



**Cord Digital is an LTD Company for
Marketing & Advertising founded in
September 2015 in Egypt.
Our Branch in USA Launched in April 2024.**



www.corrdigital.com

About Us

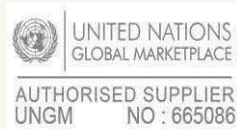
The body of any company consist of 4 pillars, which is
Operation , Finance , HR , and Marketing

So the 4th pillar is our passion and responsibility for any organization at any
filed, starting from the Feasibility Study & Business Plan , to the Marketing
Strategy and Downstream Marketing.

Cord Digital is 2 Gates “ Communicate & Globalize ”

**Communicate (Business Plans , Branding , Digital Marketing , Web & Apps
,Visuals , Music Production).**

**Globalize (Outsourcing, collaborating with E.S.M.O / EU Consulting company
in Italy).**





Meet the Founders



Ahmed Ragaie - Founder / CEO

Bio

- Strategic Marketer; academically and practically. Master's degree in marketing from the University of Buckingham...

- High proficiency in Global Business & Management Consulting.

- Managing 2 companies, the 1st one Cord Digital which has 2 locations in Egypt & USA as well as in the process of opening a new branch in Saudi Arabia.

and the other company for Decoration and its location is in Egypt.

- Board member of ESMO company in Italy that has a partnership with Cord Digital.

Ahmed Ragaie and Nick Hughes Founders Live owner decided to create a partnership in order to expand Founders Live in Africa Region and they are in progress on achieving that.

Founders Live is A place where world-class entrepreneurs are made to inspire, educate and entertain entrepreneurs around the world also Founders Live creates a lot of competition events globally as well as provides cash prize to the winners.

- Working experience in Real Estate and Leasing at many multinational companies.

- Ahmed Ragaie was the business development manager of Contact Cars, which is the biggest automotive portal in Egypt as well as consumer and structured finance solutions, He was responsible for helping Contact Cars to develop its business model and go digital.



Linkedin:

<https://www.linkedin.com/in/ahmedragaie/>

Web:

<https://ragaie.com/>

Heba Abdel-Latif Awwad - Partner in Cord Digital USA

Bio

.A Former UN Employee, she joined the United Nations from 2001 to 2022

.Heba was a Programs Officer and Events Coordinator at the executive office of the UN Secretary-General

Now Heba founded Nuba Arts org. A heritage hub supporting micro and small artisans to promote them in the US .market

Nuba Arts is a proud member of:

the United Nations Women Guild, the United Nations Fashion and Lifestyle Network, Canvas Global

.Heba is responsible for creating summits and events and many other initiatives in South Egypt and the refugees In addition to Ghana's northern region. Kenya and Nigeria. Focus on three pillars Sustainable fashion (Nuba Arts) .Education (Model UN Africa focused) Agriculture (a global Village partnership) UN Women Guild active member

Heba is a partner of Cord Digital USA branch and she has a good rule in bringing some projects from Un and other related organization that have some works with UN that need a digital marketing presence as we mentioned Cord Digital is already UN vendor before partnership with Heba in the US branch, so Heba Embedded the relation between .Cord Digital and UN and its related organizations

Heba Also has a good rule in the collaboration between Cord Digital and Founders Live org. that we mentioned in the .previous slides, as she is already living in USA

Heba is a partner of Cord Digital USA branch and she has a good rule in bringing some projects from Un and other .related organizations



:LinkedIn

<https://www.linkedin.com/in/hebanubaarts>

Emanuele Occhipinti - Partner in Cord Digital Italy

Bio

.International Lawyer ... Owner of E.S.M.O " EU Consulting Company in Italy -

-Studied in Harvard University

Working Experience in the European Parliament -

Board Member in Studio Legale Occhipinti / Legal Services in Italy -

COO at GreenRail s.r.l. that is an innovative start-up company that designed and patented an -
innovative and eco-friendly railway sleeper made up of concrete and a mixture of recycled plastic
and rubber obtained from EoLT (End of Life Tires)



Some of our
Clients



Some Awards & Achievements

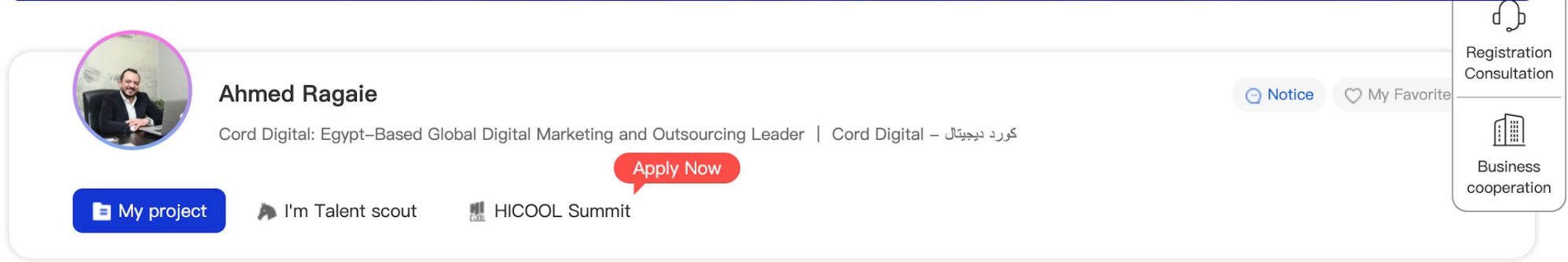


https://www.youtube.com/live/yOi8W4UugY0?si=d_jhOPA7eBXW7_kL



Some Awards & Achievements

Cord Digital competed on the biggest pitching awards and venture capital all over the world, for example:



<https://youtu.be/NNWa3rwdM38>



Some Awards & Achievements

We entered the competition, and did a pitch in front of a committee of technical experts, venture capitalists, and senior managers from well-known enterprises, reached the final stages and got a monetary prize.



Our Services



Feasibility Studies



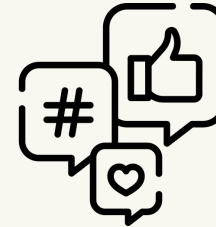
Branding



Web Development



Mobile Apps



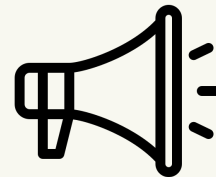
Social Media Management



Search Engine Optimization



Graphics & Video



Ads Management



Photo & Video Production

Feasibility Studies & MKG Strategies

The feasibility study is critically assess the proposal of building a certain project, and enable the Co. Founders to make an informed decision about whether to proceed with the proposed project. It's consider all the alternatives within the scope of the identified need in order to establish the most effective investment of funds. It's also analyze the social and financial impacts of the project and identify the risks involved

Sample for Feasibility Studies

Point Egypt – Aladdin App



Part of the feasibility study that was the MKT attractiveness as per the niches that Point Egypt shall go through their brand-new web-directory. This part was major of building the MKT strategy and defining the impact of publishing the project.

Market Attractiveness Table.

| description of variables and units of measurement according to current needs and market competition | relevant variables for estimating the niches' market attractiveness | | | | | | | total weight |
|---|---|------------------------------|------------------|---|---|-----------------------------------|----------|--|
| | The need of the service | No. of effective Competitors | Marketing Budget | Our expanding from working on the niche | Our effort & hardness in working on the niche | Our ROI from working on the niche | ROI Time | |
| 1 bad or hard for us, 10 is good relative % importance | 20% | 10% | 11% | 9% | 12% | 20% | 18% | 100% |
| خدمات السيارات | 10 | 1 | 1 | 4 | 3 | 10 | 1 | enter on the left the actual data for each variable |
| عمالة مواد بناء و تشطيبات و معمار | 10 | 4 | 5 | 9 | 5 | 7 | 3 | |
| حيوانات ومستلزماتها | 6 | 5 | 3 | 9 | 7 | 6 | 8 | for each variable |
| خدمات الخراطة والحداثة | 1 | 10 | 10 | 1 | 10 | 1 | 2 | |
| معدات لوازم مصانع | 3 | 8 | 8 | 6 | 6 | 7 | 3 | The ABS function returns the absolute value of a number value or of a duration value. |
| خدمات ترفيهية وسياحية | 10 | 1 | 1 | 8 | 1 | 10 | 1 | |
| المحلول والكمبيوتر والانظمة الامنية | 10 | 2 | 1 | 5 | 1 | 9 | 2 | Examples =ABS(A1) returns 5, if cell A1 contains 5. =ABS(B-5) returns 3. =ABS(5-8) returns 3. =ABS(0) returns 0. =ABS(B1) returns 0, if cell B1 is empty. |
| خدمات طبية | 9 | 1 | 1 | 7 | 3 | 10 | 4 | |
| صيانة وبيع اجهزة المنزلية والكهربائية | 7 | 3 | 3 | 5 | 4 | 7 | 6 | The result returned by ABS is either a positive number value, positive duration value, or 0. |
| خدمات نقل | 4 | 5 | 2 | 5 | 1 | 5 | 1 | |
| max | 10 | 10 | 10 | 9 | 10 | 10 | 8 | The ABS function returns the absolute value of a number value or of a duration value. |
| min | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| sum | 70 | 40 | 35 | 59 | 42 | 68 | 33 | Examples =ABS(A1) returns 5, if cell A1 contains 5. =ABS(B) returns 3. =ABS(B1) returns 0. |
| range | 9 | 9 | 9 | 8 | 9 | 9 | 7 | |

| description of variables and units of measurement according to current needs and market competition | relevant variables for estimating the niches' market attractiveness | | | | | | | total weight |
|---|---|------------------------------|------------------|---|---|-----------------------------------|----------|--|
| | The need of the service | No. of effective Competitors | Marketing Budget | Our expanding from working on the niche | Our effort & hardness in working on the niche | Our ROI from working on the niche | ROI Time | |
| 1 bad or hard for us, 10 is good relative % importance | 20% | 10% | 11% | 9% | 12% | 20% | 18% | 100% |
| خدمات السيارات | 10 | 1 | 1 | 4 | 3 | 10 | 1 | enter on the left the actual data for each variable |
| عمالة مواد بناء و تشطيبات و معمار | 10 | 4 | 5 | 9 | 5 | 7 | 3 | |
| حيوانات ومستلزماتها | 6 | 5 | 3 | 9 | 7 | 6 | 8 | for each variable |
| خدمات الخراطة والحداثة | 1 | 10 | 10 | 1 | 10 | 1 | 2 | |
| معدات لوازم مصانع | 3 | 8 | 8 | 6 | 6 | 7 | 3 | The ABS function returns the absolute value of a number value or of a duration value. |
| خدمات ترفيهية وسياحية | 10 | 1 | 1 | 8 | 1 | 10 | 1 | |
| المحلول والكمبيوتر والانظمة الامنية | 10 | 2 | 1 | 5 | 1 | 9 | 2 | Examples =ABS(A1) returns 5, if cell A1 contains 5. =ABS(B-5) returns 3. =ABS(5-8) returns 3. =ABS(0) returns 0. =ABS(B1) returns 0, if cell B1 is empty. |
| خدمات طبية | 9 | 1 | 1 | 7 | 3 | 10 | 4 | |
| صيانة وبيع اجهزة المنزلية والكهربائية | 7 | 3 | 3 | 5 | 4 | 7 | 6 | The result returned by ABS is either a positive number value, positive duration value, or 0. |
| خدمات نقل | 4 | 5 | 2 | 5 | 1 | 5 | 1 | |
| max | 10 | 10 | 10 | 9 | 10 | 10 | 8 | The ABS function returns the absolute value of a number value or of a duration value. |
| min | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| sum | 70 | 40 | 35 | 59 | 42 | 68 | 33 | Examples =ABS(A1) returns 5, if cell A1 contains 5. =ABS(B) returns 3. =ABS(B1) returns 0. |
| range | 9 | 9 | 9 | 8 | 9 | 9 | 7 | |

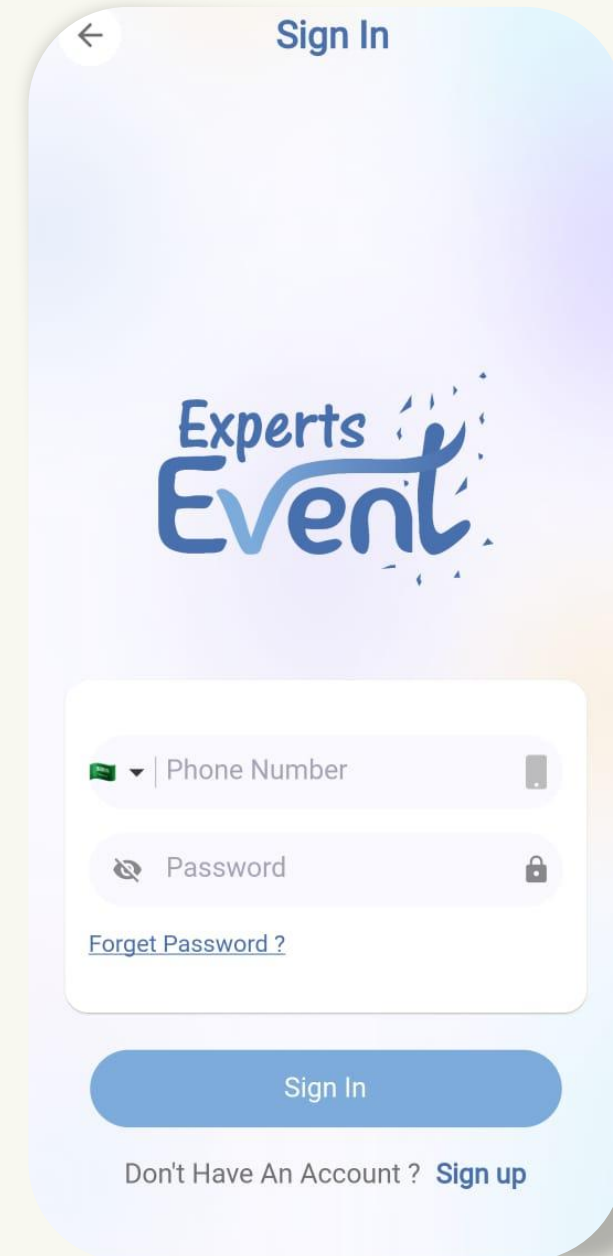
standardization over the range, 1 is the best

| | 100 | 0 | 0 | 38 | 22 | 100 | 0 | attractiveness | rank |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|----------------|------|
| خدمات السيارات | 100 | 0 | 0 | 38 | 22 | 100 | 0 | 46 | |
| عمالة مواد بناء و تشطيبات و معمار | 100 | 33 | 44 | 100 | 44 | 67 | 100 | 64 | |
| حيوانات ومستلزماتها | 56 | 44 | 22 | 100 | 67 | 56 | 100 | 36 | |
| خدمات الخراطة والحداثة | 0 | 100 | 100 | 0 | 100 | 0 | 14 | 47 | |
| معدات لوازم مصانع | 22 | 78 | 78 | 63 | 67 | 22 | 43 | 48 | |
| خدمات ترفيهية وسياحية | 100 | 0 | 0 | 88 | 0 | 100 | 0 | 46 | |
| المحلول والكمبيوتر والانظمة الامنية | 100 | 11 | 0 | 50 | 0 | 89 | 14 | 55 | |
| خدمات طبية | 89 | 0 | 0 | 75 | 22 | 100 | 43 | 53 | |
| صيانة وبيع اجهزة المنزلية والكهربائية | 67 | 22 | 22 | 50 | 33 | 67 | 71 | 28 | |
| خدمات نقل | 33 | 44 | 11 | 50 | 0 | 44 | 14 | | |

Sample for Feasibility Studies

Experts Event owned by Totalx.com.sa

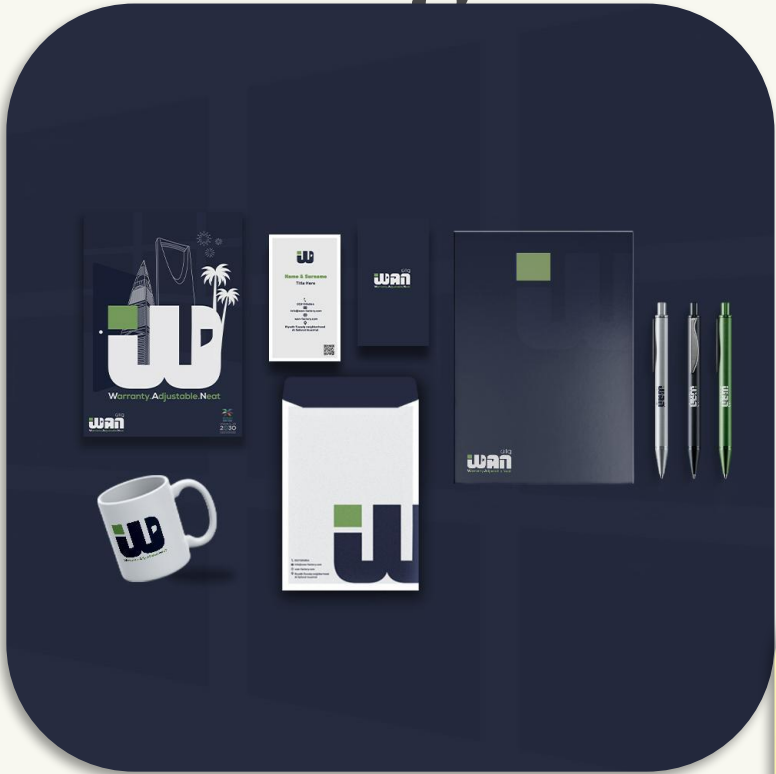
- We did a Feasibility Study and Marketing Strategy for the Application that working on Event Management in Saudi Arabia.
- We did our analysis in choosing which field of events should be conducted in the first phase and the market attractiveness in Saudi Arabia according to each field's needs and market competition.



Art Work



Sample of our Branding



Sample of our Packaging & Printing



Sample of our Social Media Posts

Best price

Guaranteed Quality & flexible cancellation

AirArabia

Testot

سوڤر تستات
ينقذ الضحايا قبل الإمتحانات

سجل حسابك الآن

Google Play Apple Store AppGallery

Be Genuine with Eco Friendly Accessories

You can order from here
www.nubaarts.com

NSBA AETS

koolenksa

عجانة

مطحنة بن قزوية لطحن :

البن المكسرات البهارات الهيل

كاوية بخار

موقد فحم كورباتي

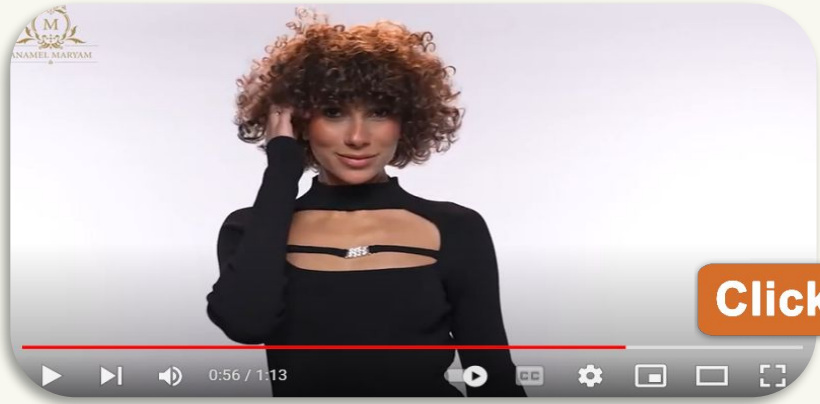
قلبية هوائية 7.4 L

Some of our
Videos



Click Here

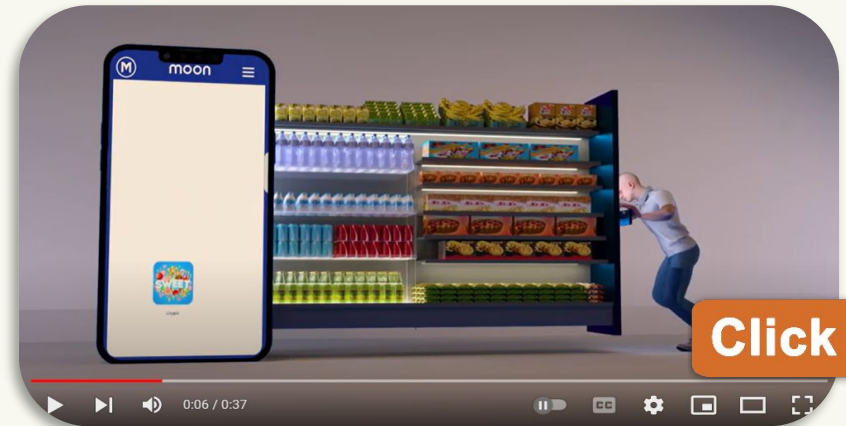
Media Production - Cosmetics



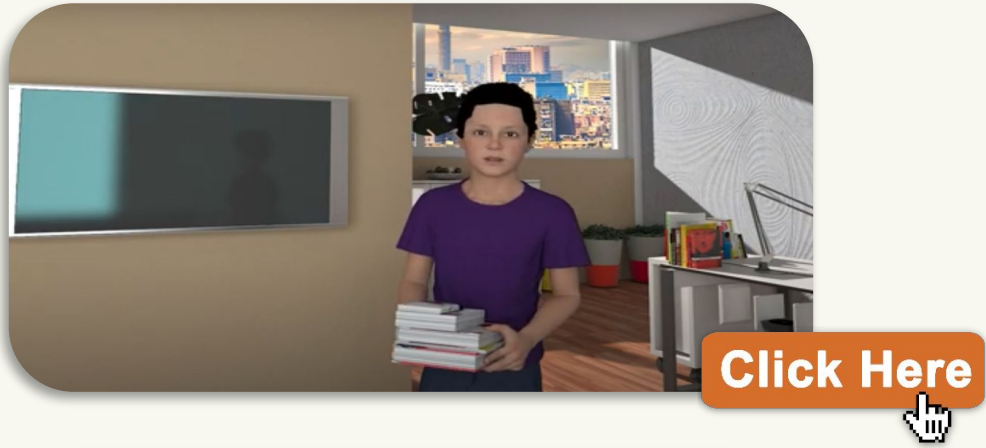
Click Here



Click Here



Click Here



More art?

Brand Identity

[Click Here](#)

Printing & Packaging

[Click Here](#)

Social Media Graphics

[Click Here](#)

Photography

[Click Here](#)

Exclusive Music

[Click Here](#)

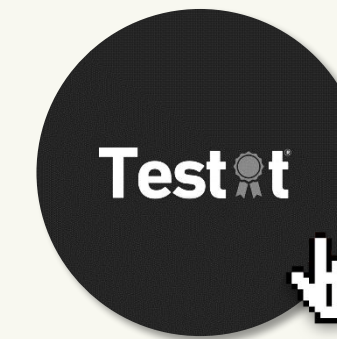
More Art ?

[Click Here](#)

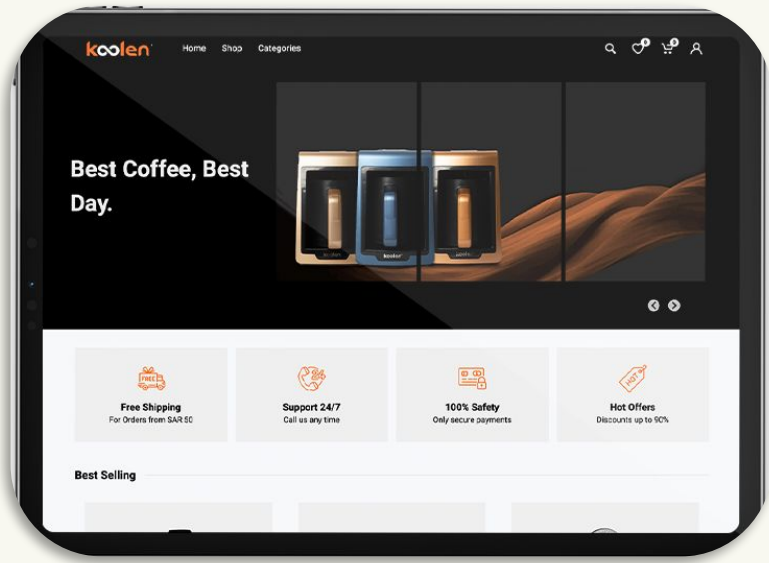
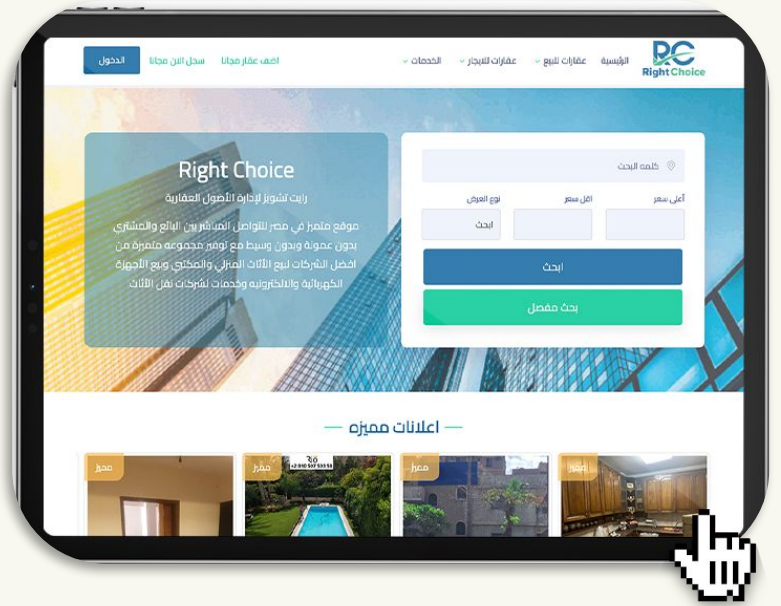
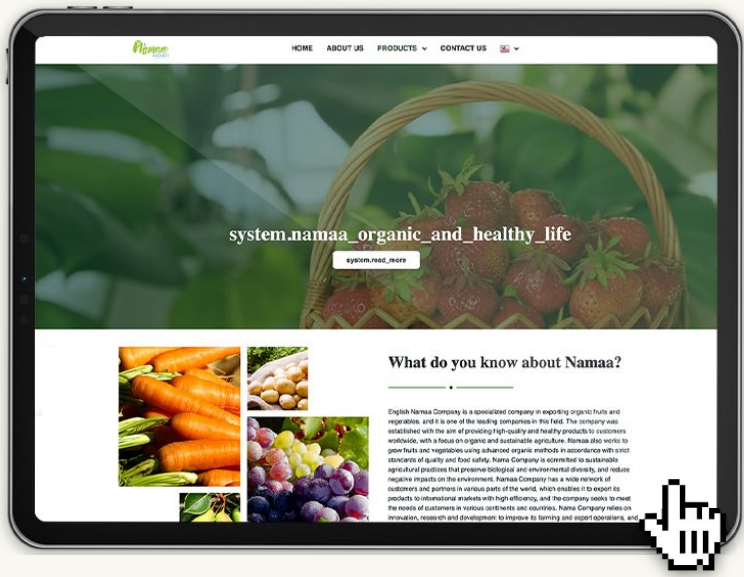
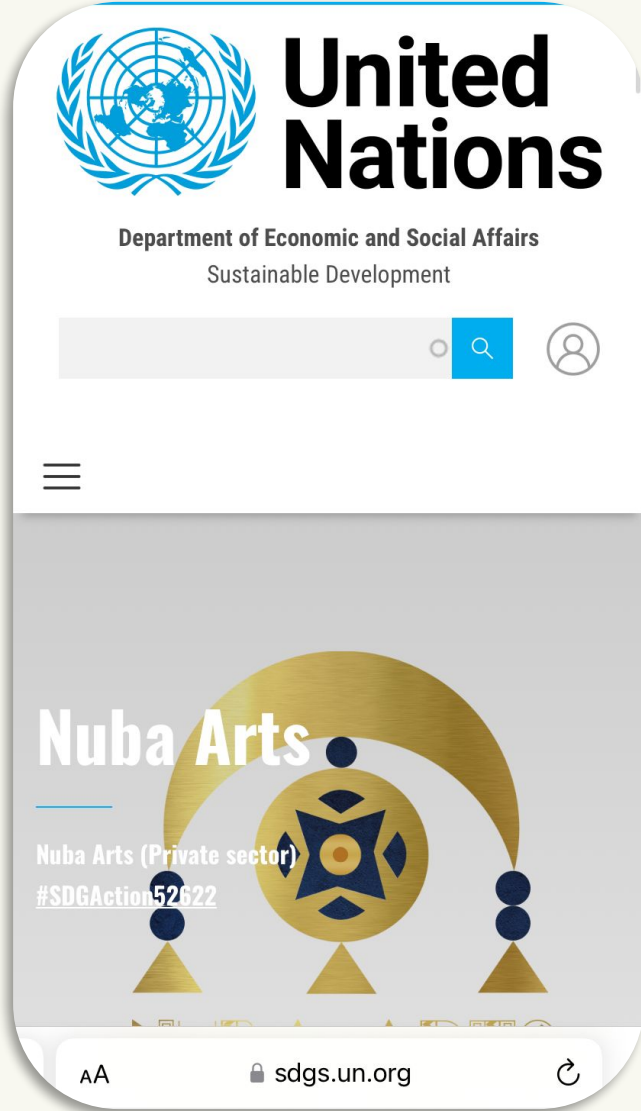


Social Media

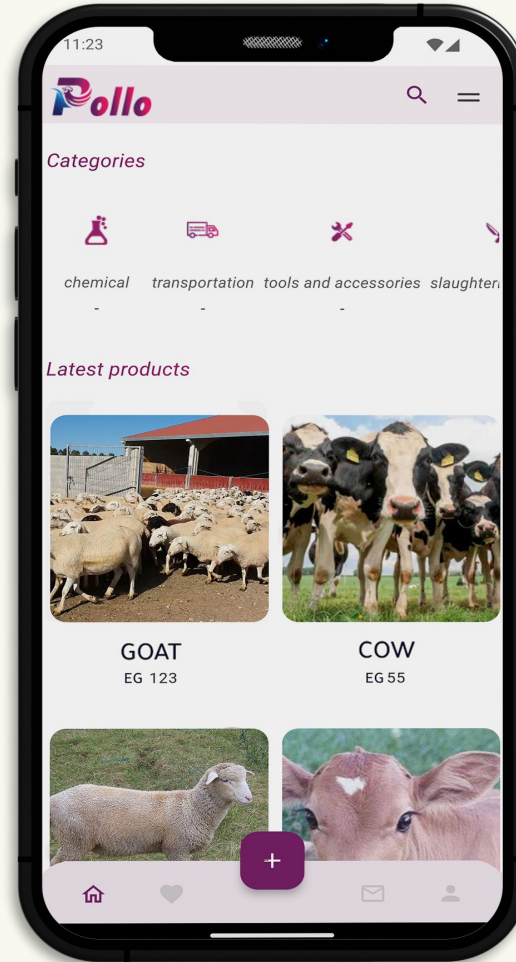
Here's some of the pages we've managed
- Please click the image to open the page -



Websites



Mobile apps



Systems

Full ERP System includes POS, CRM , HR, Accounting and others

The screenshot displays the Cordiana SYS. web application interface. At the top left is the Cordiana SYS. logo. The top navigation bar includes a user profile with the text "Hi, Cordiana!" and a language selector set to "English". A left sidebar menu lists various system modules: User Management, Products System, POS System, Support System, Zoom Meeting, Messenger, Notification Template, Settings (highlighted), System Settings, Setup Subscription Plan, and Order. The main content area is titled "Settings" and contains a sub-menu for "Brand Settings" (highlighted) and other settings like System Settings, Company Settings, Email Settings, Time Tracker Settings, Payment Settings, Zoom Settings, Slack Settings, and Telegram Settings. The "Brand Settings" section is active, showing options to "Edit your brand details". It features three upload boxes for "Logo dark", "Logo Light", and "Favicon", each with a "Choose file here" button. Below these are four configuration fields: "Title Text" (Cordiana), "Footer Text" (Cordiana), "Default Language" (English), and "Enable RTL" (Off). The bottom of the screen shows a browser's developer console with several network requests, including "POST chats/getContacts" and "#3 getContacts (ajax)".

Systems

Completed Marketplace systems with payments and shipments

Pollo admin

MAIN

- Dashboard
- Categories
- Products
- Merchants
- Sliders
- Testimonials
- Subscribers
- ads
- Contact us
- Countries

GENERAL SETTING

- Users
- Roles

Dashboard / Categories

ALL CATEGORIES Add category

| # | IMAGE | NAME | PRODUCT WILL DELETE AFTER | SORT | STATUS | TOOLS |
|---|-------|--------------------|---------------------------|------|-----------------|---------------------------------------|
| 1 | | Veterinarians | 90 Days | 1 | ON | edit delete |
| 2 | | Pharmaceutical Co. | 90 Days | 2 | ON | edit delete |
| 3 | | Vet. Pharmacy | 90 Days | 3 | ON | edit delete |
| 4 | | Baby Chickens | 90 Days | 5 | ON | edit delete |
| 5 | | Chickens | 15 Days | 6 | ON | edit delete |
| 6 | | Eggs | 90 Days | 4 | ON | edit delete |
| 7 | | Ducks | 15 Days | 7 | ON | edit delete |
| 8 | | Cattle | 90 Days | 8 | ON | edit delete |

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Pollo admin

MAIN

- Dashboard
- Categories
- Products
- Merchants
- Sliders
- Testimonials
- Subscribers
- ads
- Contact us
- Countries

GENERAL SETTING

- Users
- Roles

Dashboard / Products

Search: From: To:

Added By: Min Price: Max Price:

Country: State: City:

Category: Sub Category:

Clear Search

ALL PRODUCTS Add product

| INFO | PHONE | ADDRESS | SHOW STATUS | CREATED AT | DELETE AFTER | ADDED BY | TOOLS |
|---|-------------|--------------------------------|-----------------|---------------------|--------------|------------------------------|---------------------------------------|
| Rating: ★★★★★ Price: 200.00 EGP | 0195653060 | Giza - Kerdasa | ON | 2024-09-24 11:27:36 | 2024-12-23 | Mohamed Ibrahim Zakaria Enfy | edit delete |
| Rating: ★★★★★ Price: 10.00 EGP | 1212121 | Gharbiya - Al Mahalla Al Kobra | ON | 2024-09-23 08:30:37 | 2024-12-22 | cord account | edit delete |
| Rating: ★★★★★ Price: 300.00 EGP | 019999999 | Dakhla - Mansoura | ON | 2024-09-23 02:58:43 | 2040-12-22 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01007281313 | Dakhla - Mansoura | ON | 2024-09-23 02:47:26 | 2044-12-22 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01001417158 | Dakhla - Mansoura | ON | 2024-09-23 02:16:09 | 2041-12-22 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000200780 | Dakhla - Mansoura | ON | 2024-09-23 02:09:24 | 2042-12-22 | cord account | edit delete |
| Rating: ★★★★★ Price: 88.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 03:05:37 | 2044-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 02:58:08 | 2044-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 02:50:38 | 2040-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 02:40:58 | 2044-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 02:25:20 | 2040-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 02:15:51 | 2044-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 02:11:14 | 2040-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 02:04:22 | 2044-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 01:59:17 | 2024-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 01:55:04 | 2044-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 01:45:21 | 2044-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 01:26:18 | 2046-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 00:48:59 | 2044-12-19 | cord account | edit delete |
| Rating: ★★★★★ Price: 1.00 EGP | 01000061573 | Sharkia - Zagazig | ON | 2024-09-20 00:45:59 | 2048-12-19 | cord account | edit delete |

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SEO



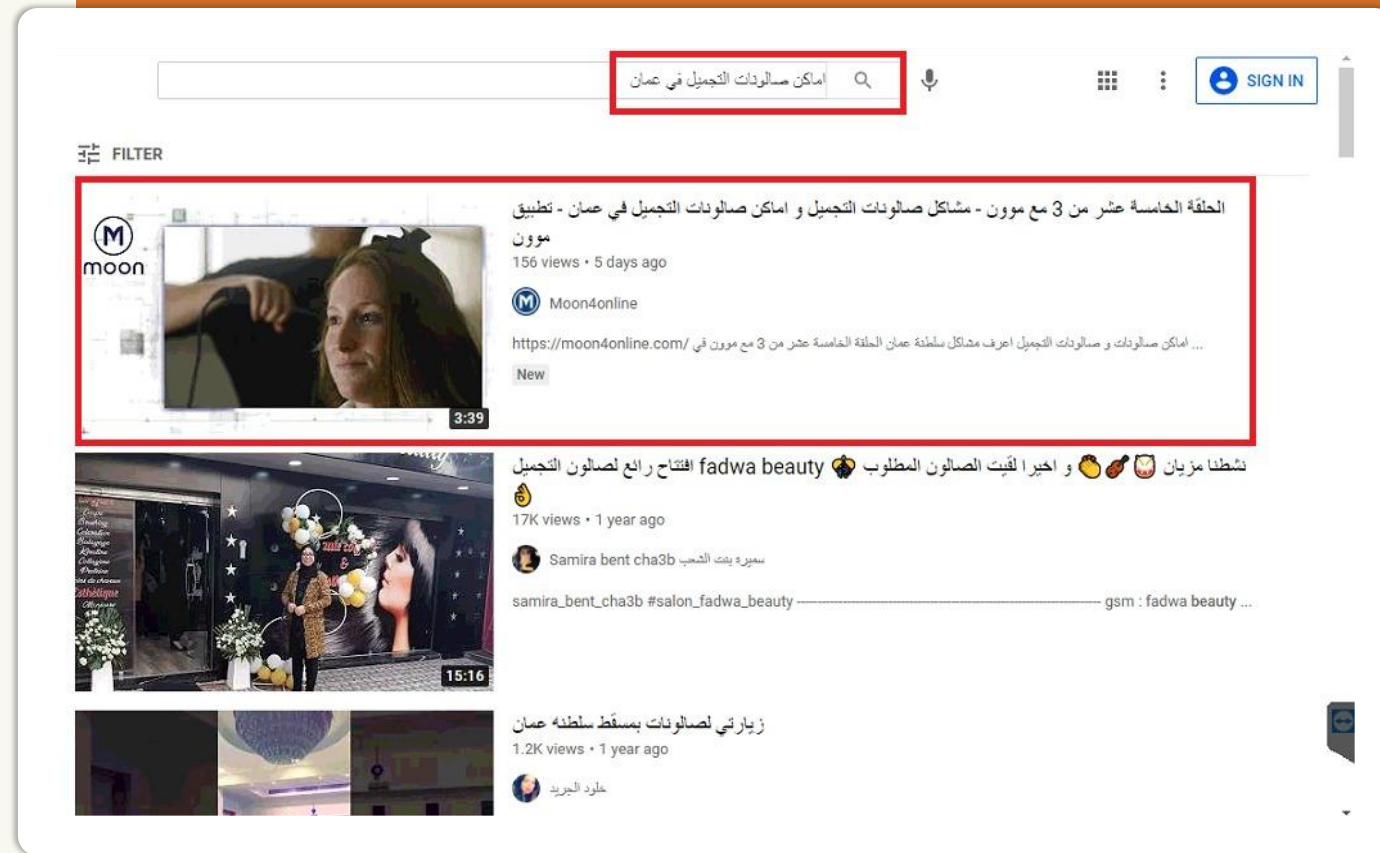
Case Study Of Medical Center In KSA.

We took over the **NewYou's** website after a crises and unplanned developments, and problems cussed of black hat made by another agency, Later, we started the journey in June 2019, and begin to solving the black hat SEO issues, and kept for up-ranking the website until achieving an outstanding results and conversions.



SEO - YouTube

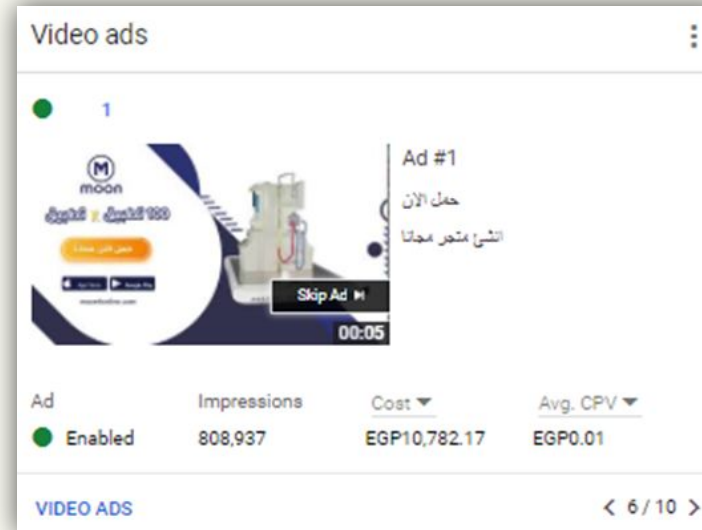
- YouTube is the 2nd largest search engine.
- YouTube can improve your SEO and overall brand presence.
- YouTube allows marketers to present unique content that's easy for viewers to consume and share.



Google Ads

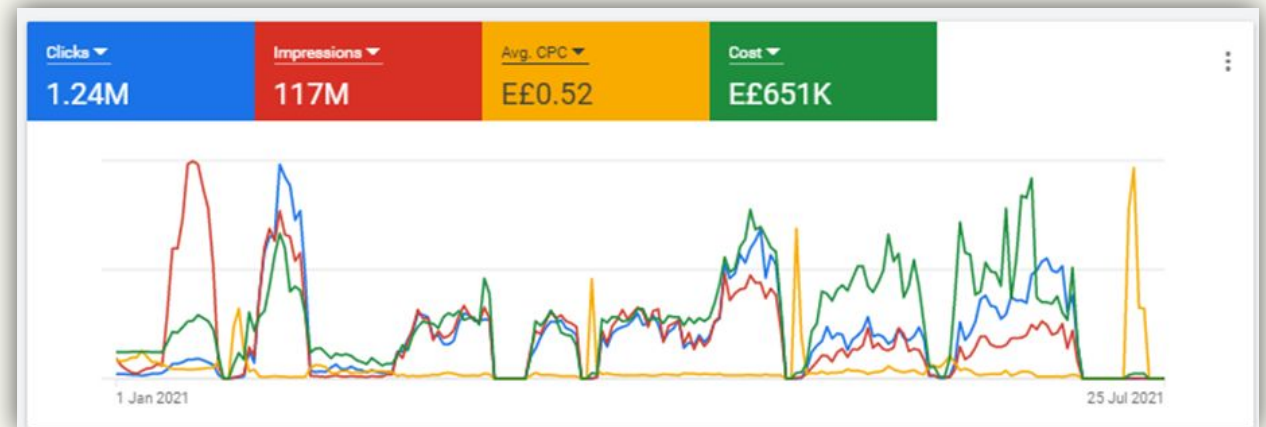
Marketing has changed dramatically in recent years, and Google is leading this transformation, Google Ads is a huge advertising channel that allows you to expose your brands through Google platform or its partners platforms.

There are over 259 million unique visitors, 4.8 billion daily interactions, and over 5 billion search queries a day.



The screenshot shows a mobile app advertisement for "Test". The ad features a young man holding a smartphone. The text on the ad is in Arabic and includes:

- تطبيق تعليمي تفاعلي
- الصديق الوفي للطلاب
- العين الساهرة لولي الامر
- سجل حسابك في تطبيقات
- التطبيق متاح لجميع الطلاب
- طريقة سهلة للتواصل مع المعلم, تدريبات واختبارات كتب الوزارة, التطبيق متاح لجميع الطلاب
- تطبيق تستات
- فتح
- إغلاق



Investments

A digital platform could be your 24/7 salesperson when your brick and mortar store draws the shutters. It's there to give your customers information around the clock and allow them to purchase products conveniently from anywhere, at anytime. An optimized website or even social media platform and a well-structured digital strategy is vital to your growth and long-term success. Which is absolutely affect your return on investments.



19 El Gehad St, Lebanon Square,
Mohandeseen, Giza, Egypt.

+2 02 33453074

+2 01022088753

info@corddigital.com

Queens Blvd, Forest Hills NY 11375, United States

+1 718 406 5176

hello@corddigital.com

www.corddigital.com

www.corddigital.us



Art Samples : Click Above