INVESTOR BUSINESS PLAN PRESENTATION

Building the intelligence layer of the construction industry.

QUOTAH is a Construction Intelligence Operating System for AI-powered cost intelligence, procurement workflows, supplier and subcontractor matching, quotation comparison, purchase orders, and executive visibility.

ROUND

SAR 3.00M

SAR 18.0M pre-money and SAR 21.0M post-money

INVESTOR EQUITY

16.80%

6.21x illustrative ROI from the selected valuation source

SERVICEABLE CONTRACTORS

17,709

8.0% Year 5 target share in the active model

Y5 REVENUE

SAR 79.7M

changes with scenario, pricing, usage, market share, and adoption assumptions

ECOSYSTEM DEPTH

1,417 / 534

active contractors and suppliers including subcontractor marketplace logic

ENDING CASH

SAR 160.5M

same runway and cash-flow model used across the dashboard

01

WHY NOW

A Saudi launch window with a repeatable construction intelligence flywheel.

Saudi Arabia is the first market because giga-project activity, procurement complexity, contractor fragmentation, and digitization pressure create a strong entry window for construction-specific AI.

Market

~18,000 serviceable Saudi contractor organizations with a Year 5 target near 8% share.

Category

Construction Intelligence OS, not a generic ERP, estimating tool, or procurement portal.

Model

SaaS subscriptions, AI usage, supplier marketplace commissions, and enterprise solutions.

Proof

Pilots create measurable RFQ, supplier, subcontractor, and procurement outcomes.

SERVICEABLE MARKET

17,709

Saudi contractor organizations in the active model

Y5 TARGET SHARE

8.0%

market-share assumption controlled from the dashboard

Y5 ACTIVE CONTRACTORS

1,417

contractor adoption base used by subscriptions and usage

SUPPLIER ECOSYSTEM

534

supplier and subcontractor depth supporting marketplace logic

02

PLATFORM PROOF

A visual product story for contractors, procurement teams, and suppliers.

The business plan is supported by a workflow that an investor can understand immediately: project intelligence, supplier discovery, quotation control, purchase decisions, and executive visibility.

Contractor command view

Projects, BOQs, cost intelligence, procurement status, and executive visibility in one operating surface.

AI-supported procurement workflow

Supplier and material intelligence

Commercial validation funnel

PLATFORM SUBSCRIPTION	Y5 SUBSCRIPTION REVENUE	EXIT-MONTH REVENUE	LTV / CAC
SAR 500	**SAR 8.03M**	**SAR 7.21M**	**13.4x**
monthly contractor subscription input	active contractors multiplied by subscription pricing	latest monthly revenue in the selected period	unit economics quality from the dashboard

03

THE PLATFORM

One intelligence layer across cost, procurement, suppliers, subcontractors, and executives.

CIOS connects project documents, BOQ analysis, AI cost estimates, RFQs, qualification, quotation comparison, purchase orders, dashboards, and organizational knowledge.

01 INPUT

Project documents

Drawings, BOQs, RFQs, purchase records, and project history enter the intelligence layer.

02 INTELLIGENCE

Cost + procurement AI

ACE, APE, RFQ, supplier, subcontractor, and market intelligence process the workflow.

03 ACTION

RFQ to PO

Teams move from analysis to comparison, qualification, approval, and purchase-order control.

04 NETWORK

534 suppliers

Marketplace depth improves discovery, quotations, and subcontractor matching.

05 EXECUTIVE

Live dashboard

Revenue, cash, ROI, and adoption indicators stay linked to the financial model.

04

THE 20-CHAPTER STORY

The full business plan becomes five investor-ready acts.

The next five slides unpack every chapter from the source outline, so the page carries the complete business-plan logic without becoming a dense document dump.

ACT I

Company and market

Executive summary, company overview, industry analysis, and market opportunity.

ACT II

Problem and solution

Problem statement, QUOTAH solution, AI framework, and technology architecture.

ACT III

Commercial engine

Product ecosystem, business model, go-to-market, and marketing growth.

ACT IV

Operating discipline

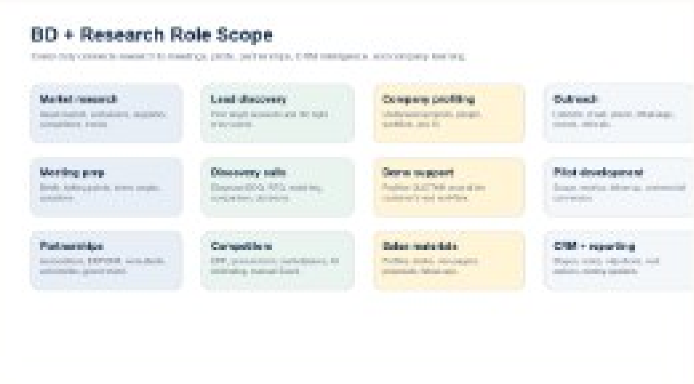
Operations, product roadmap, financial strategy, risk mitigation, competition, and governance.

ACT V

Scale and investment

Implementation, GCC expansion, investor value, exit logic, and Vision 2030 alignment.

01 Executive Summary | 02 Company | 03 Industry | 04 Market | 05 Problem | 06 Solution | 07 AI Framework | 08 Architecture | 09 Ecosystem | 10 Model | 11 GTM | 12 Growth | 13 Operations | 14 Roadmap | 15 Financials | 16 Risk | 17 Competition | 18 Governance | 19 Implementation | 20 Closing



Execution ownership

Investor reporting loop

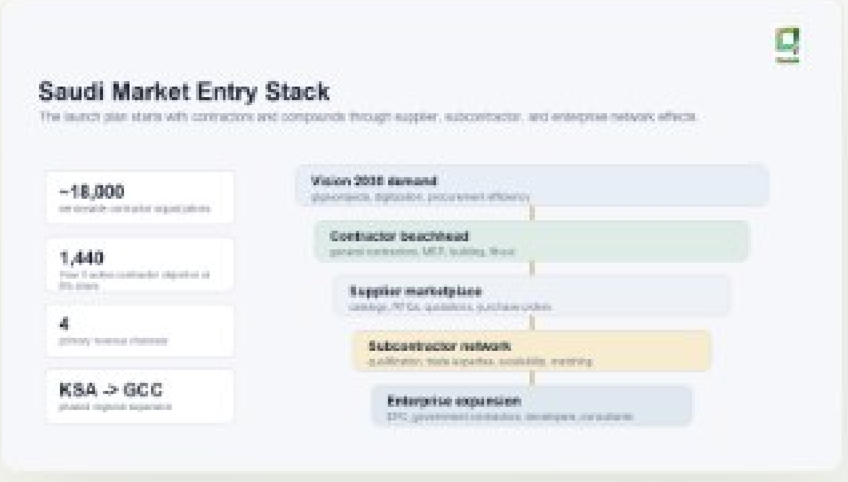
Dashboard-linked model

05

ACT I - COMPANY AND MARKET

Foundation, identity, market timing, and reachable demand.

Chapters 1-4 explain why QUOTAH exists, why Saudi Arabia is the first market, who the platform serves, and why the launch window is attractive now.



Chapter 01

Executive Summary

- CIOS unifies project intelligence, BOQ analysis, RFQs, supplier and subcontractor matching, quotations, purchase orders, and market intelligence.
- Every completed project strengthens the knowledge network and improves future recommendations.
- Current stage includes functional MVP, operational web platform, core AI engines, pilot preparation, financial model, and investor materials.
- Investor terms are aligned to the dashboard: SAR 3M round, SAR 18M pre-money, and 16.80% target investor equity.

Chapter 02

Company Overview

- Category: ConTech, AI, enterprise SaaS, procurement technology, marketplace, and AI-as-a-service.
- Vision: become the trusted Construction Intelligence Operating System for smarter commercial decisions.
- Mission combines AI, procurement intelligence, market intelligence, engineering expertise, and human collaboration.
- Values and objectives focus on innovation, trust, collaboration, commercial launch, enterprise customers, and regional leadership.

Chapter 03

Industry and Market Analysis

- Construction remains one of the largest and least digitized sectors, with procurement and commercial management still fragmented.
- Vision 2030, giga-projects, infrastructure investment, and urban development create strong Saudi demand.
- AI is reshaping cost estimation, quantity takeoff, procurement, supplier selection, forecasting, and document analysis.
- The gap is a single AI-driven ecosystem for cost, procurement, suppliers, subcontractors, BOQs, RFQs, market intelligence, and learning.

Chapter 04

Market Opportunity

- TAM includes contractors, developers, suppliers, manufacturers, distributors, consultants, and subcontractors.
- SAM focuses on organizations with active procurement departments and recurring commercial decision needs.
- SOM targets around 18,000 contractors, with a Year 5 objective near 8% share, about 1,440 active contractors.
- Segmentation covers small, medium, large, and mega contractors, plus supplier and subcontractor participation.

06

ACT II - PROBLEM TO PLATFORM

From fragmented workflows to an AI-first operating system.

Chapters 5-8 define the pain, the CIOS solution, the AI framework, and the enterprise architecture needed to scale safely.

Chapter 05

Problem Statement

- Procurement still runs across spreadsheets, emails, disconnected software, and repeated manual engineering work.
- Cost estimation suffers from manual drawing interpretation, inconsistent BOQ analysis, senior-engineer dependency, and limited reuse of history.
- Supplier and subcontractor decisions lack structured visibility into capability, pricing, delivery, availability, and performance.
- Knowledge loss and data fragmentation increase costs, delay purchasing, reduce profitability, and create commercial risk.

Chapter 06

The QUOTAH Solution

- CIOS connects engineering, procurement, commercial management, suppliers, subcontractors, and executives in one learning ecosystem.
- The workflow covers project intelligence, cost intelligence, procurement, supplier selection, quotation analysis, purchasing, and organizational learning.
- Modules include Cost Intelligence, Procurement Intelligence, Supplier Intelligence, Subcontractor Intelligence, Market Intelligence, and Executive Intelligence.
- The intelligence flywheel improves as projects, BOQs, RFQs, quotations, purchase orders, and outcomes accumulate.

Chapter 07

AI Framework

- AI design principles: construction-specific intelligence, human-centered decisions, continuous learning, explainability, scalability, security, and governance.
- Engines include cost intelligence, procurement intelligence, supplier intelligence, subcontractor intelligence, market intelligence, and executive intelligence.
- AI governance covers human approval, audit trails, secure data handling, role-based access, compliance, monitoring, retraining, and model validation.
- Future roadmap includes predictive procurement, forecasting, intelligent negotiations, contract analysis, sustainability intelligence, and strategic planning.

Chapter 08

Technology Architecture

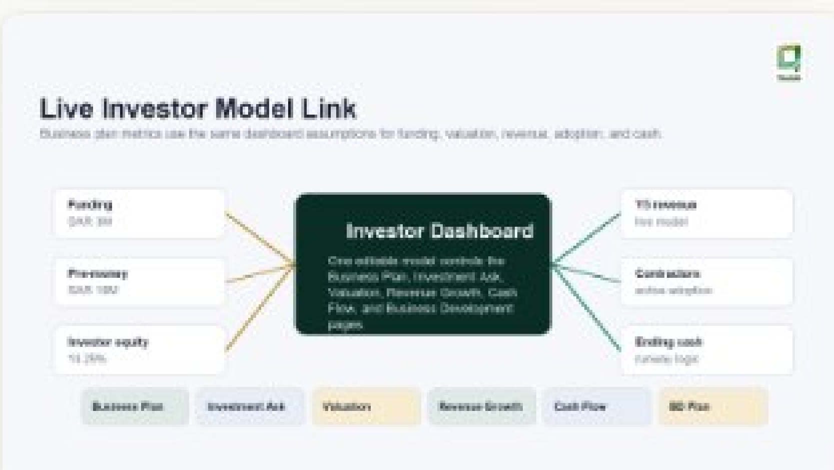
- Cloud-native, modular, AI-first, API-driven, enterprise-ready, and future-proof architecture.
- Five integrated layers: presentation, application, artificial intelligence, data, and infrastructure.
- multi-tenant SaaS isolates each customer while supporting centralized updates, scaling, and shared infrastructure.
- Architecture includes APIs, ERP/BIM integrations, cybersecurity, monitoring, high availability, disaster recovery, and future AI agents, digital twins, IoT, ESG, and audit trails.

07

ACT III - COMMERCIAL ENGINE

Ecosystem, revenue model, GTM, and marketing growth.

Chapters 9-12 show how the platform creates value for every stakeholder, monetizes usage, enters Saudi Arabia, and builds a category-defining brand.



Chapter 09

Product Ecosystem

- Contractor workspace: project management, BOQ analysis, cost estimates, RFQs, supplier selection, purchase orders, dashboards, and analytics.
- Supplier workspace: catalogs, qualified RFQs, quotation submission, order monitoring, performance analysis, and structured sales engagement.
- Subcontractor workspace: qualifications, certifications, trade expertise, project history, availability, and opportunity access.
- Executive and admin workspaces provide KPIs, permissions, AI settings, audit logs, APIs, subscriptions, and knowledge flow across the organization.

Chapter 10

Business Model

- Revenue streams include contractor subscriptions, AI pay-per-use services, supplier marketplace commissions, and enterprise solutions.
- Customer segments include contractors, suppliers, subcontractors, EPC companies, government contractors, and large enterprises.
- Growth is supported by direct sales, partnerships, digital marketing, referrals, ecosystem effects, pilots, subscriptions, expansion, and advocacy.
- Long-term monetization includes AI agents, predictive procurement, premium analytics, ESG intelligence, financing, insurance, and marketplace advertising.

Chapter 11

Go-to-Market Strategy

- Saudi Arabia is the beachhead because of Vision 2030, mega projects, digitization pressure, and procurement-efficiency demand.
- Targets include SMEs, large contractors, enterprise organizations, general contractors, MEP contractors, building contractors, and fit-out specialists.
- Channels include direct sales, strategic partnerships, LEAP and industry events, digital marketing, and referral programs.
- Pilot projects validate ROI, procurement savings, AI performance, success stories, onboarding, adoption, quarterly reviews, and expansion.

Chapter 12

Marketing and Growth Strategy

- Positioning: making construction procurement smarter through artificial intelligence.
- Audience includes contractors, commercial teams, suppliers, investors, consultants, government entities, and technology partners.
- Channels include SEO, website, LinkedIn, YouTube, email, content, events, webinars, campaigns, case studies, white papers, and market reports.
- KPIs include website traffic, MQLs, SQLs, CAC, LTV, conversion rates, ROMI, referrals, retention, and brand awareness.

Y5 REVENUE

SAR 79.7M

live revenue model after scenario, pricing, and adoption assumptions

Y5 NET PROFIT

SAR 45.1M

profit after COGS, OPEX, and tax assumptions

MARKETPLACE

SAR 4.82M

supplier and subcontractor transaction logic

ENTERPRISE / API

SAR 23.4M

enterprise and integration subscription stream

08

REVENUE ARCHITECTURE

Revenue is not one line. It is a multi-stream construction operating model.

The model separates recurring subscriptions, AI usage, RFQ activity, enterprise/API access, and marketplace commission income, so an investor can understand exactly what drives scale.

Procurement workflow monetized through subscriptions, usage, and supplier marketplace activity.

ACE

SAR 29.2M

37% of Y5 revenue. Cost-estimation usage

APE

SAR 13.5M

17% of Y5 revenue. Procurement intelligence usage

RFQ

SAR 0.72M

1% of Y5 revenue. RFQ activity and workflow volume

PLATFORM SUBSCRIPTIONS

SAR 8.03M

10% of Y5 revenue. Recurring contractor subscription income

ENTERPRISE / API

SAR 23.4M

29% of Y5 revenue. Enterprise accounts and integrations

MARKETPLACE

SAR 4.82M

6% of Y5 revenue. Supplier and subcontractor commission income

09

ACT IV - OPERATING DISCIPLINE

Execution quality, product evolution, capital discipline, and risk control.

Chapters 13-16 convert the vision into operating systems: SaaS delivery, roadmap, funding plan, KPIs, and enterprise risk management.

Chapter 13

Operations Strategy

- Operating philosophy: customer-centricity, automation, AI-assisted decisions, continuous improvement, scalability, and security.
- Structure covers executive management, product engineering, AI teams, commercial operations, customer support, and corporate services.
- Processes include agile development, onboarding, configuration, training, data migration, pilots, go-live, AIOps, support, and release quality assurance.
- KPIs include uptime, response times, CSAT, NPS, AI accuracy, onboarding speed, release frequency, and support resolution performance.

Chapter 14

Product Development Roadmap

- Vision covers cost intelligence, procurement, suppliers, subcontractors, commercial intelligence, and predictive analytics.
- Methodology uses customer-driven innovation, AI-first design, modular architecture, Agile, DevSecOps, continuous delivery, and data-driven prioritization.
- Roadmap phases include Foundation, Commercial Expansion, Intelligence Platform, and full Construction Intelligence Operating System.
- Innovation pipeline includes AI Procurement Copilot, Construction GPT, intelligent document processing, autonomous workflows, predictive pricing, integrations, and R&D.

Chapter 15

Financial Strategy and Funding Plan

- Seed capital accelerates commercialization, product completion, AI capability, and scalable growth.
- Use of funds covers product development, commercial growth, operations, technology infrastructure, and working capital.
- Revenue growth comes from subscriptions, AI services, supplier marketplace commissions, and enterprise solutions.
- KPIs include ARR, MRR, EBITDA, gross margin, CAC, LTV, burn rate, cash runway, churn, NRR, free cash flow, investor value, and exit optionality.

Chapter 16

Risk Analysis and Mitigation

- ERM cycle: identify, assess, prioritize, mitigate, implement, monitor, review, and improve.
- Risk categories include strategic, market, competitive, technology, AI, cybersecurity, operational, financial, legal, and regulatory risks.
- Mitigations include validation, agile planning, flexible pricing, enterprise contracts, DevSecOps, redundancy, MFA, encryption, audits, scenario planning, and legal oversight.
- Business continuity, KRIs, executive oversight, accountability, transparency, and continuous improvement protect investor confidence.

GROSS MARGIN

92.7%

same margin logic used in P&L and unit economics

Y5 EBITDA

SAR 53.0M

operating leverage after product, sales, cloud, and G&A scale

ENDING CASH

SAR 160.5M

cash-flow output from the dashboard

RUNWAY

Positive

SAR 3.00M round linked to burn assumptions

10

ACT V - SCALE AND INVESTMENT

Moat, governance, milestones, and final investment thesis.

Chapters 17-20 show why the category is defensible, how the company is governed, what milestones matter, and how investor value is created.

Chapter 17

Competitive Advantage

- Competitive landscape includes ERP systems, construction management platforms, estimating software, procurement tools, spreadsheets, email, WhatsApp, and manual processes.
- Positioning differentiates QUOTAH through construction-specific AI, marketplace capability, subcontractor matching, executive intelligence, and continuous learning.
- Barriers to entry include proprietary AI, accumulated construction knowledge, network effects, switching costs, and industry credibility.
- Blue-ocean strategy creates the Construction Intelligence Operating System category instead of competing as another ERP or procurement tool.

Chapter 18

Management, Governance, and Structure

- Leadership philosophy: vision, customer obsession, data-driven decisions, innovation, accountability, and operational excellence.
- Organization includes executive leadership, product and engineering, commercial, customer success, and corporate services.
- Board oversight, advisory board expertise, shareholder rights, voting, equity management, funding rounds, exits, and decision authority define governance.
- Culture, talent acquisition, ESG, succession planning, governance KPIs, compliance, and employee engagement support sustainable scale.

Chapter 19

Implementation Roadmap

- Execution phases: Product Readiness, Market Validation, Commercial Scale, Market Leadership, and Regional Expansion.
- Roadmap includes platform completion, pilot deployment, commercial launch, enterprise infrastructure, and AI validation.
- Milestones include customers, suppliers, recurring subscriptions, partnerships, marketplace expansion, AI enhancements, APIs, mobile optimization, and team growth.
- KPI dashboard measures ARR, MRR, customer growth, AI accuracy, EBITDA, gross margin, Vision 2030 alignment, and market leadership.

Chapter 20

Investment Opportunity

- Investment thesis combines AI, ConTech, enterprise SaaS, procurement technology, marketplace economics, and data intelligence in one scalable platform.
- Highlights include large market, AI-first architecture, recurring revenue, multiple monetization streams, operating leverage, and network effects.
- Investor value is created through customer acquisition, ARR growth, AI leadership, marketplace expansion, operational excellence, and GCC scaling.
- Exit paths include strategic acquisition, growth-equity rounds, and IPO potential once sufficient scale is achieved.

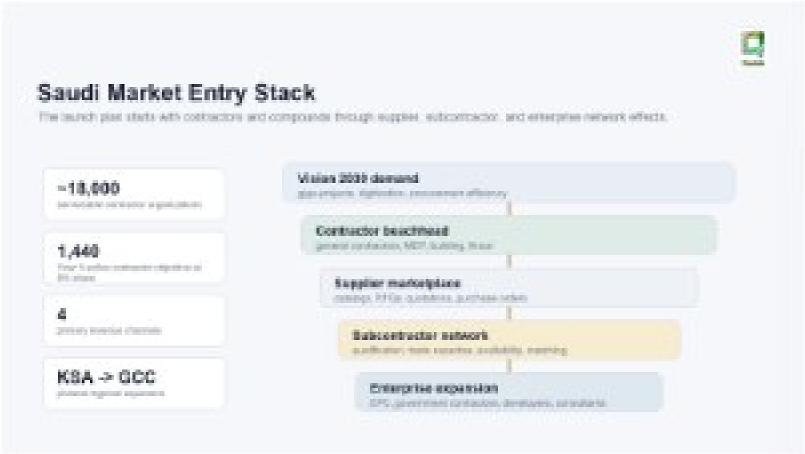
VISUAL CASE

Product, market entry, dashboard-linked model, and execution proof.

Contractor command workspace

Procurement intelligence flow

Supplier marketplace intelligence



Saudi market entry stack

Live investor model link

Five-phase roadmap

EXECUTION ROADMAP

From MVP readiness to regional construction intelligence platform.

01

Product Readiness

MVP workflows, AI engines, security baseline, onboarding assets.

02

Market Validation

Structured pilots with contractors, suppliers, and subcontractor workflows.

03

Commercial Scale

Pilot conversion, direct sales, customer success, supplier participation.

04

Market Leadership

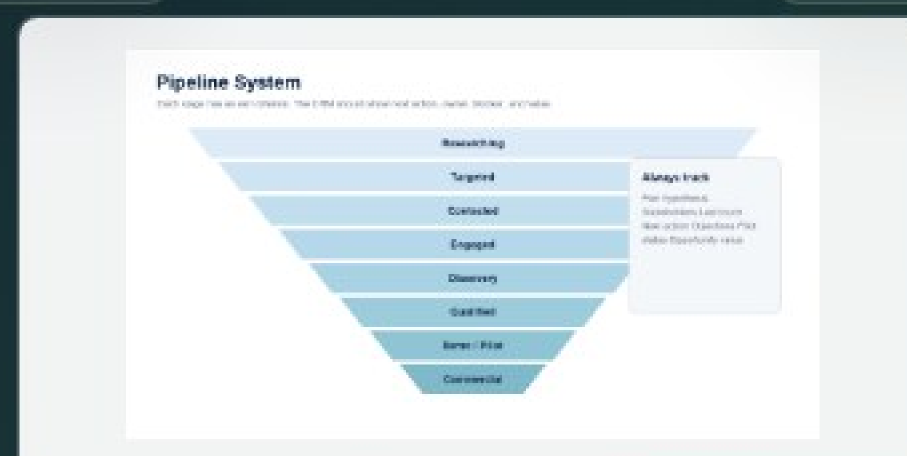
Success evidence, enterprise contracts, deeper platform intelligence.

05

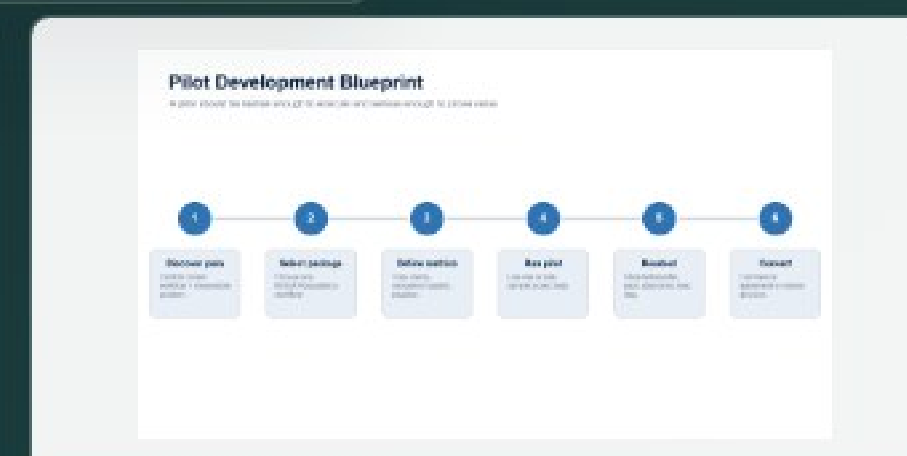
Regional Expansion

Replicate the Saudi playbook across priority GCC markets.

Operating flywheel



Pilot conversion funnel



Launch and pilot timeline

COMMERCIAL SCALE

1,417

contractors at the end of the selected plan period

SUPPLIER DEPTH

534

supplier and subcontractor network supporting marketplace defensibility

INVESTOR VALUE

SAR 18.6M

equity share multiplied by selected enterprise value

ILLUSTRATIVE ROI

6.21x

investor value divided by the funding round

13

INVESTMENT CLOSE

The round, ownership, ROI, and live model stay connected.

The investor can still edit the dashboard assumptions, but this page now presents the business plan as a meeting-ready deck narrative.

FUNDING

SAR 3.00M

Synced with Investment Ask, Burn & Runway, Cash Flow, and Valuation.

PRE-MONEY

SAR 18.0M

Changing the valuation input updates ownership and ROI immediately.

EXIT-MONTH REVENUE

SAR 7.21M

Reads from the same monthly revenue engine as Revenue Growth.

INVESTOR VALUE

SAR 18.6M

Equity share multiplied by the selected enterprise-value basis.