



قَوَام  
QAWAM

# مسار براءات الاختراع التقنية

## About Qawam

A research-based **Saudi** startup dedicated to improving people's **health** and **well-being** through innovative products and services.

We develop proven **ergonomics** solutions and provide **AI** and software development services to clients in various industries.



Joint research with

جامعة الملك عبد الله  
للعلوم والتقنية  
King Abdullah University of  
Science and Technology



قوام  
QAWAM



Digital Innovation Award from

وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY



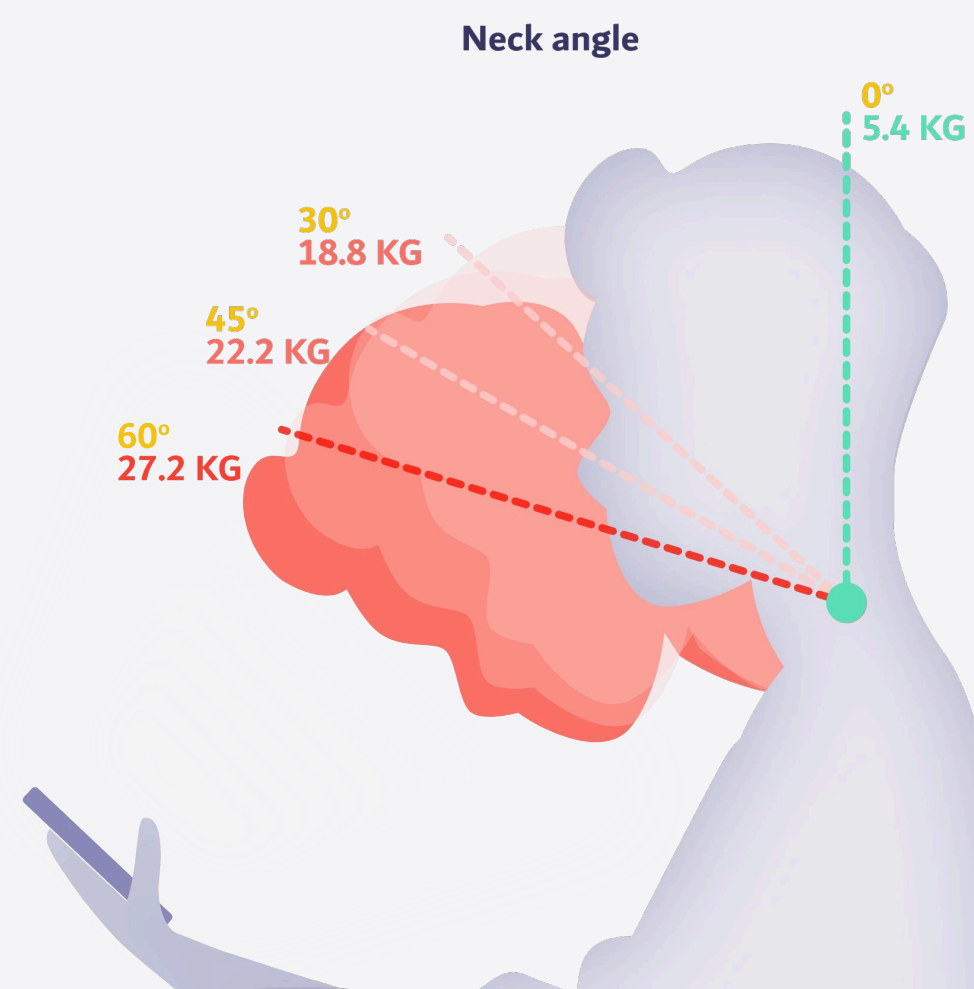
المبادرة الوطنية  
لتنمية التقنية  
National Technology  
Development Program



## Problem

Office workers suffer from **Neck & Back Pain** due to long hours of sitting:

- There is **No** convenient solutions.
- Data **Privacy** concerns.
- Insurance providers face **Growing claims** for posture related conditions .
- In modern countries, chronic back pain is the #1 reason for early retirement.



**~25 kg**

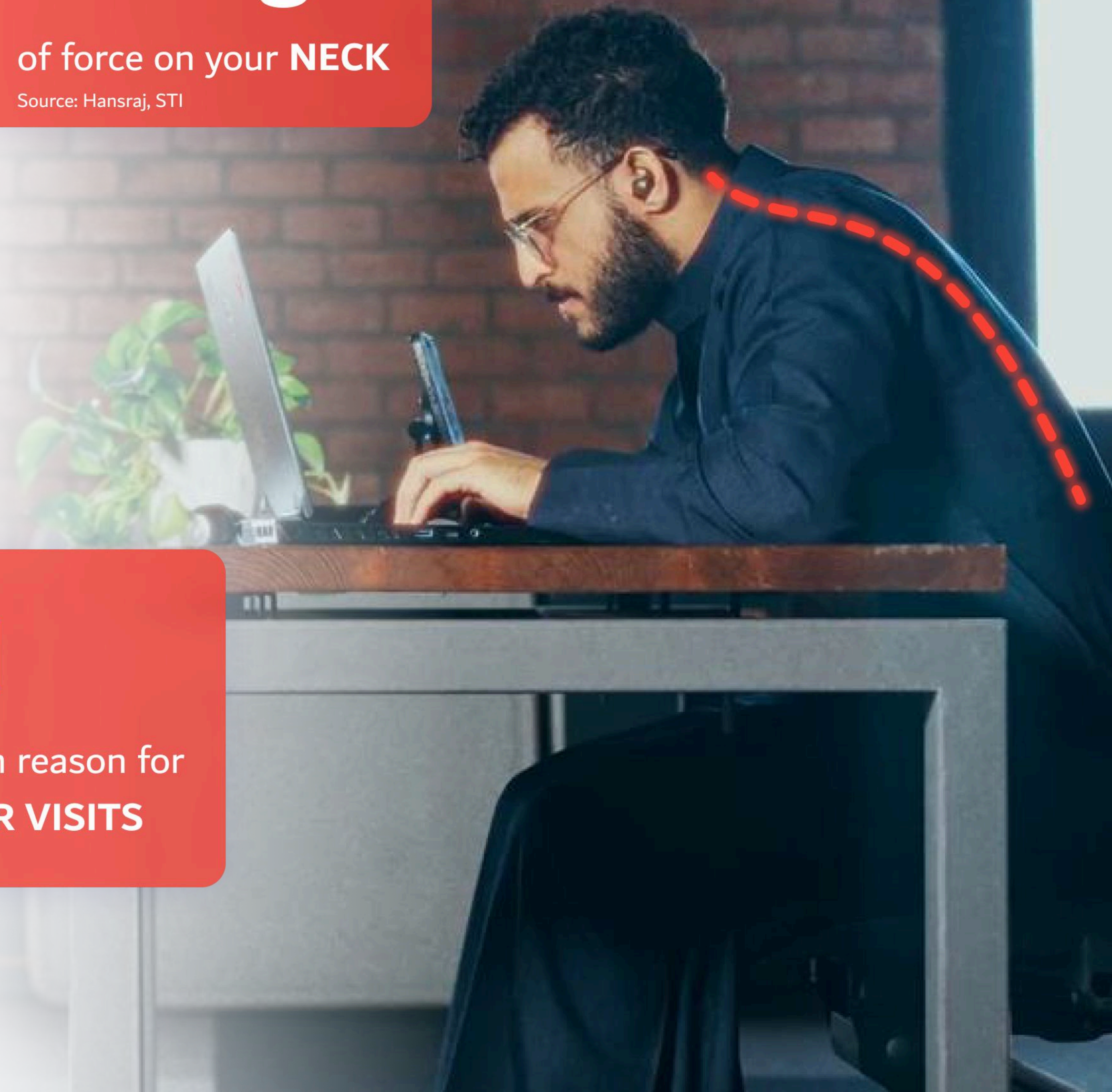
of force on your **NECK**

Source: Hansraj, STI

**3rd**

Common reason for  
**DOCTOR VISITS**

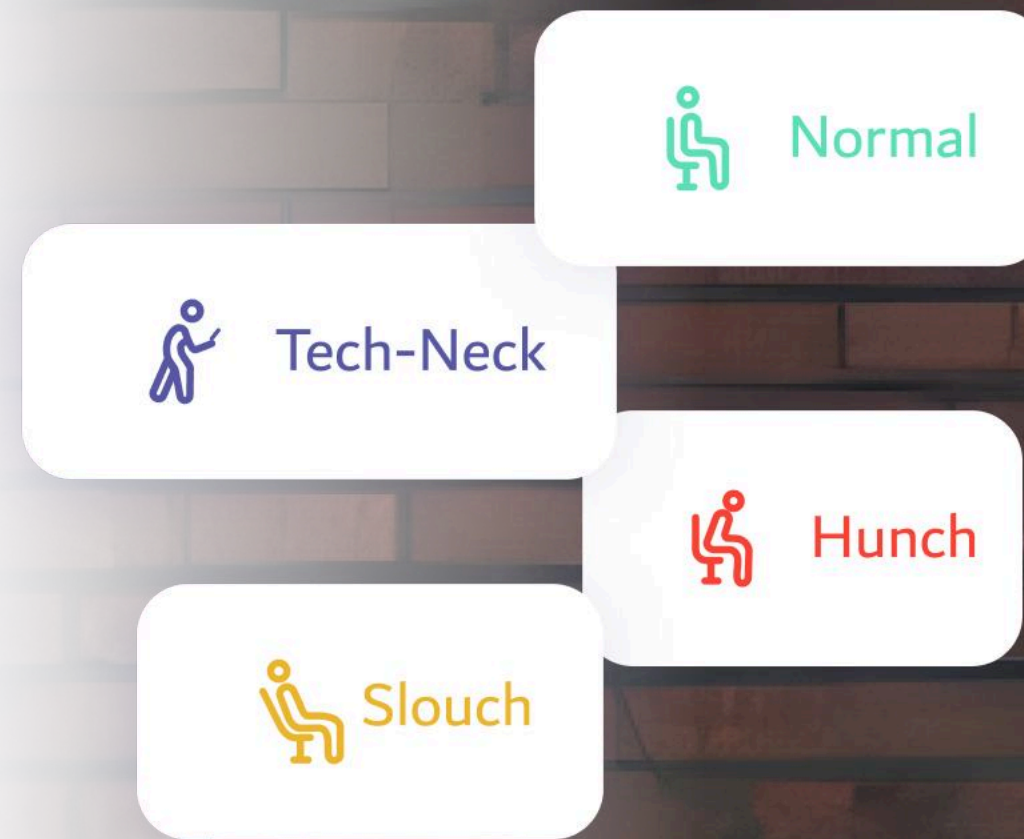
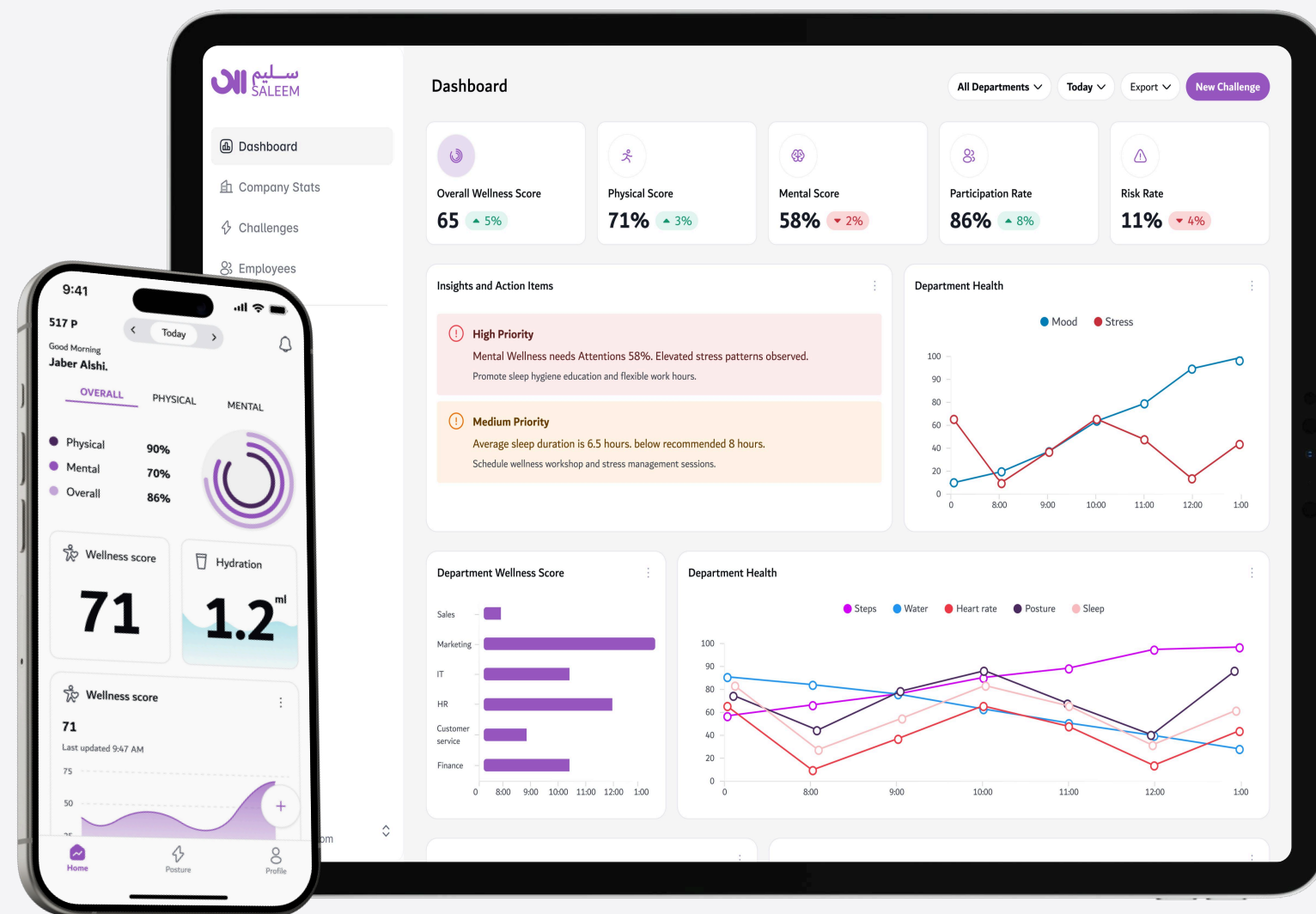
Source: WHO





## Our Solution

- **Real-time precise tracking** to improve your posture.
- No need to purchase new devices just use your **Phone or headphones**
- **Personalized posture exercises** to prevent back pain
- Your data is **Secure and private**, no camera needed.



**91%**  
Detection accuracy

**+10,000**  
Collected data points



## Market Size

### Global Corporate Wellness

TAM Worldwide

**\$60B**

SAM Middle East

**\$11B**

SOM Saudi Arabia

**~\$3B**

Targeting 1%, 65k of 6.5M Employees by Q4 2027  
(480 USD per year per emp.)



## Employees Wellness Crisis

### PRESENTEEISM

When employees come to work while unwell or  
unable to perform their duties effectively.

Costs

**\$1.5B**  
per year

10x more than absenteeism

### HEALTHCARE

Costs

**\$14.8K**  
per employee

### POOR SLEEPERS

Costs

**\$44.6B**  
per year

### MENTAL HEALTH

Costs

**\$190B**  
per year

“We promise a +95% healthcare cost reduction (From 14.8k USD to 480 USD)”

# CURRENT “WELLNESS” SPENDINGS (SAUDI MARKET)



**7.5 M SAR**

per year

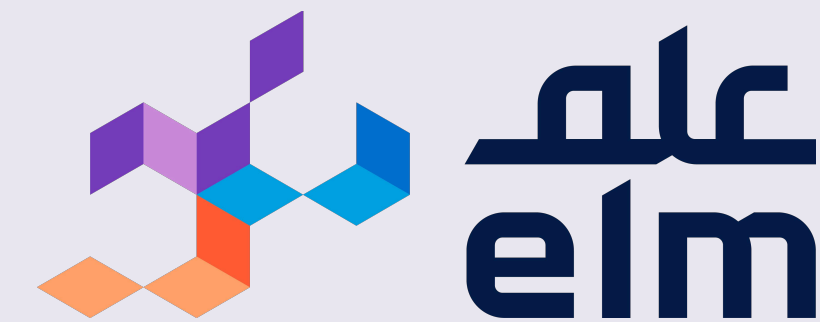
- +1500 employees
- 5000 SAR yearly/employee
- Does they go? maybe
- Does they benefit? maybe
- HR Health officer KPI:
  - “We paid them to go”

**SIEMENS**

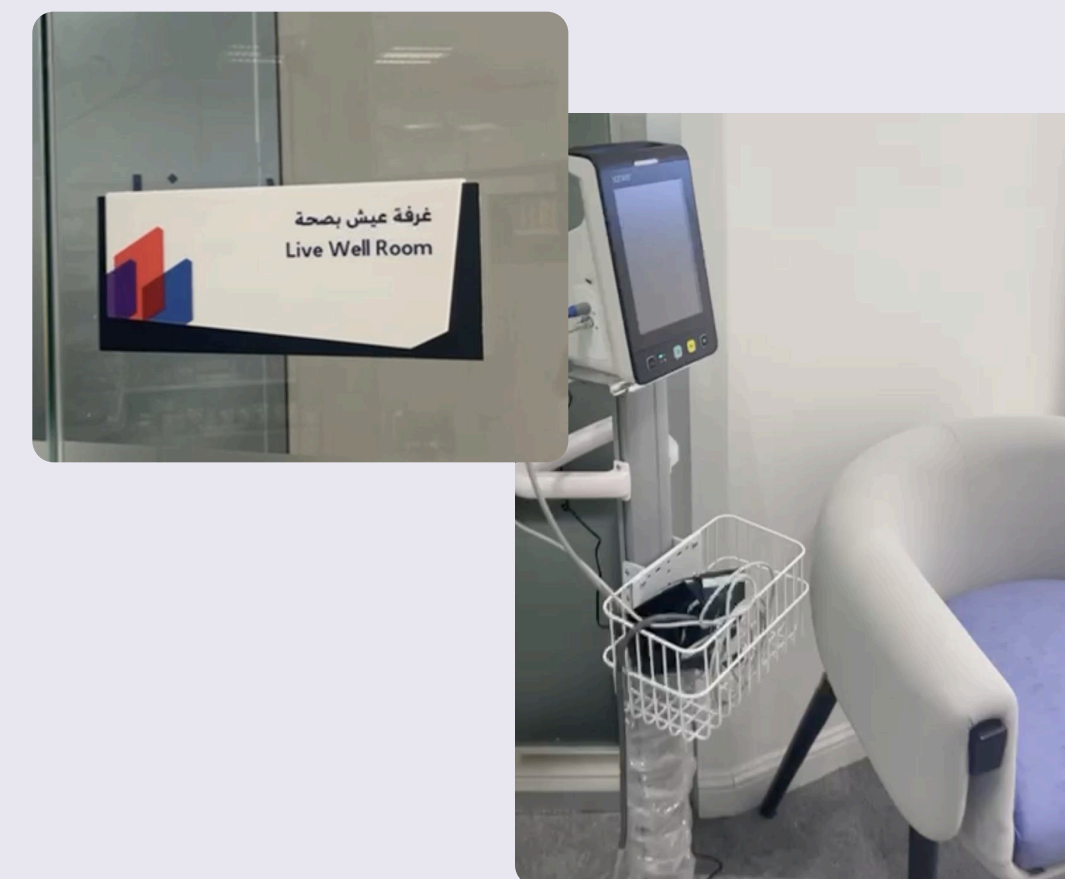
**25 M SAR**

per year

- +5000 employees
- 5000 SAR yearly/employee
- Does they go? maybe
- Does they benefit? maybe
- HR Health officer KPI:
  - “We paid them to go”



+2000 employees



**sanofi**



**MASSAGE CHAIR**



## Competitors

|                        |    |    |    |    |
|------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| AI-Powered Analytics   | Advanced LLM insights                                                                 | Basic                                                                                 | AI coaching                                                                           | Basic                                                                                 |
| Posture Tracking       |    |    |    |    |
| Wearable Integration   | +100 Devices                                                                          | +70 Devices                                                                           | N/A                                                                                   | +50 Devices                                                                           |
| Health Metrics Tracked | +65 Metrics                                                                           | +50 Metrics                                                                           | N/A                                                                                   | +30 Metrics                                                                           |
| Burnout Prediction     |  |  |  |  |
| Arabic & Local-Data    |  |  |  |  |

Saleem is affordable, AI-personalized, and 100% Saudi-ready.



## Business Model

# “SAAS Built to Scale”

### Core Subscription

**₹ 149** /Per User Per Month

#### FEATURES...

- ✓ Saleem Platform
- ✓ Up to 100 users
- ✓ Qawam Premium App (Company Access)
- ✓ Reports And Analytics For HR & Leadership
- ✓ Muscle Pain Map
- ✓ Personalized Exercises

### Add-ons

## Custom Pricing

#### FEATURES...

- ✓ On-site physiotherapy & assessments
- ✓ API/SDK integration to your platfrom
- ✓ Single Sign-On (SSO)
- ✓ Training & workshops
- ✓ White-label options
- ✓ Custom data sync & reporting
- ✓ Wellness reports & plans

Sales Channels: Direct, channel partners, events, and our own network

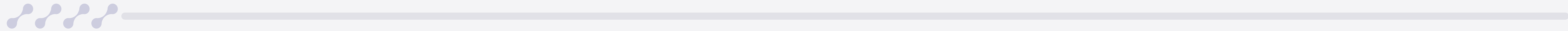


Financials

| Metric            | Q4 2025  | Q1 2026  | Q2 2026  | Q3 2026 |
|-------------------|----------|----------|----------|---------|
| Monthly Revenue   | 60k SAR  | 300k SAR | 600k SAR | 1M SAR  |
| Clients onboarded | 2        | 10       | 20       | 35      |
| Monthly Burn      | 200k SAR | 400k SAR | 750k SAR | 1M SAR  |
| Break-even?       | ✗        | ✗        | ✗        | ✓       |

💡 Based on 149 SAR/user/month, 200 users/client avg, hosting cost 12.5 SAR/user/month

💡 Gross Margin of ~%92



# Our Success Partners





جامعة الملك عبد الله  
للعلوم والتقنية  
King Abdullah University of  
Science and Technology

28 April 2025

**Letter of Intent (LOI) - Qawam x KAUST Smart Health**

To Whom It May Concern,

The **KAUST Center of Excellence for Smart Health (KCSH)** would like to take this opportunity to enthusiastically express our **interest in exploring collaboration** with **Qawam** on Qawam's **AI-powered wearable for preventive health and wellness** technology.

We are **open to providing and/or** helping to find partners to **offer research support, technical feedback and pathways to real-world technology trials**, and to assist in the development and refinement of Qawam's solution tailored to innovation objectives on the KCSH.

This letter is non-binding and intended to reflect mutual interest in future collaboration, subject to further discussions and alignment.

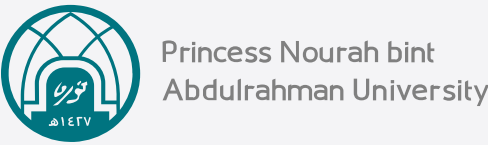
We look forward to the opportunity to explore how this initiative can contribute to advancing preventive digital health technologies.

Sincerely,



**Professor Imed Gallouzi, PhD**  
Professor of Bioscience, BESE  
Chair of KAUST Center of Excellence for Smart Health (KCSH)  
King Abdullah University of Science and Technology (KAUST)  
gallouzi.imed@kaust.edu.sa  
+966 (0)12 808 2354

LOI





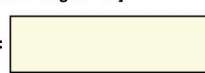
al-Qawam al-Salim for research & studies  
4030428408 .C. R



شركة القوام السليم للبحوث والدراسات  
س.ت 4030428408

2025/02/06 :Date التاريخ: 1446/08/07 هـ

**9. Signatures**

| [1st Party: Qawam]                                                                                | [2nd Party: The Research Team]                                                                 |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Name: Mohammed Shukri                                                                             | Name: <b>Dr. Tahani Alahmadi</b>                                                               |
| [Qawam Technologies Ltd.]                                                                         | Signature:  |
| Signature:     | Title: <b>Dr</b>                                                                               |
| Title: CEO                                                                                        | Date: <b>16-2-2025</b>                                                                         |
| Date: 06/02/2025                                                                                  | Address: <b>Airport Road, Riyadh</b>                                                           |
| Address: 3651 Prince Mishal Ibn Majid Ibn Abdullah, 9105, Abhur Ash Shamaliyah Dist, Jeddah 23817 | Mobile: <b>0506857396</b>                                                                      |
| Mobile: +966549963428                                                                             | Email: <b>alahmadi.tahani@gmail.com</b>                                                        |
| Email: info@qawam.ai                                                                              |                                                                                                |
| <b>Company Stamp:</b>                                                                             |                                                                                                |
|               |                                                                                                |

MOU





ABDUL LATIF JAMEEL CO. LTD  
VAT No.: 300174484600003  
Abdul Latif Jameel Hospital  
C.R: 4030109173



شركة عبد اللطيف جميل المحدودة  
الرقم الضريبي: ٣٠٠١٧٤٤٦٠٠٠٣  
مستشفى عبد اللطيف جميل  
س.ت: ٤٠٣٠١٠٩١٧٣

December 3, 2024  
AbdulLatif Jameel Hospital  
Prince Mutaib bin Abdulaziz Rd, Al-Safa, Jeddah 23341

To Whom It May Concern,

Subject: Letter of support for collaboration & physiotherapy data collection of patients with neck pain

On behalf of Abdul Latif Jameel hospital (ALJH), Jeddah, I am pleased to express our willingness to support your funding application to smart health center of excellence at KAUST, Saudi Arabia. Our staff will facilitate the IMU sensor-based data collection efforts for research purposes focusing on patients with neck pain and the patients that face challenges in maintaining good posture while walking. As an institution dedicated to the rehabilitation and well-being of our patients, we recognize the value of such research in advancing the role of assistive gadgets such as ear buds for best physiotherapy practices.

This initiative is, of course, conditional on the following:

1. **Ethical Approvals:** The approval of ethical review boards from KAUST and/or Qawam, ensuring the rights, privacy, and safety of all participants, in accordance with MoH requirements.
2. **Data Sharing Agreement:** The establishment of a formal agreement between the parties to define responsibilities, data usage limitations, and ownership rights.
3. **Best Data Sharing Practices:** Adherence to robust data security and privacy standards, ensuring de-identification and protection of sensitive patient information.

**Portfolio of Our Hospital:**

- **Staffing:** Over 240 dedicated healthcare professionals, including physiotherapists, physicians, administrative and nursing staff.
- **Capacity:** A facility equipped with 76 patient beds, serving a diverse cohort of rehabilitation needs.
- **Equipment:** State-of-the-art rehabilitation tools, including advanced gait analysis systems, posture correction devices, and physiotherapy equipment to support comprehensive care.
- **Support:** We are willing to contribute in-kind resources such as space, staff hours for data collection, and access to anonymized patient records, within the agreed ethical and legal frameworks.

This collaboration aligns with our hospital's mission to maximize quality of life by providing excellent rehabilitative care through innovation and research. We are confident that the findings from this study will positively impact the field of tele-health for physiotherapy and patient outcomes worldwide.

1 OF 2

تلفون: ٢٣٣٤١٠١٠٠ - فاكس: ٢٣٣٤١٠١٠٠٠٠ - جيب: ٢٣٣٤١٠١٠٠٠٠ - ص.ب: ٢٣٣٤١٠٠٠٠٠٠ - المملكة العربية السعودية - الرياض - الفرع الثاني  
www.aljhospital.com | Tel.: 6770001 - Fax: 6770009 - P.O.Box 41000 Jeddah 21501 - K.S.A. - Email: aljhospital@yahoo.com

LOS





SMART  
TECHNOLOGY SOLUTIONS

Letter of Intent (LOI) - Qawam x SMART Solutions

Whom It May Concern,

SMART Technology Solutions expresses its interest in exploring collaboration with Qawam regarding its AI-powered wearable for preventive health and wellness.

We are open to providing research support, employee testing access, and technical feedback to assist in the development and refinement of Qawam's solution tailored to Smart Technology Solutions' innovation objectives.

This letter is non-binding and intended to reflect mutual interest in future collaboration, subject to further discussions and alignment.

We look forward to the opportunity to explore how this initiative can contribute to advancing preventive digital health technologies.

Sincerely,



**Albura Bahjett**  
CEO  
SMART Technology Solutions



12 - ٨٩٩ - 2٥25

LOI

## Ongoing discussion:



Saud AlSharif  
(GM of Facilities)



Majed Almuhanha  
(CHRO)



Prof. Ahemd Albadry  
(Coprte Health & Wellness)



Ms. Pakiza Alsouse  
(Investment & innovation)



Fares Fallata  
(Community manager)



## Strategic Support & Public Endorsment





## Team



Advisor

### Tareq Al-Naffouri

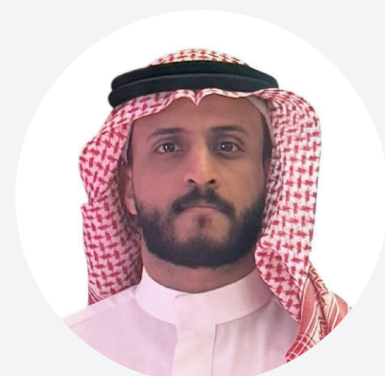
- Visiting scholar at the California Institute of Technology
- **Ph.D., Stanford University**
- **Professor at KAUST**



CEO & Co-Founder

### Mohammed Shukri

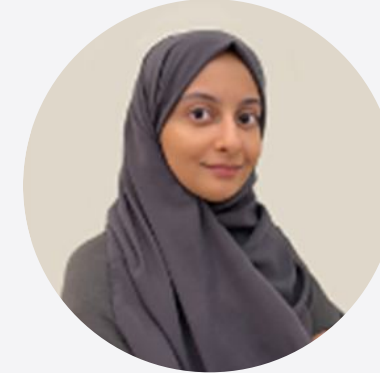
- Software Developer, Organizer & Communicator
- BS in Electrical Engineering (Computer Engineer)



COO & Co-Founder

### Safwan Ibrahim

- Business Developer & Product Management Eng.
- BS in Electrical Engineering (Electronics Engineer)



Product Manager & R&D Lead

### Marya Rushdi

- Data Scientist & AI Developer
- BS in Electrical Engineering (Computer Engineer)



ALjawharah

App Developer Lead

### ALjawharah Almasoud

- iOS Developer (Apple Academy Graduate)
- BS in Computer Science



UI/UX Designer Lead

### Ammar Alhelal

- UI/UX Designer (UI dynamic websites Google Certified)
- Practical User Research & Strategy



## The ask

WE ARE RAISING SEED FUNDING

**₹3.75M**

for 20% common shares (by ExitVal  
Valuation)



BREAKEVEN BY

**Q3 2026**

with 7K users onboarded  
(~1M SAR MRR)

TARGETING

**65K** USERS

1% of 6.5M office-based employees in  
Saudi by Q4 2027 (10M SAR MRR)

- Use of funds: 40% Product, 35% Sales, 15% Clinical, 10% Ops.
- CAC ~300 SAR (founder-led), LTV 3600 SAR (2-year retention) → LTV/CAC = 12x



## The vision

# EVERY SEGMENT IS IMPACTED

“This isn’t a niche problem”

### Today:

- Posture, stress, and burnout tracking for employers
- Actionable dashboards and research-backed interventions

### Next:

- Kids with tablets: 2.2B (target parents)
- Gamers: 3.4B globally
- Drivers (truck/taxi): 100M+

### Our Vision:

- To become the go-to platform for preventive posture and stress health, starting with employers, expanding to families, schools, gamers and beyond.



The total direct healthcare cost of Neck Pain ~**\$300 billion USD** globally per year



**Join us to rethink the  
future of preventive care**



info@qawam.ai



Qawam.ai



Qawam