



Club Founder
Dr. Mahmoud Bahgat



International Startup Club

**Shark Tanks Lessons Learned
& (Pitch Deck Taskedin)**

Online zoom

10pm Egy & KSA 11pm UAE



Ms Shahd NasrAllah
Co-Founder Taskedin



**REVOLUTIONIZING
TASK MANAGEMENT**

FOR ENHANCED PRODUCTIVITY AND SUCCESS

Shahd Nasralla



Shahd Nasralla

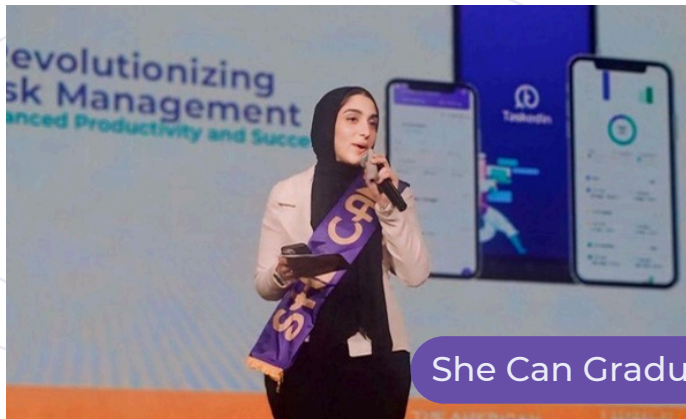


- Mechanical Engineering student
- Minor in Business Administration
- Student Ambassador



- Co-Founder of Taskedin

MY Milestone with Taskedin .. And We're Just Getting Started



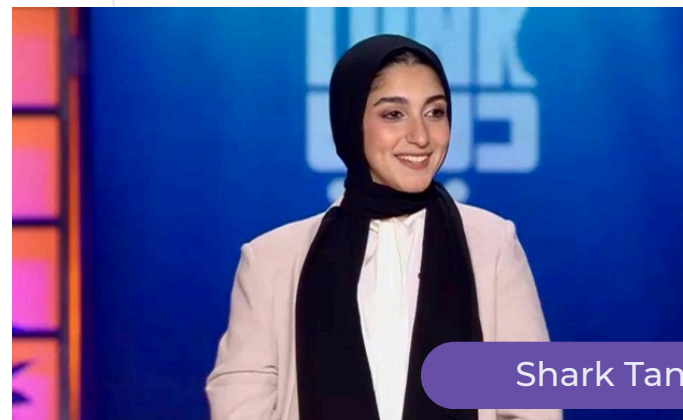
She Can Graduate Program



Founder's Live Competition



Leap's Rocket Fuel Competition



Shark Tank - Dubai

We've Talked the Talk .. Now Here's the Walk

I started with purpose and now we're moving with unbeatable energy



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The Pitch Day

- Presented Taskedin in front of **esteemed investors and business leaders**.
- Demonstrated the **app's functionality**, target market, and growth potential.

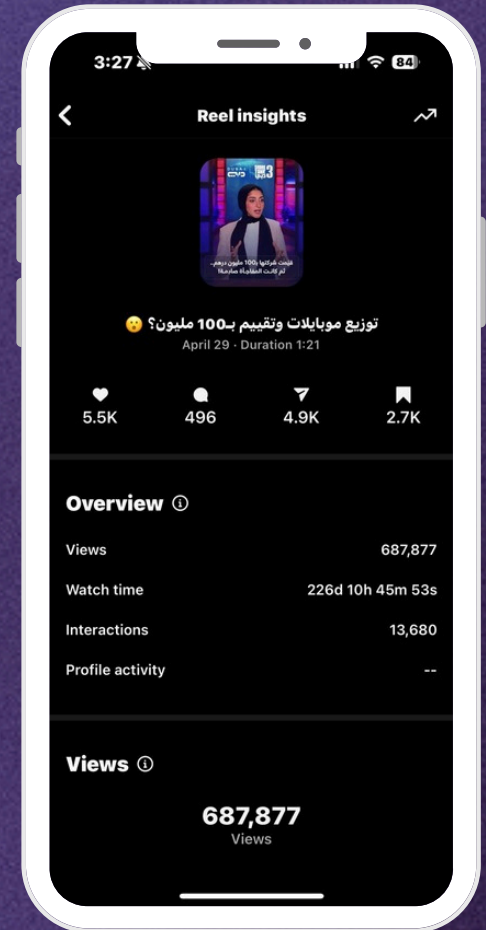


- Addressed **critical questions** from the Sharks with data-backed answers.
- Highlighted **key features** that make Taskedin stand out in the competitive landscape.

But why the phones?

Reflections and Outcome

- Received **valuable feedback** from industry leaders.
- Identified **areas for improvement** and **new market opportunities**.
- Gained significant **exposure and credibility** through media coverage.
- The **phones** became a memorable part of the pitch – Taskedin will always stand out because of it.
 - I don't have to create something **everyone agrees on**.



**The Journey Led Us Here
But This Isn't the End...It's the Launchpad!**



How It All Started



Personal Inspiration

I wanted to reduce my father's work hours from 20 hours a day to just 3 hours, while increasing his efficiency and productivity.



Bold First Step

To make this vision a reality, I sold my car to raise the initial capital for building the app.



The Mission

Create a platform that empowers businesses to achieve more in less time with smarter workflows and seamless collaboration.

One App ... Four Superpowers

Taskedin empowers your productivity through four game-changing features



Task Management



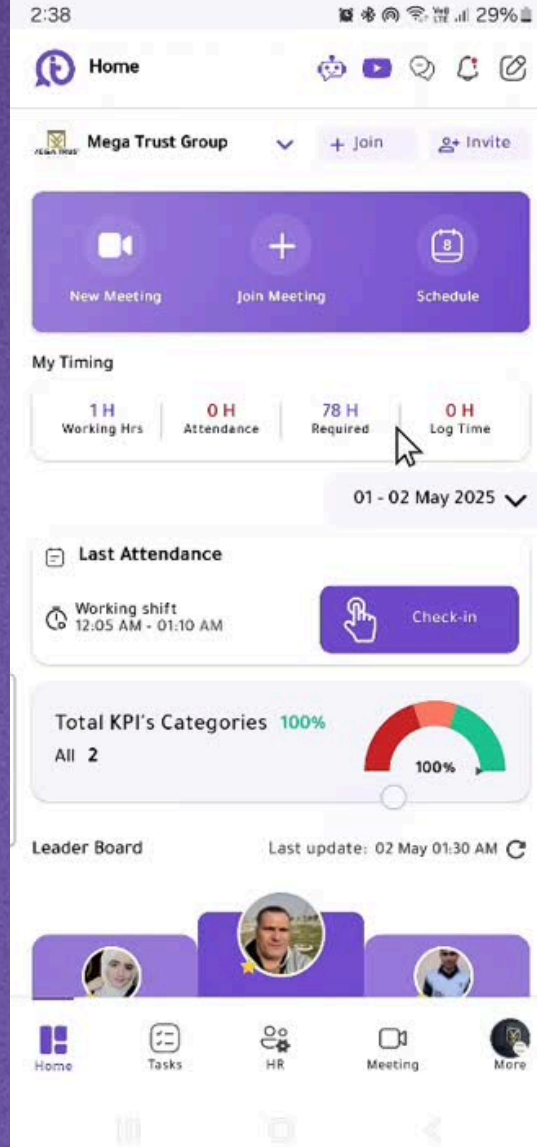
Time Management



Communication Management

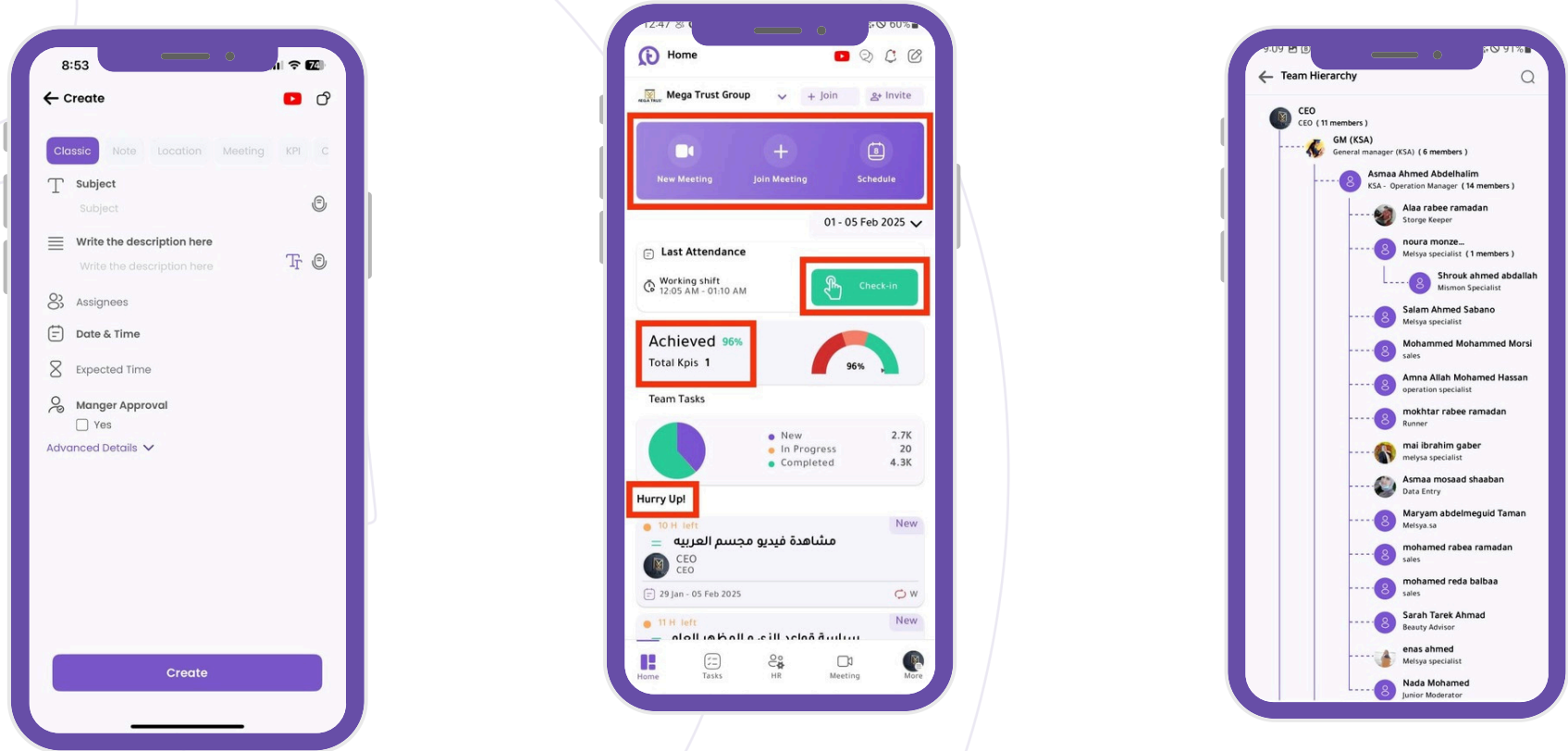


Performance Management



Taskedin in Action

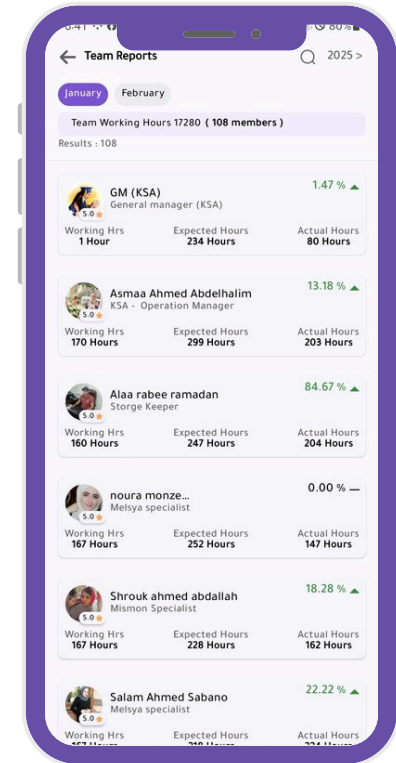
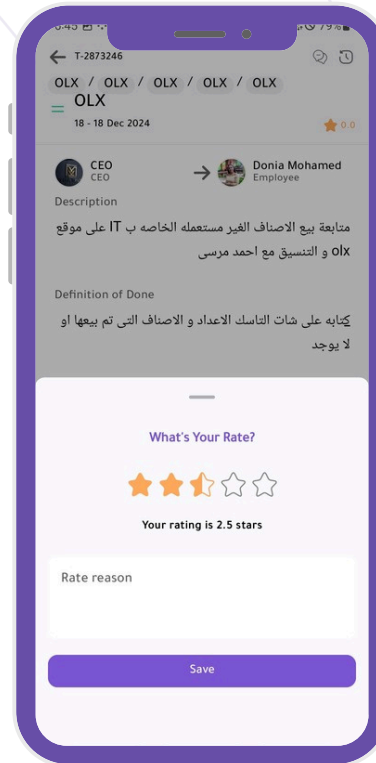
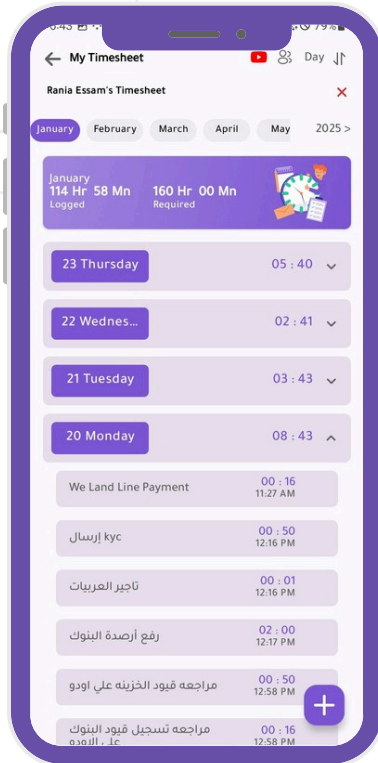
Everything is attached to each other in one simple touch



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Employees Overview

Your Timesheet your roadmap to success all in one touch



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Taskedin Vs. Email and Whatsapp

Team Tasks



New	5157
In Progress	38
Completed	6581

My Timing

1 hrs	3.87 hrs	203 hrs	87 hrs
Working Hrs.	Attendance	Required	Log Time

From Messy to Mastery

Now the struggles are over. This is how Taskedin solves what others couldn't



Scattered Communication

Inefficient communication leads to missed deadlines and unclear priorities.

So, It will be difficult to track KPIs, impossible to measure real impact.



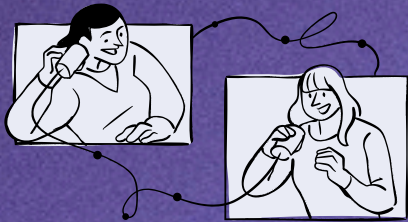
No Clear Operations System

90% of companies still struggle to manage daily tasks, leading to wasted time and lost productivity.

This ongoing challenge holds businesses back from reaching their full potential.

From Messy to Mastery

Now the struggles are over. This is how Taskedin solves what others couldn't



OPIs: Smarter Performance Tracking

Going beyond traditional KPIs
OPIs provide a more accurate and actionable
measure of performance, focusing on what truly
drives success.



Clear Operations System

After 3 years of innovation
Taskedin offers ultimate clarity, seamless efficiency,
and scalable growth.

All in One .. All in Taskedin

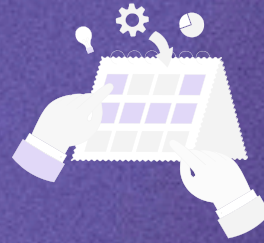
No More Switching Apps, Your Whole Workflow United in One Powerful Hub



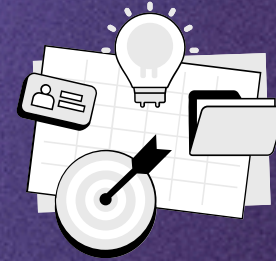
Chats



Meet



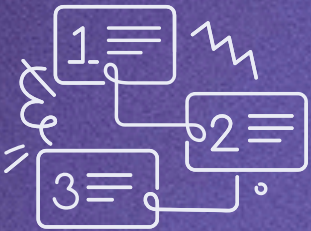
Tasks



PM



CRM



Workflow



KPI's



OPI's



HR



Payroll

All Together.. All Smarter .. All in Taskedin

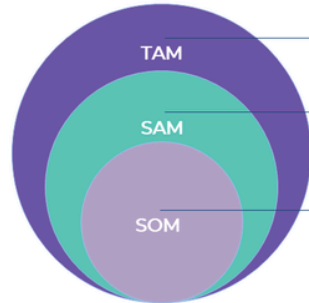
	Taskedin	Slack	Asana	Monday	Trello	Bitrix24
Team Task	✓	✓	✗	✓	✗	✗
Assign tasks to team member	✓	✗	✗	✗	✓	✗
Broadcast MSC	✓	✓	✗	✗	✗	✓
File Sharing	✓	✓	✓	✓	✓	✓
Voice Note	✓	✓	✓	✗	✗	✓
Notification	✓	✓	✓	✓	✓	✓
On Premises	✓	✗	✗	✗	✗	✗
Time Management	✓	✓	✓	✓	✓	✓
Time Tracking	✓	✓	✓	✓	✓	✓
Task Tracking	✓	✗	✓	✓	✓	✗
Task Schedule	✓	✗	✗	✗	✓	✗
Project Management	SOON... ■■■■■■■	✓	✓	✓	✓	✓
Reports	✓	✗	✗	✗	✗	✓
IOS/ Android	✓	✓	✓	✓	✓	✓
Integrated with Microsoft Office	SOON... ■■■■■■■	✓	✓	✓	✓	✓
HR	✓	✗	✗	✗	✗	✗
Meet	✓	✗	✗	✗	✗	✗

Competitors Valuation

Total Value 887+ B

Task Management “According to business need”				
Product Market	?			
Value Value	-			
Project Management				
Product	Trello	Asana	Slack	Monady
Market Value	\$42 B	\$4.5 B	\$210 B	\$ 11>05
HR Systems				
Product	ADP Workforce Now		Workday Inc	
Market Value	\$123.29 B		\$60 B	
CRM Systems				
Product	Salesforce		Hunspot	
Market Value	\$210 B		\$25 B	
Chating Platforms				
Product	WhatsApp		Telegram	
Market Value	\$105.6 B		\$30 B	
Video Conferencing Platforms				
Product	Zoom		Google Meet	
Market Value	\$19.1 B		\$10 B	

MARKET STRATEGY: MARKET SIZE

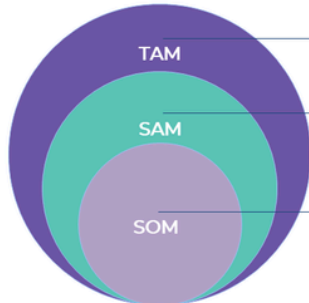


Total Available Market
\$6.54B - \$10.86B

Serviceable Available Market
\$1.5B - \$2B

Serviceable Obtainable Market
\$150M - \$200M

Communication Management

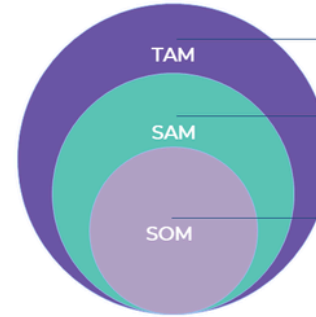


Total Available Market
\$98.84B - \$145.60B

Serviceable Available Market
\$5B - \$7B

Serviceable Obtainable Market
\$250M - \$300M

CRM Management

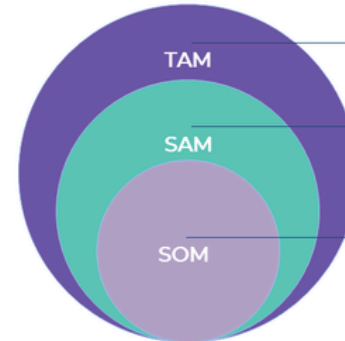


Total Available Market
\$24.25B - \$56.15B

Serviceable Available Market
\$2B - \$3B

Serviceable Obtainable Market
\$100M - \$300M

HR Management



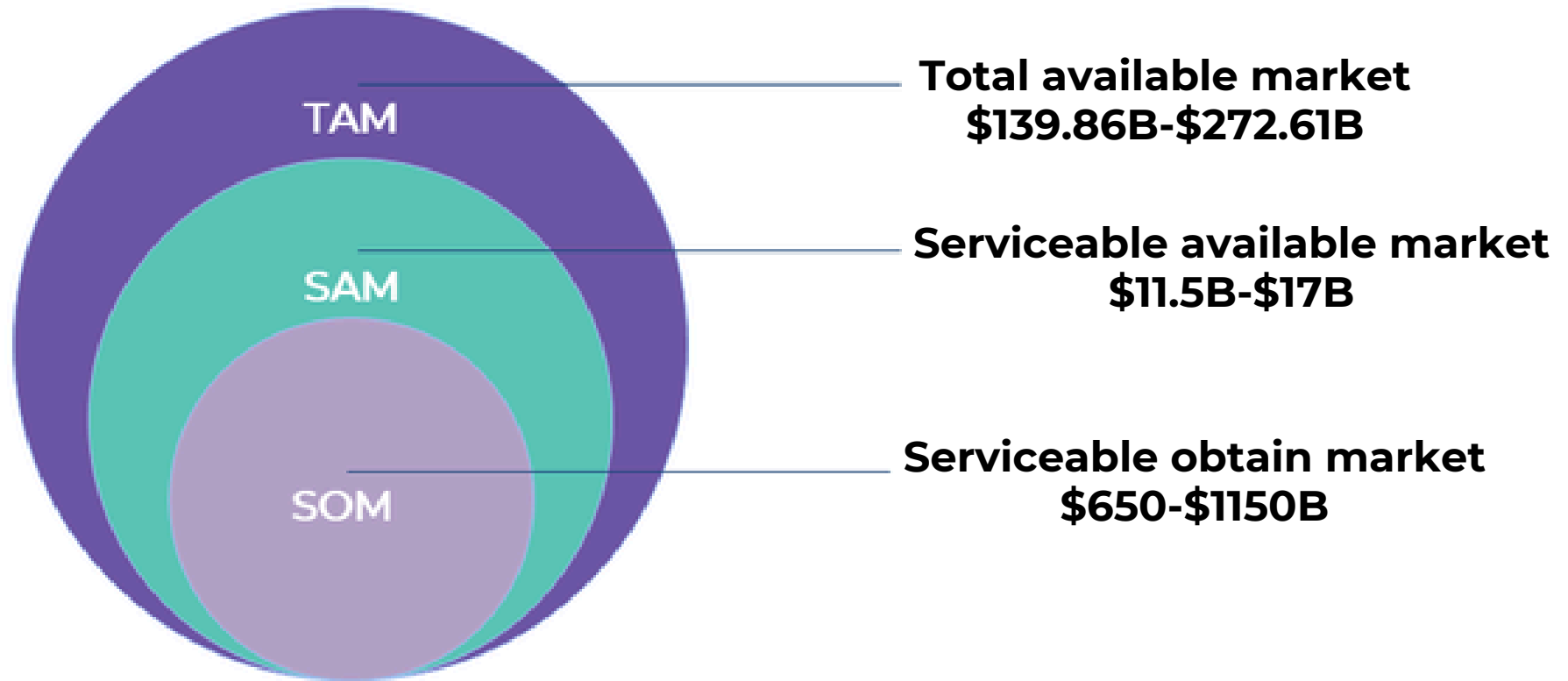
Total Available Market
\$10.23B - \$60B

Serviceable Available Market
\$3B - \$5B

Serviceable Obtainable Market
\$150M - \$350M

Project Management

MARKET STRATEGY: MARKET SIZE



What Started Small .. Now Scales Big



10410
Digital
Spaces



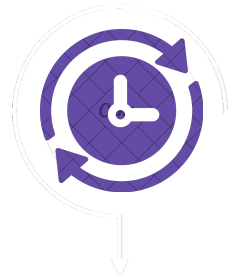
40342
Users



25,000
Active
Users



3,000,700
Tasks



380,000
Hrs

Valued Partners



6,000+ Users



10,000+ Users



EGYPT



KSA



UAE



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How Taskedin Generates Revenue



Unique Value Proposition

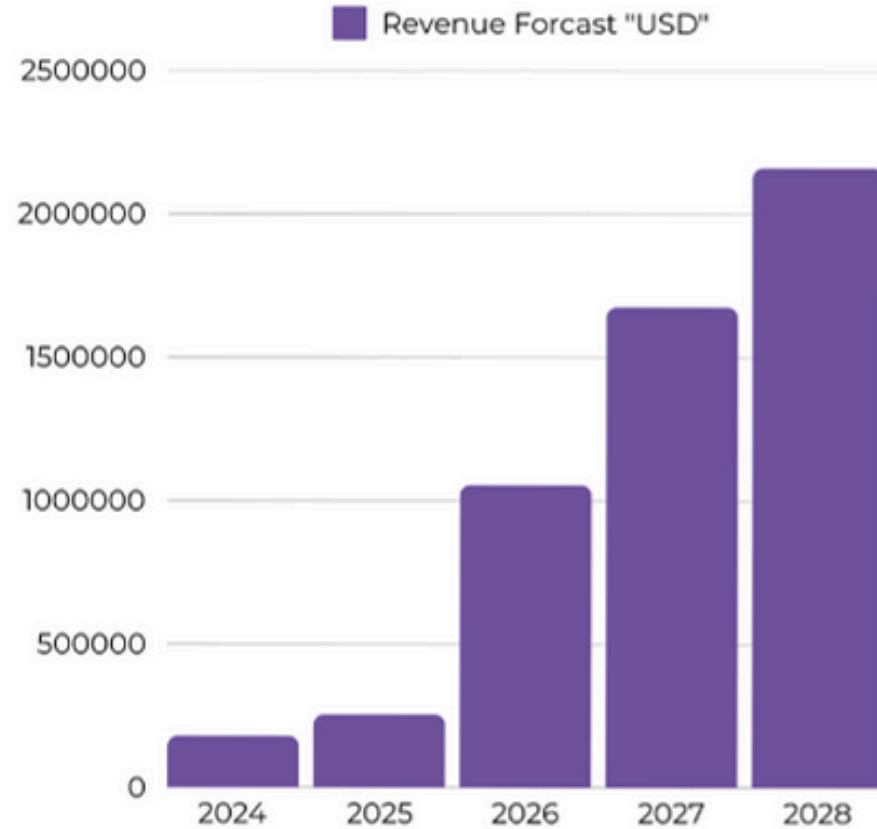
- Offering a comprehensive management tool that boosts productivity by at least 70%.
- All in one App



Revenue Structure

- Subscription fees 6\$/ User / Month
- Consultation Fees
- Customization Fees

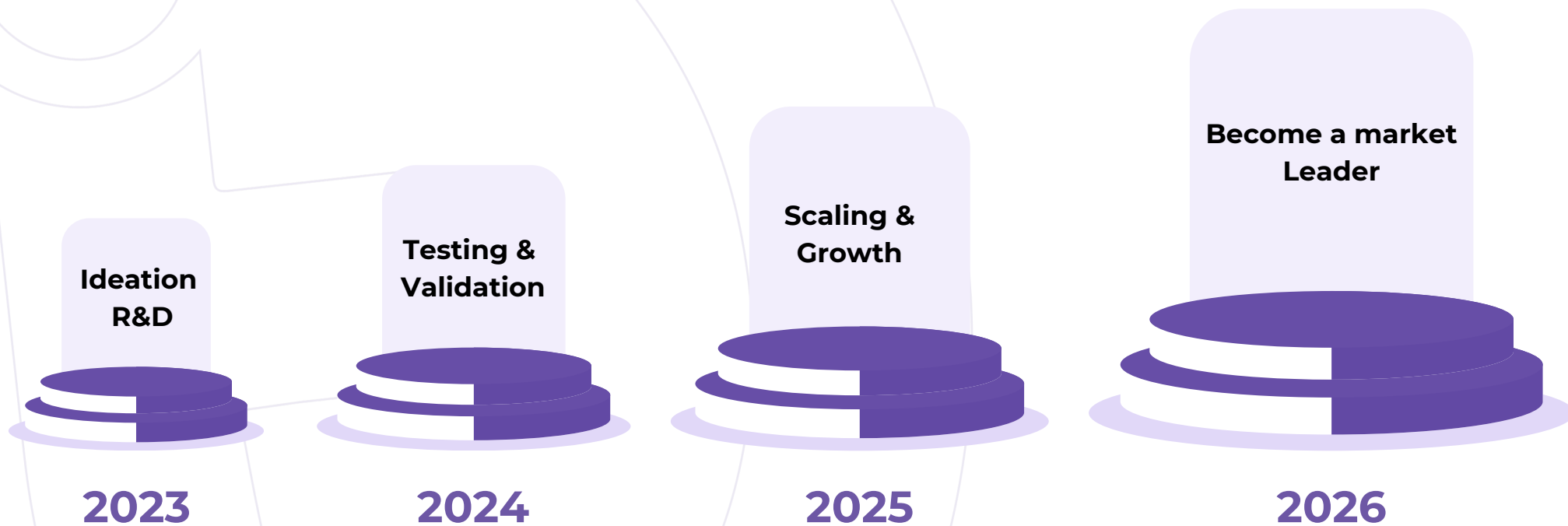
Financial Projections



LEAN CANVAS

Problem <ul style="list-style-type: none"> Need for a day-to-day management tool to enhance productivity. Lack of clear task briefing and tracking in existing solutions. Insufficient task performance feedback and reporting mechanisms. 	Solution <ul style="list-style-type: none"> App development with ongoing DevOps maintenance. Integrated marketing, sales, and customer support activities. Self-service options through the website, Play Store, and App Store. Direct sales team engagement. 	Unique Value Proposition <ul style="list-style-type: none"> Offering a comprehensive management tool that boosts productivity by at least 70%. Key benefits include clear task briefing, progress tracking, performance feedback, detailed reporting, multiple workspaces, governance, and security. 	Unfair Advantage <p>Unique combination of features: clear task briefing, robust tracking, feedback mechanisms, multiple workspaces, governance, and security. Integration with key partners like accelerators and VC companies to ensure growth and scalability.</p>	Customer Segments <ul style="list-style-type: none"> Private Sector Small & Medium Size Enterprises (SMEs) Governmental Sector Associations and NGOs
Existing Alternatives <ul style="list-style-type: none"> Basic Task Management Apps Emails Whatsapp 	Key Metrics <ul style="list-style-type: none"> Integration partners. Accelerators and VC companies. 	High-Level Concept <ul style="list-style-type: none"> Your Productivity Ecosystem 	Channels <ul style="list-style-type: none"> Self Service via website, Play Store, and App Store. Direct sales team efforts. Onboarding & demos, chat bot support, social media, and word of mouth. 	Early Adopters <ul style="list-style-type: none"> Mega Trust Group and Partners Small Startups
Cost Structure <p>Fixed costs:</p> <ul style="list-style-type: none"> Salaries for engineering, product, and customer support teams Cloud infrastructure and data storage Office space and administrative expenses <p>Variable costs:</p> <ul style="list-style-type: none"> Payment processing fees for transactions Contractor referral/placement fees Marketing and user acquisition expenses 		Revenue Structure <ul style="list-style-type: none"> Subscription fees. Contracting for large companies. Additional service fees (e.g., self-hosting options). 		

Mapping Our Milestones



Meet the Minds Behind the Mission

CEO



معز الدين محمود

CTO



معتصم دسوقي



Tester



ios
Developer



Android
Developer



Front End
Developer



UI



Back End
Developer



IT



HR



PR



Account



Art House

International Startup Club

Guided by Experience.. Backed by Brilliance



Islam Nasralla

- **Role: Innovation Advisor**
- **Expertise: Chairman of Mega Trust Group**
- **Background: DBA Holder**



Hesham Abdelghaffar

- **Role: Business Advisor**
- **Expertise: Consultant, Serial Entrepreneur**
- **Background: AUC Professor**

The Journey Matters as Much as the Destination



THANK YOU

