



# **BrainSAIT Marketing Business Plan 2025-2027**

 2025-2027

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## Executive Summary



This business plan outlines the strategic direction, objectives, and operational framework for the BrainSAIT Marketing department for the period 2025-2027. Our mission is to deliver cutting-edge healthcare AI solutions that comply with international standards including HIPAA and NPHIES.

**Key Objectives:** Drive innovation in healthcare technology, expand market presence in the Saudi Arabian healthcare sector, and maintain the highest standards of data security and patient privacy.

## Market Analysis



**Market Opportunity:** The Saudi Arabian healthcare IT market is projected to grow at 12.5% CAGR through 2027, driven by Vision 2030 digital transformation initiatives and NPHIES mandates.

**Target Market:** Healthcare providers, insurance companies, government health organizations, and private clinics across Saudi Arabia and the broader MENA region.

**Competitive Advantages:** Bilingual AI capabilities, NPHIES-native integration, HIPAA compliance, and deep healthcare domain expertise.

## Strategic Objectives



**Year 1 (2025):** Establish market presence with 25+ healthcare clients, achieve 500K+ processed claims, and build comprehensive NPHIES integration suite.



**Year 2 (2026):** Expand to 75+ clients, launch AI-powered clinical decision support tools, and achieve ISO 27001 certification.

**Year 3 (2027):** Scale to 150+ clients across MENA, introduce predictive analytics suite, and establish strategic partnerships with major EMR vendors.

## Financial Projections



Financial projections are based on conservative growth estimates and proven market demand for healthcare AI solutions.

Metric	2025	2026	2027
Revenue (SAR)	5.2M	12.8M	28.5M
Gross Margin	72%	75%	78%
EBITDA	1.8M	5.1M	13.2M
Active Clients	25	75	150
Team Size	35	65	120

## Operational Strategy



**Technology Stack:** Cloud-native architecture on AWS/Azure, microservices with FastAPI, React/Next.js frontend, and comprehensive AI/ML pipeline.

**Compliance Framework:** HIPAA-compliant infrastructure, NPHIES certification, SOC 2 Type II audit readiness, and ISO 27001 preparation.

**Quality Assurance:** Automated testing with 95%+ coverage, continuous integration/deployment, and monthly security audits.



## Risk Management



**Technical Risks:** Regular system audits, redundant infrastructure, disaster recovery plans, and 99.9% uptime SLA.

**Compliance Risks:** Dedicated compliance team, quarterly external audits, comprehensive audit logging, and proactive regulatory monitoring.

**Market Risks:** Diversified client portfolio, flexible pricing models, continuous product innovation, and strong customer relationships.