Team

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Market

80% of tech and automation will soon be built by no-IT business users thanks to **no-code** tools.

Source
Gartner

No-Code
Builders

Process Automation
Builder

Game
Builder

Apps
Builder

Blockchain Apps
Builder

Business Application Builder

Build & Automation

Our no-code solutions allow the build of business applications without resorting to code to democratize access to citizen development tools.

We provide solution that helps to generate Performance management & Digitalization of business processes and workflows in just a few clicks.

Back Office_Builder

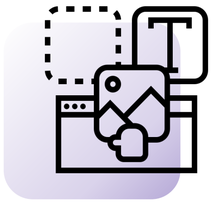
Process & Workflow Automation

Front Office_Builder

CMS & Customer journey

Solutions Main Features

Product specifications



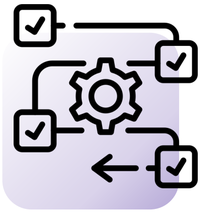
Pages Builder

Forms Builder

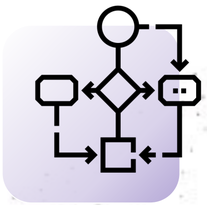
Process Builder

Dashboards Generator

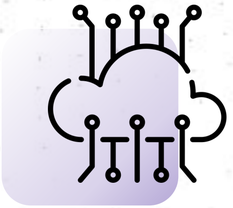
Triggers Config.



Workflow Automation



Process Mapping

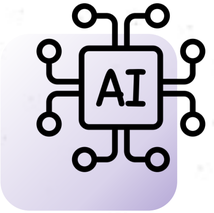


Web Services Integration through UI interfaces

Tasks Robotization

Intelligent DOCs Management

Generators
(Notifications, Alerts, Timers, Docs, Mailing..)



Process Mining

Hidden costs
Process automation

Save up to 80%

Solution

No-code workflow automation platform

- **10x Faster** development
- **No IT-skills** needed
- **Sustainable**

Market

The market size of the business processes digitalization should move from **333 milliards €** in 2019 to **492 milliards €** by the en of **2025**

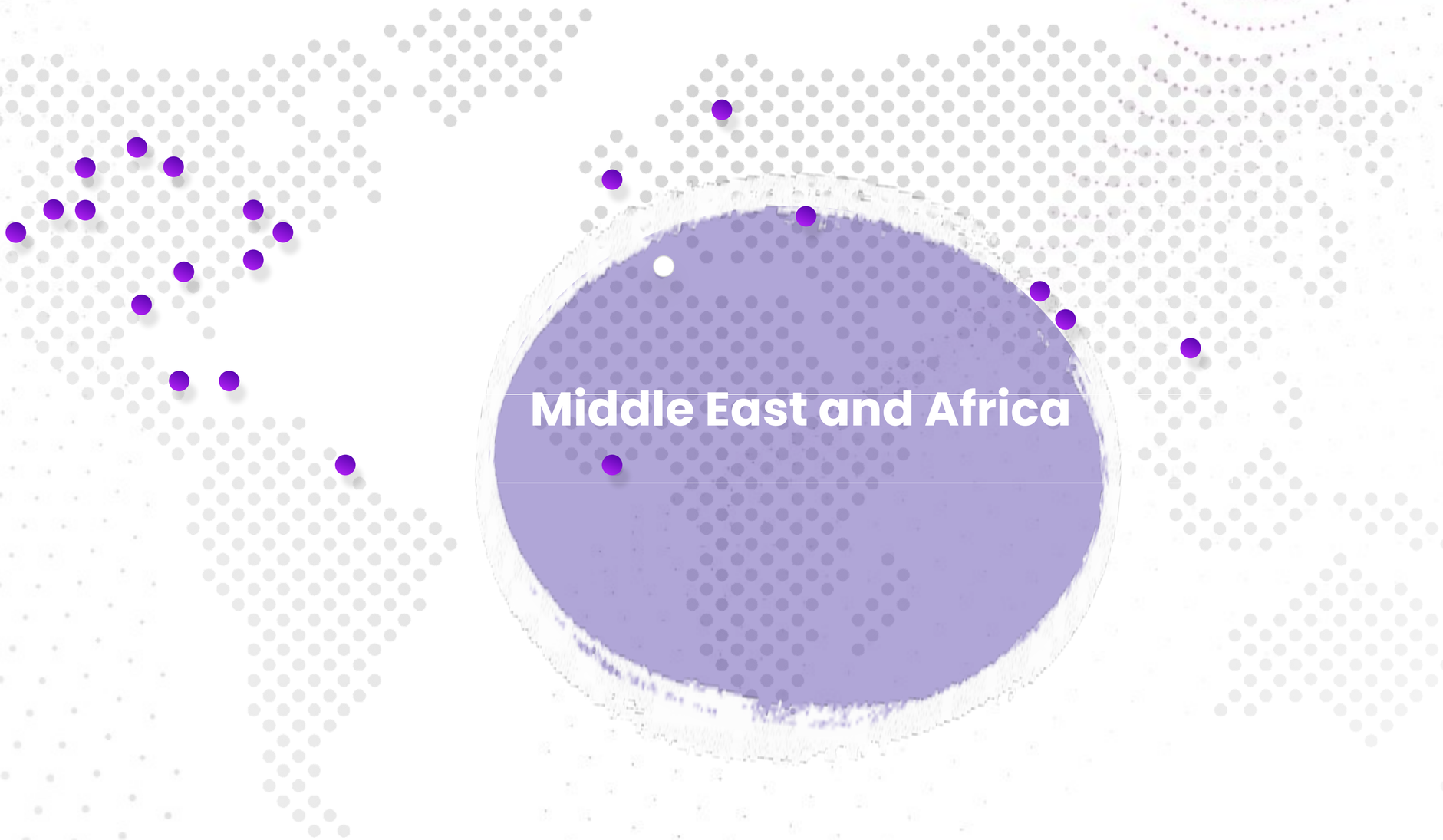
Source

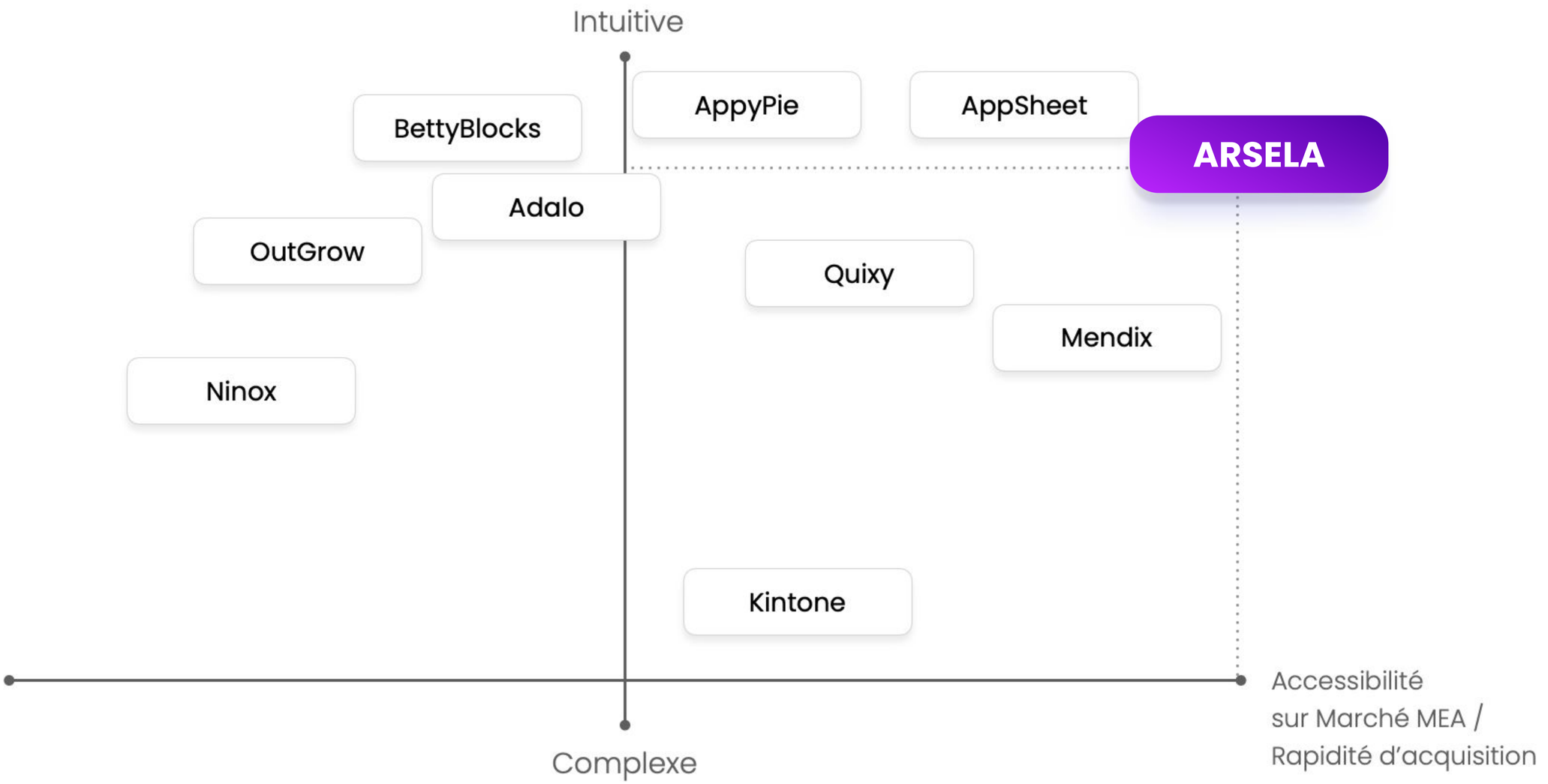
PR Newswire
a CISION company

Vision

ARSELA aims to **lead** the **MENA** market in the deployment of **No-code** solutions for the **process automation.**

Cible
Marché MEA




Intuitive
BettyBlocks
AppyPie
AppSheet
ARSELA
Adalo
OutGrow
Quixy
Mendix
Ninox
Kintone
Complexe
Accessibilité
sur Marché MEA /
Rapidité d'acquisition

Use case

Tunisia during Covid-19

2021

25

Municipalities

45

Days

4

Employees

+90

Services

Use case
ORANGE DIGITAL CENTERS

2021

16
Countries websites

60
Days

4
Employees

+5
Services

Business Model
Annual subscriptions

Premium	Ultimate	Partner
30-100 Utilisateurs	+100 Utilisateurs	+100 Utilisateurs
		Intégrateurs
$ 100 user /app /mois	$ 300 user /app /mois	$ 70 user /app /mois

+ Setup		Devis
1 - 6 mois	Modelisation. Training. Deployment	One-Time

Traction in numbers

Investment

30K $

2020

Subsidiaries

3

Collaborators

20

Years

3

Product launch

05/2021

Revenues

100K$

Users

130

Clients

20

We can achieve better results

Accessibility is a key word of our scale plan

Infrastructure

iPaaS

Full cloud experience

Opportunities

MEA

Network of Integrators

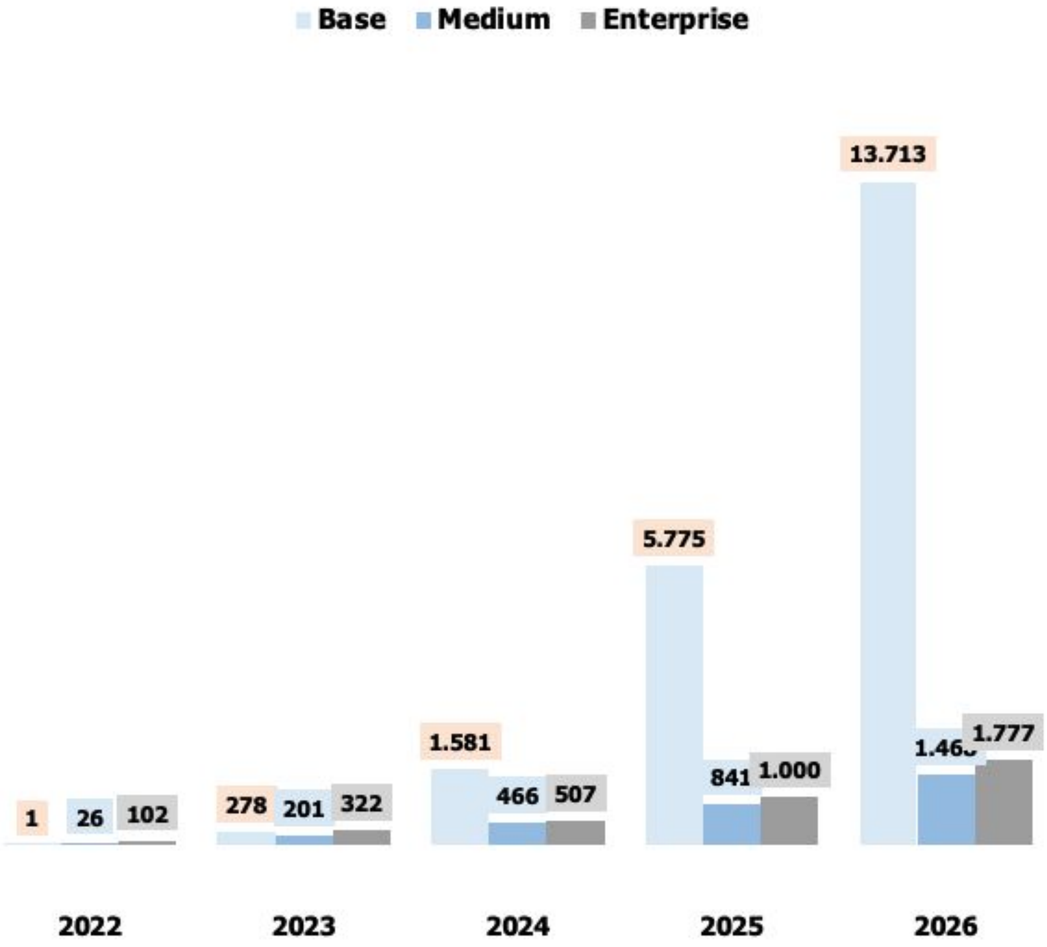
Community

4Everyone

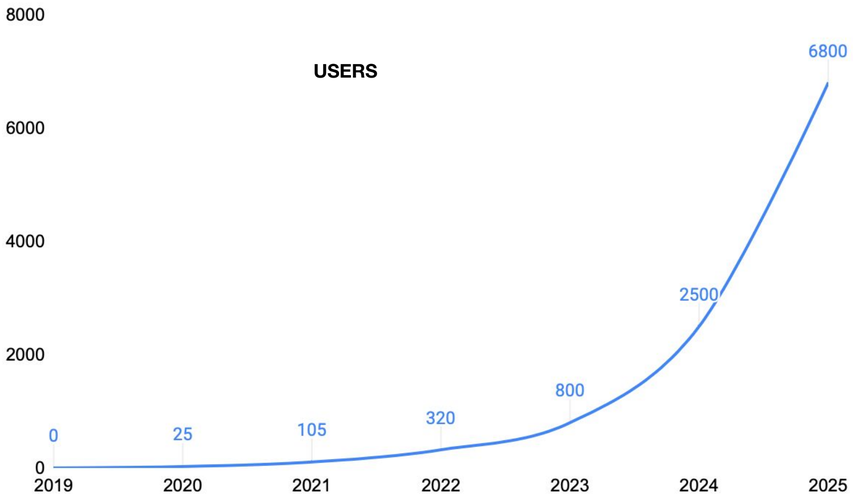
Market Place

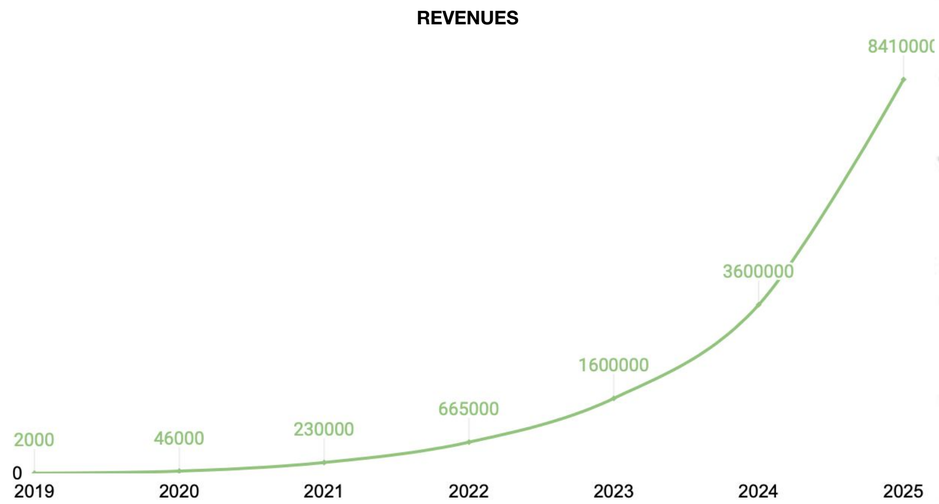
Financial Projection

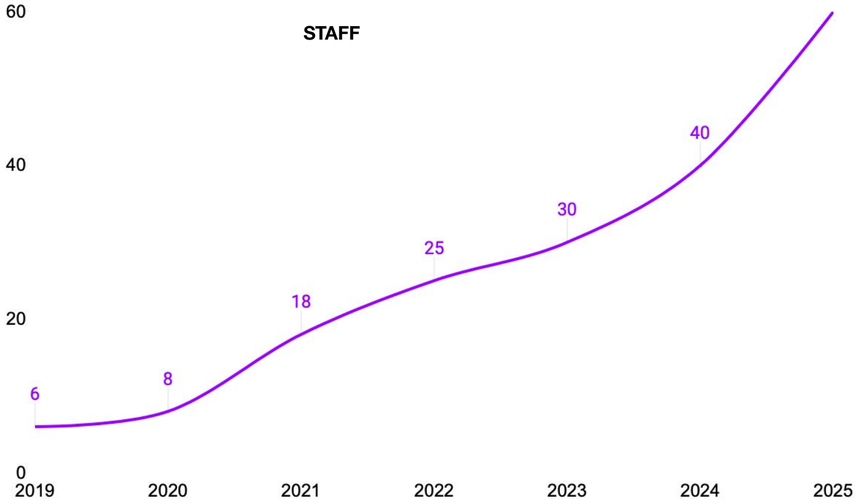
Financial Year	2022	2023	2024	2025	2026
Marketing Budget & Visitors					
Monthly Mktg. Budget - Online, $	500	15.000	8.000	15.000	20.000
Cost per visit (CPV) Online, $	1,00	1,00	1,00	1,00	1,00
Monthly Mktg. Budget - Offline, $	1.000	3.000	3.000	4.000	5.000
Cost per visit (CPV) Offline, $	50,00	50,00	50,00	50,00	50,00
Total Visitors	**3.619**	**107.438**	**132.000**	**145.579**	**215.899**
Conversion Rates					
Visitors to Sales Opps	40,00%	15,00%	18,00%	20,00%	25,00%
Sales Opportunities	**1.448**	**16.771**	**21.483**	**28.303**	**50.175**
Sales Opps to Free Trial	5,0%	70,0%	40,0%	40,0%	40,0%
New Free Trial Users	**72**	**11.058**	**12.009**	**11.321**	**20.070**
Sales Opps to Paying Customers	95,0%	30,0%	60,0%	60,0%	60,0%
Free Trial to Paying Customers	10,0%	18,0%	25,0%	30,0%	40,0%
Total New Paying Customers	**1.375**	**5.713**	**9.474**	**16.982**	**30.105**
Deals Allocation by products					
Base	**1,0%**	**10,0%**	**35,0%**	**55,0%**	**65,0%**
Monthly payment cycle	1,0%	70,0%	70,0%	70,0%	70,0%
Annual payment cycle	99,0%	30,0%	30,0%	30,0%	30,0%
Medium	**20,0%**	**40,0%**	**45,0%**	**30,0%**	**30,0%**
Monthly payment cycle	1,0%	0,0%	0,0%	0,0%	0,0%
Annual payment cycle	99,0%	100,0%	100,0%	100,0%	100,0%
Enterprise	**79,0%**	**50,0%**	**20,0%**	**15,0%**	**5,0%**
Monthly payment cycle	1,0%	0,0%	0,0%	0,0%	0,0%
Annual payment cycle	99,0%	100,0%	100,0%	100,0%	100,0%



Organic Evolution







Valuation

Investment history x Investment projection

Love Money

30 K$

Launch
2019

Business Angel

30 K$

Closed deal
2020

Seed

1 M$

Ongoing
2022

Serie A

9 M

Planned
2024

#Partners

They trust us

Startup

No-code Service Automation Provider