

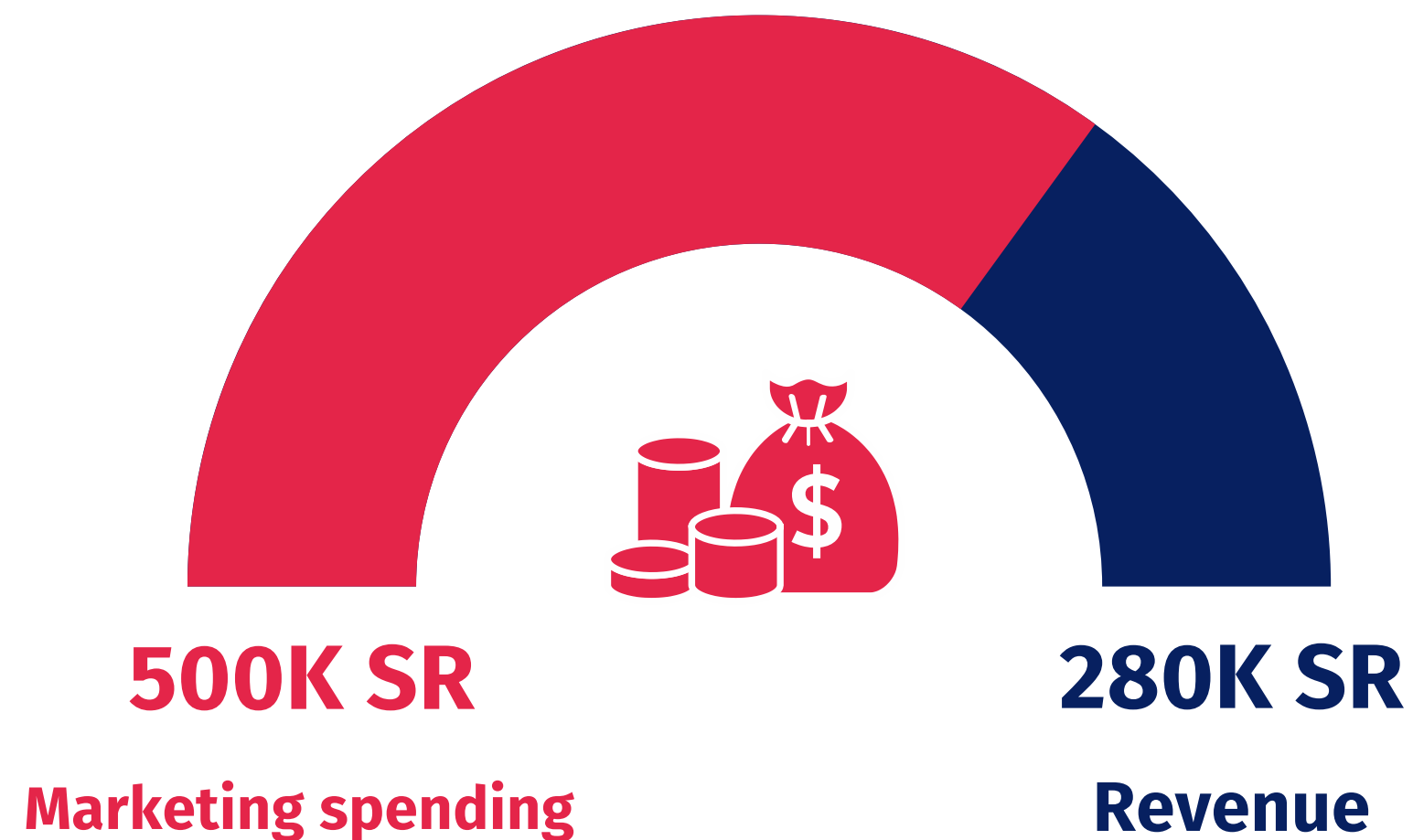


Barwazah

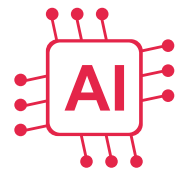
marketing smartly

Problem

68%
E-COMMERCE



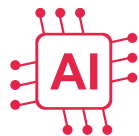
Our solution



SMART MARKETING ASSISTANT BY AI

We will solve market problems using smart marketing assistant with artificial intelligence and data analysis more effectively by analyzing the marketing **data of the client and his target market** and providing marketing decisions appropriate to his situation and goals instantly and directly

PRODUCT DEMO

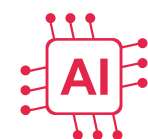


ChatBot Assistant by Ai

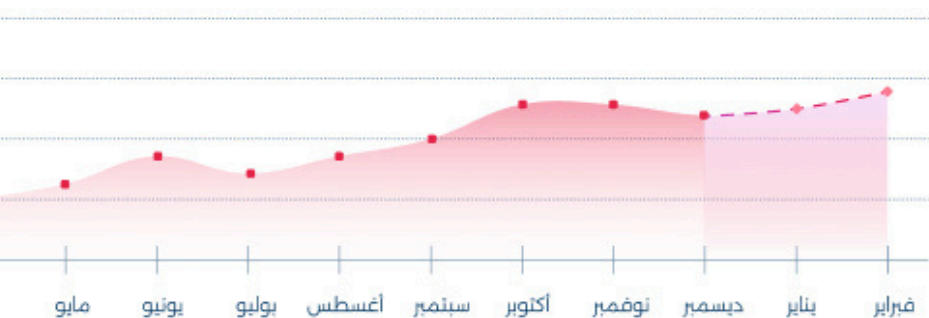
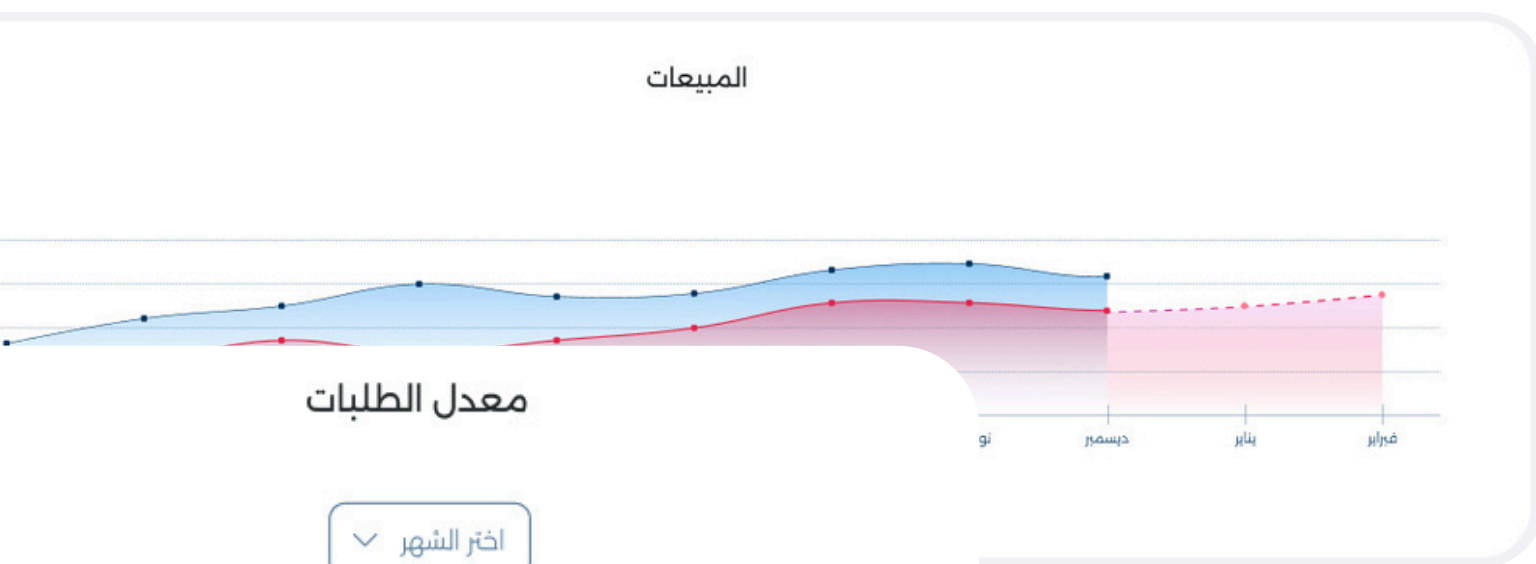


Market & Client Data Analysis

PRODUCT DEMO



Instant real-time
recommendations



Predicative Analysis

التوصيات لحملات ناجحة

توصيات تجربة المستخدم

+ تقسيم المتجر

x استخدام أحدث الثيمات

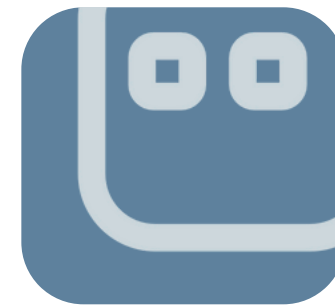
تأكد من استخدام أحدث الثيمات الموجودة في متجر التطبيقات مما يحسن من تصميم وظهور متجرك ويعكس الاحترافية في عملك ويعزز ثقة العميل بمنتجاتك.

+ محتوى وصف المنتجات

How is **Barwazah** solution different from others ?



- Provides smart recommendations that help increase sales and improve ROI



- Utilizes AI customized for each store to analyze its data precisely



- Includes predictive forecasts and business growth reports based on each store's historical data



- Plans to build a network of partnerships with agencies and service providers to support sustainable store growth

Our Customer



E-commerce

Online stores on the Salla and Zid platform

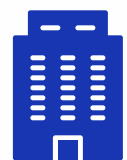


Marketers and Marketing agencies

Marketers looking for a comprehensive analysis of their customer and target market situation in a short time

Market Size

70K



E-Commerce

\$13B



Market

16.6%



CAGR to 2028

Revenue Model

SUBSCRIPTION-BASED MODEL

Basic 159 SAR / month 1590 SAR / year	PRO 199 SAR / month 1990 SAR / year	Advanced 249 SAR / month 2490 SAR / year
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Competitors



LUCIDYA

QUANT



Target Audience	E-commerce platforms	Government entities and large enterprises	Government and private sectors	All users – general-purpose tool
In-store data analysis (orders, products, campaigns)	✓	✓	✓	✗
Smart, instant marketing recommendations	✓ Real-time & direct	✗	✗ Requires manual and regular data updates	✗ General recommendations do not rely on exact store data
Audience sentiment and trend analysis	✗	✓	✗	✗
Customer behavior and retention prediction	✓	✗	✓	✗
User-friendly interface tailored for merchants	✓	✗	✗	✓
Predictive analytics and decision-making using AI	✓	✗	✗ Decisions are not made by AI	✗
Easy integration with e-commerce platforms	✓	✗	✗	✗

Chat GPT



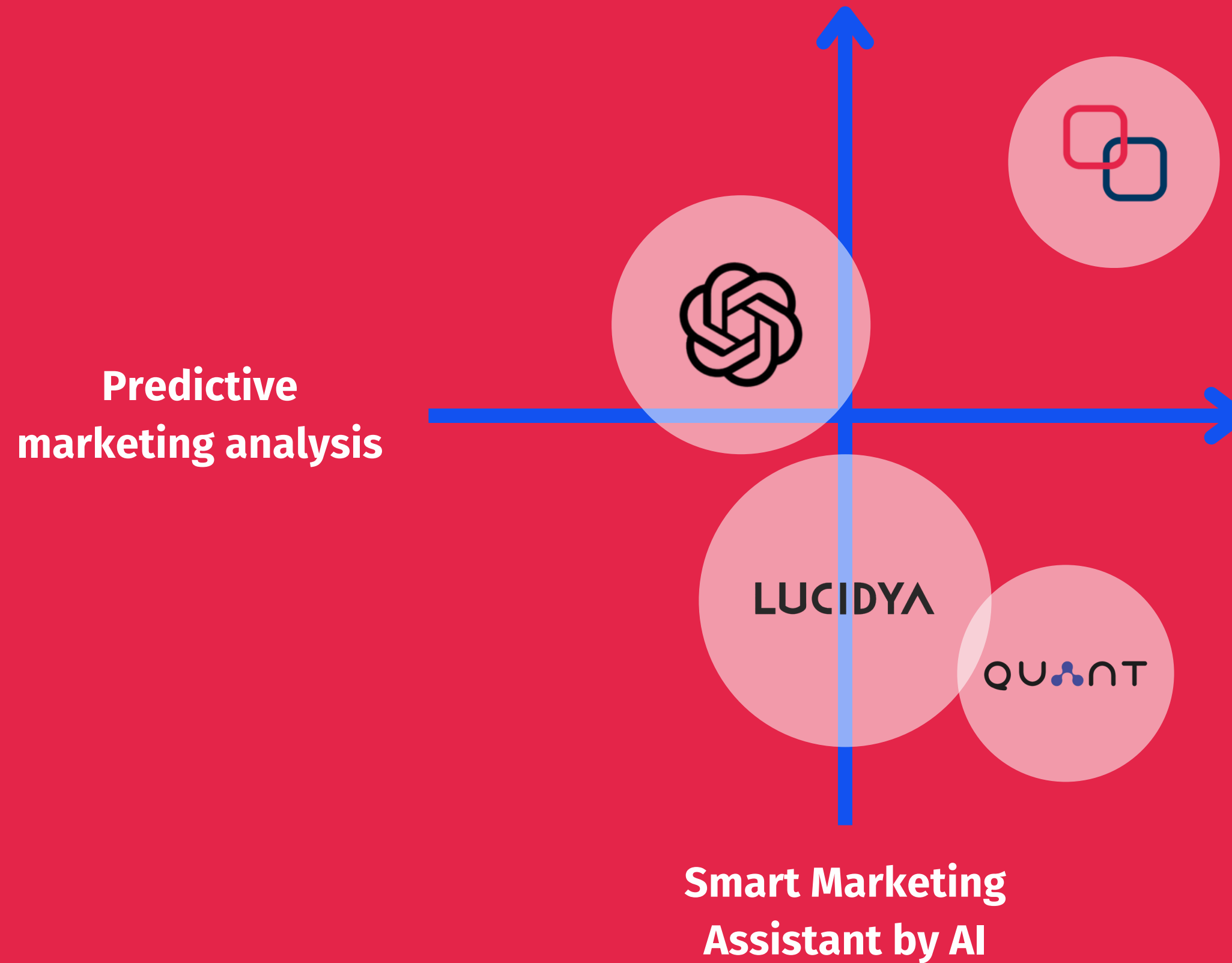
It does not have the ability to directly access store data or users' private data. Therefore, its use in marketing is general, such as generating ideas or content, but it does not handle real data to assist in making precise decisions

Barwazah

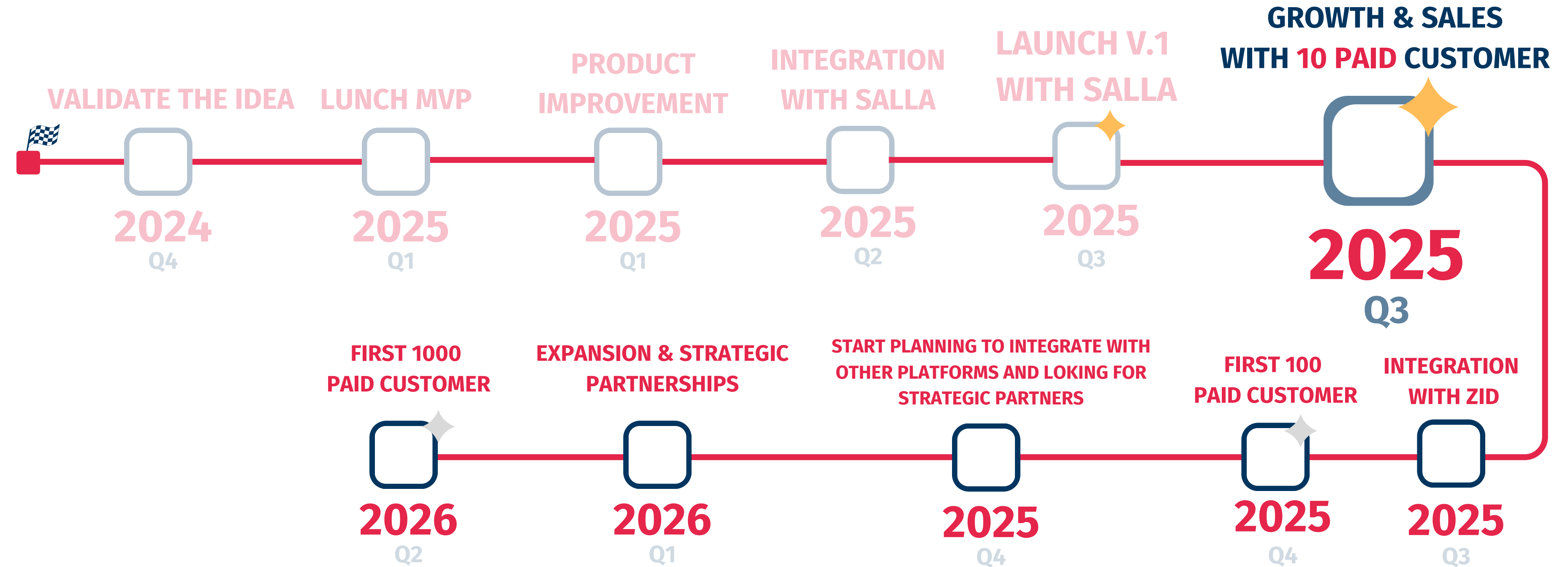


is directly connected to the store's data and uses it to make effective and customized marketing decisions

Competitors

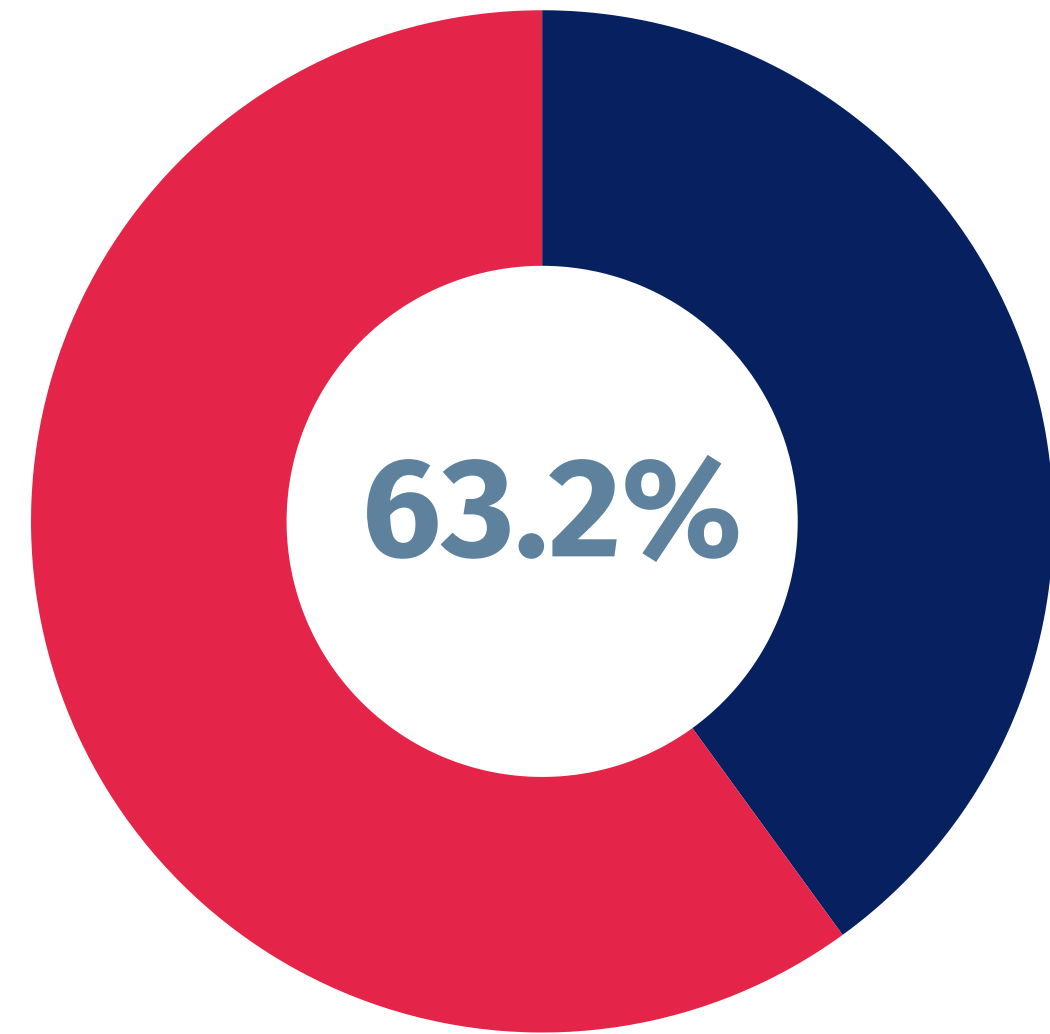


ROADMAP



Launch Results

23 PAID CUSTOMER



CONVERSATION RATE



Revenue Sources Over the Next **18–24 Months**



Connecting marketing agencies and service providers with e-commerce stores



Integrating clients' advertising accounts with the platform to deliver more accurate marketing decisions



Launching two new packages with enhanced features targeting large and enterprise-level e-commerce businesses



Establishing partnerships with other platforms and expanding into new sectors



Growth Objectives (2025 – 2027)

Q4 - 2025

- FIRST **100 PAID** customer
- Launch an API to enable integration with major platforms on other sectors
- Expand into GCC markets by partnering with e-commerce stores in the UAE and Kuwait

Q2 - 2026

- Develop a campaign and customer classification algorithm that delivers personalized marketing recommendations with over **85% accuracy**
- Reach 50,000 successful automated marketing analyses powered by AI
- FIRST **1000 PAID** customer

Q3 - 2027

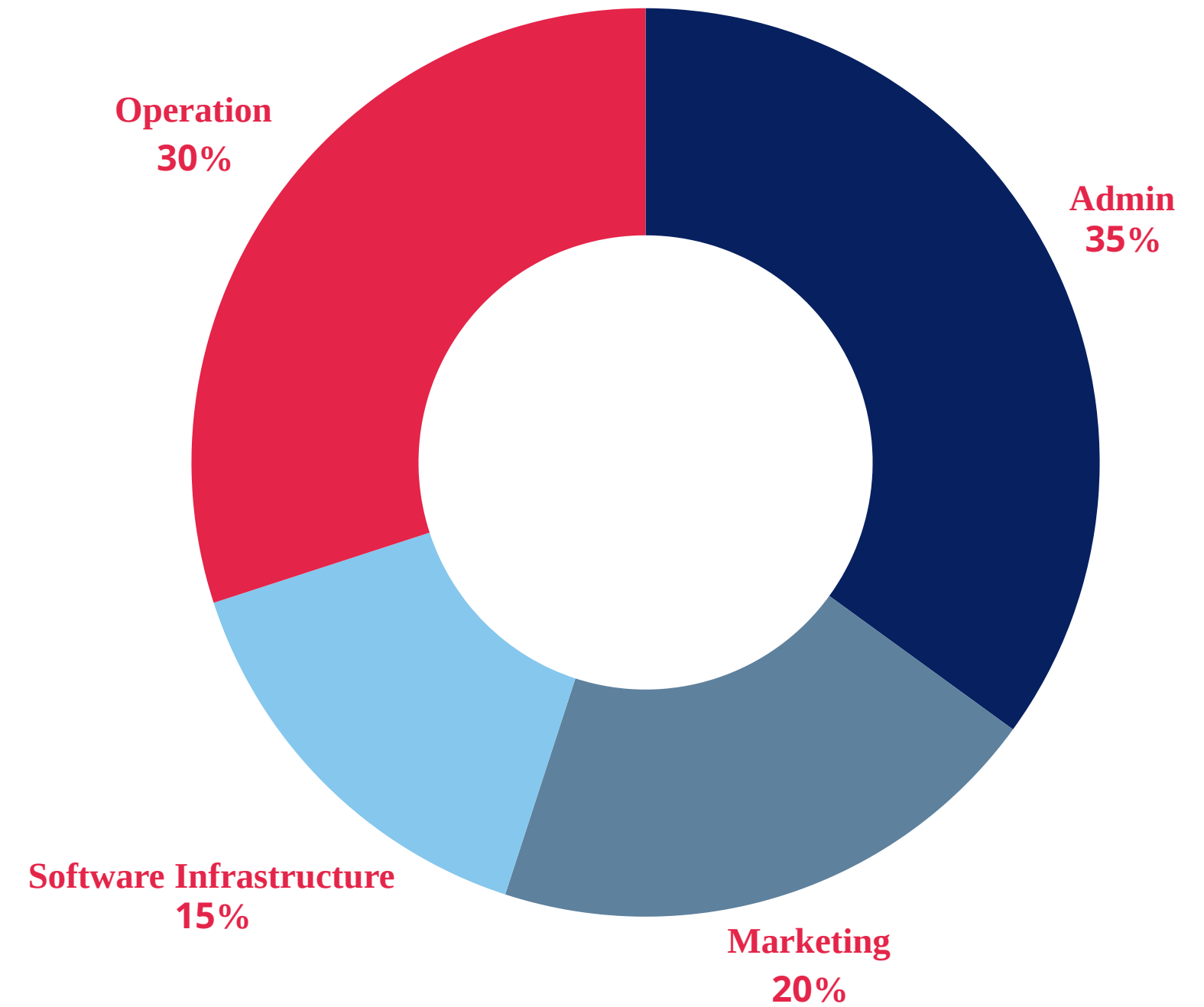
- Maintain a monthly customer retention rate exceeding **70%**
- Achieve **20%** year-over-year revenue growth





Investment Ask

\$ 140K





P&L SUMMMERY

Year	2025	2026	2027
Total of new customers	150	1,200	3,000
Revenue	\$19,208.53	6,021,923.12 \$	38,563,602.88 \$
Ongoing Costs	\$130,162.40	355,417.33 \$	457,491.99 \$
Tax Cost (VAT)	\$2,881.08	902,995.13 \$	5,784,540.43 \$
Net Revenue	-\$113,835.48	4,761,043.98 \$	32,321,570.45 \$

ROI & Investment Multiple within 3 years

	Annual ROI %	Cumulative MoIC
2027	1,239.40%	13.4X



Potential Investment Risk

- **MARKET COMPETITION**

New entrants with similar solutions may impact market share

- **DATA QUALITY & SUFFICIENCY**

Limited or poor data from stores can reduce recommendation accuracy

- **DEPENDENCE ON EXTERNAL PLATFORMS**

AI tools, social media platforms, and market research firms

- **OPERATIONAL & TECHNICAL RISKS**

Downtime or delays impacting user experience.

- **EXPANSION CHALLENGES**

Rapid growth without readiness may affect service quality.



Risk Mitigation Strategy

- **ADAPTIVE SYSTEM**

Effective even with limited data

- **GRADUAL REDUCTION OF EXTERNAL DEPENDENCE**

Developing internal tech components

- **STRATEGIC PARTNERSHIPS**

To ensure stability and growth

- **PHASED EXPANSION**

Controlled entry into new markets

- **INVESTING IN TALENT**

Attracting and developing specialized technical teams





Marketing Strategy

Performance Marketing

- Targeted ad campaigns across digital platforms (**Google, Meta, TikTok**), with messaging tailored to store size, category, and behavior

Marketing Database

- Leveraging a proprietary database of thousands of interested stores to run direct marketing campaigns via email and WhatsApp — enabling retargeting and increasing conversion rates

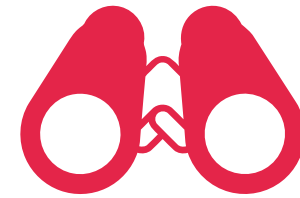
Partnerships & Alliances

- Establishing strategic relationships with e-commerce platforms, marketing agencies, and service providers to accelerate market access and build credibility

Content & Education

- Producing educational and awareness-driven content (webinars, videos, reports) to demonstrate the value of AI-driven marketing and build trust with decision-makers





Our Vision

To become the leading platform in the Middle East redefining modern marketing through an intelligent system built on deep data analysis and customer behavior insights delivering instant, personalized, and scalable marketing solutions. We aim to lead the transformation of smart marketing from a cost center into a strategic engine for sustainable growth.



Our team



MOHAMMED FAHAD

FOUNDER & CEO

TOT & OTA

5 years experience in digital project management Coaching



FADYAH FAHAD

CO-FOUNDER & CTO

Computer Science graduate, Cybersecurity Specialist, participant in several programming and Ai hackathons, eCIR certification
holder of TOT



MOHAMMED ASAL

CO-FOUNDER & CMO

12 years experience in digital marketing and team leadership



AHMAED SIMEDA

AI EXPERT

Teaching assistant at Mansoura University
2 years experience at Ai & data analysis



AMRU ALYAZED

DATA PROCESSOR

3 years experience in Data analysis & Business Intelligence





Thank you.

You can contact us for any inquiries or to take the next steps directly



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Barwazah

Towards smarter marketing

Partners of Success

CODE
مركز ريادة الأعمال الرقمية
Center of Digital Entrepreneurship



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The Garage
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National Technology Development Program