

DEQA AI Pitch Deck

The Next Generation of AI Bridging the Physical and Digital
Worlds.



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Foundation

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Problem



Workforce Management Issues (out of office job)

Difficulty in accurately tracking attendance, especially for remote and mobile employees.



Compliance Challenges

Code violations and uniform compliance are hard to monitor at scale.



Advertising Inefficiencies

Lack of personalized targeting for Out-of-Home (OOH) ads, reducing engagement and ROI.



Limited Public Insights

No real-time, accurate feedback on customer experiences and movement patterns.

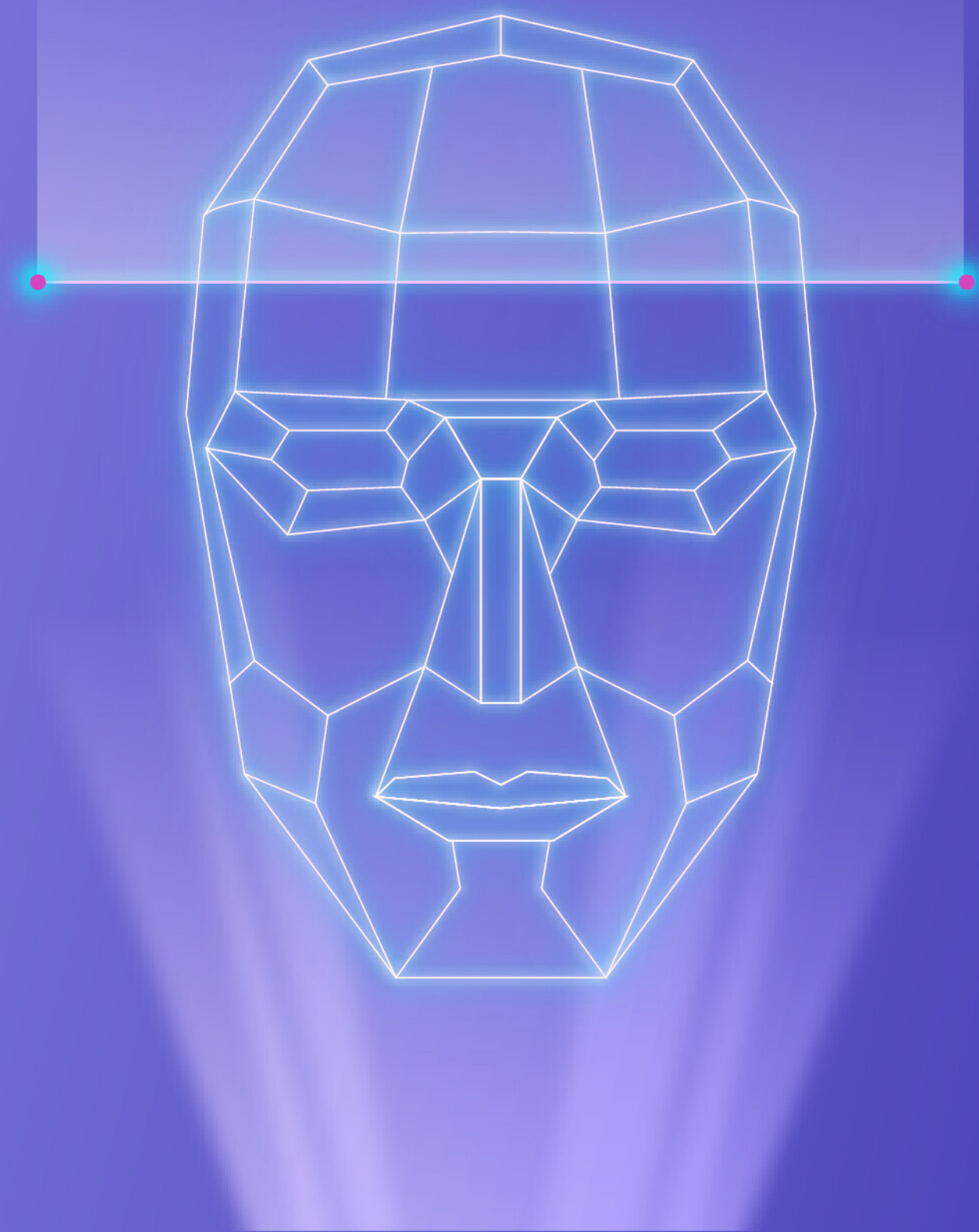


Deqa Attendance: 55% of companies prioritized compliance in 2021, emphasizing formal absence management.



Deqa Experience: Targeted ads generate 2.7x more revenue than non-targeted ones

Solution

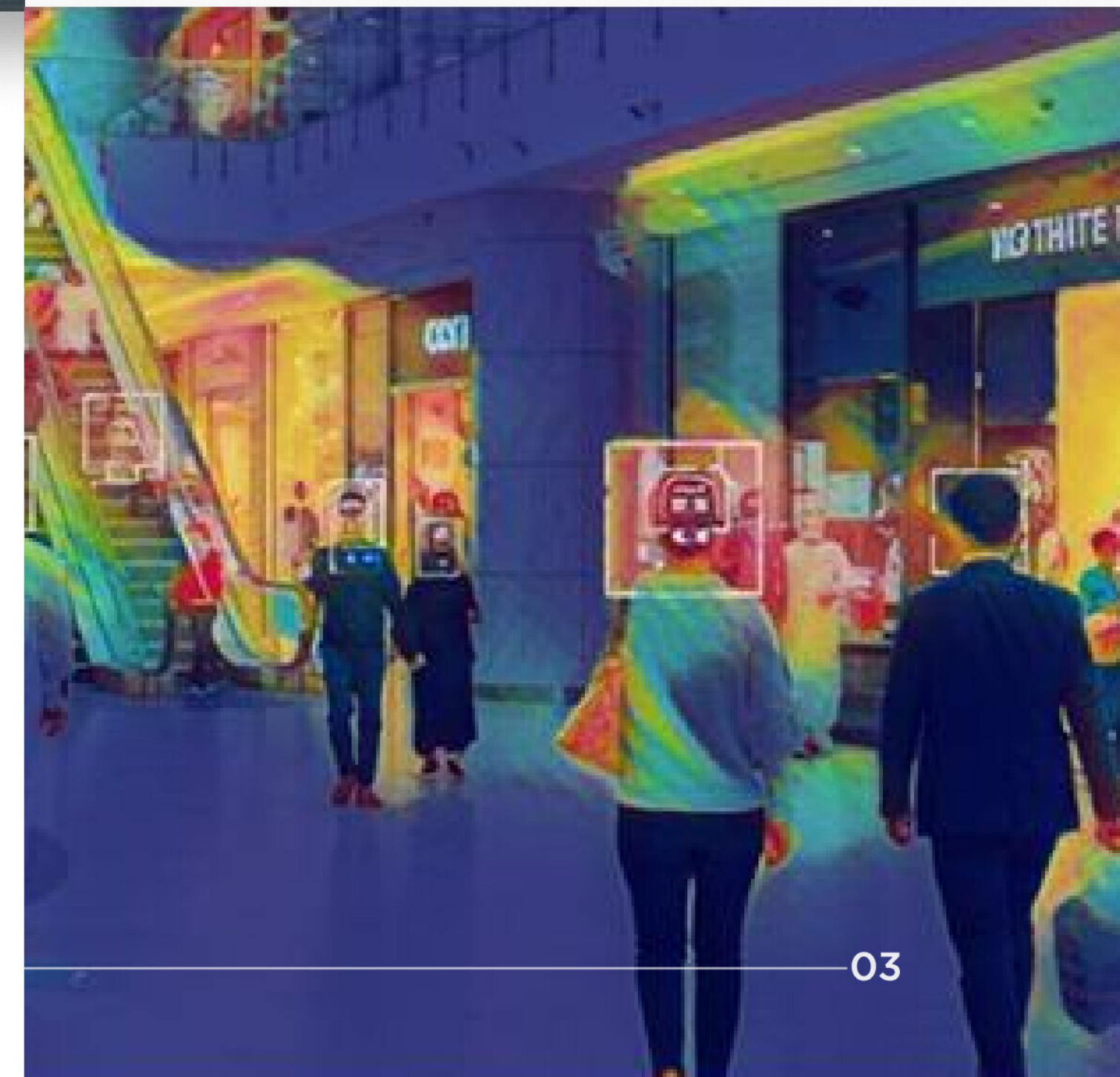


Deqa Experience

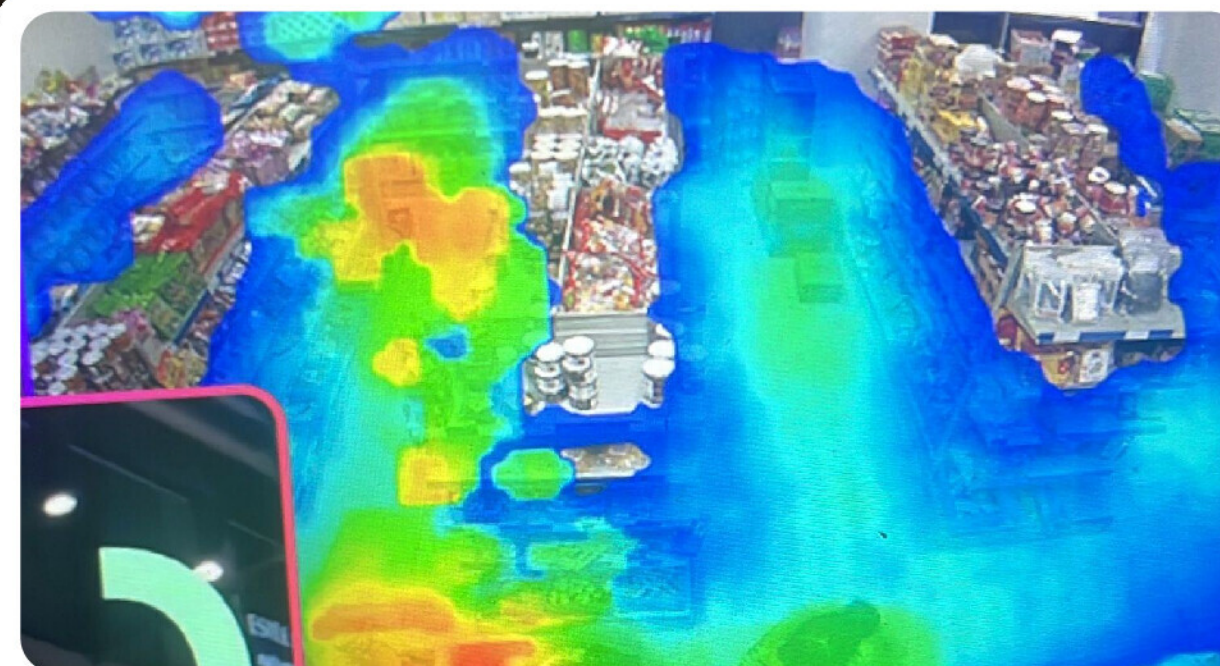
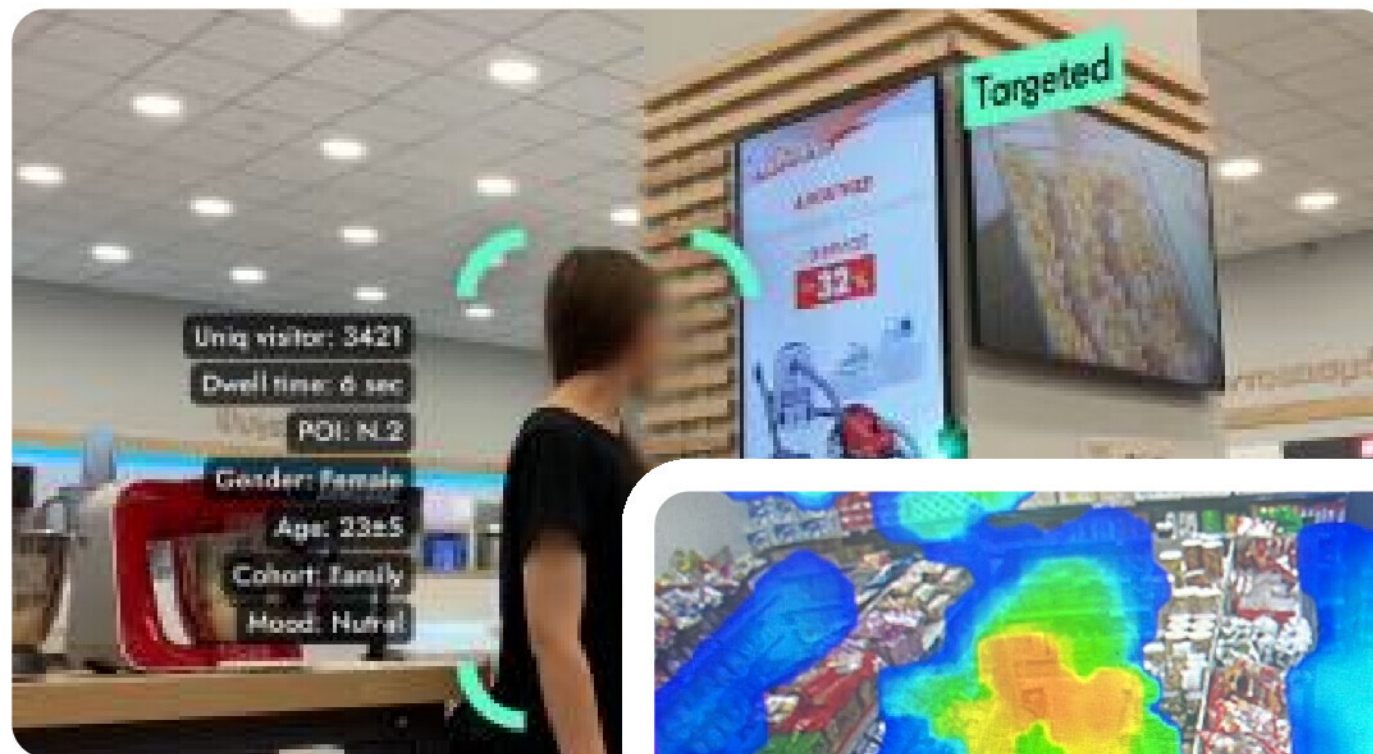
Smart AI solutions for targeted ads, retail analytics, and customer emotion tracking.

Deqa Attendance

AI-driven workforce attendance and compliance tracking.



Deqa Experience



AI-Powered Smart ADS

Personalized digital ads based on real-time facial recognition.



Heatmaps and Foot Traffic Analytics

Tracks customer movement in malls/stores to optimize store layout and ad placements.



Personalized ads and insights

Captures customer emotions during interactions with customer service representatives, offering detailed sentiment insights.

Deqa Attendance

Geo-Fencing

Confirms that employees are within designated work locations.

AI-based Fraud Prevention

Detects identity spoofing or non-compliance attempts.

4 Daily Verifications

AI captures attendance at check-in, check-out, and two random times daily.



Facial Recognition
Location Tracking



Time & Overtime
Tracking



Dashboard Insights



Uniform Compliance
Monitoring

For Employer

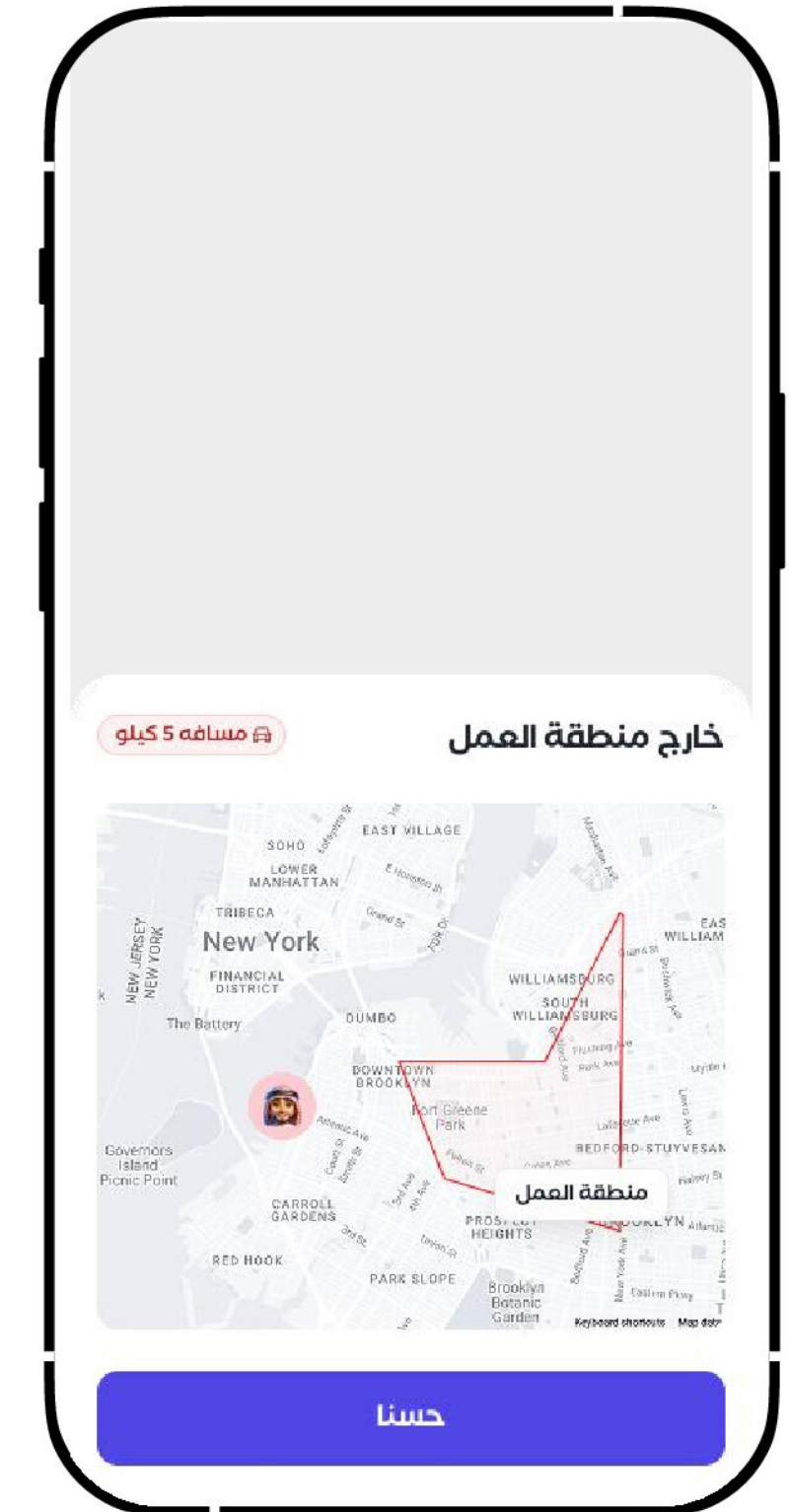


Facial Recognition and Location Tracking

Real-time verification of employee presence

Time, Attendance Overtime Tracking

Automates check-ins, shift compliance, and overtime records.



Logistics Tracking

AI-powered employee vehicle movement tracking for field teams and delivery operations.

For Employee

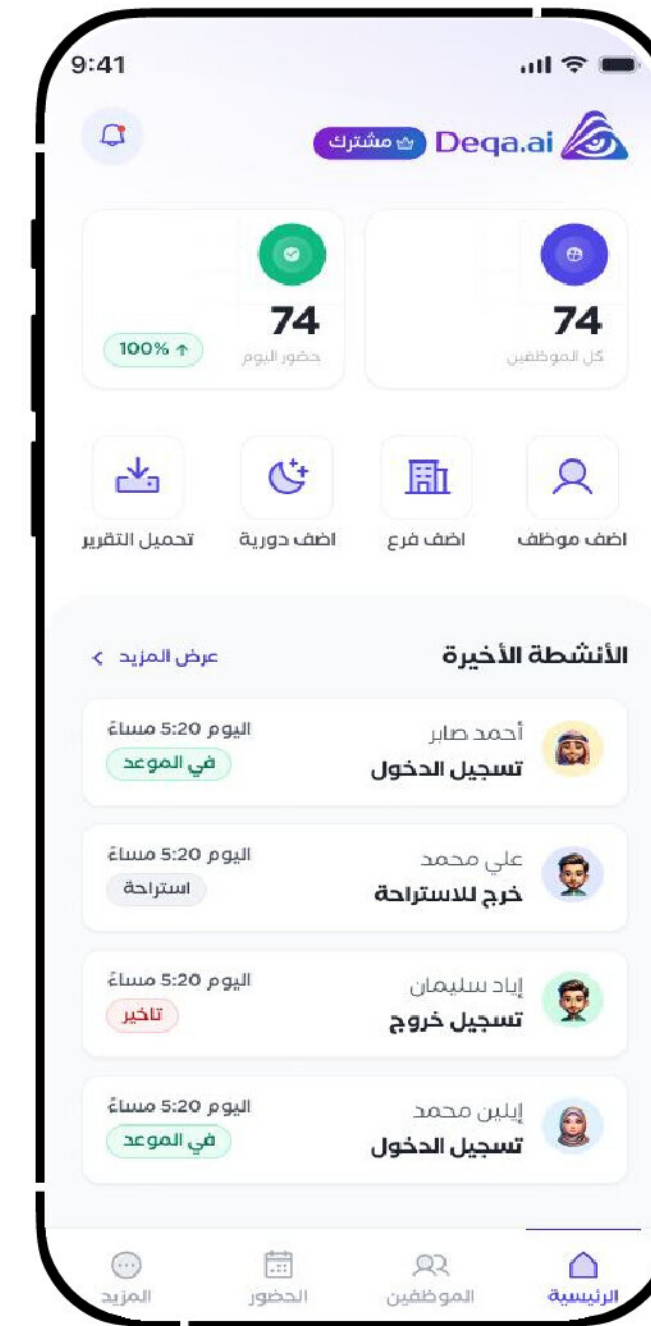
Real-time Dashboard Insights

Live metrics on attendance, punctuality, and compliance.



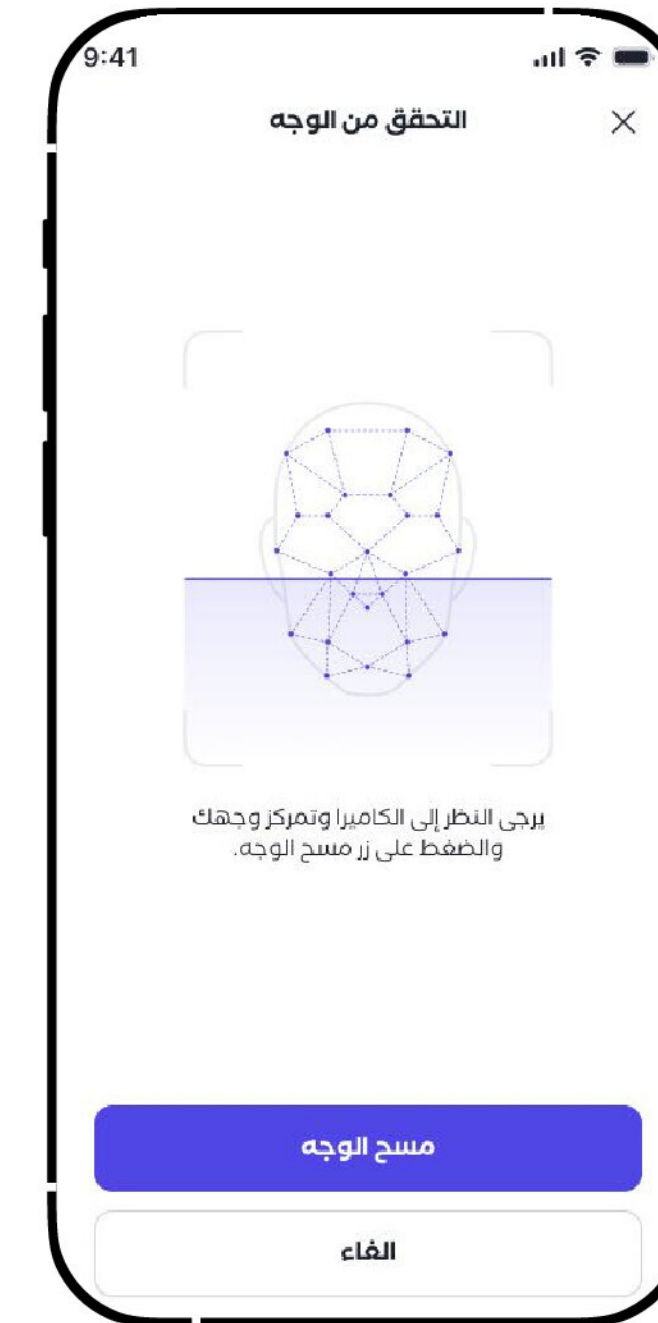
Uniform Code Compliance

AI-based monitoring of dress codes and safety compliance



Geo-fencing AI-based Fraud Prevention

Detects identity spoofing or non-compliance attempts.



Daily Attendance Verifications

Check-in, check-out, and two random verifications for optimal accuracy



Business Model

SaaS Subscription



\$899/mth

SaaS Subscription

- ✓ Medium to large enterprises needing continuous facial recognition analytics.

API Licensing



\$0.05 - \$0.10

per API call

- ✓ Clients integrating Deqa.ai into their apps with variable demand.

Custom Enterprise Solutions (Vc Model)



\$25,000/year

SaaS Subscription

- ✓ Large enterprises needing tailored, white-label solutions with dedicated support.

Market Opportunity

TAM

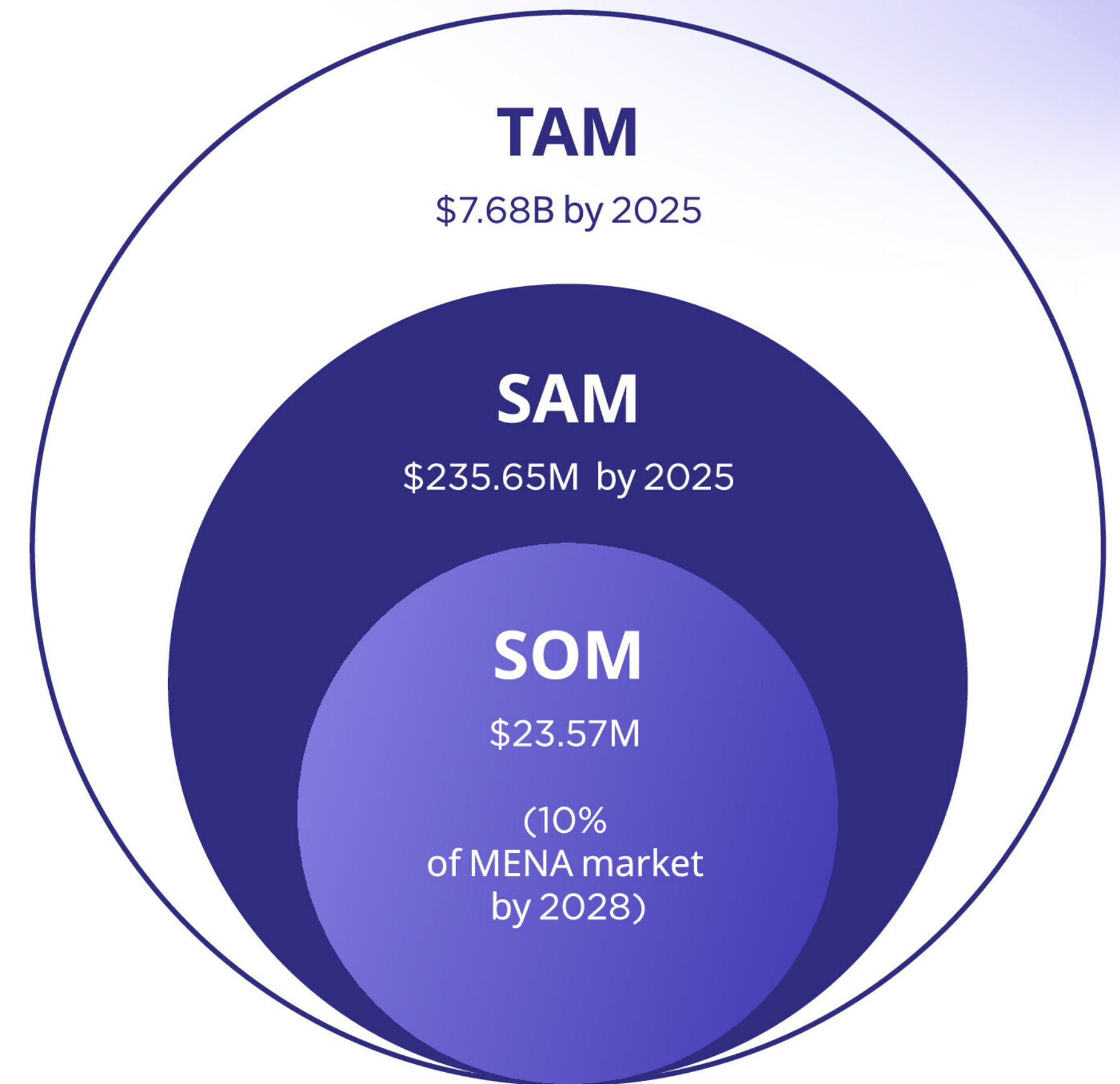
The entire global market demands AI-driven face recognition for education, corporate attendance, insurance claim verification, retail and store analysis, Customer Experience, and Emotion Analysis

SAM

MENA region's facial recognition market size available to Deqa.ai.

SOM

The SOM that we expect Deqa.ai can realistically capture, considering competition, current capabilities, and regional focus, particularly in the MENA region.



Target Industries

(Retail / Corporate and Government / Security and Surveillance)

Why Now ?

FUTURE DESTINY



Biometric demand is exploding

Facial recognition market to hit \$16.5B by 2030 (15.4% CAGR)

AI is booming in MENA

\$135B+ AI investment expected in Saudi alone by 2030; AI to contribute 12.4% of GCC GDP.

Out-of-office jobs are rising

Over 50% of GCC workforce will be mobile by 2027. Deqa tracks attendance anywhere factories, warehouses, logistics hubs.

Logistics sector is growing fast

Saudi logistics market is \$27B+, growing 6% CAGR. We help track field teams in real-time.

Privacy laws favor edge AI

GCC data rules are limiting cloud storage. Deqa runs fully on edge ensuring security and compliance

No local alternative

We're the only MENA startup offering unified face, gait, emotion, and body AI in one stack.

Scalable through partnerships

Our VC-style model lets us co-build AI products in exchange for equity or revenue share.

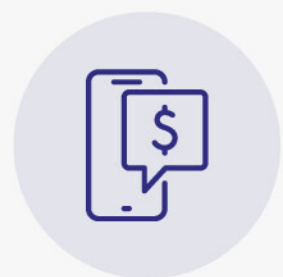
Competitors

We have no competitors in MENA and globally, especially for our Smart Ads and "Deqa experience product".

	Remote attendance	Fleet attendance	Customer Journey mapping	Smart Ads	Customer Experience	Experience Emotion
 Deqa.ai	✓	✓	✓	✓	✓	✓
 pctoru	✗	✗	✗	✗	✗	✗
 ShuftiPro	✗	✗	✗	✓	✗	✗
 veriff	✗	✓	✗	✗	✗	✗

Deqa.ai uniquely addresses all major industry needs in a single integrated solution

Tech Edge



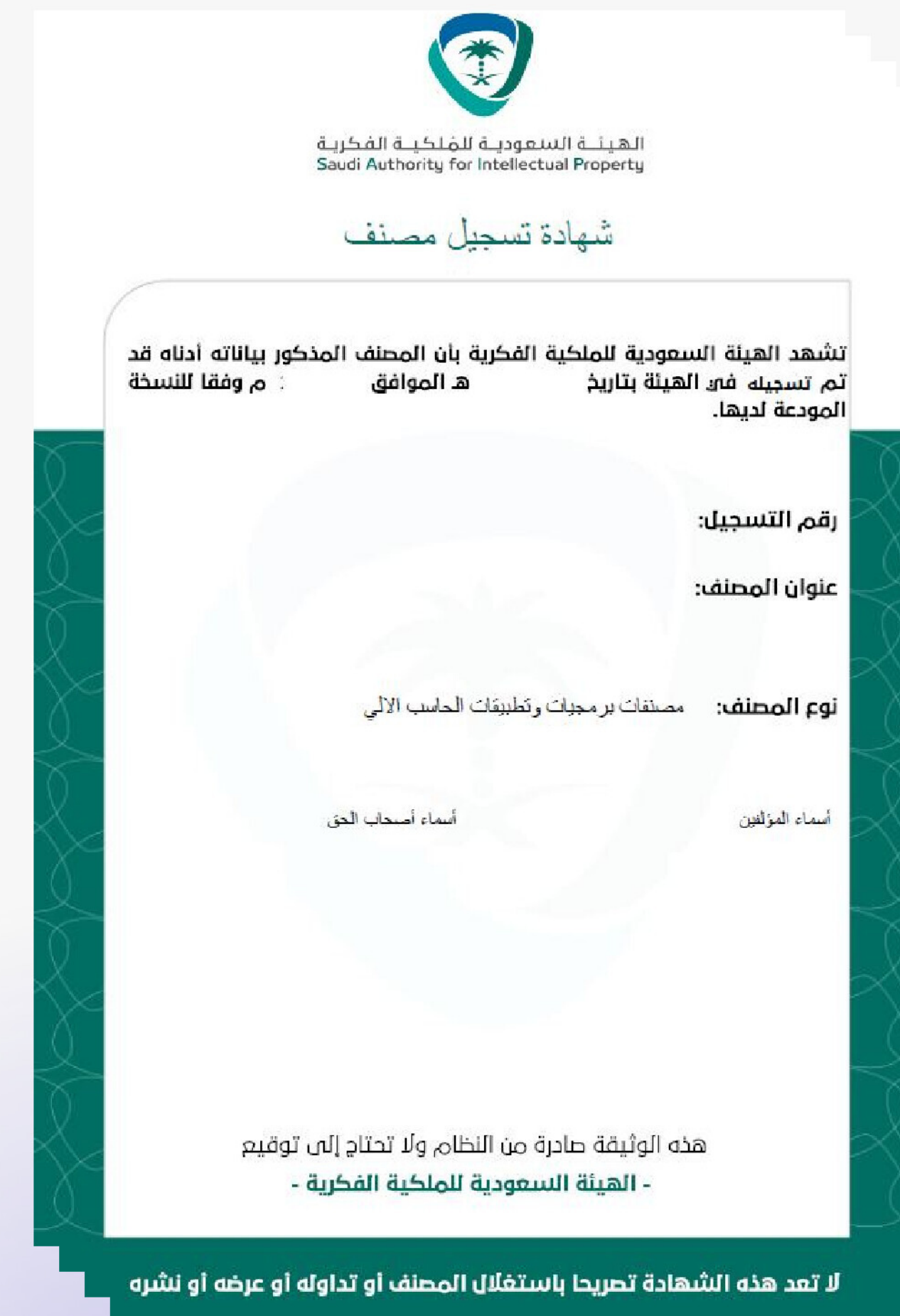
Customer Journey Mapping and Foot Heatmap System IP



Advanced Face Recognition Using Facial Landmarks IP



Gait-Based Recognition and Identity Mapping System IP



Traction and GMV



Q2 2025

\$ 17,000

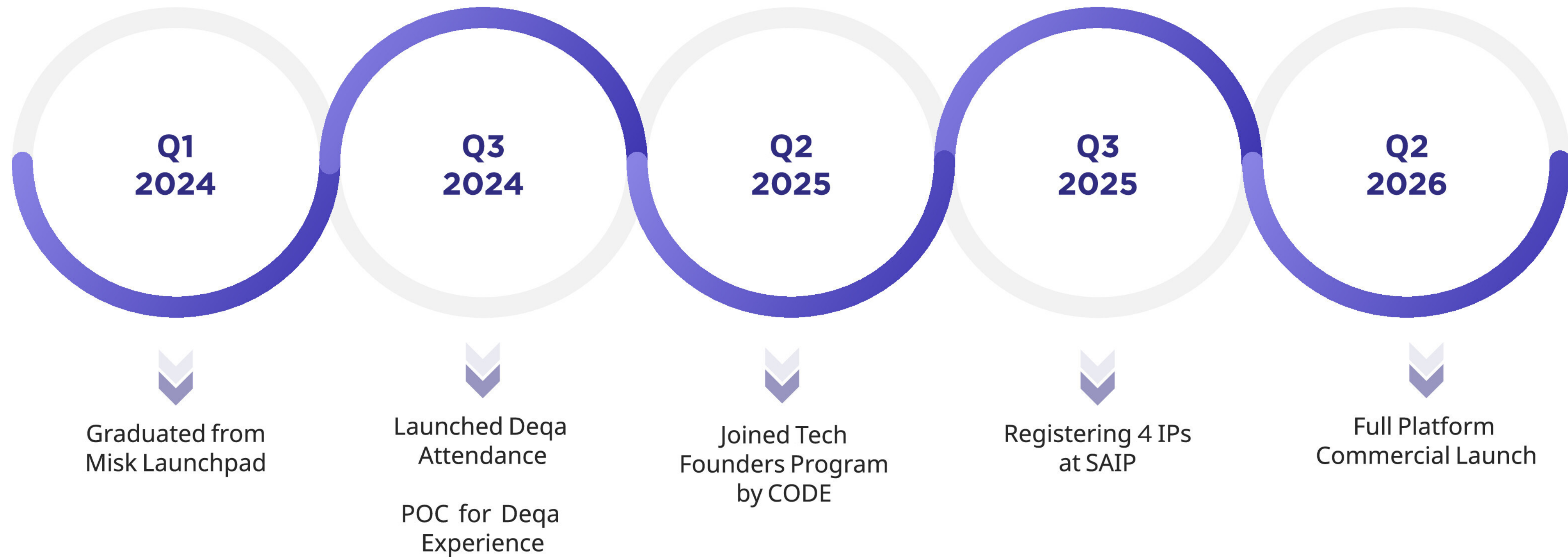
Q1 2025

\$ 2,000

Q4 2024

\$ 2,000

Milestones



Footprint

مبادرات Deqa.ai



Digital Health Innovation Hackathon organized by King Saud University Medical City

seamless



incredible experience at Seamless! The final day at the Startup Village (booth SP25) was a huge success!

step



our participation in Step Dubai 2025 under the theme "Redefining Customer Experience with AI-Powered Insights"!

بيان BIBAN



Pitching at the Entrepreneurship World Cup stage at Biban24

غرفة الشرقية ASHARQIA CHAMBER



partnership with Tawassuli in Asharqia Chamber

Team



Ahmed Saber

CEO & Founder

Entrepreneur and experienced C-level with **8+** years of experience in business management, technology leadership product innovation



Mohamed Samy

Co-Founder & Head OF Data

Data Scientist Software Engineer with **9+** years in AI, data science, and analytics.



Ibrahim Eid

Co-Founder Head of Engineering

Senior mobile engineer with **8+** years of experience in native and cross-platform mobile application development



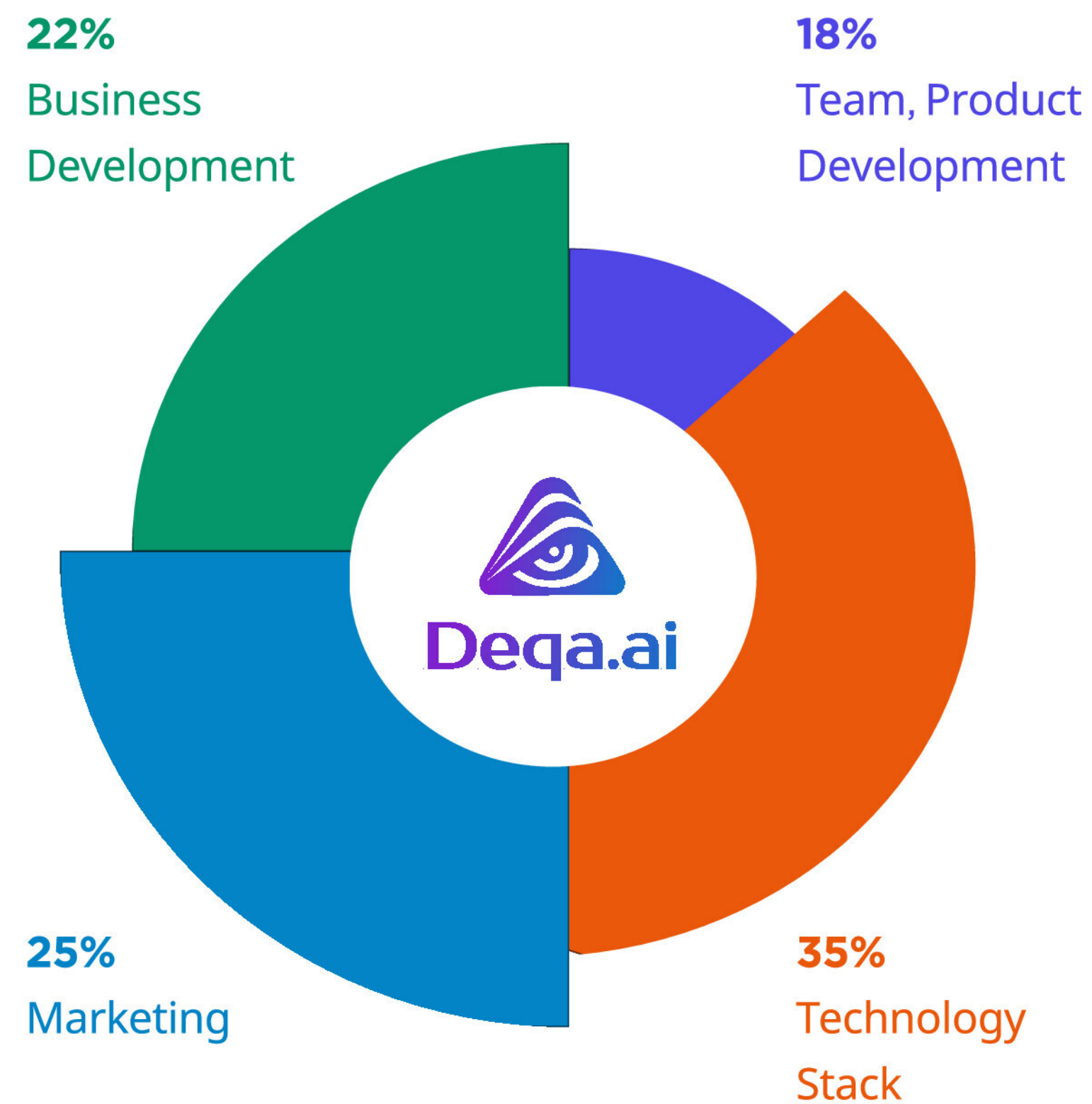
Omar Helaly

Co-Founder Head of Integrations

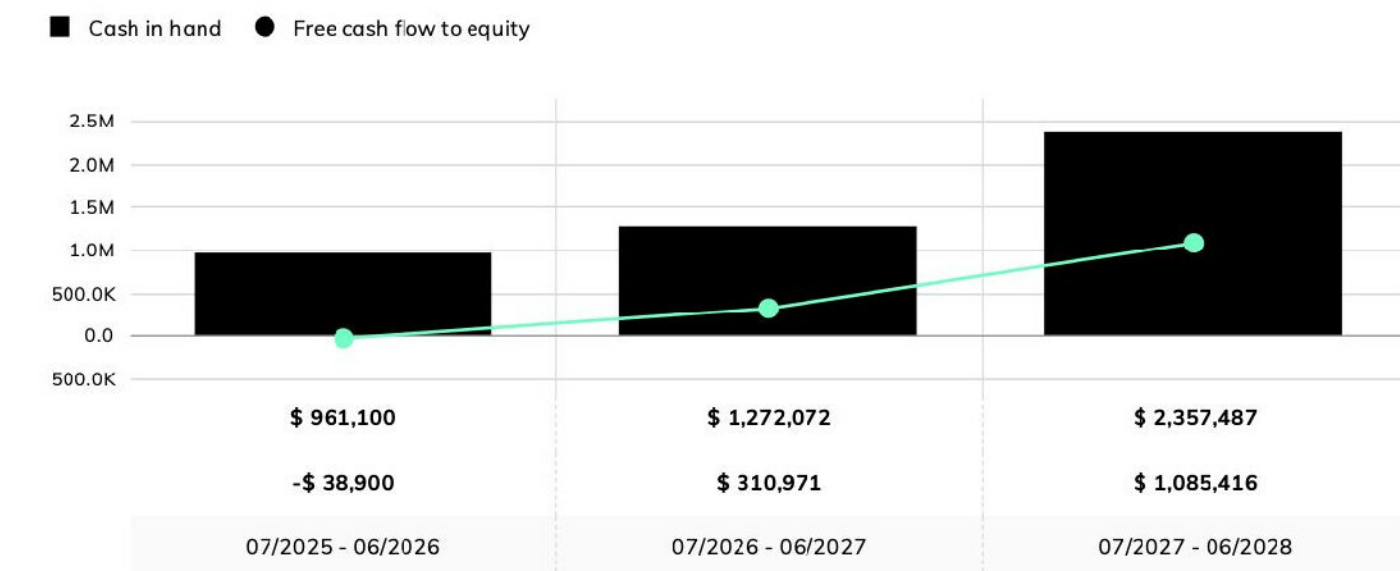
Senior Software Engineer with **8+** years in secure and scalable software integrations and web solutions.

Ask

We are asking **\$600,000** as a pre-seed round



Cash forecast



Future profitability



This is only a forecast for Deqa attendance; Deqa experience product has a way better multiples, and this is only based on the worst-case scenario for 2x in the first 3 years

Contact us



THANK
YOU!

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