

# ***FAIN***

***WORK IS FINE.***

**FAIN**

**Efficiency in Every Transaction**

# The Problem



## Ideal Customer Profile

SMEs struggling with manual invoice processing, financial inefficiencies, and frequent errors in accounting.



## Pain Point #1

Manual processing of invoices leads to errors and delays, causing cash flow issues and increased labor costs.



## Pain Point #2

Financial management inefficiencies result in inaccurate financial data, impacting decision-making and strategic planning.



## Pain Point #3

Lack of automation in financial operations reduces productivity and increases operational costs.



## Pain Point #4

SMEs often lack the resources to implement advanced financial solutions, making them reliant on outdated systems.

# The Solution



## FAIN

FAIN provides an AI-powered financial management solution that automates accounting tasks, streamlines invoice processing, and enhances overall financial operations.



### Benefit #1

Automates up to 98% of accounting tasks, significantly reducing errors and increasing efficiency.



### Benefit #2

Provides real-time financial data and insights, improving decision-making and strategic planning.



### Benefit #3

Enhances productivity by automating routine tasks, allowing staff to focus on more strategic activities.



### Benefit #4

Offers a scalable solution that can grow with the business, providing long-term value and adaptability.

# The Market



## Size of Market

The total addressable market (TAM) for AI-powered financial management solutions is estimated to be \$X billion, with a significant portion attributed to SMEs.



## Growth Potential

The market is expected to grow by X% annually, driven by increasing adoption of AI technologies in financial operations.



## Segmentation

Initial focus on SMEs in the technology and service industries, expanding to larger corporations as the solution matures.

# The Business Model

Describes how the startup plans to generate revenue and sustain its operations, including pricing strategy, revenue streams and cost structure.



## Cost Structure

Expenses include product development, marketing, customer support, and staffing.



## Pricing Strategy

Subscription-based pricing model with tiered plans to accommodate different business sizes and needs.



## Revenue Streams

Primary revenue from subscription fees, with additional income from premium features and service add-ons.

# The Go-To-Market Strategy

Outlines the marketing and sales strategy for the startup, including customer acquisition channels, distribution channels and partnerships.



## Customer Acquisition

Utilize digital marketing, social media campaigns, referral programs, and email marketing to generate leads.



## Distribution

Distribute the product through an online platform, allowing direct sales to customers with minimal overhead.



## Partnerships

Form strategic partnerships with industry associations and technology providers to enhance market reach and credibility.

# The Competition

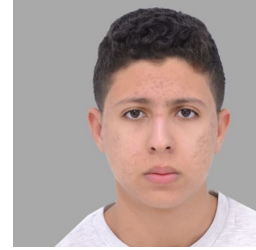
	Basic automation	Manual data entry required	AI integration	Scalable solution
<b>Your Startup</b>	✓	✓	✓	✓
Botkeeper	✓	✗	✗	✗
Kore.ai	✓	✗	✓	✓
Vic.ai	✓	✗	✗	✗

# The Team



**Ayoub Belkadi**  
Founder & CEO

Leadership, Team management,  
negotiation skills, AI knowledge,  
Problem solving and Product  
management



**Imad Meddach**  
Co-Founder & CMO

Branding, Digital Marketing, AI  
knowledge, Problem solving and  
decisions advisor



# The Financials



## Current Funding

Bootstrapped with 8,000 dh amount secured from personal financement. Current funding sufficient for the next month.



## Revenue Projections

Year 1: 50.000 DH revenue  
Year 2: 200.000 DH revenue  
Year 3: 500.000 DH revenue  
Assumptions: Strong demand and successful market penetration.



## Fundraising

Seeking 500.000 DH in investment to achieve key milestones over the next 12 months, including product enhancements and market expansion.

# The Milestones

