



NAQQA



About Our Company

NAQAA is an Agritech and Service provider startup.

it's a Sub-Brand of Noor Energy Solutions based in UAE , it was founded as a startup that aims to shift the focus of the Main-Brand from oil based services to Agritech innovation and solutions. what sets NAQAA apart from other similar startups is the decades of experience that the NAQAA team has in business, agriculture and technology.

we aim to transform the current state of agriculture in the world and especially the MENA Region by making smarter and more affordable solutions in fish farms, hydroponic farms, and more.

We build:

- **IoT** field devices and tech
- **Smart** Apps and platforms
- **Data storage**
- **AI** Supported data analysis and decision making

Vision

Become the default “operating system” for agriculture operations in MENA.

We start with aquaculture and rivers, then expand into adjacent verticals using the same core platform as the base for expansion.

why is this the perfect time for such project?

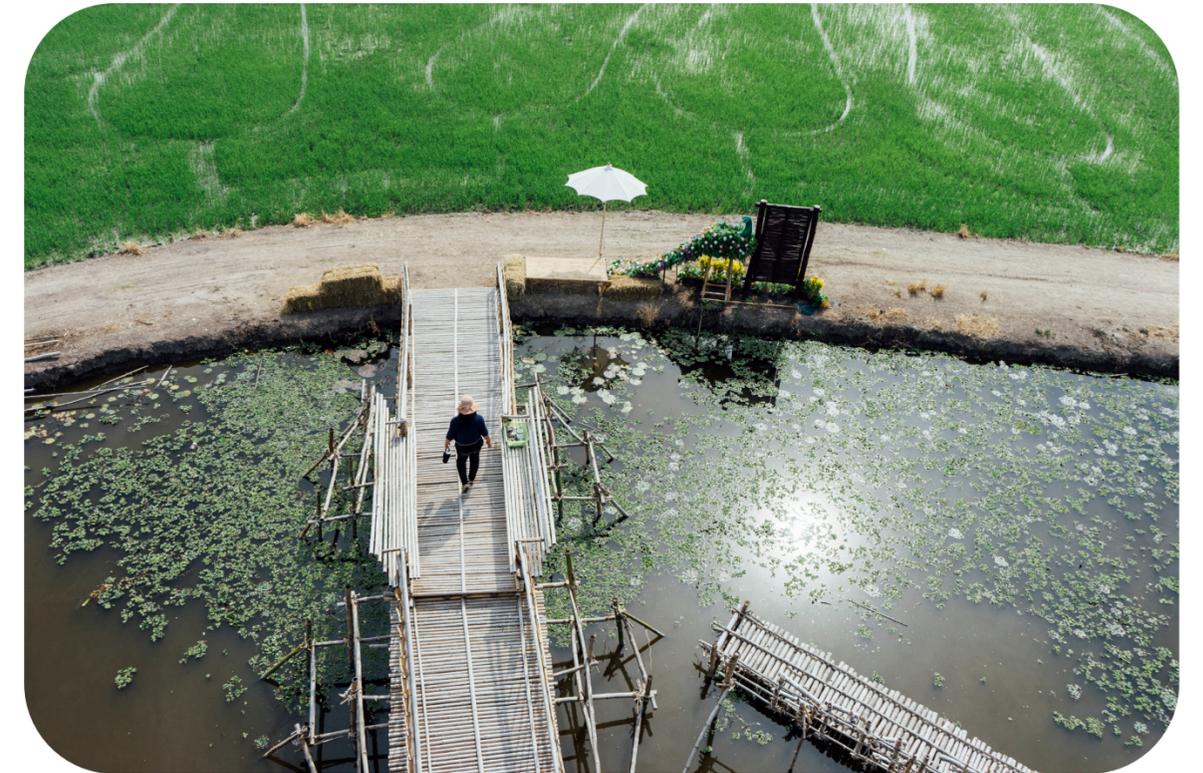
- Water risk is rising; regulators + operators need proof, reporting, and traceability
- Farms are adopting IoT, but solutions are fragmented and expensive
- remote operations need alerts + automation (not spreadsheets)



Challenges

Critical systems such as RAS (closed fish farm systems), rivers, and hydroponic farms are managed with misinformed predictions and late information.

- ❌ Data measuring is manual, delayed, and often too late.
- ❌ Failures happen fast (pollution spikes, low oxygen, pump failures, leaks).
- ❌ Operators have no real-time alerts.
- ❌ Control is often manual.
- ❌ Existing solutions are too expensive and hard to maintain.
- ❌ the lack of data history increases the long-term investment risk.
- ❌ Most existing solutions do not offer local support or maintenance.



Solution

A complete “Monitor → Decide → Control” system.



Real-time

monitoring with modular sensors. that are replaceable and easy to clean.

User Friendly

Apps for phone & web, with beautiful, easy to understand history charts.

AI Managed

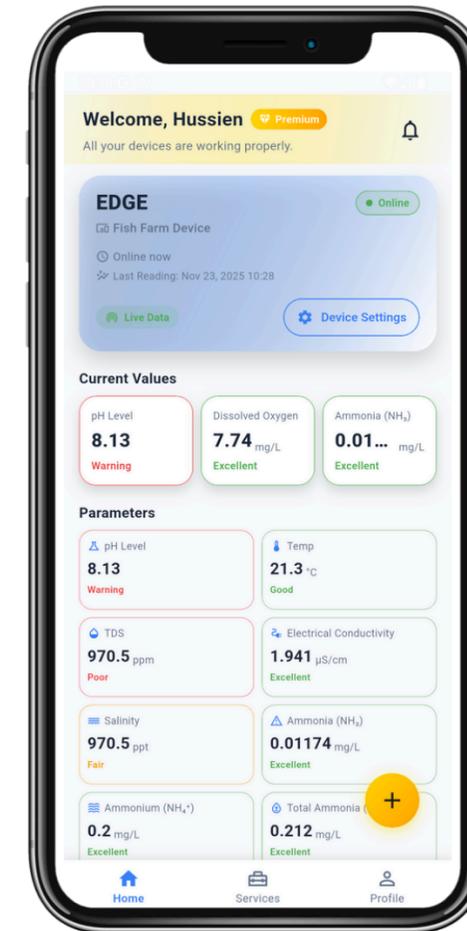
using artificial intelligence to guide decisions that can increase the potential profit.

Rules-based

automation and scheduled control based on the user's preferences

Product Overview

NAQAA is a complete system consisting of **Hardware, Software, and Services**



NAQAA APP



NAQAA Fish Farm Monitor

Hardware

- IoT controller
- Smart sensors.
- Power options for field deployment (Grid/Solar).
- Enclosure built for harsh environments.

SOFTWARE

- Live dashboard + trends.
- user input thresholds and Alerts
- Reports + data export.
- available on both App Store and Google Play.

Services

- Tailored Design
- Training + support
- Installation
- Custom control integrations
- periodic Calibration and Maintenance.

NAQAA Core Platform: Smart Water Monitoring + Automation

One platform to keep water assets safe, stable, and profitable in real time.

What we deliver:

- 24/7 monitoring for fish farms & rivers (pH, TDS/EC, DO, ammonia, temperature, level + more)
- Smart App: iOS + Android app with live dashboards and history
- Instant alerts with custom thresholds and smart warnings to prevent incidents
- Cloud storage and reporting with secure data handling for compliance and decision-making
- Automation-ready for pumps, aeration, dosing, and safety rules

Result: Reduces losses, improves productivity, and enables scalable management across many sites.



Hydroponics: Predictable Yield, Lower Risk

Hydroponic farms increase profit when water and nutrients are controlled.

- 24/7 monitoring: pH, EC/TDS, water temp, level/flow, air temp & humidity.
- Instant alerts + history: prevent crop loss, prove stability, optimize recipes.
- Automation-ready: dosing, pumps, lighting, safety rules when readings drift.

Result: less waste, fewer failures, and consistent output at scale.



AI for Forest Fire Prevention: Detect Early, Respond Faster

Wildfires are a sudden problem so prevention needs real-time intelligence to prevent crisis.

NAQAA combines sensing + AI + alerts into one system:

- Early detection using cameras and on-site sensors
- Risk prediction using weather + vegetation + historical patterns
- Actionable response: live location, escalation rules (SMS/WhatsApp/email), reporting

Result: faster response, reduced damage, and a deployable solution for government & enterprise.



Biological Super Absorbent Polymer(BioSAP) : Measurable Water Savings for Agriculture

BioSAP improves soil water retention which can greatly increase profits while reducing resource consumption and labor.

NAQAA adds an IoT measurement layer to make BioSAP investable and scalable:

- Quantify impact: track moisture stability, irrigation efficiency, and retention performance
- Decision support: compare fields/seasons, validate outcomes, reduce uncertainty
- Simple rules + reporting: alerts when water-loss risk rises; practical insights for teams

Result: data-backed adoption, and improved results..



Market Size

Total Available Market (TAM)

\$5.67B (2024)

Water Quality Monitoring Systems market (across industrial, municipal, environmental, etc.)

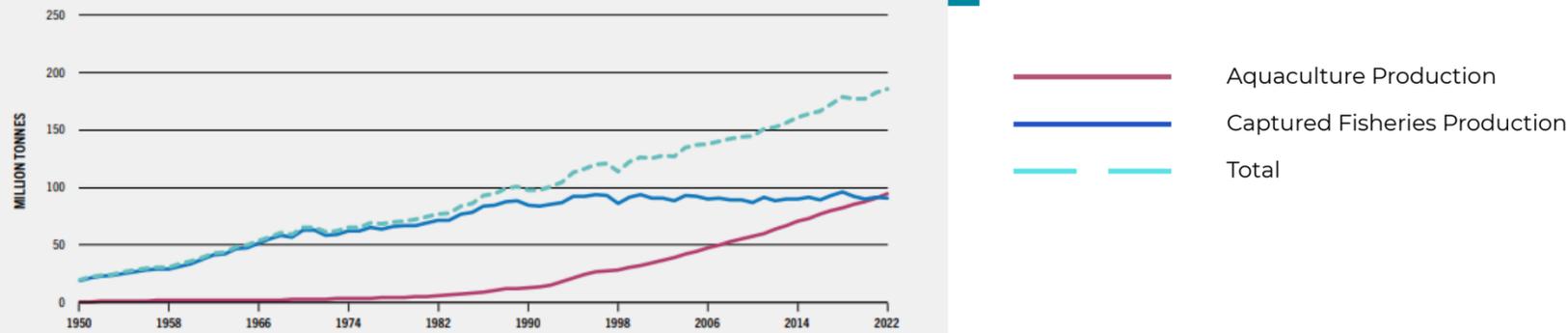
Serviceable Available Market (SAM)

\$4.5B (2025)

Smart Aquaculture market (tech used inside aquaculture operations: sensors/monitoring/control, feeding, software, services)

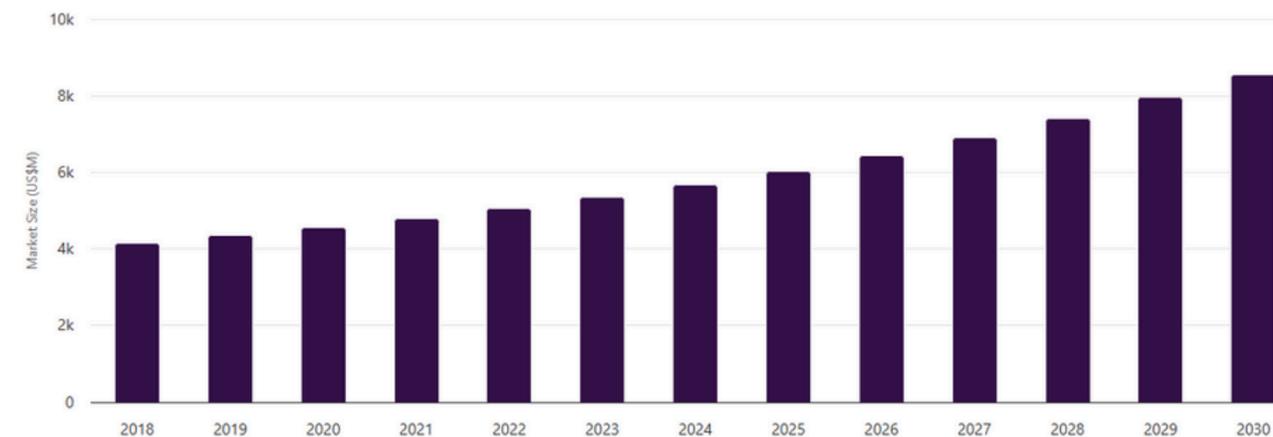
FIGURE 3 WORLD FISHERIES AND AQUACULTURE PRODUCTION

EXCLUDING ALGAE*



The Global Fish Farming Market is rapidly growing and the need for a suitable monitoring and control system that is both affordable and reliable is at an all time high

Global water quality monitoring systems market, 2018-2030 (US\$M)

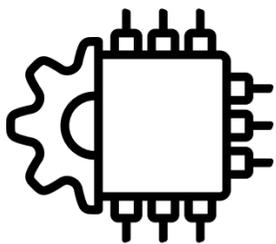


Business Model



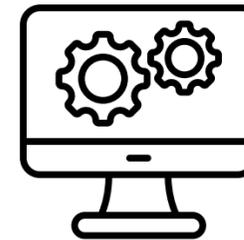
HARDWARE (One Time Purchase)

- Customer buys the monitoring unit + core sensors (e.g., pH / EC-TDS / temperature)
- Customer can ask for add-ons depending on their specific use case



SERVICES

- Installation, calibration, and training
- Maintenance plan
- control and automation



SOFTWARE (subscription)

- Web/mobile dashboard with live readings
- Alerts and notifications (app/WhatsApp/SMS/email) with configurable thresholds
- Reports and exports + historical trends



Enterprise / Government

- Large deployments for fish farms, river/canal monitoring, or water infrastructure
- Centralized dashboard for many sites + fleet management

Competitive Advantages

Agritech Comapnies	 NAQAA	 Renile	 Xylem
 Price	Affordable ✓ ✓ ✓	More Expensive ✓ ✓	Most Expensive ✓
 communication technologies	LoraWan/WIFI/GSM ✓ ✓ ✓	WIFI/GSM ✓ ✓	Telemetry ✓
 Assembly	All in one solution & AI Supported ✓ ✓ ✓	separate devices for each need ✓ ✓	sells components ✓ ✓

Thank You

 www.naqaasystems.com
