

Seed - Jeddah, Saudi Arabia

Mizan Desk

Bilingual Arabic-English assistant that answers employee HR and policy questions for large employers



Mizan Desk

What's broken today

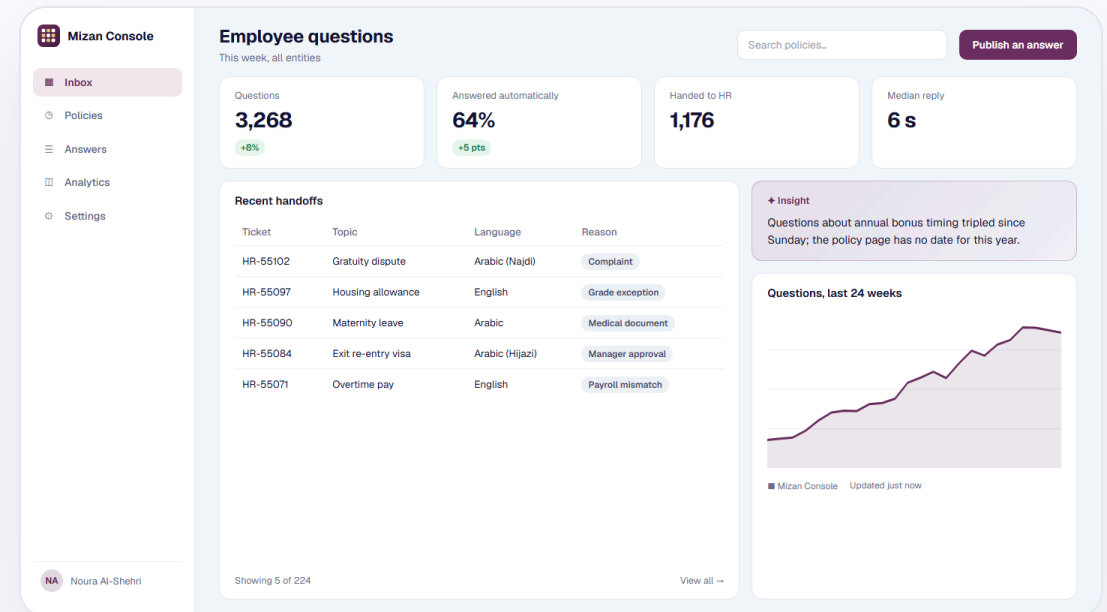
HR teams at large Gulf employers answer the same questions thousands of times a month: leave balances, end-of-service gratuity, housing allowance rules, exit and re-entry visa steps. Policies exist in Arabic and English versions that drift apart, and frontline staff often ask in Gulf dialect late at night from their phones. One 9,000-person employer we work with logged 14,000 HR tickets a month, 70% of them repeat questions.



Our solution

Mizan Console

Mizan Desk reads the employer's policy manuals, grade tables and HR system records, then answers in the language and dialect the employee used, citing the exact policy clause. It calculates personal figures such as gratuity or remaining leave from the employee's own record, and hands off to a named HR officer when a question involves discretion or a complaint. It also flags where the Arabic and English policy versions disagree.



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Policy conflicts

 Mizan Console

Inbox

Policies

Answers

Analytics

Settings

 Mizan Desk

NA

Noura Al-Shehri

Policy conflicts

Arabic vs English versions

Search policies...

Assign to policy owner

Policy documents

186

Clauses compared

4,930

Conflicts found

23

Resolved

15

+4

Open conflicts

Policy	Clause	Arabic says	English says
Leave policy	4.2	30 days after 5 yrs	30 days after 3 yrs
Travel policy	7.1	Business class 6h+	Business class 8h+
Housing	2.3	25% of basic	3 months' basic
Overtime	3.4	Approval in advance	Approval within 7 days
Remote work	1.6	Not mentioned	2 days a week

Showing 5 of 362

View all →

Insight

The leave conflict affects about 2,100 employees with between 3 and 5 years of service.

Why now

The timing

Gulf employers are moving HR into shared-service centres, and language models now handle Gulf dialects well enough for employees to ask the way they speak.

Market

HR and shared-services leaders at employers with 2,000+ staff in Saudi Arabia, the UAE and Qatar, around 1,800 organisations covering more than 9 million employees.



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How we make money

Annual licence priced per employee per month (US\$0.90–US\$1.60 depending on volume), plus a one-off setup fee for policy ingestion and HR system integration.



Traction

Where we are

7

Paying customers

43,500

Employees covered

US\$52K

Monthly revenue

64%

Tickets resolved without
HR

- 7 paying employers covering 43,500 employees
- US\$52K monthly revenue, up from US\$11K a year ago
- 64% of HR questions resolved without an HR officer



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Team

Who's building it

NA

Noura Al-Shehri

CEO and co-founder

TA

Turki Al-Dosari

CTO and co-founder

RK

Rami Khoury

Head of Customer Success



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The ask

What we're raising

Raising US\$3M seed to reach 25 employers and 150,000 employees by 2028

- Connectors for three more HR and payroll systems
- Sales team in Riyadh and Dubai
- Dialect evaluation set for Levantine and Egyptian Arabic

