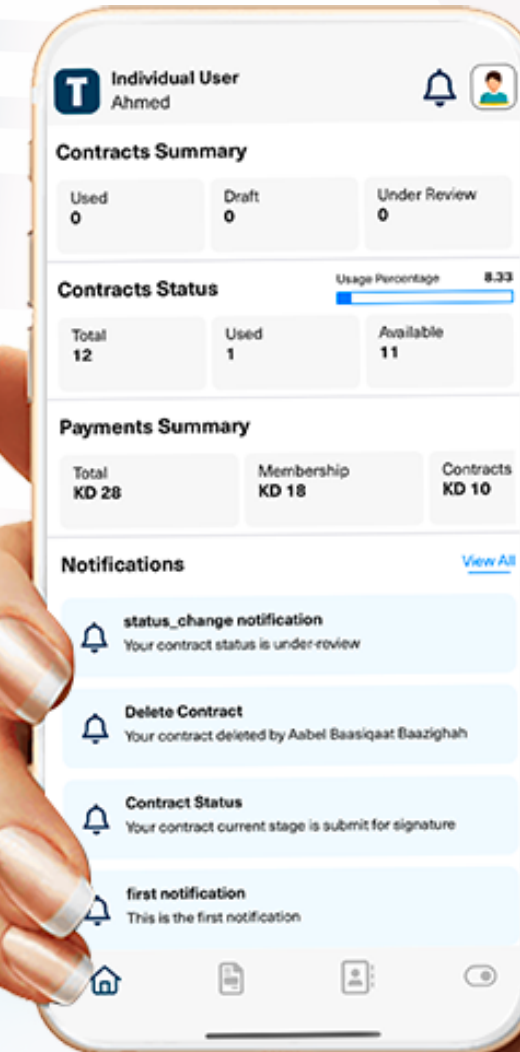


**PRESENTED BY: ALI  
ALMOOSAWI**

# **DIGITAL CONTRACTS PLATFORM**

Tothiq: Redefining Contract  
Management for the Digital Era





# Introduction

Thank you for your time today. Tothiq provides a digital contract management solution that is transforming a traditionally manual, inefficient process through technology.

Our user-friendly SaaS platform digitizes contract management end-to-end - making it faster, lower risk, and data-driven.

[www.beta.tothiq.com](http://www.beta.tothiq.com)





# Problems



## PROBLEM 1

Manual, paperbased contracts are inefficient: slower turnaround, higher risk of errors, limited visibility

## PROBLEM 2

Volume and complexity of contracts increasing in modern business deals

## PROBLEM 3

Lack of standardization creates inconsistencies and legal risks

## PROBLEM 4

Difficult to track contract obligations, expiration dates, renewals

# Solution

- 1** SaaS platform transforms contract lifecycle end-to-end
- 2** Intuitive editor enables easy drafting from templates or scratch
- 3** Central repository provides anytime, anywhere access to all contracts
- 4** Workflows and approvals streamline collaboration and signing of contracts
- 5** Search makes finding any contract details quick and easy



# Product Demo

- 1** Collaboration tools like version control and notifications
- 2** Dashboard for unified contract visibility
- 3** Approval routing and e-signature capabilities
- 4** Contract templates and editing features
- 5** Search, filters, and reporting



# Huge Market


Global contract management market valued at \$1.5B in 2020

- Projected 23% CAGR from 2021-2028
- Main drivers:
  - Digitization of business processes
  - Demand for efficiency and risk reduction
  - Growing complexity of contracts
  - Increased compliance requirements



# Subscription Business B2C Model

- Usage-based SaaS pricing per user per month
- Aligns incentives around customer success
- Attractive for customers:
- Predictable costs
- Flexibility to add/remove users
- No large upfront investment required
- Scales as business grows


 **FREE Plan**

**FREE**

1 Free Contract

(No Yearly Payment)  
Pay-as-you-go, the best option for a few simple contracts. & Per Year


**CHOOSE**

 **Basic Plan**

KD5monthly  
5 Free Contracts

(Yearly Payment)  
Quick and easy solutions for simple digital signing.


**CHOOSE**

 **Premium Plan**

KD9monthly  
10 Free Contracts

(Yearly Payment)  
Quick and easy solutions for simple digital signing.

**CHOOSE**

 **Customized Plan**

**Let's Talk**




**CHOOSE**



# Subscription Business B2B Model

Tothiq utilizes a usage-based SaaS subscription model, aligning incentives around customer success


 **FREE Plan**

**FREE**

1 Free Contract

(No Yearly Payment)  
Pay-as-you-go, the best option for a few simple contracts. & Per Year


**CHOOSE**

 **Basic Plan**

KD15monthly  
10 Free Contracts

(Yearly Payment)  
Quick and easy solutions for simple digital signing.


**CHOOSE**

 **Premium Plan**

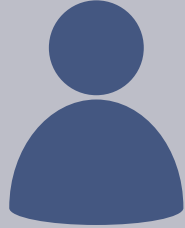
KD29monthly  
20 Free Contracts

(Yearly Payment)  
Quick and easy solutions for simple digital signing.

**CHOOSE**

 **Customized Plan**

**Let's Talk**



**CHOOSE**



A hand holding a black pen is positioned over a blue notepad. The notepad features the word "ADVANTAGES" in white capital letters at the top. Below the text is a graphic of several upward-pointing arrows of varying heights and shades of blue. The notepad is placed on a wooden surface, and a white mug of coffee is visible to the right.

## ADVANTAGES

# Advantages

- Fully digital end-to-end contract lifecycle
- Intuitive and user-friendly interface
- No training required
- Unified visibility across all contracts
- Automated expiration/renewal tracking
- Robust permission controls
- Integrates with popular productivity tools
- Ongoing compliance monitoring

# Customer Acquisition Plan

## Lead Generation

Inbound and outbound tactics to identify potential customers

## Free Education and Trials

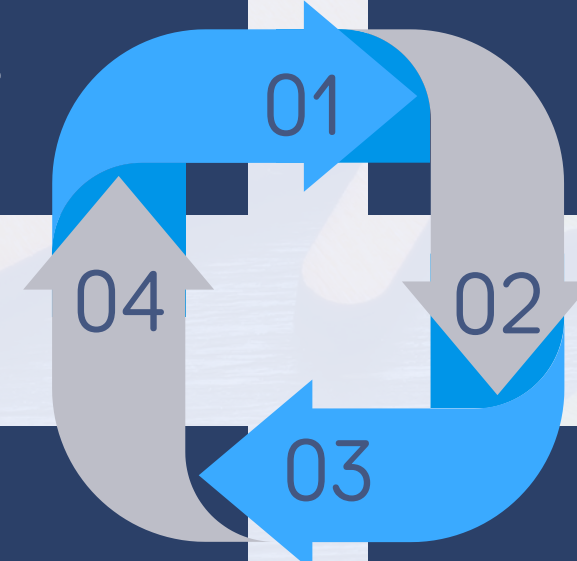
Hands-on platform experience to validate benefits

## Pilot Programs

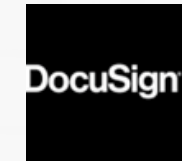
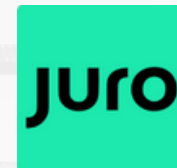
Full-platform access for key accounts to demonstrate ROI

## Referral Incentives

Rewards for customers to refer new prospects



# Key Competitors



AUTHINTICATION (PACI)	✓	✗	✗	✗
CONTRACT TO MULTIPLE EMAIL AT ONCE	✓	✗	✓	✓
PRE-DEFINED CONTRACT FREE TEMPLATES	✓	✗	✗	✗
PRICING	USD 15	USD 90	USD 49	USD 50
MULTI LANGUAGE INTERFACE	✓	✗	✗	✗
MOBILE APP	✓	✗	✓	✓

“We're the Airbnb for Contracts”

# Marketing Strategy

In Kuwait we will:



- Partner with law firms to co-market to clients
- Sponsor legal and business events
- Offer free pilots and demos to prospects
- Conduct targeted outreach campaign
- Establish thought leadership

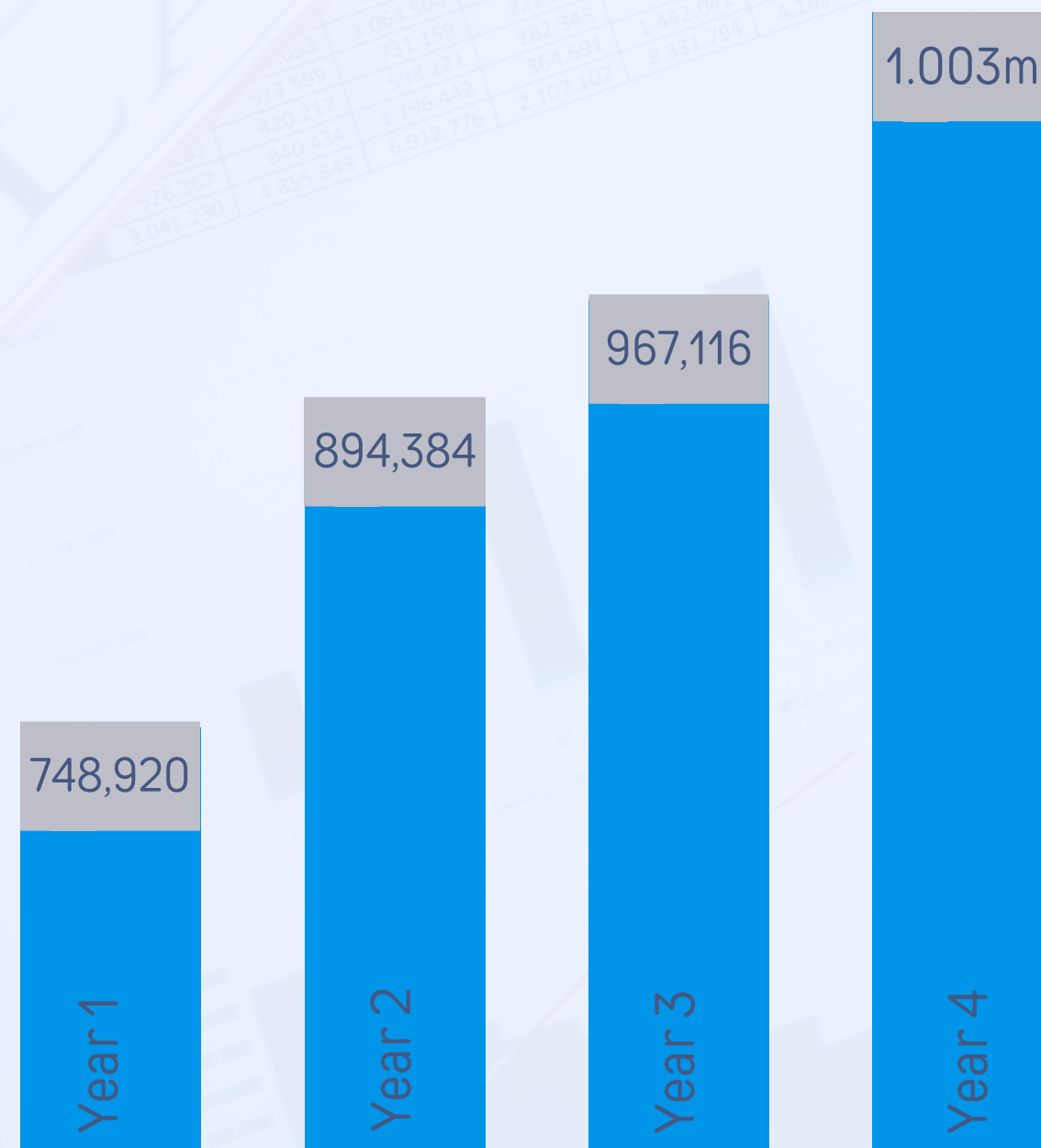
We will then expand into UAE, Saudi Arabia, Qatar and Oman by:



- Building country-specific teams
- Localizing website and content
- Adapting pricing as needed
- Forming local partnerships
- Targeting region-specific use cases



# Financial Projections



## Financial Projections

We forecast strong revenue growth over the next 4 years through expanded customer acquisition and entering new regional markets.

Year 1 - KD 748,920 in revenues as we establish market traction.

Year 2 - Revenue jumps to KD 967,116 driven by marketing and new market launches.

Year 3 - Revenues surpass KD 1 million through broad regional adoption.

Year 4 - Revenues reach KD 1.094 million thanks to market penetration.

## Profitability will improve each year as revenues outpace costs.

Year 1 - Net loss of KD 250,000 due to R&D and marketing investment.

Year 2 - Losses narrow to KD 25,000 as revenue growth accelerates.

Year 3 - Profitability achieved with KD 75,000 net income.

Year 4 - Net income hits KD 200,000 with 10% margins.



**Ali Almoosawi**  
Founder & CEO

## **FOUNDER**

Experienced and passionate marketing professional with over 40 years of experience including a strong track record of career advancement and delivery of results. Created and Managed over 100 Projects. 23 years of his vast experience is in the web business (Web Design and Development, Social Media, Search Engine Optimization, Digital Marketing and Advertising).



**Thank You**