



Not just information, intelligence.

2024

With no access to data businesses are taking a shot in the dark



Product

“What product/feature should I be introducing?”



Customer

“How do I expand my brand recognition?”



Competition

“How can I make my product stand out?”

A dark blue map of the United States is shown in the background of the right-hand slide. Several white circles containing a blue dollar sign (\$) are scattered across the map, with blue arrows pointing downwards from each, symbolizing financial loss. A large white callout box with a blue border and a blue arrow pointing to the US is positioned in the center-right of the map.

Businesses lose
\$3.1 trillion
annually in the US alone
due to bad data

We help businesses in the MENA capture **market insights** via precision data collection and analysis, enabling them to make **evidence-based business decisions**



Data panels are at the core of our data collection engine



Client provides hypothesis



We provide customized solution



Client receives insights



How this works



How this works

Use Case

Dairy Producer X



Survey for **flavor, packaging, nutrition, and purchasing insights**



Diverse, real-time, representative survey responses



Data-driven decisions create new dairy products

- ✓ They aim to launch a new range of dairy products
- ✓ Eager to understand their target audience preferences and expectations

Data is at the core of all our products



Consumer Compass

Focus: Consumers

\$8 - \$12

per respondent

- ✓ Interactive dashboard



Retailer Radar

Focus: Businesses

\$10 - \$14

per respondent

- ✓ Interactive dashboard



Insight Engine (SaaS)

- ✓ Upon completion of software
- ✓ Q2 2024
- ✓ Using AI to generate new insights and new ways of interacting with the data

The market is sizeable and obtainable

TAM

MENA Market
Research

\$3.85 Billion

SME share of the market:

\$1.35 billion

Adding KSA and Jordan to Palestinian market,
our portion of the market is:

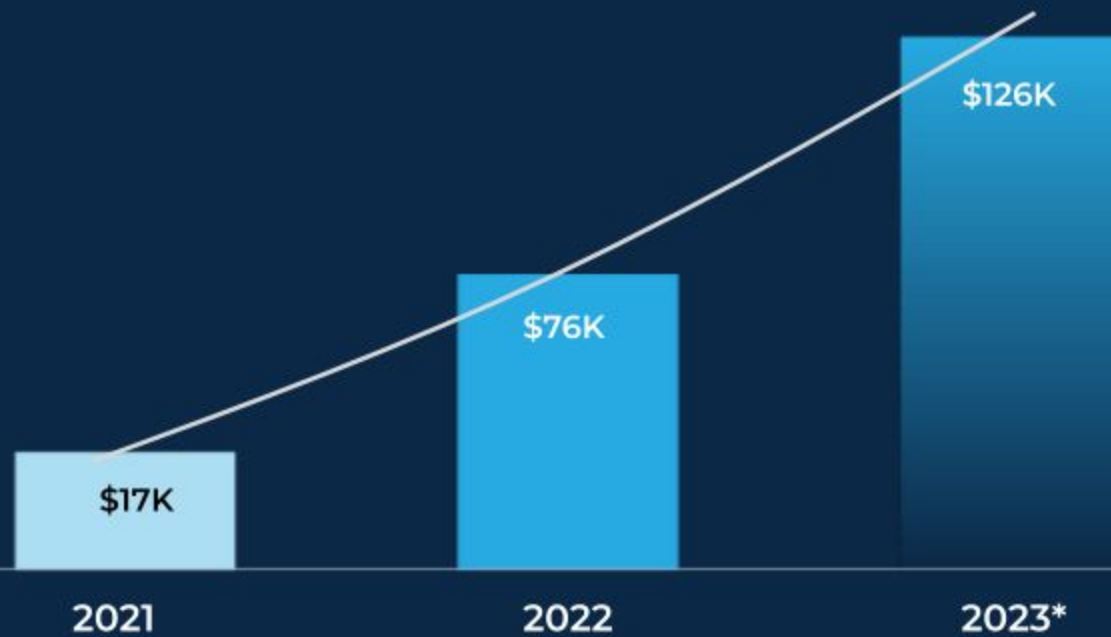
\$72 million



MENA Analytics is the only data panel-based, SME-focused data collection and analysis company in the region

	IPSOS	Consultants	Muhimma	
Audience Targeted and representative		Some		
Questionnaire Customizable templates				
AI-Assisted Results				Q4 2024
Customers	Corporate	Cross-sector	Retail	SMEs
Size	\$2.2B	N/A	N/A	TBD

Sales to date in our core market provide strong foundations for exponential growth



YoY growth rate

67%

Revenue to date

\$219K

Profit margin to date

46%

* Some contracts delayed due to war on Gaza

MENA analytics moving forward

Q4 2023



Partnering with clients in new markets

(i.e Vitas Jordan)

Q1 2024



Finalize software development of MVP

Operational partnerships in new markets
(i.e fintech and telecoms)

Q2 2024



New panels set up in new markets (Jordan/KSA)

Continuation of software development

Q3 2024



New round of investment

Development of AI-based products

Global predictive analytics market valued at \$68 billion

Our Ask
\$500,000

Our Ask
\$500,000

Expansion of
our database

30%

Software
development

40%

30%

Laying foundations to
enter new markets

Our team



Yousef Srouji

CEO

5+ years of experience in Data, Research, and Management Consulting



Obada Shtaya

COO

10+ years of experience in Data Collection Operations



Zayne Abudaka

CPO

10+ years of experience in Consulting, Business Development and Management



Amal Hjouj

Lead Researcher

5+ years of experience in Socioeconomic and Anthropological Research



Firas Najjar

Tech Lead

10+ years of experience in Software Development at Microsoft and SAP

Thank you!

info@menalytics.me

www.menalytics.me

