,400.00	SAR 503,400.00
TAX Rate %	15%	15%	15%	15%	15%
Tax	SAR 9,433.80	SAR 22,239.75	SAR 35,650.16	SAR 41,184.22	SAR 82,027.20
Total Expenses	SAR 288,033.80	SAR 300,839.75	SAR 374,250.16	SAR 544,584.22	SAR 585,427.20
Net Profit	SAR 53,458.20	SAR 126,025.25	SAR 202,017.59	SAR 233,377.24	SAR 464,820.78

INCOME STATEMENT



Meet the Team Behind Uplevel



Idris Al-Shaya

Founder & CEO

Mentor, EMBA, Master in Project Management, 11 years of public, semi government and private sector experience, Certified Innovation Professional, Secured 2nd place in Innovation awarding in NUPCO, founded the first AI platform for summarizing Friday sermons.



Hamad Alluhaidan

Co-founder and CTO

Executive Leader in Digital products with software engineering background, Master in IT, Digital transformation Director at government entity, 13+ experience in Product management.



Ammar Khalifah

Training and Quality Manager, Acting Sales Director

Learning and Development expert, Career services provider, Talent Assessment and Development, senior trainer and Mentor.



Wejdan Al-shalawi

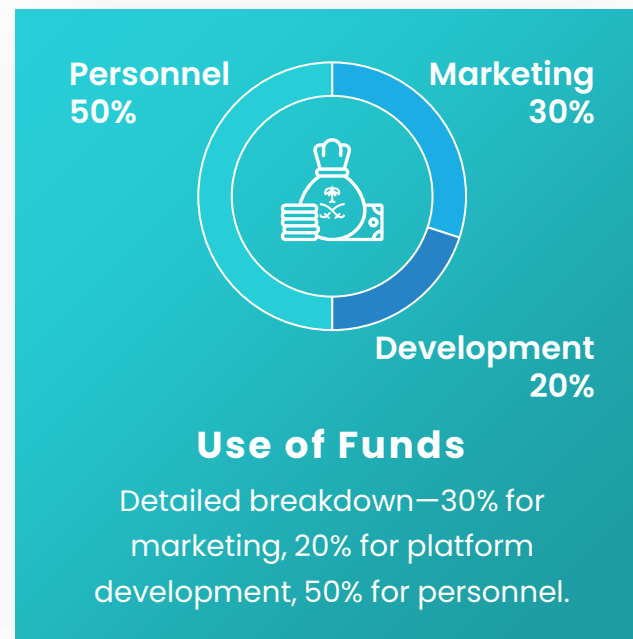
Projects and Administrative affairs Supervisor

Experience in HR, admiratives and customer relationship

Our Ask

Funding Request:

Seeking **700,000 SAR** to expand marketing efforts, hire key personnel, and enhance platform features.



Equity Offered: **20%**

Beyond 2024

Plans for 2025–2027



Expand the platform's capabilities to cater to new markets and introduce solutions like data driven by artificial intelligence, introducing team coaching, innovation sessions and face-to-face mentoring and coaching at Uplevel Café.



Continue to grow the client base and explore MENA expansion.



Launch Uplevel for Projects and Consulting to manage diverse consulting projects and support companies across various areas of expertise.

Thank you

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