



Merkaz

"Intelligent conversations. Rooted in your culture"



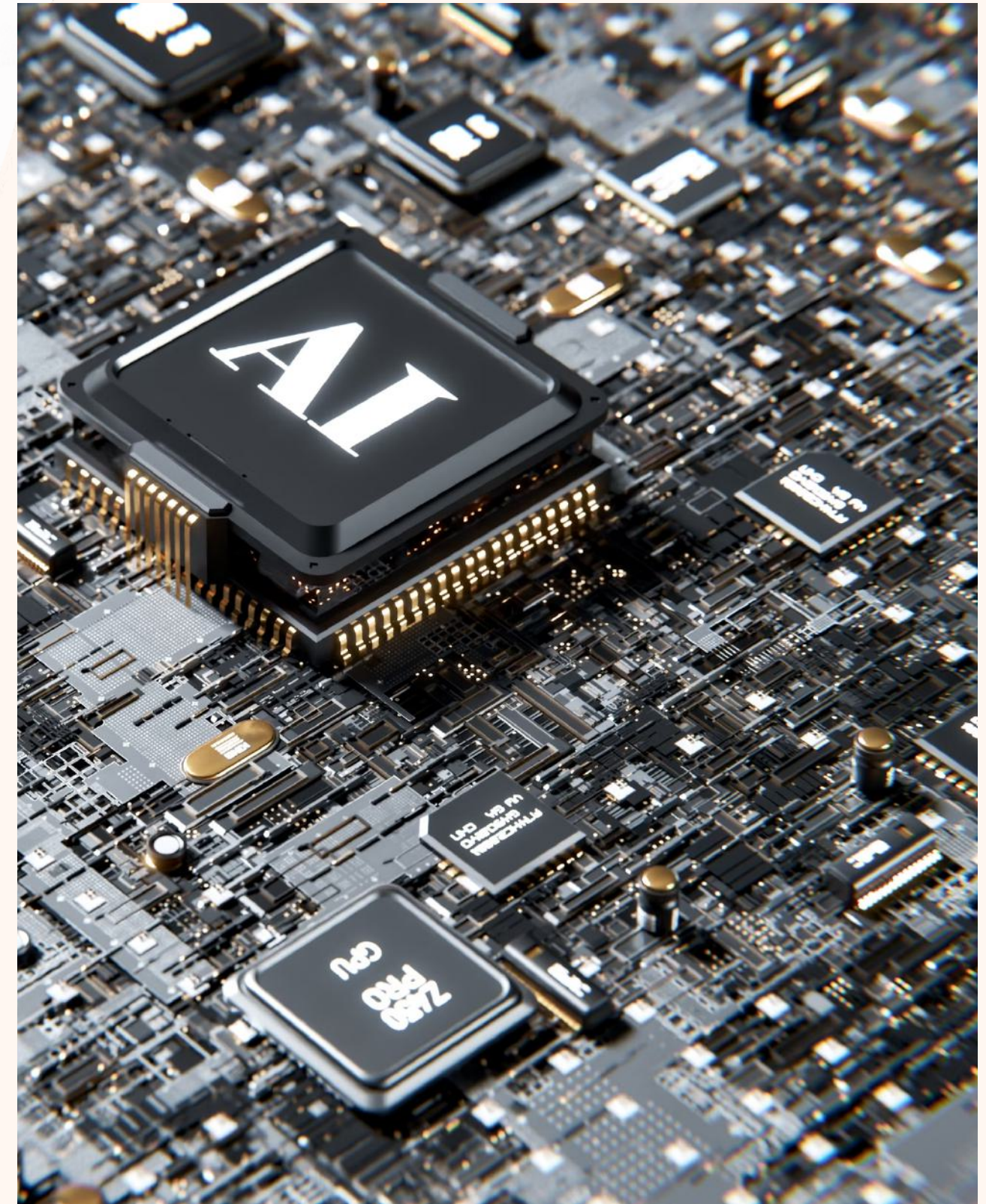
Problem

Most AI chat platforms are built for **English-speaking users** and designed around **Western cultural norms**.

Arabic-speaking users face major limitations:

- ❌ Poor Arabic language support (especially dialects)
- ❌ No understanding of local culture, religion, or values
- ❌ Lack of relatable or localized AI characters

Even advanced platforms like Character.AI or Replika offer **no culturally aligned experience** for the Arab world.



The Solution

Merkaz is a multilingual AI character platform built with an Arabic-first mindset.

Designed for **cultural alignment**, local values, and natural Arabic conversation.

Key features:

- 🧠 Smart AI characters powered by OpenAI.
- Built-in support for **Arabic dialects** and **RTL layout**.
- 🗣️ Users can **create their own characters** (name, tone, dialect, values).
- 🔒 Content moderation ensures safe and respectful interactions.

💬 Whether you're chatting for fun, learning, or advice — Merkaz speaks **your language** and **understands your world**.



Market Opportunity

The Arab world is home to **over 150 million native Arabic speakers**, yet AI platforms remain English-dominant.

Massive underserved market:

- 70%+ of Saudi youth use digital assistants, chat apps, or AI tools regularly
- Rapid adoption of AI in **education, entertainment, and customer service**
- Lack of Arabic-native AI tools = **huge first-mover advantage**

Regional AI Market Growth:

- MENA AI market expected to reach **\$3.5B+ by 2026**
- Governments investing in AI (e.g., Saudi Vision 2030)

Merkaz targets a **fast-growing, culturally unique** audience that global AI platforms ignore.

2

Product Preview



Merkaz is already live in its MVP stage. The platform provides a fully functional experience with:

Core Features

- Browse and chat with AI characters in multiple categories:
 - Educational, Social, Religious, Fictional, Technical

Character Builder:

- Customize name, dialect, tone, behavior, and values

Admin Dashboard:

- Manage public/private characters, approve submissions, monitor content

Real-Time Chat UI

- Arabic-first, mobile-friendly RTL interface
- Typing indicators, streaming responses, message history
- Voice integration planned in future updates

الشخصيات

اختر شخصية للبدء في الدردشة

التصنيفات

ابحث عن شخصيتك

+ إنشاء شخصية جديدة

الأقسام

- الشخصيات الخاصة
- الشخصيات العامة
- أكاديمية مركز (غير مرخص)
- الشخصيات الرئيسية

الشخصيات الرئيسية

Entertainment

النكبة

100% اجابات خاطئة شخصية الدرريتد

ابدأ محادثة

شخصيتك

عام

Fictional

الزميل

الخوي الي تستند عليه

ابدأ محادثة

شخصيتك

عام

Technology

فهد

خير تقني و قليل دبرة

ابدأ محادثة

شخصيتك

عام

Assistant

مساعد انشاء الشخصيات

يساعدك تصنع الشخصية المناسبة لك و للجمهور

ابدأ محادثة

شخصيتك

عام

Assistant

عبدالستار

خبير في الانظمة السعودية مستشارك الخاص و محاميك عند الحاجة (غير مرخص)

ابدأ محادثة

شخصيتك

عام

Assistant

ماما حليلة

ناشطة اجتماعية كل يوم تحصن الشعب السعودي عن العين

ابدأ محادثة

شخصيتك

عام

Assistant

الشيخ عبدالحميد

مفتي الديار (غير مرخص)

ابدأ محادثة

شخصيتك

عام

Entertainment

جود

عندها اخبار الشرق و الغرب اذا عندك سر لا تشاركه معها

ابدأ محادثة

شخصيتك

عام

Business Model

Merkaz is built for long-term monetization across both consumer and enterprise segments.

Subscriptions (B2C)

- ❑ Free Tier: Limited access to characters and chat length
- ❑ Premium Tier:
 - Unlimited characters and conversations
 - Priority access to exclusive AI personas
 - Save & analyze conversations

Enterprise Solutions (B2B)

- AI character deployment for:
 - Customer support
 - Internal training
 - Educational institutions
- Custom branding and admin tools

Character Marketplace

- Users create & monetize their own characters
- Merkaz takes a 10% commission on each sale

Ethical Ads (Optional)

- Context-aware, non-intrusive ads in the free version

Why now & Why us ?

Why Now & Why Us ?

Merkaz isn't just another AI chat app — it's a cultural technology product.

Why Now?

- Surge in interest in generative AI across the Arab world
- Rise of social apps, voice assistants, and chatbots in daily life
- Strategic alignment with Saudi Vision 2030 and digital transformation

Why Us?

- Built by Arabic speakers, for Arabic users
- MVP already launched with full frontend/backend stack
- Focused on dialectal Arabic + cultural nuance, not just translation
- Flexible, scalable system built on OpenAI API with customizable prompt engine

We're uniquely positioned to lead the Arabic-first AI conversation revolution.

Product Roadmap

Q1 – Q2 2025 (Completed)

- MVP launch (Web-based platform)
- OpenAI API integration
- Full Arabic UI with RTL support
- Character creation and browsing features
- Legal & IP: Patent filing, platform compliance
- Admin dashboard for character moderation

Q3 – Q4 2025 (In Progress)

- 📱 Mobile app (iOS & Android)
- 🎤 Voice-enabled chat support
- 🧪 Personality tests (career & academic guidance)
- 🏠 Character marketplace launch
- 📊 User analytics and personalization tools

2026 and Beyond

- 🤖 Fine-tuned Arabic AI model (LLM specialization)
 - 🌐 Expansion to GCC and North Africa
 - 🧑‍💻 API access for businesses and developers
 - 📖 Educational partnerships with schools & universities
- Built to scale across tech, content, and geography.

12

The Team

Abdullah Khaled Alsharif

Founder & CEO

- Visionary behind Merkaz
- Software developer with deep knowledge of AI integration
- Strong understanding of Saudi culture, youth behavior, and digital trends
- Built the full MVP and backend system solo

Expansion Plans

We're currently a solo-founder operation, but with funding,

Merkaz plans to onboard:

- 🧑‍💻 Frontend & Mobile Developer (React Native)
- 🧠 AI Prompt Engineer / Fine-tuning Specialist
- 📚 Educational/Cultural Advisor
- 💼 Sales & Business Development Lead

🤝 We're not just building tech — we're building a local-first AI movement.



The Ask

We're raising **SAR 250,000 – 750,000**

(~\$66,000 – \$200,000 USD)

to take Merkaz from MVP to market-ready product.

Use of Funds

- 🧑‍💻 Hiring: React Native developer + AI engineer
- ☁ Infrastructure: Cloud scaling, AI token usage, performance optimization
- 📱 Mobile app development (iOS/Android)
- 📣 Targeted marketing in KSA and GCC

What You Get

- 🚀 Early entry into the first Arabic-first AI platform
- 📈 Scalable business with B2C and B2B potential
- 🤝 Flexible investment structure (SAFE / equity)

Let's shape the future of Arabic AI — together.

Thank You



Abdullah Khaled Alsharif

