Investment Opportunity

The customizable AI architecture transforming productivity, scalability, and business efficiency.

The Opportunity

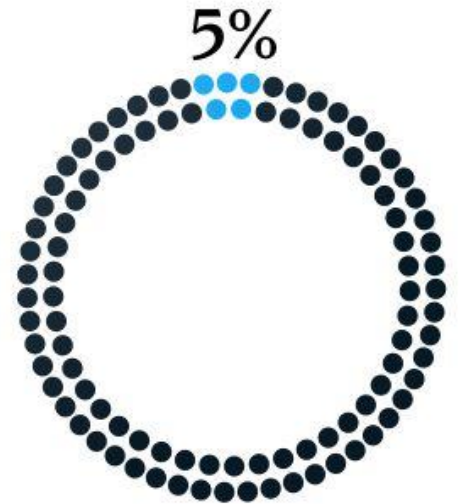**Businesses are demanding cost-effective, scalable, and customizable AI solutions.**

Current solutions are too rigid, slow, or expensive to deploy.

Agentic AI fills this gap by enabling tailored solutions within days.

Only 5% of respondents say their organizations already have the capabilities that they need
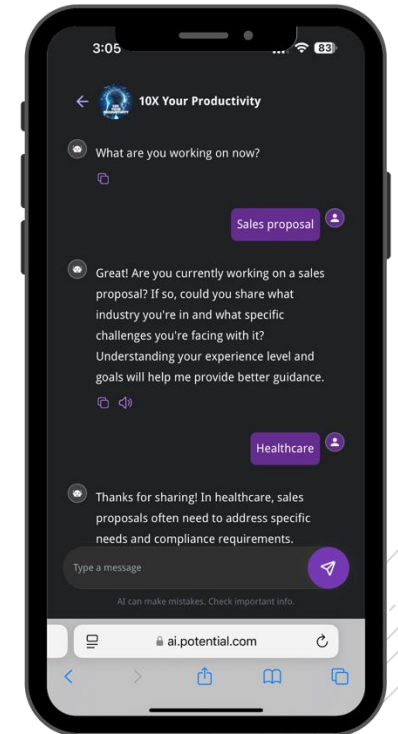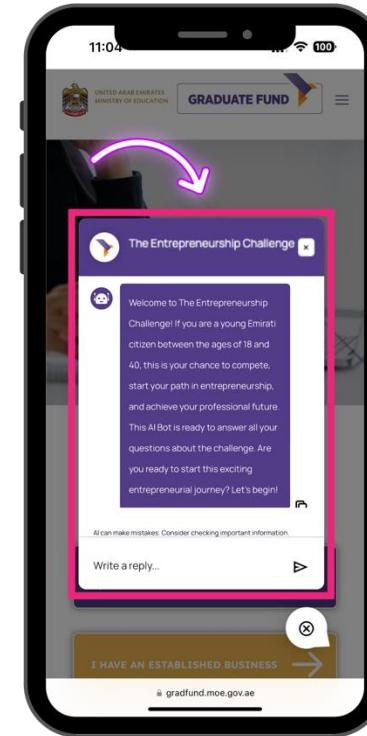
5%

McKinsey & Company

What We Offer

- Chat-based, voice-based, and background task-driven AI agents.

- Customizable for specific job functions in a matter of days.

- Enables businesses to 'do more with less,' reducing costs while boosting productivity.

Traction

NGB.AI
NEXT GENERATION BUSINESS

$
Bootstrapped product development, with no reliance on external funding so far.

Operational setup includes offices, website, social media, and a tech team.

100+ clients using our live Agentic Architecture chatbot and co-pilot no-code offering.

Clients include government bodies, large organizations and SMEs

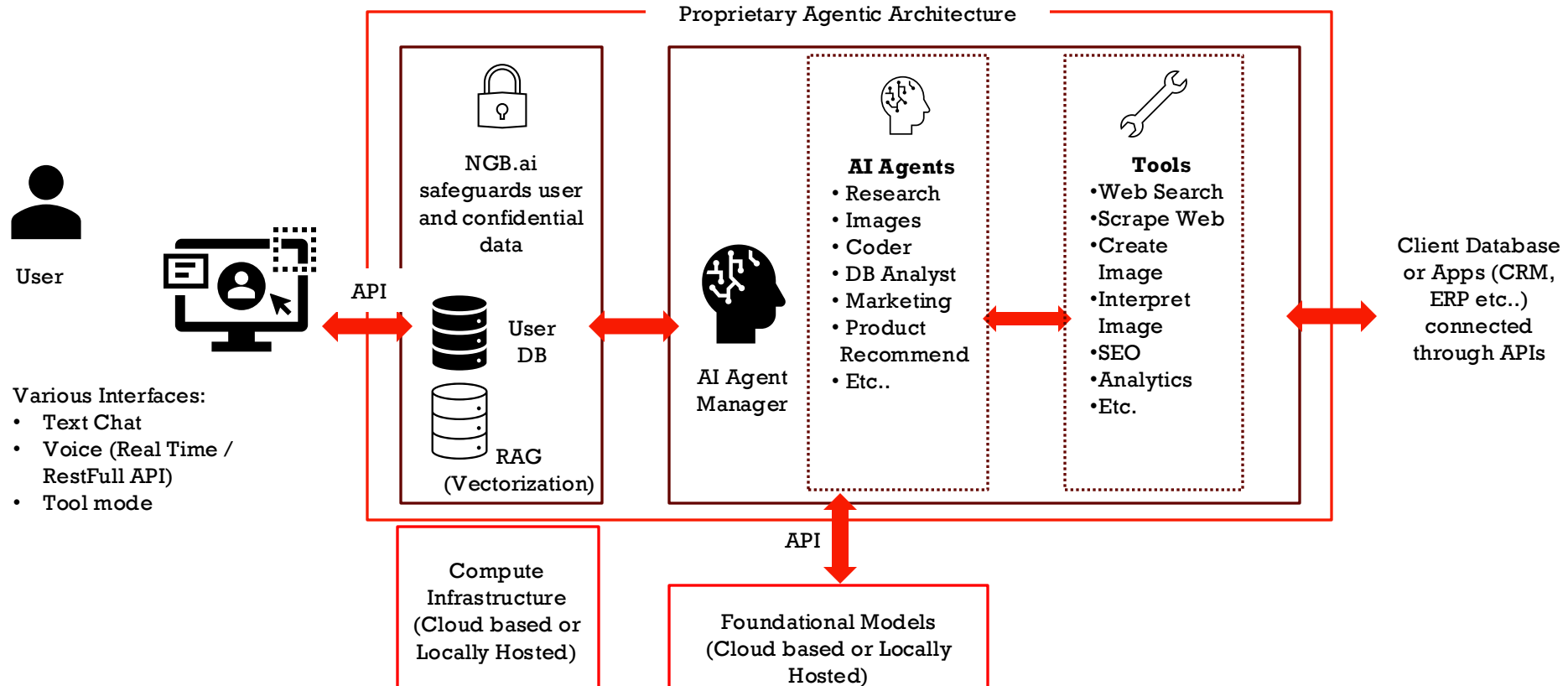Across UAE, UK, Australia, KSA and 10 other markets

Using our AI Agentic platform for website chatbots, HR AI coaching, incubation tools and many more usecases.

With LTVs avg between $200 and $6,000

Solution Architecture

One standard solution architecture that allows the deployment of Agentic voice, chat, and tools customized for industries and business functions in minutes for the basic version to days for advanced setups.

Why Now?

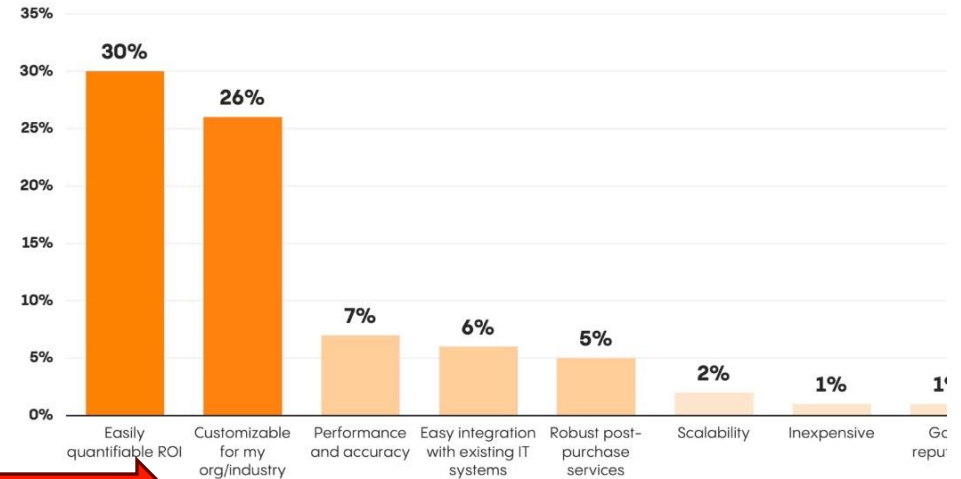- AI interest is reaching a critical mass across industries.

- Businesses are under pressure to reduce costs and improve efficiency.

- NGB.ai is positioned to lead in providing fast, flexible AI solutions tailored to their needs.

Selection Criteria for Generative AI Tools

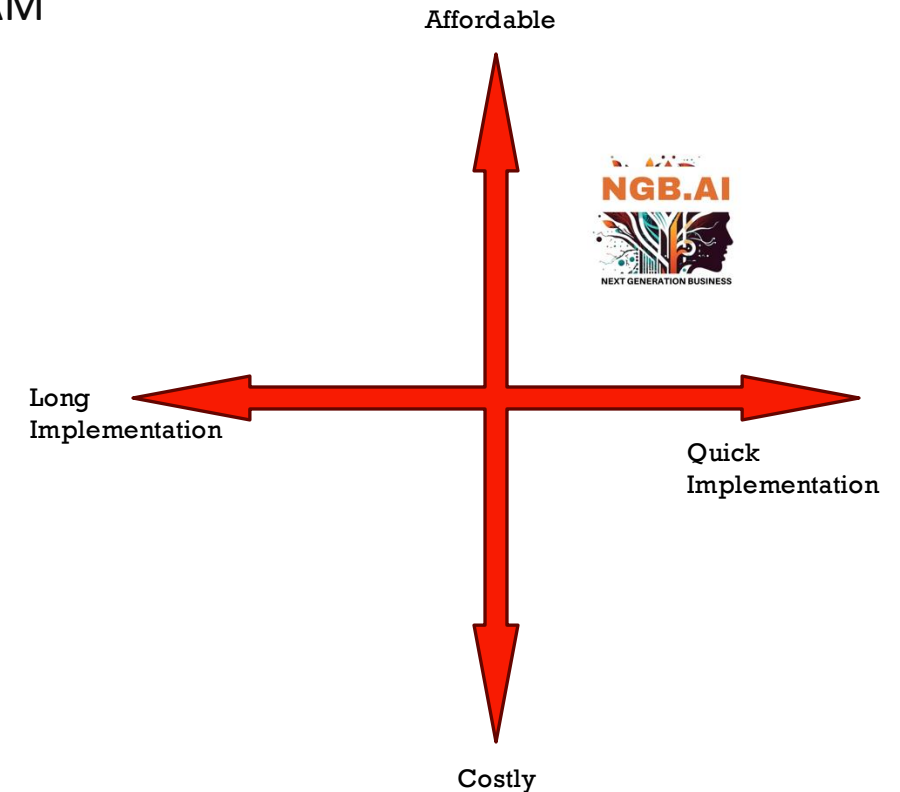| Criteria	Percentage
Easily quantifiable ROI	30%
Customizable for my org/industry	26%
Performance and accuracy	7%
Easy integration with existing IT systems	6%
Robust post-purchase services	5%
Scalability	2%
Inexpensive	1%
Good reputation	1%

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The Market

Market Size

- **TAM:** NGB.ai is targeting a well-defined portion of a rapidly growing market est $47B+

- **SAM Focus:** Focusing on high-value industries and use cases est 30% TAM

- **SOM Prioritization:** Capturing $500M–$1B of the SAM over the next 5

Competitive positioning

Competitor	Differentiation from NGB.ai
Relevance AI	Lacks NGB.ai's flexibility and multi-functionality across roles.
Salesforce Agentforce	Longer deployment timelines, limited to Salesforce users.
Microsoft Copilot	Restricted to Microsoft's suite; not a standalone agent platform.
CrewAI (Open Source)	Requires technical expertise; not tailored for non-technical users.
LangFlow (Open Source)	Narrow scope; limited capabilities compared to NGB.ai.

Affordable
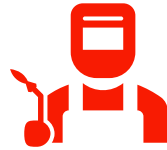
Long
Implementation

Quick
Implementation

Costly

Series A Goals

We're raising $7-8 million to:

- Hire a CEO to lead strategy and growth.

- Rebrand, build a sales and marketing team to drive user acquisition.

- Launch large-scale marketing campaigns to scale our client base.

Current Cap Table

Shareholders	Ownership (%)
Founders	60
Early Team/Advisors	15
ESOP (Employee Pool)	10
Seed/Angel Investors	15

Post Investment Cap Table

Shareholders	Ownership (%)
Founders	48
Early Team/Advisors	12
ESOP (Employee Pool)	8
Seed/Angel Investors	12
Series A Investors	20

Forecast

Key Assumptions:

1. **Series A Funding:** $7.5 million to scale operations

2. **CAC Improvement:** Marketing investments and scaling reduce avg CAC from current $1000 to $750 over 3 years.

3. **LTV Growth:** Product stickiness, upselling, and longer client retention increase LTV from 4 months to 12 months.

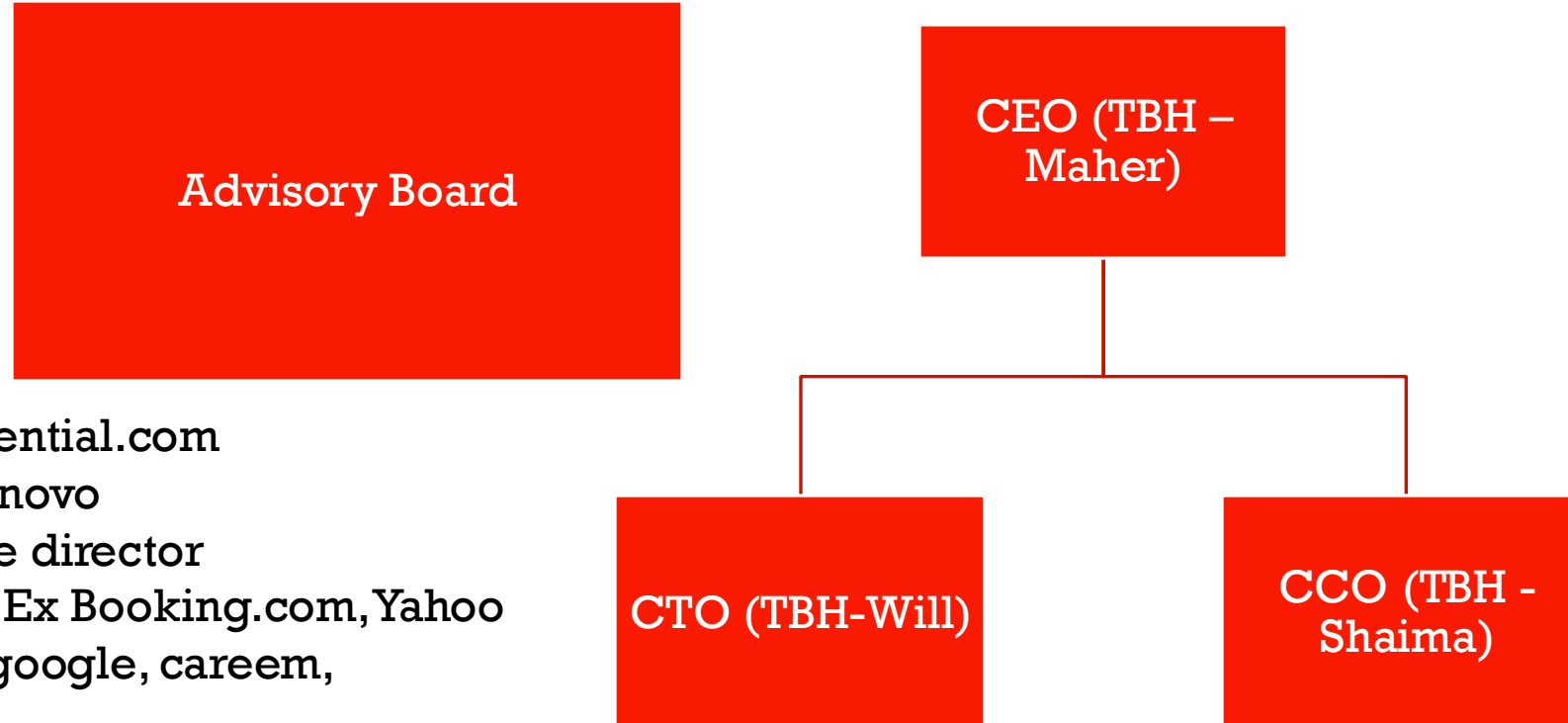4. **ARR Scaling:** Expand the current $200K ARR through marketing into high-value clients and geographies.

Invest in $200K marketing / month

Year	New Clients/Month	ARR (Revenue)	Profit Margin (%)	Profit (Net)	Cash Flow
Year 1	200	$1.2M	-50%	-$600K	-$2.8M (burn)
Year 2	300	$4M	-20%	-$800K	Positive (~$2M)
Year 3	400	$10M	10%	$1M	Positive (~$5M)
Year 4	500	$18M	20%	$3.6M	Positive (~$15M)
Year 5	600	$30M	25%	$7.5M	Positive (~$30M)

The Team

Advisory Board

Advisors:
- Shadi Banna – potential.com
- Maher Salami - Lenovo
- Marie DL – Google director
- Shaima Ghafour – Ex Booking.com, Yahoo
- Will Kenaan – Ex google, careem, propertyfinder

CEO (TBH – Maher)

CTO (TBH-Will)

Tech Team:
- Lujain
- Mamoon
- Keenan

CCO (TBH - Shaima)

MarCom Team:
- Rawzaba
- Amani

NGB.AI
NEXT GENERATION BUSINESS

Join Us in Shaping the Future of AI

Established traction and product-market fit

Be part of the AI revolution and help businesses unlock their full potential.

Proven technology that reduces implementation time and costs.

Let's scale NGB.ai into the leading platform for customizable AI agents.

A lean, bootstrap-built foundation ready for exponential growth.

Together, we can transform industries, one agent at a time.