



Pitch deck



problem

Customers can't visualize how tiles, flooring or even rugs will look in their homes.

This causes **hesitation, slow sales**, and creates **costly friction** for retailers



solution

Sarah visits a showroom, scans a QR code, and using our AI she sees how the parquet looks in her living room **within 10 seconds**

Boosting **confidence** and reducing hesitation



as a result..

For flooring and wall covering vendors

They close sales **5x faster**
and increase conversions by **up to 40-80%**.

Sales cycles move from weeks to days



team
of 3 co-founders



Soufiane EL GHRABI



Chief Product
Officer

Product Vision

AI & Infra Dev
Chief Technology
Officer



Ismail MENANY



Biz Dev & Strategy
Chief Executive
Officer



Zouhair EL GHRABI



IPO 2016

let's talk numbers

The Market a.k.a. \$ waiting to be captured

\$1.4B TAM

Total global market for AI-driven visualization tools
(flooring, walls, rugs, staging).



Growing at ~25% CAGR, expected to reach \$7.3B by 2033.

\$57M SAM

EUROPE + MENA
~8,000 addressable businesses



Average revenue per client: ~\$600/month = \$7200/year

\$1.3M SOM

Initial goal: 150+ paying B2B clients
in France and GCC



Expected ARR in ~36 months

traction

Trusted by customers in France and GCC

ARR: €28.5K

 4 paying customers

+5 customers

 In the pipeline

Our Valued Customers

الخزف السعودي
Saudi Ceramics



 ALLOCARRELAGE

CONCEPT
MOSAIQUE

business model

SaaS subscription tiers

Starter

€500 per month

500 SKUs
4K Render
Analytics
50,000 renders / month

Pro

€600 per month

All in *Starter*
2,000 SKUs
Unlimited renders / month
Leads management
Send 200 emails / month to leads

Enterprise

€900 per month

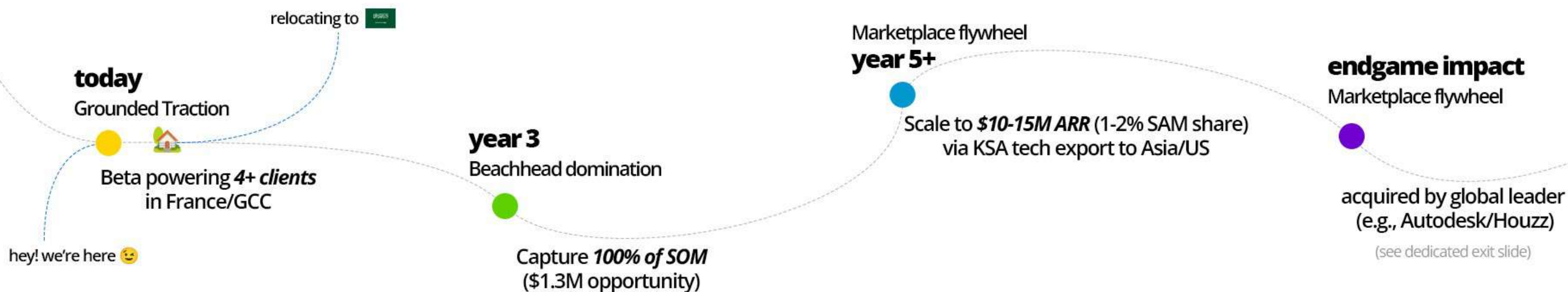
All in *Pro*
Unlimited SKUs
Unlimited mailing

competition

why *ardealy* wins in europe / mena

Feature / Value		  local / regional 	 emerging	 global
Setup time	Minutes  (full autonomy)	Days to weeks (custom integrations)	Minutes	2 to 4 weeks (enterprise onboarding)
Render Quality/Realism	Very high  (photoreal AR, low hallucination)	Medium (decent 3D but lighting artifacts)	Low (basic 2D previews, unrealistic scaling)	Very high
Pricing Model	Flexible sub  (\$600/mo ARPU, SMB tiers)	Medium (Per feature + Per-render credits)	Low to Medium	High enterprise (\$20k to \$100k+/yr min)
Rug/Fabric Viz (3D & AR)	Both  (dynamic textures)	only 3D	Both (basic)	only 3D
Risk of Counterproductive UX	Low  (validated pilots: <5% mismatch)	Medium (inconsistent realism)	High (unrealistic = 25%+ returns)	Low

Facts: Saudi Arabia is driving \$1.3T+ in real estate & infrastructure projects



- Our ask unlocks 150+ SMBs, hitting \$1.3M ARR in 36 months via flexible AI renders.
- Delivering complete virtual staging with integrated e-com for furniture (beyond flooring/rugs)
- Launch AI marketplace: B2C app for paid viz (\$5-20/session), sponsored listings + 5-10% commissions on \$100M+ GMV in furniture/materials

marketing & sales strategy

So Far (Proof with Initial Effort)

- Cold outreach (calls + emails): Secured **4 paying customers**
- €25k ARR** validated (strong B2B demand in France/GCC)
- Early CAC: **~€2063/customer** (scalable baseline)

What's Next (Scalable Growth Levers)

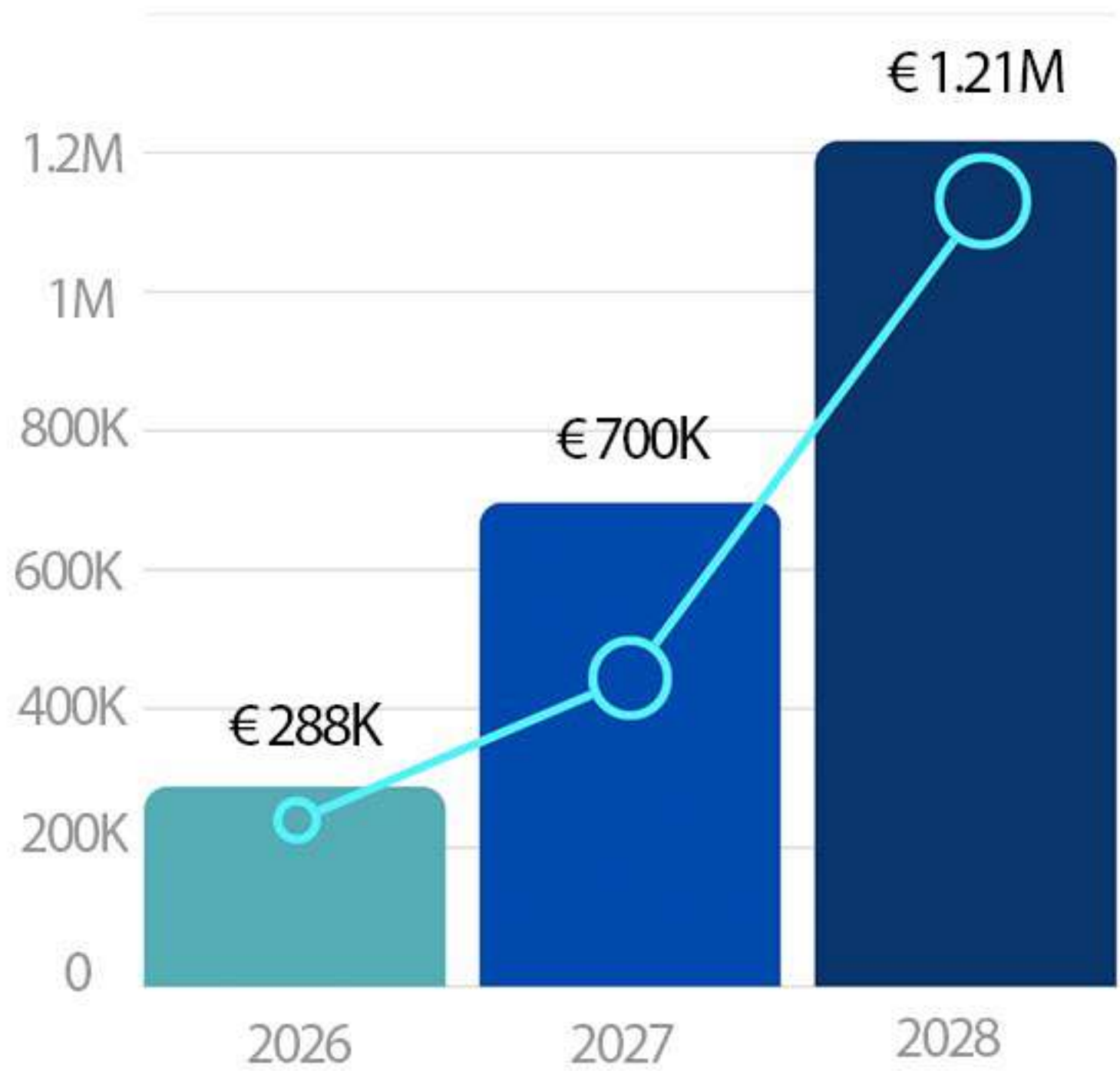
- Inbound Marketing** (SEO, online ads, case studies): Target 50 leads/mo
- Exhibitions & Trade Shows**: 2-3 events (e.g., The Flooring Show, Cersaie) for 20 qualified pilots
- Affiliate Programs**: Partner with 10+ design influencers for 15% rev share
- Partnerships** with E-com Platforms: Integrate with Houzz/Amazon for co-marketing
- Press Releases**: Launch 4x/year via TechCrunch MENA for 100k impressions

Projected Impact

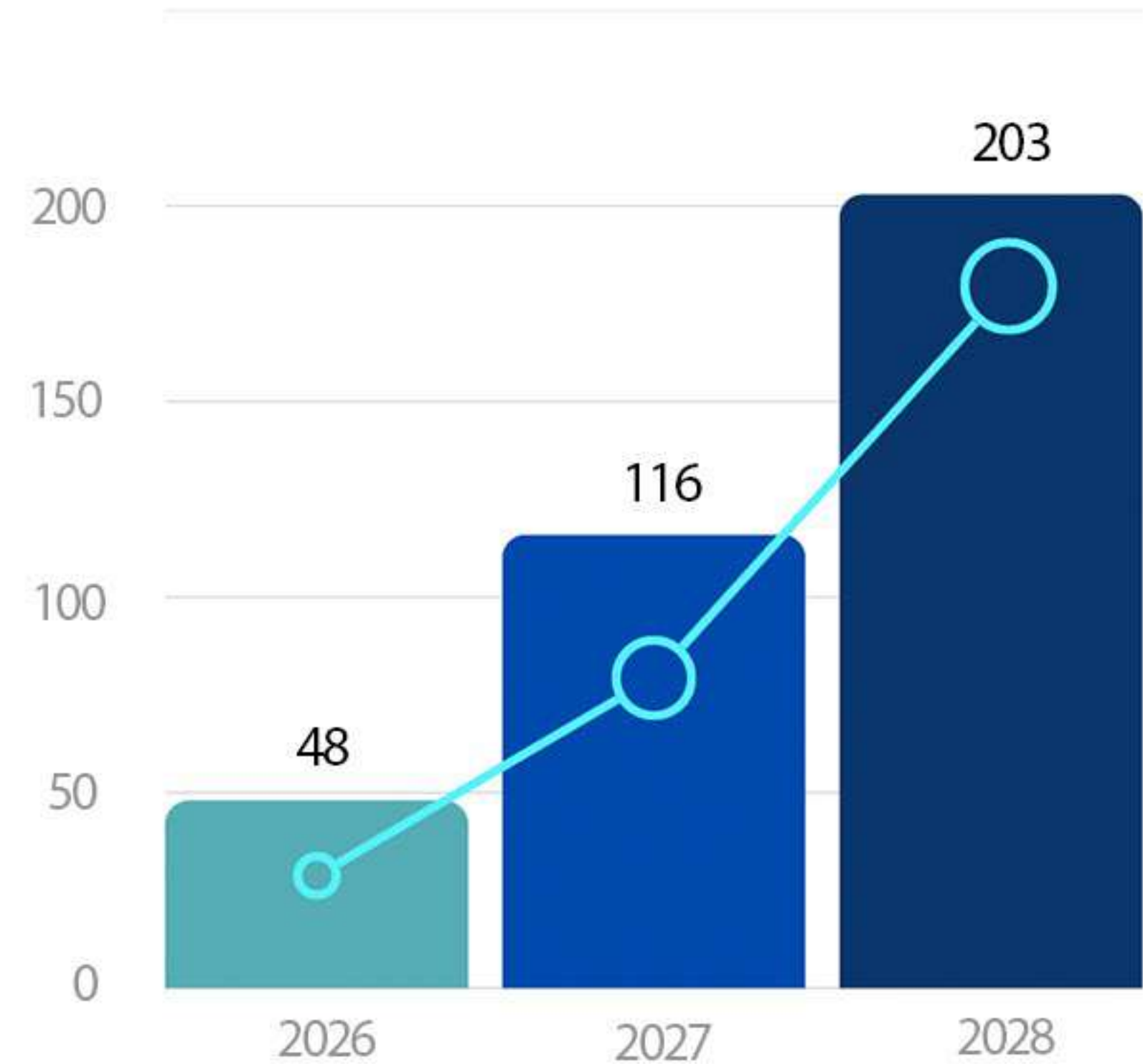
Metric	Y1 2026	Y2 2027	Y2 2028
Customers	48	116	203
ARR	€288k	€696k	€1.22M
CAC	€2,063	€1,790 (13% )	€1,614 (10% )
LTV	€6,250	€6,250	€6,250
LTV:CAC Ratio	3:1	3.5:1	3.9:1

financial projections

Revenue growth (€)

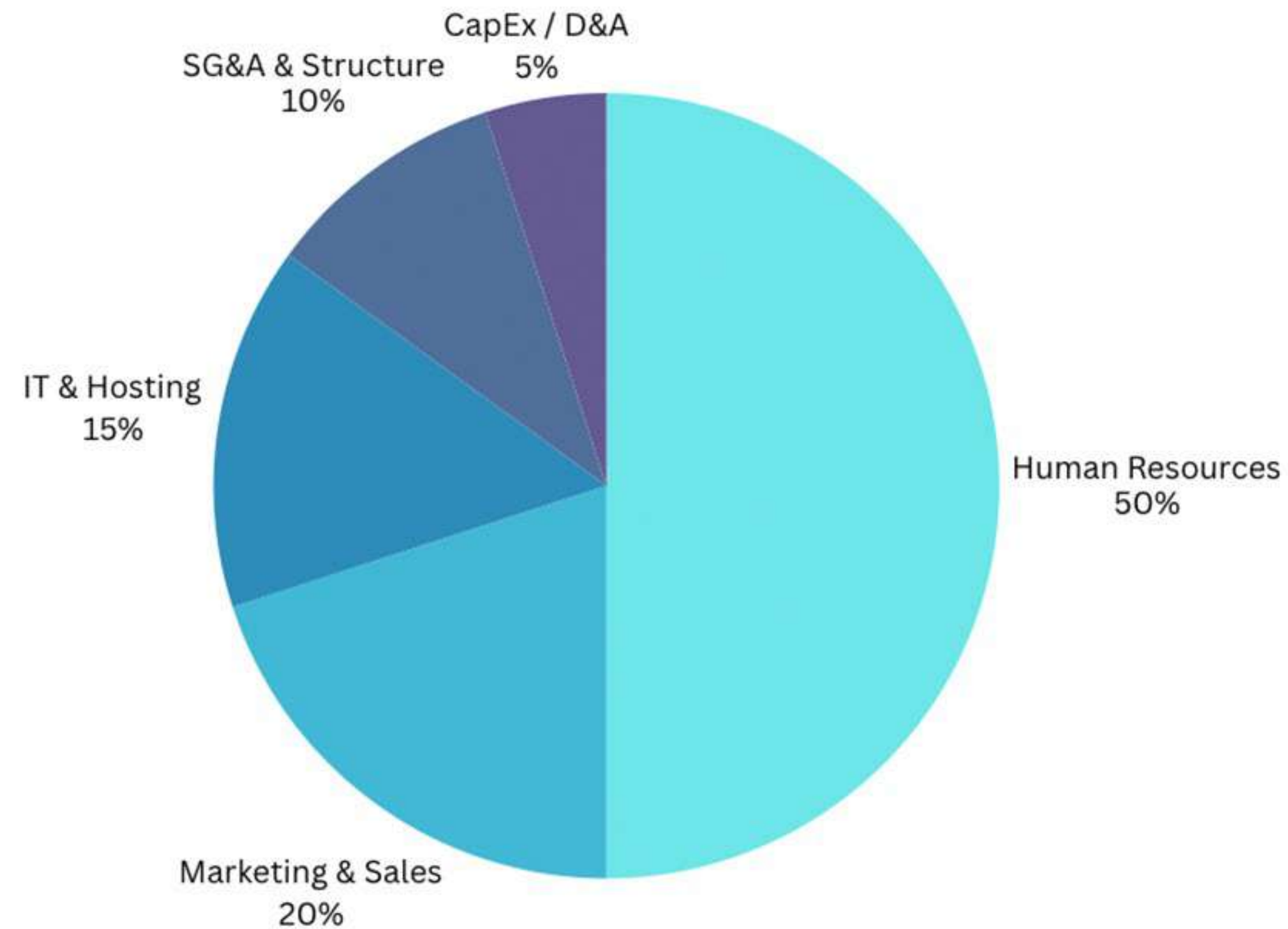


Number of clients



our ask

Raising €900K Seed to accelerate growth



€900k at €3.6M pre-money (20% equity)

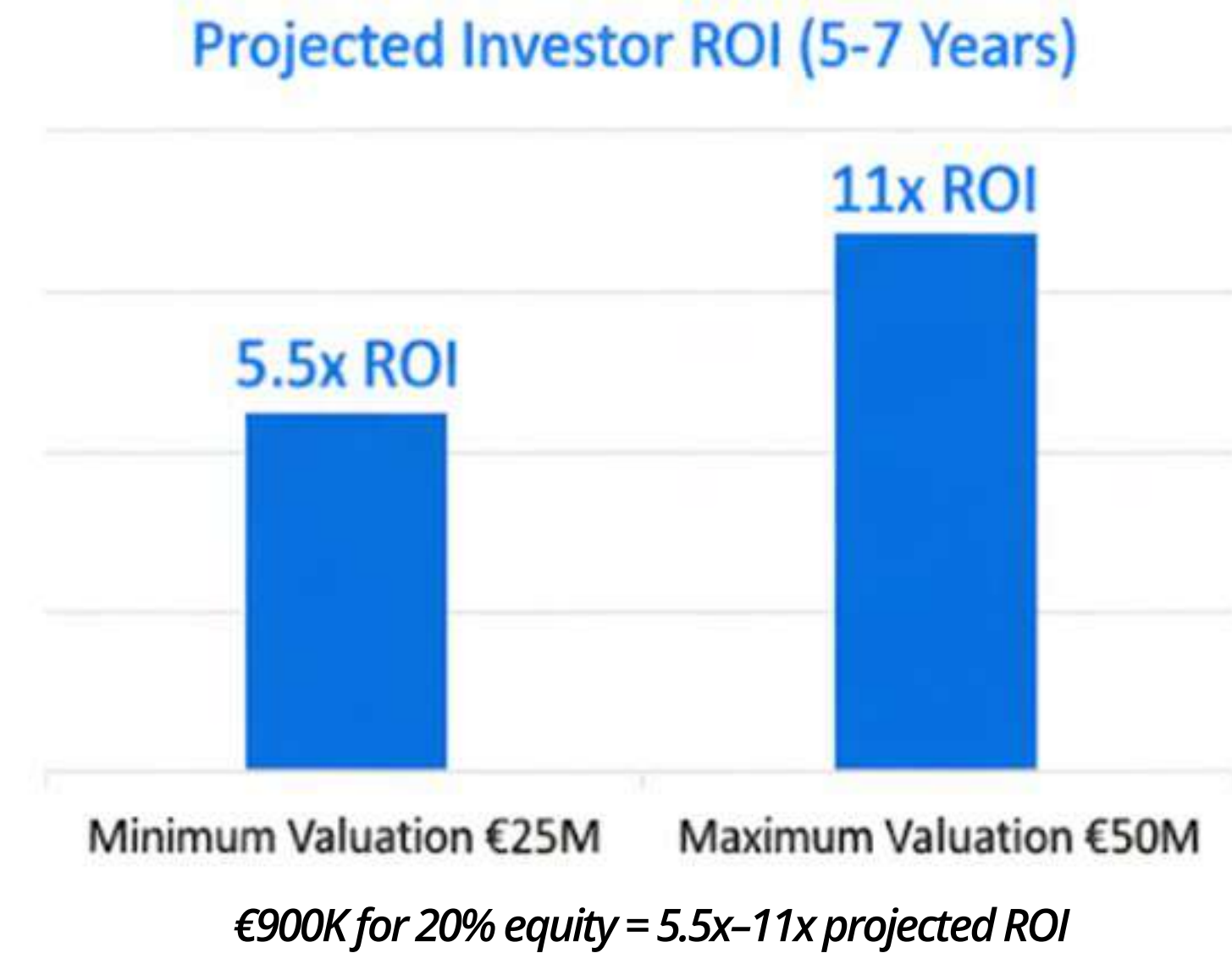
This investment secures *18 months of runway*, scales us to **€1.2M ARR** and *profitability by 2028*

exit strategy

targeting a high-value acquisition

Target exit in **5-7 years**
with ARR projected at **€5M - €10M**

At standard SaaS multiples (**5x – 10x ARR**)
this means a potential exit valuation
between **€25M and €50M**



Potential Acquirers

Flooring & Tile Giants



Tech & Visualization Players



Regional Real Estate Giants

