

## WhatsApp AI Sales Agents in Emerging Markets

### ● WHATSAPP DOMINANCE

#### The #1 Business Channel in LATAM & MENA



WhatsApp is THE business channel in emerging markets—not email, not SMS.

### ● MARKET SIZE

#### \$23B+ Total Addressable Market

<b>\$72B</b>	<b>23%</b>
CONV. COMMERCE 2028	CAGR GROWTH
LATAM SMB Tools TAM	<b>\$15B+</b>
MENA SMB Tools TAM	<b>\$8B+</b>
LATAM SMBs	30M+ businesses
GCC SMBs	5M+ businesses

### ● THE COST PROBLEM WE SOLVE

#### 60-85% Cost Savings

MARKET	HUMAN REP	LOOMI	SAVINGS
LATAM	\$800-1,500	\$199-499	<b>60-80%</b>
UAE/GCC	\$2,000-3,000	\$199-499	<b>75-85%</b>

ROI is even stronger in UAE where labor costs are 2-3x higher than LATAM.

### ● COMPETITOR VALIDATION

#### Market Demand Proven

##### Vambe (Chile) — WhatsApp AI Sales

\$20K → \$1M ARR in 18 months. Proves strong demand.

Truora (Colombia)	<b>\$15M+ raised</b>
Yalo (Mexico)	<b>\$75M+ raised</b>
Respond.io	<b>\$7M raised</b>

No dominant player in SMB + AI + Voice + Payments. Loomi fills the gap.

### ● UAE STRATEGIC ALIGNMENT

#### Government Tailwinds

- ✓ UAE AI Strategy 2031 — Government prioritizing AI adoption
- ✓ Dubai D33 Agenda — 2x digital economy by 2033
- ✓ SMB Growth Push — Entrepreneurship & digital transformation

**Why Dubai:** Gateway to GCC (\$2T+ GDP) · Tax-free · 200+ nationalities · Strong fintech ecosystem

### ● TIMING IS NOW

#### Technology Stack Just Became Possible

AI/LLMs accessible (GPT-4, Claude)	Voice AI ready (Eleven Labs)	WhatsApp Business API open	Stripe expanding in MENA	SMBs need automation
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The technology stack to build Loomi only became possible in 2023-2024.