



DEVONEERS TECHNOLOGY

Enterprise Transformation, Powered by Expertise and Intelligence.

COMPANY PROFILE • 2026

An AI-native product company, built on two decades of enterprise expertise.

DEVONEERS Technology is the technology arm of the DEVONEERS ecosystem, headquartered in Cairo, Egypt. It designs, builds, and operates

AI-native transformation platforms and decision-support systems for enterprises, investors, and the institutions that back them. **What is usually delivered as advice, we deliver as product:** two decades of hands-on advisory across MENA & Africa (SME upgrading, value chains, export & investment readiness) are encoded into governed platforms that turn business potential into measurable growth.

AI does the analytical heavy lifting; structured human validation keeps every consequential output honest and defensible.

20+

Years of enterprise practice

encoded into the platforms

4

Flagship products

RootRise · VCDNA · ST.AIRS · HerAI Mashroo3

ISO

4 standards in build

42001 · 27001 · 27701 · 9001

Expert support doesn't scale. Generic tools don't convince.



Episodic & expensive

Advisory and evaluation expertise arrives in scoped engagements: deep for a few, briefly, at a cost most enterprises and funds can't sustain. When the engagement ends, the capability leaves with it.



Broad but shallow

Generic software covers many but understands none: no sector reality, no enterprise nuance, no investment logic. Digitization stays surface-level: bolted on, never embedded in decisions.



Opinion over evidence

Institutions answer to boards, LPs, and funders, yet decisions still rest on narratives and gut feel. Without traceable evidence, capital hesitates and programs can't prove what worked.

The result: enterprises that stall below their potential, and capital that hesitates for lack of evidence.

AI-powered. Human-guided.

Platforms that do the analytical heavy lifting, with expert judgment built into every consequential output, from an enterprise's growth roadmap to an investor's investment decision.



Depth at machine speed

Structured analysis a human team couldn't sustain, across documents, data, and dialogue.



Experts in the loop

Human validation gates on every output that matters. AI never decides alone.



Evidence you can trace

Every score, finding, and recommendation linked back to its source.



Calibrated to you

Configured to your mandate, your sector, your goal, not one-size-fits-all.

Four platforms, one goal: measurable growth.

AI-POWERED, HUMAN-VALIDATED ENTERPRISE
DIAGNOSTIC

RootRise

Where you stand, why, and what to do first: an honest, evidence-backed answer built around the goal the enterprise declares.

- 0-100 scores, with the evidence one tap away
 - What to do first: now, next, later
 - Reports a bank or a board can use, unedited
- 

AI-POWERED, HUMAN-GUIDED EVALUATION &
COACHING

VCDNA

Evaluation and coaching, ready for the investment committee: investor-grade discipline and founder readiness, calibrated to your mandate.

- Lens-by-lens scores & IC-ready memos
 - Founder coaching to investment readiness
 - Portfolio tracking: who moved, who stalled
- 

From strategy to delivery, and AI that's safe to trust.

FROM STRATEGY TO EXECUTION

ST.AIRS

Turns strategy into a decision matrix, an action plan, and an execution room, so transformation actually happens, not just gets written down.

- Decision matrix: options and trade-offs made explicit
- Action plan: owned, sequenced, time-bound
- Execution room: track, unblock, deliver

SAFE, GENDER-INCLUSIVE ARABIC AI

HerAI Mashroo3

Safe AI business guidance for women entrepreneurs: an Arabic voice-and-text advisor whose Safety Brain filters harmful advice before it reaches the user.

- Safety Brain: screens advice for real-world risk
- Arabic voice & text: dialects, as actually spoken
- Community-governed: a Women's AI Council defines harm

One suite: diagnose, evaluate, execute, and make AI safe to use.

Where you stand, why, and what to do first.



Where you stand. A 0–100 score on every area you choose, with the evidence behind each, one tap away.



What to do first. Every action ranked by what moves your goal (now, next, later), with owners and honest effort.

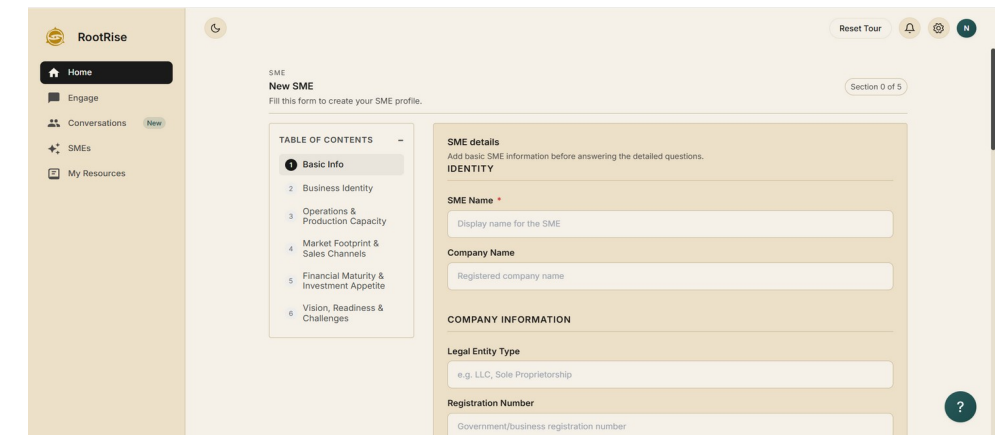
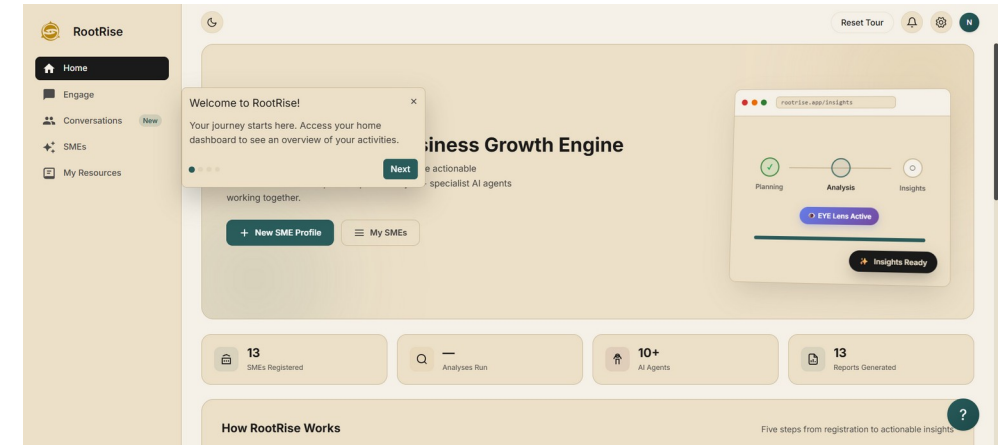


Credibility where it counts. A number a bank, buyer, donor, or certifier can trust, because every score shows its work.



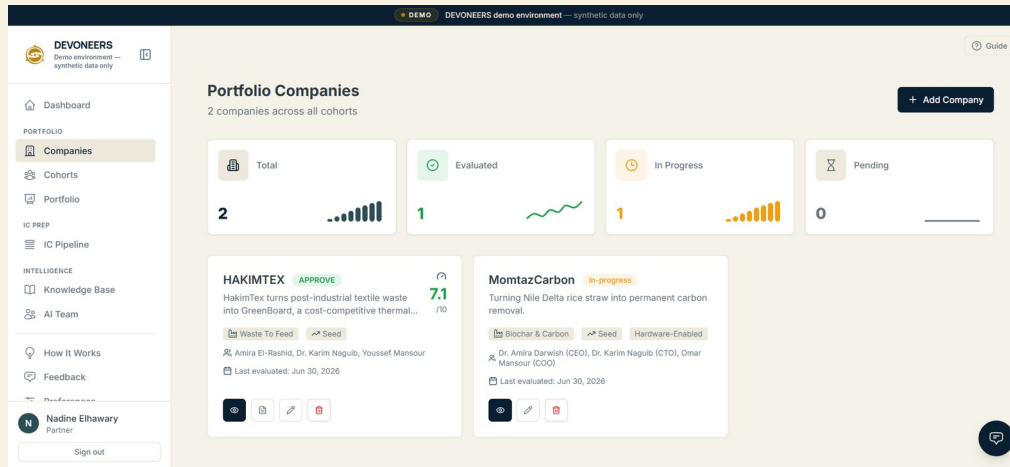
Progress you can prove. Measure again on the same ruler in six to eighteen months, and show, in writing, what moved.

IN ACTIVE VALIDATION WITH INDUSTRIAL SMEs



It asks what you want to achieve before anything else. Different goals deserve different depth, priorities, and reports.

Evaluation & coaching, ready for the IC.



Scored evaluation. Lens-by-lens scores, a defensible recommendation, an analyst-voice memo, with every claim traceable.



Founder coaching. A prioritized readiness plan with investor-grade artifacts, built from the company's own evidence.

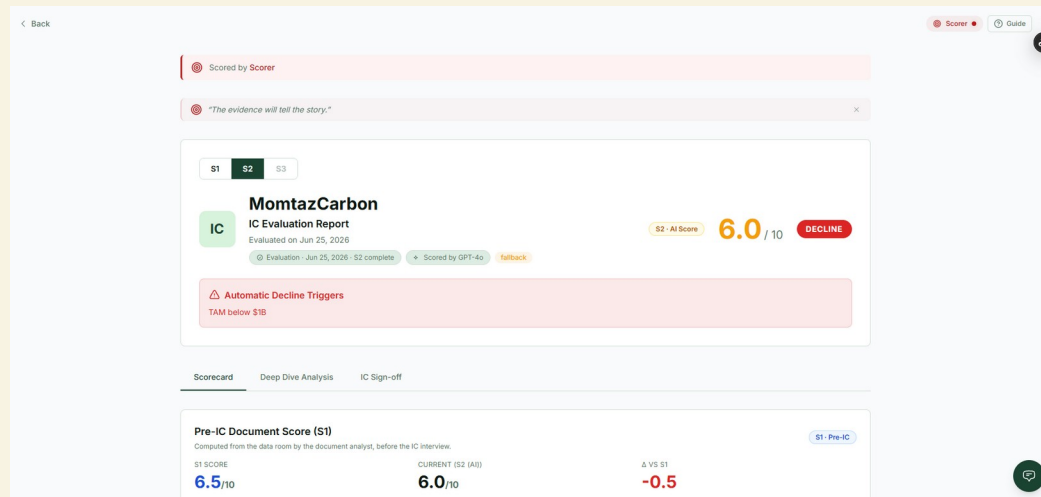


Portfolio tracking. Comparable scoring across companies and cohorts, tracked over time.



Dual-sided by design. One engine: rigor lifts readiness, and readiness sharpens the next evaluation.

ACTIVE WHITE-LABEL PILOT · CLIMATE-TECH VC · MENA



For funds and their funders: longitudinal tracking gives managers the evidence base to report outcomes to LPs and development funders.

From decided to done.



Decision matrix. Options, criteria, and trade-offs made explicit, so every choice is defensible.



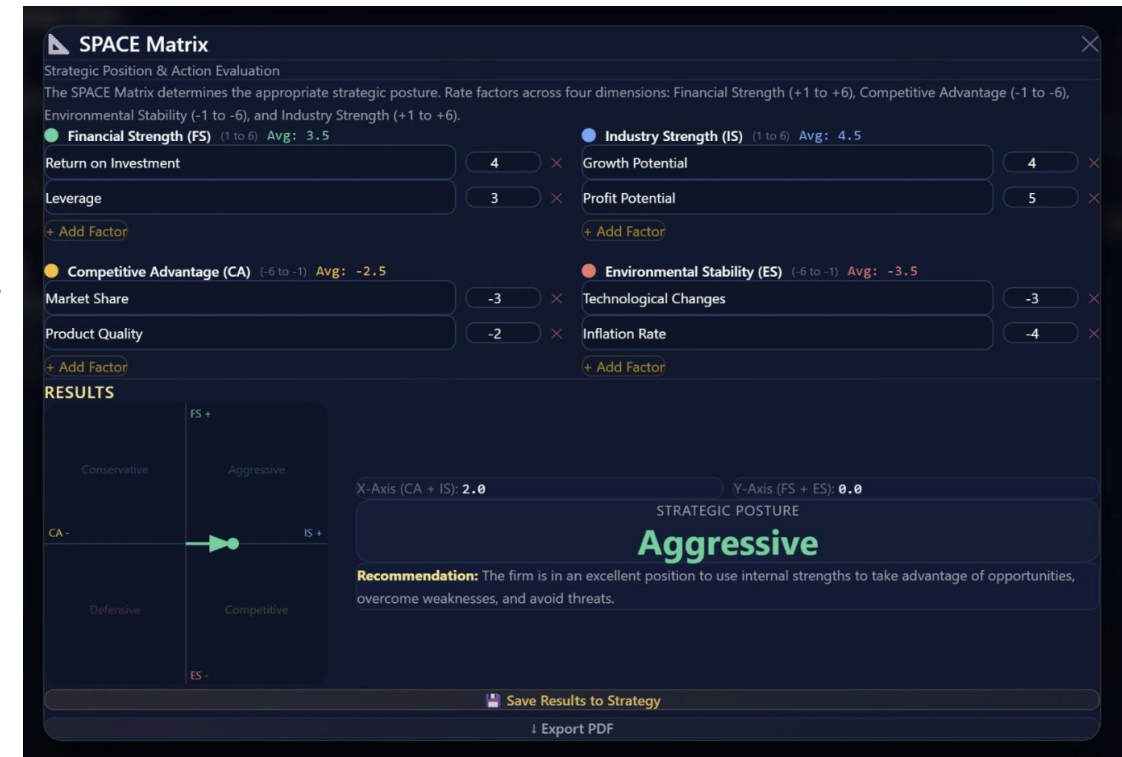
Action plan. Initiatives broken into owned, sequenced steps, with timelines and dependencies.



Execution room. One live space to track progress, surface blockers, and keep momentum.



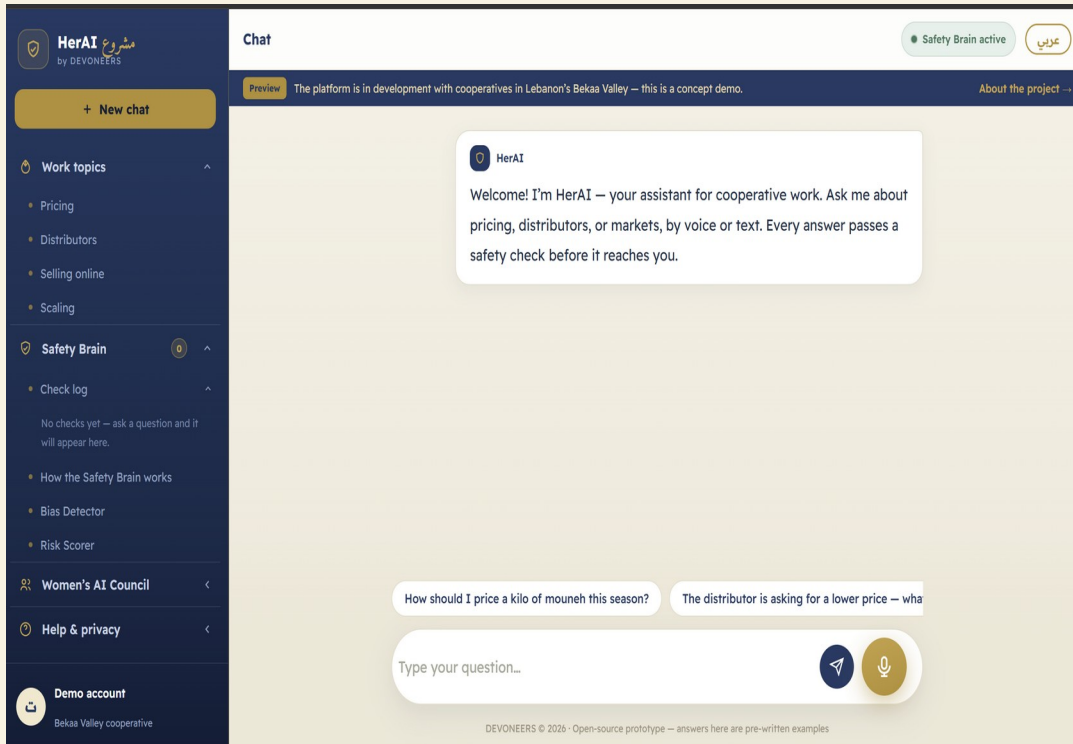
Delivery you can see. Status that reflects reality: what moved, what stalled, what's next.



READY TO CONFIGURE TO YOUR PROGRAMME

Strategy that ships, not a report that sits.

AI advice that's safe to follow.



Safety Brain. Screens AI-generated business advice for financial, social, and personal risk.



Arabic, as spoken. Voice and text in real dialects: no prompts to engineer, no menus to decode.



Governed by the community. A Women's AI Council of entrepreneurs defines and reviews the harm categories.



Plugs into your systems. A safety layer and MENA women's-safety dataset that integrate into Arabic AI tools.

**BUILT & PILOTED WITH WOMEN ENTREPRENEURS ·
LEBANON**

Safety defined by the women it protects.

Built for the institutions that move enterprises forward, and the enterprises themselves.



Development banks & donor programs

Portfolio visibility, baseline to endline



Chambers & business support organizations

Member services that scale



Accelerators & enterprise programs

Every cohort on one ruler



VC funds & impact investors

IC-ready evaluation & coaching



Government SME agencies

Programs with provable results



Advisory & consulting firms

One method, under your brand



Women's economic empowerment programs

Safe Arabic AI for women entrepreneurs



SMEs & startups

Direct diagnostics, strategy & readiness

One platform philosophy: configured to your mandate, delivered under your brand.

Your brand. Your mandate. Our platform.

YOU BRING

- Brand, mandate & program ownership
- Field experts & enterprise relationships
- Cohorts, selection & funding frame
- Final judgment on every decision

WE BRING

- The platform, configured to your mandate
- Methodology transfer & team training
- Hosting, operation & a named focal point
- Governance that passes due diligence

White-label by design: you own the deal flow, the decisions, and the relationship.

Cloud or fully on-premise, for institutions and governments with data-sovereignty requirements.

How institutions engage, and how revenue flows.

Built for governments and sovereign funds, international organizations, large consulting and advisory firms, and the enterprises themselves.



White-label deployment

Your brand on our platform: configured to your mandate, your team trained and supported; you own the client relationship.

CONSULTING FIRMS · INSTITUTIONS



Subscription

Annual platform access: hosting, updates, governed operation, and a named focal point, all-inclusive.

PROGRAMS · ENTERPRISES



Licensing & franchising

Platform and methodology rights at country, network, or portfolio scale, for institutions that run it themselves.

GOVERNMENTS · LARGE FIRMS · SOVEREIGN FUNDS

Full pricing shared in discovery.

Engineered to pass due diligence, not just to demo well.



ISO 42001

AI MANAGEMENT

Among the first AI-governance systems in the region.



ISO 27001

INFORMATION SECURITY

Enterprise data protected by design.



ISO 27701

PRIVACY & DATA PROTECTION

Personal data handled to global privacy practice.



ISO 9001

QUALITY MANAGEMENT

The discipline behind consistent delivery.

Security and AI governance built in, not bolted on. One integrated management system, four standards, in active build with certification intent: cross-verified AI, isolated client data, expert validation on every consequential output.

Two decades of enterprise practice. Encoded.

DEVONEERS · Beirut

METHODOLOGY & ADVISORY PRACTICE

Twenty years of SME upgrading, value-chain and investment-readiness work across MENA & Africa: the substance the platforms encode.

DEVONEERS Technology · Cairo

ENGINEERING & PRODUCT ENTITY

The AI-native product company: it builds, operates, and governs the platforms, and holds the integrated management system.

ILO	UNIDO	UNDP
FAO	WORLD BANK	EBRD
EUROPEAN UNION	GIZ	USAID

Institutional program record behind the methodology.

Practitioners + technologists.

Real-world SME transformation experience, fused with advanced AI, system design, and product architecture.

Alaa Fahmy

CO-FOUNDER & CEO



25+ yrs industrial development across
15+ countries · Ph.D. Process
Engineering, Hannover.

Rouba El Kharrat

CO-FOUNDER & CSO



18+ yrs enterprise advisory across MENA ·
ISO Lead Auditor · MBA, Paris Dauphine.

Tamer Momtaz

CO-FOUNDER & CTO



25+ yrs manufacturing & industrial
operations · product feasibility & SME
realism.



Mariem Harmassi

**SENIOR AI ADVISOR · SYSTEM
ARCHITECT**

Ph.D. in AI · 10+ years from research
to production.



Ahmed Elgazzar

**LEAD TECHNOLOGIST · SYSTEM
ARCHITECT**

DevOps & architecture; stable,
secure AI systems.



Abdelhakim Adel

AI/ML ENGINEER · FULL STACK

AI workflows; multi-step reasoning
pipelines.



Nadine Elhawary

QA, DELIVERY & SOLUTIONS LEAD

Quality, delivery & client solutions.

Products & engineering associates.

Products & Engineering Associates across software, artificial intelligence, data science, automation & control, and computer science.



Farida Hassan

**SOFTWARE &
INFORMATION
TECHNOLOGY
ENGINEERING**



Omar Tarek

**ELECTRICAL ENGINEERING
· AUTOMATION & CONTROL**



Yassin Momtaz

**ARTIFICIAL INTELLIGENCE
ENGINEERING**



Nour Hesham Rezkalla

COMPUTER SCIENCE



Mostafa Tarek

DATA SCIENCE

Real projects from day one, on the region's next generation of AI platforms.

GET IN TOUCH

Start the conversation.

The clearest test is your own pipeline: book a demo, run a pilot.

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DEVONEERS TECHNOLOGY · CAIRO, EGYPT

DEVONEERS · BEIRUT, LEBANON

