



# MASSIVE PROBLEM

Despite the proliferation of project management software, the project success rate is still surprisingly low and stagnant, which leads to a high rate of project failure and less than optimal projects performance.



Leading to a great deal of pain due to delays, budget overruns, and quality problems.

Where the resulting impact can amount to millions and billions of dollars of sunk costs and opportunity losses for organizations of all sizes.

The lack of benefits realizations has a direct impact on shareholders' value.

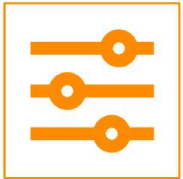


# GROUNDBREAKING SOLUTION

**The Engine of Project Success would enable organizations to reduce project failures & optimize performance!**



Uruk aims to help organizations improve their project management practice by providing enterprise-specific tailorable methods to support collaborative and frictionless decisions and effective performance tracking and optimization.



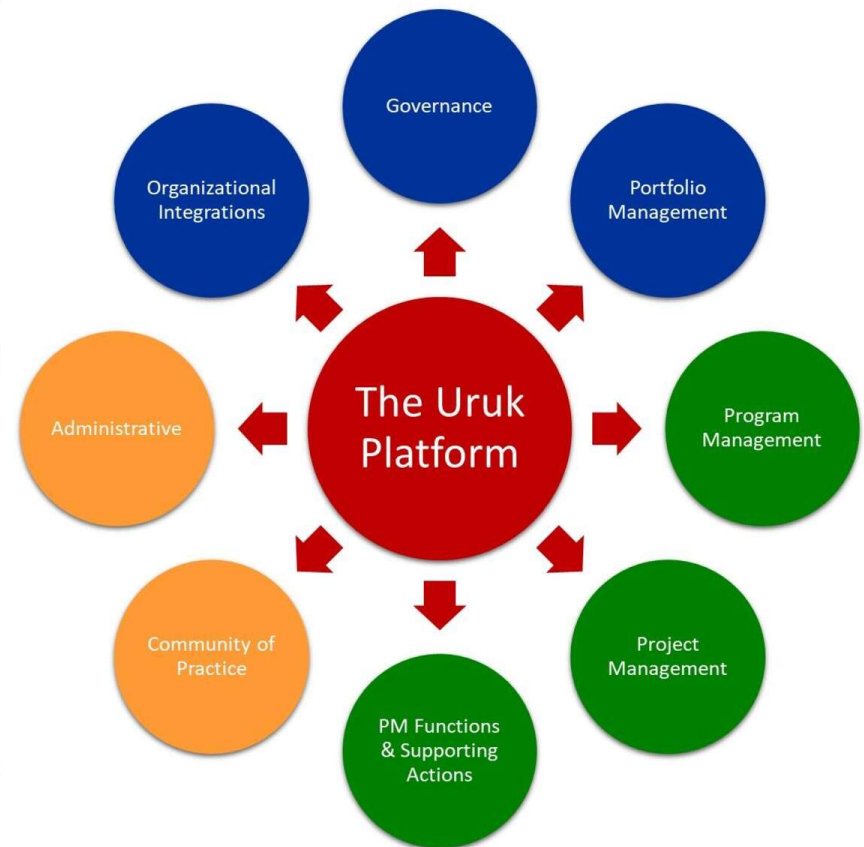
Clients can adopt the built-in system and tailored methods or require further customization to establish fit-for-purpose methods, which would significantly enhance the performance of their projects and their bottom lines.

save  
**20%+**

We are confident we can help organizations save 20%, or more, in their project management and product delivery effort. We can help them deliver their products and realize the anticipated benefits, faster, at lower costs, and to higher standards.

## An integrated business and project management solution

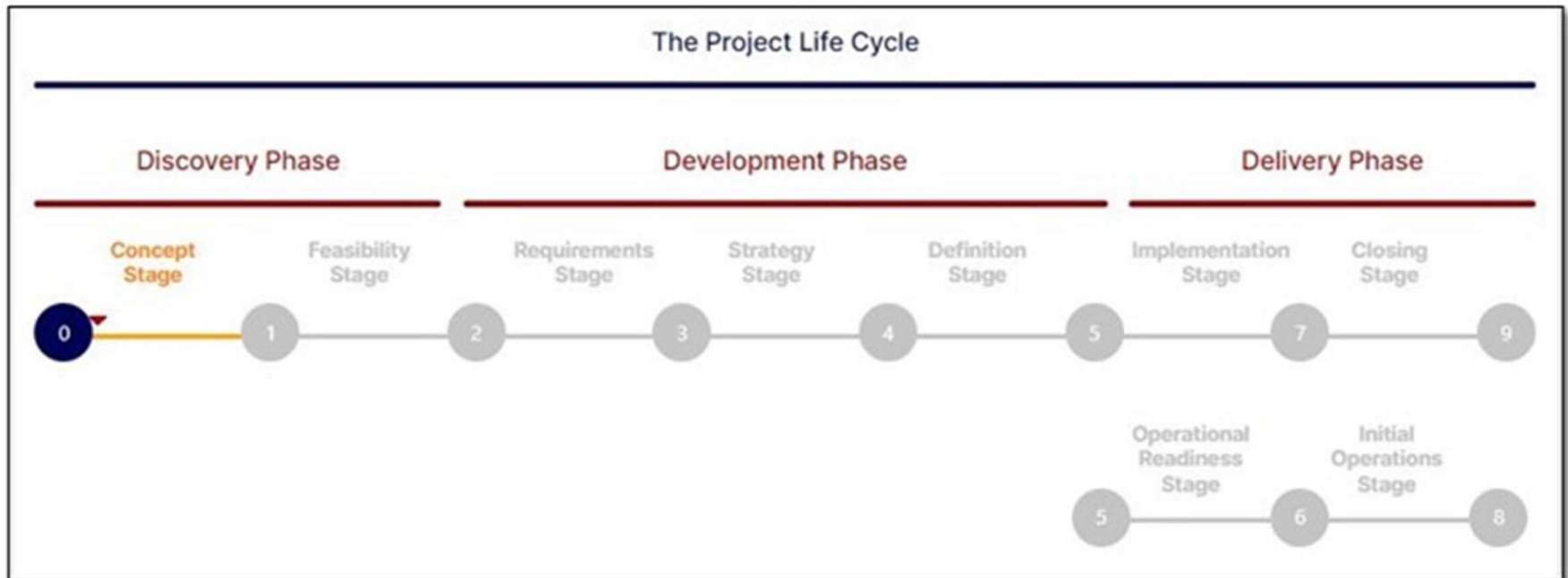
- Benchmarking and predictive analytics models for performance optimization
- Portfolio management to enable CPOs & executives to manage the portfolio and enhance strategic alignment
- Program and project management, integrating life cycle management with business and operations
- Simplified and advanced project management functions
- Community of Practice with knowledge sharing & forums
- Collaborations at different levels, within an organization, and among users





# ACTIVE AND AVAILABLE TODAY

**The Uruk Platform is a project life cycle and stage-gate process**







# KEY FEATURES



## **TAILORABLE**

Built-in tailorable methods that could be customized further to be fit-for-purpose



## **EASY**

Ease of implementation, speed and cost, resulting in immediate benefits



## **METHODOLOGY**

Product delivery methodology, integrating with asset and product management



## **Excellence**

Organizational repository of projects information for continual improvement and projects excellence



## **LEARNING**

Open knowledge library with numerous case studies, e-books, guides, and other resources



## **REPORTING**

Seamless, real-time, and transparent reporting through various performance charts and dashboards



# MARKET OPPORTUNITY



We aim to reach a global market with our solution.

Our co-founders & partners have already built success in multiple countries.

## **\$3.6 – \$7.9 BILLION**

It is estimated that the total addressable market falls between \$3.6 to \$7.9 billion. This is based on reports and studies, from PMI, Transparency Market Research, and others.

## **87.7 MILLION INDIVIDUALS**

The Project Management Institute estimated the global need for 87.7 million individuals working on projects by 2027. Currently, there are two million+ individuals with one PM certification or another.



# TRACTION & ACCOMPLISHMENTS



## VALIDATION

We have already communicated with many PM leaders, and they believe Uruk PM offers a unique and comprehensive solution that will provide more functionalities than any other product in the market.



## INTELLECTUAL PROPERTY

All the founders' IP has been assigned to Uruk PM. We are currently working on the trademarks and once we secure enough funds we will be going after patent applications.

Uruk PM established the Uruk Business Network, to collaborate with partners from around the world.

- ❑ We already have one MOU signed with a company in Oman.
- ❑ We are negotiating with four potential partners.
- ❑ Close to 100 users are using or exploring the live platform.







# BUSINESS MODEL & REVENUE STREAMS

We are pre-revenue but anticipate the following revenue streams:



The product itself –  
cloud-based access  
with recurring payments  
(SaaS)



Advisory and  
Consultancy for  
customizations & other  
support



Training on the platform,  
the methodology, and  
advanced project  
management

## Onboarding Program

We will start with an onboarding program (pilot), which will include:

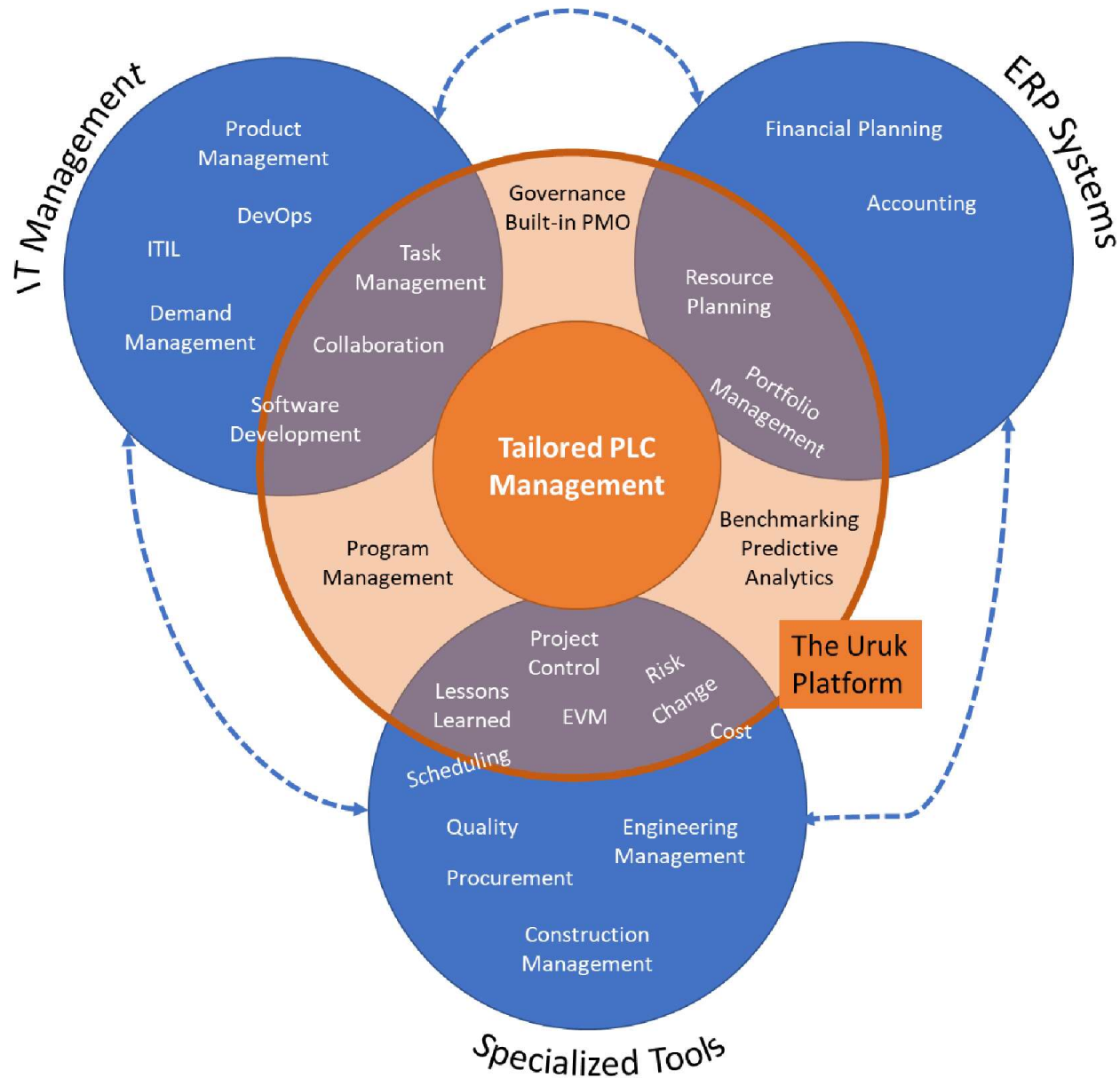
- ✓ Advisory,
- ✓ Consultancy,
- ✓ Support,
- ✓ Training, and
- ✓ Software licenses

## Packages tailored to clients

We will have pre-set packages as a discussion starting point, then tailor the offer to fit the client's needs, expectations, and type & size of projects



# COMPETITIVE OVERVIEW



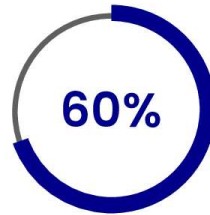
# INVESTMENT OPPORTUNITY

## Seeking \$1 Million

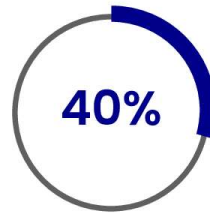
For this round, Uruk PM's target is \$500,000 on top of the funds raised already!

The funds will allow us to debut a robust MVP, go to market, acquire a few early adopters, and continue with the enhancements based on market feedback.

Our anticipated use of funds includes:



Product development including staffing of key developers



legal, admin, trademarks and patent, marketing, and sales



## PREVIOUS FUNDS

To date, Uruk Corp has secured almost \$500,000 from F&F & crowdfunding



# MEET THE TEAM

## **MOUNIR AJAM**

### CEO & the Chief Innovator



- ▶ More than 30 years of experience working on projects worth up to billions of US dollars
- ▶ Global experience (US, UK, SE Asia, West Asia, GCC) including industrial/capital projects
- ▶ Years of experience in customer services (consultancy and training)
- ▶ Worked with global leaders like Exxon, BASF, Shell, and Saudi Aramco
- ▶ Delivered services to numerous companies including SABIC, Ericson, Etihad Airways, Emirates Global Aluminum, and many ministries and government agencies
- ▶ Honor graduate from UC Berkeley, Master's Degree in Project Management
- ▶ Graduate of the PMI Leadership Institute
- ▶ Active volunteer and social/professional entrepreneur



## **Victor Sawma**

### **CIO/CTO, Heading the Software Development work**

- ▶ 20+ years of technology and software development experience
- ▶ Extensive experience with web & mobile applications with scalable architectures, security auditing, and IT consultancy
- ▶ Victor is passionate about technology serving humanity.



## **Nada Chaban**

### **Director, Outreach & Professional Services**

- ▶ Nada holds an MSc in Project Management & PMP certification
- ▶ She has more than eighteen years of management experience
- ▶ Experience in Project Management and Sales & Marketing.



## **Dr. Dan Patterson**

### **Advisor, Products & Strategy**

- ▶ Dr. Patterson has an impressive track record with extensive commercial and technical project management experience on projects that in the aggregate are valued at over \$200 billion.
- ▶ He has been involved with three startups and exits



# Directors



Amr Maraie



Jihad Aysh



Mounir Ajam



Nada Chaban



Navaid Jamal

# Advisors



Sandra Hoskins



Bill Duncan



Josh Medica



Dan Patterson



# WHY INVEST?

**We know** that Uruk's groundbreaking integrated business and project management **solution will forever change Project & Portfolio Management.**

By developing and pioneering a comprehensive cloud-based online solution for the management of any project, as well as the whole organizational portfolio of projects, we can help businesses thrive unlike ever before.

**Our Uruk Platform is the Engine of Project Success, and we can't wait for the world to see what it can accomplish.**



**But first, we need your help to make it happen.**

For more information on this investment opportunity, please contact:  
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