A WISENUTSSX PRODUCT · PRE-SEED

Wisenex

Continuous, audit-ready compliance for regulated companies in the UAE and GCC.

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Raising AED 5M · October 2026

THE PROBLEM

Growing UAE firms must prove compliance, but can’t afford an audit team.

Manual evidence

Controls, evidence and reports live in spreadsheets, emails and shared folders.

Consultant dependency

Every audit cycle pulls in outside help to rebuild the same documentation.

Deals at risk

Growing firms stall on enterprise security questionnaires and vendor reviews.

The cost: a 500 to 1,000 person firm ties up at least 2 people to coordinate each audit. Firms spend 11 weeks a year on compliance tasks (Vanta State of Trust, 2024).

WHY NOW

Compliance has become a year-round duty.

Trigger	What it asks of companies	When
UAE e-invoicing (MD 243 & 244 of 2025)	Structured B2B invoicing through accredited providers	Live 1 Jan 2027 (AED 50M+); 1 Jul 2027 (others)
New UAE AML law (Decree-Law 10/2025)	goAML registration, customer checks, sanctions screening, records	In force since 14 Oct 2025; covers DNFBPs
UAE PDPL (Decree-Law 45/2021)	Documented personal-data controls	In force; regulations pending
Enterprise buyers and investors	ISO 27001 / SOC 2 before contracts close	Every vendor review

AI now makes it practical to map evidence to controls automatically, which a year-round obligation needs.

THE SOLUTION

Wisenex turns compliance from a yearly scramble into a running system.

STEP 1

Collect evidence

Upload documents and reports once; connectors follow as the product matures.

STEP 2

AI maps to controls

Plain-English rules become checks against GDPR, UAE PDPL and ISO frameworks.

STEP 3

Stay audit-ready

Gaps, scores and audit-ready documentation, all year round.

Built for internal audit and compliance teams, with data kept where the customer chooses: cloud first, on-premise on the roadmap.

PRODUCT AND ROADMAP

Manual today, automated tomorrow.

Built today: working prototype · This round: production release in months 1–3 · Later: as shown

YEAR 1

Manual + AI

- Compliance tracking
- AI documentation copilots
- GDPR, UAE PDPL, ISO 9001, ISO 20000

YEAR 2

Semi-automated

- Bulk evidence upload
- Compliance scoring
- Multi-framework mapping

YEAR 3

Automated

- API connectors
- Real-time dashboards
- Multi-entity support

YEAR 4

Air-gapped

- On-premise modules
- Secure vaulting
- Zero-trust evidence flows

YEAR 5

Predictive

- Predictive risk scoring
- Multi-country
- Remediation suggestions

ROADMAP TO MVP

Prototype to product, and 15 working clients by month 12.

MONTHS 1–3

Build the core

Evidence tracker and AI copilot; Head of Engineering and a junior developer join in month 3

Done when: partners use it weekly

MONTHS 4–6

First orders

Paid launch with design partners converting to paid plans

Done when: 3 paying clients

MONTHS 7–9

Broaden

GDPR, ISO 9001 and ISO 20000 modules; UAE compliance lead from month 10

Done when: 8 paying clients

MONTHS 10–12

Scale

Partner channel live; UAE manager and AI/ML engineer follow in month 13

Done when: 15 paying clients

WHO BUYS

Startups and fast-growing firms first; regulated entities next.

UAE regulated entities

- Banks, insurers, fintech, payments
- Healthcare and pharma
- Government-linked and large corporates
- Energy, logistics, infrastructure

GCC mid-size companies

- Saudi PDPL and other GCC data laws
- ISO 9001, 20000 and 27001 cycles
- Internal audit teams under pressure

Scaling startups

- Need to look enterprise-grade
- Security questionnaires and RFPs
- Investor due diligence

Buyer: Head of Compliance or Internal Audit, with CIO, CTO or COO sign-off.

MARKET SIZE

Sized bottom-up: companies we can reach, times what they pay.

TAM

AED 1.3B

About 38,000 mid-size firms in the UAE and Saudi Arabia × AED 35k average price

SAM

AED 700M

About 20,000 mid-size firms in the UAE, our launch market × AED 35k

SOM (Year 3)

AED 7.1M

200 clients by Year 3, about 1% of SAM

Sources: UAE Ministry of Economy and Tourism, 1.4M companies (end-2025); Monsha'at, 18,176 Saudi medium firms (Q3 2023). UAE mid-size count estimated by applying the Saudi share (1.4%). Grand View Research sizes the Middle East and Africa GRC market at USD 5.5B (2025).

VALIDATION

Pre-revenue, and testing demand before we build at scale.

1

Working prototype

Core tracker and AI copilot, to be production-ready with this round

2

Companies interested

A payroll services firm (about 120 staff) and a payroll software firm (about 300 staff), informal

✓

Ajman 100

Accepted into the Founders Programme

0

Discovery interviews

Starting now; target 15 UAE firms before close

Born from the founder’s own audit work and a literature review; next step is structured interviews with UAE firms.

DESIGN PARTNER PROGRAMME

Design partners shape the product first.

Who

- Startups that cannot afford an internal audit team
- Fast-growing mid-size firms now facing compliance
- UAE first, then GCC

They get

- Six months free or discounted
- A say in the roadmap
- Founder-led onboarding

We get

- Weekly feedback
- Real evidence to test on
- A case study and a paid renewal

First candidates (informal interest)

Payroll services firm, about 120 staff · Payroll software firm, about 300 staff · 15 UAE firms to be interviewed before close

BUSINESS MODEL

Annual SaaS subscriptions, tiered by size and frameworks.

Starter

AED 24,000 / yr

Startups preparing for fundraising and enterprise sales; one framework

Growth

AED 36,000 / yr

AED 3,000 a month. SMEs and mid-size companies; core frameworks

Enterprise

AED 90,000+ / yr

Regulated entities; multi-framework, multi-entity, data residency

Plus paid onboarding: expert-led set-up and gap assessment, which funds early delivery and builds trust.

COMPETITION

Our wedge is local regulatory depth.

Alternative	Strength	Where Wisenex aims to differ
Vanta, Drata, Secureframe	Global SOC 2 and ISO 27001 automation	Native UAE frameworks and UAE hosting
Sprinto, Scrut	Affordable automation; Scrut covers UAE PDPL and Dubai ISR	UAE IA, ADHICS and CBUAE coverage
OneTrust	Enterprise privacy suite with UAE hosting	Audit-readiness at a mid-size price
CyberArrow, Vamu (UAE)	Local UAE IA and Dubai ISR focus	ISO 9001, 20000 and 27001 plus internal audit in one place
Consultants + spreadsheets	Trusted, hands-on expertise	Continuous, not per-project

GO-TO-MARKET

Reach 500 companies in six months, through three channels.

300

Outbound

Compliance-heavy UAE mid-size firms, then GCC, founder-led

150

Free trials

CIOs, COOs, CTOs and internal audit heads try it first

50

Partners

ISO auditors, internal audit firms, consultants, cyber firms

500 reached → 60 meetings → 25 trials → **15 paying clients in Year 1**

GROWTH AREAS

New UAE rules give the same engine its next markets.

NEXT · AFTER CORE LAUNCH

AML compliance for non-financial firms

Federal Decree-Law 10 of 2025 covers real estate brokers, gold dealers, accountants, lawyers and company formation agents: goAML registration, customer checks, sanctions screening, five-year records. Fines up to AED 5M.

Thousands of small UAE firms, no compliance team.

NEXT · AHEAD OF JULY 2027

E-invoicing readiness for SMEs

Businesses under AED 50M revenue must go live on e-invoicing by 1 July 2027. Wisenex prepares their data and processes and connects them to an accredited provider.

A fixed deadline that every SME must meet.

Both reuse the Wisenex rule engine and audit workflow; neither is funded from this round's core plan.

TEAM

Built by a governance and audit operator.

Rohit Kachroo

Founder & CEO · techno-functional lead

- 20+ years of enterprise leadership across 16 countries
- Delivery leadership for 80+ global enterprise clients
- Certified Independent Director (MCA)
- ISO 20000 Lead Auditor · ITIL v3 · PRINCE2 · Lean Six Sigma GB · SAFe

Completing the team

- Head of Engineering (ESOPs) and a junior developer, month 3 after funding
- Marketing partner, in discussion
- ISO and audit: consulting partner firm from day 1, in-house functional expert from month 4; 5 firms shortlisted
- UAE sales manager; UAE compliance lead

Support

- Ajman 100 Founders Programme: accepted
- 9% ESOP pool for key hires
- Also at WisenutssX: a UK payroll engine in build, with its first customer lined up

PLAN

From 15 clients to 200 in three years.

Plan target	Year 1	Year 2	Year 3
Paying clients (year end)	15	75	200
ARR at year end (AED)	0.52M	2.66M	7.14M
Net cash flow (AED)	−1.46M	−1.66M	+1.69M
Team size (year end)	11	20	22

Funding need: AED 3.2M used before break-even; AED 1.8M kept as buffer

Cash-flow positive: month 27

Monthly model: tiered pricing (avg ≈ AED 35k/yr), 1% monthly churn, India tech team, UAE fractional sales.

USE OF FUNDS

AED 5M, mostly into product and expertise.



Area	AED	What it buys
Product and AI engineering	2.0M	Core platform, AI rule engine, India tech team
Compliance experts	1.0M	ISO and audit partner firm, in-house functional expert, UAE specialist; SOC 2 and ISO 27001
UAE market entry	1.0M	UAE base and regional operations
Sales and marketing	0.5M	Outbound, trials and partner programme
Operations and governance	0.5M	Administration and internal security

Milestone this buys: 15 working clients in Year 1; about 75 clients and AED 2.7M ARR by month 24

RISKS

The main risks, and how we reduce each one.

Risk	How we reduce it	Proof point
Execution	Monthly MVP milestones with exit criteria	Slide 6
Customer demand	Design partners before full build	Slides 9–10
Solo founder	Senior engineering lead on ESOPs; marketing partner	Slide 15
Guidance	Ajman 100 Founders Programme mentorship	Accepted
Competition	UAE + GCC depth, data residency	Slide 12

Investors receive quarterly reporting on milestones, cash and pipeline.

THE ASK

Raising AED 5M pre-seed.

About USD 1.36M · SAFE · USD 6M post-money valuation cap

Today

100% founder-owned. No debt. Wisenex is a WisenutssX product; this round funds Wisenex only. Structure confirmed with counsel before term sheet.

The goal

Become the trusted compliance platform for the UAE and GCC.

Contact

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