

# LOOMI

The AI sales agent that closes while you sleep

# Executive Summary.

Loomi is an AI-powered sales agent that operates natively on WhatsApp, enabling SMBs to respond to leads 24/7 and close sales without human intervention.

## \$45K

VERIFIED REVENUE

## MVP

PRODUCT READY

## \$300K

YEAR 1 TARGET

Built by **Anthana**, a profitable software company with \$45,000 USD in verified revenue. SMBs lose up to 40% of potential sales because they can't respond fast enough. Hiring sales reps costs \$800-\$3,000/month. Loomi solves this at \$199-\$1,499/month with 24/7 availability.

### Production-Ready Integrations



**WhatsApp Business API**

Native integration



**Stripe Payments**

Close sales in-chat



**ElevenLabs Voice**

AI voice notes



**Cal.com + HubSpot**

Scheduling & CRM

# The Problem.

SMBs in emerging markets lose 40% of potential sales because they can't respond to leads fast enough.

## 67%

EXPECT RESPONSE IN  
10 MIN

## 78%

BUY FROM FIRST  
RESPONDER

## 40%

SALES LOST TO SLOW  
RESPONSE

### Why this happens:

- ✓ **Cost:** Sales reps cost \$800-\$1,500/month in LATAM, \$1,500-\$3,000 in MENA
- ✓ **Limited hours:** Humans work 8-10 hrs/day, missing evenings & weekends
- ✓ **Scaling:** Hiring more staff is expensive and operationally complex
- ✓ **Turnover:** Average 25-35% annual turnover requires constant training

REGION	WHATSAPP PENETRATION	BUSINESS USAGE
Mexico	95%	Primary channel for 70% of SMBs
Brazil	98%	80% prefer WhatsApp for business
UAE	85%	Growing rapidly in commerce
Saudi Arabia	73%	Accelerating with Vision 2030

# \$23B+ Market.

Two high-growth regions with WhatsApp dominance and underserved SMB markets.

## Latin America (Current)

Total SMBs	<b>30+ million</b>
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WhatsApp	<b>95%+ penetration</b>
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Growth	<b>25% annually</b>
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TAM	<b>\$15B+</b>
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Key: Mexico, Brazil, Colombia, Argentina

## MENA (Expansion)

Total SMBs	<b>5+ million</b>
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WhatsApp	<b>85%+ penetration</b>
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Digital Spend	<b>\$15B annually</b>
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TAM	<b>\$8B+</b>
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Key: UAE, Saudi Arabia, Egypt, Qatar

### Why MENA is Strategic

- ✓ **Same platform:** WhatsApp dominance mirrors LATAM—playbook transfers
- ✓ **Higher ARPU:** GCC purchasing power exceeds LATAM by 3-5x
- ✓ **Government tailwinds:** UAE Vision 2031, Saudi Vision 2030
- ✓ **Underserved:** Few localized AI sales solutions for Arabic speakers
- ✓ **Gateway:** Dubai as launchpad to 400M+ consumers

# Business Model.

SaaS subscription with strong unit economics. 60-80% cheaper than human sales reps.

PLAN	PRICE	MESSAGES/DAY	TARGET
Starter	\$199/mo	100	Solopreneurs
Growth	\$349/mo	300	Small businesses
Business	\$599/mo	1,000	Medium businesses
Enterprise	Custom	Unlimited	Large organizations

**\$300**

CUSTOMER ACQUISITION COST

**\$4.2K**

LIFETIME VALUE (18MO)

**14:1**

LTV:CAC RATIO

SOLUTION	MONTHLY COST	AVAILABILITY	SCALABILITY
Human Rep (LATAM)	\$800-1,500	8-10 hrs/day	Limited
Human Rep (MENA)	\$1,500-3,000	8-10 hrs/day	Limited
Loomi	\$199-599	24/7/365	Unlimited

# Founding Team.

Experienced operators from global companies with proven execution capabilities.



**Victor Gallo**

Co-Founder & CEO

ex-Konfío, ex-Globant

B2B sales, partnerships, GTM.  
Relocating to Dubai.



**Carlos Cardona**

Co-Founder & CPO

ex-Disney

Product at Disney+. UX, technical  
architecture.



**José Cardona**

Co-Founder & CDO

ex-Grupo Bimbo

Data at world's largest bakery.  
Enterprise ML.

CAPABILITY	EVIDENCE
Enterprise Experience	Disney, Grupo Bimbo, Konfío, Globant
Revenue Generation	\$45K verified revenue at Anthana
Technical Depth	Production AI/ML systems, cloud architecture
Execution Speed	MVP built and functional in 6 months

# Traction & Projections.

## Anthana (Parent Company)

- ✓ Founded 2024
- ✓ \$45,000 USD verified revenue
- ✓ Cash-flow positive
- ✓ 10+ clients served
- ✓ 3 co-founders + contractors

## Loomi (Product)

- ✓ WhatsApp Business API ✓
- ✓ AI Conversational Engine ✓
- ✓ Stripe Payments ✓
- ✓ ElevenLabs Voice AI ✓
- ✓ Calendar + CRM Sync ✓

YEAR	CUSTOMERS	MRR	ARR
2026	50	\$25,000	\$300,000
2027	200	\$100,000	\$1,200,000
2028	500	\$300,000	\$3,600,000

70/30

2026 LATAM/MENA

50/50

2027 LATAM/MENA

40/60

2028 LATAM/MENA

# Why Sandbox DTEC Dubai.

Strategic alignment for mutual growth. We're not seeking remote access—we're committing to build in Dubai.

## What We Need

- ✓ **Legal Entity:** UAE company registration
- ✓ **Visa:** Founder relocation
- ✓ **Market Access:** GCC introductions
- ✓ **Credibility:** Sandbox DTEC/TECOM brand
- ✓ **Workspace:** Dubai presence

## What We Bring

- ✓ **Proven Team:** Disney, Bimbo, Globant
- ✓ **Real Revenue:** \$45K verified
- ✓ **Working Product:** Functional MVP
- ✓ **Unique Position:** LATAM-MENA bridge
- ✓ **Commitment:** Full-time relocation

## Alignment with Dubai's Vision



### AI Strategy 2031

Practical AI for SMBs



### Cross-Border

LATAM-MENA commerce



### Job Creation

Hiring local talent



### Knowledge Transfer

LATAM startup learnings



# 18-Month Roadmap.

## Q1 2026 · FOUNDATION

Sandbox DTEC acceptance · UAE company registration · Founder relocated to Dubai · First 3 UAE pilot customers

## Q2 2026 · VALIDATION

Arabic language support · 10 paying MENA customers · \$5K MRR from region · First UAE case study

## Q3 2026 · ACCELERATION

20+ MENA customers · First UAE hire · \$10K+ MRR · 2+ agency partnerships

## Q4 2026 · SCALE

30+ MENA customers · \$15K+ combined MRR · Seed fundraising initiated

## 2027 · GROWTH

Seed round closed (\$500K-\$1M) · 100+ customers LATAM+MENA · Team of 5-8 · \$100K MRR

### Resource Efficiency

- ✓ **Current burn:** <\$5,000/month (founders taking minimal salary)
- ✓ **Runway:** 12+ months with existing resources
- ✓ **Revenue contribution:** Anthana services supports operations
- ✓ **No funding dependency:** Can grow without external capital

# Ready to build in Dubai.

We have \$45K in revenue, a working product, and an experienced team. Victor Gallo will relocate full-time to lead MENA expansion.

**\$45K**

REVENUE

**MVP**

READY

**3**

FOUNDERS

# LOOMI

by Anthana

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