



liberrex

Queue management made simple

TRUSTED BY




BIAT
بنك تونس العربي الدولي
BANQUE INTERNATIONALE ARABE DE TUNISIE



sodexo

giz





DON'T YOU FIND MOST OF YOUR
EXPERIENCES IN VISITING **BANKS,**
HOSPITALS, DOCTORS, BEAUTY
CENTRES, SHOPS, ETC.. VERY
FRUSTRATING?

**AN UNPLEASANT EXPERIENCE
FULL OF TIME WASTING**

CUSTOMER EXPERIENCE SYSTEMS MARKET SIZE

\$11B

TOTAL WORLD
MARKET

18%

COMPOUND ANNUAL
GROWTH RATE

WHY CLASSIC CUSTOMER FLOW MANAGEMENT DOESN'T WORK?



LACK OF **TRANSPARENCY**
IN THE PROCESS



CHAINS THE CUSTOMER
TO THE **WAITING ROOM**



HEAVY RELIANCE ON
HUMAN INTERACTION



FINANCIAL LOSS DRIVEN
BY **LOW CUSTOMER SATISFACTION**

LIBERREX IMPROVES CUSTOMER EXPERIENCE

SETS END CUSTOMERS FREE

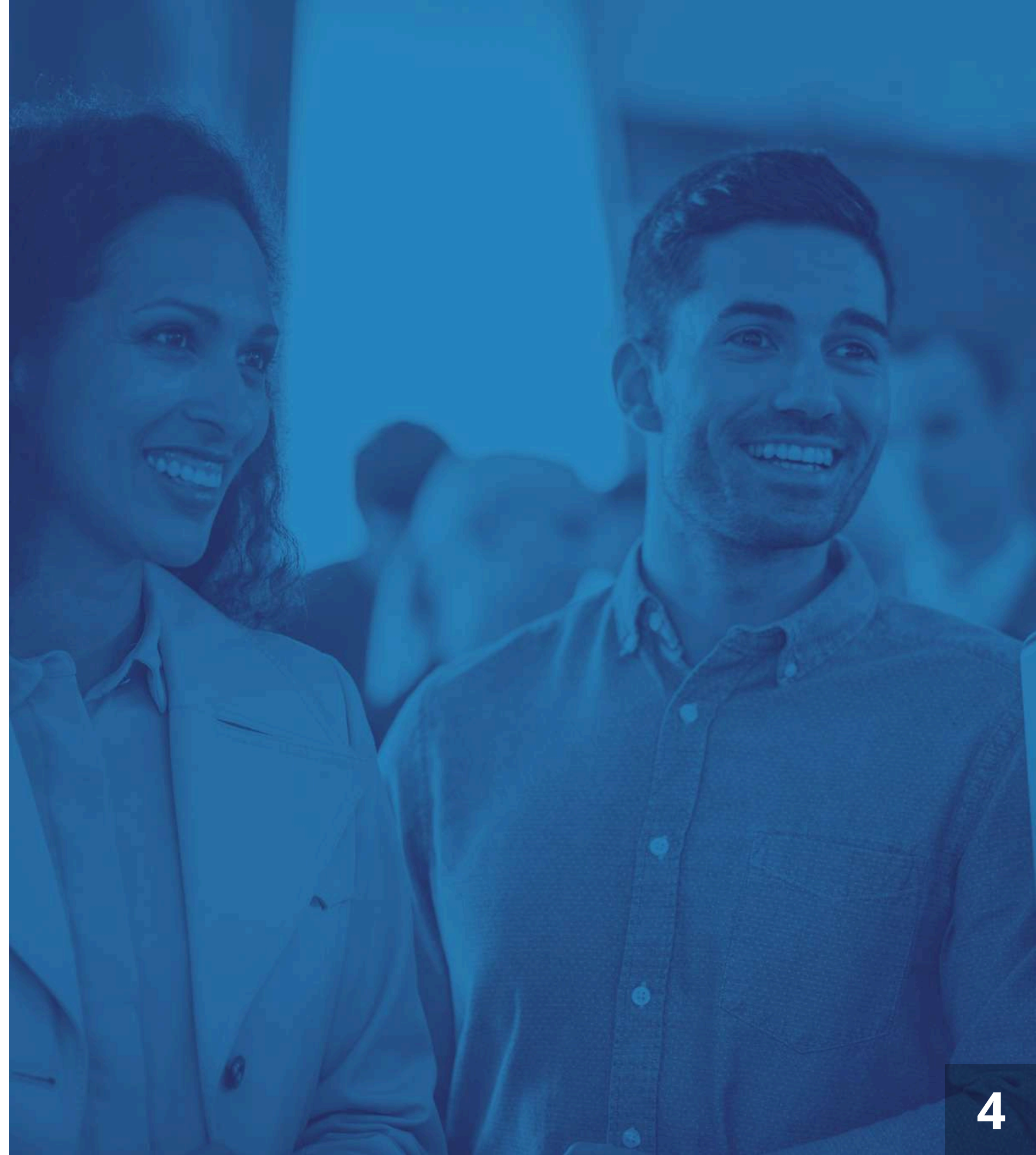
End customer can join the queue from distance and wait remotely

INCREASES CUSTOMER SATISFACTION

Liberrex provides a more pleasant and comfortable customer experience

INCREASES BUSINESS PRODUCTIVITY

Reducing customers walkaways and attracting customers who want to save time



TURNKEY SOLUTION

SOFTWARE & HARDWARE



**ما تضيعش وقت في الصف !
خوذ موعد باش تتعدى فيسع**

www.monrdvbiat.com.tn

BIAT
Temps moyen d'attente au guichet
01H30. Merci de passer à 11H00 pour
minimiser votre temps d'attente.
Votre No : 999. Suivi en direct <https://my.liberrex.com/>

www.biat.tn

BIAT 

ملتزمون
معكم

BUSINESS MODEL - MEMBERSHIP



LIBERUNO

\$49/month

Customer Flow management

Customer Database

Real-time statistics

Online Customer Requests

Queue Display

Self-Check-In

Customised SMS Name

White branded solution

Technical Assistance

On premise setup

LIBERUP

\$99/month

Customer Flow management

Customer Database

Real-time statistics

Online Customer Requests

Queue Display

Self-Check-In

Customised SMS Name

White branded solution

Technical Assistance

On premise setup

LIBERPRO

\$149/month

Customer Flow management

Customer Database

Real-time statistics

Online Customer Requests

Queue Display

Self-Check-In

Customised SMS Name

White branded solution

Technical Assistance

On premise setup

ONE SHOT ON PREMISE WHITE BRANDING

ENTREPRISE

\$999/site

Customer Flow management
Customer Database
Real-time statistics
Online Customer Requests
Queue Display
Self-Check-In
Customised SMS Name
White branded solution
Technical Assistance
On premise setup

TRACTION & KPIS



+\$100K
Revenue for
the last 12 months

122
Total memberships

+200K
Unique end-user
B2B2C

+750K
Tickets & bookings
Generated

CLOSED DEAL



Client: International Arab Tunisian Bank

Industry: Banking

Branches: 65

Leadership: Biggest Bank in Tunisia

Type: Private

Contract Duration: 4 Years (starting from March 2024)

Total contract value: 560 k USD

4

Years

\$13k

MRR

OUR REFERENCES



BIAT

giz

GAT
ASSURANCES

pluxee

m
sc



السعودية
SAUDIA

FIRST
DELIVERY

فضاء المواطن
Espace Citoyen



بنك الأمانة
Banque El Amana



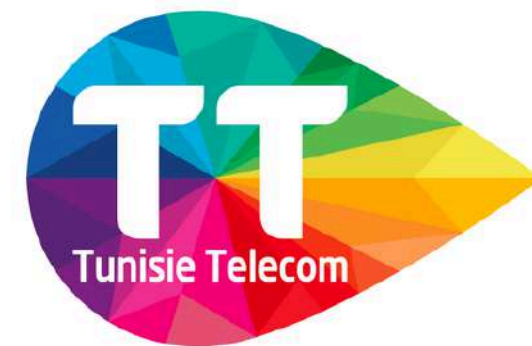
TARAJI
STORE



وزارة الصناعة
والثروة المعدنية
Ministry of Industry and Mineral Resources



STRATEGIC PARTNERSHIPS



La vie est émotions

COMMERCIAL PARTNERSHIP

Tunisie Telecom is the reseller of Liberrex in the Tunisian market under the name of **EasySaff**. This partnership is based on a revenue sharing model 70% / 30%



PROVISION PARTNERSHIP

ZAI is the main provider of hardware components that are used in building our Kiosks and Ticketing machines. Prices, delivery time and warranty are negotiated in the favour of Liberrex.

OUR OUTSTANDING TEAM



Achraf Ammar
CEO



Yasmine Bouzid
COO



Khalil Aamira
Tech lead



Oussama Mettichi
Software Engineer



Hichem Dimassi
Software Engineer



Malek Ben Rabah
Software Engineer



COMPETITIVE LANDSCAPE



COMPETITIVE ADVANTAGES

30
minutes

PLUG & PLAY

A very easy setup that requires no network cables. Competitors spend an average of **8 hours** on setting up their solutions.



LOWER SECURITY RISKS

Unlike the solutions provided by our competitors, Liberrex does not require access to the local network. Thus, reducing the risk of cyber attacks.



FULLY CUSTOMIZABLE

Liberrex is a fully customisable solution that can be easily manipulated to meet the specific needs of our customers and their end-customers.



HIGH ESTIMATION ACCURACY

Our AI powered waiting time estimation module is very efficient and highly accurate comparing to the basic estimation available in the market.

ROADMAP

Q2 2024

THE LAUNCH OF VIRTY

- A digital version of a physical service point, that allows customers to engage with services remotely, rather than visiting in person.

Q3 2024

DEPLOYMENT IN BIAT 65 BRANCHES & POC WITH GAT ASSURANCES

- Deploy Liberrex in 65 BIAT branches to enhance customer service and operational efficiency. Achieve successful implementation and integration of Liberrex in these locations.
- Start a proof of concept with Gat Assurances to test and refine Liberrex functionalities within their operations.

Q1 2025

EXPAND DEPLOYMENT IN GAT ASSURANCES

- Extend the deployment of Liberrex to at least 3 additional branches within Gat Insurances, following the successful POC.

Q2 2025

TEAM EXPANSION

- Focus on growing the team by recruiting talented individuals to support increased operations.

Q3 2026

RAISE PRE-SERIES A FUNDS

- Secure pre-Series A financing to support further development, expansion, and scaling of operations.

Q1 2026

MARKET EXPANSION INTO EUROPE & NORTH AFRICA

- Establish Presence in the UK and France: Launch operations in the United Kingdom and France to tap into these significant markets.
- Leverage resellers to extend market presence across North Africa, enhancing visibility and accessibility of services.

WE ARE RAISING \$1M PRE-SERIE A

\$100K RAISED IN THE SEED ROUND WITH



الخليج المتحد للخدمات المالية إفريقيا الشمالية
United Gulf Financial Services North Africa



University of Essex

42%

Marketing & Sales
Online and offline
marketing

32%

Product development
Computer Vision & AI driven
Technology

20%

TALENT ACQUISITION
C-Level, Sales
and Marketing

6%

INFRASTRUCTURE
Servers, security and
customer support

INVESTMENT

OUR ADVISORS



Afef Boulares

Manager - Orange Fab



Hatem Eleuchi

Legal Advisor



Essex Startups - UoE

Startup Hub - Essex Uni

A vertical illustration of a rocket launch. A rocket is shown ascending from the bottom center, leaving a large, billowing plume of white smoke and fire that fills the lower half of the frame. The rocket itself is a multi-stage vehicle with a central core and two side boosters. The background is a solid dark blue, and the entire scene is framed by a white border on the right side.

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