Pitch Deck

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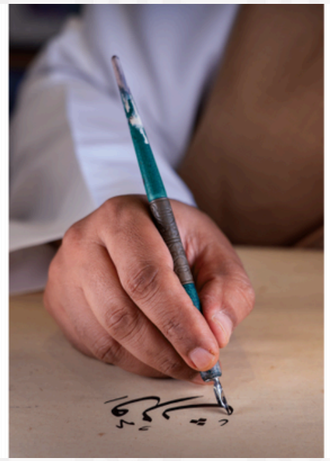
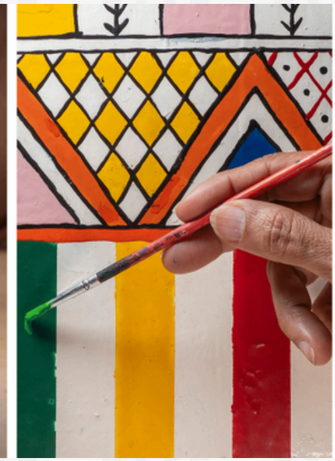
nuqwa

More than a platform. It's a movement to empower Saudi artists in the digital age.



Presented by:

Basma Bhaian, Founder, CMO
Abdulaziz Ahmed, Co-Founder & CEO

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رؤية VISION 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Nuqwa is a Saudi digital platform designed to empower Saudi artists to showcase, sell, and protect their artwork, whether traditional or digital, powered by blockchain licensing & provenance .

Built with a culturally aligned, Arabic-first approach, Nuqwa offers secure payments, IP protection, artist education, and access to a growing creative economy in line with Vision 2030

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Our Vision

To become the leading digital destination for Saudi and Arab art, rooted in heritage, ready for global reach

Our Mission

To help artists grow and earn through a trusted, secure, and empowering digital art ecosystem

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Problem Statement

90%
of Saudi Artists
use social media to sell art—without IP protection, ownership tracking, or secure transactions.

18%
Art online sales
Online art sales hold a stable 18% share of the global art market yet many listings still lack standardized verification and provenance data buyers can trust

﷼ 1.5B
Trust Gap in the market
Authorship and royalties aren't verifiable or automated across primary/secondary sales

Not a "nice to have."
provenance a commercial requirement
As online channels and mid-market transactions expand, buyers take longer to research and demand clearer proofs; dealers and auction houses note online's growing role but still rely on verifiable information to close higher-value sales efficiently

Solution

Nuqwa is a culturally rooted digital platform that enables Saudi artists to showcase, sell, and protect their art—driving creative economy growth and supporting **Vision 2030**'s digital and cultural goals.

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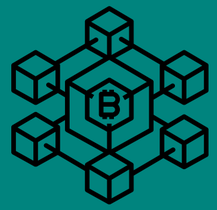
Economic Empowerment

New income channel for 150+ Saudi artists in Year 1 (≥ 40 % women)
10–15 % lower commission



Cultural Preservation

Digitizes & exports Saudi heritage art to a global buyer base.



Sustainable Digital Economy

Smart Royalty Contracts (SRC)
Digital Certificates of Authenticity (DCoA)
Artist Verification (AV)



Authenticity & Artist Protection

Blockchain-stamped provenance and automatic royalty distribution safeguard artists' rights, directly supporting Vision 2030's creative-economy mandate

Product

Artist → (KYC + AV) → Create listing → Generate SRC + DCoA → Buyer pays (Mada/Apple Pay) → . Certificate issued & provenance updated → Royalties auto-calculate on future resales

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Marketplace

Browse and filters. Product with price, artist bio, and provenance. Buy Now or timed auctions.

Outcome: Higher liquidity and trust

Heritage Library

Structured archive of Saudi heritage. Search by region and craft. Educational cards.

Outcome: Cultural differentiation and organic SEO

Creator Tools

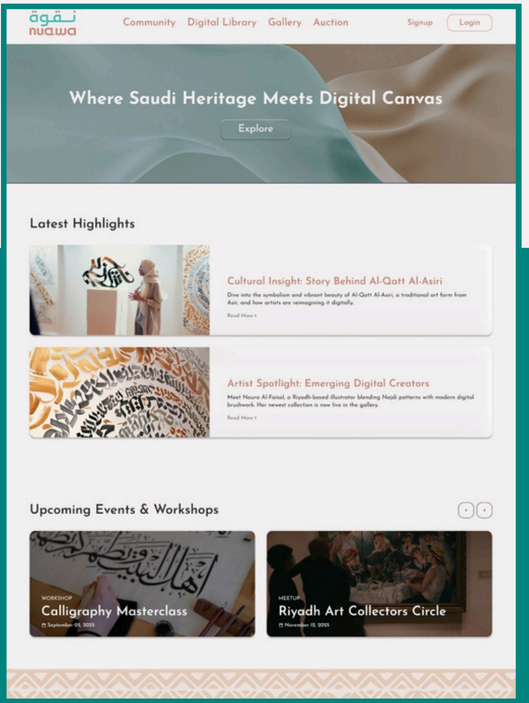
Artist profiles and collections. Creator Pro lite with sales dashboard and promo slots. Follow feed and events.

Outcome: Retention and repeat listings

Privacy & hosting

PDPL notices and consent live. Audit logs and access control in place.

Outcome:Trusted, compliant, and fast user experience for Saudi creators and buyers. Data stays in KSA



Tech

Artist → (KYC + AV) → Create listing → Generate SRC + DCoA → Buyer pays (Mada/Apple Pay) → . Certificate issued & provenance updated → Royalties auto-calculate on future resales

Smart Contracts

ERC-based templates for royalties/licensing, abstracted gas, custody-optional

i Certificates

DCoA on chain + printable CoA with QR verifier

Verification

KYC/AML, SAIP-aligned IP attestation, issuer signing

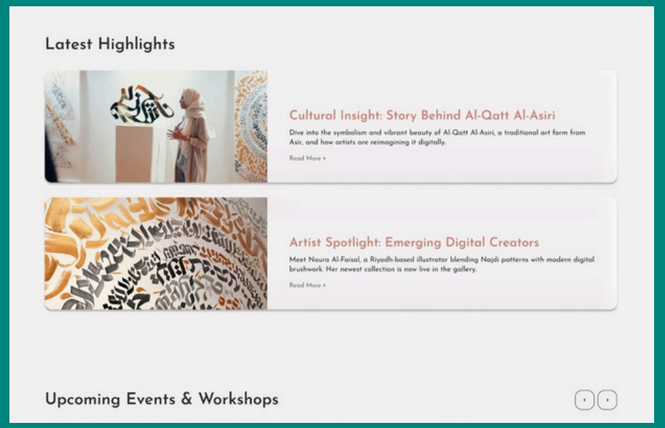
Payments

Mada/Apple Pay → settlement off-chain - chain only for provenance

No crypto wallet required; gas abstracted by NUQWA

Market Opportunity

Saudi Arabia's creative economy is expanding rapidly under Vision 2030, but artists still lack the digital infrastructure needed to grow, protect, and monetize their work in a secure, scalable, and culturally aligned way



Saudi Arabia's art market exceeds **SAR 1.5** billion annually, with **15–20%** yearly growth driven by **Vision 2030's** investment in culture and the creative economy

1.5 /billion

Saudi Arabia aims to grow the creative sector's **GDP** share from **3% to over 10% by 2030** unlocking major opportunities for digital platforms like Nuqwa

Up to 10%

all data collected and analysis done from government resources (MISA – MoC – Open Source – etc) and all resources available upon request

Market Opportunity

Sources: UBS Art Market Report 2024, Grand View Research MENA NFT & Saudi Art Tourism data

SAM

$12B

2030 at 10-12 % CAGR

MENA (traditional + digital + NFT art)

- 2023 global art sales ≈ US $ 65 B (UBS Art Market Report).
- MENA typically 3 – 4 % of global volume → US $ 2.0 – 2.6 B today.
- MEA NFT market alone was US $ 1.86 B in 2023 and is growing 27 % CAGR (Grand View)

TAM

$1B

Annually

KSA + early-GCC buyers

SOM

$150M

by 2030 via artist expansion, corporate bulk-buyers, and secondary-market trading

Business Model

Sales Commission on each artwork
or Certificate & Contract Fees

10-15%

Our primary revenue streams include:

1. Marketplace Commission

2. Certificate & Contract Fees

3. Creator Pro subscriptions

- our expantional plan including a marketplace for materials and b2b business also activities for art comuinity

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Competitive Landscape

NUQWA is the first end-to-end platform and mobile app tailored to Saudi and Arab artists, combining marketplace, Standards-based provenance, education, and community in one secure ecosystem.

Strong point	NUQWA Art	Local Galleries	Nifty Souq (GCC UAE)	Artsy (Global)	Instagram (Social)
Arabic-first experience	✓	✓	×	×	×
Saudi payments built-in (Mada, Apple Pay, local PSPs)	✓	×	×	×	×
Standards-based provenance	✓	×	×	×	×
Royalties on every resale by design	✓	×	×	×	×
Trust and compliance in Saudi market	✓	✓	×	×	×
Heritage Library data moat + Arabic-tuned AI curation	✓	×	×	×	×
Saudi and Arab artist focus	✓	✓	✓	×	×

Go-to-Market Strategy

Nuqwa will launch with a focused strategy that combines community-driven growth, strategic partnerships, and performance marketing to build a trusted, scalable platform for Saudi and Arab artists from day one



We plan to acquire customers through:

Digital marketing
Founding artists post 15–30s UGC videos twice weekly, NUQWA reposts and cross-posts with a tracked short link to each artist page to drive purchases with zero ad spend

Partnerships
Formal collaborations with universities, art programs, and Ministry of Culture-backed events, amd MISK Art.

Influencer & Artist Ambassadors
Partnering with well-known local artists and creatives to build trust and generate early buzz.

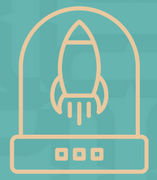
Pre-Launch Traction



42 Artist onboarded



2 Advisers
(Art Field)
1 Ambassador



Misk Launchpad Program + Blossom Incubator



Ministry Of Culture
Quality of Life
Misk Art



~200 Ready Artworks



2 Studios Partnerships
1 workshop ready



MVP Launched and 2 sales were made



29 Artist Interviews

- ~6k heritage sites and assets
- Workshop with the Artist Noura Bin Saidan in early September
- Mada and Apple Pay ennoblement in progress before V1
- Public launch by the end of 2025
- International Artists Ready for Workshops (UK, ITALY, Greece)

Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

الصندوق الثقافي
CULTURAL DEVELOPMENT FUND

NOURA BINSAIDAN

وزارة الثقافة
Ministry of Culture

معهد مسك للفنون
Misk Art Institute

منشآت
monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Funding Ask

$500K

We are seeking to scale our operations. Funds will be allocated to

Allocation

50%
Product development

30%
Marketing & Customer Acquisition

20%
Operations & Team



Break-even
2027
Q4



Runway
17 - 19
Months



Burn Rate
~ SAR 60k
Monthly



GMV
2027
$3.8M

these numbers approved by our Financial model - Available in our VDR upon your request

Targets

- Public launch and 150 active artists
- GMV run-rate 1M SAR
- CAC ≤ 25 SAR (most growth remains organic.
- Revenue add-ons live buyer fee, Pro tiers, first two gallery packages

Founders Overview



BASMA BAHAIAN
FOUNDER & CMO
+14 years in the IOT Projects and business development

Profile



ENG. ABDULAZIZ AHMED
CO-FOUNDER & CEO
+15 years in business development, IOT, and technology field with 5 years experience in startups and Venture building

Profile

Advisory Board



NAWWAF AL NASSAR
ADVISORY BOARD MEMBER

Design and strategy advisor with 30+ years in interior architecture, founder of 3N Jeddah and the Design 2017–2018 event, honorary ambassador of the Barakat Foundation, member of the Saudi Art Council, B.A. in Interior Architecture



NOURA BIN SAIDAN
ADVISORY BOARD MEMBER

Saudi visual artist and muralist, founder of NS4ART, Vice President of the Arts and Architecture Division at the Omran Association, and ambassador for Harfa and Sharaka. Advises NUQWA on creator programs, public art, and community engagement

Profile



ENG. MOHAMMED SMADI
TECH ADVISOR

Tech Advisor with 18+ years in product development and AI solutions. Guides NUQWA on scalable platform architecture, ML-driven curation, and secure integrations to speed delivery and reduce risk

Milestones

Q3&4 2025

Build, Launch & Validate

Focus: Platform & App development, initial artist acquisition, and product-market fit

- 150 AV · 300+ DCoA · ≥70% of listings certified
- Pay-success ≥95% (Mada/Apple Pay) · TtL ≤48h
- Reg CVR ≥8–10% · CAC ≤25 SAR · NPS ≥40

Q1 2026

Monetize & Grow Users

Focus: Launch revenue streams, grow user base, and expand content

- GMV ≥ SAR 0.8–1.0M · AOV 1.5k–2.5k SAR
- Active buyers ≥2.5k · Purchase CVR ≥2.0%
- 90-day repeat ≥20–25% · DCoA coverage ≥85%

Q3 2026

Deepen Engagement & Scale

Focus: Enhance platform value, increase retention, and prepare for Seed round.

- GMV run-rate ≥ SAR 4.0M · Net-rev RR ≥ SAR 0.5–0.6M
- Active artists 300–400 · Active buyers 8–10k
- 90-day repeat ≥30% · Referral ≥15% · 1 Enterprise/B2G pilot

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Let's Build the Future of Saudi Art

The market is growing. The talent is ready. The timing is now

عام الحرف اليدوية 2025
The Year of Handicrafts

رؤية VISION 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

مسك Misk
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation