

# INTRODUCTION

by ALIYAN A.

## Alight

Your pocket financial analyst

### I. THE OPPORTUNITY

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Every day, millions of investors, small business owners, and financial decision-makers make critical capital allocation choices without access to the analytical tools that Wall Street takes for granted. The gap between institutional finance and individual investors is not one of intelligence, it is one of access to sophisticated financial decision-support systems.

Alight closes that gap by delivering real-time, Google Gemini–powered financial analysis that was previously locked behind Bloomberg terminals, \$50,000/year advisory retainers, and enterprise software suites.

Alight delivers financial analysis with the same quality of deal evaluation, valuation modeling, and market benchmarking that a Goldman Sachs analyst produces, delivered in seconds through an interface anyone can use.

### II. COMPETITIVE ADVANTAGE

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Unlike Bloomberg (\$25K/yr), PitchBook (\$30K/yr), or basic free calculators with no intelligence layer, Alight occupies a unique position: professional-grade analysis at consumer-grade simplicity and pricing. Alight's AI generates context-aware verdicts; every analysis references the user's specific country, industry, and calculated metrics.

### III. WHY ALIGHT WILL WIN

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The financial analysis market is bifurcated: expensive enterprise tools for institutions, and simplistic calculators (with no intelligence layer) for everyone else. There is no middle ground. Alight is that middle ground. It combines the analytical rigor of a \$200/hour financial advisor with the accessibility of a calculator app; it interprets numbers in context, compares them to real market data, and tells users exactly what to do.

# OVERVIEW & ITS FUTURE

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## IV. Product Overview

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Alight provides five core financial calculators, each powered by **real-time market intelligence**. Alight's value does not lie in its calculators; it lies in the results they produce:

### Future Value Calculator

Compound growth modeling with industry benchmarking across 4 markets and 6 sectors.

### Deal ROI / LBO Analyzer

True IRR, MOIC, cash return analysis with scenario modeling (bull/bear/base).

### Breakeven Calculator

Unit economics with margin analysis and country-specific industry comparisons.

### Valuation Engine

EBITDA-multiple valuation with percentile ranges (25th, 50th, 75th) by sector.

### Payback Calculator

Inflation-adjusted payback analysis with 5-year profit projections.

## V. TRACTION & METRICS

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**5**Financial  
Calculators

Live &amp; AI-enhanced

**4**Markets  
Covered

US, UK, UAE, Pakistan

**6**Industry  
Sectors

With benchmarks

**<2s**Analysis  
Speed

AI verdict delivery

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## VI. GROWTH TRAJECTORY

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Alight is in production preview with a fully functional product across all five calculator verticals. The AI analysis pipeline is live and generating real-time, market-aware insights. The export system produces international finance standard PDF memorandums that users can present directly to stakeholders, lenders, or investment committees.

Near-term roadmap includes mobile app launch, adding market coverage of all countries, portfolio tracking, and API partnerships with financial data providers like Bloomberg for live market data integration.

## VII. THE MIND BEHIND

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Aliyan Arman, Founder & CEO Alight.corp - Designed and built the entire Alight platform from architecture to AI integration after deeply researching both institutional finance workflows and consumer product design.

## VIII. THE ASK

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Alight.corp is raising a seed round to accelerate three priorities:

1. Market expansion: Launch in **ALL** countries with localized financial data and currency support.
2. Mobile native: iOS and Android apps to capture the 73% of our target users who are mobile-first.
3. Data partnerships: Integrate live market feeds (Bloomberg, Refinitiv) for efficient benchmarking.

### Contact

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