



Farinas Marketing Services

AI-Powered B2B Growth Hub for Africa & MENA

Women-led B2B marketing & AI SaaS venture helping SMEs in Africa & MENA grow, create jobs, and empower women in digital & AI roles.

Founder & CEO: Eng. Sabreen Morsey,
MBA

Headquarters: Cairo, Egypt

Markets: Africa-MENA

Website: www.farinasmarketing.com

Application: SANAD Elevate Her 2025

The B2B Growth & Talent Gap in Africa–MENA



Marketing Strategy Gap

SMEs & tech companies lack clear B2B marketing strategies and struggle with weak, inconsistent lead generation



Sales Cycle Challenges

Long sales cycles and low-converting websites drain resources and limit growth potential



Market Entry Barriers

Limited capability to successfully enter lucrative Africa-MENA markets

The Talent Crisis

At the same time, **women and youth** with marketing and business degrees face severe barriers to entry. They lack practical, paid entry points into B2B, digital, and tech roles. Many are forced to drop out of the workforce entirely or accept low-skill, low-pay positions that don't utilize their education or potential.

📌 **The Result:** Missed growth opportunities for SMEs combined with missed career opportunities for talented women in high-value, AI-enabled B2B marketing roles.

Farinas: AI-Powered B2B Marketing Hub + Talent Pathway

We solve both problems simultaneously—delivering growth for businesses while creating career pathways for women.

For SMEs & Tech Companies

Farinas B2B Marketing Success Formula

- Strategy, ICP & positioning
- Account-Based Marketing (ABM)
- LinkedIn, email & SEO campaigns
- Performance analytics & optimization

Industry Focus: IT, fintech, tech services, logistics, and manufacturing

Special Expertise: Africa-MENA market entry support

For Women & Youth

"Women in B2B, Digital & AI" Pathway

- Hands-on internships & junior roles
- Training on real client projects
- Flexible, remote & hybrid work options
- Mentorship from experienced professionals

Impact: Women move from "no opportunity" to **AI-enabled B2B careers** with sustainable income and growth potential.



**AI
Marketing
HUB**

AI at the Core: From Services to SaaS

We use AI not just for content creation, but to power a comprehensive **Account-Based Marketing (ABM) system** that transforms how B2B companies engage with high-value prospects.

01

AI Research Agents

Automatically research target accounts including press releases, job postings, and technology stack

02

AI Implementation Blueprints

Generate personalized 1-page blueprints for each account with tailored ROI projections

03

Role-Based Outreach

Build personalized outreach sequences customized for executives, operations, and champions

04

Intelligent Automation

Trigger microsites, engagement scoring, and next-best-actions for sales teams

Planned SaaS Product: MENA-Focused Subscription Platform

We're transforming our proven AI-ABM workflow into a **self-serve tool** specifically designed for SMEs across Africa and MENA. This subscription-based platform will democratize access to enterprise-level marketing technology that most SMEs can't afford.

- Monthly subscription model with tiered pricing
- Optional premium services layered on top
- Localized for MENA business practices and languages
- Built for SMEs without large martech budgets

From agency "hours" to AI-enabled, scalable platform

AI-Powered ABM Workflow (Simplified)

Our proprietary AI system delivers more meetings with senior decision-makers and significantly higher pipeline conversion rates.



Input: Target ICP Accounts

Upload target account list with domains, industries, and Africa-MENA focus areas



AI Research Agent

Collects digital signals: press releases, job postings, tech footprint, and CEO social media activity



AI Blueprint Generator

Creates 1-page "Your AI Blueprint: [Company] – 90 Days to [Outcome]" with ROI snapshot



Personalized Message Pack

Generates role-based emails and DMs for executives, operations teams, and internal champions



Microsite per Account

Custom landing page with blueprint preview, ROI calculator, Calendly booking, WhatsApp contact, and tracked engagement scoring



Routing & Next Best Actions

When engagement score reaches threshold → instant alert to sales team with recommended next best action



Comprehensive Dashboard

Real-time tracking of meetings booked, reply rates, pipeline value, ROI metrics, and compliance status

Market Focus & Ideal Customers

Geographic Focus

Current Markets: Egypt and Saudi Arabia

Expansion Plan: Africa-MENA countries and wider MENA region

Target Segments

- **IT & Software / SaaS:** Cloud platforms, enterprise software, tech services
- **Fintech & Financial Services:** Digital banking, payment solutions, lending platforms
- **Tech-Enabled Operations:** Logistics, supply chain, and manufacturing companies adopting digital transformation

Decision-Makers

Leadership Level

Founders, CEOs, CMOs

Functional Heads

Heads of Sales, Business Development, Marketing Managers

Company Size: 10–200+ employees

Customer Needs

- Predictable, qualified lead generation
- Shorter, more efficient sales cycles
- Successful entry into Africa-MENA markets
- AI-enabled marketing they can implement

📌 **Current Scale:** We serve approximately **10 SMEs per year** and aim to grow to **20 SMEs per year** over the next 3 years through our combined services and SaaS offering.

Where We Are Today

Traction & Momentum

10+

SME & Tech Clients

Successfully served including women-led companies like Awdan and Hallek

35+

Team Members Trained

Includes interns trained through real client projects, with over 25 women

Growing

Saudi Portfolio

Expanding client base and strategic partnerships in KSA market

Three-Stream Business Model



Service Revenue (Today)

Monthly retainers and project fees for B2B marketing strategy, ABM campaigns, and full-service execution. This is our current primary revenue stream.



AI SaaS Revenue (Next 12–24 Months)

Monthly subscription platform for AI-powered ABM and lead generation tool specifically targeting MENA SMEs. Recurring revenue model with scalable delivery.



Train-and-Deploy Talent

Women trained internally on AI and B2B marketing become billable project leads for our clients or are placed directly in client teams, creating additional revenue and impact.

Impact: Women, Work & SME Growth

Our dual-impact model creates opportunity for women while accelerating growth for businesses—including women-led enterprises.

Impact for Women

Women-Founded, Women-Led

Our company is built on the principle that women deserve leadership opportunities in tech and B2B marketing

25+ Women Trained & Mentored

Comprehensive training in B2B marketing, digital strategy, and AI-enabled marketing roles with real career progression

Flexible Work Models

Remote and hybrid options enable women to stay in the labour market while managing family responsibilities

Impact for SMEs

We've supported approximately **20 SMEs and tech companies**, including prominent women-led businesses:

“
Basmah Altuwaijri
CEO of Awdan
”

“
Farah Al Qahtani
CEO of Hallek
”

Client Outcomes:

- Clearer market positioning and messaging
- Stronger, more predictable sales pipelines
- Improved brand visibility and thought leadership
- Smoother, more successful entry into Africa-MENA markets

Our Vision: Use AI + B2B marketing to create sustainable jobs for women *and* help women-led SMEs grow faster and more sustainably

Why Farinas Wins

1

AI-First B2B Specialization

We're not a generic marketing agency. We have deep expertise in **B2B marketing, technology sectors, Africa-MENA markets**, and proprietary AI workflows that deliver measurable results. Our focus is narrow and our execution is precise.

2

60+ Years Cumulative Experience

Our team brings decades of combined experience in IT, B2B marketing, and international development work across Africa and MENA. This institutional knowledge is irreplaceable and gives us unique market insights.

3

Women-Led + Market-Proven

We have an established track record with recognized institutions including American University in Cairo, manufacturing companies, tech clients, and African entrepreneurship award recognition. Our credentials speak for themselves.

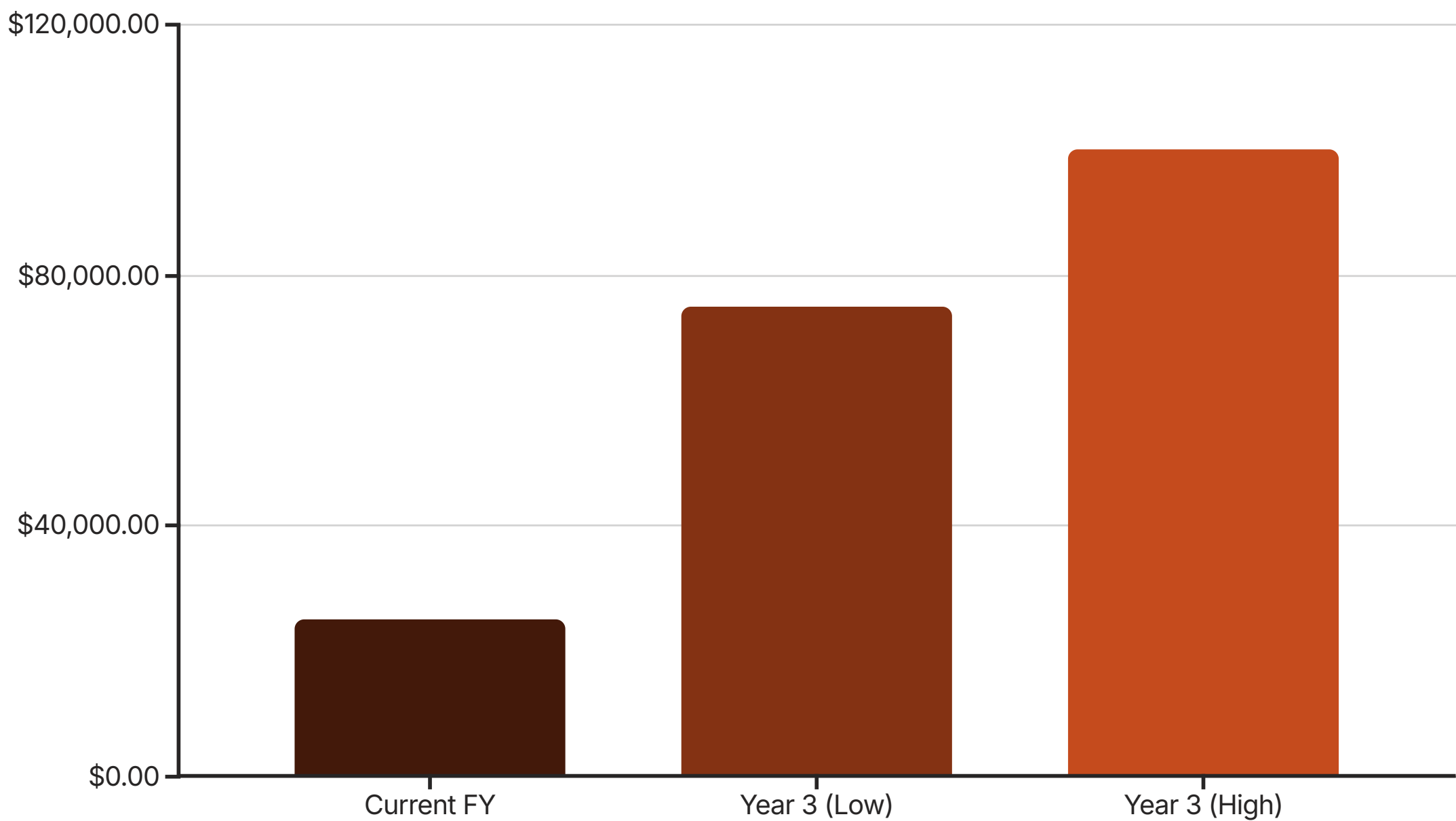
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Built-in Talent Engine

Our "Women in B2B, Digital & AI" pathway isn't just corporate social responsibility—it's a strategic advantage. We're developing **the future talent** that powers our own success and our clients' growth. This creates a sustainable competitive moat.

Financial Snapshot & Growth

We're building sustainable revenue growth through a combination of premium services and scalable SaaS offerings.



Current Position

FY 2024/2025 Annual Revenue: ~USD \$25,000

This baseline reflects our service-based model with approximately 10 SME clients per year and our early-stage talent development program.

3-Year Target

Projected Annual Revenue: USD \$75,000–\$100,000

This represents 3-4x growth driven by strategic expansion and new revenue streams.

Key Growth Drivers

01

Client Base Expansion

Scale from 10 to 20 SME clients per year through enhanced marketing and sales capabilities

02

AI SaaS Launch

Introduce subscription-based AI SaaS platform for Africa-MENA SMEs, creating predictable recurring revenue

03

Premium Retainers

Increase share of retainer-based engagements and higher-value Africa-MENA accounts

Why SANAD ElevateHer & How We'll Use It

SANAD ElevateHer represents a transformational opportunity to accelerate our growth, strengthen our business model, and multiply our impact across Africa and MENA.



Strengthen Investment Readiness

Sharpen our financial model, pricing strategy, and unit economics for our AI SaaS and services mix. Prepare comprehensive materials for future funding rounds to scale across Africa–MENA markets.



Accelerate AI Productization

Transform our current AI-ABM workflow into a user-friendly SaaS platform with intuitive onboarding, comprehensive dashboards, and self-service capabilities that SMEs can adopt independently.



Scale Women's Participation

Double the number of women we train annually from 20 to 40, while increasing the number of paid AI-enabled roles we create. Formalize our "Women in B2B, Digital & AI" pathway with clear career levels, structured curriculum, and certification.



Access Capital & Networks

Leverage Seedstars and SANAD networks to connect with impact-focused investors and strategic partners who care about gender equality, technology innovation, and SME growth in MENA and Africa.

- 📌 With SANAD ElevateHer support, we can accelerate our timeline, strengthen our foundation, and dramatically increase our impact on both women's economic empowerment and SME growth across the region.

Team & Contact

Leadership

**Eng. Sabreen Morsey,
MBA**

Founder & CEO

- 20+ years in IT, marketing & development programs across Africa-MENA
- Alumni of TEF, WIA, and other African entrepreneurship initiatives
- Deep expertise in B2B marketing, technology, and women's economic empowerment

Core Team: Strategists, AI-savvy marketers, content specialists, and performance experts with 60+ years of cumulative B2B experience across technology, fintech, and manufacturing sectors.

We are building an AI-powered B2B growth engine that helps SMEs in Africa-MENA grow *and* creates sustainable, high-value jobs for women in digital & AI

Get in Touch

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We're excited to partner with SANAD ElevateHer to accelerate growth, scale our impact, and create lasting opportunities for women across Africa and MENA.

