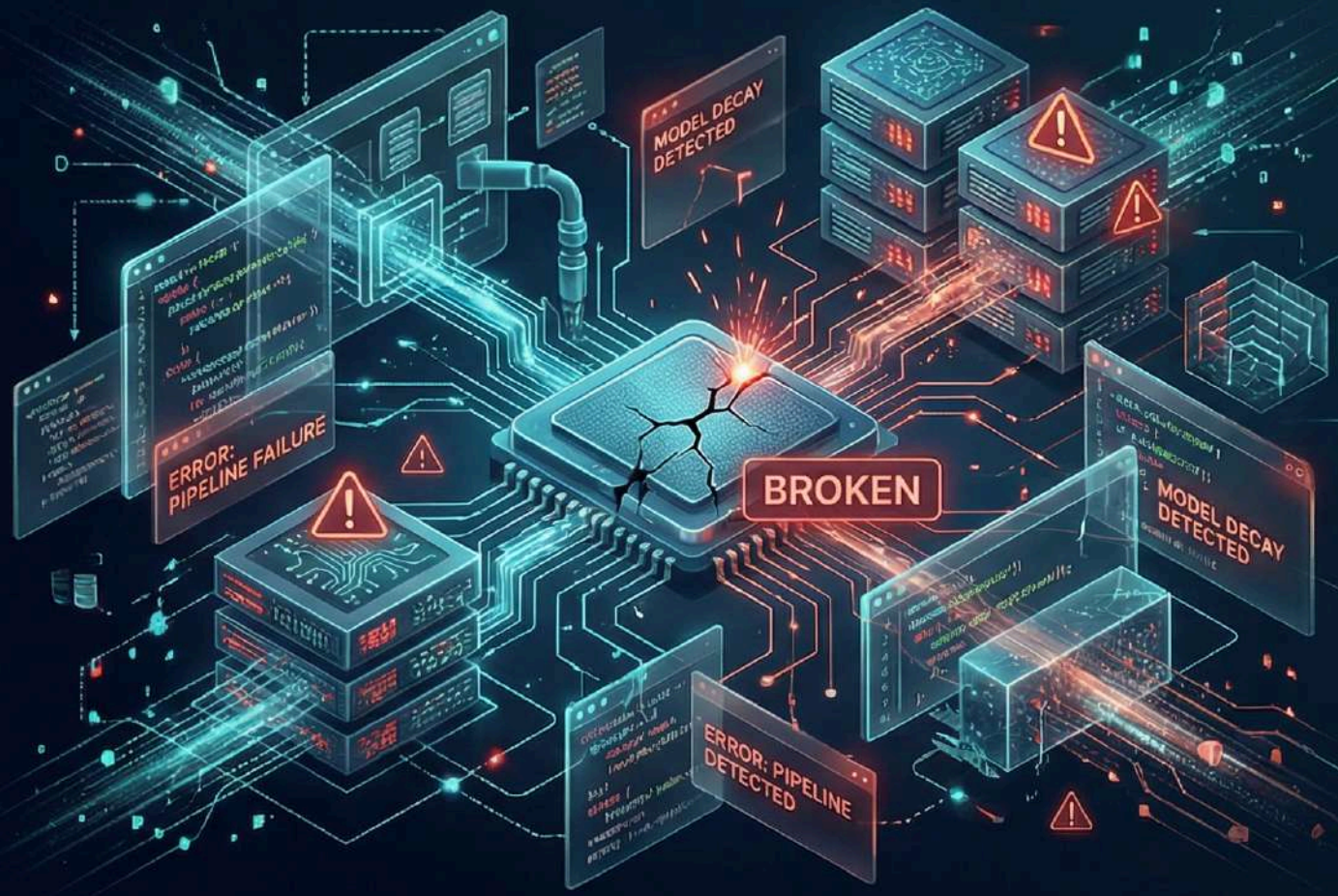
DAWALLY

The AI Prediction Factory for Saudi Markets

Investor Pitch Deck 2025 • dawally.com

The Problem — Building AI for Stock Prediction is Broken

Traders and institutions face a $500K+ barrier to AI-powered trading



Talent Scarcity
Engineers cost $150K+

Infrastructure Burden
Expensive GPUs

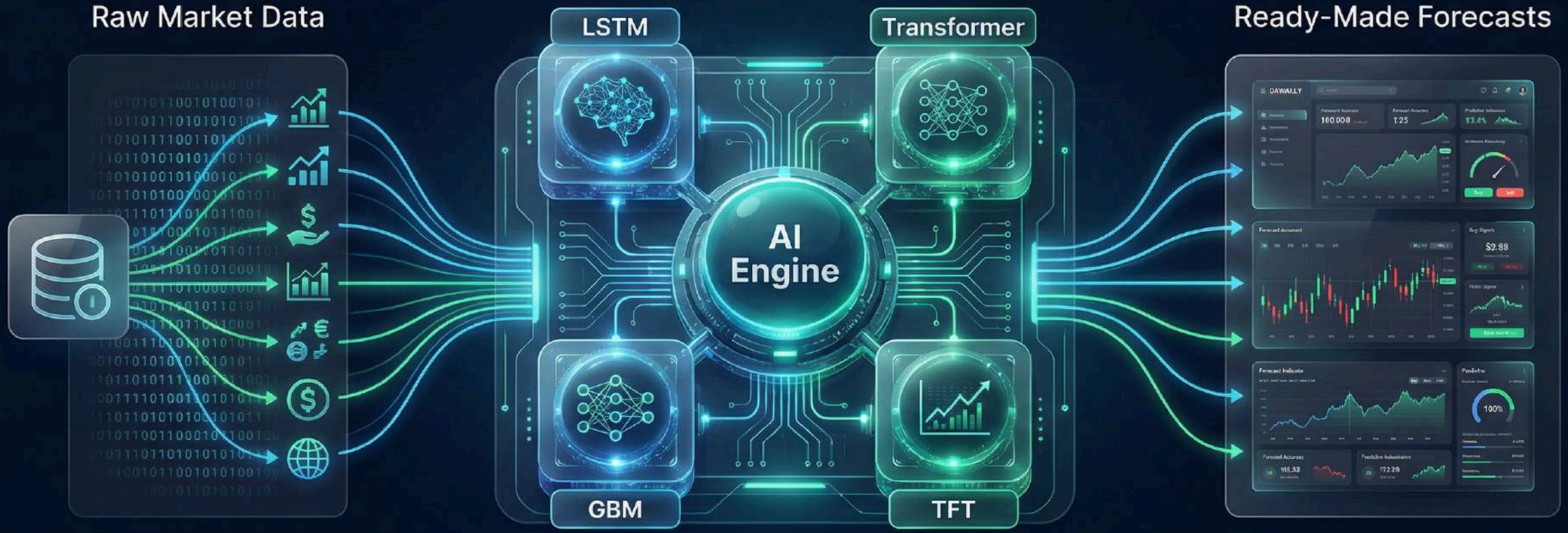
Data Complexity
6-12 months to build

Model Decay
40% fail in 6 months

Black Box Risk
Lack of trust

Our Solution — DAWALLY is a Prediction Factory

One platform delivers what takes enterprises 18 months to build



- Pre-trained Models
- 350+ Saudi Stocks
- Daily/Weekly Forecasts
- Auto-Retraining

MULTI-MODEL TRANSPARENCY — WE DON'T HIDE THE AI

Real-time performance metrics & confidence scores

LSTM

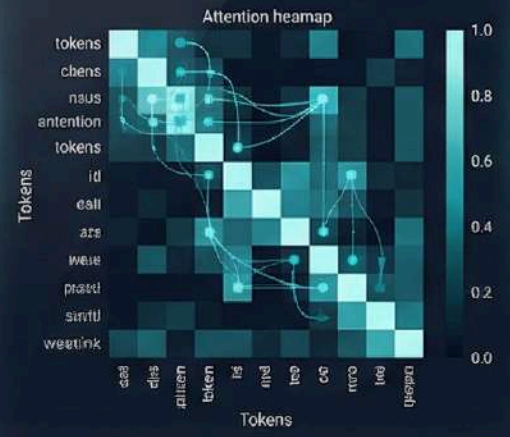
Accuracy: **67.2%**

Confidence: **72%**

Transformer

Accuracy: **69.8%**

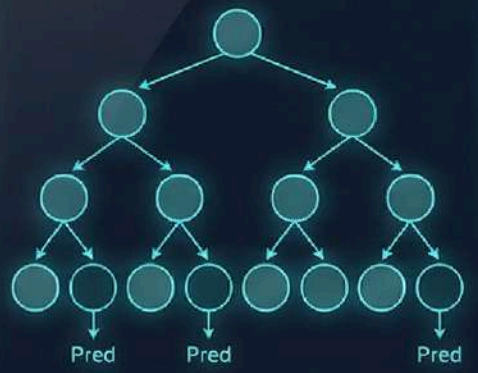
Confidence: **78%**



Gradient Boosting

Accuracy: **65.4%**

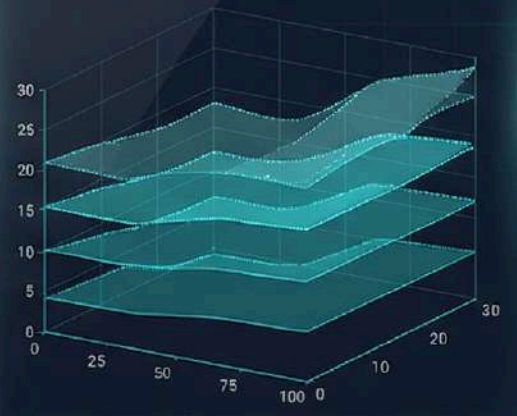
Confidence: **81%**



TFT

Accuracy: **71.3%**

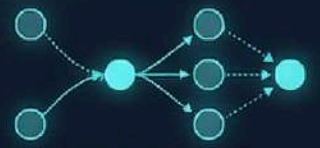
Confidence: **75%**



Risk-Adjusted Performance

- High Performance
- Low Risk
- Low Risk

Model Agreement Indicators



85%

Consensus

Who We Serve — Three Market Segments, One Platform

DAWALLY Platform

B2C — Retail Traders

70% Users | **30%** Revenue

B2B — Brokerages & Fintechs

25% Users | **50%** Revenue

B2G — Regulators

5% Users | **20%** Revenue

Why Now — Three Forces Converging

Saudi Fintech Explosion

- Market to reach $5.3B by 2030
- 13% CAGR

AI Technology Maturity

- Transformers production-ready
- GPU costs down 60%

Vision 2030 Alignment

- Tadawul $4T target
- Foreign investment up 340%

Our Moat — Four Defensible Advantages

Saudi Specialization

Trained on Tadawul behavior

Ensemble Architecture

4+ models reduce error

Radical Transparency

Full performance disclosure

Continuous Retraining

Automated weekly updates

Competitive Landscape — The Only Transparent, Localized Choice

DAWALLY delivers unprecedented transparency and specialized intelligence for the Saudi market.

BUSINESS MODEL — THREE REVENUE STREAMS

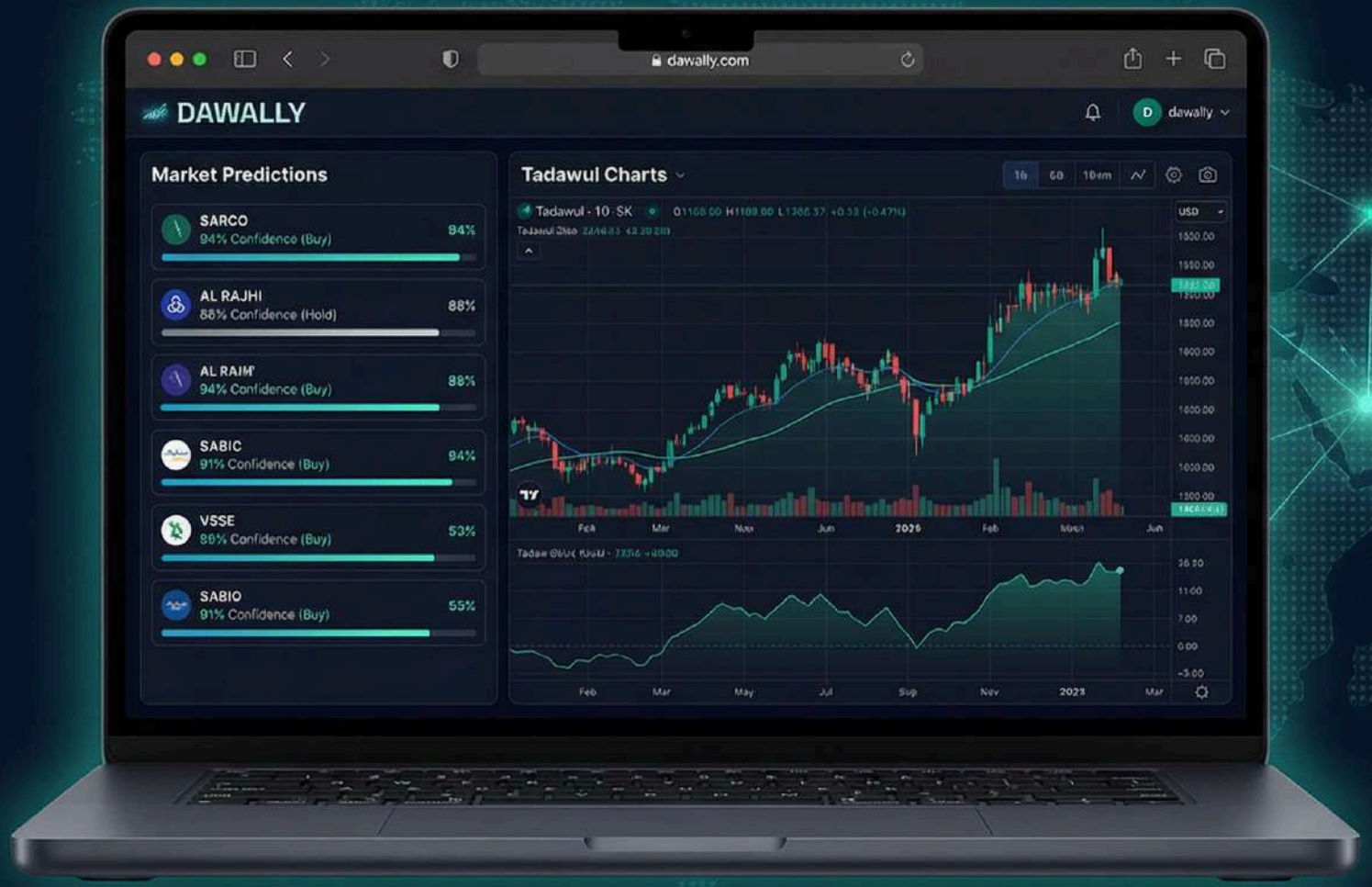
UNIT ECONOMICS

LTV:CAC Ratio: **6:1**

Gross Margin: **78%**

Churn: **<5%**

Traction — From Concept to Live Product



Live Website Operational

Real-time Tadawul Data Integrated

4 AI Models Deployed

Beta Users Active

Roadmap — From MVP to GCC Leader

The Ask — Seeking Pre-Seed Investment

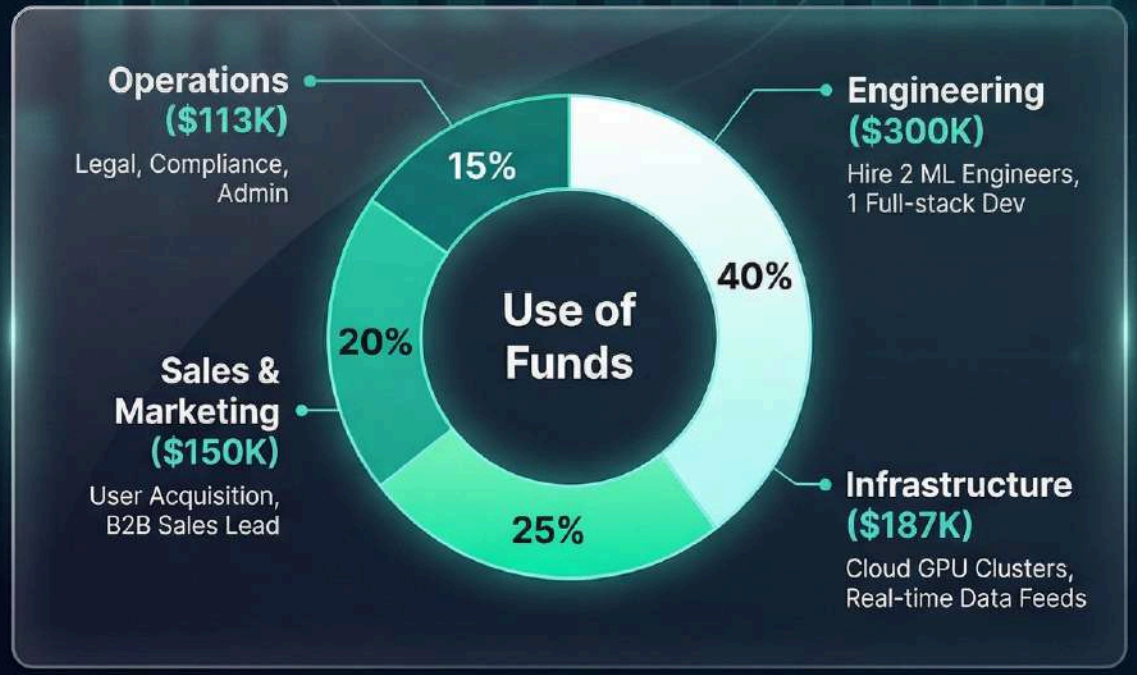
$750K

To reach product-market fit and Series A readiness

THE ASK DETAILS

$750K Pre-Seed

- Pre-Seed Investment
- Accelerate Product Development
- Scale Infrastructure
- Achieve Market Fit

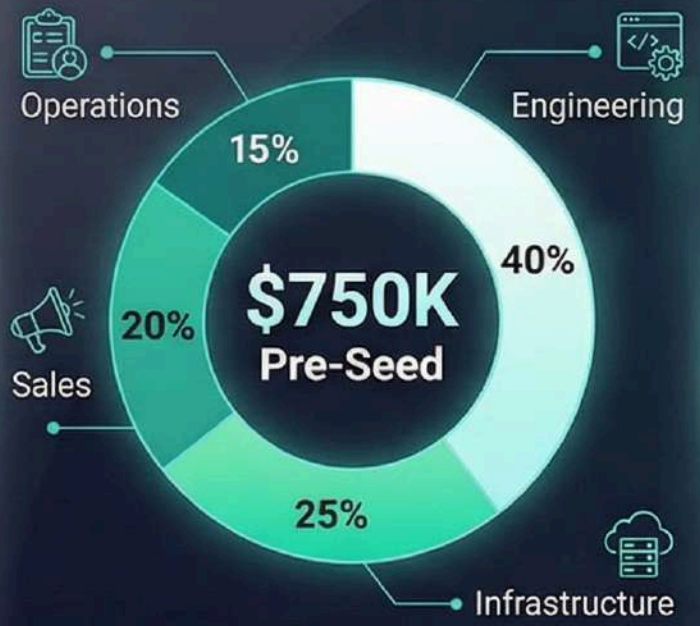


18-MONTH MILESTONES

- **Product Dev:** Full 4-Model Ensemble Live (Q2 2026)
- **Growth:** 2,500+ Active Users (Q3 2026)
- **Revenue:** $100K+ MRR & 3 B2B Pilots (Q4 2026)
- **Expansion:** Series A Ready (2027)

Investment Summary — $750K to $100K MRR in 18 Months

Capital Allocation



Use of funds to reach product-market fit a sereons and Series A readiness

18-Month Targets

$100K
MRR
Monthly Recurring Revenue

2,500
Users
Total Active Users

Unit Economics

The Engine (New)

LTV:CAC > 6:1

Highly Efficient Growth

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Financial Projections — Path to 20M SAR Revenue

Revenue Trajectory

Unit Economics

B2C LTV:CAC ↗

10.5x

Enterprise LTV:CAC ↗

45.6x

Highly Efficient Growth Engine

Profitability

EBITDA Break-Even: Month 24

✓ Self-sustaining with 2.5M SAR Seed

DAWALLY

Building the AI Prediction Infrastructure for Saudi Capital Markets

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Appendix — LTV:CAC Calculation Breakdown

	B2C (Retail)	B2B (API Licensing)
ARPU (Monthly)	$49	$1,500
Gross Margin	85%	90%
Churn Rate	5%	2%
Lifetime (Months)	20 months	50 months
LTV Calculation	~$833	~$67,500
CAC Estimate	$120	$5,000
LTV:CAC Ratio	**6.9x**	**13.5x**

Blended Ratio > 6:1 assumes 70/30 revenue split.