

Nuqtah,

**B2B** Customer Engagement  
platform, powered by  
**blockchain**

PITCH DECK 2023

**Nuqtah.**

Try Pitch



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## PROBLEM?

Every year, business owners lose a collective of more than **\$1.6 trillion dollars**, trying to keep their customers engaged, loyal & recurring.



# PROBLEM?

Outdated, ineffective, difficult & non personalized customer engagements methodologies.

## Challenges of Customer Engagement Today

Q1 With the rise of digital channels and increased competition, it is more challenging than ever to engage customers effectively.

## Fragmented User Base:

Q2 Data across multiple systems and channels, making it difficult to get a complete view of the customer journey.

## Increasing expectations

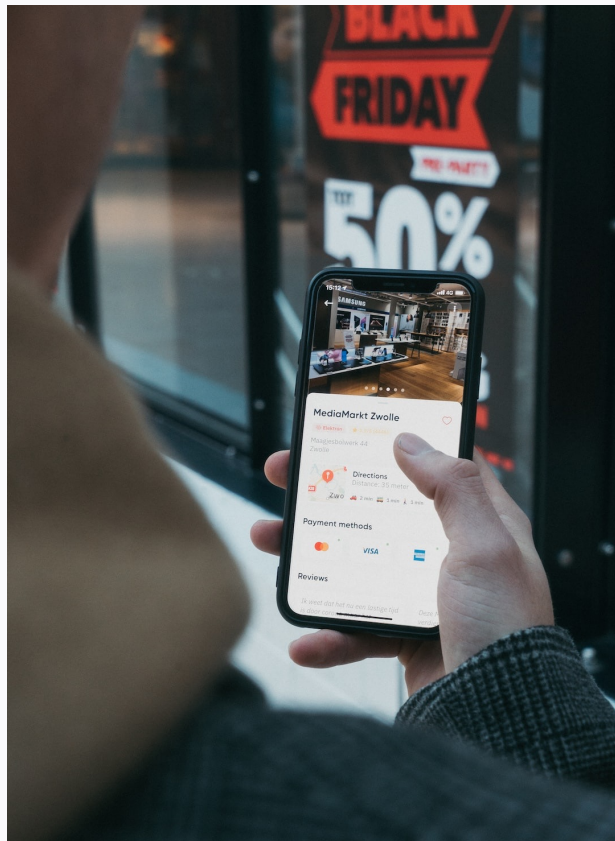
Q3 Increasing customer expectations for personalized and relevant experiences.

## Lower attention spans

Q4 Dropping customer attention & interest in traditional methods of engagement.

## Lost data & wrong data

Q5 Difficulty in measuring the impact of engagement efforts on business outcomes.



# OUR SOLUTION

**Enhanced customer experience, longer engagement cycles and easier loyalty mechanism through blockchain.**

01

## Engagement dashboard

One dashboard to track, engage & manage consumers needs. Risk Management, Forecasting and Planning,

02

## Loyalty

Digital token memberships can incentivize customer loyalty and engagement. By offering exclusive benefits, companies can encourage customers to engage more frequently or more deeply.

03

## Ticketing & Token gating

Proven Authenticity, Ownership Tracking. Monetization, Control Over Content, Incentivisation

04

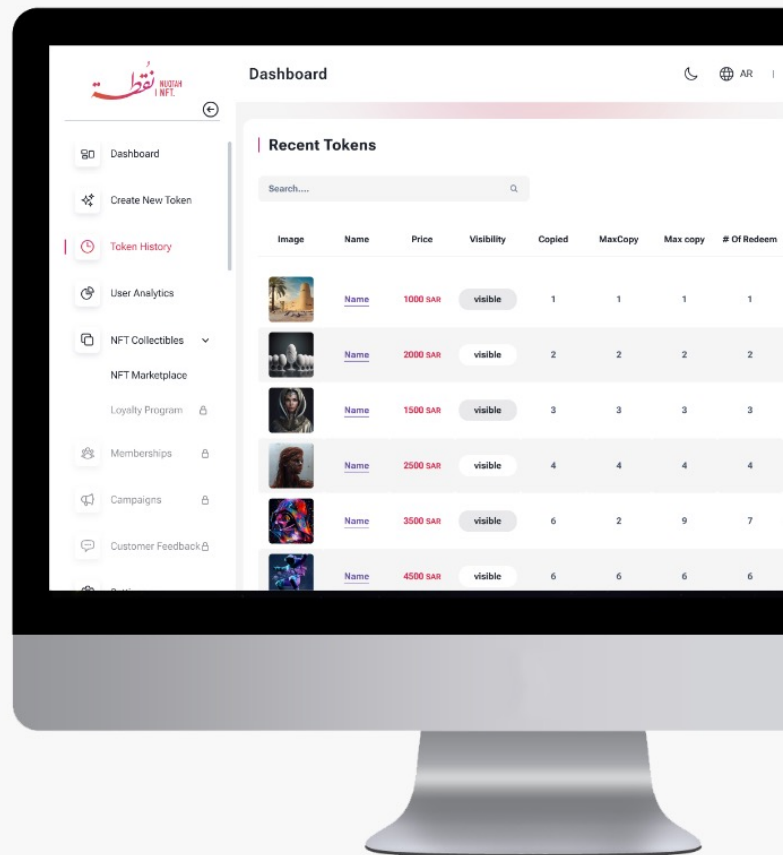
## Proof of attendance

Users can receive a badge/token to prove their attendance to a brand event, where this can be used to gamify and incentivize future events.

05

## Gifting

Marketing, Customer Loyalty and Engagement, Revenue Generation



# Benefits to the enterprise in \$\$

- 01 Major cost reduction
- 02 New revenue streams
- 03 Higher LTV
- 04 Longer customer retention
- 05 Customized customer acquisitions
- 06 Cross promotional opportunities
- 07 Data driven insights



## Our team

These are the people at the heart and soul of our business.

Our team of experts have experience collaborating with sectors across the Saudi economy, from government, semi-government and any enterprise aspiring to join this fast moving industry.

Leveraging our years of expertise in tech and blockchain services, we empower our clients to optimize processes, introduce new revenue streams, and enhance transparency and security. Our solutions are tailored to the unique needs of our clients across industries.



# Our team

## Executive team:



**Salwa Radwi**  
Founder, CEO

Working as a main pillar in enabling startups in the region, Salwa's cumulative experience gathered along with network working with RCU, MOC, MCIT & other gov corpos, Salwa acts a perfect catalyst to kick start an enabler for MOC



**Majid Al Mansouri**  
Co-Founder,  
Partnership Director

5+ years hands on of blockchain experience, Majid comes from an extensive network of companies such as SAMA, KAU, Chainvisory & more



**Wajd Badawi**  
Co-Founder, Managing  
Director.

Ex Ad-Man with over 10 years in marketing and operations. Wajd's background from Careem, Bank al Ryadh and others, lands him first hand experience from marketing and adapting new mindsets and business potentials in the region



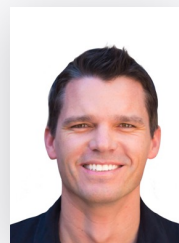
**Billal Yamak,**  
Head of Marketing &  
Ops.

An entrepreneur at heart with over 10 years experience in operations, marketing & business development. An early adopter of web3 and building teams to spearhead a fast moving industry. Billal has many years of experience leading big teams across several different industries.



**Mohammed Ramadan,**  
Head of Product

As an early believer in web3 from 2017 playing an active role in syndicates and investments, Mohammed is a two time founder leading innovation at Nuqtah. Mohammed plays a crucial role localizing this space for ease of entry in the region.



**Travis Reeder,**  
Chief Tech Officer

Over 20 years of software development experience and has founded and built multiple technology companies. Two time founder and exists to oracle, travis knows his way around!



# Milestones we've hit in less than 20 months.



## PITCH DECK, FUNDED.

Nuqtah closes preseed round with Shorouq Partners & 500 based on just an idea & pdf.



## MVP TESTING.

Validated market testing through outsourced MVP product for data & cost saving.



## KILLED MVP, FOR HOME BUILT BETA

With 3000+ waitlist users, we needed a killer product so scarred the MVP & moved to a more scalable product!



## STARTED B2B SUBSCRIPTION.

Unforeseen inflow demand of Enabling fellow enterprises to enter this space first hand.



## LEGAL STRUCTURE.

Cayman Entity Holding ✓  
AGDM SPV ✓  
Saudi Blockchain License received from MISA ✓  
CITC Saudi Blockchain License ✓



## FOUNDING TEAM ESTABLISHED.

From major tech team superheros, to legal team who keeps us safe, strategy & ops to keep us going & a full fledged community team to keep our web 3 users are satisfied; with passion as a main pre-exquisite!



## LAUNCHED WITH 3000+ WAITLIST

Continuous adaptations, trials and testing with local community to raise awareness and validate market.

# 1.5 years of data told us, **B2B is the answer.** strategy uplift.

01

Shift Nuqtah focus to B2B fully.

Recognize we have more impact on the larger adoption of web 3 when we work B2B, with enterprises & corporations.

02

Adapt nuqtah marketplace & solutions for enterprises usage.

Higher revenue potential.

Investing in excellent website design with an emphasis on functionality is essential for your brand identity project.

If you have your digital marketing plan right, your website could be responsible for many sales and inquiries. Don't sleep on the concept of your website while working on your branding.

03

Continuously upgrade our offerings and products around enterprise needs.

Long term commitments.

Adapt & create customized solutions for enterprise clients creating larger impact.

We are able to create more impact with our B2B network effect & pave the way for blockchain in Saudi Arabia.

04

Create stronger network effect and blockchain adoption as a whole.

Larger Playing field.

Working with large industry experts allows us to get in depth learnings of the larger playing field. Working with enterprises opens new market opportunities.

Opportunities for innovation and collaboration to develop new products and services.

05

Major cost efficiency with B2B.

Reduced marketing costs.

B2B deals typically involve fewer clients but higher-value deals, which means that marketing costs can be reduced compared to B2C. Nuqtah can focus on marketing efforts on a smaller, more targeted audience, rather than trying to appeal to a broad consumer base.

We generate larger dollar values working with enterprises, higher ROI.

# We are Entering a Massive Green Feild Opportunity.

How quickly is the demand growing, & what is it worth?

## TOTAL AVAILABLE MARKET

The **Customer Engagement Software Market** is also projected to grow from \$16.4 billion in 2020 to \$24.2 billion by 2025.

## SERVICEABLE AVAILABLE MARKET

The Regional Blockchain Market size is expected to grow from \$3 billion in 2020 to \$39.7 billion by 2025, at a CAGR of 67.3% during the forecast period.

Growing at a compound annual growth rate (CAGR) of 67.3%. This presents a huge opportunity for our blockchain customer engagement platform as it can tap into this growing market of the region as a whole.

## SERVICEABLE OBTAINABLE MARKET

With our platform's unique features and benefits, we are well-positioned to capture a significant share of this market as well.

# \$24.2B

**Customer Engagement Software Market's worth and expected growth until 2025.**

# \$81.5B


The global Web 3.0 market size is expected to reach \$81.5B in 2030, and register a revenue CAGR of 43.7% during the forecast period.

Source.

# \$39.7B

The Regional Blockchain Market at a CAGR of 67.3% during the forecast period.

# We are Entering a Massive Green Feild Opportunity.



**\$3.4B**  
2022



**\$18B**  
2028

Governments committed to created an attractive regulatory environment led by Saudi Arabia and the UAE

Growing dissatisfaction with Web2 caused by lack of privacy and security

Major local and international industry players supporting scalable Web3 startups

Increasing demand for Web3 solutions from small, medium and large businesses

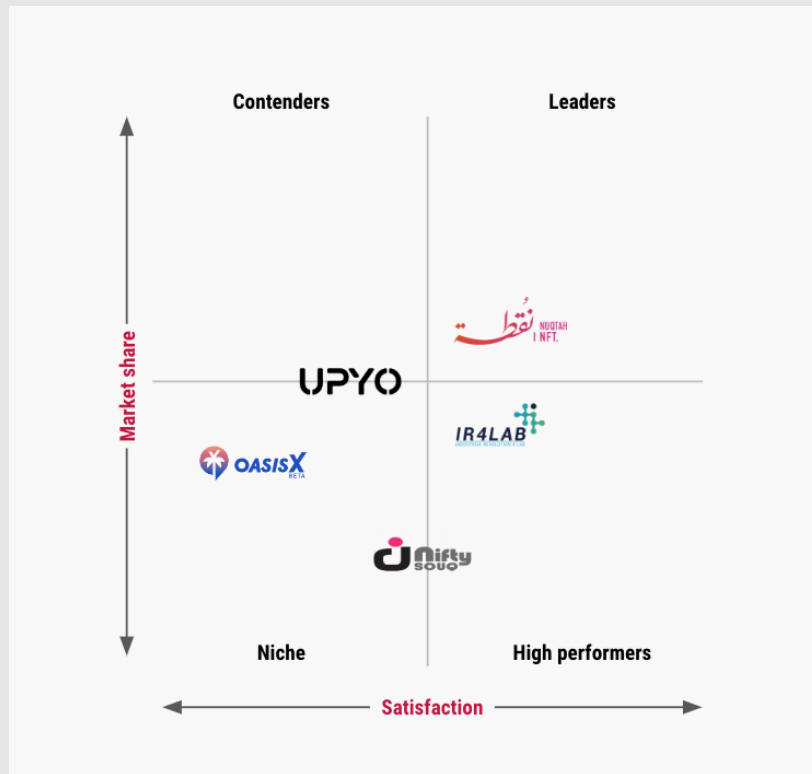
# Market Analysis

## Competitors

Our team has extensive experience collaborating with sectors across the Saudi economy and worldwide, including government, semi-government, and any enterprise aspiring to join this fast-moving industry. Leveraging our years of expertise in tech and blockchain services, we empower our clients to optimize processes, introduce new revenue streams, and enhance transparency and security.

With blockchain players in the region trying to find that killer blockchain solution, Nuqtah has been able to really prove its place as a leader, not only as the first mover in the region but also by earning:

1. The trust of regional enterprises and offering them blockchain consultancy as a leeway
2. Offering blockchain solutions to some of the regions largest and most important clients across gov and semi government entities
3. Gain licenses from the Saudi ministry of technology & the ministry of investment as a Blockchain solution provider for the region.



# Our Network

Today Nuqtah's biggest asset is the network it has been able to establish. Whilst building trust and a deep relationship with key decision makers in the region, Nuqtah is truly able to pioneer the trickle down effect of blockchain becoming an essential part of our daily lives. Nuqtah today proudly acts as a mediator between international blockchain investors getting into the region, government getting more comfortable with taking risks in blockchain & enterprises activating these innovative customer engagement solutions powered by blockchain.

## OUR INVESTORS



## OUR CLIENTS



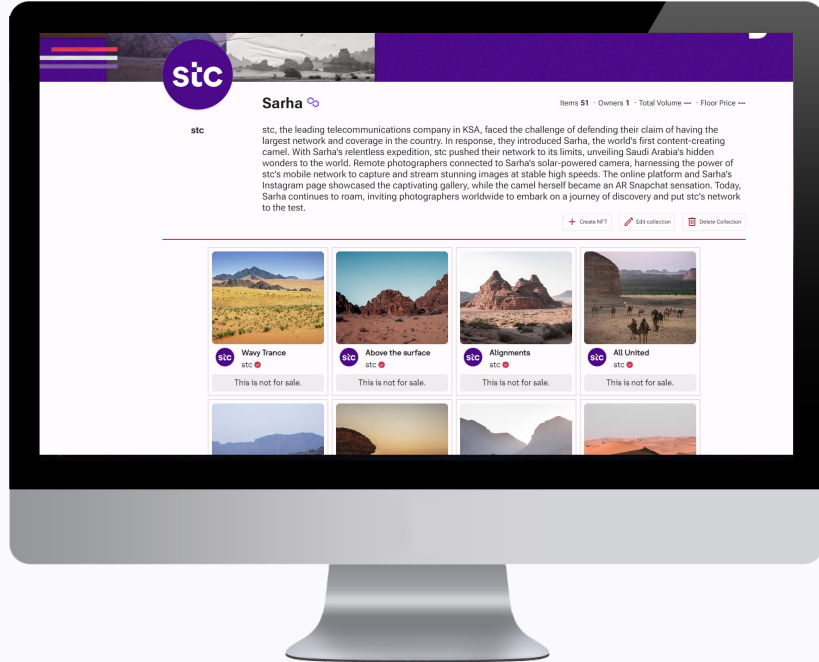
## OUR LICENSEES





# Clients

STC  
SARHA PROJECT



www.nuqtah.io

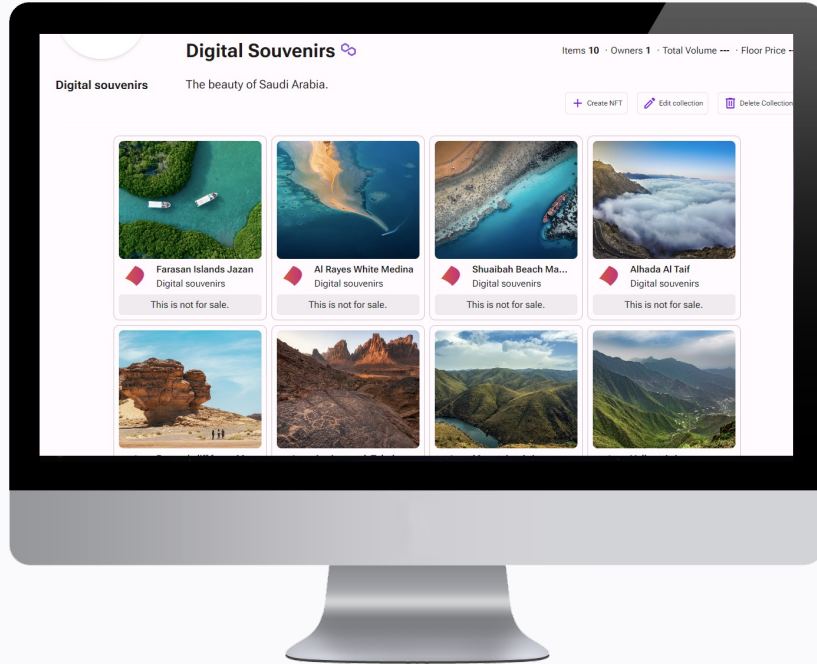


As the leading telecommunications company in KSA, STC faced the challenge of defending their claim of having the largest network and coverage in the country. In response, they introduced Sarha, the world's first content-creating camel. With Sarha's relentless expedition, st pushed their network to its limits, unveiling Saudi Arabia's hidden wonders to the world. Remote photographers connected to Sarha's solar-powered camera, harnessing the power of st's mobile network to capture and stream stunning images at stable high speeds. The online platform and Sarha's Instagram page showcased the captivating gallery, while the camel herself became an AR Snapchat sensation. Today, Sarha continues to roam, inviting photographers worldwide to embark on a journey of discovery and put st's network to the test.



# Clients

MOT  
VIP GIFTING



The Ministry of Tourism's positioning internationally proceeds itself. Within their last representation at the World Tourism Summit in London, the MOT requested the tokenization of scenic scenes of Saudi Arabia that have never seen before. Once tokenized were then generated to be gifted to VIP's visiting from all around the world to scan track & learn about the Kingdom. This NFT now acting as a digital souvenir, Saudi Arabia once again living by the digital transformation promise, with innovative gifts and scenic views. This scan-able NFT also allows MOT to continue to engage and share with these originally targeted Vips.

## Clients

### MCIT

LEAP EVENT ACTIVATION.



Nuqtah was the official partner for LEAP 2023, with curating NFT artworks across the event, VIP gifts for attendees as well as proof of attendance NFT for reoccurring visitors and loyalty activation.

### SRMG

CANNES LIONS EVENT ACTIVATION.



Nuqtah was the official partner for SRMG at the Cannes lions festival where thousands of attendees witnessed the artworks of the region and were able to purchase Saudi Art directly from the Nuqtah platform.

# Product Road Map

## Timeline

01

### Gifting

This is giving business customers the ability to create NFTs then send them to people via email or via claiming. Claiming means the customer can give people a link to claim an NFT. The link can be embedded in a QR code or sent to them in an email.

02

### Redeeming

This is giving business customers the ability to create NFTs then send them to people via email or via claiming. Claiming means the customer can give people a link to claim an NFT. The link can be embedded in a QR code or sent to them in an email.

03

### API Documentation

Write API documentation for customers to do integrations with Nuqtah. First draft will include:

- Creating NFTs
- Sending NFTs
- Getting claim links
- Checking redeeming status
- Redeeming

04

### Online Redemptions

Let customers integrate Nuqtah into their shopping carts to let users redeem their NFTs for discounts and things.

05

### Loyalty exchange

Tokenized value assigned towards enterprises gifts and points systems, allowing nuqtah to acts as the interoperable intermediary.

# Milestones since our last round?

## How we got here: Q4 22 — today.

### Team

Developed a hiring strategy to scale our offerings.

Grew the team to 14 by hiring more developers. We moved to a new office.

Hired a new back-end developer to expedite our B2B product features

Introduced a team engagement tool to help us assess the team's sentiment to increase their productivity.

Hired a new head of marketing and operations and UX/UI designers for the team to grow to 16 members.

Introduced AI tools for the team to increase efficiency.

### B2B Revenue

We finalized our strategy for 2023 with a focus on generating revenue from B2B. We started giving workshops to family houses and institutions

Landed our first B2B deals with stc and Medina Development Authority. Revenue: **24,840 USD**

Launch our consultancy and services page for businesses.

Powered LEAP event with blockchain engagement solutions.

Launched our institutional tokenization and gifting features

Signed new deals with stc, Ministry of Tourism. Revenue: **69,840 USD**

Signed a new (3rd) deal with stc to develop proof of attendance and VIP digital collectibles for their Metathon event. Short-listed to potentially provide our services to more clients such as Ministry of Tourism, Ministry of Culture and others.  
Expected Revenue: **181,125 USD**

### Marketing

Raised awareness through educational and engagement campaigns

Total Number of Users: 204

Total Social Fanbase: 14,597

Signed an MoU with LEAP Event

Signed MoU with stc

Total Number of Users: 15,375

Total Social Fanbase: 15,415

Signed a partnership with Global Web 3 IPs such as The Sandbox Metaverse

Total Number of Users: 17,052

Total Social Fanbase: 16,020

Total Number of Users: 17,563

Total Social Fanbase: 17,104

### Product

Launched Beta Marketplace where we tested with regional users to build features based on local users' behaviors and claim by using a code or email.

Launched: Gifting and claiming feature.

Internal wallets to ease the experience on web users/clients feedback.

Landed our first B2B deals with stc and Medina Development Authority.

Shifted our tech stack to be able to scale. Enhanced the UX/UI on the marketplace.

Powered LEAP event with blockchain engagement solutions

### Strategy

Enhanced the gifting and claiming features where users can now claim by using a code or email.

Completed V1 of our marketplace based on users/clients feedback.

Launched our new website and Beta product with tokenization and gifting and redeeming features

B2B clients

Header Development: Nuqtah API & Subscription

# Long term Moat

## Massive Opportunities

### Market

Given the market size and opportunities within the key sectors mentioned in previous slides, a regional Marketplace and Infrastructure solutions are a necessity to enable and empower creators, projects and institutions who want to enter the Web 3 space and looking for a trusted partner

### Localization

The Middle East is and specially GCC is a very difficult market for global brands to enter without a strong cultural know-how. Consumers and Brands are more keen to deal with local companies vs global. The Saudi Govt issued a decree that govt contracts will be exclusive for companies with existing regional HQs in Saudi Arabia starting 2024.

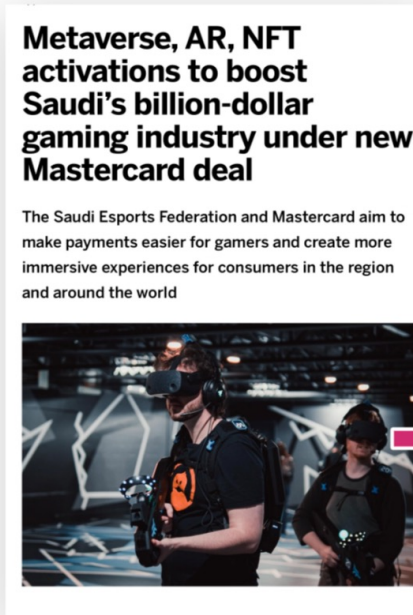
### Trust

Being the first Saudi NFT Marketplace and Web 3 company, gives us a competitive edge (for the time-being) as users and brands alike prefer working with local companies that understand the market challenges, culture norms and mindset. It also allows us to set the pretense and gather data to offer quick adaptations. Examples on that, the Ride Hailing Company Careem who has higher number of users vs Uber. (got acquired by Uber) Another example would be Souq.com before it got acquired by Amazon.



# Long term Moat

## Massive Opportunities



# \$4M by next year only!

## Traction so far

STC

MOT

SRMG

MDA

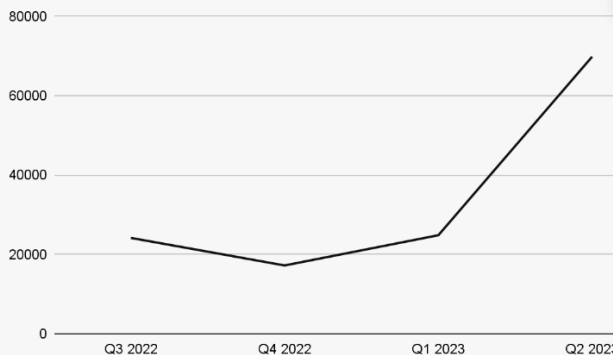
We've made **SR 520,000** already in just our **trial period**.

We expect to close **SR 1.2M** in the next 12 months  
at **128%** grow each year.

### H1 2023 Performance

- Q1 Revenue: \$17,218 (64,588 SAR)
- Q2 Revenue: \$69,840 (261,900 SAR)
- Q3 Revenue: \$136,000
- Quarter-over-Quarter Growth: 185% increase
- Year-over-Year Growth: 128.812% increase
- Average Contract Value (ACV) on Q2: \$23,280
- Lifetime value (LTV) of Clients: \$20,952

Revenue (USD)

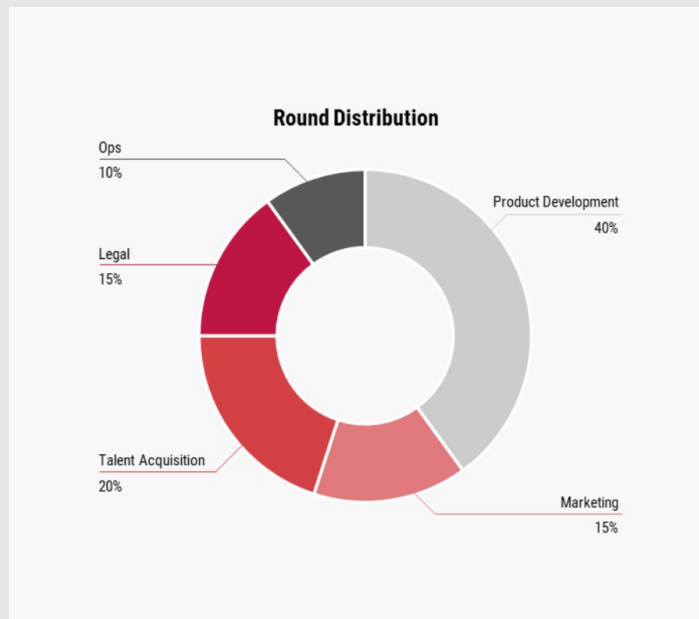


# The Ask: \$2.5M

## Key Goals for the next 12 months

- Product Development
- Talent Acquisition
- Operations & Growth
- Marketing
- R&D
- Legal

- 
- Lock yearly contracts
  - Launch dashboard & APIs
  - Expand on enterprise marketing
  - Scale in house teach team
  - Initiate MENA expansion legal
  - Lay foundation of community led growth.



# Thanks!

## We'd love to hear your feedback.

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