

# Nawah by Ziiij AI

The diagnostic intelligence layer for international schools in MENA.

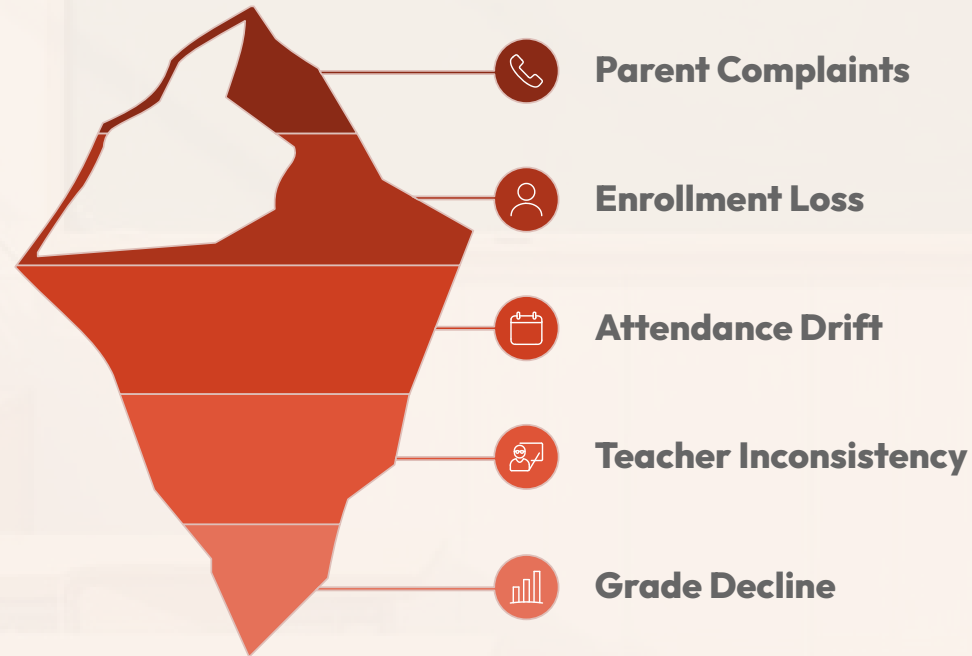
An AI ecosystem that turns fragmented school signals into accountable leadership decisions.

Pre-seed raise · Egypt · 2026 · tarek@ziiij.org · ziiij.org · lakhsly.com



# Schools discover academic breakdown too late.

Leadership sees the surface. Nawah sees what's underneath.



## Warning signs are invisible

Attendance drift and grade decline surface weeks before leadership is alerted.

## Parent complaints are the first alarm

By the time families escalate, trust is already damaged.

## Principals are firefighting, not leading

Quality reviews remain reactive, never strategic.

## The cost is real

Enrollment loss, accreditation risk, and eroded institutional brand value.

# Dashboards show what happened. Leadership still doesn't know why.

Every school already has these tools. None answers the question leadership actually needs answered: *why is this happening, and what should we do?*

System	What it does	What it misses
LMS — Moodle, Canvas, Classera	Records activity	No diagnosis
Gradebook	Shows scores	No context
Parent App	Surfaces communication	No root cause
<b>Nawah</b>	<b>Diagnoses + assigns accountability</b>	<b>Defines the new category</b>

# AI made content cheap. Diagnosis is still missing.

## **Generation is commoditized**

Every LMS now ships AI quizzes. That race is over.

## **Decision intelligence is underserved**

No product systematically diagnoses academic outcomes and assigns institutional ownership.

## **MENA pressure is acute**

Parent trust erosion, Cognia and NAQAAE compliance cycles, new school entrants intensifying competition.

## **The window is open now**

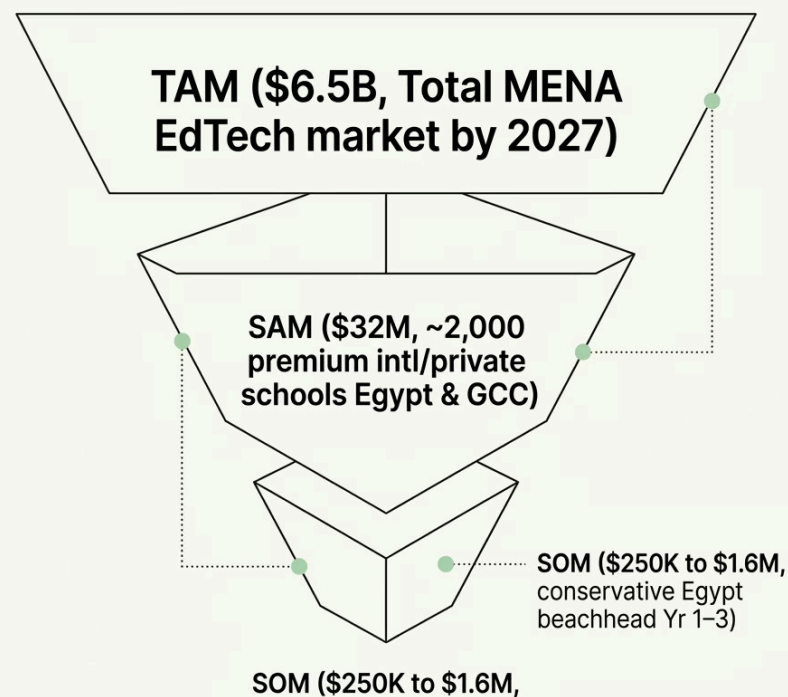
The first diagnostic layer to gain institutional trust in Egypt will define the category across MENA.

# A large market with a precise entry point.

The MENA EdTech market is large and growing — but Nawah's entry is surgical. We target the premium international and private school segment where leadership budgets are real, procurement authority is concentrated, and switching costs are high.

This is a leadership budget decision — school owners and Heads of School control procurement authority. Not a teacher adoption decision.

**i Bottom-up:** Egypt alone — 250 premium international schools × \$10K ACV = **\$2.5M directly addressable Year 1**



# One ecosystem. Two products. One flywheel.

## Nawah — B2B institutional diagnostic intelligence

**Target:** Principals, deans, school group owners

**Pricing:** 400K–750K EGP (\$8K–\$15K) per campus per year

**Status:** Live deployment at New Mansoura University

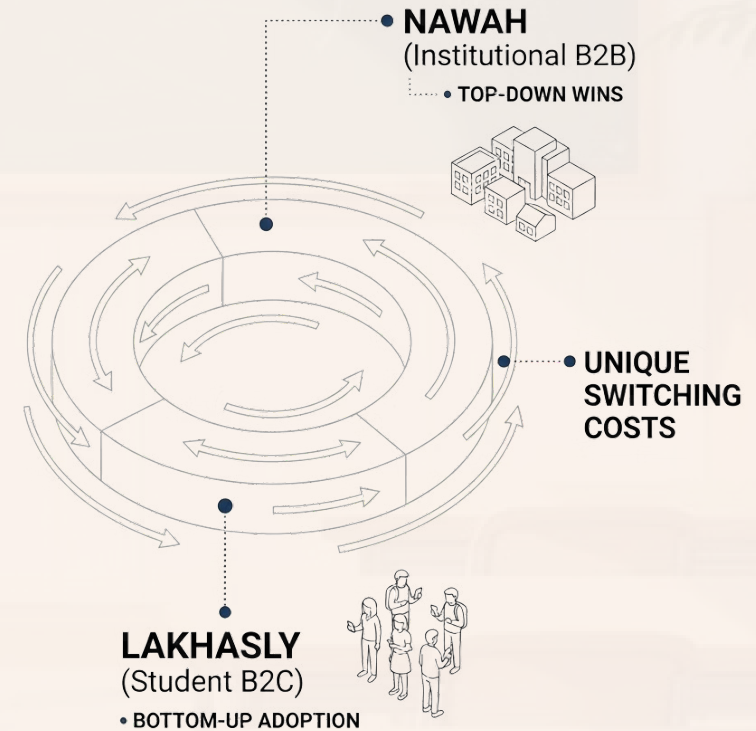
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## Lakhasly — B2C Zatoona AI assistant + study materials + LTI 1.3

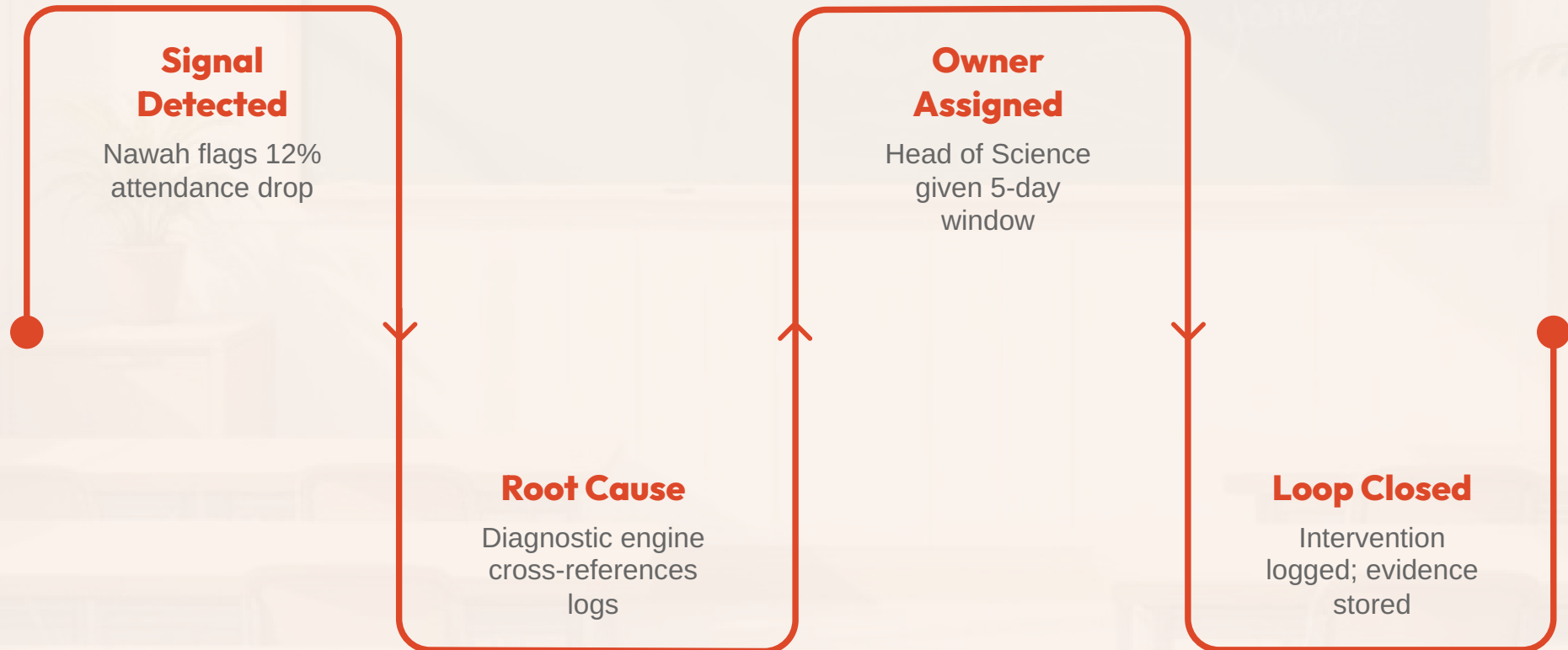
**Target:** K-12 and university students across MENA

**Pricing:** 300 EGP per student per year, freemium-to-paid

**Status:** Live with 5,000 active users



# From signal to action in under 60 seconds.

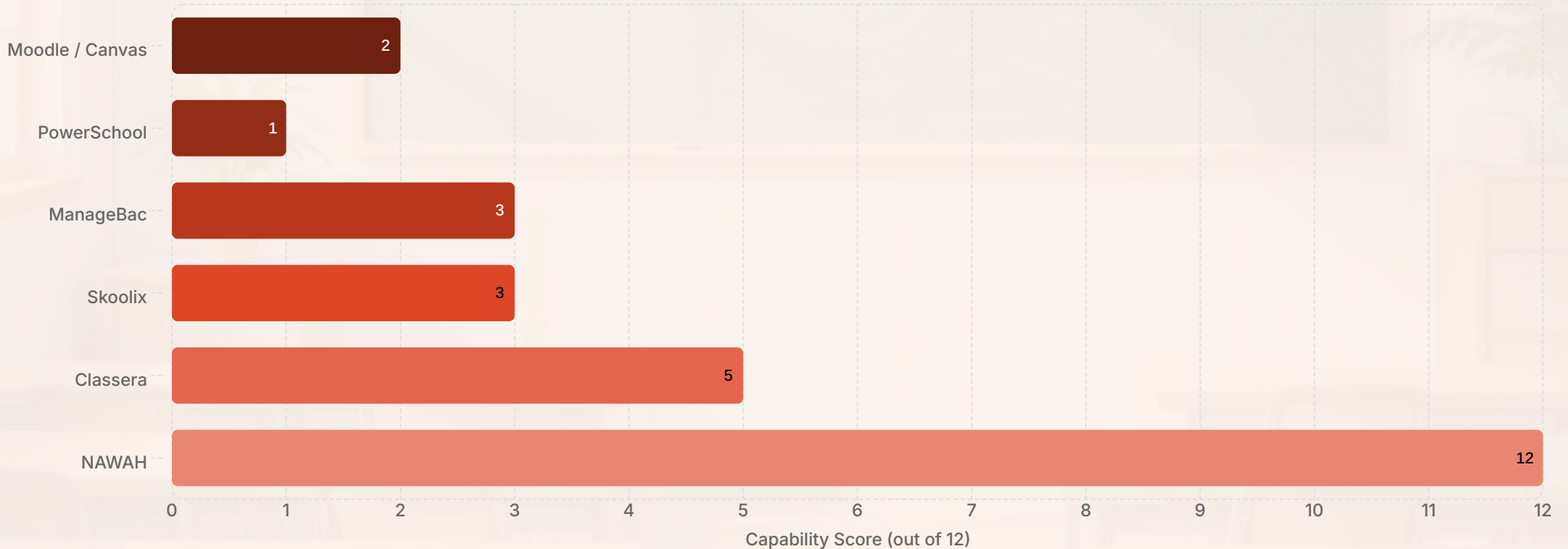


What once took weeks of manual investigation — or never surfaced at all — is now a structured 60-second institutional workflow.

## Records vs. diagnoses — the category gap.

Every competitor records what happened. Nawah is the only platform built to explain *why* it happened and assign institutional accountability for what happens next. This is not a feature gap. It is a category gap.

Competitor



□ Nawah scores **12/12** — the only full-stack institutional diagnostic platform in the MENA market. Classera, the strongest regional competitor, scores 5/12 with AI that is student-facing only and no diagnostic layer.

# Real deployments. Real users. Real recognition.

1

## 5,000 active users

4,000 on Lakhasly B2C + 1,000 in NMU institutional pilot launching this month.

2

## NMU deployment live

Government endorsement letter + dedicated HPC infrastructure secured.

3

## Robotex International 2025

2nd Place — Tallinn, Estonia.

4

## Tony Elumelu Foundation 2026

Accepted — Reference TEF26-EG0001.

5

## Odoo Official Enterprise Partner

Regional ERP-adjacent integration pathway secured.

6

## Partner network

Creativa · Hyve Network · Digital Creativity Center Mansoura.

# Recurring institutional SaaS with multiple expansion levers.

Target blended ACV Year 1: 500,000 EGP (\$10,000) per institution.

Revenue stream	Price	Gross margin
School annual license	400K–750K EGP (\$8K–\$15K)	~75%
Onboarding & implementation	100K–250K EGP one-time	~90%
Premium modules (Compliance, Analytics)	150K–250K EGP / year	~80%
Group contracts (5+ campuses)	Custom, 15% volume discount	~75%
Lakhasly student subscription	300 EGP / student / year	~70%

# Founder-led. Pilot-first. Convert. Expand.

## Stage 1 — Egypt (Now)

Cairo Maadi, Heliopolis, New Cairo. 250 schools addressable. Direct founder outreach.

1

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## Stage 2 — GCC (2027)

Saudi Arabia and UAE via Egypt reference customer introductions. Group contracts unlock high-value, low-churn anchor relationships — creating long-term recurring revenue.

3

## Stage 3 — MENA universities (2028+)

NMU is the anchor case. Category expansion into higher education.

**i** **The motion:** 60–90 day structured pilot eliminates adoption risk → annual contract conversion → reference customer → network introductions. 100% direct sales in Year 1. No resellers. Founder proximity to the first 10 clients is non-negotiable.

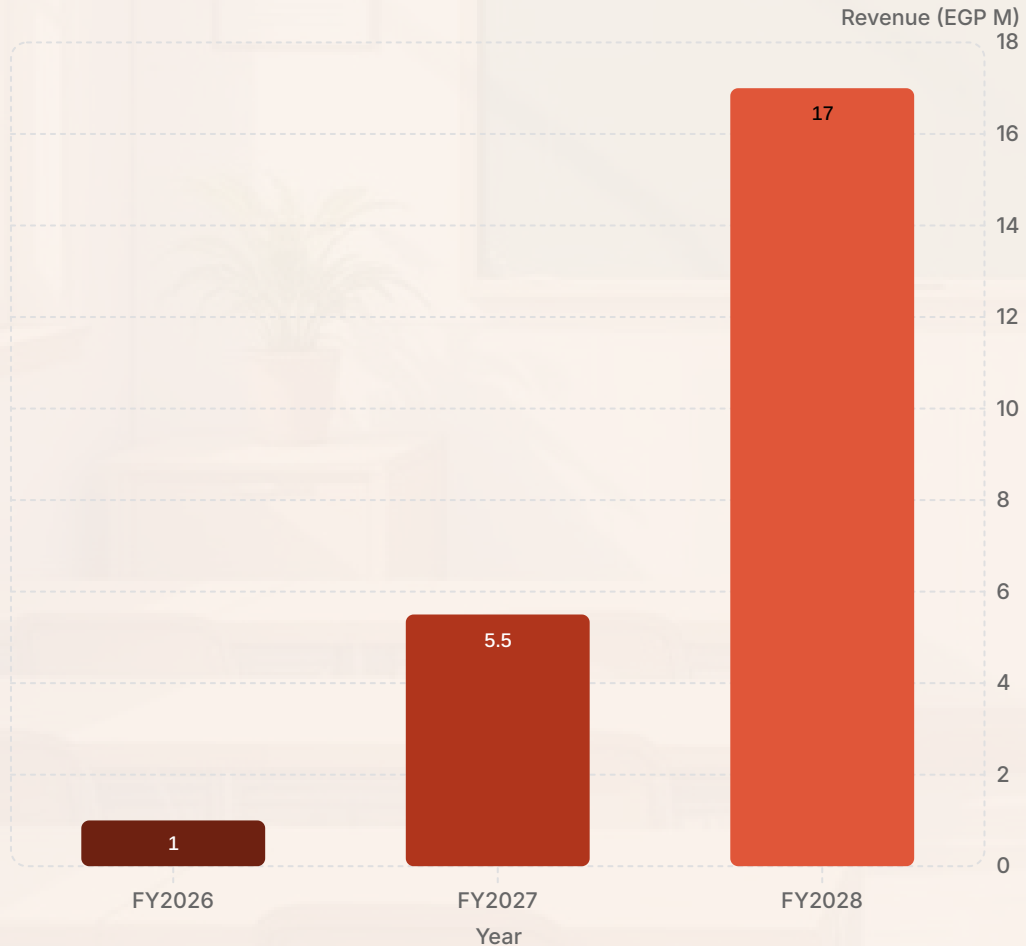
# Unusually positioned to win this market.



- **Mohamed Tarek Fadel** — Co-Founder & CEO — Leads business development, investor relations, and enterprise sales.
- **Mohamed Sakr** — Co-Founder & CTO — Built the platform from scratch in under six months.
- **Omar El-Gamal** — Co-Founder & PM — Designs workflows and roadmap around real school leader needs.
- **Nour Hussein** — Board Advisor — Leads outreach strategy and stakeholder navigation across education.

**i** Why this team wins: We are inside the institution, not looking at it from outside. Embedded insider access is an unfair data and feedback advantage no competitor can replicate.

# Conservative growth on institutional contract logic.



## Revenue drivers

**FY2026 (6 months post-raise):** 1,000,000 EGP — 2 converted school pilots + NMU + Lakhasly B2C

**FY2027:** 5,500,000 EGP — 8 schools + 2 universities + scaled B2C subscriptions

**FY2028:** 17,000,000 EGP — 20 schools + 4 universities + first group contract + GCC active

## Unit economics

LTV : CAC ratio = **10 : 1**

Payback period: **4 months**

Gross margin: **~75%**

Series A ready by Month 18 with **\$200K+ ARR**

**i** Projections assume 5 institutional sales calls per month, 30% pilot conversion rate, and 85% annual renewal. Defensible at every step.

**Raising 4M EGP at 20% to win the diagnostic category.**

### Raise terms

**Amount: 4,000,000 EGP (\$80,000 USD) at 50 EGP per dollar**

**Equity offered: 20%**

**Post-money valuation: 20,000,000 EGP (\$400,000 USD)**

**Runway: 12 months to first Series A milestones**

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### 12-month milestones

01

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#### Month 1–3

**Open Cairo office · Hire engineer + sales BD · Convert first 2 pilots**

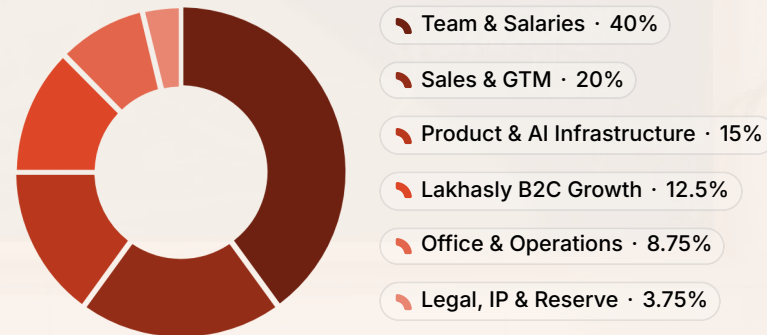
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#### Month 7–9

**7 schools + 1 university · GCC pipeline open · 3M EGP ARR**

### Use of funds



**❏ This is not another EdTech tool. It is the missing diagnostic layer behind institutional leadership in MENA — and we are the only team building it from the inside.**

02

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#### Month 4–6

**4 paying schools · Lakhasly 10K users · 1.5M EGP ARR run-rate**

04

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#### Month 10–12

**10 institutional clients · 5M+ EGP ARR · Series A prep complete**