

Investment File

For

JABR TECHNOLOGY

Prepared by:

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Introduction:

JABR Technology is an innovative pioneering startup focused on developing and manufacturing smart solution systems integrated with modern technologies for health, well-being, entertainment, Artificial Intelligence, and the Internet of Things (IoT). We aim to improve quality of life and enhance modern lifestyles, as well as developing smart automated system solutions across various sectors.

Our first product is called "WOODTECH-PRO Smart Bed", a smart bed that combines health and entertainment technologies through advanced sensor systems supported with AI, automated motion control, integration with smartphone applications, and innovative smart services for individuals, hotels, resorts, and health facilities.

The company seeks to establish the first specialized Smart Furniture Factory in the Kingdom of Saudi Arabia, in line with the goals of Vision 2030 for digital transformation, improving quality of life, and strengthening national industries.

We are the local pioneers in integrating automation, smart systems into furniture, introducing a new concept of "Smart Furniture". This will enhance the quality of life and create a smart and healthy living environment experience for individuals, hospitality, and vital sectors.

Problem:

The primary pain points our startup is solving are:

- 1. Absence the concept of "Smart Furniture"**
from local market and rare in global market.
- 2. Poor Sleep Quality & Health Issues**
Millions of people suffer from sleep disorders, poor sleeping position, back pain, lack of proper rest or inadequate ventilation, and temperature, which leads to chronic fatigue and health problems.
- 3. Limited Integration of Technology in Furniture**
Traditional furniture remains largely static, offering no smart features, monitoring, or automation to improve user experience as well as limits health, comfort, and entertainment that do not adapt to body or health needs.
- 4. Lack of Smart Solutions in Hospitality & Healthcare**
Hotels, resorts, and hospitals struggle to differentiate their services and enhance guest/patient comfort with innovative solutions.
- 5. Dependence on Imported Smart Furniture**
The regional market lacks a locally manufactured, affordable smart furniture solution that combines advanced technology with cultural and lifestyle needs.

Solution:

Introducing the WOODTECH-PRO Smart Furniture, a game-changer in luxury furniture. It creates a smart-living environment, promotes optimal health and well-being. Seamless control through smart systems ensures a unique personalized experience, addressing the unmet needs in healthcare and hospitality sectors.

OUR Products is not just a piece of furniture; it is an innovative that Redefining Luxury, well-being, Health, and Entertainment. It is an Integrated Smart-Living Environment solution that combines:

1. Integrated Technology, Health, Comfort, well-being, and Entertainment
2. Premium Design Modular with luxury finishes.
3. Advanced Sensing monitors to track vitals, movement, sleep patterns and quality.
4. Automated adjustments for personalized positions.
5. Smart connectivity with AI assistant, mobile apps and IoT devices.
6. Entertainment and wellness features for hotels, homes, and healthcare facilities

This solution transforms ordinary furniture into a smart living environment experience, addressing both personal well-being and the growing demand for digital lifestyle integration.

Target Market:

JABR Technology targets various sectors, including:

- Elite individuals.
- Luxury hotels and resorts.
- Luxury hospitality sector.
- Real estate developers.
- Smart homes.
- Airports.
- Health facilities.

As well as individuals interested in improving their quality of life, experiencing a completely different lifestyle, and keeping pace with modern technological advancements, given the high customizability of our products.

Market Size:

TAM (Total Addressable Market):

Smart furniture market is valued at USD 5.08 billion (2025) and projected to reach USD 8.74 billion by 2030 (CAGR 11.45%).

SAM (Serviceable Available Market):

The smart furniture in MENA region is estimated to represent 5 – 8% of the total market, around USD 355.6 – 611.8 Million by 2029.

SOM (Serviceable Obtainable Market):

JABR TECHNOLOGY aims to realistically capture 5–7% of the smart furniture market within 5 years, equivalent to USD 21.3 – 36.7 Million.

Revenue Streams

- **Direct Sales (B2C):** Custom and retail smart furniture sales.
 - **Enterprise Contracts (B2B):** Hotels, resorts, hospitals, and real estate developers.
 - **Government Partnerships:** Smart solutions for national transformation projects.
 - **Recurring Revenue:** Software subscriptions for control, updates, and maintenance.
 - **Premium Custom Orders:** Bespoke smart furniture for high-end clients.
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Current Traction

- Developed a **functional prototype** of the WOODTECH-PRO Smart Bed.
 - Completed a **comprehensive business model** and a **professional pitch deck**.
 - Secured domain name and brand identity (www.jabrtech.com, logo, slogan).
 - Initial discussions with consulting firms (**Business Experience**) regarding the legal setup and licensing process.
 - Having a strong interest from international Italian Architectural and designer Simone Micheli on our project
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Key KPIs

1. Product Development

- Prototype readiness level (%)
- Time-to-market (estimated launch date)

2. Business & Investment

- Number of incubator/accelerator applications submitted and accepted
- Amount of investment committed / raised
- Cost of prototype vs. planned budget

3. Market & Customer

- Number of customer interviews and survey responses
- Interest/LOIs (Letters of Intent) from hotels, hospitals, and potential clients
- Social media engagement and community growth

4. Operations & Growth

- Strategic partnerships established (suppliers, manufacturers, distributors)
- Talent recruited (engineering, marketing, operations team)
- Milestones achieved in regulatory approvals (license, CR, trademark)

Summary

We have developed a working prototype of the WOODTECH-PRO Smart Bed, built a complete business model, Feasibility study, executive and operational plan coupled with a financial plan and, pitch deck, secured our brand identity (JABR TECHNOLOGY), our website www.jabrtech.com is on standby.

KPIs we track:

Prototype readiness, investment commitments, incubator acceptance, customer interest (surveys & LOIs), strategic partnerships, and regulatory milestones (license, CR, IP).

Current Stage: Seed (Early Execution Stage).

JABR TECHNOLOGY is currently in the **Seed** stage, with a validated concept and a functional prototype of the WOODTECH-PRO smart bed. The business model, execution plan, and financial projections are developed, and the project is in the process of securing a Venture License and official incubation. The company is now seeking strategic investment to establish its legal entity, build production facilities, and bring its innovative smart furniture solutions to market.

Strategic Business plan

Our strategic business model targets B2B direct sales to hotels, resorts, and health facilities; on the other hand, it is offering premium B2C custom orders for individuals. We provide subscription services for maintenance and upgrades, ensuring continuous innovation. This approach aligns with our commitment to revolutionize the luxury furniture market, enhancing user experience and operational efficiency.

Distinct Competitive edge

Our competitive edge lies in local manufacturing, integrating health, well-being, AI, and Internet of Things technology, and aligning with Vision 2030. The WOODTECH-PRO Smart Bed is modular and customizable, catering to residential, hospitality, and medical sectors. We are building a technical base for smart city solutions, setting us apart in the luxury furniture market.

Why invest in JABR?

As the first Saudi innovator in luxury smart furniture, JABR is pioneering with an integrated research and development lab within our production plant for continues developing and upgrading. Our strategic global expansion plan positions us to lead the market. A passionate leadership committed to advancing national technological solutions drives the team to make JABR a compelling investment opportunity. the luxury market with our groundbreaking solutions.

- The first local company provides the new concept "Smart Furniture", integrate with health systems, luxury, entertainment, and well-being.
 - The first Saudi furniture powered by Artificial Intelligence and integrated systems.
 - Luxurious and futuristic designs.
 - Smart furniture products that provide an integrated, technologically advanced smart environment.
 - Specially designed solutions for elite customers, hospitality sector, and Health facilities.
 - An innovation that aliens Vision 2030. in providing world-class entertainment options, sustainable living, and efficient health and social care systems, and produce physical, psychological, and social wellbeing.
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Summary:

JABR TECHNOLOGY is at the forefront of smart living innovation, merging engineering, technology, and well-being. We invite you to join us in establishing the region's first real smart furniture tech leader, revolutionizing the luxury market with our groundbreaking solutions.

Conclusion and Recommendation for Investors:

The financial and strategic analysis of JABR TECHNOLOGY reveals a promising investment project built on innovative technology foundations and sound financial planning. All indicators point to a strong expected return, a short payback period, and a highly competitive advantage in the target market. Beyond the solid financial returns, the company's value proposition—contributing to development and digital transformation, and offering products that enable society to enjoy a high quality of life and a prosperous and healthy environment is the true value and the major gain we aspire to achieve.

