DEVONEERS

RootRise

Redefining the Future of SME Growth … AI &I

WHO WE ARE

Impact-Driven

Empower SMEs for
Sustainable Growth

Innovative approaches
Tech-enabled solutions

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

SME Realities

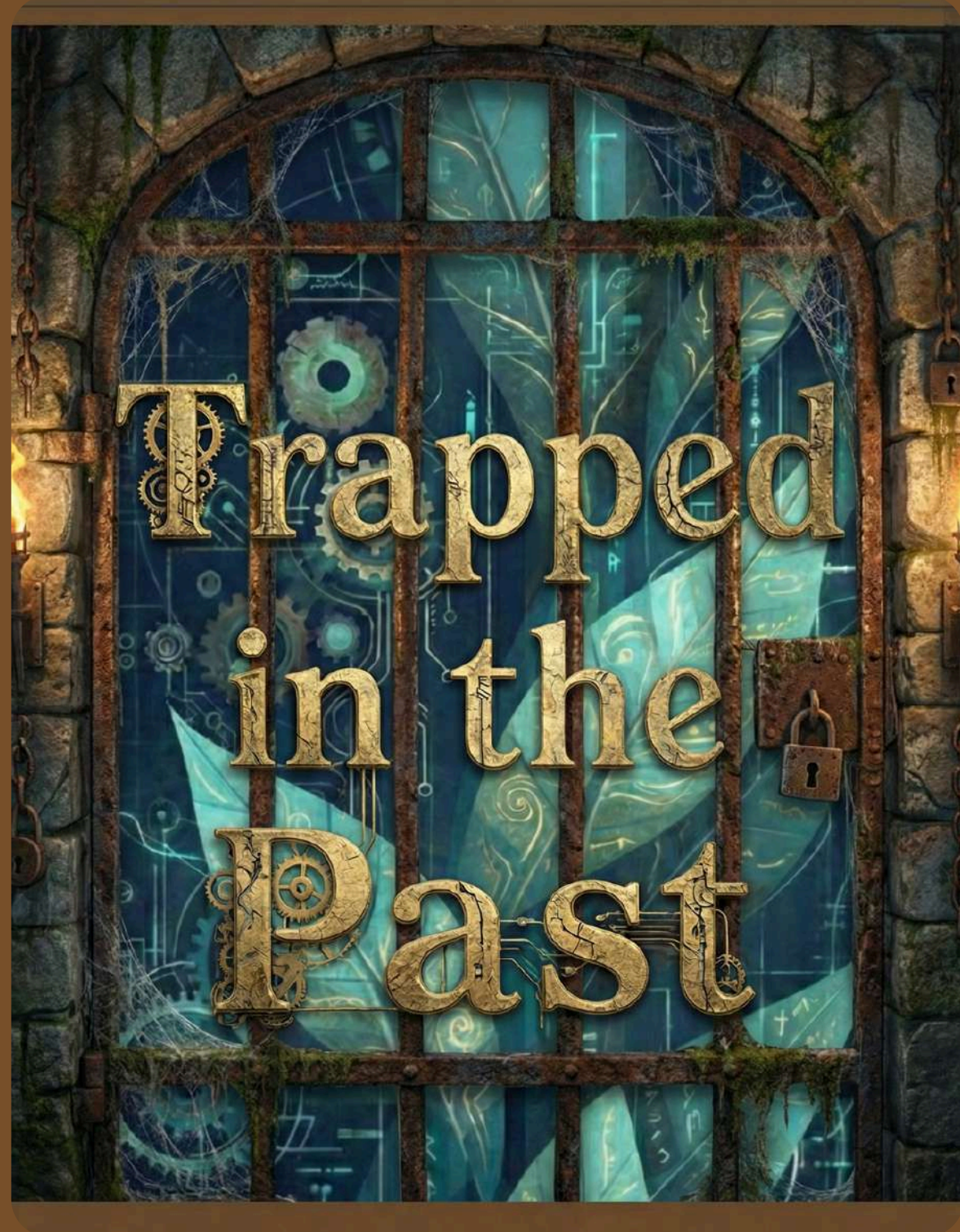|			
Short-term Focus	Centralized decision-making	Unstructured Systems	Outdated Technology
Weak Supply Chain management	Limited Exposure	Low Export Readiness	Low Investment Readiness

Low competitiveness Business stagnation High investment risk

The Perfect Storm for SMEs

Over 90% of SMEs operate in a trouble-shooting mode, with manual, unstructured systems & centralized decision making, costing economies billions in lost productivity every year.

- ✓ **Technology Gap:** Traditional SMEs struggle while digital thrive.

- ✓ **Economic Pressure:** Rising costs & currency volatility demand efficiency.

- ✓ **AI Revolution:** First-movers win and accelerate, late adopters risk falling behind.

- ✓ **The Missing Middle:** SMEs too big for microfinance, commercially unattractive for traditional banks.
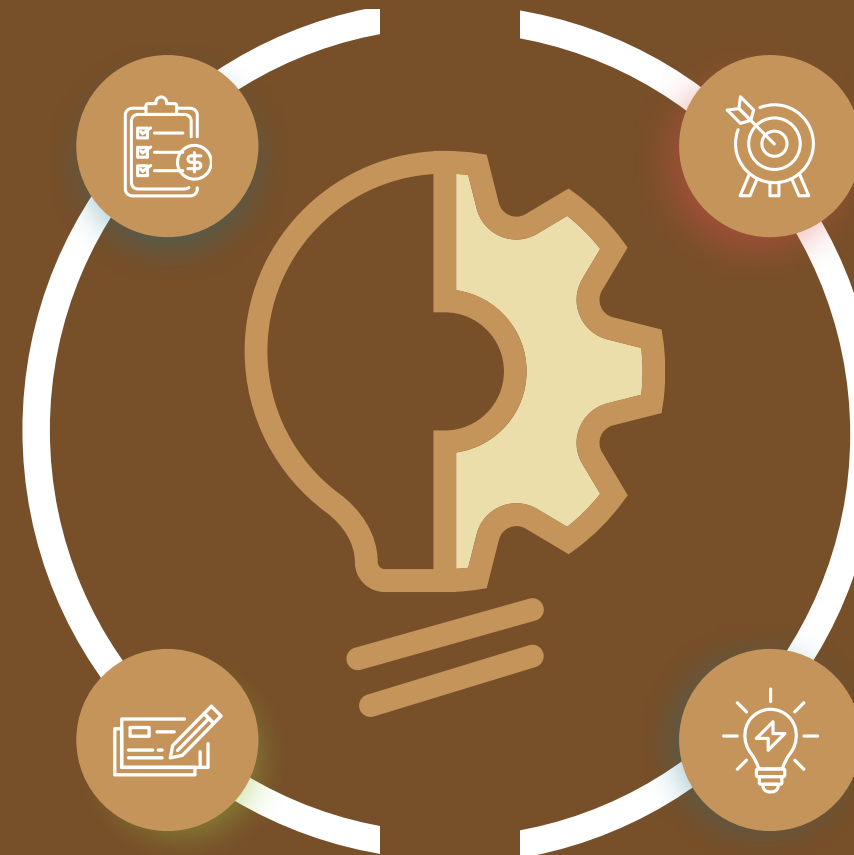
How we create change?

RootRise; AI-Powered full-cycle SME transformation

Leadership & Change Management

Investment readiness & Access to Investment

Internal Capabilities & Organizational Development

Export readiness & Market Access

DEVONEERS

RootRise:

A Hybrid Intelligence Infrastructure for SME Growth

AI-Powered, Human-Guided (&I)
Human-in-the-loop: associates embedded at SMEs and senior domain experts provide inputs and validations

Comprehensive Workflow
Structured, actionable path for SMEs to grow, scale, and become investment ready (diagnostics, growth plans, guided implementation, monitoring and continuous improvement)

Adaptive to different mandates and objectives
From growth, export access to green finance, from innovation to operational upgrading.

Intelligence That Adapts. Growth That Endures.

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.

DEVONEERS

RootRise Is a Breakthrough, Not an Incremental Tool

DEVONEERS

Hybrid Intelligence

- Blends AI agents, expert insights into one coordinated system
- Powered by a unified data warehouse and a modular application layer
- Creates reliable, context-aware intelligence

Built on Real SME Realities

- Learns from structured SME profiles
- Data captured in a centralized data warehouse, real field diagnostics, and sector-specific knowledge.
- Ensures relevance to MENA business behavior, constraints, and market realities

A Continuously Improving Engine

- Each diagnostic, expert validation, and implementation cycle feeds back into the intelligence layer
- Strengthened accuracy, contextual depth, and predictive capability
- With every SME added, the system compounds in value

Designed to Scale

- A cloud-based, modular architecture, with workflow automation, role-based access, and secure, multi-user interfaces
- Enables multi-SME, multi-sector programs to run at scale
- Consistent, secure, cost-efficient, and enterprise-ready

RootRise isn't a tool. It's the technology infrastructure powering SME growth at scale.

The RootRise Intelligence Architecture

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

DEVONEERS

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 &Is*

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.

Beyond the Chatbot: Multi-Agent Orchestration

Specialized AI agents working in concert — each optimized for its domain

DEVONEERS

Diagnostics Agent

Multi-dimensional assessment across 8+ business areas. Sector-aware scoring. Gap analysis and maturity mapping.

Output: Structured diagnostic profile

Growth Planning Agent

Generates prioritized roadmaps. Resource allocation. Timeline sequencing. Quick-win identification.

Output: Actionable transformation plan

Implementation Agent

Task breakdown and assignment. Progress tracking. Blocker identification. Adaptive re-planning.

Output: Guided execution workflow

Monitoring Agent

Real-time KPI tracking. Anomaly detection. Performance benchmarking. Proactive alerts.

Output: Dynamic SME profile

Orchestration Layer
State management · Context passing · Error handling · Retry logic · Human handoff triggers

4+	8+	3	∞
SPECIALIZED AGENTS	ASSESSMENT DIMENSIONS	VALIDATION GATES	LEARNING CYCLES

Each agent is purpose-built for its task — not a single general-purpose model stretched across use cases.

The Pantheon: Your AI Advisory Council

Named after the pioneers who shaped modern business — each agent carries their wisdom

DEVONEERS

Not generic "agents" — purpose-built specialists named after the management thinkers whose frameworks they embody.

The Drucker
Peter Drucker

Orchestration & Strategy. "What gets measured gets managed."

CORE

The Marvin
Marvin Bower

Diagnostics & Assessment. Rigorous analysis methodology.

CORE

The Graham
Benjamin Graham

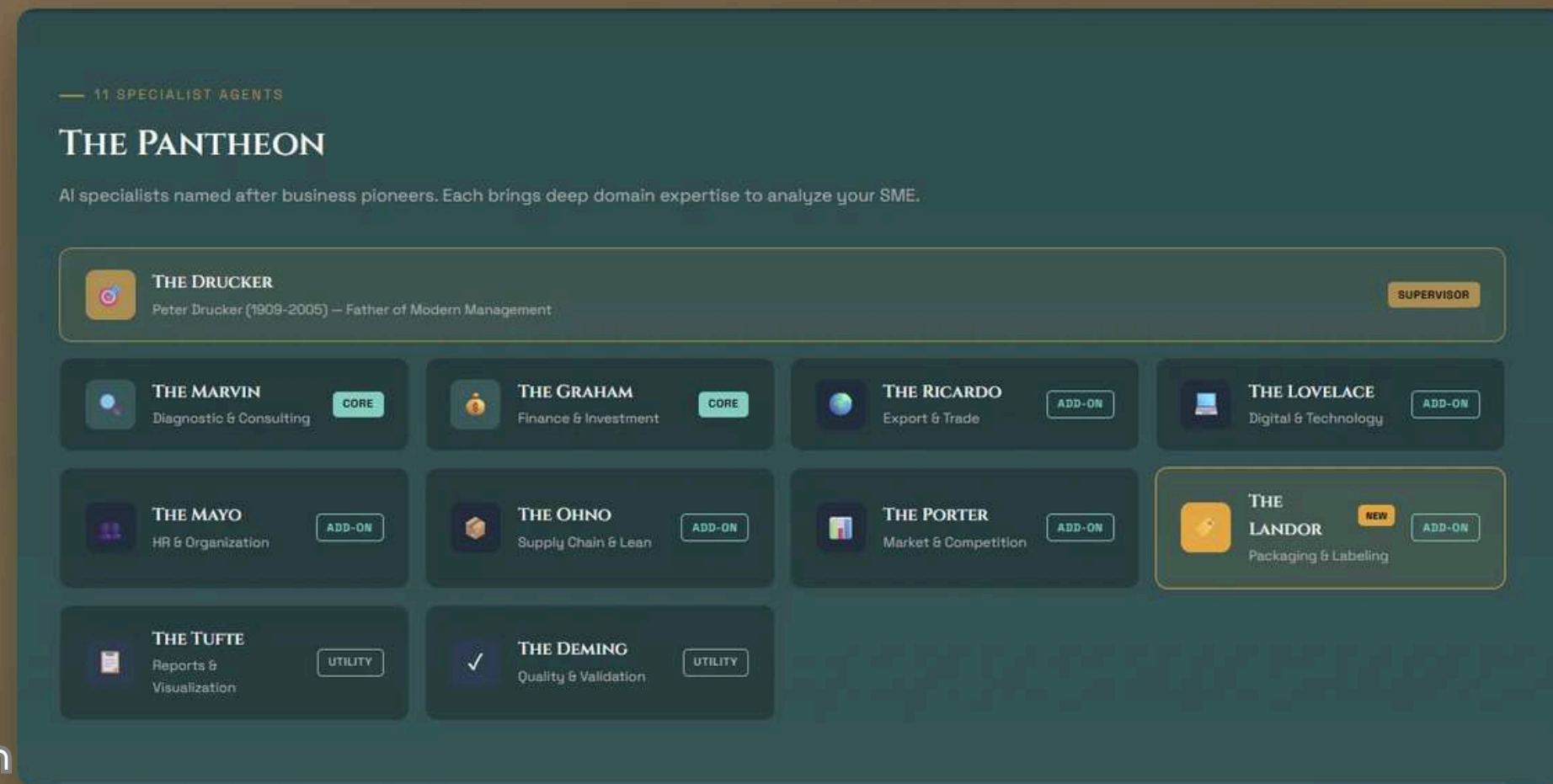Financial Health & Investment Readiness. Value-driven analysis.

ADD-ON

The Ricardo

The RootRise System—a complete SME diagnostic architecture.
Three configurable layers: Agents, Sectors, Lenses
11 specialist agents, 27 industry contexts, 15 transformation objectives
Each SME configures their own diagnostic experience
Not one-size-fits-all—fully personalized

INTERACTIVE ARCHITECTURE V6.0   UPDATED

THE ROOTRISE SYSTEM

Complete SME diagnostic architecture — Industrial & Services sectors, 11 specialist agents, 15 transformation lenses.

✦ NEW: Services Sectors   ✦ NEW: The Landor Agent   ✦ NEW: The Crema Lens

11	27	15
AGENTS	SECTORS	LENSES

11   **27**   **15**
SPECIALIST AGENTS INDUSTRY SECTORS TRANSFORMATION LENSES

The Pantheon — your AI Advisory Council.
Named after business pioneers who shaped modern management
The Drucker supervises, orchestrating all other agents
2 Core agents included in every diagnostic
7 Add-ons selected based on SME needs
2 Utility agents for reports and quality validation

— 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   NEW
Packaging & Labeling   ADD-ON

THE TUFTE
Reports & Visualization   UTILITY

THE DEMING
Quality & Validation   UTILITY

⚙ **2 Core** — Always included   ✛ **7 Add-Ons** — Select as needed   ⚒ **2 Utility** — Reports & Quality

RootRise Platform

DEVONEERS

Sector Intelligence: Context That Matters

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

DEVONEERS

Select Your Sector Type

🏭 Industrial	🗔 Services

Food Processing

Pharmaceuticals

Textiles

Automotive

Cosmetics

Electronics

Packaging

Chemicals

+ More...

📊 Intelligence Tabs (Food Processing)

Overview	Financials	KPIs	Regulatory	Workforce	Supply Chain	Technology	Risks	Growth	MENA Context

📋 **Key Certifications:** HACCP, ISO 22000, Halal, FDA Export

📈 **Benchmark KPIs:** OEE 65-85%, Yield Loss <3%, Shelf Life Compliance

🌐 **MENA Context:** GCC labeling requirements, Ramadan production cycles

"The intelligence layer knows more about your sector than most consultants — and it's available 24/7."

My Sector — deep industry intelligence.
"27 industries: 12 Industrial, 15 Services"
Each sector loaded with relevant standards, KPIs, benchmarks, regulations
Certifications that matter: HACCP for food, ISO 22716 for cosmetics, IATF for automotive
MENA regional context included
Generic AI gives generic advice.
Sector intelligence changes that.

The &Eye: Transformation Lenses

What does the SME owner want to achieve? The lens focuses everything toward that goal.

DEVONEERS

🌐 Export Readiness
"I want to sell internationally — show me what I need to get there"

💼 Investment Attraction
"I want to raise capital — make me investor-ready"

📈 Profitability Focus
"I want to maximize margins — find the leaks"

🚹🚹🚺🚹 Succession Planning
"I want to hand over to the next generation — prepare the business"

🖥 Digital Transformation
"I want to modernize — show me the technology roadmap"

🌴 Sustainability
"I want green certification — make us ESG compliant"

"The same SME, analyzed through different lenses, gets diferent — but equally rigorous — transformation paths."

— 15 TRANSFORMATION OBJECTIVES

THE &EYE — YOUR LENS

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

Architecture v6.0 — Industrial & Services · 11 Agents · 15 Lenses · December 2025 · DEVONEERS

The &Eye — your transformation lens.
15 objectives:
Growth, Transition, Operations, Impact
The Crema:
30-60-90 day quick wins — low effort, high impact
Same business, different goal = different diagnostic priorities
Export Readiness vs. Succession Planning — completely different analysis
Made For You — architecture, not marketing

What RootRise Is — And What It Isn't

Distinguishing infrastructure from tools

DEVONEERS

✖ RootRise is NOT

A ChatGPT wrapper
Generic prompts → generic outputs. No SME context, no validation, no accountability.

A simple API integration
Single-call responses without state, memory, or multi-step reasoning.

An off-the-shelf SaaS tool
Western-designed, one-size-fits-all solutions blind to MENA market realities.

AI-only automation
Unsupervised outputs that miss nuance and create risk.

✔ RootRise IS

Purpose-built intelligence infrastructure
Orchestrated AI agents, unified data warehouse, workflow automation.

Multi-agent orchestration system
Specialized agents with state management, context passing, and human handoffs.

MENA-native intelligence
Trained on regional SME realities, market behaviors, and sector-specific constraints.

Human-in-the-loop by design (&I)
Every critical output validated by embedded associates and senior experts.

CHATBOT
Prompt → Response

VS

ROOTRISE
Data → Intelligence → Action → Validation → Learning

The architecture enables reliable, scalable, accountable AI — not just impressive demos.

Platform in Action

From configuration to actionable roadmap — see the complete user journey

Let's walk through a real diagnostic session. An SME owner configures their AI team, selects their sector, chooses their transformation goal, and receives a comprehensive growth roadmap — all in under 30 minutes.

STEP 1
Select AI Team
Choose your agents from The Pantheon

→

STEP 2
Choose Sector
Industrial or Services with deep context

→

STEP 3
Pick Your Lens
Define transformation goals

→

STEP 4
Live Diagnostic
Watch agents analyze in real-time

→

STEP 5
Action Plan
Get your transformation roadmap

SAMPLE COMPANY
Al-Nile Foods Co.   **Cairo, Egypt**   **85**   **Food Processing**   **The Crema**
                        LOCATION   EMPLOYEES   SECTOR   SELECTED LENS

coming next is: the platform interface samples.

DEVONEERS

RootRise | **The Pantheon** | My Sector | The &Eye

4 agents selected | TA

STEP 1 OF 3

Build Your AI Team

Select the specialist agents for your diagnostic. Core agents are always included.

CORE agents auto-selected — always included in every diagnostic

The Drucker
Orchestration & Synthesis
`CORE`

The Marvin
Deep Diagnostics
`CORE`

The Graham
Financial Analysis
`ADD-ON`

The Ricardo
Export Readiness
`ADD-ON`

The Ohno
Lean Operations
`ADD-ON`

NEW
The Landor
Packaging & Labeling
`ADD-ON`

The Mayo
HR & Workforce
`ADD-ON`

The Porter
Market Strategy
`ADD-ON`

11 agents available • 4 selected

Back | **Continue to My Sector →**

The Landor — new Packaging & Labeling specialist

Choose your industry for sector-specific intelligence

DEVONEERS

Industrial/Services toggle — instantly switch between 12 industrial and 15 service sectors

RootRise　　✓ The Pantheon　　**My Sector**　　The &Eye　　　　　　　Food Processing　TA

STEP 2 OF 3

Select Your Industry

Choose your sector for tailored benchmarks, KPIs, and regulatory intelligence.

[⚙ **Industrial (12)**] [▪ Services (15)]

■ ✓ **Food Processing** HACCP • ISO 22000 • Halal	+ **Pharmaceuticals** GMP • WHO PQ • GDP	◆ **Textiles & Apparel** OEKO-TEX • GOTS • BSCI	● **Automotive Parts** IATF 16949 • VDA 6.3
★ **Cosmetics** GMP Cosmetics • ISO 22716	▫ **Packaging** BRC Packaging • FSC	⚡ **Electronics** IPC • RoHS • CE Mark	+ **More Sectors...** +5 more available

10 Intelligence Tabs appear based on sector — from Financials to MENA Context

INTELLIGENCE AVAILABLE FOR FOOD PROCESSING

[Overview] [Financials] [KPIs] [Regulatory] [Workforce] [Supply Chain] [Technology] [Risks] [Growth] [● MENA Context]

27 sectors available • Food Processing selected

[← Back]　[**Continue to The &Eye →**]

Choose your service for sector-specific intelligence

DEVONEERS

RootRise   ✓ The Pantheon   **My Sector**   The &Eye   Hospitality & Tourism **TA**

STEP 2 OF 3

Select Your Industry

Choose your sector for tailored benchmarks, KPIs, and regulatory intelligence.

📉 Industrial (12)   ▥ **Services (15)**

📋 **H**   ✓

Hospitality & Tourism
ISO 21401 • Green Key • HACCP

➕ **Healthcare Services**
JCI • ISO 15189 • CBAHI

🎨 **Arts & Crafts**
Handmade Cert • Fair Trade

🏭

27 sectors available • Hospitality & Tourism selected   ← Back   **Continue to The &Eye →**

Industrial/Services toggle — instantly switch between 12 industrial and 15 service sectors

10 Intelligence Tabs appear based on sector — from Financials to MENA Context

What do you want to achieve? The lens focuses everything.

DEVONEERS

RootRise   ✓ The Pantheon   ✓ My Sector   **The &Eye**   Quick Wins selected   TA

STEP 3 OF 3

What's Your Transformation Goal?

Select the lens that matches your primary objective. This prioritizes your diagnostic.

THE CREMA - NEW LENS FOCUSED ON 30-60-90 DAY QUICK WINS WITH VISIBLE IMPACT

Export Readiness
"I want to sell internationally"

$ **Investment Attraction**
"I want to raise capital"

▲ **Profitability**
"I want better margins"

● **Succession Planning**
"I want to step back"

■ **Digital Transformation**
"I want to modernize"

◆ **Sustainability**
"I want to be green"

+ 9 more lenses available: Sale/Exit, Partnership, Operational Excellence...

NEW LENS   ✓

C **The Crema**
Quick Wins Focus

"I want quick wins NOW — show me what I can achieve in 30-60-90 days before we go deeper."

THIS LENS DELIVERS

→ 30-60-90 day action plans
→ Low effort, high impact wins
→ Visible results for stakeholders
→ Cost optimization quick hits
→ Momentum before deep transformation

PRIORITY AGENTS ACTIVATED

⊙ The Ohno $ The Graham   ⊕ The Marvin

◉ **Each lens auto-activates priority agents for that transformation goal**

Ready to generate your diagnostic
4 agents • Food Processing • Quick Wins lens

← Back   ► **Generate Diagnostic**

DEVONEERS

RootRise

●Diagnostic in Progress TA

AGENT ACTIVITY

⚡ **Real-time agent status — see which specialist is currently analyzing what**

The Drucker
Orchestration complete • Delegating tasks
✓ Complete

The Marvin
Deep diagnostics • 47 data points analyzed
✓ Complete

The Graham
Analyzing financial health indicators...
● Working

The Ricardo
Export readiness assessment
Queued

The Landor
Packaging & labeling compliance
Queued

LIVE ANALYSIS STREAM   Food Processing • Quick Wins Lens

```
00:12   [Drucker]   Initialized diagnostic session for Al-Nile Foods Co.
00:18   [Drucker]   Sector intelligence loaded: Food Processing (MENA)
00:24   [Marvin]    Beginning deep diagnostics across 8 dimensions...
00:45   [Marvin]    ⚠ Gap detected: HACCP documentation at 62% completeness
01:02   [Marvin]    Digital maturity score: 3.2/5 (Below sector average 3.8)
01:15   [Marvin]    ✓ Strength identified: Strong supplier relationships
                    (4.5/5)
01:28   [Graham]    Analyzing financial statements (FY2023-2024)...
01:42   [Graham]    Gross margin: 24% • Industry benchmark: 28%
01:55   [Graham]    Calculating quick win opportunities...
```

💬 **Live stream shows actual findings as they're discovered — no black box**

Diagnostic Progress   **67%**

2 of 5 agents complete • 3 active   ETA: ~2 minutes remaining

RootRise | **Dashboard** | Full Report | Action Plan | Benchmarks | 🗎 Export Report | TA

Al-Nile Foods Co.

🏢 Food Processing 📍 Cairo, Egypt 👥 85 employees 🔍 Quick Wins Lens

OVERALL READINESS SCORE

68/100

📊 **Overall Readiness Score: 68/100 — above industry average (61)**

📈 **Benchmark comparison vs. Industry Avg (61) and Top Quartile (82)**

DIAGNOSTIC DIMENSIONS

Dimension	Score
📊 Financial Health	72
⚙ Operations & Processes	65
🖥 Digital Maturity	52
🌐 Export Readiness	58
📋 Compliance & Certifications	62
👥 Workforce & Culture	78
🖥 Packaging & Labeling	48

🏆 TOP QUICK WINS (30-60-90 DAYS)

30 DAYS	**Complete HACCP Documentation** Fill 38% gap in food safety records	**+8pts** Compliance
60 DAYS	**Implement Inventory Tracking** Reduce waste by 15% with basic ERP	**+$42K** Annual Savings
90 DAYS	**Export Label Redesign** EU/GCC compliant packaging	**+12pts** Export Ready

🎯 **Quick Wins panel shows immediate opportunities with projected point gains**

DEVONEERS

RootRise Dashboard Full Report **Action Plan** Benchmarks

📥 Export to Excel TA

Transformation Roadmap — Al-Nile Foods Co.

All Actions | Quick Wins | High Impact | Export Ready

18	+24pts	$187K	68 → 92
Total Actions	Projected Score Gain	Est. Annual Impact	Readiness Score Path

🚀 18 Total Actions — each linked to the agent that identified it

💰 $187K Annual Impact projected from full roadmap implementation

🚀 First 30 Days — 5 actions

Complete HACCP Documentation Gap Analysis 🔍
Fill the 38% documentation gap identified in food safety records. Critical for export compliance.
Compliance · Quick Win — +8 pts

Implement Basic Inventory Tracking ⚙
Deploy spreadsheet-based tracking to reduce waste by 15%. Foundation for ERP.
Operations · Quick Win — $42K/yr

Financial Dashboard Setup 💰
Create real-time visibility into key financial metrics and cash flow.
Finance — +4 pts

📈 Days 31-60 — 6 actions

EU/GCC Label Compliance Redesign 🏷
Redesign product labels to meet EU 1169/2011 and GCC GSO requirements for export.
Export · Packaging — +12 pts

Supplier Qualification Program ⚙
Document and qualify top 10 suppliers for traceability requirements.
Supply Chain — +6 pts

Cost Structure Optimization 💰
Identify and eliminate 4% gross margin gap vs industry benchmark.
Finance — $65K/yr

⏱ Days 61-90 — 4 actions

ISO 22000 Pre-Audit Preparation 🔍
Complete documentation and internal audit in preparation for certification.
Certification — +10 pts

Export Market Entry Plan 🌐
Finalize target market selection and distribution partnership strategy.
Export · Strategy — Market Ready

🏆 Beyond 90 Days — 3 actions

ERP System Implementation 💻
Full enterprise system deployment building on inventory tracking foundation.
Digital — +15 pts

Halal Certification Expansion 🌐
Obtain additional halal certifications for Malaysian and Indonesian markets.
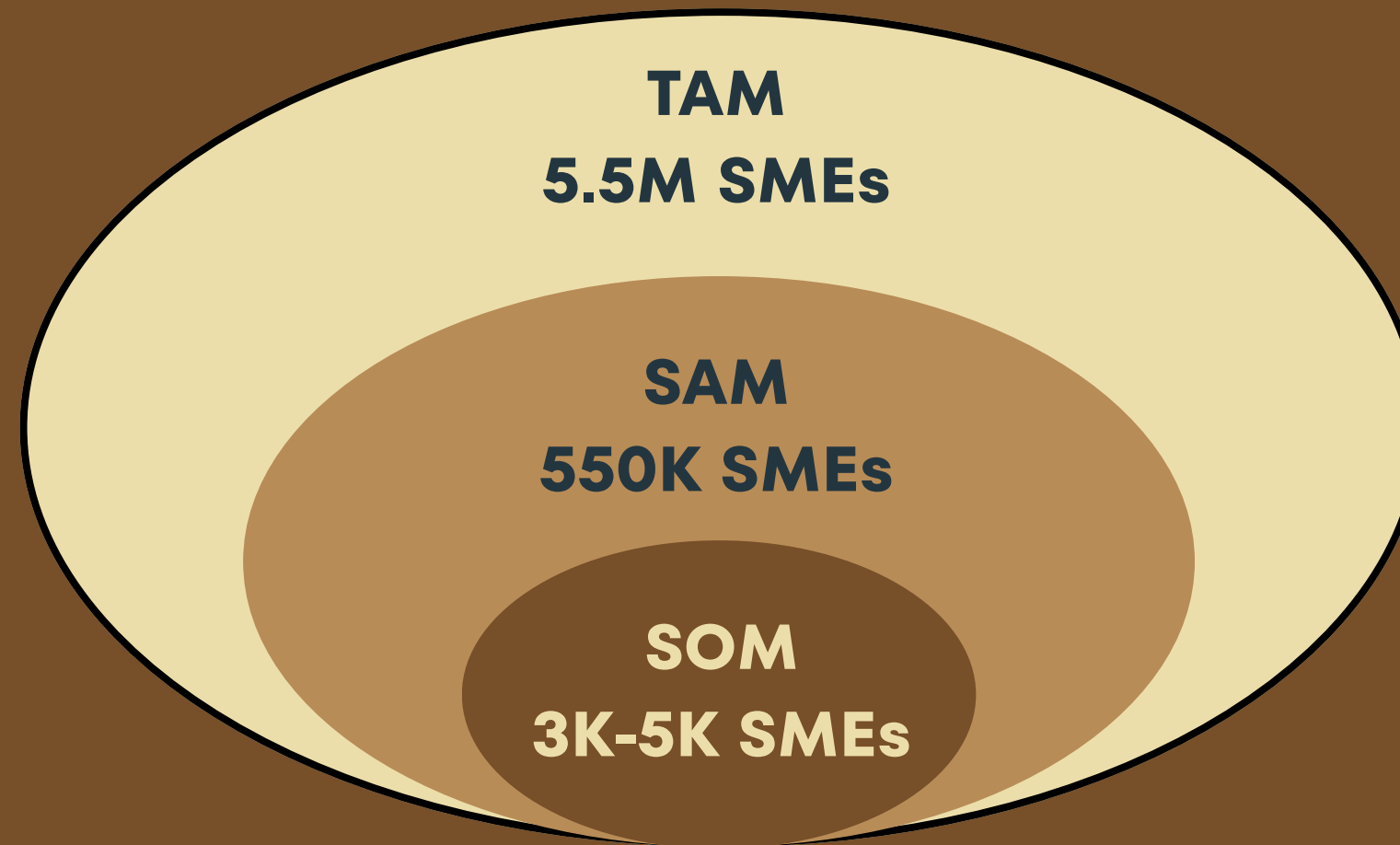Export — New Markets

📈 Score Path: 68 → 92 — a 24-point improvement with structured execution

"From 'I don't know where to start' to 'I have a clear 90-day plan' — in under 30 minutes."

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

**TAM
5.5M SMEs**

**SAM
550K SMEs**

**SOM
3K-5K SMEs**

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

DEVONEERS

Over 5.5 million SMEs	**550,000 Growth-Oriented SMEs**	**3,000–5,000 SMEs by Year 5**	**Our growth path combines**
Across Egypt, the Levant, and the GCC; one of the world's densest SME regions, least digitally supported.	~10% of SMEs are actively seeking to grow, digitize, export, and raise capital, primarily through government and donor-supported programs.	Blended Model leads to $10–12M annual revenue by Year 5, without requiring full commercial pricing for every SME.	-Direct SME subscriptions (high per-SME revenue) -Large donor/government programs (lower per-SME revenue, high scale)

Strong Institutional Demand Already Exists: In MENA + GCC, Governments, donors, and development funds collectively invest $1B+ annually on SME non-financial services (SME competitiveness, digitalization, green upgrading, and job creation, etc.). And $ 0.2 B SME self purchased services (TOTAL 1.2 B)

Path to Scale

Y1: Foundation

~ 40 SMEs

$120K ARR

Market: Lebanon

Y2: Growth

~200 SMEs

$660K ARR
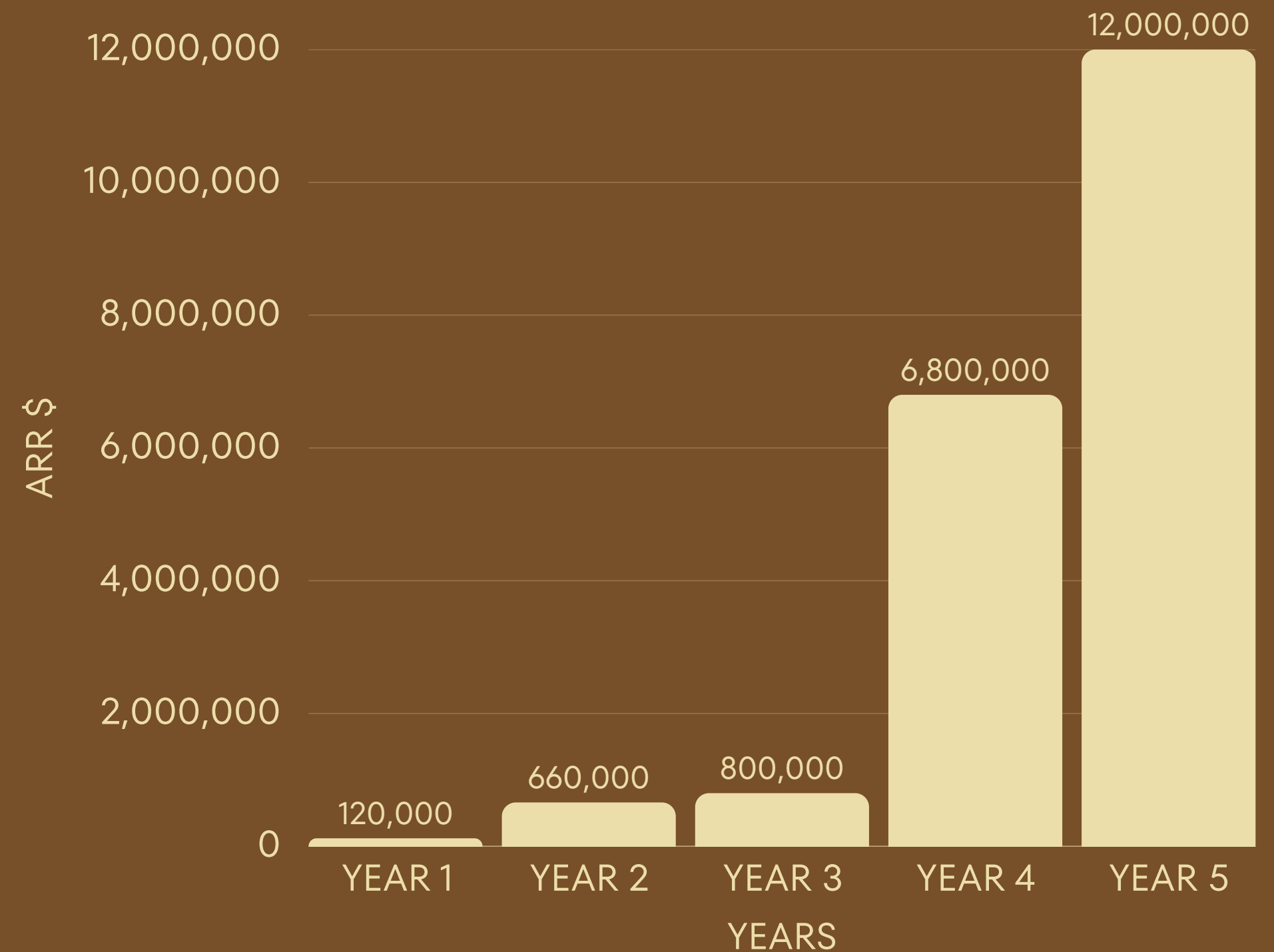
Expansion: Egypt, KSA

Y3: Profitability

~800 SMEs

$2.5M ARR

Margin: 65%

Y4: Stability

~2,200 SMEs

$6.8M ARR

Margin: 68%

Y5: Scale

~4,000 SMEs

$12.0 M ARR

Margin: ~70%

DEVONEERS

YEARS	ARR $
YEAR 1	120,000
YEAR 2	660,000
YEAR 3	800,000
YEAR 4	6,800,000
YEAR 5	12,000,000

Scalable Revenue Model

Diagnostic

$500 - $2000

One-time fee. AI assessment, business audit, and roadmap generation. Pricing varies by country, SME size, and delivery model.

Transformation

$1500 – $2500 per month (modular)

Full Transformation package up to 18 months. Specific modules based on the scope.

White-Label

Custom

Licensing for governments, banks, donors, intl. organizations, investors, & incubators. Accelerators to run their own SME support programs. Licensing + capacity building + program integration. Designed for large cohorts & multi-year SME programs.

De-Risked for Growth

Building on proven foundations

Expertise
30+
Years

- SME transformation experience
- UN, development banks, international organizations credentials
- Strong founders market fit

Product
MVP
Operational

- Self financed
- Infrastructure fully built
- Architecture fully designed
- Tested and under refinement
- Diagnostics and dashboards live

Pipeline
$35K
First contract

- DEVONEERS established and in business
- Completed first assignment with ILO
- Submitted proposals to international organizations including AI products

Built by SME experts who created RootRise to scale their proven upgrading methodologies

Competitive Landscape Overview

DEVONEERS

| Dimension	RootRise	Enterprise OS	Consulting	AI Chatbots
SME Intelligence	Contextual, region-aware	Process-focused	Expert-driven	General knowledge
Human–AI Workflow	Hybrid (&I)	System-only	Human-only	AI-only
Scalability	Program-ready	Operational scale	Limited by manpower	Content scale only
Actionability	Structured roadmaps	Operational data	Deep but variable	Unstructured suggestions
Cost Efficiency	High at scale	Medium	High	Low but unreliable
Reliability	Validated & consistent	Stable	Consultant-dependent	Variable
Program Fit	Ideal for SME programs	Not designed for programs	Effective, high cost	Not suitable

Practitioners + Technologists

DEVONEERS

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...

DEVONEERS
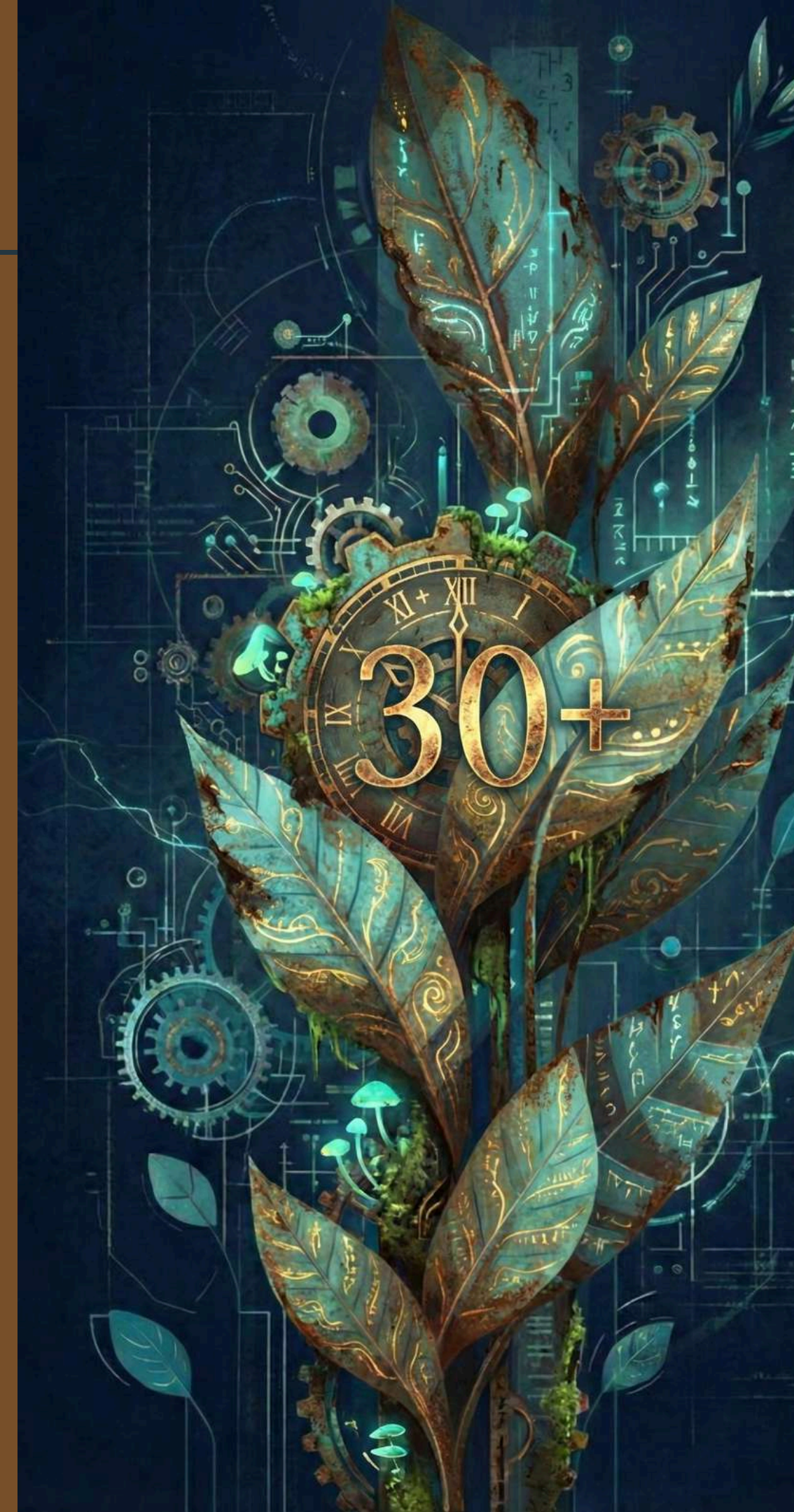
ROUBA EL KHARRAT

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.

Investment Opportunity

Valuation	Ask	Round	Runway
$7 M	$700K	Seed Round	15-18 months to product-market fit

VERIFIED USE OF FUNDS

Category	%	Amount ($700K)	Purpose
Product Development	35%	$245K	AI modules, platform automation
Field Testing & Validation	25%	$175K	SME pilots, transformation associates
Senior Expert Validation	15%	$105K	Methodology refinement, AI output validation
Team & Operations	15%	$105K	Hires, infrastructure, tools
Working Capital	10%	$70K	Reserves and buffer

Building the SMEs Economic Renaissance

Transforming thousands of SMEs, unlocking potential

and creating thousands of new jobs by 2030.

🌐 www.devoneers.org   ✉ info@devoneers.org

Let's transform SMEs Together…. You …. &I

DEVONEERS
RootRise