

INVESTOR PRESENTATION • 2026

Your AI Workforce *Never Sleeps.*

Nine AI employees with defined roles, measured KPIs and governed autonomy — working every channel your customers already use, in Arabic and English, around the clock.

9

AI EMPLOYEES

5

CHANNELS

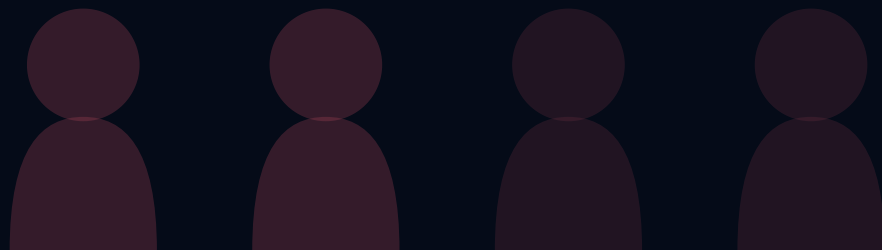
4

LIVE TENANTS

50+

LANGUAGES





\$2.7K

\$2.7K

\$2.7K

\$2.7K



\$2.7K

\$2.7K

\$2.7K

\$2.7K

\$21.8K
A WORKFORCE PLATFORM

THE PROBLEM

Every business needs
eight more people.
None can afford eight.

A customer service agent in Dubai costs \$2,200–\$3,300 a month. Covering reception, sales follow-up, support, collections and retention around the clock takes six to eight of them.

- 01 A missed WhatsApp at 9pm is a lost customer by morning
- 02 Six roles to cover. Budget for one. Nobody works weekends
- 03 Enterprise AI opens at \$150,000 a year — built for the Fortune 500

WHAT IT SOLVES

Seven ways revenue leaks. Seven ways we *close it*.

Calls ring out after 6pm and on weekends

→ Every call answered in under two seconds — **always**

Enquiries sit unread across five different inboxes

→ One workforce, five channels, **one shared memory**

Leads go cold because nobody followed up

→ Follow-up runs on a cadence until the customer **answers**

Appointments no-show and nobody notices

→ Confirmations, reminders and **no-show risk detection**

Invoices age quietly and cash flow suffers

→ Respectful chase with **promise-to-pay tracking**

Arabic customers get a translated experience

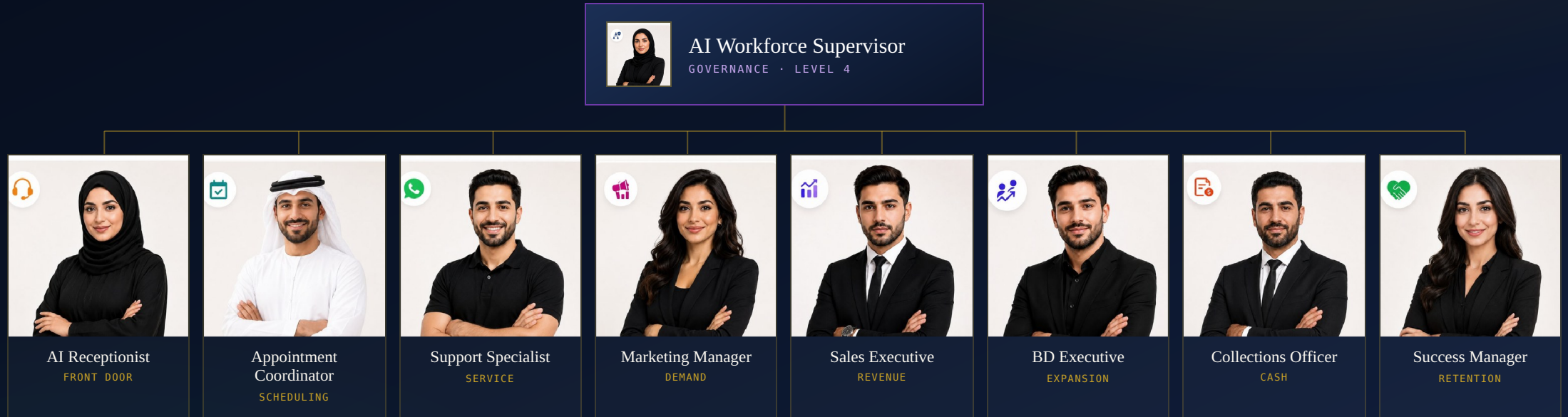
→ Gulf dialect voice and RTL at **production parity**

Nobody knows if the AI is doing a good job

→ Per-employee KPIs and a **weekly Supervisor report**

THE WORKFORCE

Nine employees.
One *reporting line*.



Each employee holds a role, the channels it works, the KPIs it is measured on, and an autonomy level the owner controls. The Supervisor monitors all eight and reports weekly.

THE WORKFORCE · FRONT OFFICE

Answer, book, resolve, *promote*.




AI Receptionist
INCLUDED IN EVERY PLAN

Welcomes every customer, reads intent, and routes to the right employee or human — never a menu, never a queue.

<2s RESPONSE · 95% ROUTING




Appointment Coordinator
\$54 / MONTH

Books against live availability, confirms, reschedules, and reminds — then flags who is likely to no-show.

NO-SHOWS -40% · BOOKING 85%




Support Specialist
\$81 / MONTH

Resolves issues from your knowledge base, opens tickets with full context, escalates with empathy intact.

FCR 75% · CSAT 4.5/5




Marketing Manager
\$81 / MONTH

Segments the base, writes and A/B tests in both languages, sends within consent rules and quiet hours.

RESPONSE 15% · CONV +35%

THE WORKFORCE · REVENUE & RETENTION

Sell, expand, collect, *retain*.




Sales Executive
\$136 / MONTH

Qualifies inbound, prepares quotations from your catalogue, and follows up on cadence until they answer.

QUALIFY 60% · CYCLE -30%




BD Executive
\$163 / MONTH

Researches target accounts, personalises executive outreach, and prepares the brief before every meeting.

MEETINGS 5% · PIPELINE 3×




Collections Officer
\$109 / MONTH

Chases ageing invoices respectfully, handles excuses, records every promise to pay, escalates when needed.

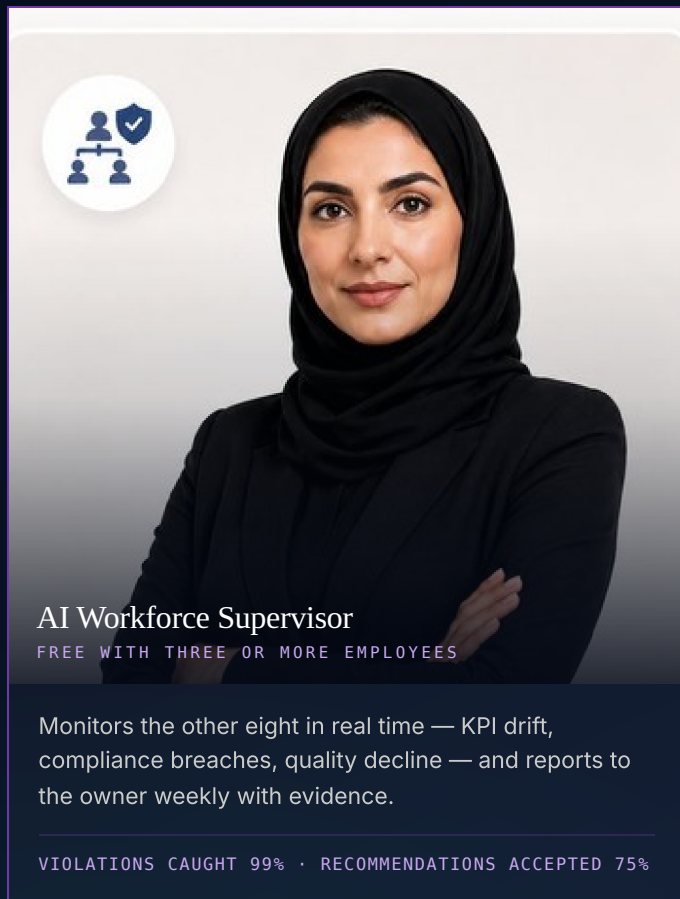
RECOVERY 65% · DSO -25%




Success Manager
\$109 / MONTH

Watches health scores, catches churn signals early, drives renewal and surfaces upsell at the right moment.

NRR 110% · CHURN -40%



AI Workforce Supervisor
FREE WITH THREE OR MORE EMPLOYEES

Monitors the other eight in real time — KPI drift, compliance breaches, quality decline — and reports to the owner weekly with evidence.

VIOLATIONS CAUGHT 99% · RECOMMENDATIONS ACCEPTED 75%

THE NINTH EMPLOYEE

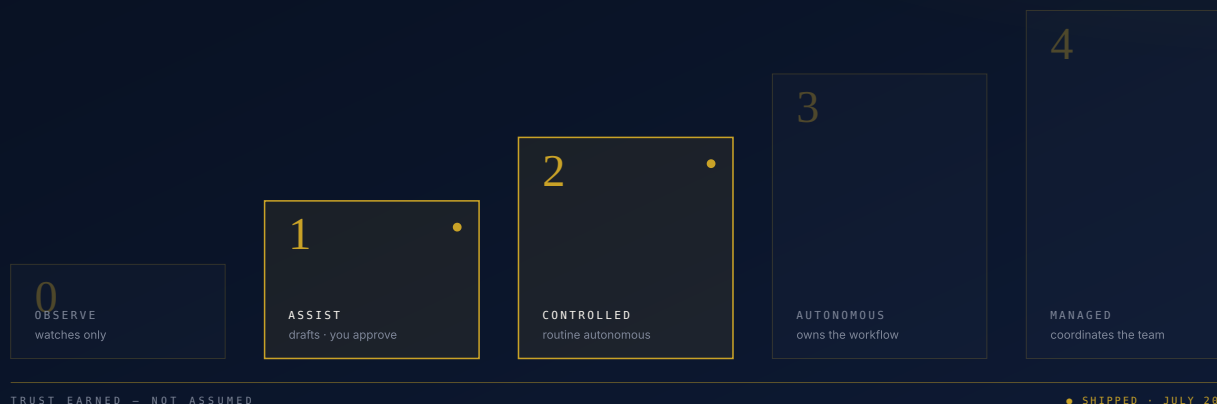
Competitors ship agents. We ship *management*.

Anyone can deploy an agent. The question a business actually asks is who watches it. The Supervisor is the answer — and the reason autonomy can be raised safely over time.

- 01 Monitors every employee KPI in real time
- 02 Flags underperformance and recommends specific fixes
- 03 Enforces consent, compliance and escalation rules
- 04 Recommends autonomy changes — with evidence attached

GOVERNANCE — THE MOAT

The hard problem is not capability.
It is *trust*.



Trust is earned

Every employee starts at Level 1 or 2. Autonomy rises only when KPIs justify it — with evidence, with the owner's approval.

15 principles, enforced

Constitution Layer 1 is live in production — enforced on every reply, across every channel, for every employee.

CHANNELS

Five channels. One workforce. *Your existing number.*



Voice

Inbound and outbound calls
on your existing business line

GSM GATEWAY



WhatsApp

The dominant GCC channel
— two-way, templates,
broadcast

96% UAE REACH



SMS

Confirmations, reminders and
payment follow-up

TWO-WAY



Email

Full inbox handling with
branded templates and
triggers

16 TRIGGERS



Web Chat

One script tag · Arabic RTL
detected automatically

60-SEC SETUP

Most competitors issue a new virtual number — meaning reprinted signage, updated listings, and every customer retrained. We keep the number the business already owns and already advertises.

LIVE PRODUCT

The operating system is live — from conversation to *revenue*.

Real production screens from the current platform: one customer record, one commercial workflow, and measurable outbound execution.

Unified Conversations
WHATSAPP · INSTAGRAM · PROFILE · PIPELINE

Contacts List:

- Guna Nidhi: Do you offer NRI investment p...
- Sudharsan N: I visited the site yesterday loved it!
- Vidya: Can I schedule a site visit this week...
- Divya Pillai: Interested in the penthouse what's...
- Vishall Swamy: Looking for resale options un...
- Meera Agarwal: Any open plots near the high...
- Karthik Suresh: Can I schedule a site visit this week...
- Rohan Patil: Is RERA registration done for t...
- Rajan Khanna

Chat Window:

David: Yes, we do have a 3BHK available in Whitefield Heights it's a ready-to-move unit on the 7th floor with a great east-facing view. Total area is 1,480 sq ft

That sounds good! What's the asking price? And is there any flexibility?

The listed price is ₹1.12 Cr. There's some room for negotiation depending on your payment structure we can discuss a construction-linked plan or full payment with a discount.

Is the 3BHK in Whitefield still available? I wanted to confirm before I talk to my bank for a pre-approval.

User info:

John Smith
+91 987654
john.smith
+91 987654
john.smith@

Sales pipeline:

Company Info

Source

Additional Opti

Sales Pipeline
QUALIFIED → CONTACTED → PROPOSAL

Leads:

- Alexander: 20K, Low, 1 day ago
- Rina Tanaka: 20K, High, 1 day ago
- Daniel Park: 12, High, 1 day ago
- Elena Petrova: 20K, High, 1 day ago
- Fatima Ali: 20K, High, 1 day ago
- Rajiv Sharma: 20K, High, 1 day ago
- Laura Mathew: 20K, High, 1 day ago
- Chloe Martin: 20K, High, 1 day ago
- Carlos Mendes: 20K, High, 1 day ago
- Cynthia: 20K, Low, 1 day ago
- Grace Kim: 20K, Low, 1 day ago
- Benjamin Lee: 20K, Low, 1 day ago
- Naomi Clarke: 20K, Low, 1 day ago
- Premika: 20K, Medium, 1 day ago
- Premika: 20K, Medium, 1 day ago

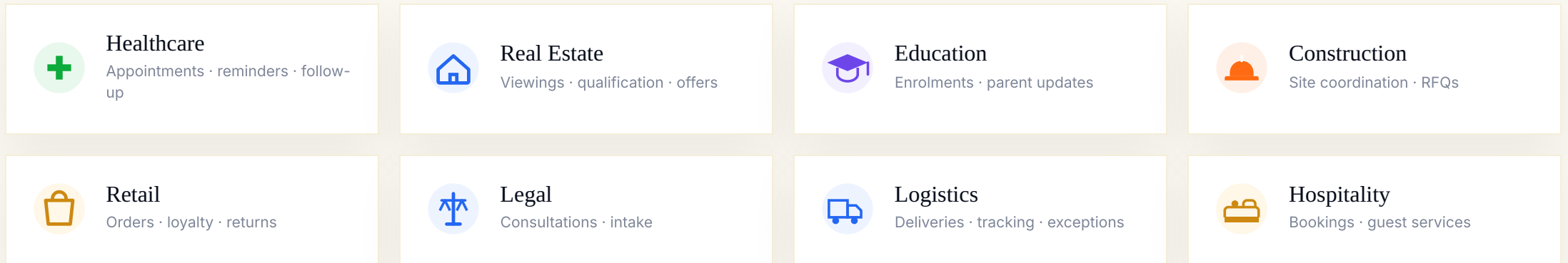
Broadcast Intelligence
DELIVERY · READ · ENGAGEMENT · RETARGETING

Table:

BROADCAST NAME	STATUS	RECIPIENTS	SENT	DELIVERED	READ	ENGAGED	NOT IN WHATSAPP	FREQUENCY LIMIT	FAILED	CREATED	ACTIONS
13 May 26, 09:10AM	COMPLETED	7	7	6	2	0	0	0	0	Maya Galabox	Retarget
13 May 26, 09:09AM	COMPLETED	1	1	1	1	0	0	0	0	Maya Galabox	Retarget
30 Apr 26, 08:51AM	COMPLETED	7	7	6	2	0	0	0	0	Maya Galabox	Retarget
30 Apr 26, 08:50AM	COMPLETED	7	7	6	2	0	0	0	0	Maya Galabox	Retarget
30 Apr 26, 08:48AM	COMPLETED	1	1	1	1	0	0	0	0	Maya Galabox	Retarget
30 Apr 26, 08:46AM	COMPLETED	1	1	1	1	0	0	0	0	Maya Galabox	Retarget
27 Apr 26, 12:00PM	COMPLETED	3	3	3	3	1	0	0	0	Maya Galabox	Retarget
27 Apr 26, 08:15AM	COMPLETED	7	7	6	3	0	0	0	0	Maya Galabox	Retarget

INDUSTRIES

The same workforce, retrained *per industry*.



Each vertical receives role-tuned employees: the vocabulary, the workflows, and the KPIs that matter in that business. Financial services and government-adjacent packages follow in Q4.

UAE + SAUDI AI IMPERATIVE

3.3M+ businesses.

Two nations going all-in on AI.

United Arab Emirates

1.4M+

COMPANIES BY END-2025 · 250K NEW IN 2025

#1 Global AI diffusion leader: 70.1% of the working-age population used AI in Q1 2026.

50% Federal government sectors, services and operations targeted for Agentic AI within two years.

2027 Abu Dhabi is executing toward a fully AI-native government with AED 13B digital strategy backing.

Saudi Arabia

1.91M+

ACTIVE COMMERCIAL REGISTRATIONS · 71K+ ISSUED IN Q2 2026

\$20B National data and AI investment target by 2030, with 20K specialists and 300+ startups.

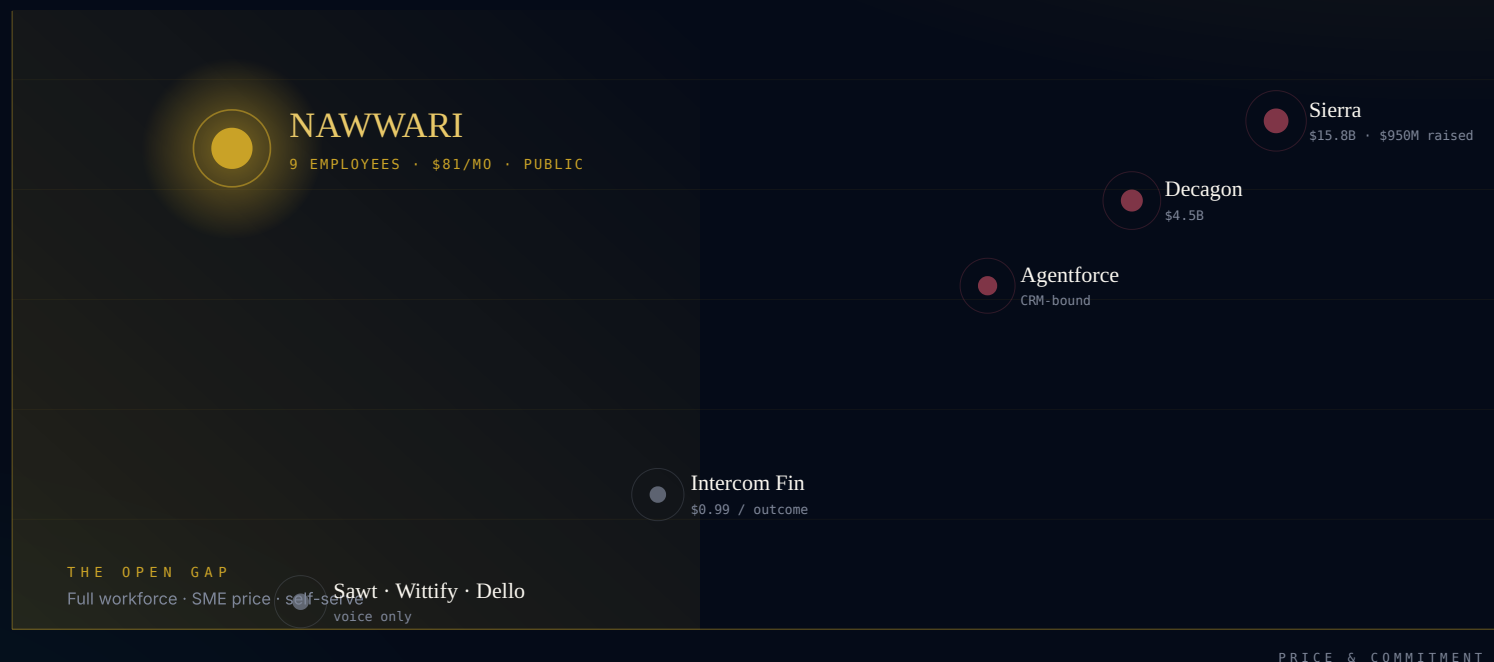
2026 Designated the Year of Artificial Intelligence to coordinate national adoption.

Full PIF-backed HUMAIN is building data centers, cloud, models and enterprise AI applications.

Investor-safe wording: AI adoption is becoming a commercial necessity, but the UAE two-year target applies to federal government transformation - not a blanket legal mandate on every private company.

COMPETITIVE LANDSCAPE

The category is proven at the top.
The gap is *underneath it*.



COMPETITIVE LANDSCAPE

Priced out of every business below the *Fortune 500*.

PLAYER	SCALE	ENTRY PRICE	POSITION AGAINST NAWWARI
Sierra	\$15.8B · \$950M	\$150–350K/yr + \$50–200K setup	Enterprise agent OS. Setup fee alone is 100× our annual entry. Cannot come downmarket without breaking its model.
Decagon	\$4.5B	~\$50K/yr + \$0.99/conv	Enterprise support concierge. Quote-only, sales-led, support-centric — not sales, collections or retention.
Intercom Fin	Public pricing	\$0.99 per outcome	Strong single-function resolution. No voice-first GCC deployment, no Arabic parity.
Salesforce Agentforce	\$500M KSA commit	Enterprise CRM contract	Requires Salesforce underneath. Built for large enterprise, not the SME majority.
Sawt · Wittify · Dello	\$1–1.5M pre-seed	Usage-based	Arabic voice specialists. Single-function agents — no multi-role workforce, no governance layer.
NAWWARI	4 live tenants	\$81/mo · public	Nine role-defined employees, five channels, existing number, Arabic-native, governed autonomy — at SME price, self-serve.

Pricing per third-party analyses — CloudTalk, Macha, Quickchat, Fin — and public funding disclosures, July 2026

Four things a funded competitor cannot copy *quickly*.

-
- 01 **Price structure.** Sierra's setup fee is 100× our annual entry. Coming downmarket cannibalises their enterprise book — a textbook innovator's dilemma.
 - 02 **Existing number.** Voice on the customer's current line via GSM gateway. Infrastructure work, not a feature flag.
 - 03 **Arabic at parity.** Not a translation layer. Gulf dialect, RTL, cultural register — built in from the first line, proven across four tenants.
 - 04 **Governance layer.** The Constitution and Supervisor turn agents into a managed workforce. Shipping agents is easy now. Shipping trust is not.
-

*The moat is not the model.
It is the operating system
around it.*

Transparent SaaS arithmetic. *Investor-grade economics.*

Customer growth is tied directly to blended ARPU, gross margin and acquisition efficiency - with every assumption visible.

\$204

BLENDED ARPU / MONTH

78%

GROSS MARGIN

4 mo

CAC PAYBACK

12×

LTV : CAC

YEAR 1 · UAE SCALE

1,000 tenants × \$204 × 12

\$2.45M ARR

Exact calculation: \$2.447M, rounded to \$2.45M.

YEAR 2 · GCC EXPANSION

3,500 tenants × \$204 × 12

\$8.57M ARR

Exact calculation: \$8.566M, rounded to \$8.57M.

YEAR 3 · REGIONAL SCALE

10,000 tenants × \$204 × 12

\$24.47M ARR

Exact calculation: \$24.474M, rounded to \$24.47M.

USD FIGURES USE THE UAE DIRHAM PEG: 3.6725 = \$1.

Four subscription tiers. More employees as the *business grows*.

Starter

\$81

USD / MONTH

For small teams beginning with AI customer operations.

WhatsApp + Web Chat

1,000 conversations / month

20+ languages

Basic booking

Weekly performance report

Growth

\$190

USD / MONTH

The full five-channel engine for the SME core market.

All five channels including Voice

5,000 conversations / month

50+ languages and Arabic dialects

Reminders, escalation and follow-up

Outbound WhatsApp, SMS and Email

Business

\$408

USD / MONTH

For growing groups, brands and multi-location operators.

15,000 conversations / month

AI outbound sales calling

Advanced analytics

Sub-brand accounts

API access + account manager

Enterprise

Custom

For regulated groups, franchises and complex deployments.

Unlimited scale

White-label and multi-tenant

Dedicated infrastructure

Custom training and integrations

99.9% SLA + 24/7 support

Workforce expansion

ADDITIONAL AI EMPLOYEES \$54-\$163 / MONTH

Supervisor included

FREE FROM EMPLOYEE THREE

Revenue quality

SUBSCRIPTION + USAGE + ENTERPRISE SERVICES

GROWTH PLAN · BASE CASE

From four live tenants
to 1,000 paying customers in *twelve months*.

Q1 · MONTHS 1-3

50

Founder-led selling through operating relationships. Publish live case studies and hire the GCC sales lead.

Q2 · MONTHS 4-6

200

Launch referrals, add two SDRs, and test Arabic LinkedIn and Google acquisition.

Q3 · MONTHS 7-9

500

Activate chambers and business councils; begin KSA entry through strategic partners.

Q4 · MONTHS 10-12

1,000

Scale paid acquisition, launch Saudi operations, and close the first group and franchise contracts.

YEAR 1 ARR

\$2.45M

1,000 customers · \$204 blended ARPU · 78% gross margin.

YEAR 2 ARR

\$8.57M

3,500 customers including KSA and channel distribution.

YEAR 3 ARR

\$24.47M

10,000 customers · regional scale · Series A expansion.

MARKET

3.3M+ UAE + Saudi businesses.

Only 1% is an \$81M ARR opportunity.

The immediate wedge is customer operations for UAE and Saudi businesses. NAWWARI only needs low single-digit penetration to become a large recurring-revenue platform.



SCENARIO CALCULATION: \$204 BLENDED MONTHLY ARPU × 12. BUSINESS-BASE SOURCES: UAE MINISTRY OF ECONOMY & TOURISM; SAUDI MINISTRY OF COMMERCE.



GO TO MARKET

Land with one employee. Expand into *a workforce*.

01	Land — self-serve at \$54. Existing number, ten-minute activation, no IT project.	199
02	Prove — the Supervisor's weekly report shows calls answered, bookings made, revenue recovered.	KPI
03	Expand — the owner hires employee two against a visible, measured gap.	×8
04	Entrench — shared memory and the existing number make switching genuinely expensive.	LOCK

Founder-led enterprise and government-adjacent deals in Abu Dhabi. Self-serve for SMEs. Chamber and business-group partnerships for distribution at scale.

TRACTION

Live in production —
with governance *already shipped*.

4

LIVE TENANTS
IN PRODUCTION

20

PRODUCTION MODULES
DEPLOYED

9

AI EMPLOYEES
LIVE ON PLATFORM

5

CHANNELS
IN PRODUCTION

Shipped this month

Constitution Layer 1 — 15 principles, 5 autonomy levels, enforced on every reply.

Nine AI employees — live on platform and public site.

Workforce pricing — base tier plus per-employee hiring.

Proven in production

Arabic and English voice on existing business numbers. Multi-tenant isolation, RBAC, audit logging. Escalation with SLA tracking and CSAT measurement. Voice Outcome Intelligence on live calls.

ROADMAP

From a workforce you hire
to one that *manages itself*.

NOW	Nine AI employees · Constitution Layer 1 · five channels · workforce pricing	SHIPPED
90D	Per-employee KPI dashboards · Supervisor weekly reporting · in-product autonomy controls · vertical packs	Q4
6M0	Constitution Layer 2 — inter-employee delegation · enterprise integrations · benchmarking · KSA expansion	2027
12M0	Workforce marketplace · custom employee builder · partner ecosystem · multi-market rollout	2027

*A business describes a job.
NAWWARI staffs it.*

TEAM

Built by an operator who lived *the problem*.

NAWWARI was built inside a working GCC advisory business before it became a product. The first tenant was our own company — every feature pressure-tested against real revenue before it shipped.

- 01 Product decisions made by the buyer, not guessed at
- 02 Four live tenants sourced through operating relationships
- 03 Abu Dhabi presence with enterprise and government-adjacent access
- 04 Full platform built and shipped — capability proven, not promised

MA

Mohammed Al Humeri

FOUNDER & MANAGING DIRECTOR

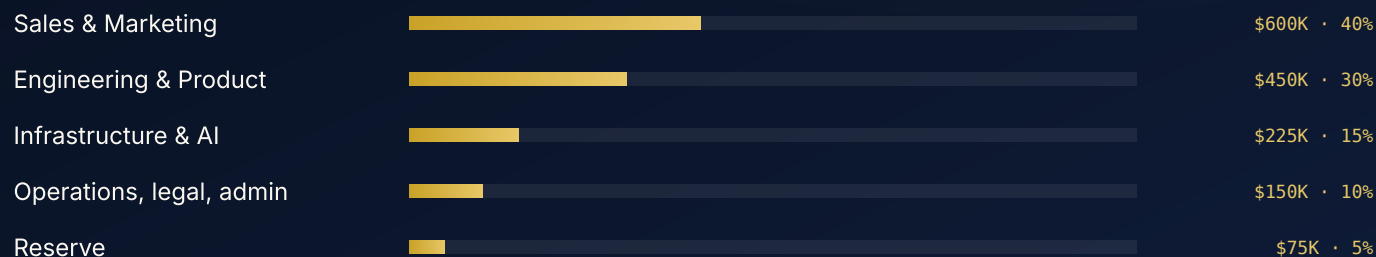
GCC market entry and executive advisory. Built and ran the customer operation NAWWARI now automates — inbound enquiries in two languages, appointment-driven revenue, and the cost of every missed call measured directly in lost mandates.

Capital to prove repeatability — not to discover the *product*.

\$1.5M

USD seed round

18 MONTHS RUNWAY



6 MONTHS

200 customers
\$408K ARR

12 MONTHS

1,000 customers
\$2.45M ARR

18 MONTHS

Series A readiness
\$40.8M+ valuation

Every business in the Gulf
needs eight more people.
*None can afford to hire
them.*

Mohammed Al Humeri · Founder & Managing Director
Abu Dhabi, United Arab Emirates
nawwari.com

