

**1 Billion  
Contacts  
at Your Fingertips**



**The Future of Lead Generation**

[www.mawsool.tech](http://www.mawsool.tech)

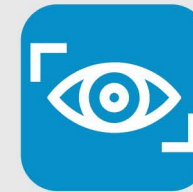
# STRATEGIC DIRECTION:

With Over One Billion Contacts, Mawsool Is the First and Only Sales Intelligence B2B Lead Generation Company in MENA



## **Our Mission**

To provide an intelligent, data-driven sales engagement platform that empowers businesses to pinpoint, contact, and convert their target audience with precision and efficiency



## **Our Vision**

To redefine the future of business growth as the global leader in patented sales intelligence solutions



# PROBLEM:

- 68%** of B2B companies struggle with lead generation<sup>(1)</sup>
- 57%** of advertisers state that their ads have been displayed to the wrong audience<sup>(2)</sup>
- 65%** of businesses aren't getting an ROI from digital marketing<sup>(3)</sup>

(1) Source: APSIS

(2) Source: IAB|PwC

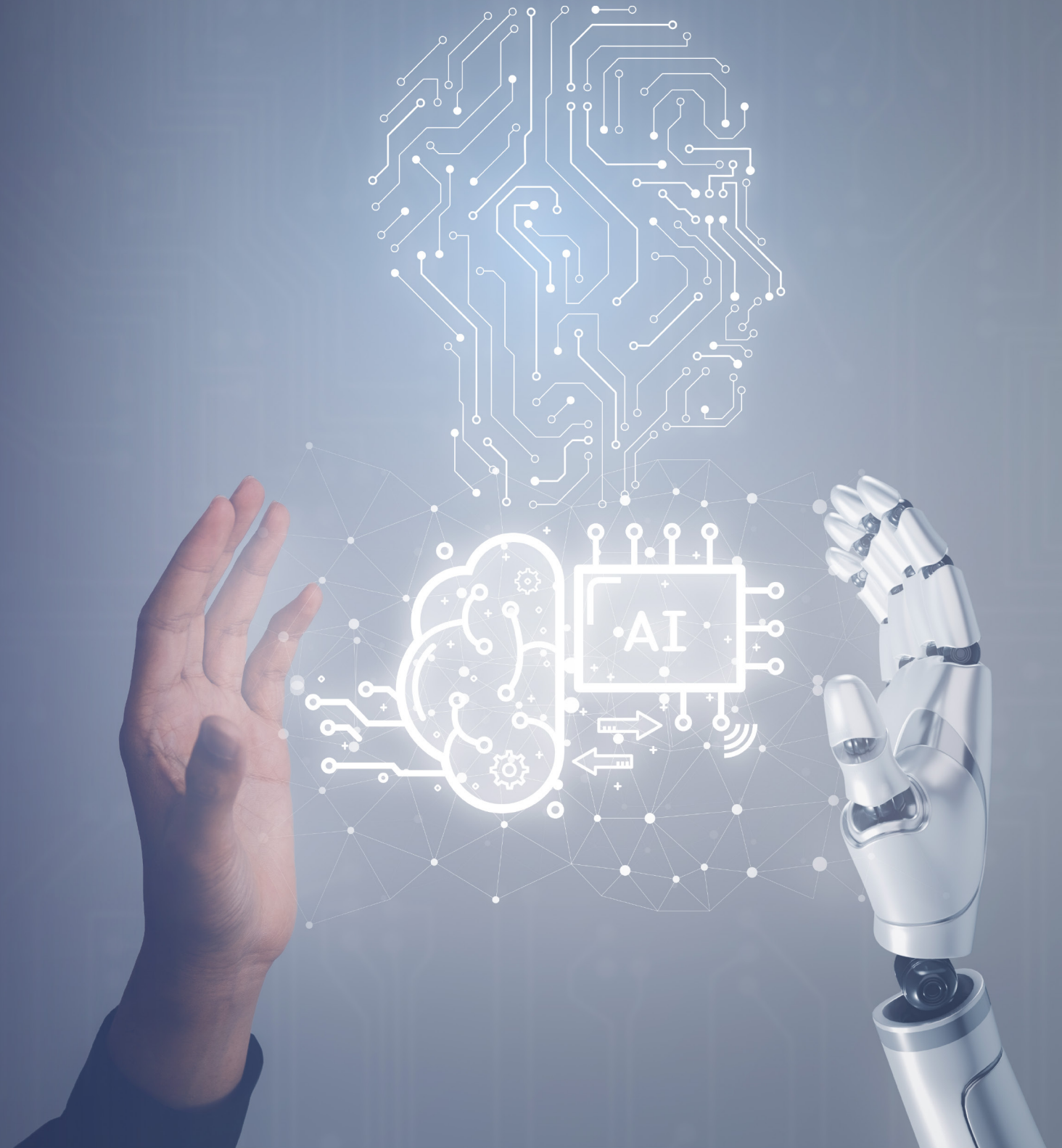
(3) Source: TechBullion





## **SOLUTION:**

**“Mawsool's AI-powered B2B database intelligently targets your ideal buyers, leveraging digital footprint tracking technology for optimal campaign ROI, and bypassing restrictive sales/marketing barriers for exceptional results”**





# BUSINESS MODEL:

## B2B DaaS (Data as a Service)



Khaled AlQahtani

Supply Chain Manager

in

whatsapp

X

f

+9665\*47290\*8

k.alq\*htani\*@aramco.com

Add to My List

Company

+966 11 297 8775

www.aramco.com

Saudi Arabia

Industry: Oil and Gas

Number of Employees: Over 70,000

in

whatsapp

X

f

Reveal Full Info

MAWSOOL

Dashboard

Customers

Sales

Subscriptions

Expenses

Contracts

Projects

Webhooks

Customers API

Tasks

Support

API

Leads

Estimate Request

Knowledge Base

Utilities

Reports

Search...

+ New Lead

Import Leads

Filter by

Assigned

Closing, Qualified, Engaging, Cust...

Mawsool DB

Additional Filters

100

Export

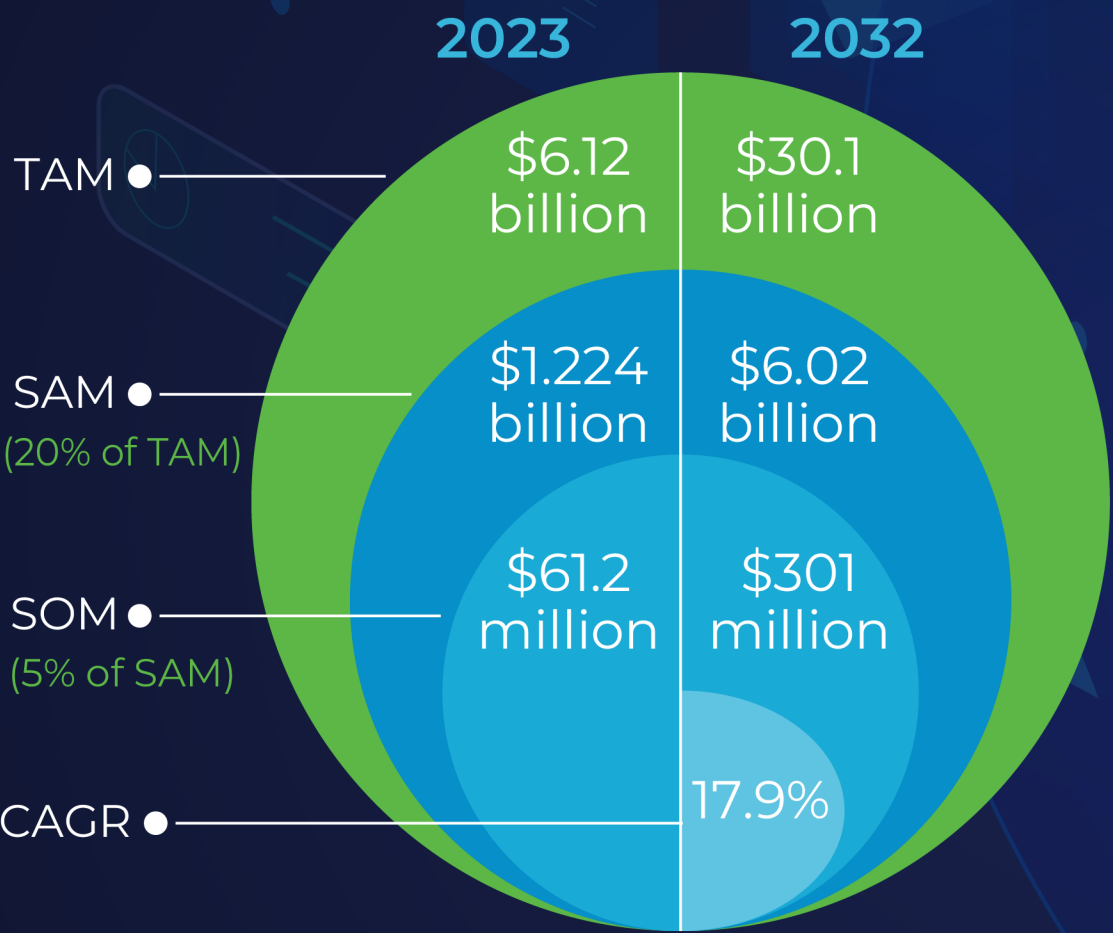
Bulk Actions

Search...

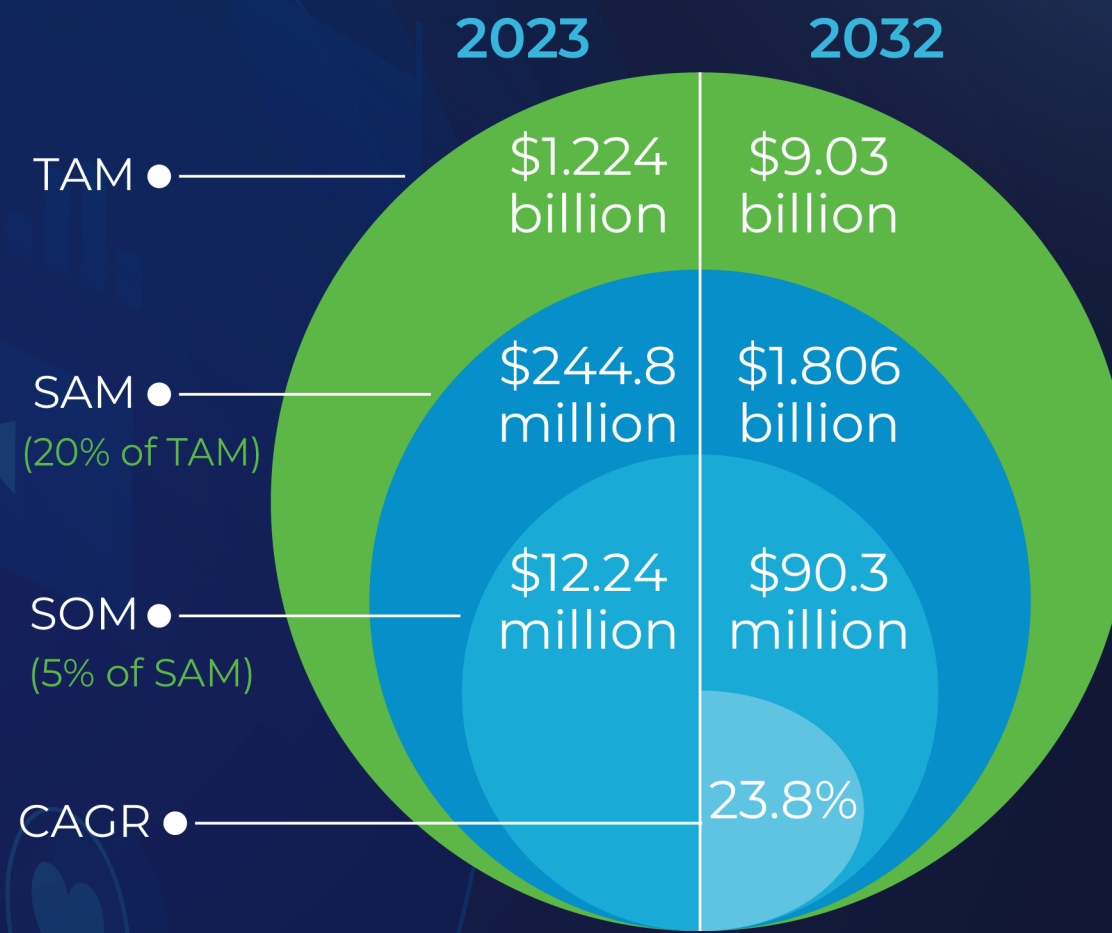
| #    | Name             | Company           | Email                     | Phone         | Value          | Tags                                      | Assigned                                                                              | Status    | Source     |
|------|------------------|-------------------|---------------------------|---------------|----------------|-------------------------------------------|---------------------------------------------------------------------------------------|-----------|------------|
| 3167 | Lily Larson      | Amazon            | l.lar*on@amazon.com       | +183324*6966  | \$100,000.00   | United States<br>Chief Technology Officer |   | Qualified | Mawsool DB |
| 3169 | Khaled AlQahtani | Saudi Aramco      | k.alq*htani@aramco.com    | +9665347290*8 | \$1,300,000.00 | Saudi Arabia<br>Supply Chain Manager      |  | Customer  | Mawsool DB |
| 3170 | Osama Khaled     | Zain Jordan       | osama.khaled*@jo.zain.com | +962797*78555 | \$150,000.00   | Vice President of Sales<br>Jordan         |  | Engaging  | Mawsool DB |
| 3171 | Shadi Mohammad   | Johnson & Johnson | m.sh*di5@gmail.com        | +971585085*82 | \$350,000.00   | Clinical Manager<br>United Arab Emirates  |  | Closing   | Mawsool DB |

# MARKET SIZE: Sales & Customer Intelligence Market Size<sup>(1,2)</sup>

## GLOBAL MARKET



## MENA MARKET



(1) Source: The Business Research Company

(2) Source: Allied Market Research



| A Comparative Example        | Apollo.io              | MAWSOOL                                     |
|------------------------------|------------------------|---------------------------------------------|
| Funding                      | \$251.3M (Series D)    | None (Pre-Seed)                             |
| Total Global Records         | 274M                   | >1B                                         |
| Ex. KSA                      | 951.8K                 | 21.5M                                       |
| Ex. UAE                      | 1.7M                   | 6.4M                                        |
| Ex. UK                       | 11M                    | 23M                                         |
| Ex. Turkey                   | 1.68M                  | 21M                                         |
| Sales Intelligence           | Yes                    | Yes                                         |
| Targeting Accuracy           | Restricted To Linkedin | Powered by Generative AI                    |
| Marketing Intelligence       | No                     | Yes                                         |
| Ai Anti Spam Technology      | No                     | Yes                                         |
| Anonymous Visitor's Revealer | No                     | Yes                                         |
| CRM Capabilities             | No                     | Yes                                         |
| Intent Data                  | Yes                    | Yes (With MENA Advantage)                   |
| Online Behavior Insights     | No                     | Yes (E.G., Identifying Leap Expo Attendees) |

# TRACTION:



Date of launch  
July 2023

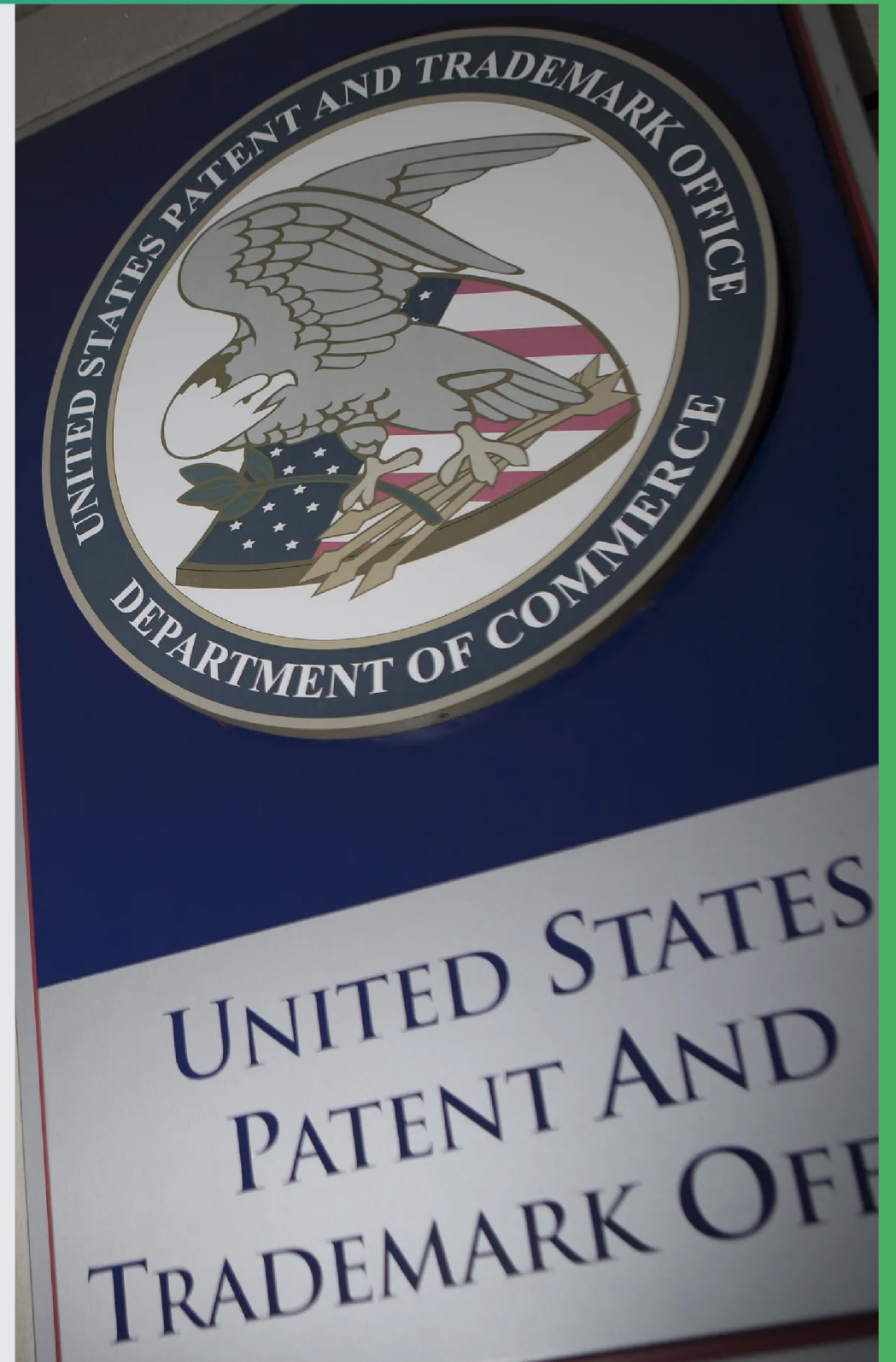


Revenue  
Achieved  
\$129,790  
(until Oct 2024)



## GROWTH:

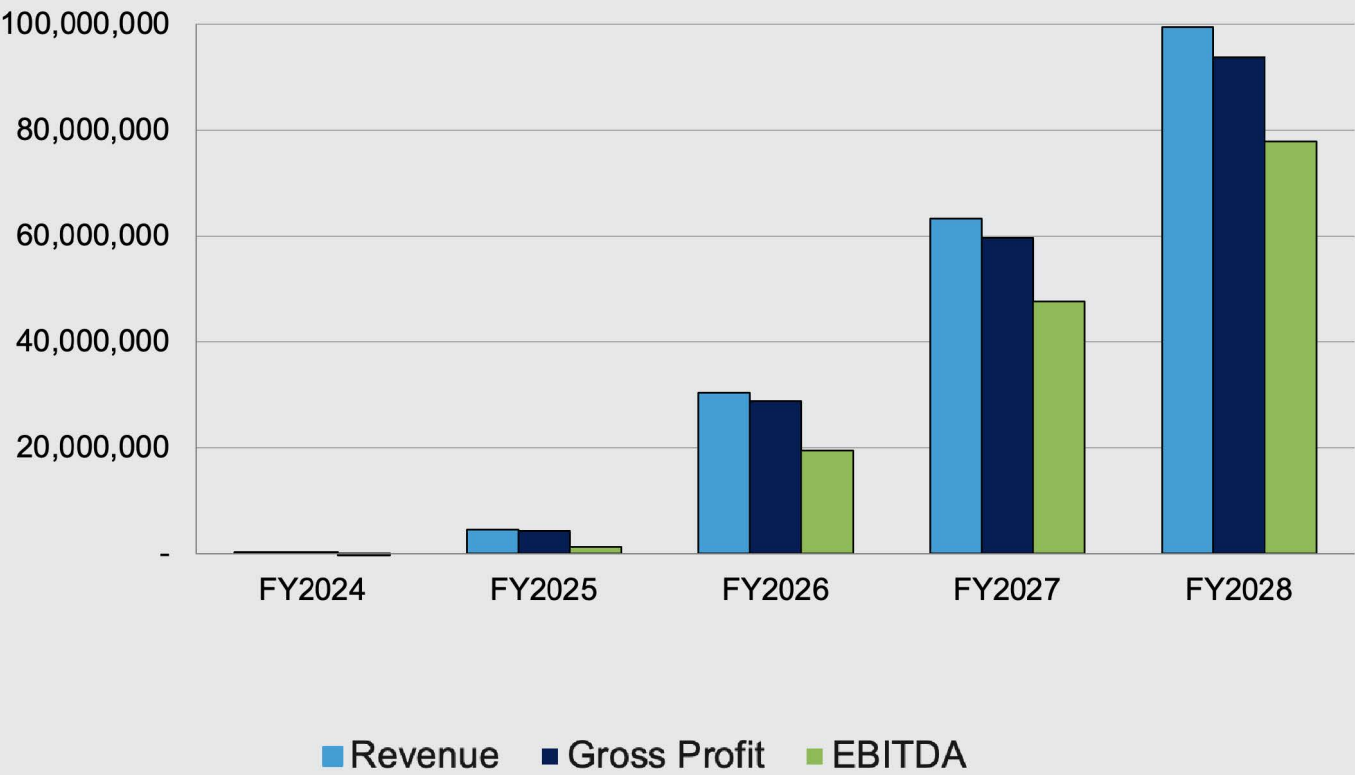
- Invent the world's first Generative AI B2B Chatbot.
- Register a patent in the USPTO then globally.
- Integration of buying intent data and anonyms lead revealer.
- Seamlessly blending sales and marketing intelligence.
- Initiate strategic alliances with MENA's business vanguards.



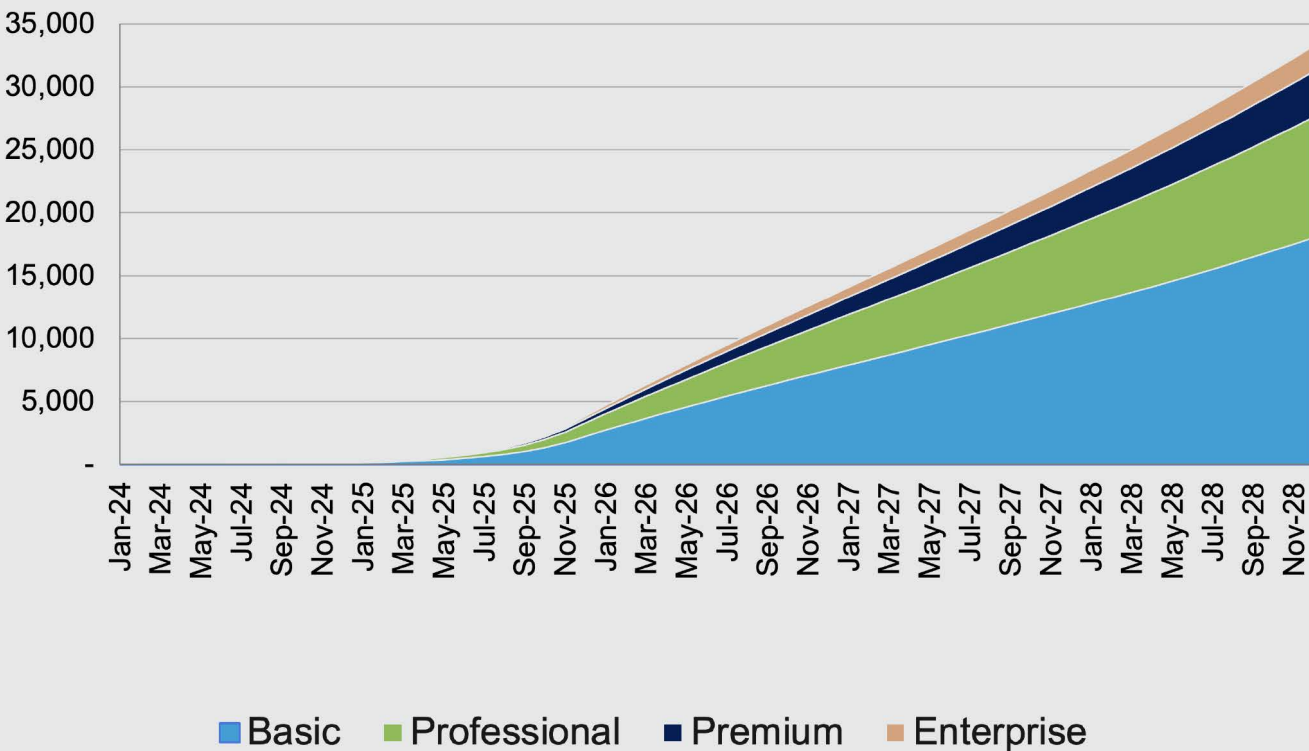


# FINANCIALS:

## KEY FINANCIALS



## TOTAL CUSTOMERS



# OUR WARRIORS:



**Osama Abdelhadi**

Co-Founder & CEO

**Visionary Leader  
& Process  
Innovator**



**Oday Alattal**

Co-Founder & CTO

**Big Data  
& AI Master**





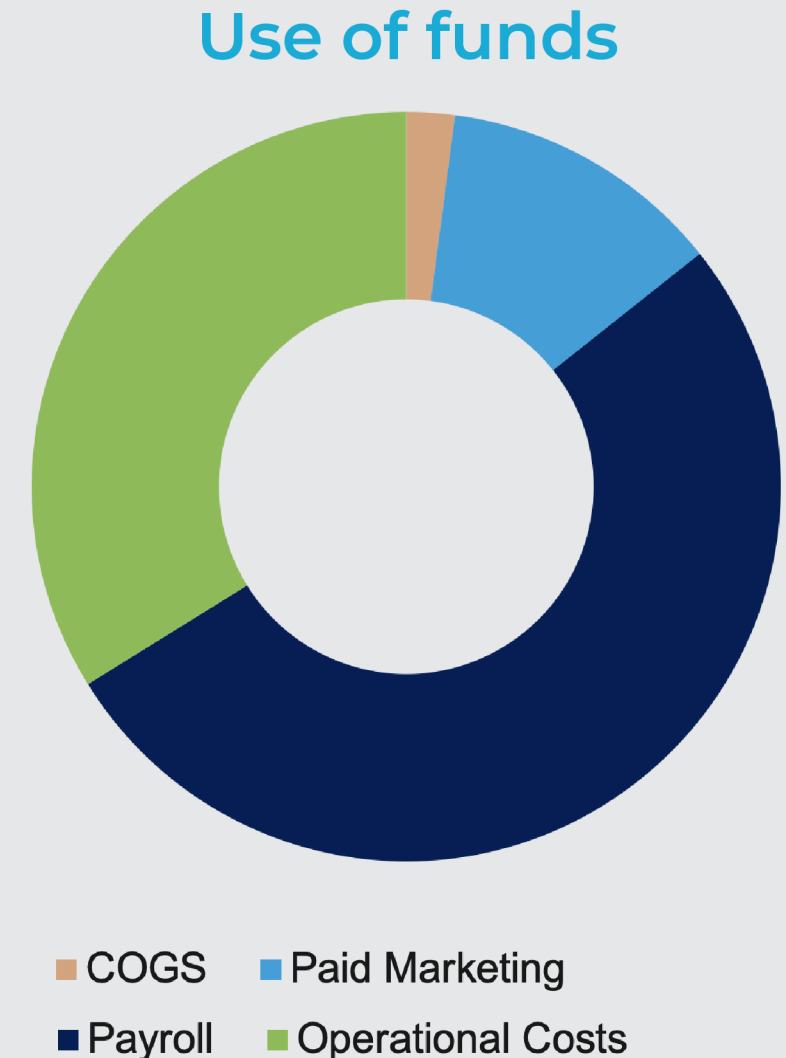
# THE ASK:

We are currently seeking a pre-seed investment of **\$800,000** to fuel our early-stage growth and establish Mawsool as a trailblazing presence in the MENA market.



# USE OF FUNDS:

- **Product Development:** Enhance data sourcing capabilities with real time search engine and elevate user experience.
- **Sales, Marketing & Partnerships:** Boost brand awareness and amplify Mawsool's presence in the market.
- **Human Capital Investment:** Hire talented employees to bolster our team and drive innovation.
- **Cybersecurity Boost:** Incorporate cutting-edge cybersecurity protocols to safeguard our database.



INVEST IN THE NEXT UNICORN!

**THANK YOU**

**MAWSOOL** *International FZCO*

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Dubai Silicon Oasis - Dubai, United Arab Emirates

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