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Mknnooon

The first AI-powered cloud ecosystem
empowering artisans and creative entrepreneurs.

OCT 2025

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Customer lifetime Journey



Mknnooon

What is Mknnoon?

Mknnoon is EdTech at its core, solving EdTech's biggest limitation: the gap between learning and real-world success.

We are an "AI-Powered Learning-to-Business Ecosystem" - EdTech 2.0.

Mknnoon is the first comprehensive AI-powered cloud ecosystem empowering Arab artisans through an integrated journey from vocational training to accessing global markets. Powered by artificial intelligence at every stage, we address the key challenges faced by young entrepreneurs who want to learn a craft and launch a business and generating revenue, as well as existing craftspeople by offering integrated solutions: specialized training, intelligent business support, AI-driven marketing assistance, and a global sales network..

We don't just create learners, we create entrepreneurs.

We don't just deliver content, we create transformation.

We don't just build courses, we build businesses.

Training

Production

Expansion

The Problems

UNEMPLOYMENT

1

Rampant unemployment, especially among youth and women in the Arab world, **where youth unemployment rates exceed 25% in many countries and reach up to 40% in some, Traditional training alone hasn't solved this crisis.**

SKILL GAPS

2

Disconnection between supply of and demand for skills. Training and educational institutions are failing to respond to the current and future needs of the private sector, specially for soft and digital and green skills, Generic education can't address individual learning needs.

OPERATIONAL CHALLENGES

3

Homemade artisans have limited entrepreneurship and commercial experience/skills which make them hard to manage the whole supplies, production, marketing, sales with its related tools, talents, logistics and legislations, Without guidance, most handicraft businesses fail within the first year.

EXPANSION CHALLENGES

4

Competition, business growth and cross border expansion ability. Market saturated with traditional specializations graduates, **Artisans struggle to identify profitable opportunities and scale effectively.**

The Solution: Cloud Ecosystem

Product & Services

Mknooon learning management system

AI-enhanced learning platforms delivering professional content through international experts with an integrated community for interaction

Chocodar



The first Arab platform specialized in chocolate making training

Shomoo3



The first Arab platform specialized in candle making training

Sapooon



The first Arab platform specialized in soap making training

Koohla



The first Arab platform specialized in cosmetics manufacturing training

Cleanoosh



The first Arab platform specialized in household cleaners manufacturing training

Mknooon Mix



Arab platform specialized in various diverse handicrafts

800

Trainees

6

platforms

250+

Training videos

32+

Countries

300

Startups Launched

Mknooon Incubator

AI-powered business incubator designed to guide artisans on their journey. We provide comprehensive technical, administrative, and logistical support powered by intelligent systems to ensure artisans can reach the production stage, launch their brands, and achieve profitability.



Technical & Administrative Support: Comprehensive assistance in all technical and administrative aspects of business



Logistics Support: Ensuring trainee's ability to reach actual production stage



Brand Launch: Assistance in establishing startup company and brand identity



Profit Achievement: Proven strategies to ensure profitability and sustainable growth



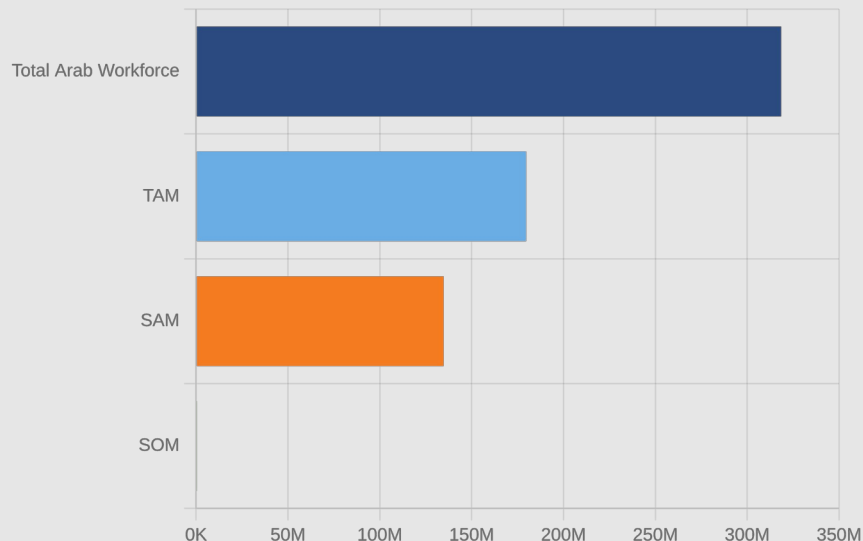
Networking & Collaboration: Connecting different craftspeople for experience exchange and market expansion



Market Access: Connecting craftspeople to markets across the Arab world

Market Size

Market Size Funnel



Target Market:

All Arabs workforce (aged between 15 - 64) in Arab Countries and Diaspora

52%
Men

48% Women

Target Audience:

Young women and men aged between 18 – 39 who are:

Seeking for creation or diversification of income sources

Passion and/or Motivation about handicraft

TAM

~35% of total population are aged between 18 – 39

180
M

SAM

75%+ are using smart phones with internet and social media access (Reachable)

135
M

SOM

~4% Response rate with ~5% conversion rate. (0.02%)

270
K

Business Model

Octopus Business Model

Revenue Streams



TRAINING SERVICES

Subscription-Based Model

PROVEN

Subscription-based access to 250+ specialized training videos across 6 handicraft platforms. Includes regular workshops and community access. Enhanced by AI-driven personalization



RAW MATERIALS & TOOLS

Transaction-Based

PROVEN

Selling training kits and raw materials to students with 65% gross margin, Optimized with intelligent demand forecasting



CONSULTING & MENTORING

Transaction-Based

PROVEN

Expert tickets for booking hours with trainers. Production consultation and mentoring services for artisans in production mode.



CROSS-BORDER SELLING

Commission-based

Commission-based model for facilitating cross-border production and selling. PoC will be ready by the end of 2025, Guided by AI market intelligence



MKNOON TRAINERS

B2B2C Training Model

NEW

PROVEN

Qualifying artisans to become certified trainers who provide in-person training across Arab countries. Partnerships with local training institutes for revenue sharing. Successfully implemented in Lebanon.



50

%

Gross Margin

35

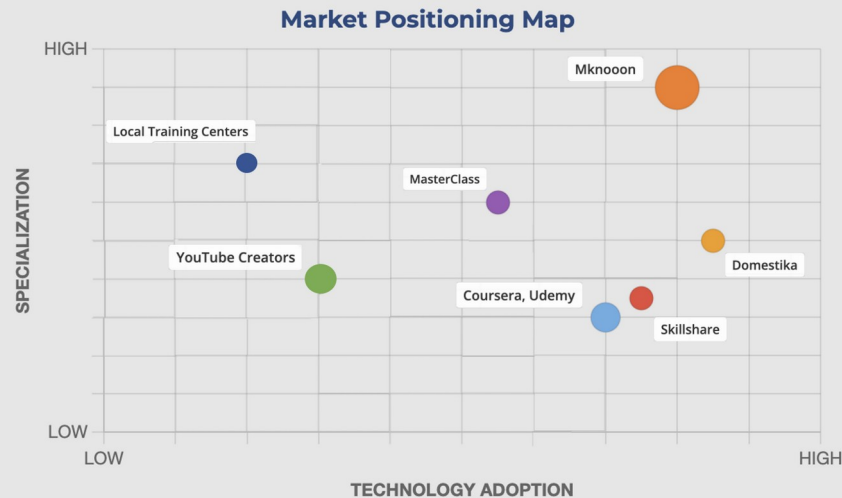
%

Net Profit

Scalability: Our growth model is driven by a transaction-based revenue structure: fixed fees for premium courses, subscription tiers for incubator services, and service fees for logistical support. AI-powered automation enables efficient scaling..

Growth Potential: Our highly flexible and asset-light (or digital-first) operational structure creates a strong opportunity for substantial month-over-month and Year-over-Year Net Profit growth. Intelligent systems reduce operational costs while improving service quality.

Competitive Landscape



Key Competitors Analysis

Competitor Type	Examples	Strengths	Weaknesses	Market Gap
Traditional Training Institutes	Local craft centers, vocational schools	Established reputation	Limited reach, high costs	Digital transformation, scalability
General E-learning Platforms	Coursera, Udemy, Skillshare	Wide range of courses	Generic content, no production help	Specialization, business outcomes
Creative Learning Platforms	Domestika, MasterClass	High-quality content	No business support, limited to learning	Monetization support, ecosystem
Social Media Craft Influencers	YouTube creators, Instagram crafters	Personal connection	Inconsistent quality, limited scale	Structured curriculum, business training

Market Gaps & Opportunities



Service Integration Gaps

No end-to-end solution (training → production → selling)
Limited post-training business support



Cultural & Language Gaps

Limited Arabic content for traditional crafts
Underserved Arab diaspora markets



Revenue Model Gaps

Single revenue stream focus
No integrated materials supply chain



Business Incubation Gaps

Lack of business incubation for artisans
No cross-border selling infrastructure

Mknooon's Unique Advantages

The Octopus Business Model: AI-Powered Integrated Ecosystem

The first Arab platform to converge 5 distinct business models (subscriptions, e-commerce, incubator, consulting, B2B training) into one AI-powered integrated ecosystem, diversifying revenue, mitigating risk, and maximizing Customer Lifetime Value (LTV) through intelligent automation and optimization.

Cross-Border Selling Without Export Barriers

Mknooon enables artisans to sell products across Arab countries without going through customs or export procedures, using an AI-driven network that connects local producers and distributors while providing market intelligence for optimal placement and growth.

Deep Specialization Strategy: 6 Niche Platforms

Instead of a general approach, Mknooon offers deep specialization across 6 unique craft-specific platforms (e.g., chocolate, soap, candles), ensuring high-quality content and instructors, and significantly boosting trainee success and trust.

Digital-First & Capital-Efficient Scalability

Mknooon is built on a highly flexible, asset-light, and digital-first operating model, minimizing fixed costs and enabling significant month-over-month and Year-over-Year Net Profit growth with high capital efficiency.

Learning to Earning

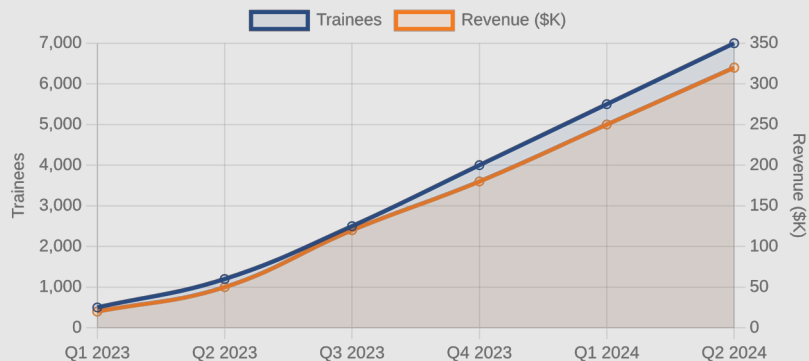
Mknooon goes beyond mere educational content, providing a complete "Learning-to-Business Ecosystem" that ensures a trainee's journey from learning to production, then marketing and sales, leading to real income generation and direct economic impact.

Direct Social & Economic Impact

Mknooon directly addresses critical youth and women unemployment in the Arab world by economically empowering them and providing marketable skills with real income-generating opportunities, creating immense societal and economic value beyond just profits.

Traction & Milestones

Growth Trajectory



8000+

Trainees



20%

Success Stories



60M+

Video Views



500K+

Followers/Subscribers



Key Milestones

2023
Q1

Platform Launch - First specialized handicraft training platform with 50+ videos

2023
Q3

Expansion - Reached 1,000+ trainees across 36 countries

2024
Q1

Raw Materials PoC - Successful pilot in Lebanon with 2,250\$ revenue

2024
Q2

Production Support - 30% of trainees entered production mode with mentoring

2025
Q4

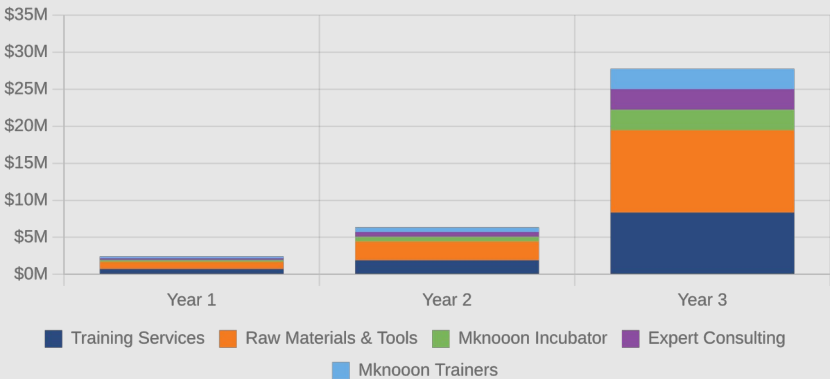
Cross-Border Selling - PoC launch for borderless production and selling

Financial Projections

FINAL MODEL

Our financial projections and business model are deeply rooted in a robust **Average Revenue Per User (ARPU) analysis**, which stands at **\$170 per year**. This high ARPU, driven by our diversified 'Octopus Business Model' (encompassing training, raw materials, incubation, consulting, and trainer services), demonstrates our strong revenue generation capability and validates the multi-faceted engagement of our users within the Mknnoon ecosystem."

Revenue by Stream (in millions \$)



Year 1

\$2.4M

Total Revenue

14K

Subscribers

45%

Gross Margin

30%

Net Profit

Year 2

\$8.5M

Total Revenue

50K

Subscribers

52%

Gross Margin

38%

Net Profit

Year 3

\$25.5M

Total Revenue

150K

Subscribers

70%

Gross Margin

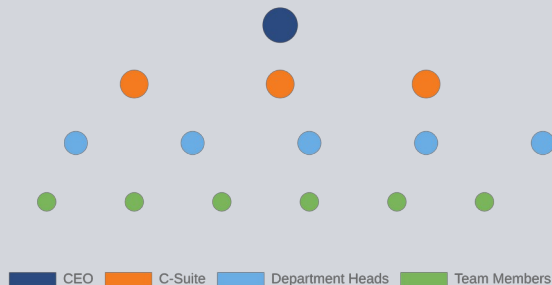
50%

Net Profit

Our Team

Our diverse team brings together expertise in handicrafts, business development, technology, and education. With backgrounds spanning multiple Arab countries, we understand the unique challenges and opportunities in the regional artisan market.

Leadership Structure



Core Competencies

- Deep expertise in traditional handicraft techniques
- Digital transformation and e-learning development
- Cross-border logistics and market access
- Community building and artisan empowerment

Team Growth

Current team of 15 members will expand to 50 by end of Year 1, with focus on technology development, market expansion, and artisan support roles.



KAMAL SHAHIN

FOUNDER - CEO



FOUAD HAWWASH

CO-FOUNDER - CTO



NOUR ARAFAT

CFO



DIALA DARWAZEH

COO



Our Team

Our success is a true team effort. At Mknnoon, we believe every team member is essential and contributes directly to our unique value proposition and rapid growth. This slide proudly highlights the collective talent driving our mission."



Hadeel Alkhatab

Mknnoon Incubator M



Rasha Abu Radi

Course Development M



Christine Al Bana

Lebanon coordinator



Ashar Tanbur

IT Manager



Ammar Al Yaseen

Digital marketing M



Nour Bsharat

Koohla coordinator



Fathia fahed

Chocodar coordinator



Hebatullah Abdelhamid

Egypt coordinator



Where Traditional Meets Digital: Invest in the Arab World's First Learning-to-Business Ecosystem

Investment Opportunity UPDATED

-  **Seeking:** \$1.8 million in Pre-Series A funding
-  **Valuation:** \$10.2 million pre-money (38.25M SAR)
-  **Equity Offered:** 15%

Use of Funds:

Development 45%

Operations 40%

Marketing
15%

Expected Outcomes:

Scale to 150,000 trainees by Month 36

Launch 10,000+ successful businesses

\$8.5M revenue by Year 2

50% net profit margin by Year 2

Why Invest Now?

- 1 Proven model with 8,000+ trainees and 300+ successful businesses launched
- 2 Exceptional ARPU of \$170 with 52% gross margin potential
- 3 Massive underserved market (4M+ potential artisan entrepreneurs)
- 4 Unique "Learning-to-Business" ecosystem with 5-stream Octopus model

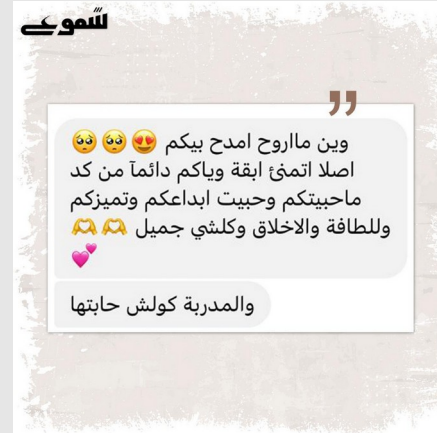
Next Steps

- 1 Schedule follow-up meeting for investment terms
- 2 Due diligence materials available on request
- 3 Live demo of platform and learning ecosystem
- 4 Meet our team, trainers, and successful artisans

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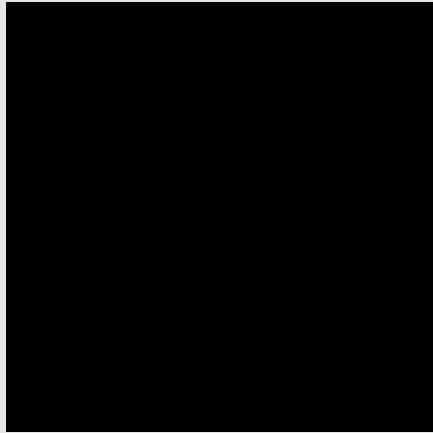
Empowering Success: Testimonials from Mknnoon Artisans

Our greatest testament lies in the success stories of the artisans we empower. Through Mknnoon's integrated ecosystem, they are not just learning; they are building sustainable livelihoods and transforming their lives.



"Beyond Learning: Our Artisans' Market-Ready Products"

Our deepest pride stems from witnessing our students not just grasp concepts, but genuinely achieve their dreams and transform their realities. Through Mknooooon's integrated ecosystem, they are not merely absorbing knowledge; they are actively building sustainable businesses, generating real income, and crafting futures they once only imagined.



Thank you.