

**Raf | رف**

**#Voices\_Of\_Wellness**



# Short Story

**About Ahmad**



# The Problems

## Summary



### No Time

**Gym, traffic, etc., take it all.**



### Can't find your audiobook?

**your book isn't available in any audiobook app.**

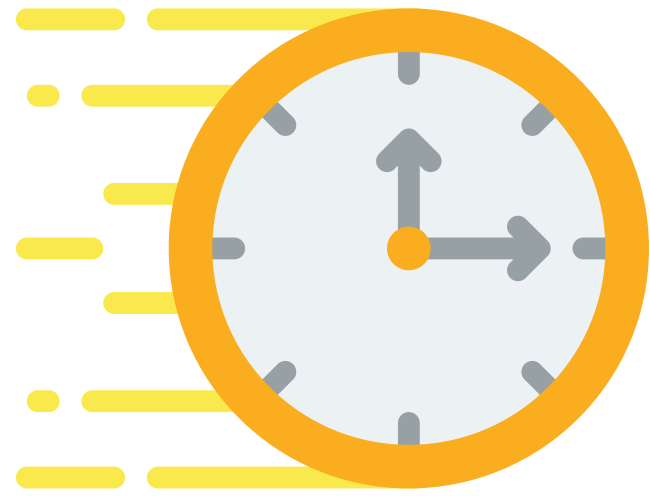
# The Solution



**AI platform that converts books into audiobooks .**

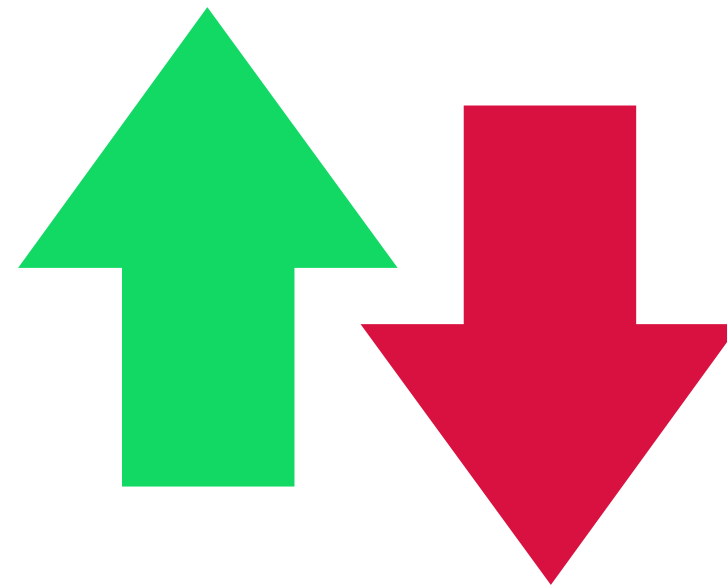


# Raf Features



**Fast turns books  
into Audiobooks**

**20 minutes = 15 -20 days**



**High quality low  
cost**

**2.3\$ = 1000\$**



**Useability**

**Just upload your  
book in Raf.**

# How Raf Works?



1

**Determine the  
Text from PDF**

By using  
Google Cloud (OCR)



2

**Convert the  
Text to Speech**

By using  
Elevanlabs



3

**Show the result  
in Raf**

+

**Audio assisted  
reading**

# Product Demo



[Video Link](#)

The screenshot displays the OBS Studio interface. At the top, there is a menu bar with options: File, Edit, View, Docks, Profile, Scene Collection, Tools, and Help. Below the menu bar, the main preview window shows a virtual desktop environment with various windows and icons. A large, semi-transparent play button is overlaid in the center of the preview window. To the right of the preview window, there is a 'Share' button with a play icon. Below the preview window, there are several docked panels: 'Scenes' (showing 'Scene' and 'Scene 2'), 'Sources' (showing 'Display Capture 2' and 'Display Capture'), 'Audio Mixer' (with 'Desktop Audio' and 'Mic/Aux' sliders), 'Scene Transitions' (with 'Fade' and 'Duration: 300 ms'), and 'Controls' (with buttons for 'Start Streaming', 'Stop Recording', 'Start Virtual Camera', 'Studio Mode', 'Settings', and 'Exit'). At the bottom of the interface, there is a status bar showing 'Recording saved to: C:\Users\paulk\Videos\2024-03-06 14:49:12.mp4', '(M) LIVE: 00:00:00', 'REC: 00:00:00', and 'CPU: 0.6% 60.00 fps'. The Windows taskbar is visible at the very bottom, showing the Start button, Search, and several application icons.

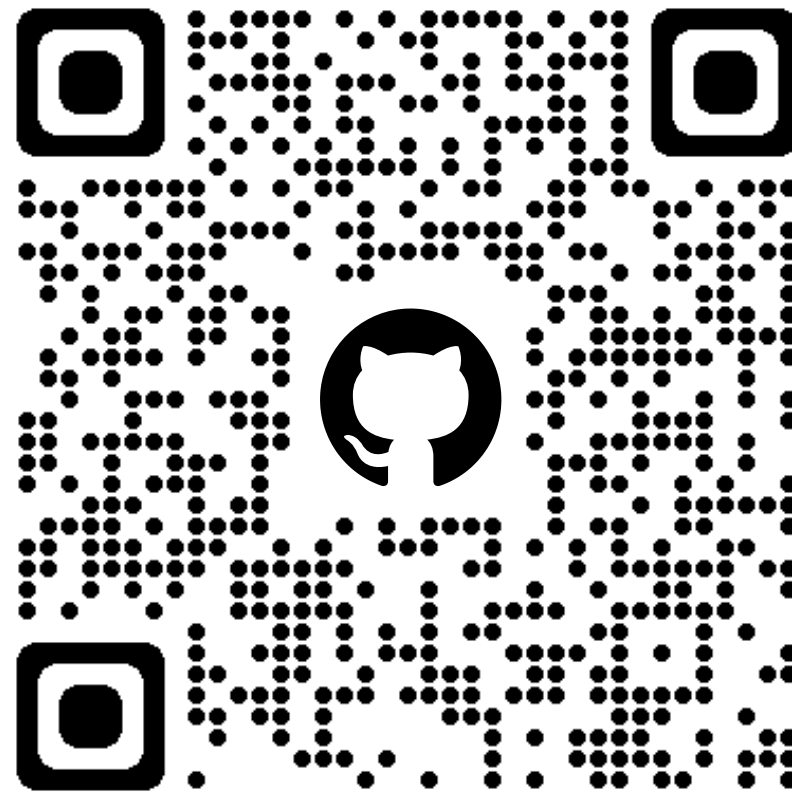
# QR Code

**U: Lab@lab.com**

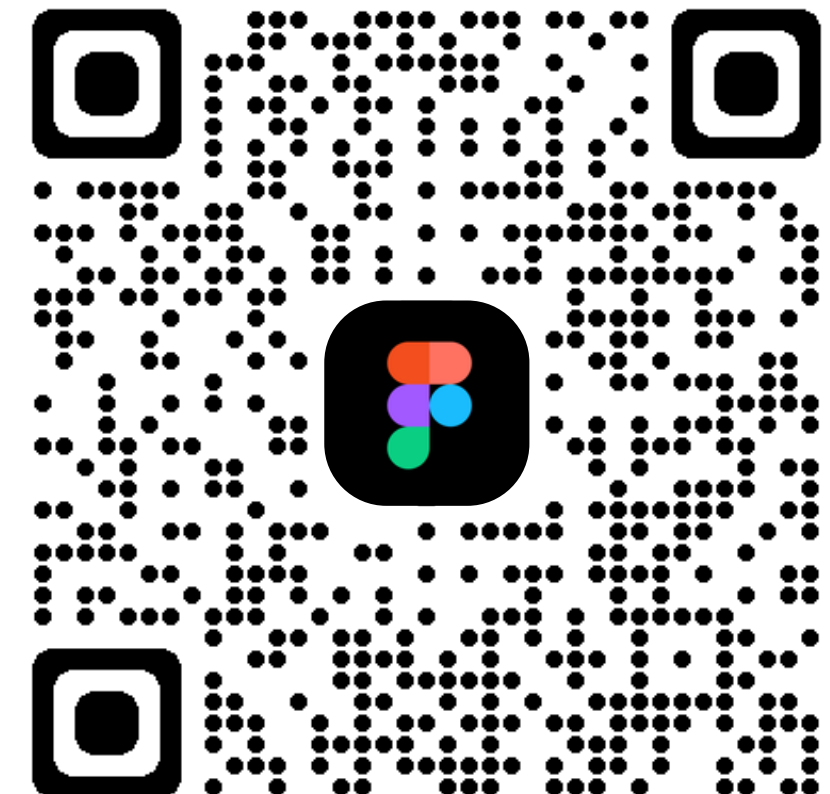
**P: 20242024**



**Raf Website**



**GitHub**



**UI / UX**



# Future thoughts



**Support All  
Languages**



**Support  
Celebrity voices**

# Top Competitors

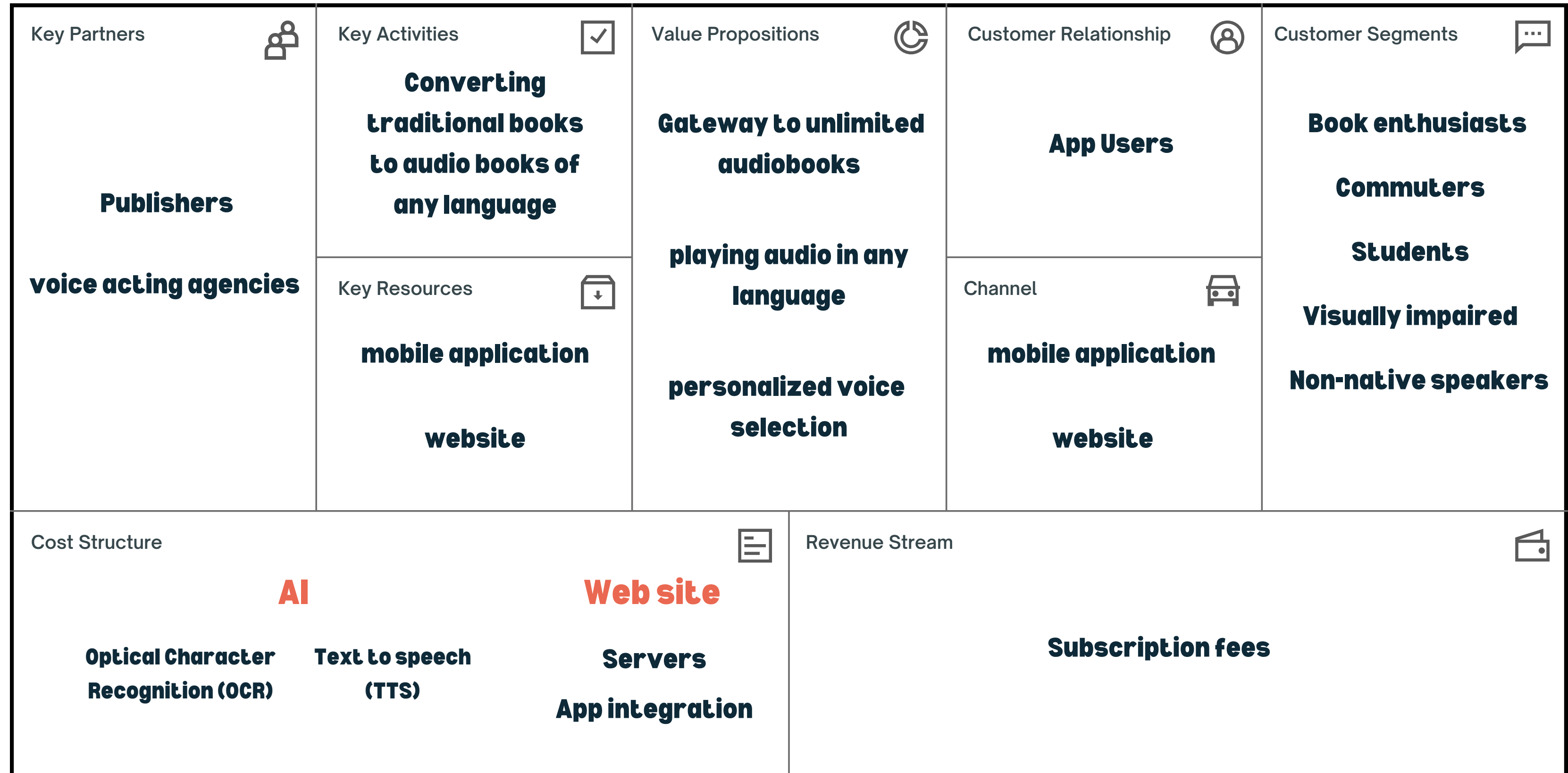
## **Audible (USA)**

- **Limited **Arabic** Content.**
- **No Reading **tracking** Feature.**
- **Hard to expansion (**no AI**).**
- **No **Audio Download** Feature.**

## **Scribd (USA)**

- **Limited **Arabic** Content.**
- **No Reading **tracking** Feature.**
- **Hard to expansion (**no AI**).**
- **No **Speed Control** Feature.**

# Business model canvas



# Market Size



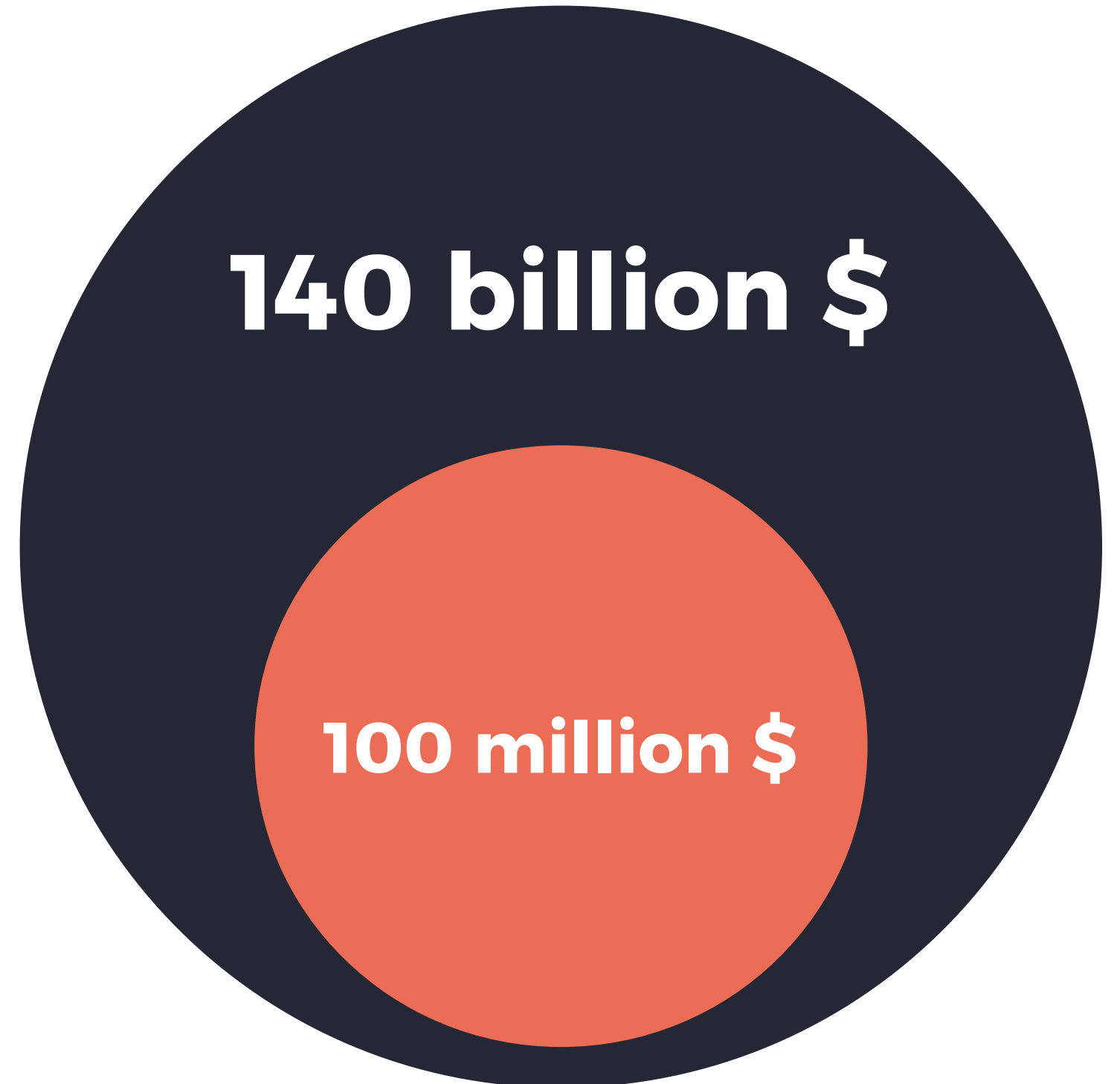
**Global market size**

**Annual Growth : 26% until 2030**



**Arabic market size**

**Annual Growth : 24% until 2030**



# Subscription plans

## Raf

- 30 pages per month
- One small book
- Ads

Free

## Raf+

- Access to all books
- Upload 3 books
- No ads

9.99 \$

## Business Raf

**For businesses that  
require a custom  
plan tailored to  
their needs.**

**Let's talk**

**Contact us**



# Team Members



**Talha**

**Full-stack AI  
specialist**



**Albaraa**

**Product manager**



**Ahmad**

**Full stack web  
developer**



**Abdulrahman**

**Product analytics**