

قروظى Qurudi



INVESTMENT MEMORANDUM

March 2025

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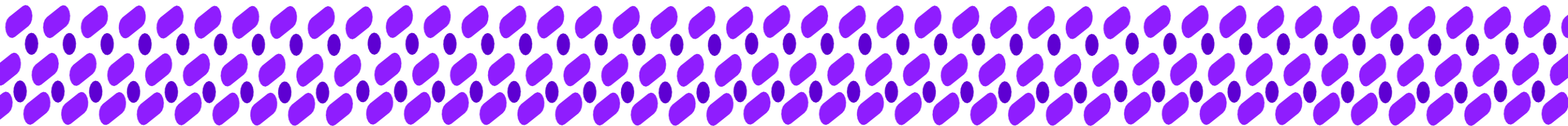
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01 EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Introduction

We invite you to explore the exciting potential of **Qurudi**, an innovative startup poised to redefine its industry. Currently in its **early-stage, pre-revenue phase**, Qurudi presents a compelling investment opportunity for those looking to be part of its transformative journey from the ground up.

With a **clear vision, strategic positioning, and a commitment to innovation**, Qurudi is set to unlock significant value in its sector. This **Seed Funding Round** offers investors the chance to participate in financing the company's development, supporting its growth into a market-leading player.

Investment opportunity

Qurudi is seeking **\$500,000 in seed funding** to accelerate its development and lay the foundation for future growth. As an **early-stage, pre-revenue startup**, this investment will be instrumental in advancing product development, building a strong market presence, and scaling operations. Investors in this round will gain **early equity in a high-potential venture**, positioning themselves at the forefront of Qurudi's journey.

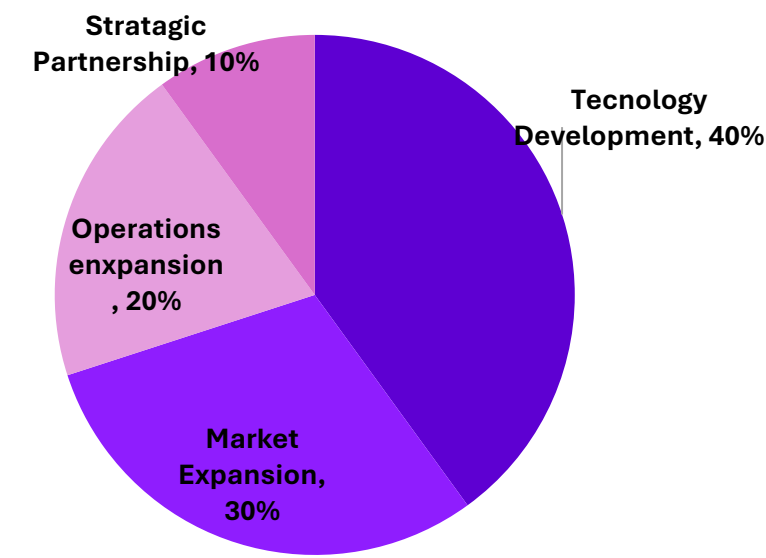
Market Analysis

The **digital lending and loan management market** is undergoing significant transformation, driven by increasing demand for **automation, AI-driven credit assessment, and seamless user experiences**. With the global digital lending sector projected to grow at a **CAGR of over 20%**, financial institutions and fintech startups are rapidly adopting **cloud-based, data-driven lending solutions** to enhance efficiency and expand access to credit. The rise of **embedded finance, alternative credit scoring, and regulatory shifts** is further fueling innovation in loan management tools. As businesses and lenders seek **scalable, compliant, and secure** digital lending solutions, Qurudi is strategically positioned to capitalize on these market trends, offering a **next-generation platform** designed to streamline lending operations and drive financial inclusion.

Key Financials highlights

Qurudi in Numbers		Amounts in SAR
2025 Projected Revenues	914,546	
2025 Gross Margin	36%	
Exist EBITDA	571,747	
Customer Acquisition Cost (CAC)	15	
Contribution Margin Per User	13	
Customer Lifetime Value (LTV)	154	
LTV/CAC Ratio	10x	

Investment Fund Allocation



INVESTMENT HIGHLIGHTS



Growing demand for **debt management solutions** in emerging and developed markets.



Automated workflows reduce operational costs and improve efficiency.



Low CAC leads to **faster profitability** and **higher ROI**.



AI-driven insights for **personalized debt recovery & financial planning**.



Subscription-based or commission-based revenue ensures **predictable cash flow**.)



Opportunities for integrations with **banks, fintech's, and financial institutions**.



Increasing consumer & business debt creates a **massive addressable market**.



Sticky product with a **high retention rate** due to long-term debt management needs



High **Customer Lifetime Value (LTV)** relative to CAC ensures strong profitability.

02 Business Overview



BUSINESS OVERVIEW

Key Facts



Company Name: Qurudi



Company Sector: FinTech



Sub-sector: Digital Lending and Debt Management



Location: Jeddah, Saudi Arabia



Incorporation Date: August 1, 2024

Qurudi at a Glance

Qurudi is a cutting-edge **digital debt management and lending platform** designed to simplify how individuals and businesses track, manage, and optimize their loans. By leveraging **AI-driven financial insights, blockchain technology, and open banking integration**, Qurudi provides users with a seamless experience for **loan comparison, smart repayment scheduling, and automated financial recommendations**. With a vision to become the leading debt management solution in MENA, Qurudi is committed to enhancing financial literacy, reducing loan defaults, and empowering users with the tools they need for smarter financial decisions. Positioned in the rapidly growing **Digital Lending and Debt Management Market**, Qurudi offers a scalable and tech-driven solution to revolutionize debt management across the region.

Business Model Overview

Qurudi operates as a **FinTech SaaS platform** with multiple revenue streams:

- 1 **Subscription Fees** – Premium access to financial analytics and debt management tools.
- 2 **Transaction Fees** – Commission per loan application processed via the platform.
- 3 **Banking & Institutional Partnerships (B2B Revenue)** – Referral fees for customer acquisition by banks.
- 4 **In-App Advertising** – Monetization through targeted financial advertisements.
- 5 **Data Monetization** – Providing **anonymized financial insights** to financial institutions to improve decision-making.

◆ Qurudi follows a **B2B & B2C hybrid model**, targeting both **individual borrowers** and **financial institutions**.

Mission & Vision

Mission

Qurudi is committed to **revolutionizing debt management** by providing **AI-powered and blockchain-integrated solutions** that enable individuals and businesses to **organize, track, and optimize** their loans with **unmatched transparency, security, and efficiency**. Our platform empowers users with **personalized financial insights, automated repayment strategies, and seamless loan comparisons**, helping them **reduce financial stress, avoid penalties, and enhance their financial well-being**. By leveraging **cutting-edge technology and data-driven decision-making**, we aim to create a **simplified, intelligent, and user-centric debt management experience** for the modern financial ecosystem.

Vision

To become the **leading digital debt management and lending platform in MENA and beyond**, transforming how individuals and businesses **access, manage, and repay loans** through **smart, automated, and ethical financial solutions**. Qurudi envisions a future where **financial freedom is attainable for everyone**, bridging the gap between borrowers and financial institutions with **trust, transparency, and innovation**. Through strategic partnerships, regulatory compliance, and continuous technological advancements, we strive to **reshape the lending landscape, reduce debt burdens, and empower users to make informed, responsible financial decisions** that drive long-term stability and growth.

Next Steps & Growth Strategy



03 Market Analysis



MARKET ANALYSIS

Digital Lending and Debt Management – Global Overview

A Multi-Billion Dollar Market on the Rise

The rapid expansion of digital lending and debt management is driving exponential global market growth. Driven by rapid digital transformation in financial services, the combined market is projected to surpass \$280 billion by 2030. Key drivers include **fintech innovations** that offer faster approvals, lower costs, and AI-driven risk assessment, which are rapidly reshaping how loans are processed, and debts are managed.

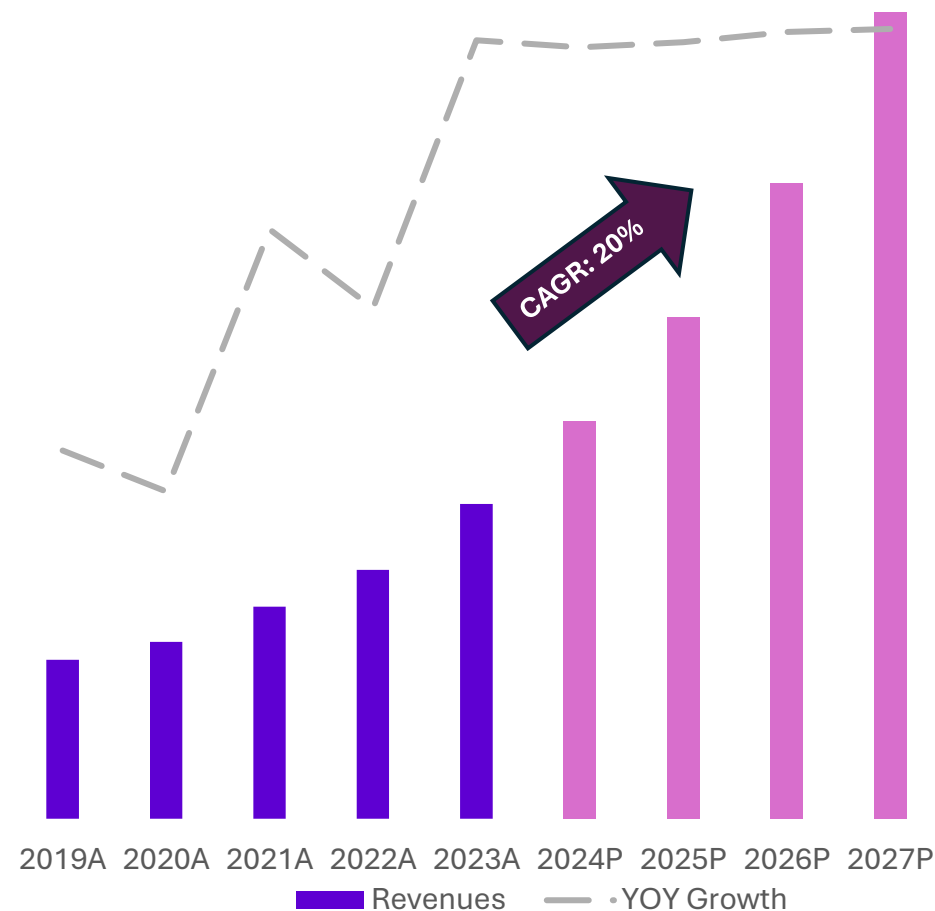
The Shift from Traditional to Digital Consumers and businesses are increasingly moving away from traditional banking channels due to slow approvals, high fees, and rigid operational structures. In contrast, digital solutions—powered by AI-powered credit scoring, blockchain-based contracts, and open banking practices—are streamlining processes, improving transparency, and reducing costs. Furthermore, governments and regulators are increasingly embracing digital finance, evidenced by the introduction of open banking laws and fintech-friendly policies. Regions such as North America, Europe, and MENA are leading this transformation; notably, the MENA region is forecast to grow at a 5.7% CAGR for digital lending solutions, reflecting a strong appetite for innovation in financial services.

Key Industry Trends & Future Opportunities

- **AI-Driven Debt Management** – AI-powered insights help users manage debt efficiently, reducing defaults and improving creditworthiness.
- **Blockchain & Smart Contracts** – Secure, transparent, and tamper-proof smart contracts are transforming loan agreements.
- **Emerging Lending Models** – Embedded finance and BNPL are driving new lending approaches and increasing user adoption.
- **Financial Inclusion & Digital Lending** – Alternative digital lending solutions are expanding credit access, especially in emerging markets, with evolving regulatory support.

Digital Lending Platform revenues

(Amounts in USD Bn)



Source: Grand View Research

Target Market Size and Segmentation

The global digital lending market is expected to grow at a **CAGR of 20%+**, reaching over \$20 billion by 2028. The market is segmented into the following categories:

1. By Customer Type:

- Consumers (Retail Lending): Individuals seeking personal loans, credit lines, BNPL, and payday loans.
- Small & Medium Enterprises (SMEs): Businesses in need of working capital, invoice financing, or alternative credit options.
- Corporates & Large Enterprises: Companies using digital lending for operational financing and alternative debt management solutions.

2. By Loan Type:

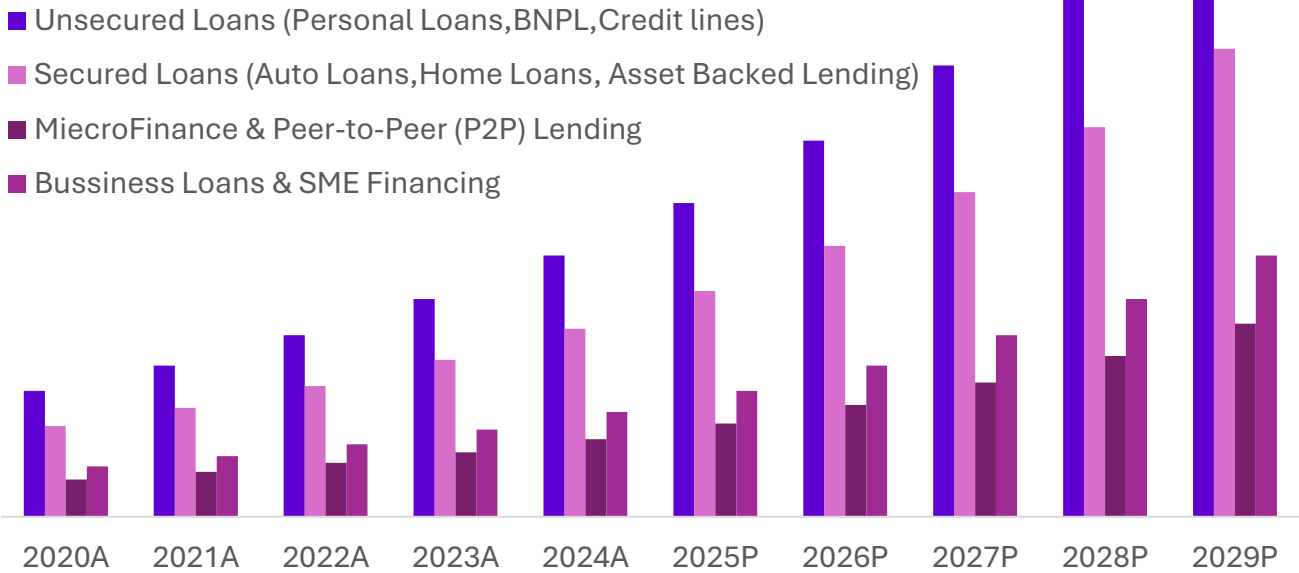
- Unsecured Loans (Personal loans, BNPL, credit lines)
- Secured Loans (Auto loans, home loans, asset-backed lending)
- Microfinance & Peer-to-Peer (P2P) Lending
- Business Loans & SME Financing

3. By Geography:

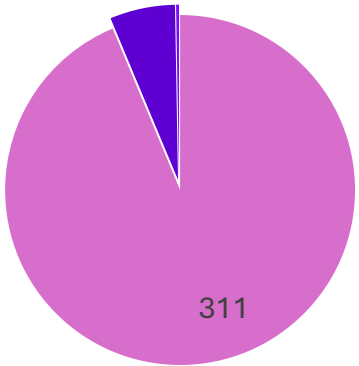
- Developed Markets (North America, Europe): High adoption of digital lending, driven by fintech innovation and strict regulatory frameworks.
- Emerging Markets (Asia-Pacific, Latin America, Africa): Rapidly growing demand for alternative lending solutions due to financial inclusion gaps and increasing smartphone penetration.

Revenues by Market Segmentation by loan type

(Amounts in USD Bn)



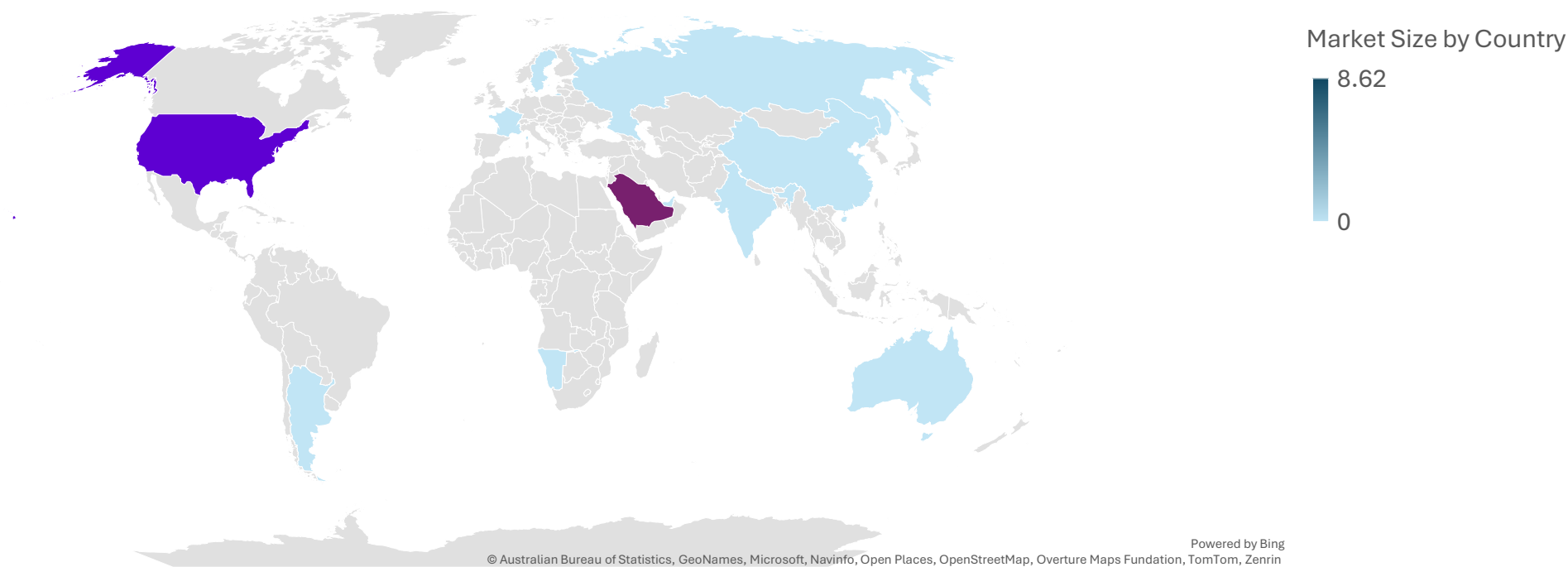
2024 Customer Demographics (No. of users)



(Numbers in Millions)

Consumers (Retail Lending) SMEs Corporates & Large Enterprises

Lending market size by country



Global Lending Market: A Trillion-Dollar Industry on the Rise

The global lending market is experiencing unprecedented growth, fueled by digital transformation, fintech innovation, and increasing demand for alternative financing solutions. In 2024, the total lending market is projected to surpass \$11.3 trillion, with the United States, China, and major European economies leading in total loan volumes. Meanwhile, emerging markets in the Middle East, North Africa, and Southeast Asia are witnessing exponential growth, driven by rising financial inclusion and government-backed digital lending initiatives. Countries like Saudi Arabia, the UAE, and Egypt are rapidly expanding their digital lending infrastructure, positioning themselves as key players in the evolving global credit landscape. As alternative lending platforms, BNPL solutions, and AI-driven credit assessment tools reshape the industry, lenders worldwide are adapting to meet the changing demands of consumers and businesses. The accompanying market size map provides a comprehensive snapshot of lending volumes by country, illustrating the shifting dynamics of global credit markets.

Customer Pain Points & Demand

Drivers Digital lending addresses key challenges faced by consumers and businesses, driving demand for alternative financial solutions.

Key Pain Points:

1. Limited Access to Credit – Over 1.7 billion unbanked adults worldwide lack access to traditional banking and credit facilities.
2. Lengthy Loan Approval Processes – Traditional loans often involve cumbersome paperwork and long processing times, delaying access to funds.
3. High Interest Rates & Hidden Fees – Many borrowers face predatory lending practices, leading to high-cost debt and financial instability.
4. Lack of Credit History – Many consumers, especially in emerging markets, lack formal credit histories, making it difficult to secure loans.

Demand Drivers:

1. Financial Inclusion Initiatives – Governments and fintech companies are expanding digital lending solutions to the underserved population.
2. AI-Powered Credit Scoring – Alternative credit scoring models enable lenders to assess risk more accurately, expanding access to credit.
3. E-Commerce & Digital Payments Growth – The rise of online shopping and mobile wallets is fueling demand for BNPL and embedded lending.
4. Blockchain & DeFi Innovations – Decentralized finance (DeFi) platforms offer new lending models with lower costs and higher transparency.

Competitive Landscape & Differentiation

The digital lending market is highly competitive, with traditional banks, fintech startups, and DeFi platforms vying for market share.

Key Competitor Segments:

1. Traditional Banks & Financial Institutions – Offering online lending solutions but often slower in innovation.
2. Fintech Lenders & BNPL Providers – Companies like Affirm, Klarna, and Afterpay leading consumer credit solutions.
3. P2P & Alternative Lending Platforms – Platforms like LendingClub and Prosper connecting borrowers directly with investors.
4. Blockchain-Based Lenders & DeFi Platforms

04 Financial Analysis



Qurudi Financial Analysis

Revenues

Qurudi anticipates robust financial growth over the period from 2025 to 2027, with total revenues projected to rise significantly from SAR 914,546 in 2025 to SAR 3,936,670 in 2027. This growth trajectory represents an impressive year-over-year increase, peaking at 140% in 2026 and stabilizing at 80% in 2027, reflecting strong performance across multiple revenue streams including subscriptions, B2B solutions, in-app advertisements, debt transactions, and data monetization. The company's diversified approach positions it effectively to sustain momentum and capitalize on market opportunities.

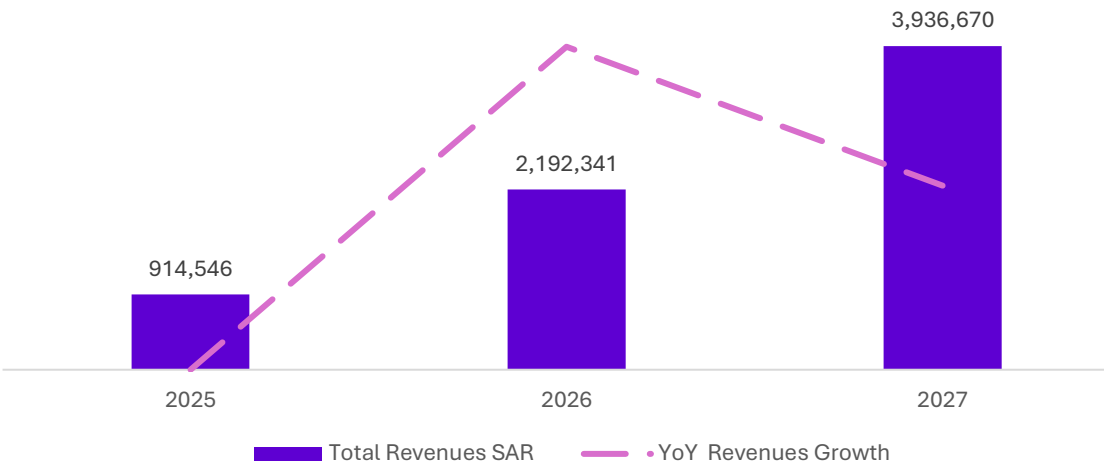
Subscription Revenues Show Expected Robust Growth (2025-2027)

Subscription revenues will grow significantly from SAR 597,255 in 2025 to SAR 2,652,170 in 2027. This growth was primarily driven by a substantial increase in subscriptions, from 39,844 in 2025 to 176,929 in 2027, illustrating effective market expansion and successful customer acquisition. Stable subscription pricing at SAR 15 per subscription indicates consistent demand and robust customer retention.

B2B Revenue Growth Driven by Expanded Customer Base (2025-2027)

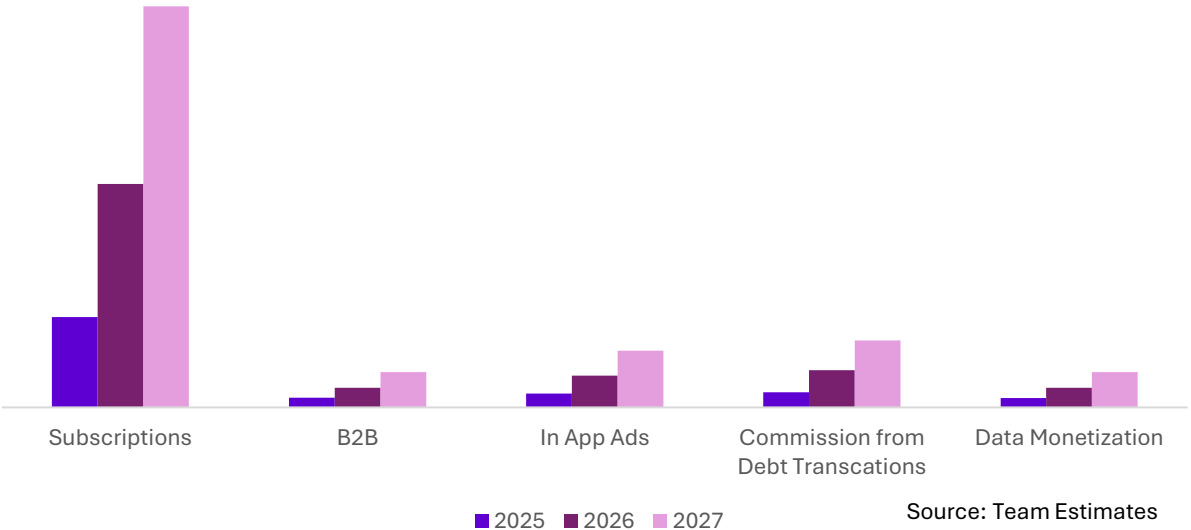
B2B revenue saw steady growth, increasing from SAR 63,203 in 2025 to SAR 233,970 in 2027. The number of B2B customers significantly increased from 126 to 466 during this period. The stable price per customer at SAR 502 indicates that revenue growth is driven by increased market penetration rather than price adjustments

Qurudi Revenues (SAR)



Source: Team Estimates

Qurudi Revenue streams (SAR)



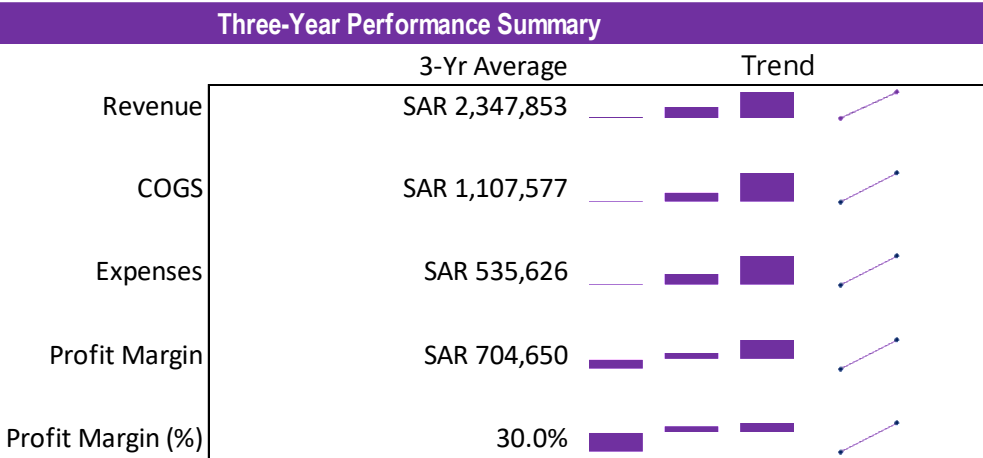
Source: Team Estimates

In-App Advertising Revenue Driven by Enhanced User Interaction (2025-2027) In-app advertising revenues increased substantially from SAR 91,590 in 2025 to SAR 375,398 in 2027. Key drivers included increased user engagement, represented by higher numbers of impressions (from 10,000 to 12,000) and clicks (from 100,000 to 120,000). Additionally, growth in the number of advertised companies from 6 to 23 illustrates successful advertiser acquisition efforts.

Debt Transactions Accelerate Revenue Growth (2025-2027) Debt transactions revenue experienced significant growth, from SAR 99,609 in 2025 to SAR 442,323 in 2027. This strong performance was primarily driven by the increase in transaction volumes from 199 to 885 transactions, supported by stable transaction values (SAR 10,000) and consistent commission rates (5%), highlighting effective scaling strategies in debt financing.

Data Monetization Revenues Expand with Increasing Customer Base (2025-2027) Revenue from data monetization showed notable growth, increasing from SAR 62,889 in 2025 to SAR 232,809 in 2027. The growth is driven by the expansion of the customer base from 6 to 23 customers, with a consistent price per customer at SAR 10,000, indicating strong demand for Qurudi's data analytics services.

Diversified Revenue Streams Drive Overall Growth (2025-2027) Overall, total revenues increased significantly from SAR 914,546 in 2025 to SAR 3,936,670 in 2027. Year-over-year growth rates reached up to 140%, demonstrating Qurudi's strong financial performance across diversified business segments, particularly subscriptions, debt transactions, and in-app advertisement



P&L Summary 2026	
Revenue	SAR 2,192,341
COGS	SAR 978,949
Expenses	
Salaries and Benefits	SAR 565,714
Rent and Overhead	SAR 0
Regulatory and Licensing Fees	SAR 436,992
Interest	SAR 0
Total Expenses	SAR 1,002,706
Net Operating Profit	SAR 210,685

Margins

Qurudi's Projected Financial Upswing: Strong Profitability Ahead

Qurudi's margin projections indicate a robust financial turnaround, positioning the company for sustained profitability:

- **Gross Profit Margin** is expected to **stabilize at 55%**, showcasing strong revenue retention and cost efficiency.
- **EBITDA Margin** is forecasted to **rise from -30% to 15%**, reflecting improved operational effectiveness and cost control.
- **Net Profit Margin** is projected to **climb from -30% to 14%**, signaling a significant bottom-line recovery.

With these improvements, Qurudi is on track for a strong financial future, leveraging operational efficiency and strategic growth to drive long-term profitability.

Expenses

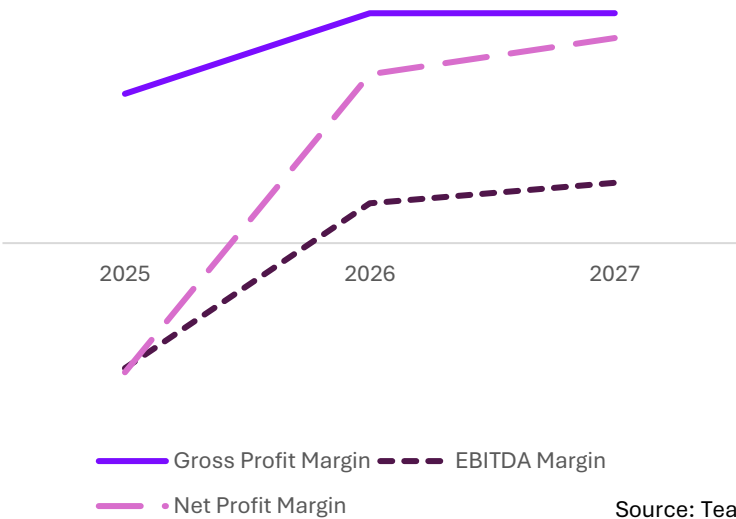
Qurudi's Expense Overview: Rising SG&A Costs Reflect Growth

Qurudi's projected **Selling, General & Administrative (SG&A) expenses** in **SAR** indicate a substantial increase over the next three years, driven by payroll expansion and regulatory costs.

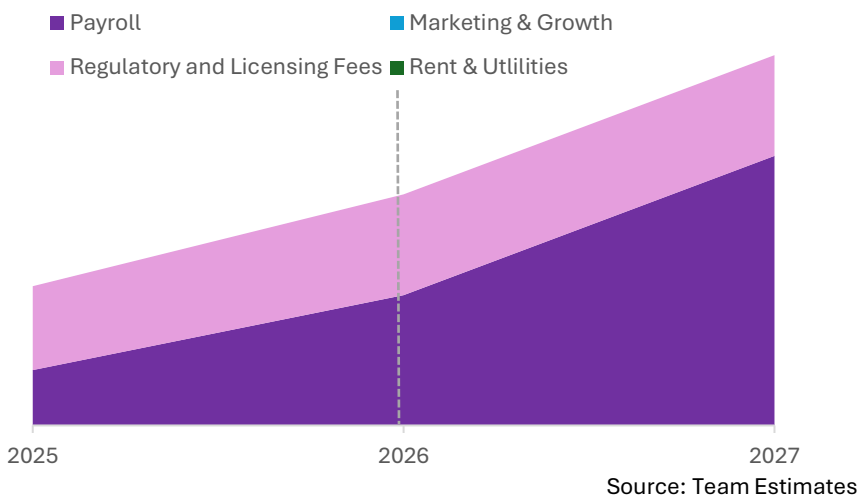
- **Payroll** is expected to grow significantly from **SAR 240,000 in 2025** to **SAR 1.17 million in 2027**, reflecting increased hiring and business scaling.
- **Regulatory and Licensing Fees** are projected to rise from **SAR 364,160 in 2025** to **SAR 436,992 in 2026 and 2027**, highlighting compliance and operational requirements.

Overall, **total SG&A expenses are set to more than double**, reaching **SAR 1.6 million by 2027**, indicating Qurudi's planned expansion and investment in human capital.

Profitability Analysis



Expenses Breakdown (SAR)



05 Valuation



VALUATION SUMMARY

Qurudi's valuation is derived from a combination of **qualitative and quantitative** valuation methods, ensuring a comprehensive assessment of its financial potential.

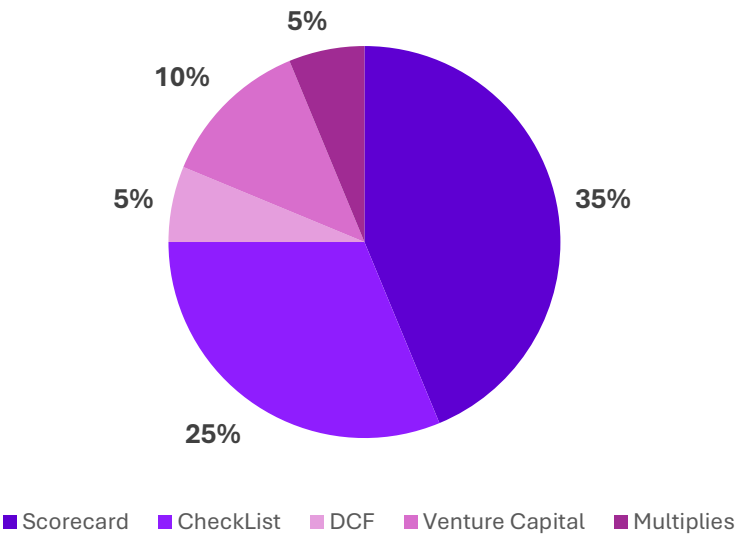
Valuation Methods & Results (SAR)

1.Qualitative Valuation:

- 1. **Scorecard Method: SAR 13,831,226** (35% weight)
- 2. **Checklist Method: SAR 18,440,625** (25% weight)

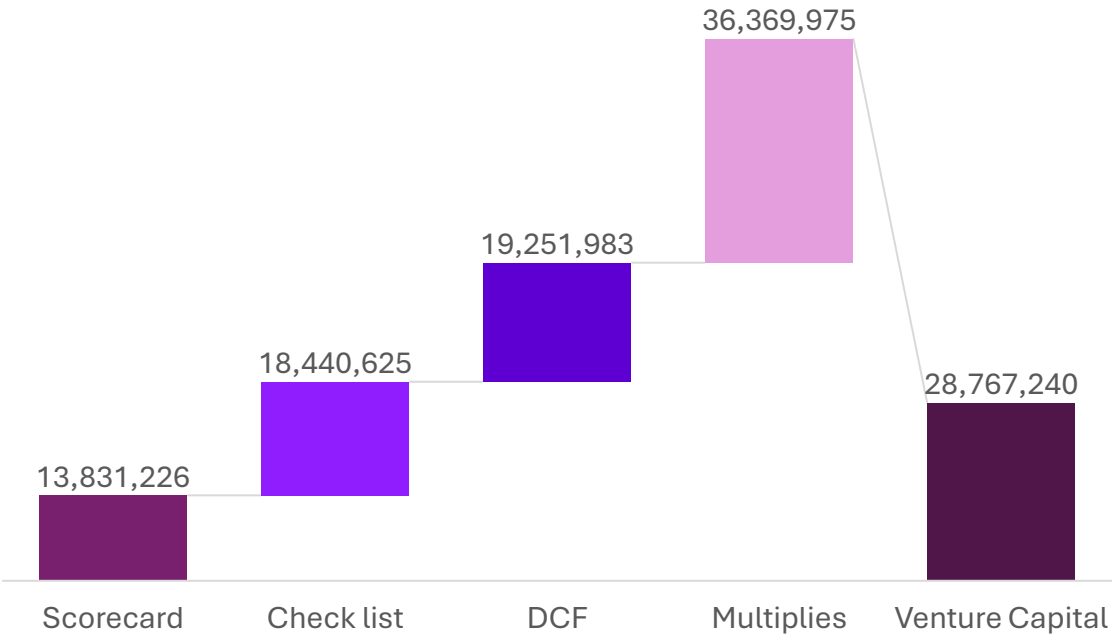
2.Quantitative Valuation:

- 1. **Discounted Cash Flow (DCF): SAR 19,251,983** (5% weight)
- 2. **Venture Capital Method: SAR 28,767,240** (10% weight)
- 3. **Multiples Method: SAR 36,369,975** (5% weight)



Valuation Methods

(Amounts in SAR)



Key Valuation Drivers for Qurudi

Qurudi's valuation is driven by several key factors that position it as a high-potential investment opportunity in the fintech sector:

1. Strong Market Opportunity

- The **digital lending and debt management market** is rapidly expanding, with a **TAM of SAR 10 billion** and an annual growth rate of **20%**.
- Increasing demand for **AI-driven financial solutions** and **alternative credit scoring** supports scalability.

2. Scalable Business Model

- Multiple revenue streams, including **subscriptions, transaction fees, B2B partnerships, and data monetization**, enhance revenue diversification.
- Subscription-based model ensures **predictable cash flow and high customer retention**.

3. High Revenue Growth Potential

- Projected revenues to grow from **SAR 914,546 in 2025** to **SAR 3.9 million in 2027**, with a peak YoY growth of **140%**.
- Expansion into **B2B partnerships with banks and financial institutions** unlocks significant revenue upside.

4. Improving Profitability Metrics

- Gross Profit Margin expected to **stabilize at 55%**, showcasing strong revenue retention.
- EBITDA Margin projected to **rise from -30% to 15%**, indicating operational efficiency improvements.
- Net Profit Margin forecasted to **climb from -30% to 14%**, reflecting a strong bottom-line recovery.

5. Strong Competitive Positioning

- **AI-driven insights, blockchain integration, and open banking capabilities** create a differentiated offering.
- **Low customer acquisition cost (CAC)** and high **customer lifetime value (LTV)** drive strong unit economics.

Final Valuation:

After applying the weighted average of all methods, **Qurudi's final valuation is SAR 15,108,907.**

This valuation reflects the company's **market potential, revenue scalability, and financial growth prospects**, making it an attractive investment opportunity in the fintech sector.

Thank You