



BUSINESS CASE
2025

Scaling Businesses, Redefining Growth

Expansion into Saudi Arabia ↗

01

Market Opportunity

Strategic position in MENA
region

02

Growth Potential

Vision 2030 alignment

03

Strategic Partners

Local & international alliances

04

Investment ROI

Projected 2-year returns



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Why Saudi Arabia?

Saudi Arabia: A Digital-First Market with Unmatched Potential

-  **\$6.4 Billion Digital Advertising Market by 2025**
Regional forecast indicates substantial growth
-  **Over 99% Internet Penetration**
Highly digitally engaged population
-  **Vision 2030**
National focus on digital transformation and innovation
-  **High Demand for Performance Marketing & SEO**
Growing need for specialized expertise
-  **Businesses Investing in Martech & Growth**
Increasing budget allocation for digital solutions



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Why Raqmi?

Strong Foundation. Boundless Potential.

MENA-Born. Data-Driven. Expansion-Ready. ↗



Proven Track Record

100+ successful projects and 50+ clients across the MENA region



Deep Regional Expertise

Headquartered in Jordan, with clients in Saudi Arabia and the UAE



Growth-Focused Services

SEO, digital marketing, marketing automation, and tech integrations



High Client Satisfaction

85%+ retention rate with consistent, measurable results



Innovation-Driven

Developed AI-powered marketing solutions in-house



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Competitive Edge

Standing Out in the Saudi Market

Market Gap Analysis & Differentiation ↗



SEO Specialization

Our due diligence revealed a significant gap in the Saudi market: competitors offer general 360° marketing with no SEO specialization. RAQMI's deep SEO expertise addresses this unmet need.



Tailored Growth Strategies

Unlike one-size-fits-all approaches common in the market, RAQMI delivers data-driven, customized growth strategies with measurable outcomes and continuous optimization.



AI & Technology Integration

RAQMI's proprietary AI tools and advanced technology stack provide a significant edge. Our innovation-first approach enables faster, more accurate, and more effective digital marketing solutions.

These differentiators position RAQMI to capture significant market share in Saudi Arabia.



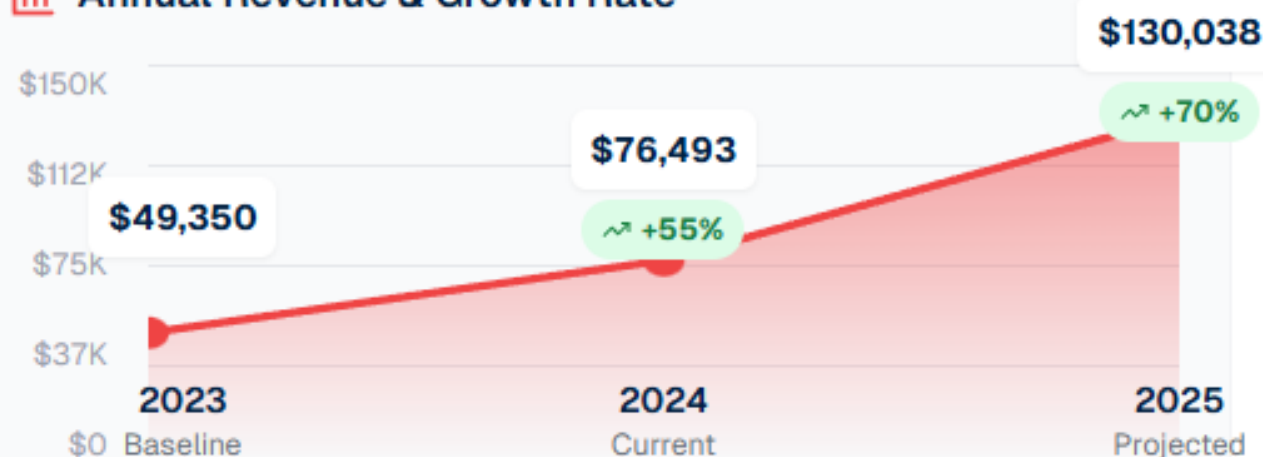
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Revenue Growth

Accelerating Success Year Over Year

Proven Track Record & Future Projections ↗

Annual Revenue & Growth Rate



\$ 163%
Total Growth

62.3%
CAGR

\$130K+
2025 Revenue



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Our Clients

Proudly Serving Jordan & the MENA Region

Building Success Stories Across Sectors ↗



Lisan

Digital Transformation



National ICT

Upskilling Program



Zero Motors

Automotive Industry



HTU

Higher Education



Misk Foundation

Non-Profit Organization



Alef Education

EdTech Solutions



Bluemina

Citizenship by Investment



ARIJ

Investigative Journalism



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Go-to-Market Strategy

Entering Saudi Arabia with Purpose

How Raqmi Will Win in Saudi Arabia ↗



Localized Market Positioning

Tailored messaging and offerings aligned with Saudi business culture, language, and buyer behavior.



Strategic Partnerships & Ecosystem

Collaborating with local agencies, platforms, and tech providers to accelerate entry and trust-building.



AI-Driven Differentiation

Deploying our proprietary AI marketing tools to offer smarter, faster, and more efficient growth solutions.



Targeted Client Acquisition

Focused outreach on SMEs, corporates, and startups in sectors prioritizing digital transformation.



On-Ground Presence

Establishing a physical team in Riyadh to build relationships and deliver high-touch services.



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Innovation Lab

Cutting-edge solutions designed to empower MENA businesses

AI-Powered Products for Growth ↗



SEOMENA Live

Advanced SEO optimization platform tailored for the MENA region.

- AI-Powered SEO Action Plan & Insights
- Intelligent Content Optimization
- SEO Implementation Tools



ExecuteX Coming Soon

AI-powered strategy execution platform bridging vision and implementation.

- AI-Driven Execution Alignment
- Dynamic Strategy Mapping
- Goal Success Prediction



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Use of Funds

Strategic Investment for Saudi Expansion

First Year Funding Allocation ↗



Company Registration & Office Setup

Legal entity establishment, licensing, and office space in Riyadh



Team Expansion & Expenses

Hiring local talent, relocating key team members, and compensation



Travel & Business Development

Regular travel for client meetings, events, and relationship building



Operational Costs

Technology, marketing, administrative expenses, and legal services



Contingency Reserve

Strategic buffer for unforeseen expenses and market opportunities



\$150K
INVESTMENT



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Financial Ask

Investment & Revenue Projections

Funding Request & Growth Forecast ↗



\$150,000 USD Investment

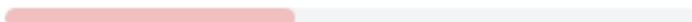
To fund RAQMI's expansion into Saudi Arabia for the first year, covering all setup and operational costs



Revenue Forecast (Pessimistic)

Projected revenue from our services in the Saudi market over the next three years

📅 Yearly Revenue Projections

2024  \$418,600

2025  \$693,200

2026  \$995,300

 Pessimistic scenario based on conservative estimates



Thank You

For Your Time & Consideration

Let's Build Something Great Together ↗



Email

bilal.sridi@raqmi.io



Phone

+962 799323036



Website

www.raqmi.io



Headquarters

Amman, Jordan



LinkedIn

linkedin.com/company/raqmiio