



Board Meeting Report – Extended Version – June 2024



Attendees:

- Mr. Ahmed Samir – Chief Executive Officer
 - Ms. Salma Khaled – Head of Marketing
 - Mr. Hossam Farouk – Chief Financial Officer
 - Ms. Lina Nabil – HR & People Operations Manager
 - Mr. Omar Yehia – Head of Product & Innovation
 - Ms. Dalia Mohsen – Strategy Consultant
 - Mr. Karim Zaki – Business Development Lead
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Financial Department – Detailed Analysis:

Revenue Breakdown:

- Total revenue in June 2024: **EGP 5,420,000**
 - SaaS subscriptions: EGP 2,800,000
 - Enterprise clients: EGP 1,930,000
 - Consultation services: EGP 690,000

Expenditure Highlights:

- Total expenses: **EGP 3,240,000**
 - Cloud infrastructure (AWS, GCP): EGP 810,000
 - Salaries: EGP 1,400,000
 - Marketing campaigns: EGP 620,000
 - Software licenses: EGP 160,000
 - Office operations: EGP 250,000

Profitability:

- Gross Profit: EGP 2.18M (40.2% margin)
- Net Profit: EGP 1.6M (after tax & depreciation)

Strategic Notes:

- CFO recommends reducing AWS dependency by 10% via optimization
- Finance team to introduce department-level budgeting starting Q3
- Begin planning for investor reporting cycle in August

Marketing Department – Deep Report:

Campaign Performance:

- “Grow with AI” campaign:
 - Impressions: 1.9M
 - Click-through Rate (CTR): 4.7%
 - Lead Conversions: 58,000
- Retargeting ads brought 17% of returning users
- SEO ranking for “AI in logistics” improved to position #3

Email Marketing:

- Open rate: 34.5%
- Unsubscribe rate dropped by 0.4%
- New segmentation logic based on behavior-based triggers tested in May

Social Media:

- LinkedIn followers increased by 6.4% (now at 58K)
- 3 viral posts this month (>10K engagements)
- Planning 2 new video series for YouTube and Reels

Next Steps:

- Launch loyalty program for early adopters
- Pilot TikTok B2B awareness campaign
- Rebuild pricing page with A/B testing

HR Department – Full Review:

Headcount Stats:

- Total Employees: 94 (+6 new hires in June)
- Departments with highest growth: AI Research, Customer Success
- Attrition Rate: 5.2% (industry average 7%)

Hiring Pipeline:

- Active roles: 11
- Time to fill: 21.6 days
- New partnerships with 3 recruitment platforms

Employee Engagement:

- Monthly pulse survey score: 8.6/10
- Most praised value: “Collaboration”
- Team of the Month: Customer Success (handled 4 escalations smoothly)

L&D Programs:

- 3 AI-focused workshops (incl. prompt engineering & ethical AI)
 - All managers completed “Leadership 2.0” training
 - HR to launch internal mentorship platform in July
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Product & Development – Engineering Notes:

Releases:

- Deployed version 4.5 of platform (incl. smart workflow automation)
- Added Arabic NLP support with 91.4% accuracy in intent detection
- Optimized loading speed by 32% on low-end devices

User Metrics:

- DAUs: 19,800
- Feature adoption rate (AI assistant): 64%
- Feedback collection: 430 responses (72.3% positive, 11.1% negative)

Technical Debt:

- Database migrations pending for 3 legacy tables
- Planning to decouple frontend from monolithic API in Q3

Upcoming Features:

- “Insight Assistant” for data summaries
 - Integration with Notion & Monday.com
 - Admin dashboard redesign based on usability testing
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Business Development & Strategy

- Closed 2 major enterprise deals (combined value ~EGP 4.3M over 2 years)
- Set up reseller agreements in KSA and UAE
- New partnership under negotiation with logistics software vendor

SWOT Analysis Summary:

- Strengths: Strong brand visibility, scalable backend
 - Weaknesses: Manual onboarding process
 - Opportunities: AI regulation consulting, expansion to francophone Africa
 - Threats: Market saturation from US-based SaaS tools
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☒ Action Items – Assigned Tasks:

Task	Owner	Due Date
Review cloud costs and propose alternatives	Hossam Farouk	July 10
Prepare Q3 hiring plan	Lina Nabil	July 12
Finalize UI for Admin dashboard v2	Omar Yehia	July 18
Prepare pitch deck for upcoming investors	Dalia Mohsen	July 25
Plan & launch loyalty pilot campaign	Salma Khaled	July 15