



# BRIDGING TO OUR PAPERLESS FUTURE

AI-enriched document management:  
Creating measurable impact, awareness and engagement.

# SUMMARY

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DigiNote revolutionizes document management with AI-driven technologies, offering unparalleled user engagement and a quantifiable environmental impact, bridging to a paperless future. Aiming to set new industry standards and changing the way businesses and users engage with documentation.



# PROBLEM

## PAPER-BASED DOCUMENTS AND PROCESSES



1

### Environmental Impact:

"Paper waste accounts for about 26% of total waste at landfills. Each ton of recycled paper can save 17 trees and 7,000 gallons of water."  
(Source: EPA)

2

### Business Impact & Efficiency:

"Businesses spend \$20 in labor to file a document, \$120 on finding a misfiled document, and \$220 to reproduce a lost document."  
(Source: PricewaterhouseCoopers)

3

### User Engagement & Empowerment:

"73% of consumers expect companies to provide a seamless digital experience but only 49% actually deliver on this expectation."  
(Source: Salesforce Research)

# SOLUTION & VALUE

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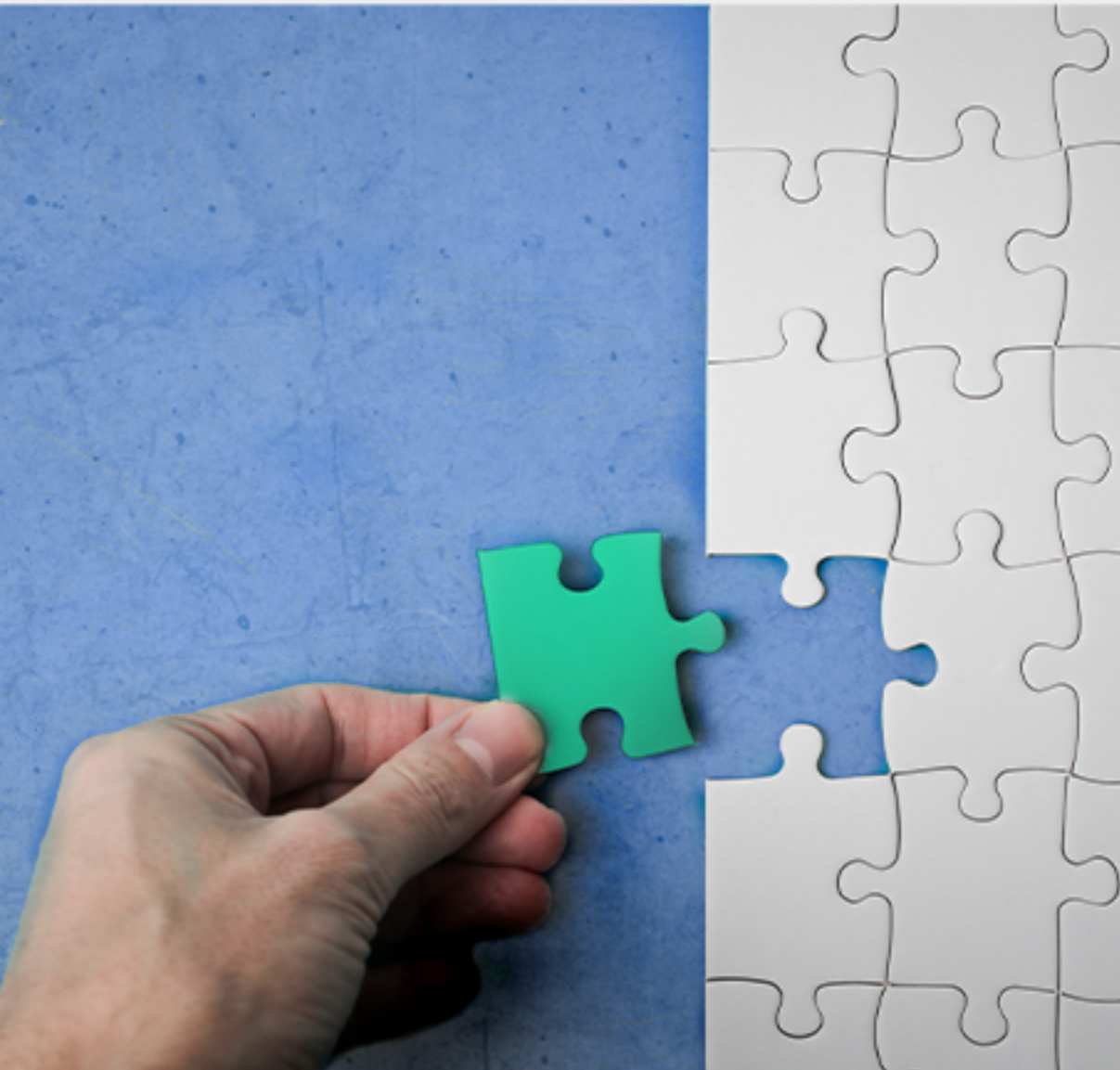
we are creating a solution that not only addresses the documentation needs but also enables users to automate their document lifecycle and empowers them with AI insights about their data and enabling them to keep track of their environmental impact!

Therefore we are creating a new market sector where **Document Management, Process automation, Data Analytics** and **ESG** are brought together to create a unique value for our users.



# MAIN FEATURES OF OUR SOLUTION

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1

## Innovative Process Automation:

offers users a powerful tool with numerous integrations for automation of their document processes and lifecycles.

2

## Comprehensive Designer:

facilitates and reduces the complexity of document design to enable our users to create various types of document.

3

## AI Assistant:

provides our users with In-depth data analytics, co-pilot functionalities, technical assistant and customer support.

4

## Impact Dashboard:

Provides our users with strong motivation, unique engagement, impact measurement.

# COMPETITIVE ENVIRONMENT

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Document management industry is competitive and growing. Market size has reached \$6.78B in 2023 growing from \$5B in 2021. With a CAGR of 14.9% the market size is expected to reach \$14B in 2030.

Competitors are diversified from major corporations to SMEs and startups while solutions are standardized. This offers a wide range of opportunities to disrupt the market.

Comprehensive design, automation, ESG reporting, environmental awareness and application of generative AI for data analytics and customer support are the competitive advantages that we are focusing on to stand out in the market as the most innovative as informative, sustainable and engaging document management solution.



# BUSINESS MODEL

## VISION

Making the environmental impact of document management and digital transformation measurable and transparent. Paving the way to a paperless future.

## MISSION

Our mission is to revolutionize the way people and businesses manage documentation by providing an ai-aided, sustainable, and secure document management system.

## REVENUE MODEL

### 1.SaaS Subscription

- Free
- Premium (Team)
- Professional
- Enterprise

### 2.Project Work for Big Customers

Product customization and early stage adoption/pilot

## EXIT STRATEGIES

- IPO
- Spin off or Licencing  
(AI framework & Impact Dashboard)
- Secondary market sale

# TRACK & MILESTONES

- Access to Middle-East talents and experts
- Grow from 1 to 10 between Sep 2022 & Jul 2023
- Granted \$150K worth of MS Cloud & SW credits
- Partnering with Local Investment Companies in UAE
- Young and Motivated team (average age of 26)
- Nominated as "high potential startup" by Microsoft Founders Hub
- Highly educated & Talented team

IDEA: Customizable  
Reusable Notebook  
JANUARY 2022

PIVOT: Green  
Documentation  
APRIL 2022

POC  
JULY 2022

First Hirings  
Acceptance to MS  
Founders Hub  
SEPTEMBER 2022

Grow to 10  
Grew to Level 3  
(MS Founders Hub)  
JULY 2023

Christopher Joined  
JANUARY 2023

GITEX DUBAI  
OCTOBER 2023

MVP LAUNCH  
Q2 2024



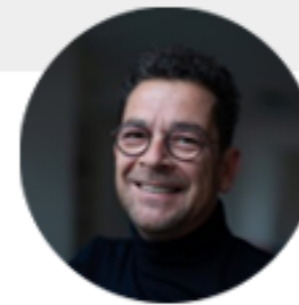
# MEET OUR TEAM



**Mahdi Shavandi**

Founder

MBA-qualified with over 10 years in IT and technology, he has a solid engineering foundation and expertise in project and people management, particularly in digital transformation. With experience across four countries and interactions with 80+ nationalities, he's developed adept cross-cultural skills. He combines his proficiency in Technology and Leadership to drive innovation and project success, aiming to leverage his skills to advance transformative projects with a focus on business and technology strategy, decision-making, and management.



**Christopher Lederer**

Co-founder

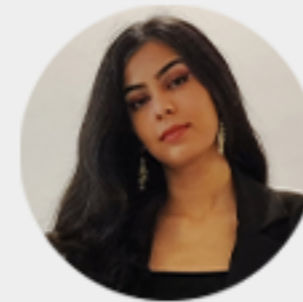
Christopher has had a distinguished two-decade international fintech career, covering various technology management and significant organizational roles. He is distinctively recognized for his empathetic leadership and solid founder-attitude, seeing technology as a crucial driver for positive climate impact, passionately advocating for the ESG framework to achieve a sustainable future. His leadership embodies more than expertise; it represents purpose, vision, and a commitment to sustainability.



**Mohammad talaei**  
Backend Developer



**Mostafa Fahimipour**  
Frontend Developer



**Maryam Arab**  
Product Designer



**Parisa Safari**  
Product Manager

# FUNDRAISING

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## 1 Company Status:

Framework established MVP nearing completion

## 2 Funding Mechanism:

Equity sale of shares in a Delaware LLC

## 3 Use of Funds:

- Finalize and launch MVP
- Product development
- Team expansion
- Marketing & customer acquisition





[www.diginote.io](http://www.diginote.io)

[linkedin.com/company/diginote](https://linkedin.com/company/diginote)

