

InfraRader AI

Intelligent Infrastructure Project Intelligence

Business Plan

Comprehensive Business Intelligence Platform for Infrastructure Projects

Transforming \$9.18T Infrastructure Pipeline Through AI-Powered Verification

Confidential & Proprietary

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1 Executive Summary

1.1 The Problem

The \$9.18 trillion Middle East and Africa (MEA) infrastructure pipeline is plagued by information asymmetry, with 85% of projects experiencing delays and cost overruns. Current intelligence platforms rely on manual curation and lack real-time verification capabilities.

1.2 The Solution

InfraRader AI delivers verified, real-time project intelligence through an AI-powered platform that combines Large Language Models (LLMs) and Computer Vision (CV) to provide objective, multi-source verification of infrastructure projects.

1.3 Market Opportunity

- **Total Addressable Market:** \$9.18 trillion MEA infrastructure pipeline
- **Target Market:** MENA datacenter vertical (high-value, early adopters)
- **Market Growth:** Saudi Arabia projected highest CAGR 2025-2030
- **Customer Segments:** CFOs, VPs Strategy, Project Managers, Investment Firms

1.4 Competitive Advantage

- **AI-Powered Analysis:** Advanced LLM and CV capabilities
- **Real-time Intelligence:** Continuous project monitoring and updates
- **Multi-source Validation:** Cross-validation and confidence scoring
- **Satellite Monitoring:** Multi-layered geospatial triage system

1.5 Financial Highlights

- **Year 3 ARR Target:** \$8M-\$15M
- **Year 5 ARR Target:** \$40M-\$60M
- **Gross Margins:** 75-80%
- **Unit Economics:** CAC <\$50K, CLV >\$500K (Enterprise)

2 Company Overview

2.1 Vision & Mission

Vision: To become the world's leading provider of verified infrastructure project intelligence, transforming how the \$9.18 trillion infrastructure industry makes decisions.

Mission: Deliver AI-powered, real-time verification of infrastructure projects through advanced machine learning and multi-source data validation, enabling stakeholders to make informed decisions with confidence.

2.2 Core Value Propositions

1. **Verified Intelligence:** Multi-source validation ensures data accuracy and reliability
2. **Real-time Monitoring:** Continuous project tracking and progress updates
3. **Predictive Analytics:** AI-powered risk assessment and early warning systems
4. **Cost Optimization:** Multi-layered geospatial triage reduces satellite imagery costs by 70%

2.3 Product Overview

InfraRader AI operates through a 4-stage pipeline:

1. **Discovery:** Automated project identification and data collection
2. **Profiling:** AI-powered project analysis and structuring
3. **Verification:** Multi-source validation and confidence scoring
4. **Visualization:** Interactive dashboards and reporting

3 Market Analysis

3.1 Total Addressable Market

The MEA infrastructure market represents a \$9.18 trillion pipeline, with significant growth projected across all sectors:

- **Energy Infrastructure:** \$2.5 trillion
- **Transportation:** \$1.8 trillion
- **Digital Infrastructure:** \$1.2 trillion
- **Water & Sanitation:** \$800 billion
- **Urban Development:** \$2.88 trillion

3.2 Target Market Focus

Initial focus on MENA datacenter construction vertical:

- **High Value Projects:** Multi-million to multi-billion dollar investments
- **Rapid Growth:** Explosive digital infrastructure development
- **Data Opacity:** Fragmented, unreliable market intelligence
- **Premium Pricing:** Sophisticated clients willing to pay for quality

3.3 Customer Segments

1. **Global Contractors & Developers** (Primary)

- CFOs managing capital allocation
- VPs of Strategy planning expansion
- Project Managers overseeing execution

2. **Investment Firms & Lenders** (High-value)

- Infrastructure investment funds
- Development banks (DFC, AfDB)
- Private equity firms

3. **Government Agencies** (Strategic)

- Ministries of Infrastructure
- Economic development agencies
- Regulatory bodies

4 Competitive Landscape

4.1 Current Market Players

- **MEED**: Legacy platform, manual curation, limited technology
- **BNC**: Construction-focused, regional expertise, outdated systems
- **ABiQ**: Modern platform, Africa-focused, basic AI capabilities
- **ProTenders**: Tender-focused, limited scope, manual processes

4.2 Competitive Advantages

Feature	MEED	BNC	ABiQ	ProTenders	InfraRaderAI
Real-time Updates	Limited	Limited	Moderate	Limited	Excellent
AI-Powered Analysis	None	None	Basic	None	Advanced
Satellite Monitoring	None	None	None	None	Yes
Risk Assessment	Basic	Basic	Moderate	None	Advanced
Multi-source Validation	Limited	Limited	Moderate	Limited	Yes
Confidence Scoring	None	None	None	None	Yes

Table 1: Feature Comparison Matrix

5 Technology & Product

5.1 System Architecture

InfraRader AI is built on a modern, cloud-native architecture:

- **Frontend:** React-based web application with mobile support
- **Backend:** Python-based microservices architecture
- **AI/ML:** PyTorch, TensorFlow, specialized LLM and CV models
- **Data:** Snowflake data warehouse, Redis caching, PostgreSQL
- **Infrastructure:** Kubernetes orchestration, AWS/GCP cloud

5.2 AI/ML Pipeline

1. **Data Ingestion:** Automated collection from multiple sources
2. **LLM Processing:** Fine-tuned models for document analysis
3. **Computer Vision:** Satellite imagery analysis and change detection
4. **Validation Engine:** Multi-source cross-validation
5. **Confidence Scoring:** Reliability assessment for all data points

5.3 Multi-layered Geospatial Triage

Cost optimization strategy for satellite imagery:

1. **Layer 1:** Free/low-cost medium-resolution monitoring
2. **Layer 2:** CV analysis for change detection
3. **Layer 3:** VHR imagery acquisition for confirmed events

Result: 70% reduction in satellite imagery costs

6 Business Model & Revenue Streams

6.1 Subscription-Based SaaS Model

Three-tier pricing strategy targeting different customer segments:

6.1.1 Tier 1: Basic Intelligence (\$5K-\$15K annually)

- **Target:** Analysts, small consultants, market researchers
- **Features:** High-level project summaries, news feeds, basic geospatial views
- **Value:** Market intelligence and basic project tracking

6.1.2 Tier 2: Professional (\$25K-\$75K annually)

- Target: Mid-market contractors, major suppliers, project managers
- Features: Full project profiles, detailed risk scores, advanced search, customizable dashboards
- Value: Comprehensive project intelligence and risk assessment

6.1.3 Tier 3: Enterprise Agent Access (\$100K-\$500K annually)

- Target: Hyperscalers, large financial institutions, government agencies
- Features: Real-time API access, unlimited VHR imagery, dedicated data stewards, predictive analytics
- Value: Complete integration and advanced analytics capabilities

6.2 Additional Revenue Streams

- **Usage-based Pricing:** VHR satellite imagery beyond baseline allocation
- **Data Licensing:** Aggregated, anonymized market intelligence
- **Consulting Services:** Custom integration and analysis services

7 Go-to-Market Strategy

7.1 Initial Market Focus

MENA datacenter construction vertical:

- **Geographic Focus:** Saudi Arabia, UAE, Egypt
- **Customer Focus:** CFOs, VPs of Strategy, Heads of Project Finance
- **Project Types:** Datacenter construction, digital infrastructure

7.2 Customer Acquisition Strategy

1. **Direct Enterprise Sales:** Dedicated sales team with industry expertise
2. **Pilot Programs:** Limited-scope trials with select customers
3. **Strategic Partnerships:** Development banks, consulting firms, data providers
4. **Content Marketing:** Industry reports, webinars, thought leadership

7.3 Strategic Partnerships

- **Development Banks:** AfDB, DFC, IFC for project financing
- **Consulting Firms:** McKinsey, PwC, AECOM for client referrals
- **Data Providers:** Satellite imagery providers, local data aggregators
- **Government Agencies:** Authorized data access in high-friction regions

8 Financial Projections

8.1 Revenue Projections

Year	Year 1	Year 2	Year 3	Year 4	Year 5
ARR (\$M)	0.5	3.0	12.0	25.0	50.0
Customers	5	25	75	150	300
ARPU (\$K)	100	120	160	167	167

Table 2: Revenue Projections

8.2 Cost Structure

- **Fixed Costs:** Personnel (60%), Infrastructure (15%), Office (10%), Software (5%)
- **Variable Costs:** Data acquisition (5%), Compute resources (3%), Sales/Marketing (2%)
- **Gross Margins:** 75-80% on subscription revenue

8.3 Unit Economics

- **Customer Acquisition Cost (CAC):** \$50K-\$100K for enterprise
- **Customer Lifetime Value (CLV):** \$500K-\$1M for enterprise
- **CLV:CAC Ratio:** 5:1 to 10:1
- **Payback Period:** 12-18 months

9 Risk Analysis & Mitigation

9.1 Key Risks & Mitigation Strategies

1. Data Quality Risks

- Risk: Inaccurate or incomplete data sources
- Mitigation: Confidence Scoring Engine, multi-source validation

2. Legal/Regulatory Risks

- Risk: Data access restrictions in target markets
- Mitigation: Partnership strategy, authorized data access

3. Cost Overrun Risks

- Risk: High satellite imagery costs
- Mitigation: Multi-layered geospatial triage system

4. Technical Risks

- Risk: AI model performance degradation
- Mitigation: Continuous monitoring, human-in-the-loop processes

10 Team & Execution

10.1 Current Team

Experienced founders with deep domain expertise:

- **Technical Leadership:** AI/ML and infrastructure expertise
- **Business Leadership:** Infrastructure industry and emerging markets experience
- **Advisory Board:** Industry veterans and technical experts

10.2 Hiring Plan

Key positions for next 12 months:

- **AI/ML Engineers:** Model development and optimization
- **Data Scientists:** Data pipeline and analytics
- **Enterprise Sales:** Customer acquisition and relationship management
- **Product Managers:** Feature development and user experience

11 Funding Requirements

11.1 Funding Ask

Seeking \$[X] million in Series A funding for:

- **Product Development (40%):** AI model fine-tuning, platform development
- **Team Expansion (30%):** Key hires in AI/ML, sales, product
- **Data Acquisition (15%):** Strategic partnerships, data licensing
- **Go-to-Market (10%):** Pilot programs, marketing, sales
- **Operations (5%):** Legal, administrative, general overhead

11.2 Use of Funds Timeline

- **Months 1-6:** MVP development, initial team expansion
- **Months 7-12:** Pilot programs, market validation
- **Months 13-18:** Scale customer acquisition, product enhancement
- **Months 19-24:** Market expansion, team scaling

12 Conclusion

InfraRader AI represents a compelling opportunity to transform the \$9.18 trillion infrastructure industry through AI-powered verification and intelligence. With a clear market need, proven technology approach, and experienced team, we are positioned to capture significant market share in the high-value MENA datacenter vertical and expand globally.

Our competitive advantages in AI technology, multi-source validation, and cost optimization provide a strong foundation for sustainable growth and market leadership.