



BOOTCAMP

SAUDI MARKET VALIDATION

OCTOBER 2025

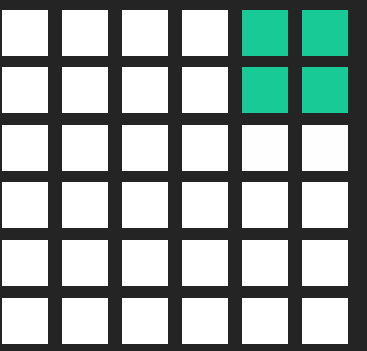
ABOUT **XPAND**

XPAND is the **advisory arm of 1MoreThing Ventures**, a Venture Studio for AI B2B Startups.

Our mission :

Support B2B startups to **accelerate their Go To Market.**





VALIDATE YOUR MARKET ENTRY

6 WEEKS

Phase 1: Kick-off & GTM Foundations

Weeks 1-2

BIBANICP + Value Proposition
Sales Pitch
Participation to BIBAN25

Phase 2: Execution Clinics

Weeks 3-4

Lead Generation 101
Campaign Reset #1
Sales Pitch Rehearsals

Phase 3: Execution Clinics

Weeks 5-6

Campaign iteration
Sales Negotiation in Saudi

\$ 8k

SELECTION CRITERIA



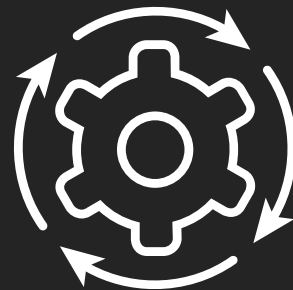
GROWTH STAGE STARTUP

- Min. \$250k Annual Revenue (ARR)
- Demonstrated Product-Market Fit (PMF)
- Tech enabled Companies



B2B BUSINESS MODEL

- Startups customers is Small / Mid Size Companies into Saudi or global.
- Average Revenue Per Customer 50k-200k SAR



OPERATIONAL READINESS

- Sales-ready with compelling demos and clear pricing
- Existing customer references and case studies
- Dedicated sales team ready for training and knowledge transfer.

BIBAN 25 - 5-8 NOV 2025



WHY BIBAN

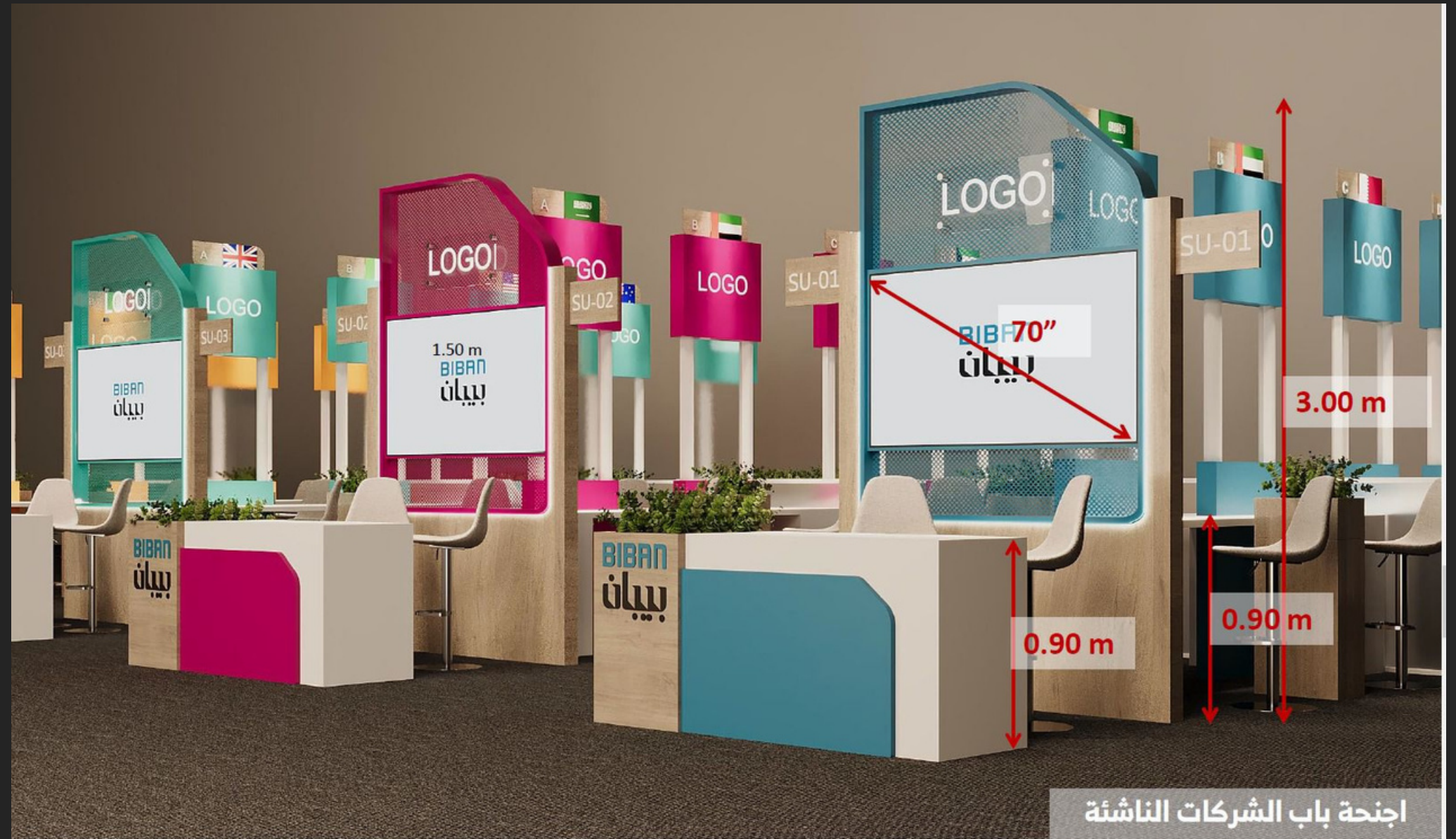
One of the largest entrepreneurial event in Saudi Arabia

- more than 140 000 visitors
- deal oriented event
- the best local & international startups



WHAT YOU GET

3 days exposure in 1MoreThing Venture space, alongside with prominent startups from MENA & Central Asia.



THANK YOU

Ebrahim BADRAN
Executive Partner

ebrahim@1morething.io

