SEED FUNDRAISING 2.0

Create. Share. Measure.

Networking intelligence that lives in your wallet.

Live, in production, and already paid for;
Wallat turns any business card into a wallet-native profile with built-in analytics,
No app required.

THE STORY SO FAR

June 2026 - Live, with Payments

Launched early June. Every dollar deployed exactly as promised; to production, not overhead.

Dec 2025 - Funded

Raised $50K on a SAFE at a $5M cap. One mandate: get to go-live and start revenue.

Sept 2025 - Build begins

Started building Wallat by reimagining the concept as a wallet-native, analytics-first platform.

2019 - The origin

Building networking tools since 2019 under Sigma Cards; custom web profiles bundled with NFC cards. Wallat is the productization of six years of domain knowledge.

TRACTION

It's live, and it's being used.

Everything's live — try it before you read the rest

- **Marketing site** wallat
- **Application** app.wallat
- **Payments** Stripe · all subscription tiers

1

paid annual subscriber

23

paid annual team seats

What we built on $50K

Two founders. One angel round of $50K. Zero salary drawn. In nine months we shipped a live, differentiated, payment-taking product to production — marketing site, app, billing, and a full backend dashboard with a zero-cost-to-scale analytics engine.

Client-side processing and on-demand compute keep operating costs low until revenue funds growth — capital goes to acquisition, not survival.

THE PROBLEM WE SOLVE

Every handshake raises two questions.

When two people meet, they trade a little information in case they want to connect later. That's the whole event — and it raises one question per side of the handshake.

1

What do they know about me?

A native wallet card (Apple · Google · Samsung) that auto-builds a cinematic profile website; designer grade from day one, shareable by a QR you can re-point anytime. No reprint.

2

What do I know about them?

Per-card analytics, heat-maps, session replay, engagement scoring. Microsoft Clarity / PostHog / Hotjar-grade behavior, on a personal scale. The only tool that shows what happened after you shared.

Every tool ever built answers the first question — and stops there. Wallat gives a better answer to the first, then uses analytics to seriously answer the second. That second question is the niche we own: engagement quality.

“We don't promise leads. We raise the quality of every exchange.”

THE SOLUTION

One platform, three layers of proof.

Wallat pairs digital and physical business cards with the tools to show you what happens after you share it.

1

Wallet-native cards

Apple, Google, and Samsung Wallet — a card that lives where people already look, no app install required.

2

Auto-built profile site

A no-code, designer-grade profile page at wallat.id — built the moment a card is created, always on-brand.

3

Per-card analytics

Heat-maps, session replay, and engagement scoring on every single card — the layer nobody else has built.

LIVE IN PRODUCTION

WHY NOW

The handoff is digitizing; not disappearing.

An un-killable behavior

The paper card isn't dying. The handoff is digitizing. Two people meeting and exchanging identity is an un-killable behavior; we're laying modern rails under it. The category outlives any hype cycle

Enabled by AI, not dependent on it

AI earns its place in-app, writing bios, enriching contacts, optimizing profiles. But we sell the measured quality of a real human handshake, which no model update replaces. A feature, not a gap.

THE MARKET

A real, funded category; we own the differentiated slice.

$200–240M

digital business card category, today

~12%

category growth, per year

$25M

raised by Blinq alone (2.5M users, 500K companies)

Clear buyers, already paying and already funding the category:

Blinq · Uniqode · Popl · HiHello · Mobilo · Waveconnect

Land with the card. Expand into the networking-intelligence layer → contact data, lead capture, engagement analytics adjacent to far larger CRM and sales-enablement markets. No incumbent does what we do at the measurement layer.

HOW WE MONETIZE

Two engines: individual habit, team economics.

B2C

Free · Pro · Pro Intel

Sign up free → publish card → use it (scan / share) → 14-day trial → convert to paid. Free users get limited updates and limited analytics access. Features are deliberately gated between Free and Pro to monetize strategically.

B2B

Teams · Business · Enterprise

Teams plan (min. 3 seats): org details → payment → invite members → start. Enterprise (50+ members) is routed to a face-to-face consultation. Built as the easiest, lowest-friction tool for events, expos, conclaves, and any multi-networking occasion.

Starter - Free • **Pro - $12/mo** • **Pro Intel - $19/mo** • **Business - $13/seat/mo (min 3)** • **Enterprise - Custom**

WHY US

Four edges - and a moat that compounds.

1 Category-first analytics

Heat-maps and session replay — absent across every competitor in the category.

2 Zero-to-scale cost structure

We are lean, and we burn infra spend only as we scale.

3 The integrated bundle

Analytics + triple-wallet + auto-site + dynamic QR, shipped as one product.

4 Samsung Wallet

Uniquely ours; the rest of the category stops at Apple + Google.

The compounding moat: every card, scan, and interaction makes Wallat the system of record for real-world networking — a switching cost a feature race can't touch.

GO-TO-MARKET STRATEGY

The value gap wedge.

Corporate Sales / BD

VP of Sales / RevOps, via private communities (Pavilion, RevGenius), with Team Engagement Leaderboards.

$1,560–$7,800 ARR / deal

Real Estate Brokerages

Top-down offices via Facebook ecosystems, with native Follow Up Boss CRM integrations.

$780–$3,120 ARR / deal

Capital efficiency runway ($1.5M): 45% People · 30% Paid · 20% Content & SEO · 5% Partnerships. Founder-led direct sales drive the first 6 months; paid ads are restricted to a low-spend “discovery lab.”

Month 1-3	Parallel testing across Meta, Google, and Reddit; strict $350 CAC kill-ceiling.
Month 6+	Blended CAC compressed to $150–$250 as organic SEO and affiliate networks compound (already live).
Target	<12-month payback period with an LTV:CAC of ≥ 3:1.

FINANCIAL PROJECTIONS (CONSERVATIVE)

Items	Year 1	Year 2	Year 3	Year 4	Year 5
Free users (cumulative, EOY)	12,000.00	45,000.00	130,000.00	320,000.00	650000
Individual paid (EOY)	**350.00**	**1,500.00**	**4,800.00**	**12,000.00**	**24000**
B2B accounts (EOY)	12.00	55.00	160.00	360.00	650
B2B average seats	5.00	5.00	6.00	6.00	7
B2B total seats	60.00	275.00	960.00	2,160.00	4550
Free → paid conversion %	**3.00%**	**4.00%**	**4.00%**	**4.00%**	**3.80%**
Individual ARR (exit run-rate)	**$59,220**	**$253,800**	**$812,160**	**$2,030,400**	**$4,060,800**
B2B ARR (exit run-rate)	$9,360	$42,900	$149,760	$336,960	$709,800
Total exit ARR (run-rate)	**$68,580**	**$296,700**	**$961,920**	**$2,367,360**	**$4,770,600**
Opening ARR	-	$68,580	$296,700	$961,920	$2,367,360
Recognized revenue (mid-year)	$34,290	$182,640	$629,310	$1,664,640	$3,568,980
YoY ARR growth %	**-**	**332.60%**	**224.20%**	**146.10%**	**101.50%**

THE ASK

Raising $1.5M to turn a live product into a growth engine.

Amount	**$1.5 M**
Stage	**Seed**
Instrument	**Post-money SAFE (Preferred)**
Valuation cap	**$7M (flexible to close fast)**
Existing	**$50K angel, post-money SAFE, $5M cap (~1%)**
Progress since angel round	**Shipped to production · live payments · first customers converting**

What it buys

18–22 months of runway to turn early traction into a repeatable growth engine, land multi-seat B2B teams, and reach the metrics that justify a priced round at a real step-up.

Disciplined dilution

At a $7M cap, $1.5M is ~21% to new investors. The angel stays at ~1%; founders hold ~78%. We're raising what the plan needs — not the maximum — to keep the cap table clean for the next round.

Our UAE base is efficient and works cleanly for a global investor base (MENA, India, US/EU).

USE OF FUNDS

Bias toward B2B, where one deal beats dozens of users.

Go-to-market	~50%	Paid channels, brand, content, B2B outbound
Team	~30%	First commercial hire + product
Team	~12%	Analytics depth, accuracy, infra refactoring
Ops & buffer	~8%	Legal, structure, contingency

What this round proves

1. A repeatable acquisition channel at a defensible CAC
2. A cohort of multi-seat B2B accounts — the revenue wedge, proven
3. A retention signal — churn trending down, NRR > 100%
4. Organic traffic ramping into a low-CAC top of funnel

Why B2B is the highest-ROI dollar: one Business account (min. 3 seats) is worth dozens of individual subscribers and churns far less. Real-estate brokerages and mid-market sales teams are the beachhead and our early paid pipeline already points there.

WHY THIS IS THE RIGHT BET

The hard part is done. The fundable part is next.

The hard, risky part; building a working, differentiated, compliant, scalable, monetizing product; is done, live, and taking payments. We shipped it on $50K, and real users are already converting. What's left is the most fundable thing there is: grow distribution on a proven product. Our tech stack is bleeding edge and built to scale. we're doing a lot of extreme engineering under the hood to make sure we don't burn cash idling.

Networking isn't going extinct. The category is real and funded. We do the one thing at the measurement layer that nobody else does; and we've proven we can build it with almost nothing.

We're raising $1.5M to turn traction into a growth engine.

TEAM & CONTACT

Let's build the growth engine together.

Phone: +971 58 568 2563

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Appendix available on request

Full financial model (forecast, P&L, unit economics, runway, cap table)· Round structure & SAFE mechanics · EU-hosted, GDPR/PDPL-aligned data room, encrypted, cloud-cost history available