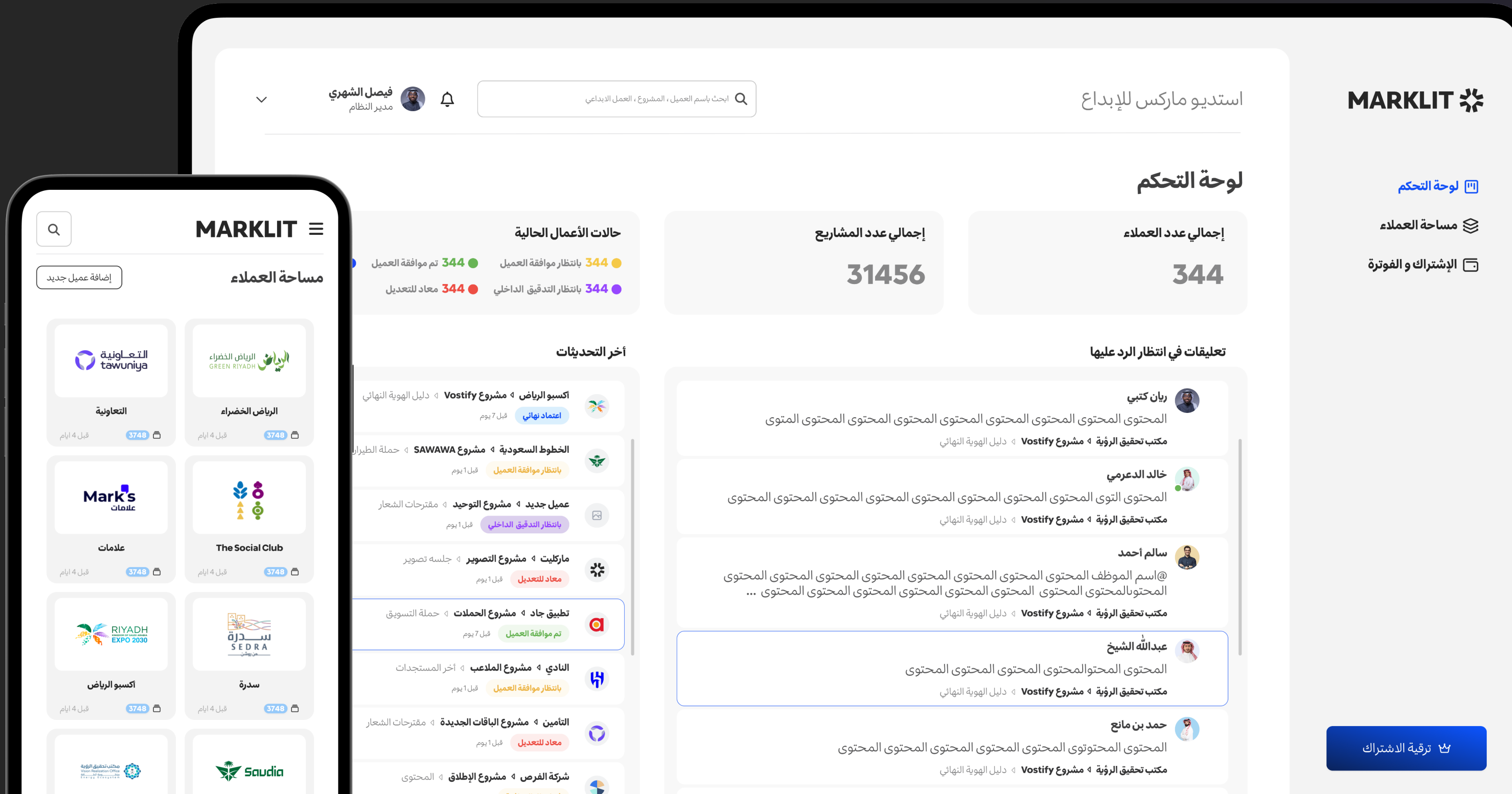
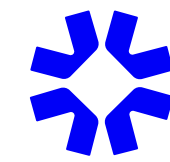


Pitch deck

MARKLIT 





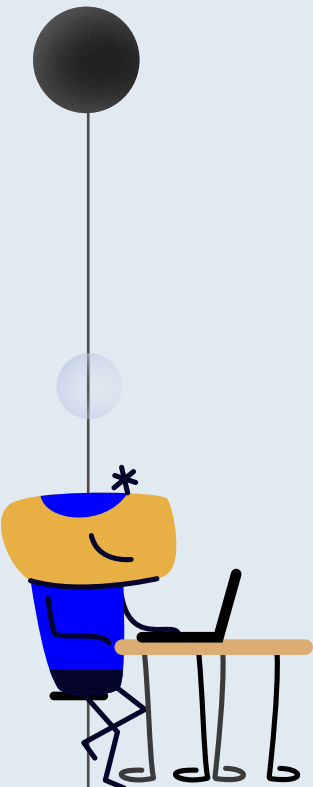
MARKLIT YOUR PLATFORM FOR MANAGING THE CREATIVITY

Business Model

Supported by Case study

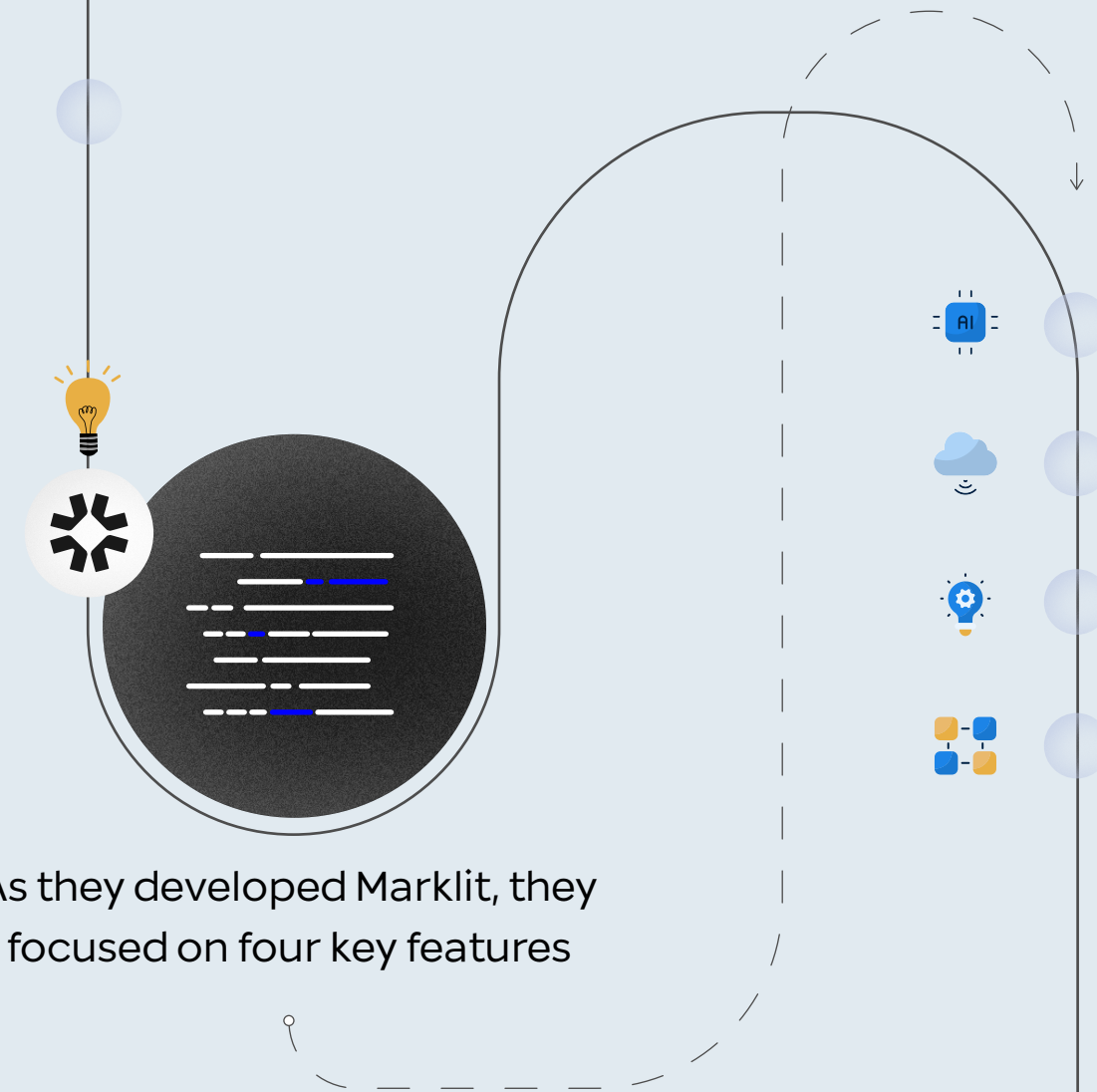
Once upon a time

in the bustling heart of Riyadh, two ambitious Saudi entrepreneurs, Ryan and Sara, recognized a gap in the creative industry. Both coming from a background in digital marketing and graphic design



they often faced challenges in managing client projects efficiently. They dreamt of a unified platform that could streamline the entire creative process, from project initiation to completion.

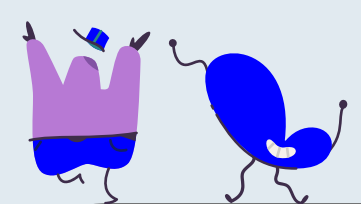
And thus, the idea of Marklit was born.



As they developed Marklit, they focused on four key features

- AI integration for comment analysis
- cloud space for file uploads
- customer feedback and approval platform
- collaborative environment for teams and clients.

Ryan's technical expertise complemented Sara's creative insights, making Marklit a perfect blend of innovation and practicality.



so, Ryan and Sara’s dream became a reality, changing the landscape of creative work management, not just in Saudi Arabia, but in the entire region, one project at a time.



Government project manager **aljohara** valued Marklit for its security and multi-project management capabilities, marking its widespread adoption across sectors.



Ahad, a Riyadh agency project manager, found it boosted her team's efficiency and client satisfaction.

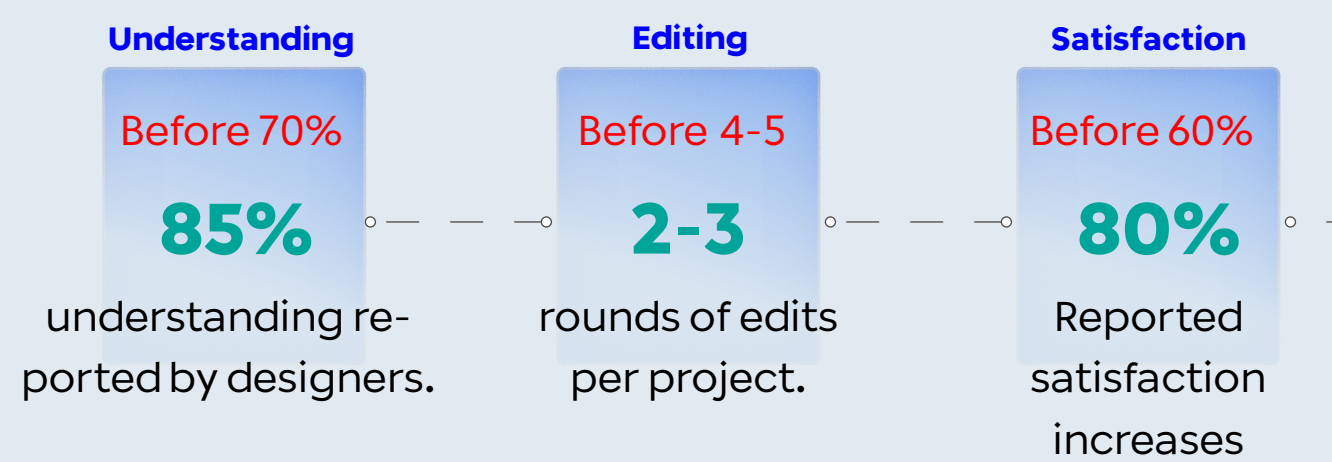


Freelance graphic designer **Khalid** loved its AI comment analysis for better client feedback understanding.



subscription

Monthly **yearly**
with payment options like Tamara



Why did they specify these features?

Because when they researched and studied the cases, they found tremendous comparisons that proved their point of view to be correct

Let's talk seriously about the problems

Client's excessive revisions and unclear communication of the idea.

Teamwork overlap and multiple files for a single project.

Increased file loss, a critical asset for creative companies.

Difficulty using external programs for information security.



Solution

A unified platform for managing the client journey with creative companies, covering project presentation, feedback, work review, approvals, file archiving, and sending, supporting various file formats.



Cloud Space for File Uploads.



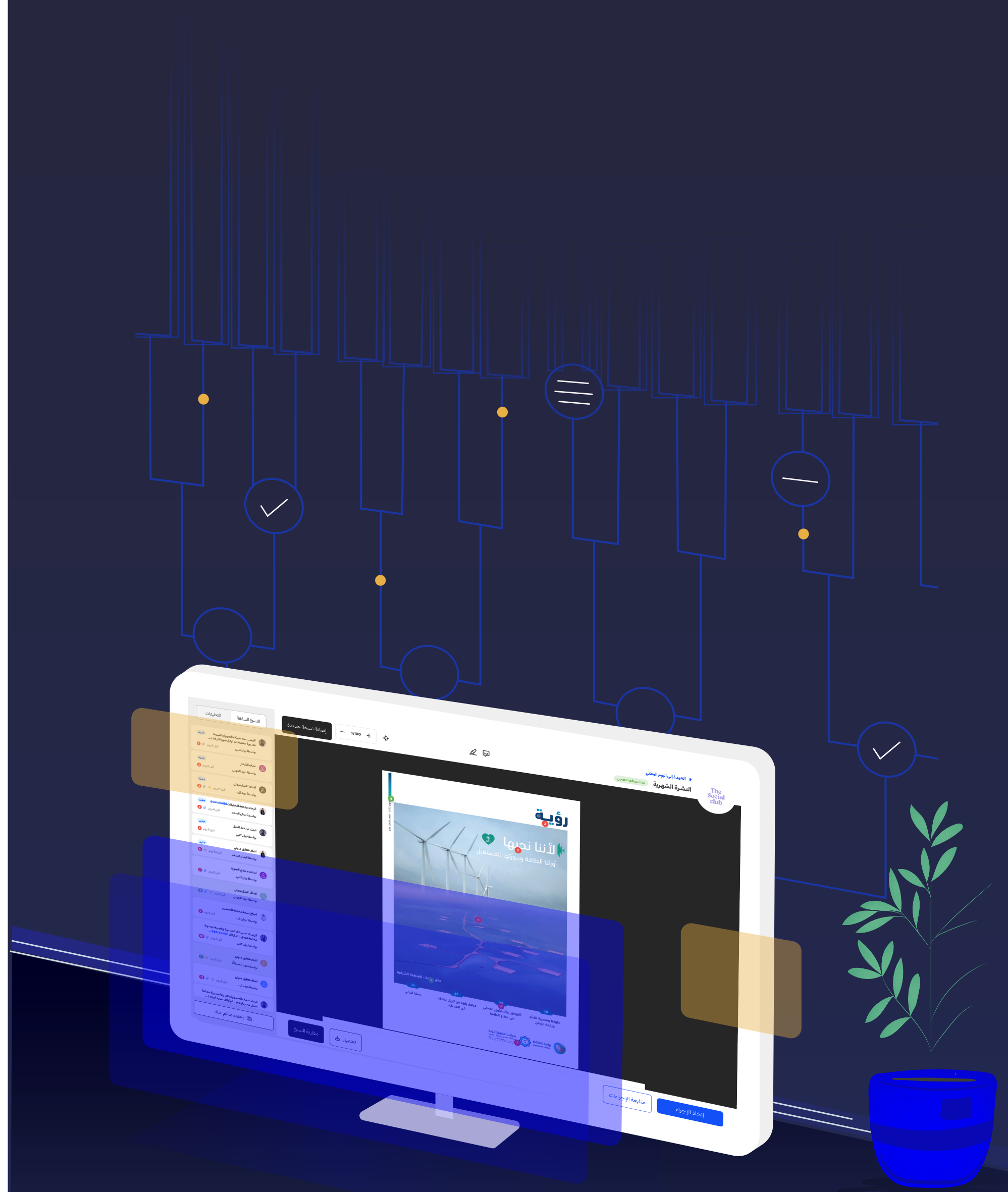
Customer Feedback and Approval Platform.



Utilization of AI in Customer Comment Analysis.



One Platform connecting team & clients.



And more features

Tracking the
progress of work

AI helps in analyzing & reading
client comments

Obtaining approvals, modification
requests & file deliveries

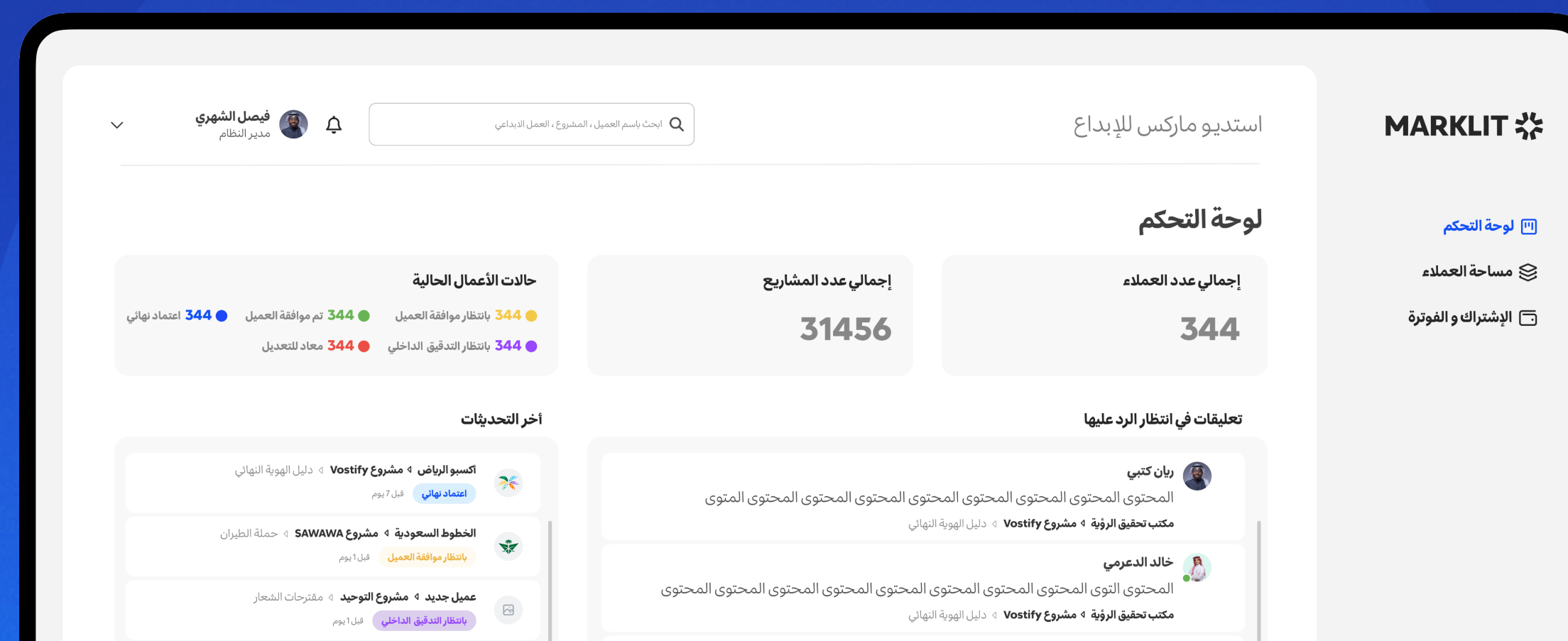
A platform that accepts all
formats the team works with

packages of payment
in collaboration with Tamara

MARKLIT

Client revisions in one
place (audio - written)

Comparison between
versions, no matter how old



Market size & Target Audience

Marklit to serve professionals in the creative and marketing sector, encompassing various roles like designers, content writers, account managers, project managers, marketers, engineers, game designers, and content creators. These professionals often work in three key sectors:



freelancer

- Professional appearance.
- File storage support.
- Ease of access to files after long periods.



Private sector

- Internal use.
- File storage support.
- Communication with external entities.



Government

- Internal use and business support.
- File storage support.
- Communication with external entities.

8.7^{*} billion
Riyals Saudi

The expected marketing and design market size in 2025

^{*} Trend Foundation in cooperation with the Riyadh Chamber of Commerce and Industry

Competitors

[illegible]

Research sources

Through research and direct user feedback, this solution was developed. Initially focused on a single service, but after testing with users from the sector, it became clear that the problem was more complex than anticipated. The platform was built based on **three main pillars**:

Product interest Survey

+5000

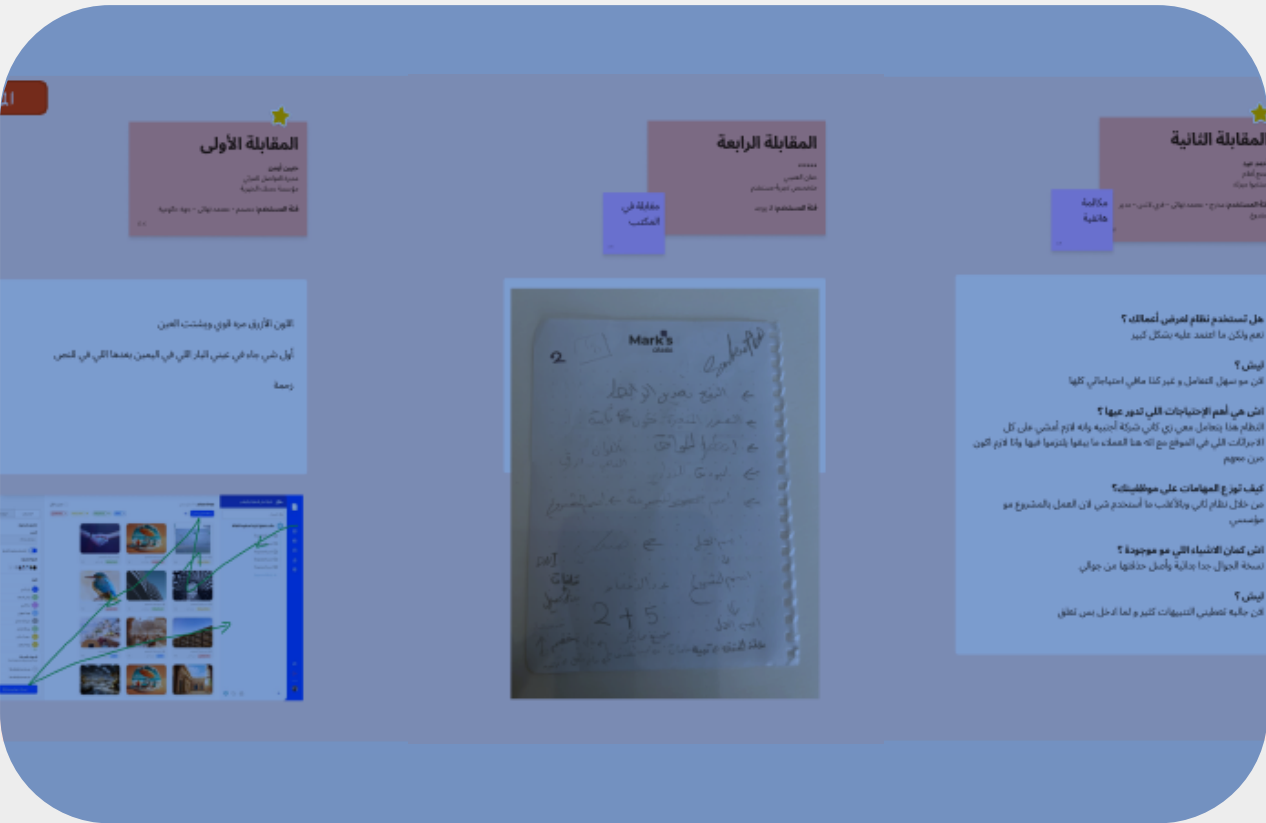
Someone who has expressed an initial interest

	K	J	I	H	G	F	E	D	C	B	A
معلومات	البريد الإلكتروني	الرقم الهاتفي	الاسم	اللقب	البريد الإلكتروني	الرقم الهاتفي	الاسم	اللقب	البريد الإلكتروني	الرقم الهاتفي	الاسم
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محمد علي	mohammed.ali@gmail.com	+90347024219	Info@ogvo.co	company	محمد علي	+90347024219	Info@ogvo.co	company	محمد علي	+90347024219	Info@ogvo.co
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Interviews with users

5

Interviews users with experience in the field



Awards

1st

In an Attilq competition



Team



Sara Kutbi

Founder - CEO

Since 2010, my passion for design and marketing led me to establish a design studio in 2020, serving government and private sectors with expertise in UX/UI, building on over a decade of experience, including work at Thiqah and Elm companies.



Ryan Kutbi

Co Founder - CTO

Programming is my native language, and since cybersecurity is the backbone of technology I have delved deeper into it as a specialized field since 2018. My accumulated experience in computer engineering and information technology since 2000 has greatly aided me in this pursuit.



Khaled Al-Darami

UX/UI Expert



Ahad Al-Johani

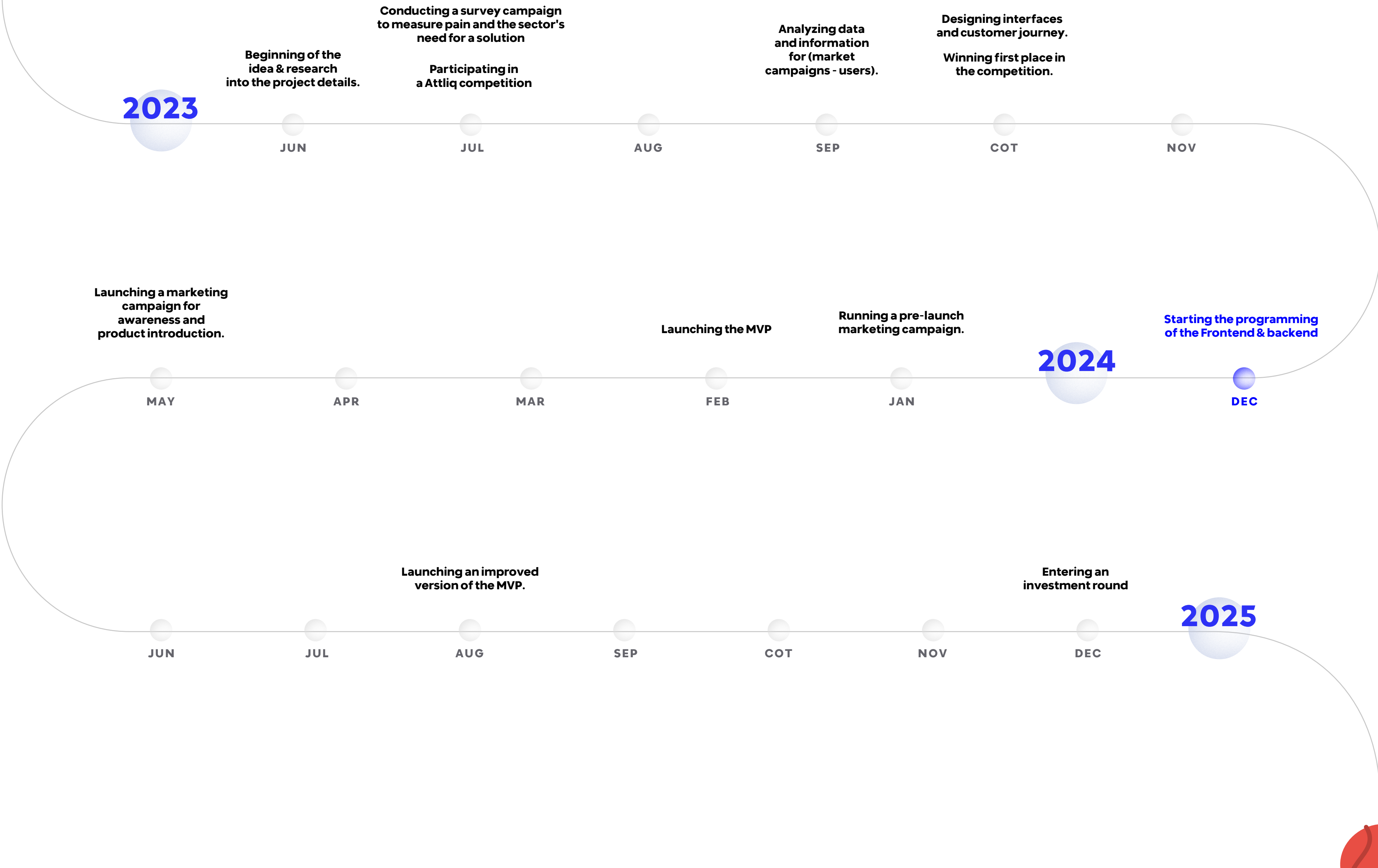
Digital Marketing Expert



Aljohara Bin Hadhira

Project Manager

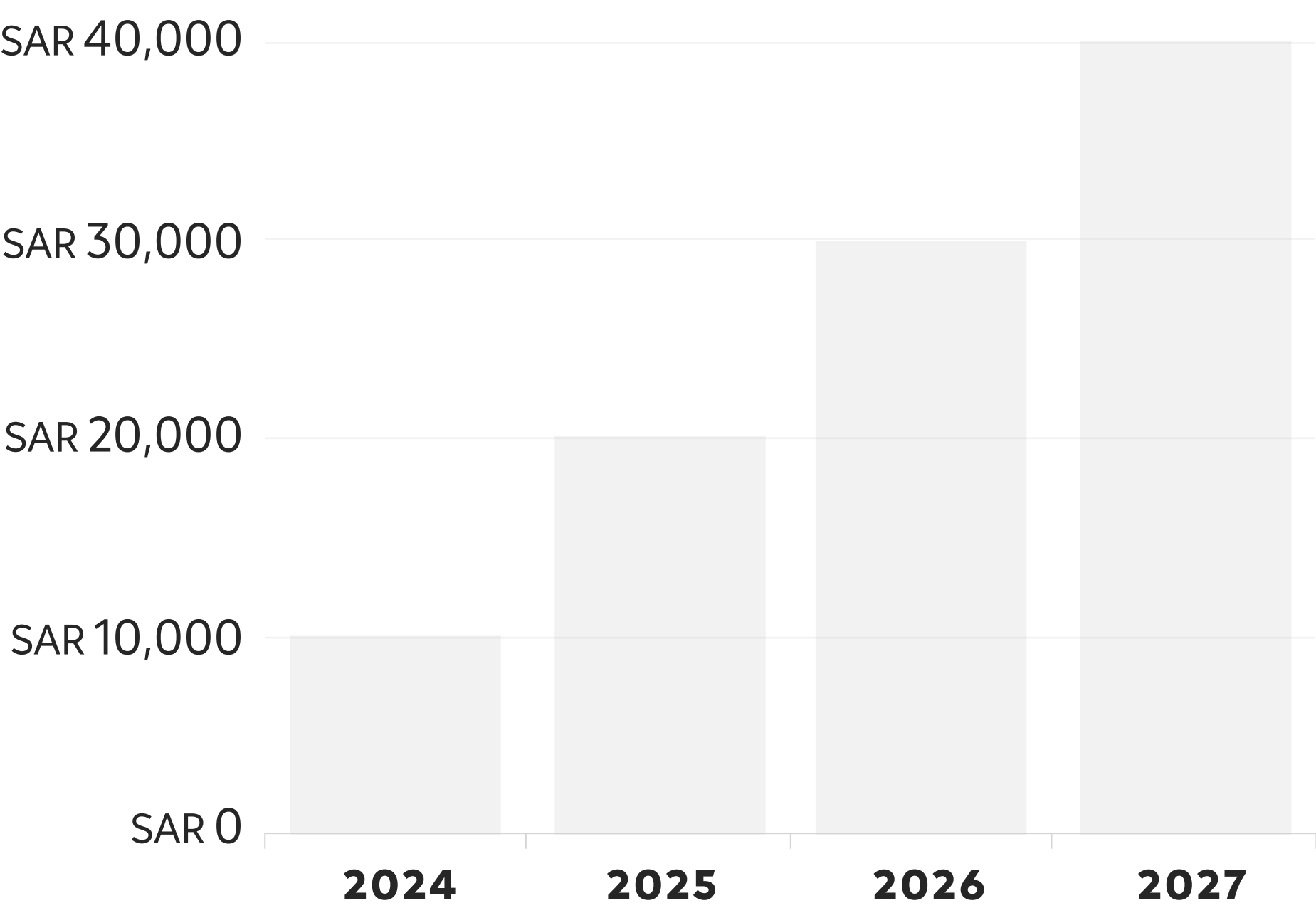
Timeline





Financial model

Financial growth plan



Unit of measurement

	REACH	SUBSCRIPTION	GROSS AVENUE	NET REVENUE
2024	400,000	576	3.6 M SAR	2.4 M SAR
2025	1,500,000	720	3.9 M SAR	2.2 M SAR
2026	3,000,000	864	4.8 M SAR	2.1 M SAR
2027	4,500,000	1,037	6.1 M SAR	3.3 M SAR

TAM

SOM

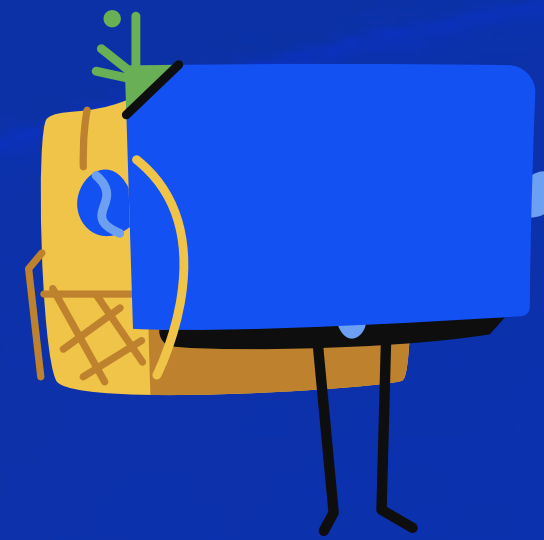
SAM

389.1B+

8.7B+

30%

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MARKLIT

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Ryan Kutbi

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