



# B

## Data Products

Instituting intelligence, analytics, and guidance for market participants and economic agents in geographic Lebanon by all intents and purposes of building a data-driven economy

CapB

2022

General Issue: Class B

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# Defining CapB



# Introduction

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Founded in the year 2020 as a free enterprise, **CapB** exists to discover, promote, and finance ventures throughout various industries, geographies, and economies that purposely serve the interests of its clients, sponsors, and associates.

As a data-driven investment office, we succeed in managing our affairs and fulfilling our purpose by mediating, guiding, and facilitating beneficial opportunities, of economic and intellectual nature, with the greatest care to incentive.

We define our established enterprise as a multifaceted, multipurpose, and multinational one in due respect to our deep professional network, experienced business insight, and esoteric sense of management.

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# What We Do



# Modes of Operation

P.4

## Specializations & Competencies

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### Data

Procurement, sourcing, distribution and monetization of data and data assets in the Lebanese economy

*Featuring:*

#### CapB Data Products

On-demand and customizable bundles

### Finance

Brokerage and mediation

*Options:*

Real Estate, Trade Finance & Enterprise Funding

### Enterprise

Business development and enablement



# Target Market



# Our Primary Focus

## The Lebanese Economy





Topic

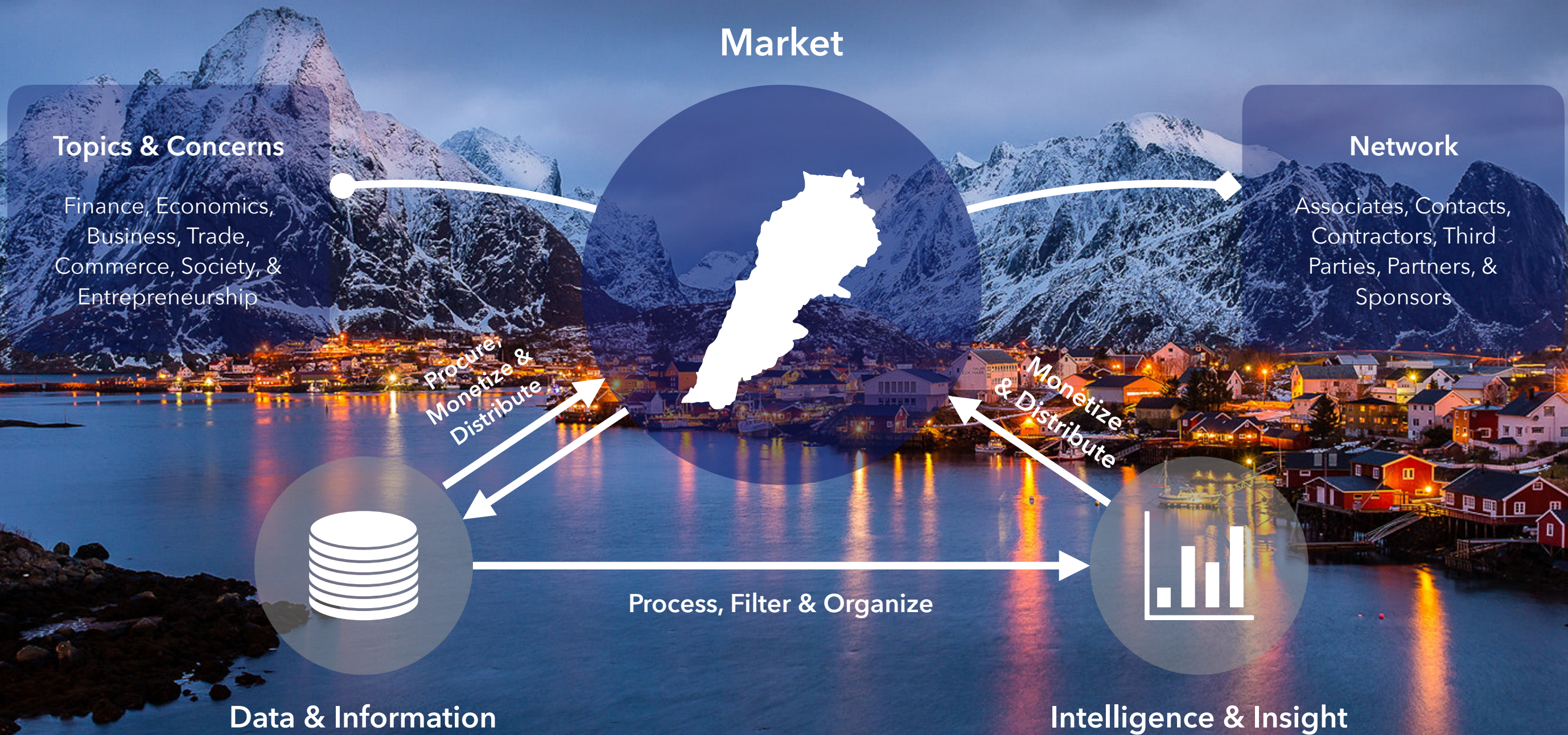
*Data In Lebanon*

# Underlying Structure



# Our Framework

## Operational Overview





# Problems



# Overwhelming Obstacles

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## Prevailing Conditions



### Unexploited Market

No significant recorded effort to form an aggregated database on multiple disciplines with actual embedded utility



### Absent Competition

Hardly any standing data provider capable of procuring, manufacturing, and distributing data and data assets



### Vague Sentiment

A sense of exaggeration and uncertainty cripple economic activity throughout existing industries

*National Disadvantage*



# Propositions



# Profound Solutions

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## Proposed Values

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### Market Coverage

Building and maintaining an expansive database by reaching all regions in Lebanon without conflicting preferences



### Standing Provider

CapB stands as the sole established provider, manufacturer, and distributor of data and data assets in Lebanon



### Integrative Data

The proliferation of data benefits decision-makers on all levels of economic endeavor and eliminates doubt for the enduser

*Absolute Advantage*

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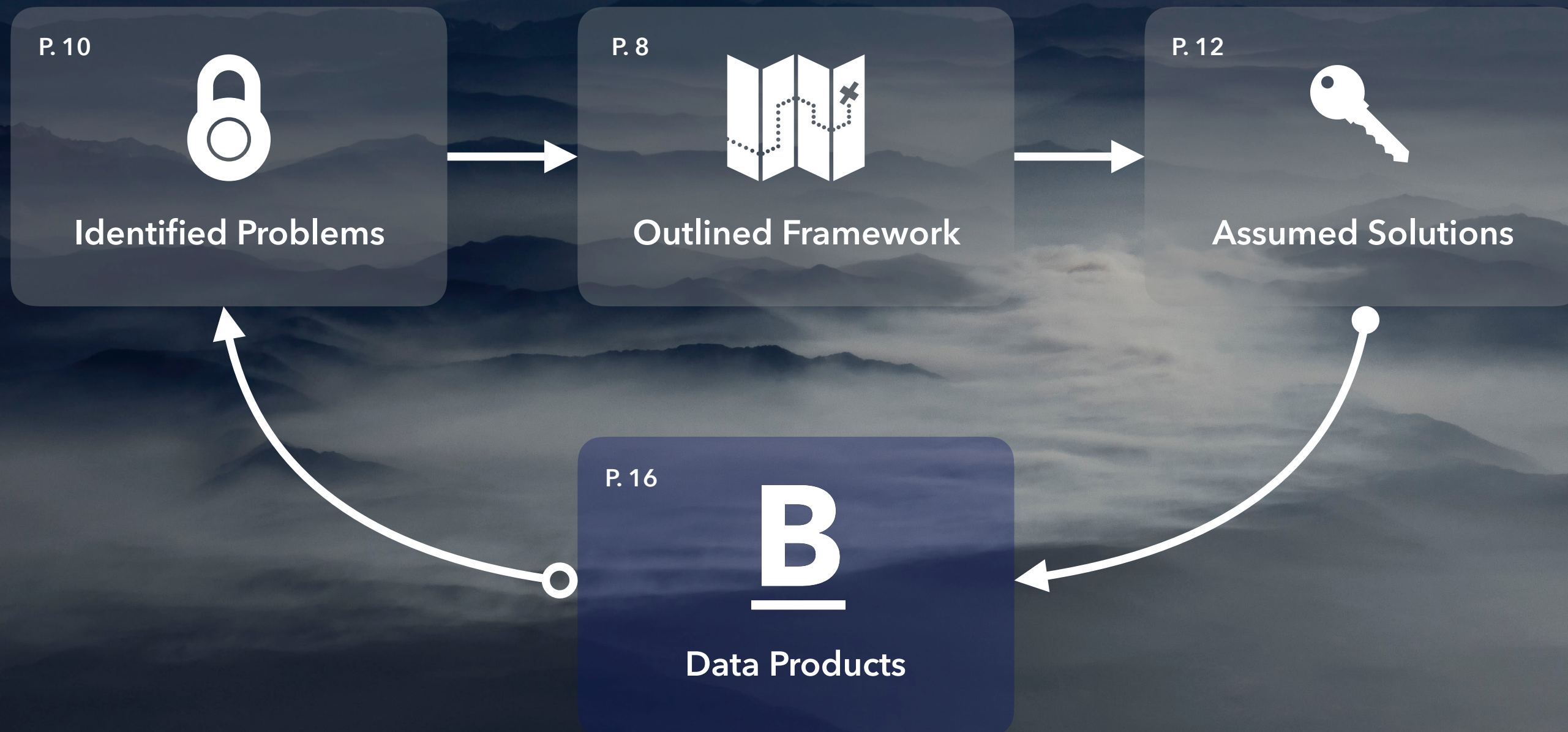
# Resolving Method



# Our Approach

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## Simplified Blueprint





# CapB Data Products



# CapB Data Products: Intro

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## Products In Purpose

### What are Data Products?

Initiated by **CapB**, "Data Products" are simple on-demand and customizable bundles of data, intelligence, information, and pieces of advice that cover a broad range of topics and concerns specifically related to Lebanon. The focus of such bundles largely revolves around economic, financial, business, social, and entrepreneurial matters.

### For What Purpose?

Essentially, the interests that accompany these products are mainly of economic, commercial, operational, and intellectual nature wherein the user of such may gain authentic, crucial, and articulate insight on economy-wide and market-driven events, trends, and conditions. We deem the accuracy of our underlying provisioned data to the highest of degree in and for geographic Lebanon, where no established provider of that sort exists.



# CapB Data Products: Features

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## Unique Proposition

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### On-Demand

Swift delivery of Data Products with just the right attributes and specificity for the relevant enduser

*Readily Available Data*



### Customizable

Data Products tailored to the enduser's needs, subject to initial explicit requests and/or demands

*Optimized Products*



### Articulate

Incredibly precise, rich, and articulate content included within all Data Products for any assigned concerns

*Valued Granularity*



# CapB Data Products: Benefits

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## Set Of Prospects



Proven Use Case



Strategic Advantage



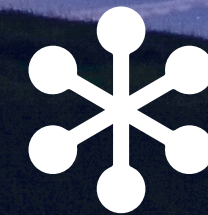
Authentic Intelligence



Cost-Effective



Unrivaled Guidance



Definitive Granularity



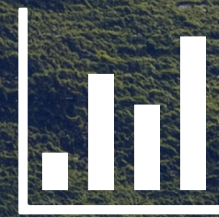
# CapB Data Products: Specifics

P.19

## Type, Format & Detail



Spreadsheets



Visual Representations



Digital Delivery



Detailed Findings



Customized Content



Deriving Insight



# CapB Data Products: Target Audience I

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## Tailored Products

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Research Firms & Data  
Procurement Companies



Educational  
Institutions



Non-Governmental  
Organizations



Entrepreneurs



Individual Investors



# CapB Data Products: Target Audience II

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## Tailored Products

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Strategic Business Units



Startups & SMEs



Institutional Investors



Significant Corporate Entities



Public Institutions



Venture Capital Firms



Private Equity Firms



# Offers, Bundles & Pricing

Rates apply for Fiscal Year 2022 only (excl. taxes)

Rev. Stream Product Tier	Product Name	Price Point
Essential Intelligence	<div data-bbox="894 799 1233 891" style="background-color: #4a5568; color: white; padding: 5px; border-radius: 10px; display: inline-block;">Raw Data Document</div> <div data-bbox="1275 799 1614 891" style="background-color: #9ca3af; color: white; padding: 5px; border-radius: 10px; display: inline-block; margin-left: 10px;">Custom Research Report</div> <div data-bbox="1086 911 1425 1003" style="background-color: #9ca3af; color: white; padding: 5px; border-radius: 10px; display: inline-block; margin-top: 10px;">Provisional Data Report</div>	<h2>Starting \$368</h2>
Intermediate Analytics	<div data-bbox="894 1044 1233 1136" style="background-color: #9ca3af; color: white; padding: 5px; border-radius: 10px; display: inline-block;">Market Intel. Report</div> <div data-bbox="1275 1044 1614 1136" style="background-color: #9ca3af; color: white; padding: 5px; border-radius: 10px; display: inline-block; margin-left: 10px;">Business Intel. Report</div> <div data-bbox="1086 1156 1425 1248" style="background-color: #4a5568; color: white; padding: 5px; border-radius: 10px; display: inline-block; margin-top: 10px;">Financial Intel. Report</div>	<h2>Starting \$998</h2>
Specialized Guidance	<div data-bbox="1040 1283 1461 1375" style="background-color: #4a5568; color: white; padding: 5px; border-radius: 10px; display: inline-block;">Consultancy Piece Product</div> <div data-bbox="1040 1396 1461 1488" style="background-color: #4a5568; color: white; padding: 5px; border-radius: 10px; display: inline-block; margin-top: 10px;">Advisory Piece Product</div>	<h2>Starting \$2,818</h2>



In High Demand



In Moderate Demand



# General Inquiry

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*Free Enterprise*

**Bab Idriss, Beirut, Lebanon**

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Thank You!