



# Nawah

## The Intelligence Layer for Your Education Portfolio

Your schools collect data. Nawah turns it into decisions.

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Odoo Official Enterprise Regional Partner

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Tony Elumelu Foundation 2026

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Robotex International — 2nd Place, Tallinn ·  
Entrepreneurship Category

4

New Mansoura University — Strategic  
Reference Partner

# Every school owner sees reports. None of them know why their school is underperforming.

## The Gap Between Data and Decisions

School owners are surrounded by numbers — attendance sheets, grade reports, audit checklists. But none of it tells them what is actually going wrong, or when to act.

By the time the data surfaces a problem, the damage is already done.

### Academic decline starts 6–8 weeks early

Warning signs appear long before grades drop — by then, parents are already leaving.

### Principals are firefighting, not leading

Daily operational chaos leaves no room for strategic school management.

### Cognia & NAQAAE audits are a recurring crisis

Weeks of manual preparation — every single cycle, every single year.

### This is a governance blindspot

For a school group owner, this is not a teaching problem. It is a structural failure of visibility.

THE SOLUTION

# Nawah gives school owners what they have never had: a single view of every school's health, in real time.



## Principal Cockpit

Every school's academic health score, risk signals, and action queue — from one screen.



## Root Cause Engine

Not just which school is underperforming — but WHY, and exactly what to do about it.



## Compliance Autopilot

Cognia / NAQAAE evidence assembled automatically. No more deadline panic.



## Arabic-First, MENA-Native

Built for the region — not adapted from a Western product that doesn't understand your context.

# Three things Nawah protects for a school group owner.

## Enrollment

Early detection of at-risk students reduces preventable dropout and parent churn before it becomes a revenue problem.



## Accreditation

Cognia / NAQAAE readiness becomes continuous — not a once-a-year crisis that consumes your entire operations team.

## Reputation

Parent trust signals surfaced early, before complaints escalate into public damage or enrollment decline.

## The Bottom Line

**Nawah is not a cost.**

It is an insurance policy for your education asset.

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Every school group owner carries risk across enrollment, compliance, and brand. Nawah converts that risk into a managed, visible, actionable system.

You protect your portfolio. Nawah protects your schools.

# Revenue, international recognition, and an institutional reference — before our first school contract.

600K

EGP Revenue

Q1 2026 — Odoo ERP implementations. This team executes and collects.

54

African Countries

Tony Elumelu Foundation 2026 — TEF26-EG0001 — selected across the continent.

2nd

Place, Tallinn

Robotex International 2025 — Estonia. International competitive validation.

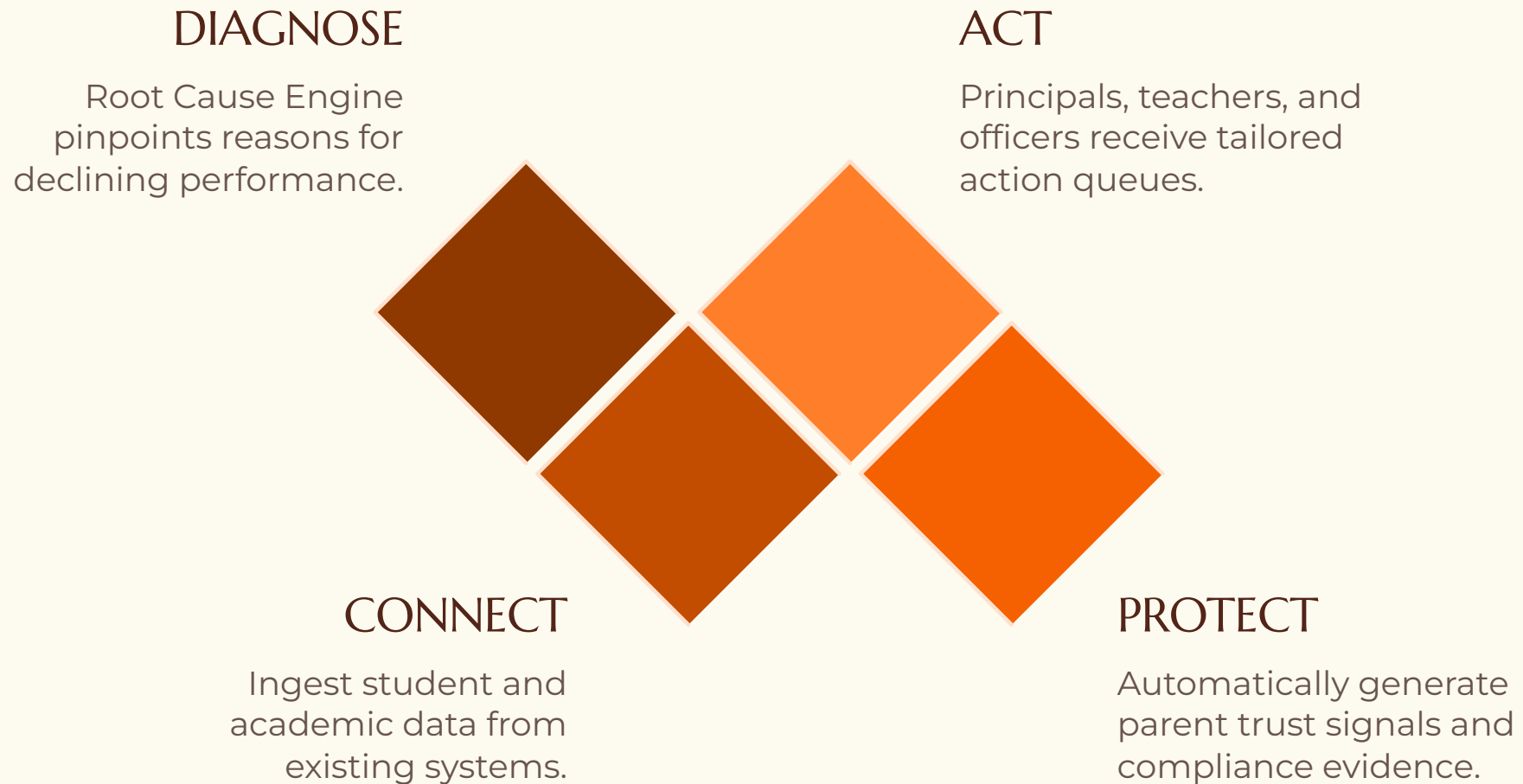
## New Mansoura University

Strategic Reference Partnership — first Nawah institutional deployment. Agreed as a free deal to build an anchor reference and validate the product at scale.

## Odoo Official Enterprise Regional Partner

The only EdTech + ERP integration play in Egypt. Operational from Day 1 with enterprise-grade infrastructure.

# No integration project. No IT headache. Live in 4 weeks.



## What makes this different

**Arabic-first interface.** Zero Excel dependency. Works with your school's existing data structure — no rip-and-replace, no months-long IT project.

## Designed for operators, not technologists

Principals see their action queue. Quality officers see compliance gaps. Group owners see the portfolio view. Every role gets exactly what they need — nothing more, nothing less.

# One annual license. Immediate operational impact. No hidden costs.

## Annual Platform License

**EGP 170,000 (~\$3,400) – 250,000 (~\$5,000)** per school per year, based on student count.

## One-Time Onboarding

**EGP 30,000 (~\$600) – 60,000 (~\$1,200)** — covers setup, data connection, and staff training.

## Premium Add-Ons (Year 2+)

Compliance Automation Pack · AI Risk Radar · Group Dashboard for multi-school view.

## Network Pricing

School group pricing available for **3+ schools** — structured for portfolio owners.

## The Value Equation

**One prevented parent exit per month covers the annual license cost.**

Average school tuition in Egypt: EGP 15,000 (~\$300)–25,000 (~\$500) per year. Nawah pays for itself the moment it prevents a single family from leaving.

For a group of 5 schools, the ROI case is not a projection. It is arithmetic.

# Start with zero commitment. Scale when you see the results.

## Option 1 — Pilot Partner

Deploy Nawah in 1–2 of your schools for one term. See the results. Then decide on investment and expansion.

**Zero financial risk.** Full operational visibility from week one.

## Option 2 — Strategic Investor

**EGP 4M (~\$80,000) • 15% equity**

Pre-money valuation: EGP 24M (~\$480,000)

Board observer seat. First right on regional expansion markets. Partner-level access to product roadmap.

## Option 3 — Distribution Partner

Introduce Nawah to schools in your network. Revenue share model.

**No capital required.** Leverage your existing relationships to create a new income stream.

**i** Every strategic investor we want starts as a pilot partner. The numbers close the investment case — we don't need to ask you to believe us before you see it.

# Founders embedded inside the institution they are disrupting.

## Mohamed Tarek Fadel — CEO

Institutional access, enterprise sales, Odoo BD lead. Actively embedded at New Mansoura University — inside the institution Nawah first deployed at. The relationship that opened the door is the same relationship that validates the product.

## Mohamed Sakr — CTO

Platform architecture, AI infrastructure, production deployment lead. Responsible for the technical foundation that makes a 4-week deployment possible.

## Omar El-Gamal — CPO

Product operations, roadmap, partner coordination. Ensures every feature serves the operator — not the engineer.

## Nour Hussein — Board Advisor

Institutional outreach and strategic relationships. The network that connects Nawah to the right rooms.

## Why This Team

Most EdTech companies are built by technologists who have never run a school. Nawah is built by operators who understand that the real customer is the school group owner — not the teacher, not the student.

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**Ziij AI** — incorporated December 2025

Odoo Regional Partner from Day 1. Revenue-generating before the first school contract. That is not a coincidence — it is a signal about how this team operates.

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EXECUTING. COLLECTING. BUILDING.

## THE ASK

EGP 4M (~\$80,000) to sign our first 5 school contracts — with a partner who understands education.

### Round Details

**Raising:** EGP 4,000,000 (~\$80,000)

**Structure:** Pre-Seed / Angel Bridge Round

**Pre-Money Valuation:** EGP 24,000,000 (~\$480,000)

**Equity Offered:** 15%

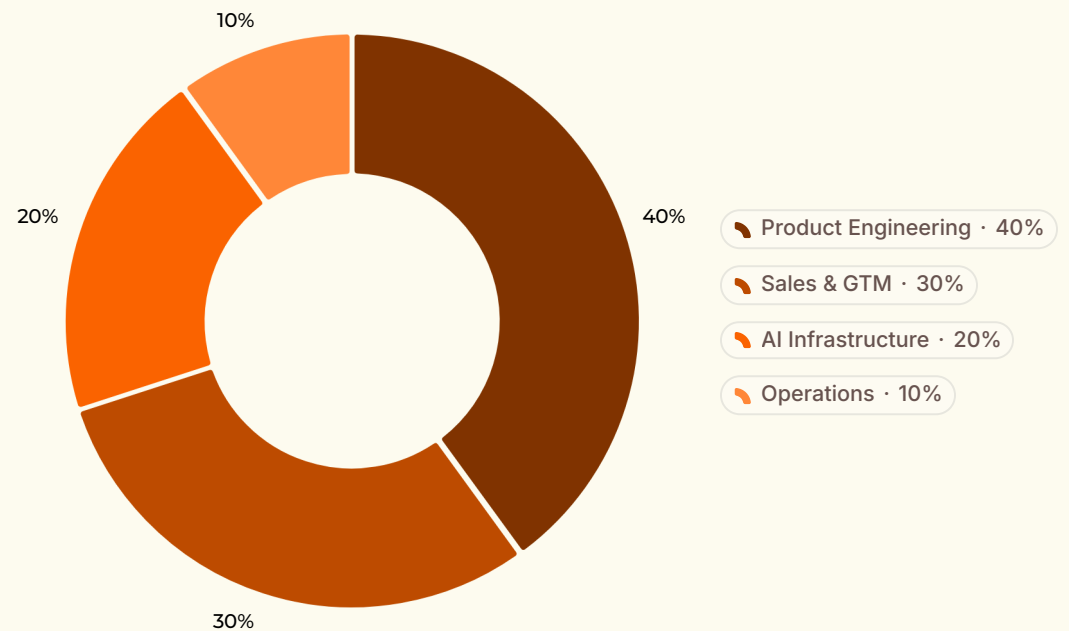
**Revenue at Raise:** EGP 600,000 (~\$12,000) Q1 2026 — not pre-revenue. Already executing.

### Milestones

- 5 signed school contracts
- Odoo co-sell activated
- Saudi pilot initiated

**Runway:** 18–20 months to Series A at EGP 6M+ (~\$120,000+) ARR

### Use of Funds



- ✔ Preferred entry: Start with a pilot in your schools. The numbers close the investment case. **Next step: 30-minute Nawah cockpit demo — see the Principal dashboard live.**