

دال Dāl

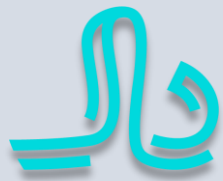
“Unlocking Answers, Beyond Search: The Cognitive Edge with Dal”

Problem

- Current search engines lack personalized, locally relevant results, transparency, and direct service aggregation, limiting user satisfaction and business opportunities. Dal addresses these gaps with a tailored, conversational, and transparent search experience focused on the local market.



Saudi Arabia's Search Engine Market Opportunity



Search advertisement

- **Market Growth:** Search advertising market projected to grow by **11.23%**, reaching **US\$1304.0M** by 2028.



Digital Transformation Driving Demand

- Saudi Arabia's digital market is rapidly growing, underlining a significant opportunity for specialized search engines.



Competitive landscape

- **Dominated by Google (96%)**, followed by **Bing (3.11%)** and **Petal Search (0.18%)**, indicating a strong opportunity for niche, market-specific entrants.



What is Dal Search engine, and why is it special and why do we think we can compete ?!



Enhanced Conversational Experience:

We leverage cognitive technologies to understand and interact with users far beyond the capabilities of traditional search engines."



Local Market Integration:

"Dal integrates with local services, ensuring highly accurate and relevant local search results."


Commitment to Transparency and Reliability:

"Dal ensures transparency by clearly citing sources in search results, providing accurate, trustworthy information with context."

Our enterprise AI solution is not just another AI tool; It is a strategic partner designed to move your business forward.

Search results



**Saud Altamimi**
My Account

LLMs

Knowledge Bases

Documents

Synthetic data Multi-service.pdf

URLs

Tables

Data

Clear all conversations

Switch Light Mode

Arabic Language

Updates FAQ

Log out

Hi Dal, I am looking for apartments in my area, Qairawan district. Please give me some options to choose from

(Verse 1) Yo, sup, user, welcome to the chat, Lookin' for some apartments in Qairawan, ain't that great? Let me spit some options, you can't resist, Qairawan Al-Tamayuz, Al-Dal's first list. 120,000 Sar, 160 square meters of delight, 3 bedrooms, 3 baths, oh what a sight! Furnished and fine, with a balcony view, Plus gym access included, it's all coming through. (Chorus) Check it out, user, one more to go, Qairawan Al-Tamayuz or maybe number two? (Verse 2) Dar Al-Qairawan Serviced Apartments is next on the scene, Eighty-five thousand Sar, for this clean and pristine. Two cozy bedrooms, 140 sqm of size, Furnished again, with housekeeping services, so nice! Gym access included, you know what that means, A healthier life, while you chase your dreams. (Bridge) So there you have it, two strong choices for you, Qairawan Al-Tamayuz or Dar Al-Qairawan, it's all up to you. Make a decision and take the leap, Your new home awaits while your life you keep!

that sounds cool. What about gas stations, are there any of those in that district ?

(Verse) In the Qairawan district, no need to stress, There's a gas station scene that'll impress. Al-Rayan Gas, it's a name you should know, Convenience on lock, 24/7 glow. Mini-market for snacks, car wash too, Filling up here, always a thing to do. So don't worry 'bout gas, when your tank is low, Just hit up Al-Rayan, let your worries go.

Haha Cool, your funny man. Listen, what about restaurants I might feel hungry and dont want to leave the district

(Verse 1) Yo, you're in Qairawan, feeling hungry, don't wanna stray, I got the scoop on the eats, let me lead the way. Qairawan Al Nada is the spot, with family sections tight, Outdoor seating, under the stars, yeah, it's a beautiful sight. (Chorus) No need to leave the district, when the food's so fine, In Qairawan, you'll find, a flavor that's truly divine. (Verse 2) Villas at Bait Al Qairawan, now that's living in style, But if you're hungry, don't despair, we'll go the extra mile. Qairawan As-Salam Shopping Center's got a food court, yes indeed, A culinary journey, where your taste buds are guaranteed to be pleased. (Bridge) From apartments to clinics, parks, and mosques, In Qairawan, you got choices, ain't nowhere else like this spot. (Chorus) No need to leave the district, when the food's so fine, In Qairawan, you'll find, a flavor that's truly divine. (Outro) So when your stomach starts to rumble, don't you worry 'bout a thing. In Qairawan, there's a feast waiting, for royalty and kings.

Thanks man. will look into all of those

Example: "Explain quantum computing in simple terms"

Start a new Chat +

Recent Talks

how to make a coffee?

how much milk and sugar?

خص للملف باللغة العربية فقط

i want to know about driving

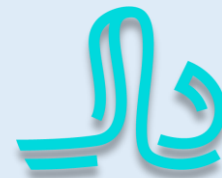
New Chat

First Step:

Data sources to would need to be aggregated

Second Step:

LLM powered search tool would index and retrieve the information that best fits the users search. This considers (Profile/Location/Search topic etc) within the indexing algorithm



Demo video

click the following [link](#)

Business model

Targeted ads

Hyper-Focused Targeted Advertising:

approach ensures advertisers reach their ideal audience, enhancing the effectiveness of their campaigns and generating significant revenue for Dal through ad placements.

Service and Product aggregation

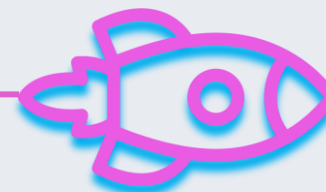
Collaborating with local vendors to aggregate a comprehensive list of products and services. Dal then offers these directly within search results, facilitating user access to what they need.

Revenue is generated through affiliate commissions, partnership fees, and featured listings, providing users with a seamless shopping and service discovery experience.





Road Map



Time line 2024-2025



Competitive landscape

| Properties |  |  |  |  |
|-------------------------------------|---|--|---|---|
| Conversational Search Experience | ✓ | ✓ | | |
| Hyper-Focused Targeted Ads | ✓ | | ✓ | ✓ |
| Product & Service Aggregation | ✓ | | | |
| Advanced AI & Natural Language Tech | ✓ | ✓ | ✓ | ✓ |
| Comprehensive & Detailed Responses | ✓ | ✓ | | |
| Transparent Source Integration | ✓ | | | |
| Local Market Focus | ✓ | | | |
| User-Centric Design | ✓ | | ✓ | ✓ |
| Accurate, Trustworthy Information | ✓ | | ✓ | ✓ |

The Team



Saud Al Tamimi

(CEO)- Master's degree in

Mechatronics Engineering Chatbot,
machine learning/artificial
intelligence.

Nationality: Saudi



Abdulaziz Altamimi

**(COO) – Cyber security
Engineer at Aramco, B.S in
Software engineering**

Nationality: Saudi



Aditya Arun

(Technical Director) Ph.D.

**International Institute of
Informatics IIIT**

Large Linguistic Modeling,
Generative AI, Machine Learning/AI
Founder of Drishyam.ai It has been
acquired By Mediaocean

Nationality: Indian

Background

Where we studied



Where we worked



Our Advisory board are from these places



Thank you

Internal structure of the system

