

SALES BROCHURE

Red Bear: Venture Studio

We design, build and run your **digital product, app or business solution** as a joint venture. Our fee comes from its revenue, not your budget.

No Red Bear fees up front
You cover only hosting, domains and app store fees

Typically 10–15% of sales
Only when you sell, and you can pass it on

Live in weeks
Prototype in days, launch in weeks



HOW IT WORKS IN 60 SECONDS

Your idea. Our team. Shared success.

Red Bear is the product, technology and marketing team you haven't hired yet. We help start-ups and growing businesses turn an idea into a digital product, app or online service, and bring in the customers who pay for it.

Tell us your idea
Product, app, AI or online service

→

Prototype in days
Clickable screens tested with real customers

→

Build and launch in weeks
Secure, in the app stores, run by us

→

You sell, we share
Typically 10–15% of each sale

You pay

Third-party costs only, direct to the providers:

- ✓ Hosting
- ✓ Domain names
- ✓ App store fees

We cover

The expertise:

- ✓ Design and engineering
- ✓ AI development
- ✓ Running it

We share

When your customers pay:

- ✓ Typically 10–15% of each sale
- ✓ Build it into your price
- ✓ No sale, no fee

WHAT'S IN IT FOR YOU

- ✓ **Start without capital** — no Red Bear fees before you sell
- ✓ **Keep control** — approve everything; it's all in your name
- ✓ **Move fast** — prototype in days, launch in weeks
- ✓ **Protect your margin** — pass our fee on at the point of sale

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THE CHALLENGE

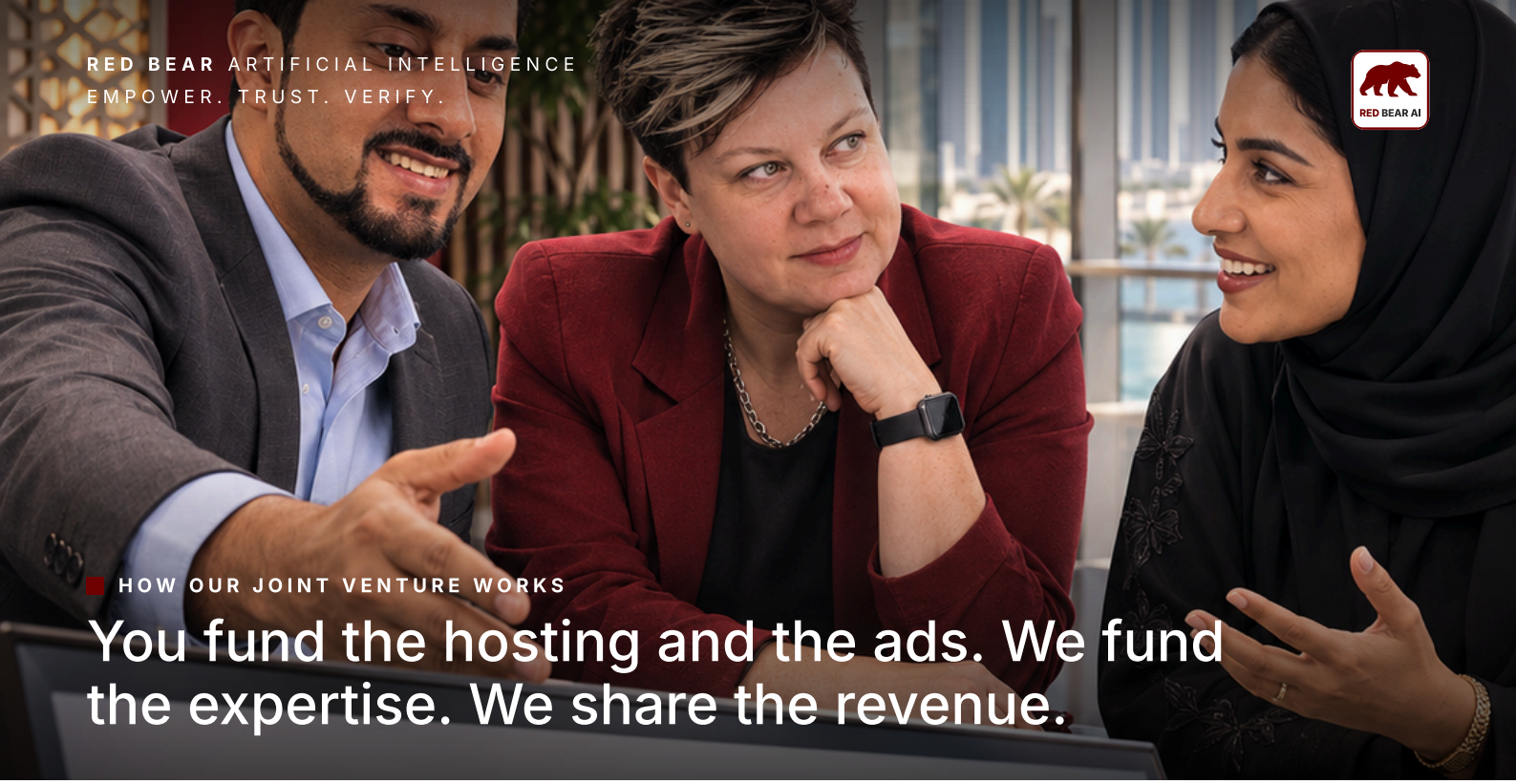
Great ideas need expert teams. Expert teams need capital most businesses don't have.

You have the idea: **a digital product, an online service, an app or a business solution**. To build it and sell it, you need designers, engineers, AI specialists, cloud infrastructure and marketers. Start-ups and scale-ups alike rarely have the capital to hire all of that expertise before the first customer pays, so good ideas stall.

THE USUAL ROUTE	**Your idea** Product, service, app or solution	→	**Raise or spend capital** Hire a team or pay agencies up front	→	**Months of cost** Build fees, salaries and retainers before any sales	→	**Runway runs out** Many stall before revenue
WITH RED BEAR	**Your idea** Product, service, app or solution	→	**We bring the experts** Design, engineering, AI and cloud	→	**Live in weeks** Prototype first, then launch fast	→	**We share revenue** Paid only when your customers pay

WHAT'S IN IT FOR YOU

- ✓ **Keep your cash** for growth, not salaries and build fees
- ✓ **Start now** not after a funding round
- ✓ **No hiring risk** no team to recruit before you have revenue
- ✓ **A partner with skin in the game** we're paid only when you sell



HOW OUR JOINT VENTURE WORKS

You fund the hosting and the ads. We fund the expertise. We share the revenue.

Our joint venture approach splits the costs the fair way. **You fund the third-party costs** that keep the lights on. **We fund the expertise**, the people and the technology. When your customers pay, **typically 10–15% of each sale** comes back to us, depending on how complex your solution is. No sale, no fee. A joint venture here means a revenue share: you keep ownership and control of your business.

You fund

Third-party costs, paid directly in your own name:

- ✓ Hosting and cloud costs
- ✓ Advertising budget
- ✓ Domain names and app store fees

We fund

The expertise you'd otherwise hire or pay for up front:

- ✓ Product design and engineering
- ✓ AI development
- ✓ Testing, security and app store publishing
- ✓ Running and improving it

We share

When customers buy:

- ✓ Typically 10–15% of each sale
- ✓ Lower for template solutions, higher for complex custom builds
- ✓ Agreed in writing before work starts

Customer buys → From your app, shop or site

You get paid → Into your own payment account

Our 10–15% is taken → Automatically, at the point of sale

You both grow → Incentives aligned on sales

WHAT'S IN IT FOR YOU

- ✓ **No capital spend** on technology, design or marketing expertise
- ✓ **You own it** accounts, hosting and customers stay in your name
- ✓ **Predictable costs** you only pay third parties, under your own control
- ✓ **Aligned incentives** we're rewarded for sales, not hours

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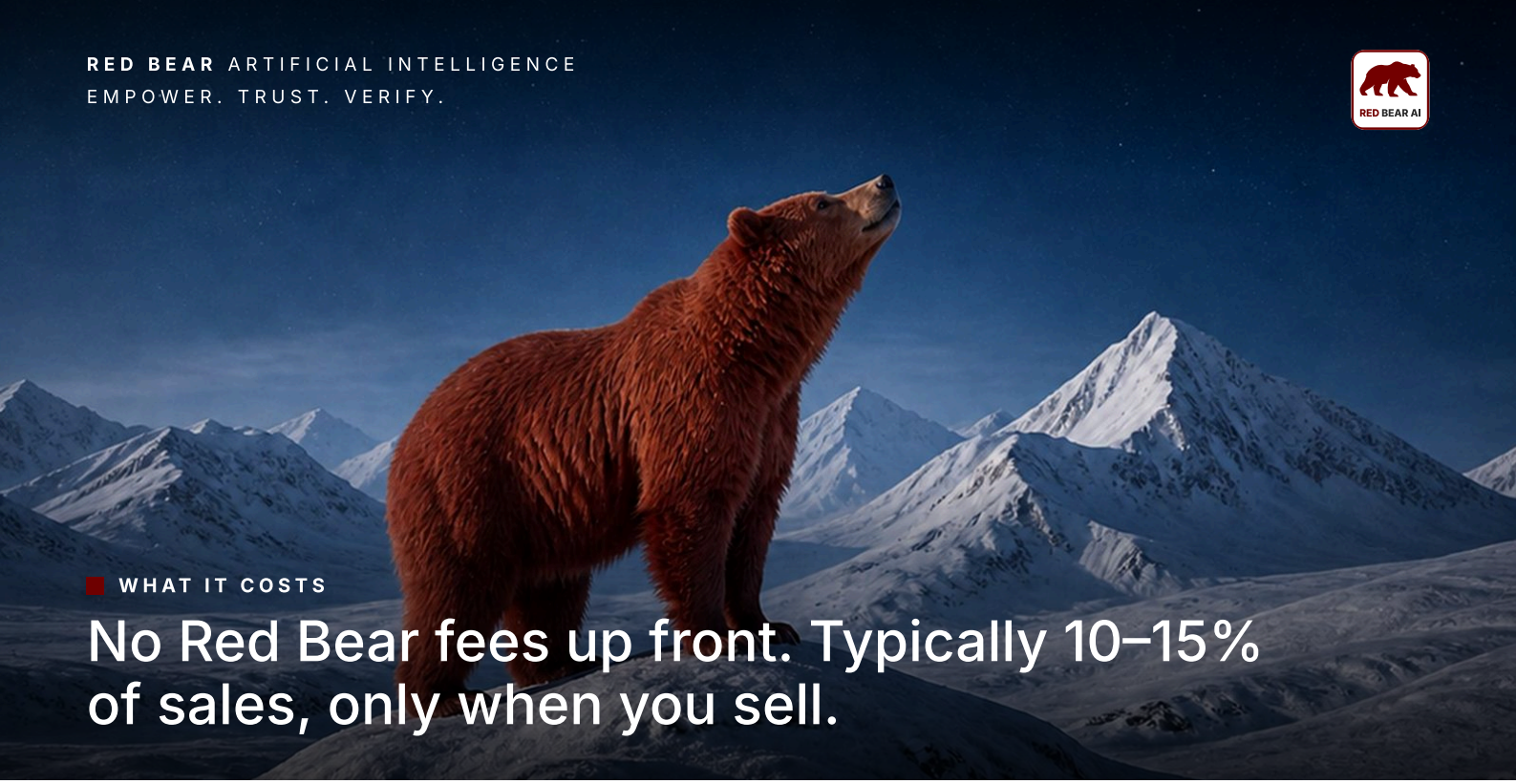

WHAT IT COSTS

No Red Bear fees up front. Typically 10–15% of sales, only when you sell.

There is **no invoice from Red Bear before you sell**. Here is exactly what you pay, when, and how most clients make sure our fee never comes out of their margin.

Before launch

Nothing to Red Bear. We cover design, build, set-up and strategy. You pay only small third-party costs such as domain names.

While it runs

Your running costs, hosting and ad budget, paid direct to the providers in your name. You set the limits.

When you sell

Typically 10–15% of each sale, taken automatically at the point of sale. No sale, no fee.

PASS IT ON AT THE POINT OF SALE · EXAMPLE AT 12%

Absorb the fee	You keep AED 88	12
Build it into your price	You keep AED 100	14

Sell at AED 114 instead of AED 100 and you still keep AED 100: the fee is paid by the sale, not by you. Many businesses already price in card fees or delivery the same way.

What sets the percentage: template solutions such as shops, bookings and memberships sit around 10%; bespoke AI, integrations and complex apps towards 15%. Add some cash or equity at the start and it comes down.

WHAT'S IN IT FOR YOU

- ✓ **No up-front invoice from us** — you pay only third parties until you sell
- ✓ **A clear number** — typically 10–15%, set by complexity and agreed in writing
- ✓ **Margin protected** — build our fee into your price at the point of sale
- ✓ **No sale, no fee** — if it doesn't sell, you don't pay us

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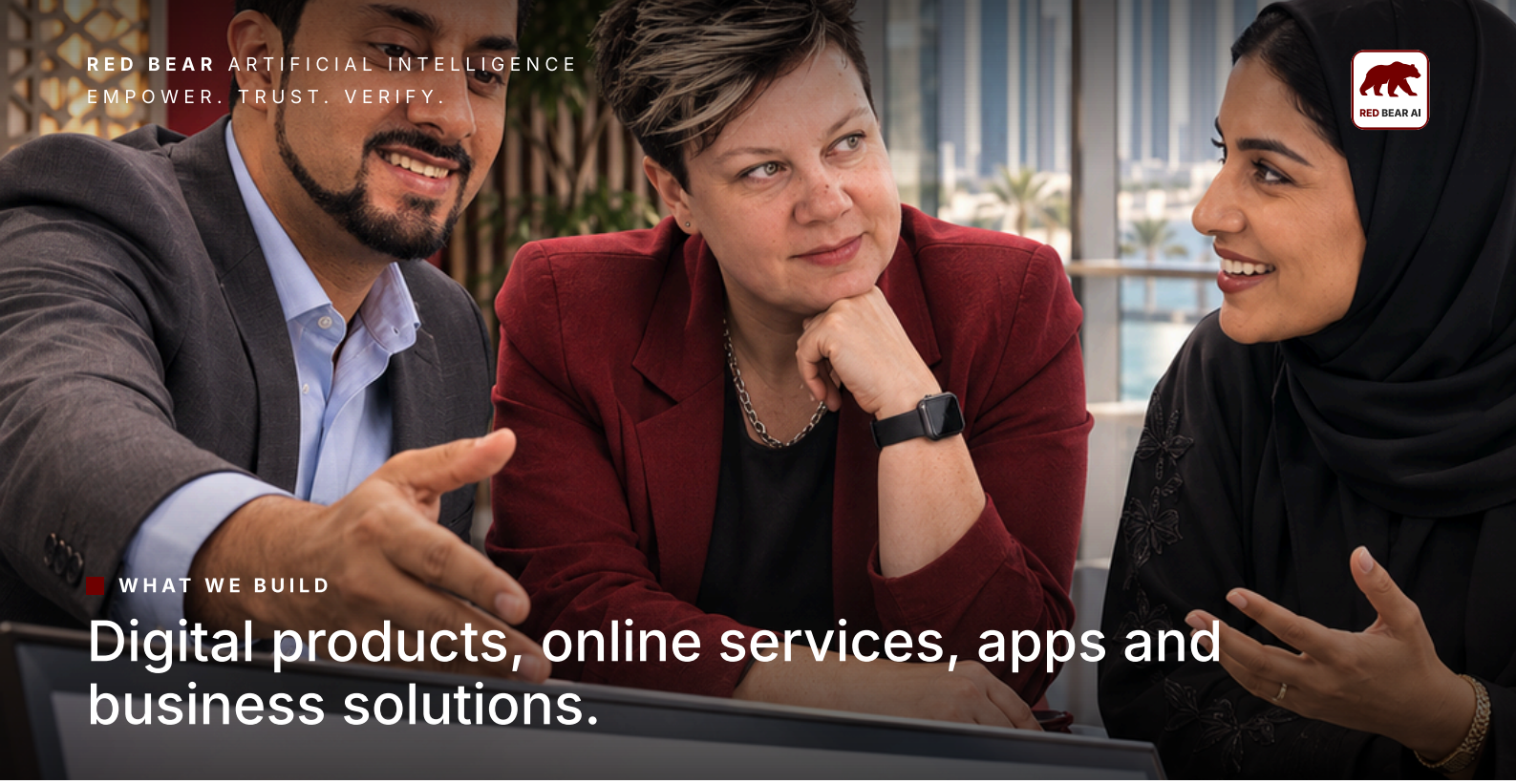

WHAT WE BUILD

Digital products, online services, apps and business solutions.

If it runs on software, we can design it, build it and run it with you, on Microsoft Azure and Red Bear's own AI engines.

AI products
Advisers, assistants and tools your customers pay to use.

AI solutions
AI that reads, sorts, answers and recommends inside your business.

Mobile apps
Subscriptions, bookings, shopping and coaching, published in the app stores.

Process automation
Onboarding, approvals, invoicing and follow-ups that run themselves.

Business applications
Customer portals, partner platforms and internal tools.

Need customers too?
Add Red Bear: Growth Studio to market and sell it on the same pay-from-sales basis.

WHAT'S IN IT FOR YOU

- **One team** design, engineering, AI and operations together
- **Proven engines** we start from working components, not a blank page
- **Enterprise-grade** secure, scalable cloud hosting
- **Built to sell** payments and subscriptions built in



THE VENTURE STUDIO PROCESS

From idea to revenue in five phases, at start-up speed.

Each phase ends with a simple test. You move on when the evidence says you're ready, not when a budget says you must, and **our engines and templates mean you reach customers in weeks, not months**.

1	**Listen**	We learn the idea, the customer and the market, score the fit and agree terms in writing. ✓ **Fit agreed**	**Days**
2	**Prototype**	Clickable screens and journeys, tested with real customers before the full build. ✓ **Customers want it**	**Days to weeks**
3	**First version**	A working product with payments, used by your first customers. ✓ **First paying users**	**Weeks**
4	**Launch**	Secure, scalable, in the App Store and Google Play, and ready for everyone. ✓ **Ready to scale**	**Weeks**
5	**Run and grow**	We host, support and improve it, and share the revenue it earns.	**Ongoing**

Speed to market: not ready at a phase? We repeat it rather than spend more, so time and money go only where the evidence points.

WHAT'S IN IT FOR YOU

- ✓ **Faster time to market** prototype in days, launch in weeks
- ✓ **Clear checkpoints** you always know where you are
- ✓ **Lower risk** each phase proves demand before the next
- ✓ **Long-term partner** we run it with you after launch

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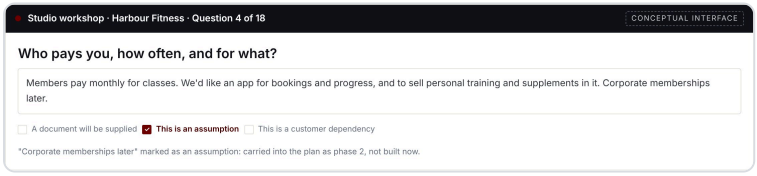
RED BEAR: ENTERPRISE SOLUTION ARCHITECTURE

How we prototype and deliver so fast.

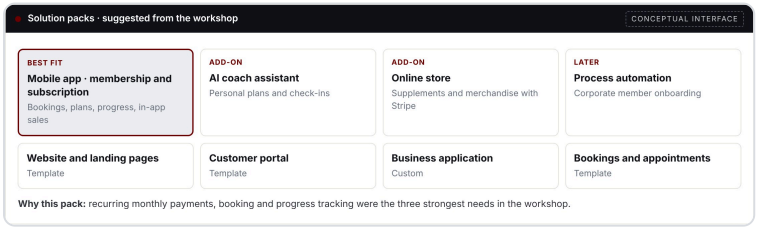
We design and prototype on **Red Bear: Enterprise Solution Architecture**, the same platform we use with large enterprises. It turns a workshop into requirements, a clickable prototype and a delivery plan, fast, with every decision traceable to what you told us.

Websites · Portals · AI solutions · E-commerce · Business apps · Process automation · Mobile apps



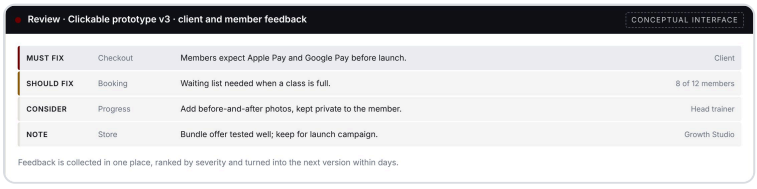
We listen in a structured way

Questions come from the right solution pack, and every answer is captured in the client's own words, with assumptions and dependencies flagged as they come up.



We start from proven building blocks

The workshop suggests the best-fit solution pack, so we start from a working design rather than a blank page.



Feedback becomes the next version in days

Client and customer feedback is ranked by severity and turned into the next prototype fast.

WHAT'S IN IT FOR YOU

- ✓ **Faster prototypes** from workshop to clickable screens in days
- ✓ **Fewer surprises** assumptions and dependencies tracked from day one
- ✓ **Built right first time** each step built on what you approved
- ✓ **Enterprise discipline** start-up speed with a full audit trail



FIVE PRINCIPLES

Big-firm wisdom. Microsoft-grade engineering. Start-up speed.

Clients get one team that combines **the wisdom of senior consultants** (EY), **the technical expertise of Microsoft, IBM and Capgemini**, and **the agility of a start-up** fuelled by talent and automation. Five principles shape everything we do.

Listen first

We start with your business, not our technology, and ask the right questions before suggesting anything.

FOR YOU

A discovery session where you do most of the talking

Understand deeply

We learn your customers, market and numbers until we can explain your business back to you.

FOR YOU

Success measures, in your terms, signed off

Prototype fast

We show rather than tell: screens and journeys you can click within days, tested on real customers.

FOR YOU

Proof before serious money is spent

Build at pace

Our engines, templates and automation do the repetitive work; our people focus on what makes you different.

FOR YOU

Weeks to launch, not months

Run with excellence

We host, secure, monitor and keep improving it, and we're paid from your sales.

FOR YOU

Regular reviews and a person one click away

Faster time to market
Prototype in days, launch in weeks, improve every week after.

Minimal capital spend
No build fees or new hires: you cover only hosting and ad budget.

WHAT'S IN IT FOR YOU

- ✓ **Solutions that fit** because we listen and understand first
- ✓ **Speed** our engines and automation shorten every phase
- ✓ **Less risk** ideas tested with customers before full build
- ✓ **Peace of mind** run, secured and monitored after launch

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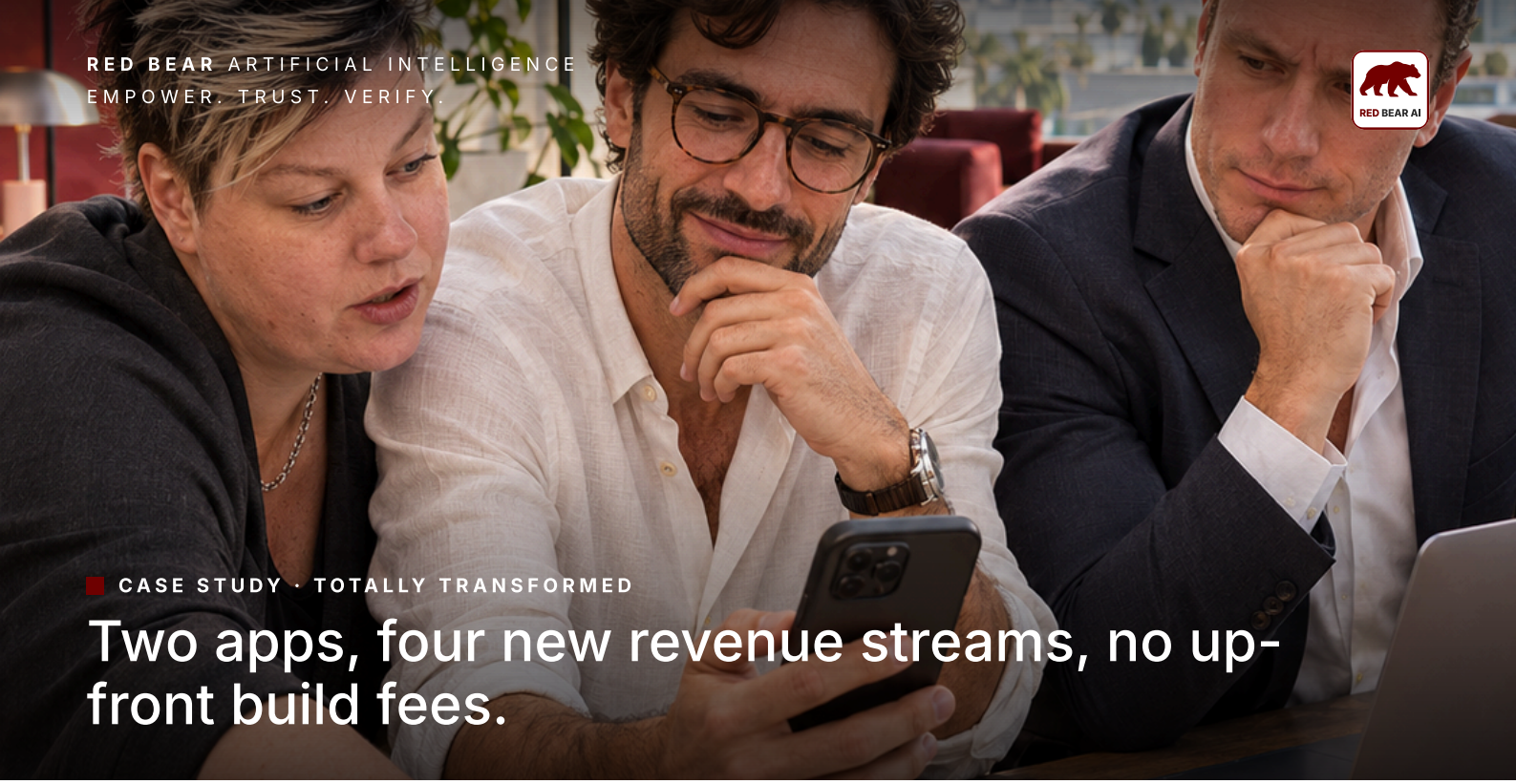


CASE STUDY · TOTALLY TRANSFORMED

Two apps, four new revenue streams, no up-front build fees.

Totally Transformed is a UK cosmetic treatment clinic. Patients found it hard to picture the value of a treatment before buying, and the clinic's income depended on the treatment room. Venture Studio designed, built and now runs two products for the clinic, with no build fee.

AI treatment visualisation

A mobile app and AI that show patients a visual of their likely result during consultation, so they see the value before they buy.

A fitness and wellbeing app

A branded app that keeps patients engaged between treatments and turns the relationship into monthly revenue.

Subscriptions

Monthly app memberships

Merchandise

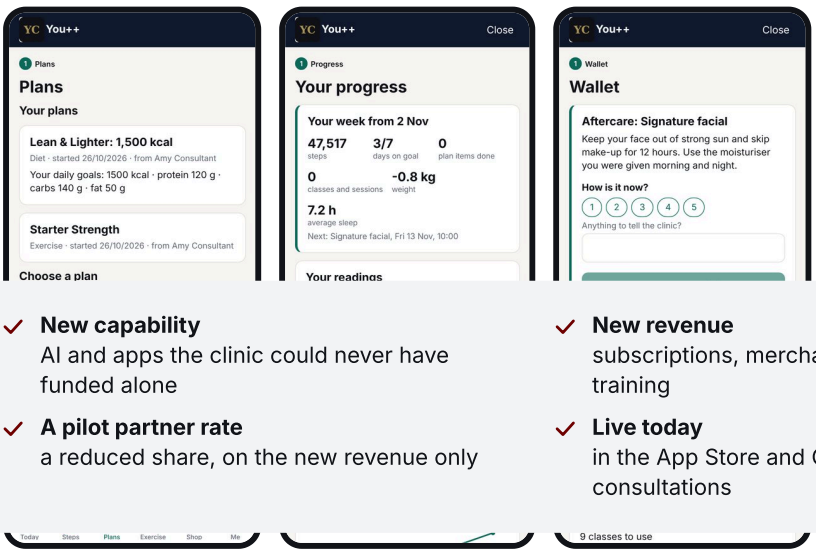
Clinic-branded, shipped direct

Supplements

Matched to each client's goals

Personal training

Partner trainers, clinic margin built in



WHAT'S IN IT FOR YOU

- **New capability** AI and apps the clinic could never have funded alone
- **A pilot partner rate** a reduced share, on the new revenue only
- **New revenue** subscriptions, merchandise, supplements and training
- **Live today** in the App Store and Google Play, used in consultations

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YOUR QUESTIONS, ANSWERED

What new clients ask us before they start.

The questions new clients ask us most, answered plainly.

What does Red Bear actually do?

We design, build and run digital products, apps, online services and the marketing that sells them, for start-ups and growing businesses. Think of us as the product, technology and marketing team you haven't hired yet.

What do I pay up front?

Nothing to Red Bear. You pay third parties directly for things like hosting, domain names, app store fees and your advertising budget.

How much is your fee?

Typically 10–15% of each sale, depending on how complex your solution is. We agree the exact figure with you, in writing, before any work starts.

Can I pass your fee on to my customers?

Yes. Most clients build it into their price at the point of sale, so their own margin stays the same.

What if it doesn't sell?

Then we don't earn either. That's why we test ideas with real customers before the full build, and keep improving after launch.

Do I give up equity or control?

No. It's a revenue share, not a takeover. You can choose to offer cash or equity to lower the percentage, but you never have to.

Who owns what you build?

You do. Accounts, hosting, domains, your brand and your customers are set up in your name.

How quickly can we launch?

Prototypes in days and launches in weeks for most solutions, because we start from proven building blocks.

How long is the agreement, and can I leave?

Every agreement is written for your solution before work starts. It sets the revenue share, a minimum term that lets us recover the work we have invested, and a clear way for

WHAT'S IN IT FOR YOU

- ✓ **Plain answers** — no jargon, no small print surprises
- ✓ **A free first conversation** — tell us your idea at no cost
- ✓ **Everything in writing** — fee and terms agreed before work starts
- ✓ **No obligation** — decide once you've seen the plan

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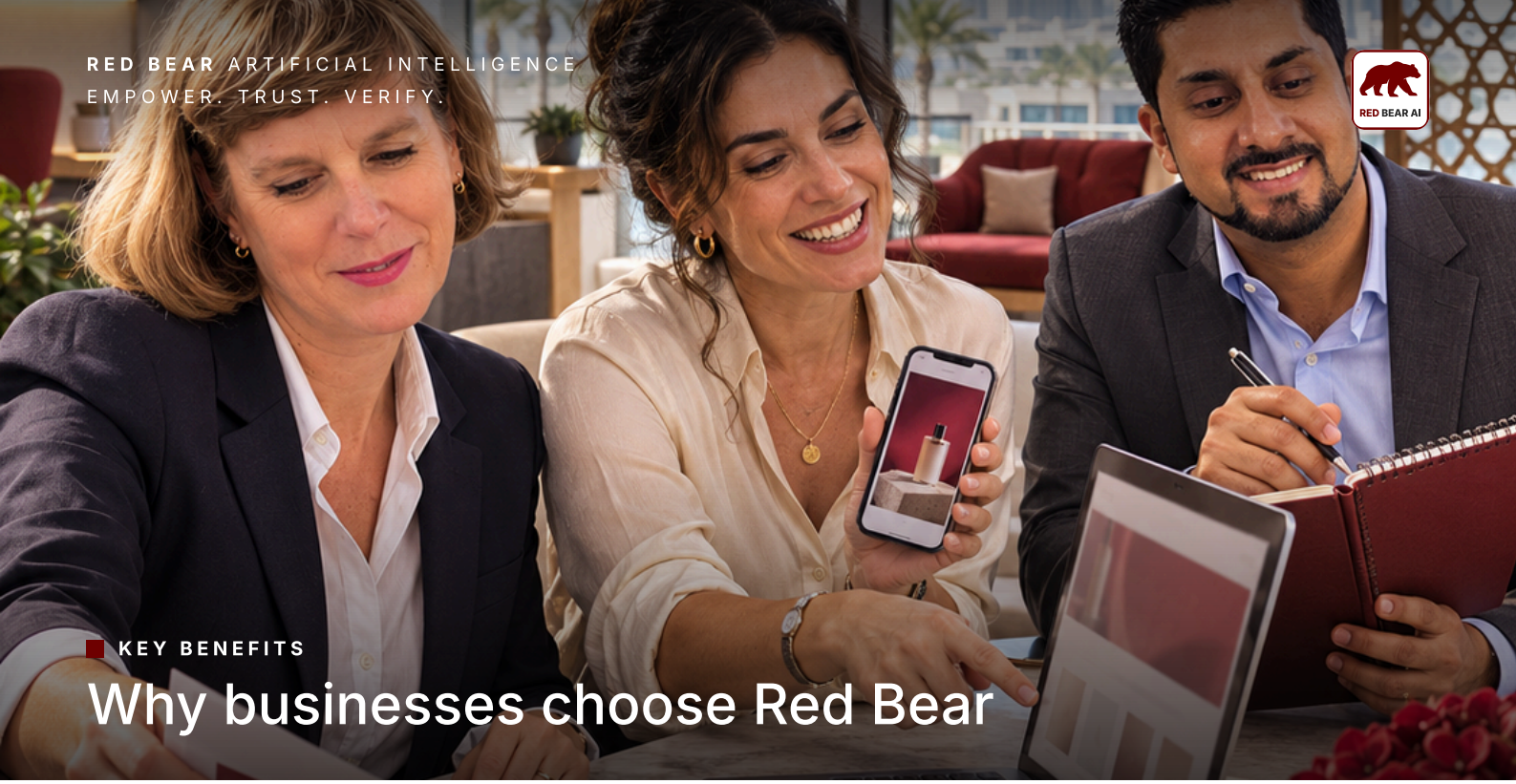

KEY BENEFITS

Why businesses choose Red Bear

Everything you need to take an idea to paying customers, with the people, the plan and the technology in one team, and no Red Bear fees up front. You cover only third-party costs such as hosting and advertising.

No capital spend
No build fees, no engineering team to hire, no platform to buy.

Faster time to market
Prototype in days and launch in weeks with our engines.

Expertise on demand
Product, engineering, AI and cloud specialists from day one.

Secure and reliable
Enterprise-grade hosting, security and monitoring.

You own it
Accounts, hosting and customers stay in your name.

A partner who shares the risk
We're paid only when the product earns.

Let's talk about your idea.

Tell us about your idea or your business. The first conversation is free and there's no obligation. We'll listen first, then come back with a plan, the fee for your solution, and the third-party costs, such as hosting and advertising, you would cover.

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