



DEVONEERS

Revolutionizing SMEs Accelerated Growth

WHO WE ARE

**Empower SMEs for
Sustainable Growth**

Impact-Driven



**Innovative approaches
Tech-enabled solutions**

SMEs

Engines of Economic & Social

Transformation

WHY SMEs?



SMEs make up
over 90%
of all businesses in Arab
economies. [IMF](#)



SMEs contribute up to
33% of GDP
In developing
economies. [WB](#)



SMEs account for
70% of jobs
outside of agriculture. [ALJ](#)



In the MENA region
14% of SMEs
are women-owned. [UNESCWA](#)

OUR FOCUS



ENTERPRISE UPGRADING

- Growth and business strategy
- Leadership & change management
- Management systems upgrading
- Access to advanced technologies
- Investment readiness
- Export readiness
- Market access
- Digital transformation & AI adoption



MARKET SYSTEM FACILITATION

- Sector dynamics and competitiveness analysis
- Market system and value chain studies
- Linkage facilitation with relevant actors
- Ecosystem mobilization
- Program development
- Intervention Design
- Policy recommendations



RootRise

AI-Powered SME Transformation

SME Realities

Short-term Focus

Centralized decision-making

Unstructured Systems

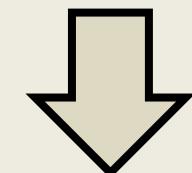
Outdated Technology

Weak Supply Chain management

Limited Exposure

Low Export Readiness

Low Investment Readiness



Low competitiveness

Business stagnation

High investment risk

The RootRise Methodology ... AI & I



1. Diagnose

Multi-layer AI-powered assessment across defined dimensions, customized to context, sector, and SME vision and maturity level. Delivers actionable growth plans.



2. Transform

Implementation of growth plans across all business units. AI-assisted implementation with embedded "Transformation Associates" and "Senior Experts" inputs and validation.



3. Sustain

Real-time analytics and dynamic SME profiling within a centralized data warehouse. Continuous monitoring via AI dashboards. Limitless data-driven upgrading opportunities.

AI Backbone - Senior Expert Guidance - Embedded Associates



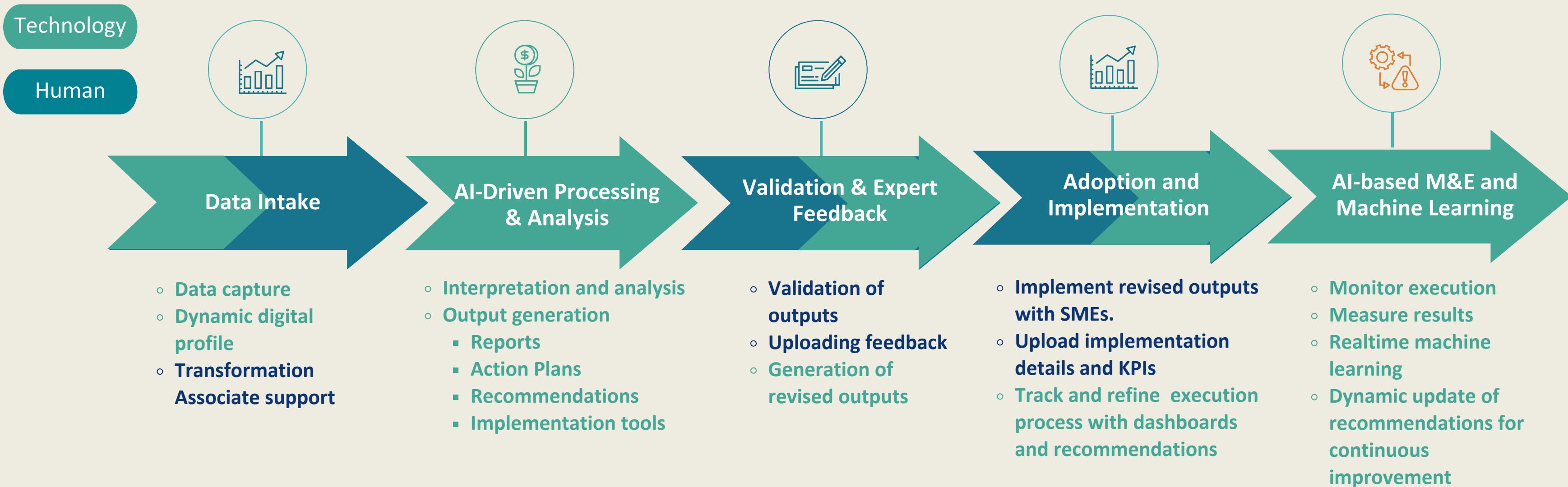
Technology built for the people, by the people with the people.

RootRise Workflow Overview



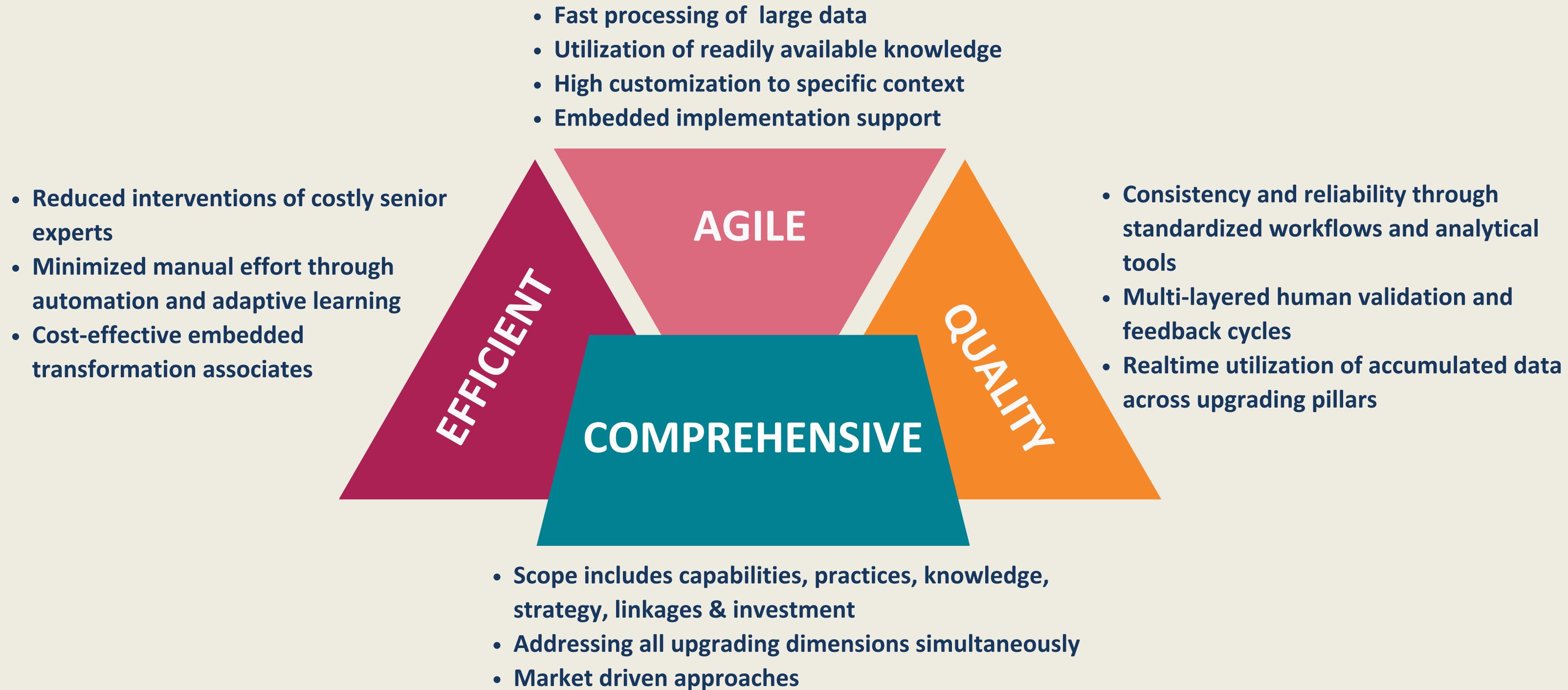
RootRise Workflow

Technology-Human Interaction



Throughout the full cycle, RootRise converts intelligence into measurable actions.

What makes RootRise different?





RootRise

From Design to Technology



The RootRise Intelligence Architecture

Not a chatbot. Not a wrapper. A purpose-built intelligence infrastructure.

Application Interface

Role-based dashboards • Multi-user access • Workflow automation • Real-time monitoring

Multi-Agent Orchestration

Specialized AI agents coordinate: Diagnostics Agent → Growth Planning Agent → Implementation Agent → Monitoring Agent

Contextual Intelligence Engine

Sector-specific reasoning • MENA market models • SME maturity frameworks • Validated transformation logic

Unified Data Warehouse

Structured SME profiles • Field diagnostics • Transformation history • Continuous learning corpus

Human-in-the-Loop - the &/s

Every AI output passes through validation gates:

- Embedded Associates — on-site at SMEs, providing real-time ground truth
- Senior Domain Experts — validating AI outputs before delivery
- SME Owner Sign-off — final confirmation before action

Continuous Learning

Every diagnostic, validation, and implementation cycle feeds back into the intelligence layer = compounding accuracy with each SME served.

Architecture designed for enterprise-grade scale, security, and multi-tenant deployment.

The Pantheon: Your Choice of AI Advisory Council

A configurable constellation of AI advisors, shaped around each SME's growth pathway

— 11 SPECIALIST AGENTS

THE PANTHEON

AI specialists named after business pioneers. Each brings deep domain expertise to analyze your SME.



THE DRUCKER

Peter Drucker (1909-2005) — Father of Modern Management

SUPERVISOR



THE MARVIN

Diagnostic & Consulting

CORE



THE GRAHAM

Finance & Investment

CORE



THE RICARDO

Export & Trade

ADD-ON



THE LOVELACE

Digital & Technology

ADD-ON



THE MAYO

HR & Organization

ADD-ON



THE OHNO

Supply Chain & Lean

ADD-ON



THE PORTER

Market & Competition

ADD-ON



THE LANDOR

Packaging & Labeling

NEW

ADD-ON



THE TUFTE

Reports &
Visualization

UTILITY



THE DEMING

Quality & Validation

UTILITY

Sector Intelligence: Context That Matters

Every industry has unique KPIs, regulations, and success patterns — we know them all

— 27 INDUSTRY CONTEXTS

MY SECTOR

Choose your SME type, then select your industry. Deep intelligence for each: standards, benchmarks, KPIs, risks, and MENA context.

Industrial 12

Services 15

INDUSTRIAL / MANUFACTURING SECTORS

Food Processing

HACCP ISO 22000 Halal

Pharmaceuticals

GMP WHO PQ GDP

Textiles

OEKO-TEX GOTS BSCI

Automotive Parts

IATF 16949 VDA 6.3

Cosmetics

ISO 22716 Halal

Packaging

BRC FSC

Plastics

ISO 14001 RoHS

Electronics

IPC RoHS CE

Chemicals

REACH GHS

Furniture

FSC CARB

Filling & Bottling

FSSC 22000 IFS

Your Industry

Custom

Sector Intelligence: Services

— 27 INDUSTRY CONTEXTS

MY SECTOR

Choose your SME type, then select your industry. Deep intelligence for each: standards, benchmarks, KPIs, risks, and MENA context.

Industrial 12

Services 15

SERVICES SECTORS

Hospitality & Tourism

ISO 9001 HACCP Green Key

Healthcare

JCI ISO 15189 HIPAA

Professional Services

ISO 9001 RICS

Education & Training

Accreditation ISO 21001

Logistics & Distribution

ISO 28000 GDP AEO

IT & Digital Services

ISO 27001 CMMI SOC 2

Financial Services

CBE AML PCI DSS

Retail & Trade

ISO 9001 E-commerce

Construction & Contracting

ISO 45001 LEED PMP

Maintenance & Technical

ISO 9001 SLA

↳ Creative Economy Cluster ↳

Arts & Handicrafts

Heritage Artisanal Export

Music & Entertainment

IP Licensing Events

Design & Creative

Branding UX/UI Fashion

Media & Content

Production Streaming Influencer

Your Service

Custom

THE &EYE — YOUR LENS

Your burning desire. Select your objective and we'll prioritize everything around YOUR goal.

**The &Eye:
Transformation
Lenses**
What does the
SME owner want
to achieve? The
lens focuses
everything
toward that goal.

The Crema NEW

"I want quick wins! (Productivity, Resource Efficiency, Cost Reduction)"

30-60-90 Days | Low Effort | High Impact

Export Readiness

"I want to sell internationally"

Certifications | Logistics | Compliance

Investment Attraction

"I want to raise capital"

Financials | Governance | Valuation

Owner Succession

"I want to retire / step back"

HR | Processes | Independence

Inheritance Prep

"I want to pass to my children"

Legal | Family Gov | Succession

Sale / Exit

"I want to sell the company"

Valuation | Due Diligence | Clean Books

Partnership / JV

"I want to find a partner"

Governance | Complementarity | Readiness

Profitability

"I want better margins"

Costs | Efficiency | Pricing

Operational Excellence

"I want to run better"

Processes | Quality | Lean

Digital Transformation

"I want to modernize"

Tech Stack | Automation | Digital

Sustainability / ESG

"I want to be green"

Environmental | Social | Governance

Employment Growth

"I want to create jobs"

HR Capacity | Scaling | Workforce

Supply Chain Integration

"I want to join a value chain"

Supplier Ready | Quality | Logistics

Local Development

"I want community impact"

Local Sourcing | Jobs | Community

Custom Objective

"I have a specific goal"

User-Defined | Flexible

RootRise's Team

The "&I" Factor

Practitioners + Technologists

The "&I" Factor

FOUNDING LEADERSHIP

RootRise is shaped by practitioners who built +30 years of expertise through field-level transformation and deep, cross-country understanding of enterprise systems, SME upgrading, and market dynamics.

TECHNICAL & PRODUCT UNIT

Brings advanced AI engineering and data architecture expertise, designing RootRise as a scalable, secure platform grounded in real SME needs.



Meet the team...



**ROUBA
EL KHARRAT**

**CO-FOUNDER &
CEO**

SME Transformation Leader. Organizational Development & Workforce Systems.

Drives delivery excellence, partnerships, and cross-functional coordination.



**ALAA
FAHMY**

**CO-FOUNDER &
CHIEF STRATEGIST**

Architect of RootRise's transformation logic, diagnostics, and product vision.

Expert in SME Growth, Market Systems, and Enterprise Upgrading.



**TAMER
MOMTAZ**

**PRODUCT
STRATEGIST**

Manufacturing & Industrial Operations Leader (25+ years).

Ensures product feasibility, SME realism, and transformation alignment.



**AHMED
ELGAZZAR**

**LEAD
TECHNOLOGIST
SYSTEM ARCHITECT**

Oversees DevOps, DEV-Ops & architecture behind RootRise.

Builds stable, scalable, secure AI-driven systems.



**ABDLHAKIM
ADEL**

**AI/ML ENGINEER
FULL STACK**

Builds AI-powered diagnostic and transformation workflows.

Integrates backend, frontend, and multi-step reasoning pipelines.



**ABDELRAHMAN
FAKHRY**

**AI/ML ENGINEER
FULL STACK**

Refines AI logic, enhances workflow stability & reasoning accuracy.

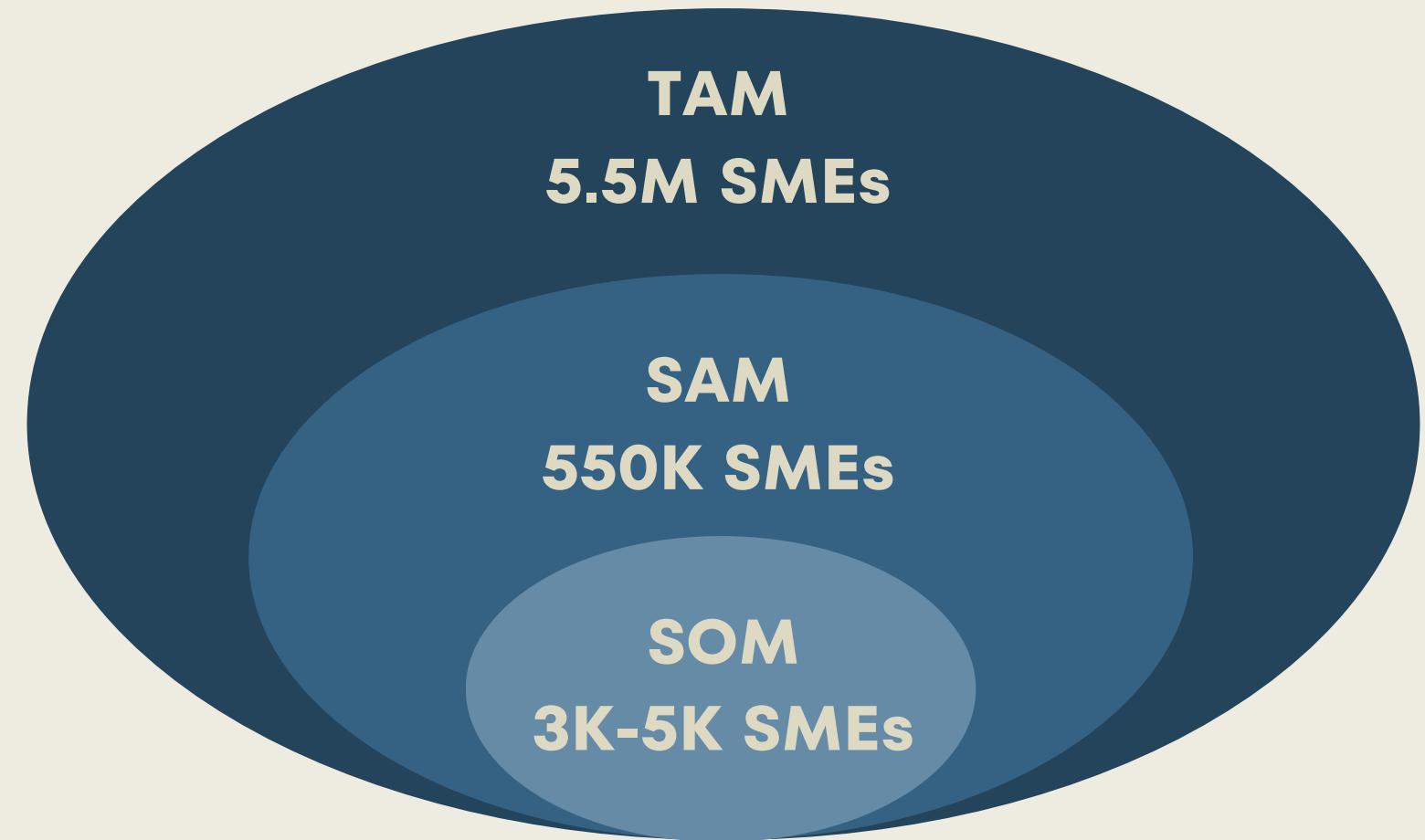
Strengthens automation, data flows, and user-facing intelligence.

Real-world SME transformation experience with advanced AI, system design, and product architecture.

Growth & Commercialization Pathway

Our Reachable Opportunity

**SMES: 322 M Globally, 23 M in MENA, 4 Million in Egypt
+Levant, 1.5 M in GCC; A Large and Underserved SME Market**



Note: The opportunity extends far beyond this region, and global potential is 10x larger.

Customer / Revenue Nexus

TARGET SEGMENT

Governments and
Sovereign Funds

Large Consulting Firms

International
Organizations

Small and Medium
Enterprises

REVENUE STREAM

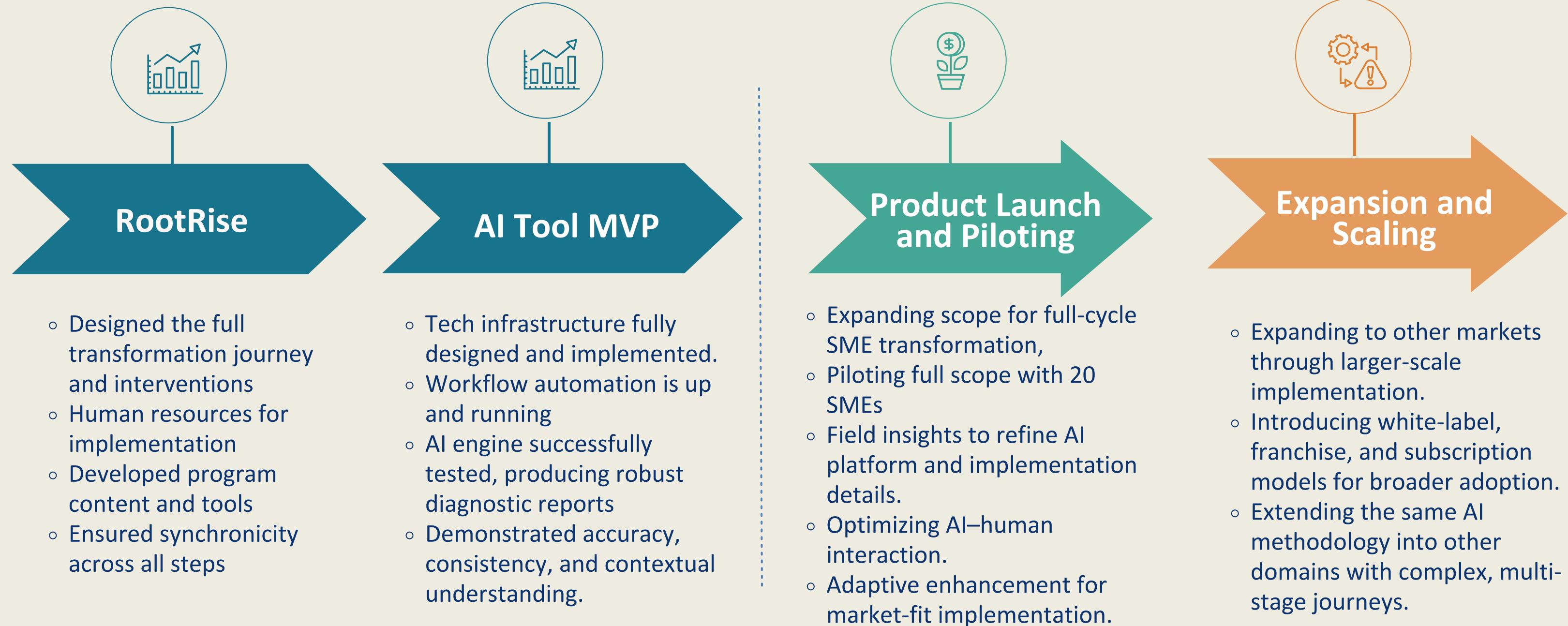
DEVONEERS-Led
Implementation

Subscription Model

White-Labeling

Licensing and Franchising

Where we are now





CONTACT AND COLLABORATION



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Let's transform SMEs Together!

