

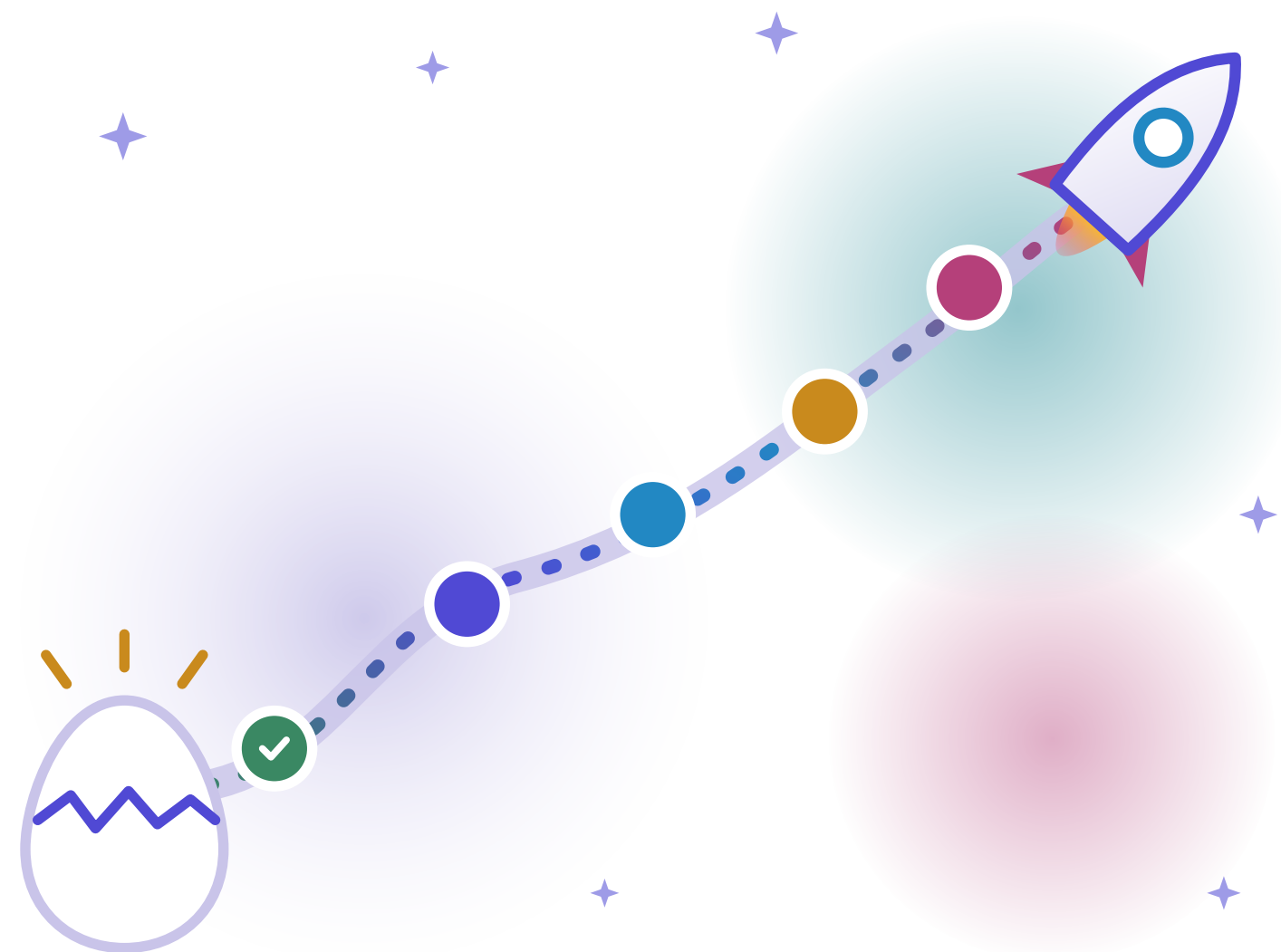


INVESTOR PRESENTATION · SEPTEMBER 2026

Hatchio AI

Hatch your idea. Build it. Launch it.

A team of 32 AI specialists turns a founder's idea into research, a business plan, a budget and a website. In our timed run, the website was ready in 16 minutes.



16 minutes: clock time of one real project running alone, 26 September 2026. Slide 5 has the detail.

hatchioai.com

Starting a business takes months and a team



2–8 weeks

to prepare a feasibility study;
big projects take months

Bouh Marketing; Platform01 Consulting



SAR 50,000

or more for a large project's
study; small ones start at SAR
1,500

Ertiqaa price guide, May 2026



36%

of new startups have a solo
founder doing every job alone

Carta, US startups, first half of 2025

Hatchio gives one founder **the whole team, in minutes.**

32 AI specialists work on your idea

Research

Your customer, market, competitors and whether the idea can work

Strategy

Positioning, a business model and a product plan

Money

A startup budget in Excel and a financial model, labelled as estimates

Design

Brand strategy, user experience and a visual design

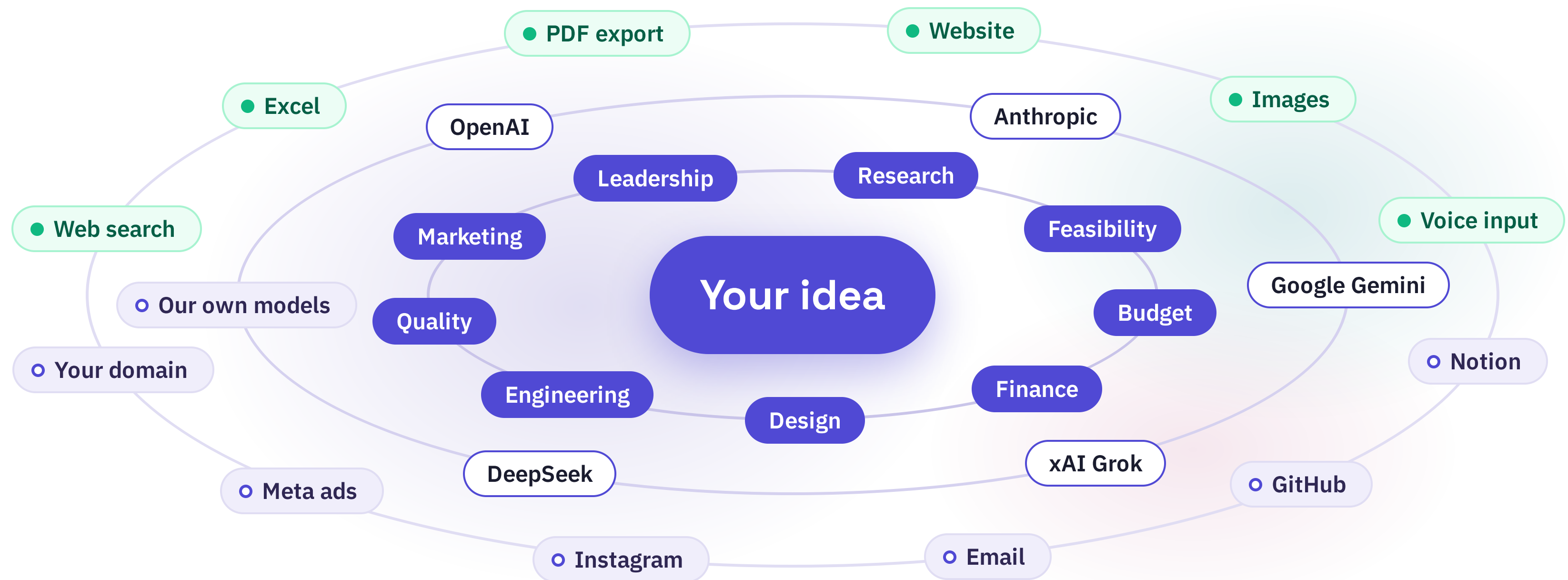
Website

A 3-page website with photos, checked for quality and security

Launch

Marketing plan, sales funnel and launch posts you approve first

32 AI specialists, 5 AI providers, real tools



A website in 16 minutes, everything in 18

16 min

to a website you can preview and download

18 min

for all 21 deliverables, checked for quality and security

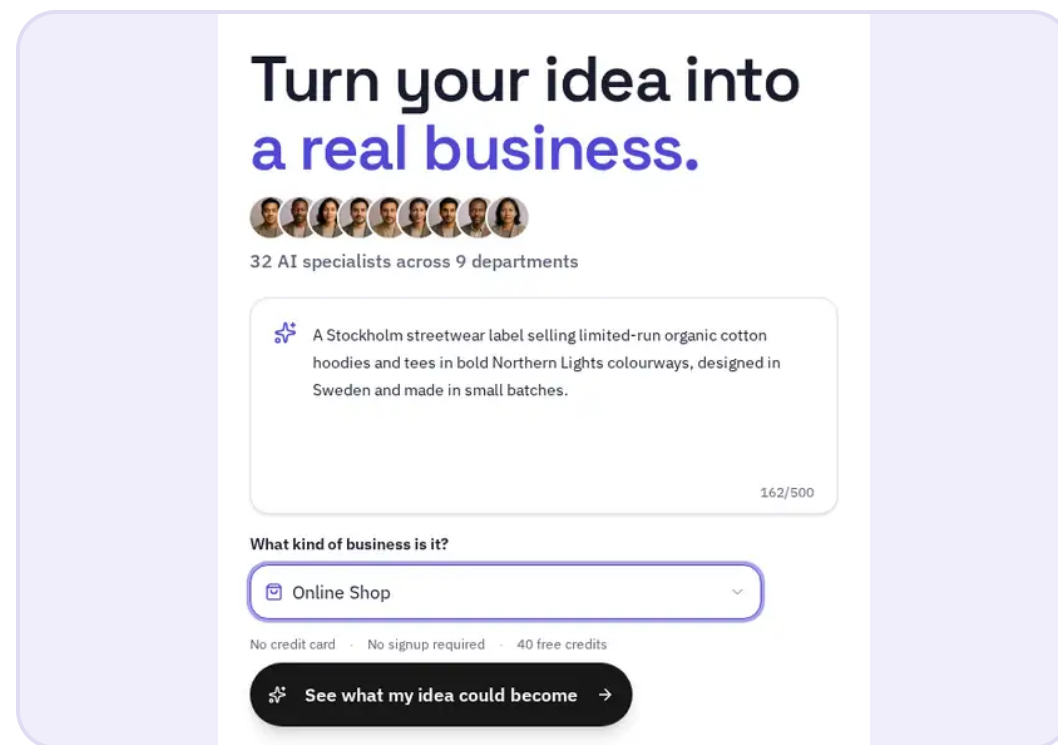
WHAT ARRIVES, MINUTE BY MINUTE

4 min	Market research and competitors
6 min	Feasibility study
8 min	Brand, product plan, business model
11 min	Startup budget in Excel
12 min	Financial model
14 min	Marketing and sales plans, post drafts
16 min	Website, ready to preview
18 min	Checks done, launch package ready

Describe it, let the team work, download it

1 Describe it

Type or say your idea and pick the kind of business



Turn your idea into a real business.

32 AI specialists across 9 departments

A Stockholm streetwear label selling limited-run organic cotton hoodies and tees in bold Northern Lights colourways, designed in Sweden and made in small batches.

162/500

What kind of business is it?

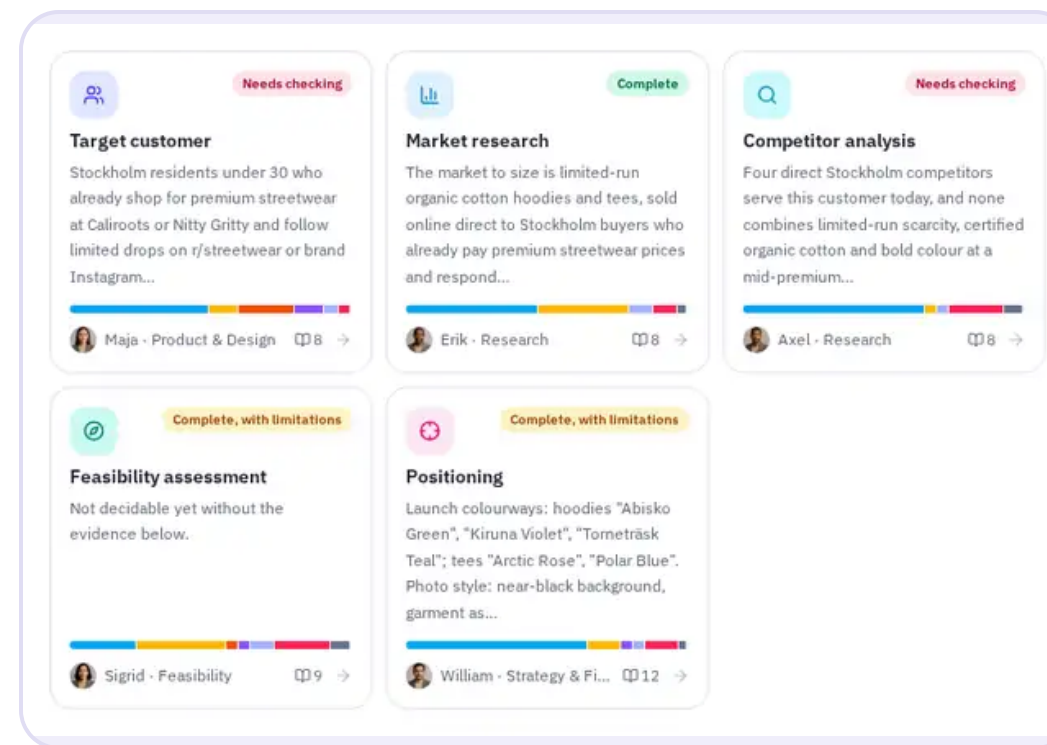
Online Shop

No credit card · No signup required · 40 free credits

See what my idea could become →

2 The team works

Specialists work in order and label how sure they are



Target customer: Needs checking. Stockholm residents under 30 who already shop for premium streetwear at Caliroots or Nitty Gritty and follow limited drops on r/streetwear or brand Instagram... Maja · Product & Design · 8 →

Market research: Complete. The market to size is limited-run organic cotton hoodies and tees, sold online direct to Stockholm buyers who already pay premium streetwear prices and respond... Erik · Research · 8 →

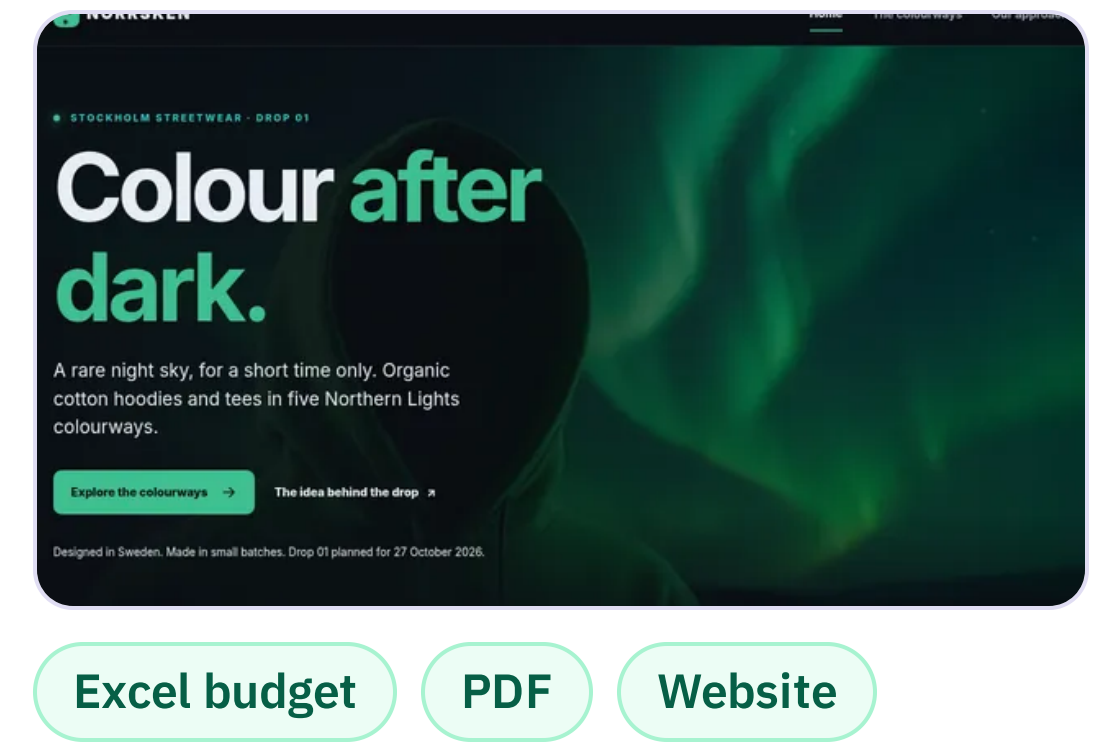
Competitor analysis: Needs checking. Four direct Stockholm competitors serve this customer today, and none combines limited-run scarcity, certified organic cotton and bold colour at a mid-premium... Axel · Research · 8 →

Feasibility assessment: Complete, with limitations. Not decidable yet without the evidence below. Sigrid · Feasibility · 9 →

Positioning: Complete, with limitations. Launch colourways: hoodies "Abisko Green", "Kiruna Violet", "Torneträsk Teal"; tees "Arctic Rose", "Polar Blue". Photo style: near-black background, garment as... William · Strategy & Fi... · 12 →

3 Download it

A plan, an Excel budget and a website draft



STOCKHOLM STREETWEAR · DROP 01

Colour after dark.

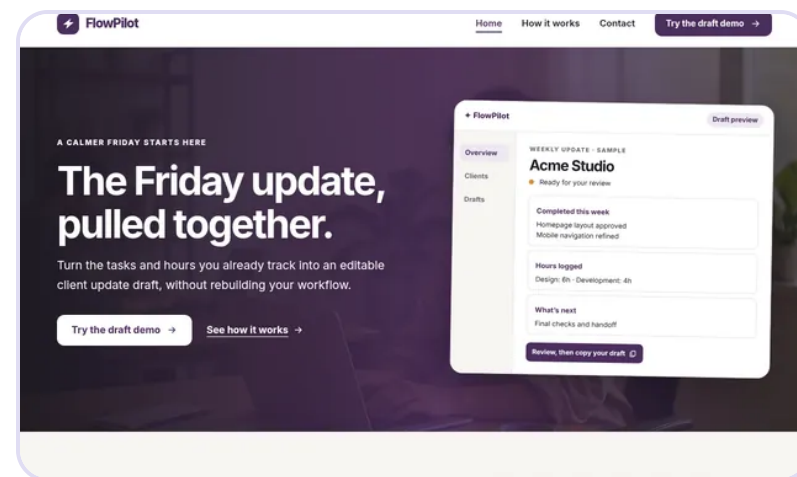
A rare night sky, for a short time only. Organic cotton hoodies and tees in five Northern Lights colourways.

Explore the colourways → The idea behind the drop ↗

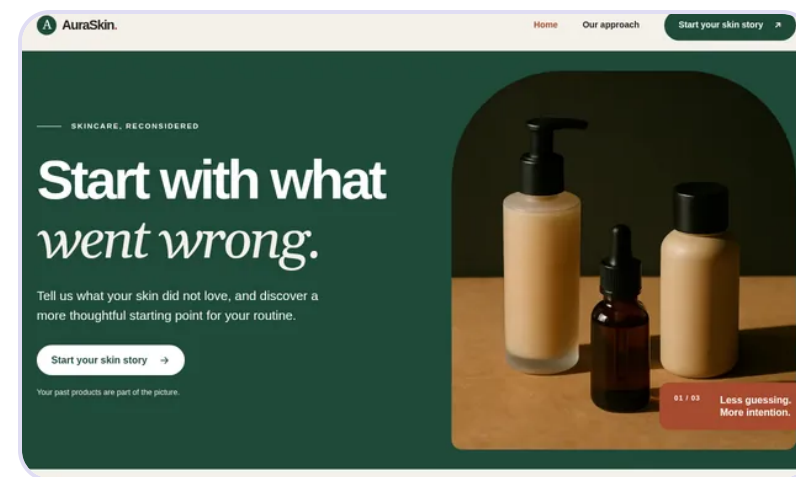
Designed in Sweden. Made in small batches. Drop 01 planned for 27 October 2026.

Excel budget PDF Website

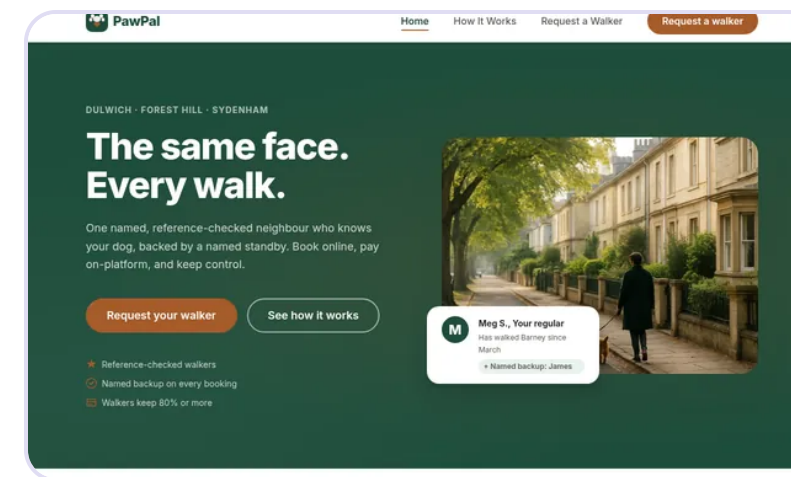
Seven ideas, seven real runs



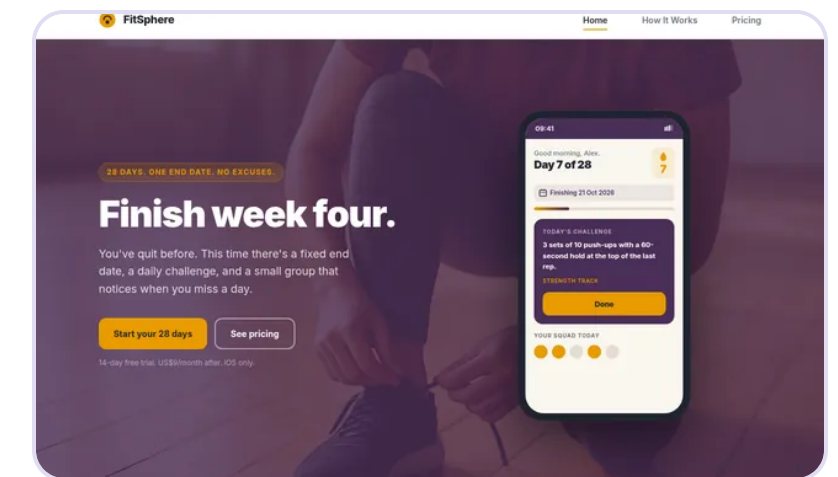
FlowPilot SaaS



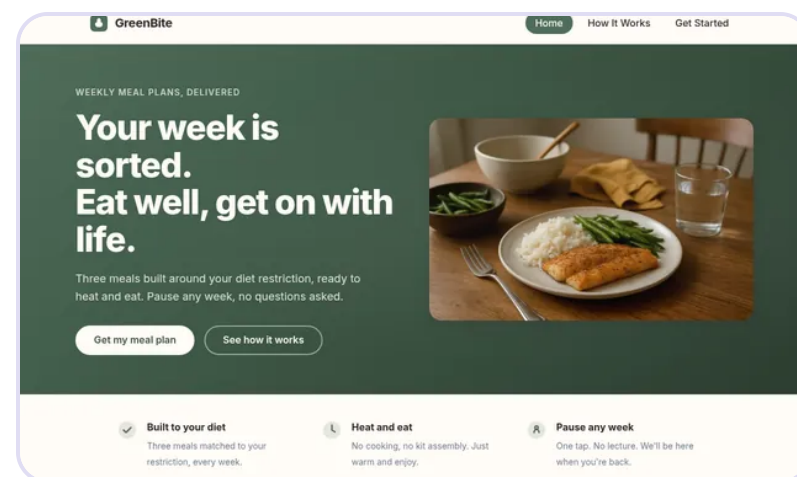
AuraSkin Online shop



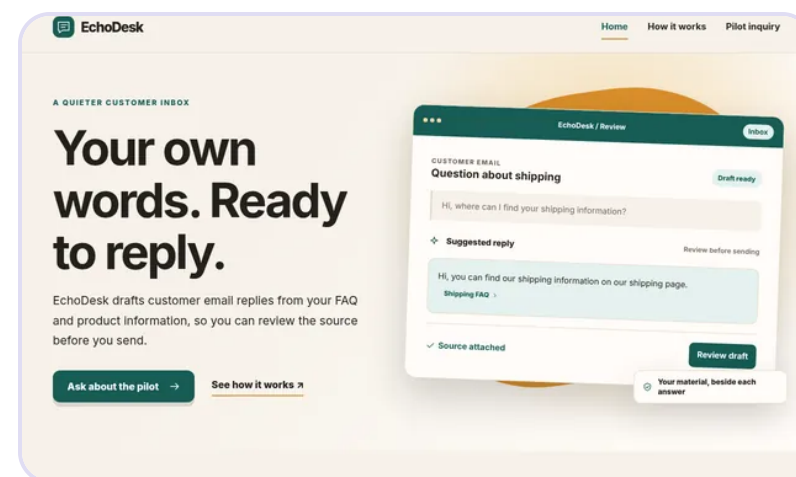
PawPal Marketplace



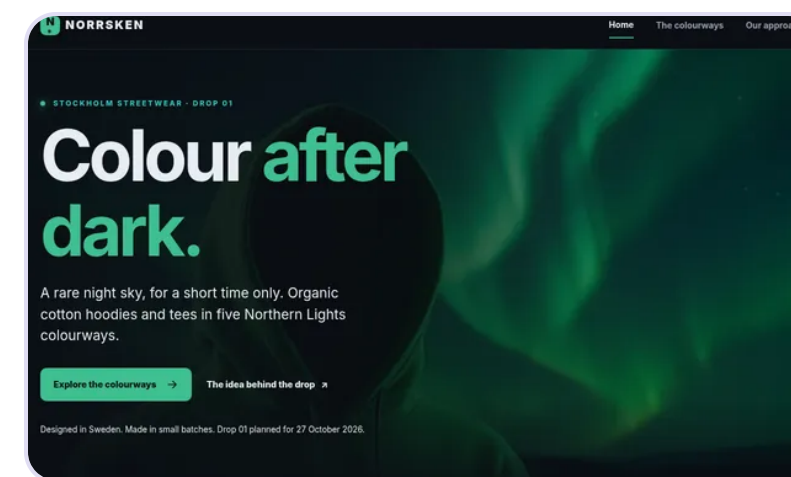
FitSphere Mobile app



GreenBite Subscription



EchoDesk AI startup



Norrsken Online shop

Each came back with a plan, a budget, a website and launch posts.

About 20 deliverables each

The same AI models, organised as a team

With a chat assistant, you...	With Hatchio, you get...
Write every question and choose the order	20 steps that run in order, research first
Paste the answers into your own files	An Excel budget, PDFs and a 3-page website
Judge how reliable each answer is	Every result labelled with how sure it is
Check the work yourself	QA and security reviews of the website
Post when you decide	Launch posts that wait for your approval



Underneath, Hatchio uses models from OpenAI, Anthropic, Google, xAI and DeepSeek. What it adds is the team, the order, the checks and the files.

Others cover one part of the journey

Product	Research	Plan and budget	Website	Launch posts	Price
Hatchio AI	Yes	Yes, with an Excel budget	Yes, QA and security checked	Yes, you approve them	From \$12, pay per use; 40 free credits a month
Jadwa AI	Yes	Business model	Yes, custom domain	Auto-posts to 6 platforms	\$0, \$29 or \$99 a month
Murtakaz	Feasibility pages	Deck and P&L	One-page site	“Coming soon”	Free beta; its FAQ lists SAR 200 or 500 a month
Lovable	No	No	Apps and sites	No	\$25 or \$50 a month
Durable	No	No	Yes	Blogs and reviews	\$25 or \$49 a month
LivePlan	Premium plan only	Yes	No	No	\$20 or \$40 a month

Founders pay per project, with credits

40 free

credits every month, enough
for one complete project

\$12–\$42.50

credit packs of 100 to 500
credits; no subscription, and
credits never expire

\$3.32–\$4.68

what one complete project
costs a founder: about 39
credits

OUR AI COST PER PROJECT

\$1.70

Measured on a real project on 26 September 2026, which used 39 credits. Our six earlier example runs averaged \$2.45, re-runs included.

Where revenue stands and where it comes from

● Today

Credit packs

No revenue yet. Checkout is built on Moyasar and opens after one verified test payment.

○ Planned

More credit uses

Brand videos and posting from Hatchio, paid in credits.
Domains bought through Hatchio.

THE MARKET

71,000+

new business registrations in Saudi Arabia in three months; 1.9 million active, up 12% in a year

Every account gets 40 free credits a month: one full project, before anyone pays.

Five AI providers now, our own models next

● Live today

A model for each step

OpenAI

Anthropic

Google

xAI

DeepSeek

Each step goes to the model that suits it. If one provider fails, another takes over.

○ With investment

Our own models



Safer: data stays on servers we control, in Saudi Arabia if needed



Cheaper at scale: no per-use fee on every step



Tuned for the 20 steps Hatchio runs



Less dependent on any one AI company

Connectors, your own domain and apps

● Live now

- 32 AI specialists
- Excel, PDF, website
- Ask for changes
- 10 languages
- Approval before launch
- **New:** speak your idea
- **New:** install as an app
- **New:** Saudi setup steps

LATE 2026 TO MID-2027

- Buy credits in the app
- **Connectors:** email, GitHub, Notion, social media and Meta ads
- **Your own domain:** buy it here or connect yours
- Brand videos and posting from Hatchio

SECOND HALF OF 2027

- **Apps for iPhone and Android**
- **Apps for Mac and Windows**
- ◉ Work with your co-founders

● Live

● In progress

○ Planned

◉ Exploring

Founder: John Mokaied



Swedish software engineer

20 years in startups, software and AI

Designed and built Hatchio: 32 AI specialists, a 20-step plan and ten languages.

WHERE IT STANDS TODAY

Live at hatchioai.com · 7 public example projects · 1,637 automated tests

What an investment pays for



Our own AI

Open models on our own servers



Saudi launch

Marketing to founders across the Kingdom



Apps

iPhone, Android, Mac and Windows, plus connectors



First hires

Today the team is one founder

John Mokaied • hatchioai.com/contact

Hatch your idea. Build it. Launch it.