



SHOP SCRIBE

Your AI-Powered Product Description Solution

Problem statement

- Zid, Salla, and Shopify store owners are facing many challenges due to the poor quality of their product descriptions.
- The current state of Product descriptions on these platforms often fail to convey value and uniqueness effectively. They are lengthy, unclear, and fail to engage potential customers.
- Ineffective product descriptions impact SEO and organic search traffic, hindering store owners' growth potential. This leads to heavy reliance on costly e-marketing strategies for website traffic.



So...



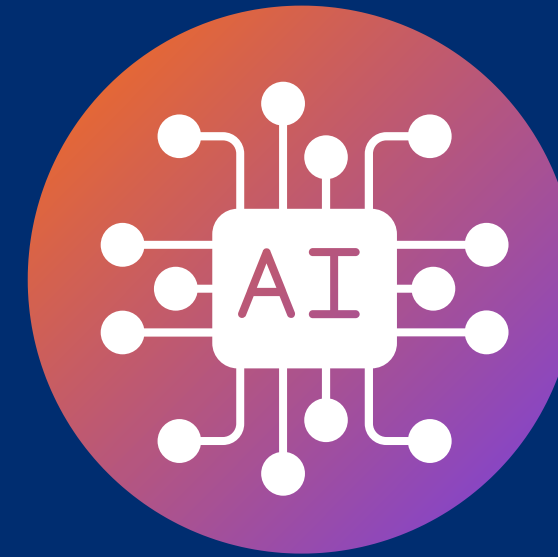
Current Market Solutions



Manual
Writing



Professional
Copywriters



AI-generation
Tools

Competitive Analysis

Hypotenuse AI

- ✗ Supports Arabic
- ✓ Integrated with **one** e-commerce platforms
- ✗ Cost-Effective
- ✓ SEO-Friendly
- ✓ Product description

Starting from \$49/mo

ShopScribe

- ✓ Supports Arabic
- ✓ Integrated with **three** e-commerce platforms
- ✓ Cost-Effective
- ✓ SEO-Friendly
- ✓ Product description

Starting from \$9.99/mo

Fraser.ai

- ✗ Supports Arabic
- ✗ Integrated with e-commerce platforms
- ✗ Cost-Effective
- ✓ SEO-Friendly
- ✓ Product description

Starting from \$44.99/mo



Our Solution

ShopScribe is a cutting-edge AI-powered tool designed to revolutionize your product descriptions and boost your SEO results. It offers:

- **AI-Generated Descriptions**
- **Enhanced SEO Optimization**
- **Smart Ranking**
- **Effortless Integration to read/write product descriptions a**

Let's talk numbers!

- Organic search drives approximately **53%** of website traffic
- **70-80%** of users ignore paid ads and focus on organic search results
- **89%** of consumers worldwide begin their buying process with a search engine

With ShopScribe

Say goodbye

To costly e-marketing strategies

And hello

To increased organic traffic and sales.

Business Model

KEY PARTNERS

- SEO tool providers and API integrations
- E-commerce platforms like Zid, Salla, and Shopify for integration and promotion
- Affiliate and referral partners for customer acquisition
- E-commerce agencies and consultants for co-marketing opportunities

KEY ACTIVITIES

- Building language datasets
- Integration with SEO tools and APIs
- Continuous platform improvement
- Customer support and training

KEY RESOURCES

- AI algorithms and technology
- Product and language datasets
- Skilled development, marketing, customer support teams

VALUE PROPOSITIONS

- AI-based product description generation and enhancement
- Integration with SEO optimization tools and APIs
- Automated solution for e-commerce businesses
- Improved SEO visibility and organic search traffic
- Cost-efficiency through reduced reliance on expensive e-marketing tactics

CUSTOMER RELATIONSHIPS

- Self-service platform with user-friendly interface
- Dedicated customer support

CHANNELS

- Online platform
- E-commerce partnerships

CUSTOMER SEGMENTS

- E-commerce store owners on platforms like Zid, Salla, and Shopify
- Businesses seeking SEO optimization for their product descriptions
- E-commerce agencies offering copywriting and SEO services

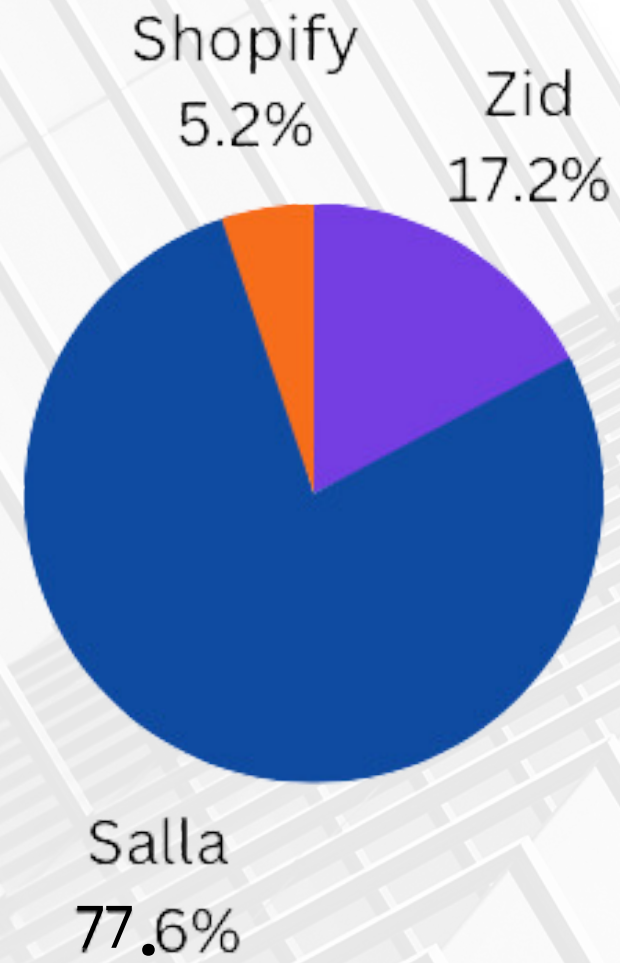
COST STRUCTURE

- Research and development for algorithm improvement and language datasets
- Technology infrastructure and maintenance
- Marketing and advertising expenses
- Operational costs including salaries, utilities, and office expenses

REVENUE STREAMS

- Subscription-based pricing model with different plans (Basic, Advanced, Premium)
- Monthly or annual subscription fees based on the selected plan
- Additional revenue from enterprise-level customizations and integrations
- Upselling opportunities for add-on features or premium support

Potential Market Share



There are **46,400 Online stores in Saudi Arabia**

If we can get **30%** of the stores to subscribe

We will get **\$137,800**



+36,000 online store



+8,000 online store



+2,400 online store

Further Plan



Integrate more SEO tools



Explore new partnerships



Support local Arabic dialects

الإسلام
رسول الله

In Phase One



+13
Dialects

This expansion will empower store owners to reach their target audience, foster better engagement, trust, and drive higher conversions.

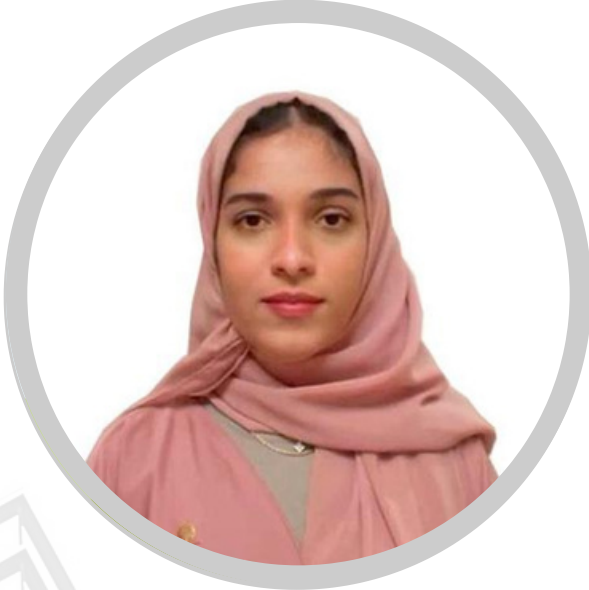
Our Team



Noura Almudaires
Front-End Developer



Kamil Kafoor
Back-End Developer



Maryam Almohaish
Product Manager



Mohammed Alsagaf
Market Research Analyst



Tharun Kumar
Back-End Developer



Thank You

For more.. Check a survey we conducted on online stores ownes in saudi arabia [here](#)