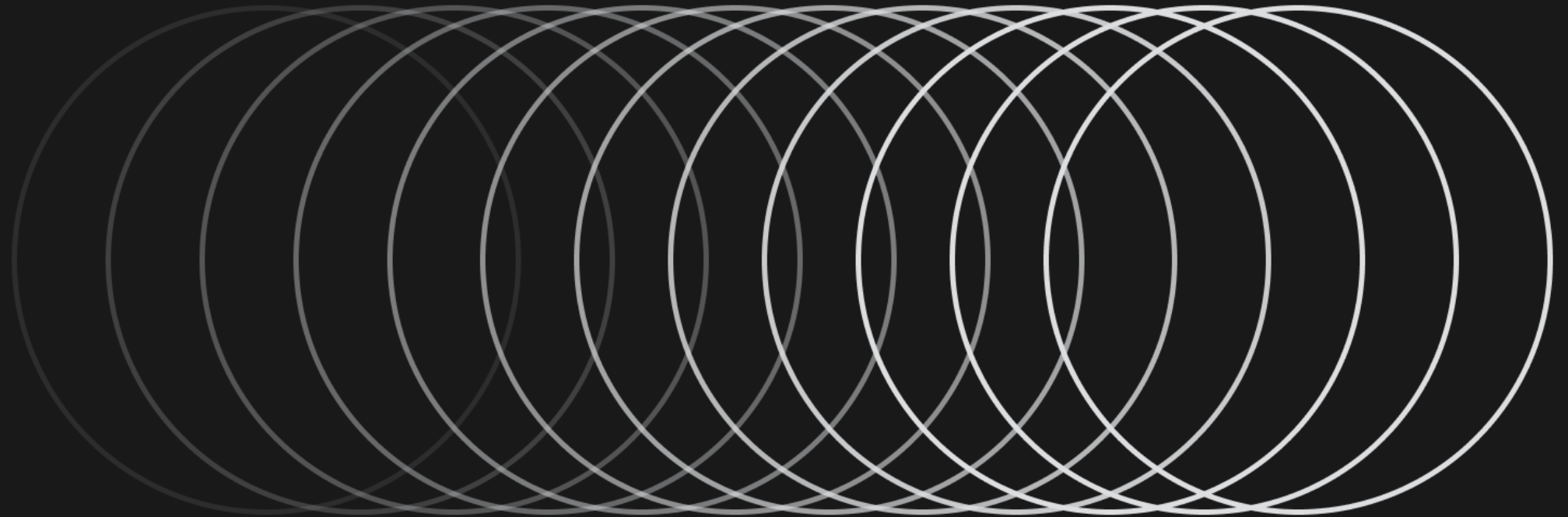


Codexal — First Investment Round

Target: JOD 1.3M • Expansion: USA & Saudi Arabia • AI, IoT &
Digital Transformation

by Ibraheem Abukhait, Founder & CEO

Codexal Technology Solutions





"

We build intelligent, secure, and scalable software that accelerates digital transformation—turning data into decisions and ideas into products.

— Codexal Mission Statement

Our mission drives every solution we develop, focusing on transformative technology that empowers businesses to thrive in the digital age.



The Problem We're Solving

Critical Business Challenges

Organizations face fragmented systems, slow development cycles, underutilized data, high costs, and talent shortages that hinder digital transformation and competitive advantage in today's market.

System Fragmentation

- Fragmented ERP/CRM/IoT systems cause duplicated manual work
- Data silos prevent unified business intelligence
- Integration challenges slow operational efficiency

Development Bottlenecks

- Slow releases with over 60% missing deadlines
- Poor return on investment from initiatives
- Lengthy time-to-market for new features

Dark Data Crisis

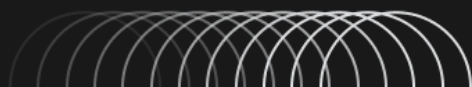
Over 80% of data goes unused, slowing decisions and creating compliance risks

High Total Cost

Per-seat SaaS pricing and vendor lock-in drive up operational expenses

Talent Gap

Critical shortage of AI/ML/DevOps expertise limits innovation capacity



The Codexal Solution Platform



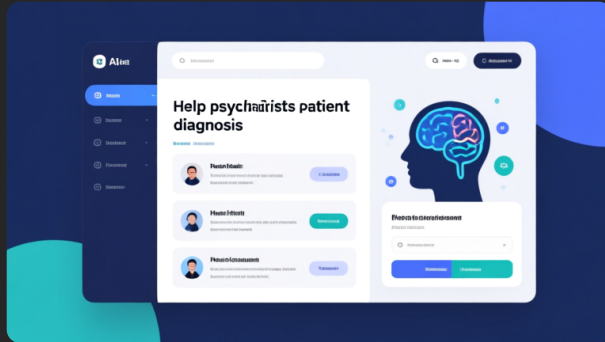
AI-First Unified Platform

Secure real-time APIs with AI copilots and intelligent automation that reduces manual work by 60-75%, enabling businesses to focus on strategic initiatives rather than repetitive tasks and data entry.

Rapid Deployment & Analytics

Complete DevOps suite with IaC/CI/CD/observability for shipping in days, plus modular analytics, workflows, and low-code solutions with enterprise-grade security and compliance built-in from the ground up.

Target Solutions Post-Investment



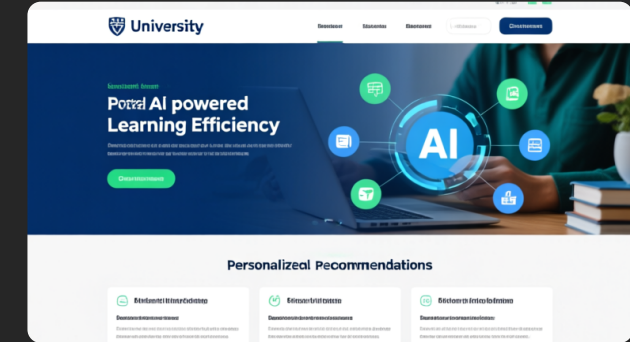
AI Mental Health Assistant

- AI assistant platform for psychiatrists and mental health professionals
- Intelligent diagnostic support and treatment recommendations
- Secure patient data management with clinical insights



Personal AI Assistant

- Secure cross-domain personal data copilot mobile application
- Intelligent task management and decision support
- Privacy-first architecture with advanced encryption



AI Education Platform

- AI-powered student portal for enhanced learning efficiency
- LMS governance layer with advanced anti-cheating detection
- Personalized learning paths and academic analytics

Current Products & Market Presence

Established Product Portfolio

Codexal has successfully deployed multiple enterprise-grade solutions across fintech, government, and business sectors, demonstrating proven market traction and technical capabilities in secure, scalable software development.



Digital Signing Solutions

Advanced signature verification and digital signing platform with enterprise-grade security and legal compliance for document workflows.



AML & Compliance

Comprehensive Anti-Money Laundering management system with automated monitoring, reporting, and regulatory compliance features.



Payment & POS Integration

Secure payment gateway and POS system integration with Jordan e-invoicing compliance and real-time transaction processing.



Comprehensive Service Offerings

Development & Integration Services

Full-stack custom software development with seamless system integration, leveraging modern architectures and proven methodologies for scalable enterprise solutions.

- Custom software development tailored to specific business requirements and workflows
- Legacy system integration and modernization with minimal business disruption
- API development and microservices architecture for scalable, maintainable systems

Advanced Technology Services

Cutting-edge AI/ML engineering, IoT solutions, and cloud infrastructure management with comprehensive cybersecurity and operational excellence.

- AI/ML model development, training, and deployment with MLOps best practices
 - IoT device management, edge computing, and real-time data processing solutions
 - DevOps automation, cloud migration, and comprehensive cybersecurity implementation
- 

Market Opportunity: USA & Saudi Arabia

\$172M

Digital Mental Health
SOM

Digital Mental Health

Massive growth opportunity with TAM of \$27.8B and strong adoption trends in telehealth solutions.

- TAM approximately \$27.8B globally in 2024
- SAM (USA+KSA) estimated at \$8.6B
- Targeted SOM (2%) represents \$172M opportunity

\$1.4B

EdTech Market SOM

Educational Technology

Largest addressable market with comprehensive solutions spanning K-12 and higher education sectors.

- TAM of \$163B with accelerating digital adoption
- SAM (USA+KSA) reaches \$93.7B market size
- Conservative SOM (1.5%) equals \$1.4B revenue potential

\$42M

Personal AI Assistants
SOM

AI Assistant Market

Emerging high-growth segment with strong consumer and enterprise adoption driving market expansion.

- Personal AI assistants TAM at \$16.3B
- Regional SAM (USA+KSA) of \$0.85B
- Aggressive SOM target (5%) yields \$42M opportunity

\$36M

E-learning Governance
SOM

Core Team & Leadership



Leadership & Vision

Ibraheem Abukhait (Founder & CEO) leads product strategy, AI/IoT development, and enterprise delivery with proven track record in digital transformation.



Operations & Management

Mohammad Talafha manages program and project execution while Na'mah Al-Alawneh oversees HR operations and organizational development for scalable growth.



Strategic Expansion

Planned hiring in AI/ML engineering, mobile development, DevOps, and enterprise sales for USA/KSA markets with industry advisors.

Founder Profile: Dr. Ibraheem Abukhait



Educational Background & Expertise

- Business Development management in AI, IoT, and digital transformation technologies
- Founder & CEO of Codexal with hands-on product and technical leadership experience
- Led multi-vertical platforms across HealthTech, EdTech, FinTech, and GovTech sectors

Global Experience & Partnerships

- Extensive experience across MENA region and United States markets with proven results
- Established partnerships with institutes, government ministries, and private sector organizations
- Bilingual leadership capabilities (English/Arabic) enabling effective cross-cultural business development



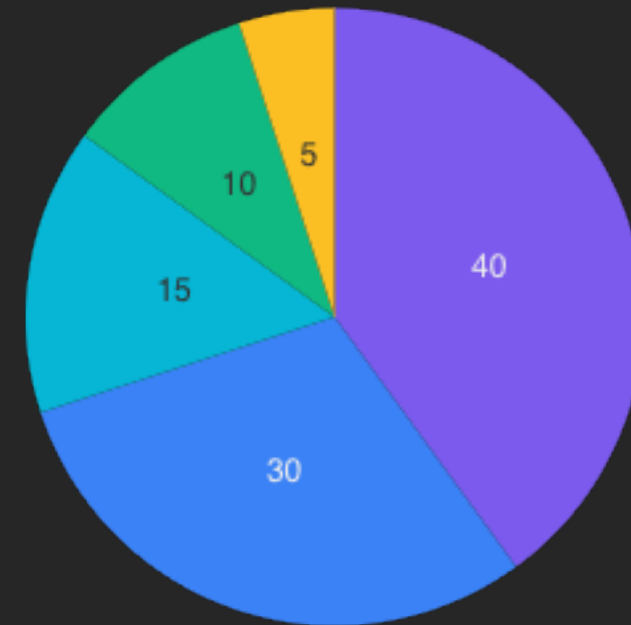
Fund Allocation & Strategic Plan

Investment Strategy

The JOD 1.3M investment will be strategically allocated across product development, market expansion, team building, and infrastructure to ensure rapid growth and market penetration in USA and Saudi Arabia markets.

Focus on building core capabilities while establishing strong market presence and compliance infrastructure for sustainable growth.

Fund Allocation Breakdown



■ Product Development ■ Market Entry (USA/KSA) ■ Team Hiring
■ Infrastructure & Compliance ■ Contingency



Execution Timeline & Key Milestones



Q1: Foundation & Setup

Establish US and Saudi Arabia business entities, complete first wave of strategic hiring for core positions, and launch pilot programs with initial partners.



Q2: Product Development

Deploy Psychiatry-AI MVP, release Student Portal Alpha version, and secure partnerships with 2 universities for beta testing and validation.



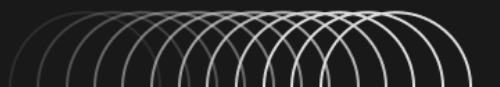
Q3: Market Validation

Launch Personal AI Beta version, complete LMS governance v1 development, and convert first 5 pilot customers to paying clients.



Q4: Scale & Growth

Convert pilot programs to paid subscriptions, obtain necessary compliance certifications, and execute second wave of hiring for accelerated growth.



Financial Projections & Unit Economics

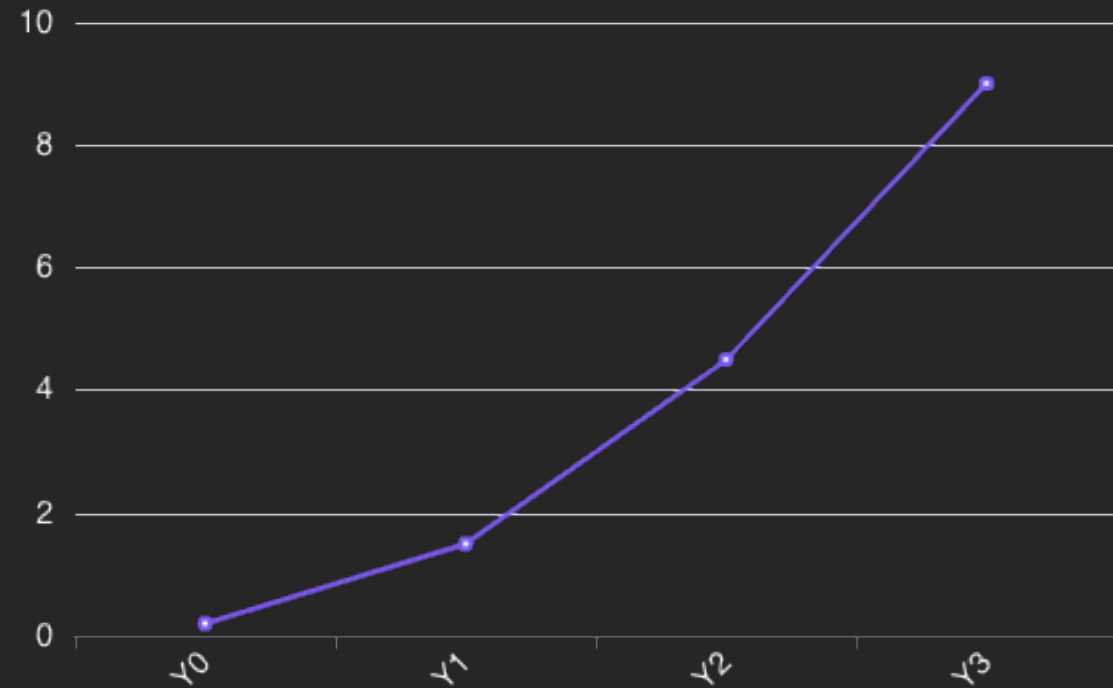
Strong Unit Economics

Our financial model demonstrates strong unit economics with blended ACV of \$25,000, healthy gross margins at 72%, and efficient capital deployment with 12-15 month CAC payback period and LTV/CAC ratio exceeding 3.5x for sustainable growth.

3.5x

LTV/CAC Ratio

ARR Growth Projection



Revenue Streams & Financial Projections

Diversified revenue model based on proven products and realistic market assumptions, with strong recurring revenue foundation and professional services growth across multiple business verticals and client segments.

Revenue Stream	Y1 (JOD)	Y2 (JOD)	Growth %	Client Count
AML SaaS Platform	144,000	288,000	100%	10-20
Task Management	90,000	180,000	100%	30-60
Digital Signing	60,000	120,000	100%	200-400
POS e-Invoicing	30,000	60,000	100%	50-100
Professional Services	180,000	288,000	60%	12-20
Total Revenue	600,000	1,140,000	90%	All Segments

Investment Terms & Equity Structure

Parameter	Details	Amount (JOD)	Percentage	Notes
Total Authorized Shares	5,000 shares	N/A	100%	Full company structure
Offered This Round	1,000 shares	1,300,000	20%	Investor equity stake
Price Per Share	JOD 1,300	1,300	N/A	Fixed pricing
Minimum Investment	50 shares	65,000	1%	Entry threshold
Target Round Size	Full subscription	1,300,000	20%	Complete funding goal

20%

Equity Offered to Investors

JOD 1.3M

Total Investment Target

Investment Opportunity & Next Steps

The Investment Opportunity

Join Codexal's JOD 1.3M funding round to build next-generation AI products, expand into USA/KSA markets, and scale our proven technology platform.

Growth & Expansion

Leverage investment to hire core team, secure compliance certifications, and establish strong market presence in high-growth sectors.



Due Diligence Process

Begin with NDA execution, followed by comprehensive data room access, technical and commercial due diligence, and final term sheet negotiation.

Contact & Engagement

Ready to discuss partnership opportunities. Contact us at invest@codexal.co or visit www.codexal.co for detailed information and next steps.