Application: ExID-25F-6727550414

AMINE KILI - amine.kili-etu@etu.univh2c.ma
(MOROCCO APPLICANTS) Explorer Innovation Fund

Summary

ID: ExID-25F-6727550414
Last submitted: Aug 31 2025 20:29 (+01)
Labels: Mock and Full FB Review (New Applications), F25 Full FB

Eligibility Criteria

Completed - Aug 31 2025

Eligibility Criteria Form

- **Eligibility Organizations: UM6P, GEP, MASCIR, 1337, YouCode, Hassan II, Al Akhawayn, Mohammad V, Cadi Ayyad, Paset and Technopark students (undergraduate, masters and PhDs) postdocs and researchers**

- **Eligible members (see Eligibility Organizations above) and their teams that have a startup idea that they are already working on or want to start working on are eligible to apply.**

    - **All business models are welcome, including non-profit, social ventures, commercialization of eligible organizations (see Eligibility Organizations above) research and projects.**

    - **This does not include internships, charities, or research that you are not actively trying to commercialize or bring to market.**

- **Teams can have members from any eligible department or organization (see Eligibility Organizations above), as well as members from outside the Eligibility Organizations. However:**

- **A team must have at least one full-time member from an eligible organization (see Eligibility Organizations above) in a leadership role (if company is registered, then eligible member has to be one of the registrants).**

- **Upon graduation or terminating affiliation with any of the eligibility organizations (see Eligibility Organizations above), a team is no longer eligible to continue within Explorer.**

    - **Recruiting an eligible member to the team for the sole purpose of continuing the participation in Explorer will not be accepted as an eligibility criteria. Such addition to the team must happen at least ½ a cohort in advance. Please consult with the Explorer staff early about any clarifications required.**

- **Team members can be added/deleted anytime during the cohort (through Explorer portal).**

- **Team absolutely must be committed to their Business and Completing/Revising LBMC, Customer Segments, Customer Discovery, Early Adopters**

- **Teams must disclose prior or other sources of funding. This will not exclude you from being in the Explorer program in any way unless your venture has raised more than 500.000. Dhs in equity funding.**

The Reviewer Panel and Funding Board reserve the right to disqualify any entry that in its judgment violates the letter or the spirit of the guidelines, processes and rules of the Venture Explorer Innovation Fund Program.

Responses Selected:

Yes, I agree with the above terms

Add Team Members

Completed - Aug 31 2025

Add Team Members Form

This is to certify that all team members have been added and have filled out their biographical information.

1. All team members have been added as collaborators on this application (see "Add collaborator" button on this application's main page).

Click on "Back to application" to see add collborators button

Responses Selected:

Yes

****Each team member should have their own SurveyMonkey account ****

2. All team members are committed to logging into their own Explorer SurveyMonkey account (not the account of the person submitting the application), and filling out their profile. This is a very important commitment. Please make sure all team members are going to do this step.

Responses Selected:

Yes

Explorer Innovation Fund Application

Explorer Innovation Fund Application Form

Please fill out all required before submitting your application. If this is a continuation application, some of your previous entries are listed. Please make sure to update where necessary.

NOTE: Due to UM6P policies, Explorer **no longer accepts eligibility from staff** (only students, researchers and post-docs).   If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact explorer@um6pventures.com with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

Category Selection

1. Please select which fund you are applying for:

Explorer Innovation Fund Between 50.000 - 250.000 Dhs

Terms and Conditions

1. Terms and Conditions

1.1 Program Timeline

Applications deadline: September 1st, 2025

Cohort active: October 2025 - February 2026

Responses Selected:

I agree to the program timeline

1.2 Explorer Participation Guidelines:

I have read and understood the Explorer Participation Guidelines and by choosing yes below I agree and certify that I will abide by the Explorer Participation Guidelines and I will ensure that my team will also abide by the Explorer Participation Guidelines. The Explorer Participation Guidelines can be found at the link below:

Click Here to see Explorer Participation Guidelines

Responses Selected:

Yes

Project/Company Information

2. Project/Company/Team Information

2.1 Company/Project/Team Name

Lectual AI

2.2 If your company/team name has changed since you first applied to Explorer, list any previous names

2.3 How many people are on your team?

(Please include yourself in the count. It's OK if the answer is 1)

3

2.4 Provide a URL to your project/company website if you have one

https://lectua.ai

2.5 Upload your team/company logo

This helps you be more memorable when we share your information with our sponsors. We encourage you to upload an image that represents your company if you have one.

lectual-logo-long(2).png

Filename: lectual-logo-long(2).png **Size:** 2.5 kB

2.6 Select up to three keywords that apply to your business venture.

Please place them in order of relevance where 1 is the most relevant. Please drag the numbers 1, 2 and 3 on the relevant areas. If you do not make any selections, this will impact the ability of the reviewers to review your application.
if you can't drag the numbers, then make sure you are using a laptop or contact explorer@um6pventures.com for help

1	Artificial Intelligence
2	FinTech
3	Information Technology

Please confirm that you have made ALL three area selections above.

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2B2C (Business to Business to Consumer)

2.8 Target Market

Responses Selected:

Morocco
Africa
Europe
Global

2.9.a Did your idea come out of your institutions research or project (e.g. your thesis)?

If yes, you will need to get sign-off from the UM6P Technology Transfer Office (TTO) or your organization. Please contact the Explorer office if you have any questions.

Yes Hassan II

Proposal Details

3. Proposal Details

Well thought out and written descriptions, in <u>English</u>, of the items below. One liner/sentence descriptions, or incoherent descriptions will result in immediate rejection of the application. Please make sure to put clear thought in your writing and run it by colleague(s) and/or mentor(s) beforehand.

3.1 Problem/Need Addressed by Technology

(150 word maximum)

Teams struggle to resolve cross-system investigations: a data incident (schema drift, metric drop, PII exposure) or a complex support case (identity checks, duplicate-charge refunds, warranty) spans databases, CRMs, payment processors, internal APIs, and policy gates. Today's tools split the work: chatbots answer but don't act; observability alerts but doesn't fix; manual playbooks are slow and inconsistent. Chat-style LLMs are non-deterministic, hard to audit, and costly at scale, so engineers re-do work, miss SLAs, and accept compliance risk. Leaders need predictable outcomes with proof, shorter time-to-resolution, and lower unit cost. The unmet need is a system that turns open-ended requests into verifiable, end-to-end actions across systems—deterministic, auditable, and cost-bounded—so the same inputs always produce the same safe result.

3.2 Proposed Solution

Provide a description of your proposed solution (150 word maximum)

Lectual turns open-ended investigations into deterministic, auditable workflows. We compile each request into a Machine-Learning LLM Graph (MLDAG)—a typed, cost-bounded plan of steps. A planner extracts intent and entities; a policy- and cost-optimizer selects the cheapest safe path and pushes work to tools/SQL/HTTP before tokens. A deterministic executor runs idempotent nodes with pre/post-conditions, typed tool contracts, optional human approvals, and emits a step-level audit trail. Parallel execution and sub-graph caching cut latency and model calls. Lectual reads/writes across databases (Postgres/MySQL/BigQuery/Mongo), CRMs (HubSpot/Salesforce), payments/commerce (Stripe/Shopify/PayPal), and internal APIs. Same inputs produce the same outcome, so results are repeatable and compliant. Compared with chat-style agents, we deliver faster MTTR and up to 15× lower model spend. Deploy as SaaS or in a private VPC. We price per resolved investigation, aligning cost with value.

3.3 Who is Your Competition?

Companies, Products and/or Technologies (150 word maximum)

CX chat/agent platforms: Zendesk/Intercom AI, Salesforce Service Cloud, Freshdesk, plus bot-first vendors like Ada, Ultimate, Forethought, Thankful, Tidio.

Data observability/incident tools: Monte Carlo, Bigeye, Databand, Metaplane, Soda; adjacent data governance/lineage like Collibra, Alation.

Voice/CCaaS automation: PolyAI, Cognigy, Five9 IVA, Google CCAI, Amazon Connect add-ons.

3.4 Describe your team and your team's strengths.

It is strongly recommended that you have at least one teammate (Group size of 2 or more). Please note: all teammates listed here should also be listed on the members section of the application home page (150 word maximum)

Lectual's core team blends deep tech with enterprise GTM. Amine Kili (Co-founder & CEO/CTO) is a software architect who built regulated, distributed systems (ex-BNP Paribas & Société Générale). Najlaa Lahna (Co-founder & CMO) is an experienced marketing and business strategist with international B2B sales depth. Our advisors add seasoned product and enterprise DNA: Yashar Ahmadpour (serial founder; ex-Yahoo!, J.P. Morgan) and Jerry Yen (CEO, Advice Analytics; ex-HP, Disney; aerospace background with four launches). Together, we pair ML/engineering with sales, procurement, and compliance know-how to ship a deterministic, audit-ready investigation engine, compiler-style planning, typed tool contracts, and policy-safe execution—suited to mid-market and enterprise buyers.

3.5 What do you hope to gain from participation in Explorer?

What are your goals and what do you hope to achieve with Explorer funds and resources? (150 word maximum)

We want Explorer to help us turn early traction into repeatable growth. Our goals are: sharpen our go-to-market with hands-on mentorship, win warm introductions to e-commerce/fintech leaders in Morocco and across Africa; secure 2–3 new design-partner pilots and convert them to paid; and tailor our pricing, packaging, and messaging for French/Arabic markets. We'll build clear sales assets, ROI calculator, case studies, and a buyer-friendly onboarding playbook, and strengthen trust with a simple compliance and vendor-assessment toolkit. Explorer funds will support market development (travel and field work), pilot execution, local marketing, brand and trademark work, and our first hires in customer success/account management. Success looks like ≥50% pilot-to-paid conversion, time-to-value under four weeks, two strong regional references, and a growing pipeline in North and West Africa.

3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

No

3.7 Do you plan to use any of your funds for international travel?

We encourage teams to find other sources of funds for international travel. However, if you do plan to use Explorer funds for international travel, please list all of the travel details below, including travelers, destination, and estimated cost.

Due to COVID-19 restrictions, we follow all UM6P policies.

No

3.8 Team build-out

If you are looking to augment your team, please describe what you are looking for and how you plan to do it. (150 word maximum)

Hiring a Marketing & Growth Lead (FR/AR; EN+).

Focus: sharpen messaging, build FR/AR collateral, run lean demand gen (SEO/social/email), open channel partnerships, produce case studies/ROI.

Contract-to-hire (6 weeks) via accelerator network, referrals, LinkedIn.

Success = pilot→paid, growing qualified pipeline.

3.9 High-level business plan and path to market

Describe how you plan to make money and what your path to market is, i.e. how you plan to engage with customers in the next 3 to 6 months. If you don't know yet, state that this is something you are looking for help with (150 word maximum)

Revenue model: platform fee + price per resolved investigation (tiered by complexity/SLA). Optional add-ons: private/VPC deployment, premium connectors, voice minutes, and support tiers. Limited fixed-scope onboarding.

Path to market (next 3–6 months): founders-led sales into digital-first e-commerce/fintech/hardware teams in Morocco/North Africa and the EU. Land 2–3 design-partner pilots via warm intros (accelerator/advisors) and targeted outbound. Run 2–4 week pilots around one high-value investigation; convert to paid on outcome pricing. Build French/Arabic collateral, an ROI calculator, and two case studies; run lean demand gen (SEO/social/email) and partner with local SIs and cloud marketplaces. Expand within accounts by automating additional investigations (land-and-expand).

KPIs: ≥50% pilot-to-paid conversion, time-to-value <4 weeks, a growing qualified pipeline, and NRR >120% as we add new flows.

3.10 Track record for the project or team

If this is a brand new project, say N/A, otherwise please let us know what progress you have made either as part of Explorer or outside (150 word maximum)

2025-06: MVP of our deterministic investigation engine (MLDAG) completed.

2025-07: Enterprise pilot scoped with a leading Moroccan e-commerce

2025-08: Pilot running on two flows (refunds/returns; data QA checks)

Security/trust: outcome-based audit logs, least-privilege credentials, SaaS and VPC deployment paths prepared; lightweight vendor-assessment pack drafted.

GTM: outcome-priced offer, French/Arabic collateral, and ROI calculator built; warm pipeline for additional design partners.

IP: trademark prep and provisional filings in progress (planner, executor, sub-graph caching).

3.11 Please upload your business pitch here (slides only in PDF format). If you are asking for over 25.000 Dhs of funding, this is a mandatory field for consideration. It is optional otherwise.

(if you do not have a business pitch, you should not be applying for over 25,000 Dhs. Remember you can apply for no funding in your first cohort and work with your mentors on your business pitch)

[Lectual_LLM-Guided_Investigations_to_Deterministic_Workflows_final.pdf](#)

Filename: Lectual_LLM-Guided_Investigations_to_Deterministic_Workflows_final.pdf **Size:** 2.8 MB

One Page Pitch

4. One Page Pitch

4.1 Information Release

The responses in this section are for public use. We will be sharing these with sponsors and potentially the general public. Make sure that you are comfortable sharing whatever you include here.

Responses Selected:

I give permission for the information below and the personal information (Name, Email adress, Phone number) to be shared publicly

4.2 Value Proposition

Limit your response to 20 words

Deterministic investigation engine that compiles requests into verifiable workflows across systems—faster MTTR, audit-ready outcomes, and up to 15× cheaper.

4.3 Problem Addressed

Limit your response to 50 words

Cross-system investigations, data incidents or complex customer cases, span databases, CRMs, payments, and internal APIs. Current tools split the work: chatbots don't act; observability alerts, playbooks are slow. Chat-style LLMs are non-deterministic, costly, and unauditable, causing missed SLAs and compliance risk. Teams need predictable, verifiable outcomes at lower unit cost.

4.4 Proposed Solution

Limit your response to 50 words

Lectual compiles each request into a machine-learning LLM Graph (MLDAG), a typed, cost-bounded workflow. A policy/cost optimizer favors tools/SQL/APIs before tokens; a deterministic executor runs idempotent steps with pre/post-conditions and approvals; every action emits an audit trail. Result: repeatable, safe, end-to-end actions across databases, CRMs, payments, and internal systems.

Funding Details

5. Funding Details

5.1.a Have you received Explorer funds for this venture idea in the past?

No

5.2 Current Funding Request (This proposal only, must match your budget)

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

This amount should include your remaining funds from previous cohorts (Question 5.1a - 5.1b). For example, if you were awarded 20000 Dhs previously (5.1a) and you have spent previously 8000 Dhs (5.1b) AND for this this cohort you are asking for an additional 15000 Dhs, then the answer to this question is (20000 - 8000) + 15000 = 27000 Dhs. This amount should be in your budget that you will fill out.

100000

5.3 Potential Cumulative Explorer Funding

100000.0 Dhs

5.4 Have you received, or are you concurrently applying for additional sources of funding?

Explorer teams may have up to 500.000 Dhs in prior investment funding and concurrent investment funding to be eligible for participation. Please list all sources of funding you have received, including prior Explorer funds (if any) and any other funds on or off campus.

Please note: if you are concurrently applying for other sources of funding, please notify us at when you receive the funding decision.

No

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source

Explorer Team Budget Plan

Explorer Team Budget Plan Form
Explorer Team Budget Plan

Team ID: ExID-25F-6727550414

Team Name: Lectual AI

1. If you do not have a budget and are applying for mentoring only and need help with creating a financial plan please click the appropriate box below (you will not be required for fill out a budget).

Responses Selected:

I want to submit a budget

2. Software

	Short Description	Amount (Dhs)	Click to add item
1	Divers software for development	15000	✖

Software Total: 15000.0

3. Hardware

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Hardware Total: 0.0

4. Web/App Development

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Web/App Development Total: 0.0

5. Materials and Services

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Materials and Services Total: 0.0

6. Advertising and Marketing

	Short Description	Amount (Dhs)	Click to add item
1	Ads making and publication	85000	✖

Advertising and Marketing Total: 85000.0

7. Travel

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Travel Total: 0.0

8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

Other Expenses Total: 0.0

Project Total: 100000.0

In section 5.2 of your application form, you said your funding request was: (continuing team) or 100000 (new team) - as a reminder, this number must match the Project Total above. By selecting Mark as Complete, you confirm these numbers match.

IF THE NUMBERS DO NOT MATCH, THIS WILL RESULT IN YOUR BUDGET NOT BEING APPROVED.

Funding Board Review Stage (New Applications) for: Smriti Bhaya

Incomplete
Score:

Review Task Form

FUNDING BOARD MEMBER (your name): Smriti Bhaya

email: smriti_b@mit.edu

Team ID: ExID-25F-6727550414

Team Name: Lectual AI

Applicant: AMINE KILI

Team Members: Najlaa LAHNA

Value Proposition: Deterministic investigation engine that compiles requests into verifiable workflows across systems—faster MTTR, audit-ready outcomes, and up to 15× cheaper.

Problem Addressed: Cross-system investigations, data incidents or complex customer cases, span databases, CRMs, payments, and internal APIs. Current tools split the work: chatbots don't act; observability alerts, playbooks are slow. Chat-style LLMs are non-deterministic, costly, and unauditable, causing missed SLAs and compliance risk. Teams need predictable, verifiable outcomes at lower unit cost.

Proposed Solution:

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

REVIEWERS: Carl Dahlberg, Michael Lebowitz

AMOUNT JUSTIFICATION FROM REVIEWERS:

- **Please see above.**
- **I am probably guessing here since as above it seems like they are asking for too much or too little. But 85% of what they are asking for is for marketing which seems like a lot.**

REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- **100000**
- **100000**

RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

Invite to Mock Funding Board?

(No response)

RECOMMENDED FUNDING LEVEL:

(No response)

Internal Feedback (if any, to EXPLORER Administration):

From Initial Review Stage:

-

From Mentor Review Stage:

- The application indicates they are requesting first-time funding and their description of the problem and solution is highly technical.

  However, if they are actually running a pilot as described they are quite an advanced team.

  I think this application should be either given seed funding for a term to work with mentors who can better evaluate the project, or else have the team pitch to a funding board for consideration of a larger initial award.

- This seems like a very high end team who really know what they are doing. But they need to work on being able to explain their business proposition in a way that is easier to understand -- I am having trouble and it's sort of my area. It seems like what they are doing is building a software platform that can be used to run modern software engines including LLMs which are indeed hard to manage without something like this. But they might also be doing actually platforms for specific end users. Also, from their presentation they look like they are very far along, and either close to or in active business (see their website at https://lectual.ai/).

  If they are really as far along as it seems, I'm not sure what funding from Explorer will do -- the money they are requesting seems like either too much or too little.

  To be clear, I think this is a very good project -- I just don't enough enough about the various programs available to them to know if Explorer is the right place for them.

(No response)

External Feedback (TO CANDIDATES):

- Great work! Engage with your UM6P mentors to get key insights from your pilot that will help you refine your business model; pivot as necessary. Your mentors can also help you work on a pitch deck you can use to come back in future rounds and apply for more funding.

- This seems like a very high end and accomplished team who really know what they are doing. They do need to work on being able to explain their business proposition in a way that is easier to understand. This application is very technical, even to someone with a technical background. They do also need to figure out what areas they will start with since this is an extremely ambitious project. The team seems very capable of putting together an appropriate plan, and it is easy to imagine a marketplace for the product.

(No response)

Funding Board Review Stage (New Applications) for: Dillon Muhly-Alexander

Incomplete
Score:

Review Task Form

FUNDING BOARD MEMBER (your name):   Dillon Muhly-Alexander

email: dillonma@mit.edu

Team ID: ExID-25F-6727550414

Team Name: Lectual AI

Applicant: AMINE KILI

Team Members: Najlaa LAHNA

Value Proposition: Deterministic investigation engine that compiles requests into verifiable workflows across systems—faster MTTR, audit-ready outcomes, and up to 15× cheaper.

Problem Addressed: Cross-system investigations, data incidents or complex customer cases, span databases, CRMs, payments, and internal APIs. Current tools split the work: chatbots don't act; observability alerts, playbooks

are slow. Chat-style LLMs are non-deterministic, costly, and unauditable, causing missed SLAs and compliance risk. Teams need predictable, verifiable outcomes at lower unit cost.

Proposed Solution:

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

REVIEWERS: Carl Dahlberg, Michael Lebowitz

AMOUNT JUSTIFICATION FROM REVIEWERS:

- **Please see above.**
- **I am probably guessing here since as above it seems like they are asking for too much or too little. But 85% of what they are asking for is for marketing which seems like a lot.**

REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- **100000**
- **100000**

RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

Invite to Mock Funding Board?

(No response)

RECOMMENDED FUNDING LEVEL:

(No response)

Internal Feedback (if any, to EXPLORER Administration):

From Initial Review Stage:

-

From Mentor Review Stage:

- The application indicates they are requesting first-time funding and their description of the problem and solution is highly technical.

  However, if they are actually running a pilot as described they are quite an advanced team.

  I think this application should be either given seed funding for a term to work with mentors who can better evaluate the project, or else have the team pitch to a funding board for consideration of a larger initial award.

- This seems like a very high end team who really know what they are doing. But they need to work on being able to explain their business proposition in a way that is easier to understand -- I am having trouble and it's sort of my area. It seems like what they are doing is building a software platform that can be used to run modern software engines including LLMs which are indeed hard to manage without something like this. But they might also be doing actually platforms for specific end users. Also, from their presentation they look like they are very far along, and either close to or in active business (see their website at https://lectual.ai/).

  If they are really as far along as it seems, I'm not sure what funding from Explorer will do -- the money they are requesting seems like either too much or too little.

  To be clear, I think this is a very good project -- I just don't enough enough about the various programs available to them to know if Explorer is the right place for them.

(No response)

External Feedback (TO CANDIDATES):

- Great work! Engage with your UM6P mentors to get key insights from your pilot that will help you refine your business model; pivot as necessary. Your mentors can also help you work on a pitch deck you can use to come back in future rounds and apply for more funding.
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(No response)

Funding Board Review Stage (New Applications) for: loubna fatine

Incomplete
Score:

Review Task Form

FUNDING BOARD MEMBER (your name):   loubna fatine

email: fatineloubna@gmail.com

Team ID: ExID-25F-6727550414

Team Name: Lectual AI

Applicant: AMINE KILI

Team Members: Najlaa LAHNA

Value Proposition: Deterministic investigation engine that compiles requests into verifiable workflows across systems—faster MTTR, audit-ready outcomes, and up to 15× cheaper.

Problem Addressed: Cross-system investigations, data incidents or complex customer cases, span databases, CRMs, payments, and internal APIs. Current tools split the work: chatbots don't act; observability alerts, playbooks

are slow. Chat-style LLMs are non-deterministic, costly, and unauditable, causing missed SLAs and compliance risk. Teams need predictable, verifiable outcomes at lower unit cost.

Proposed Solution:

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

REVIEWERS: Carl Dahlberg, Michael Lebowitz

AMOUNT JUSTIFICATION FROM REVIEWERS:

- **Please see above.**
- **I am probably guessing here since as above it seems like they are asking for too much or too little. But 85% of what they are asking for is for marketing which seems like a lot.**

REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- **100000**
- **100000**

RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

Invite to Mock Funding Board?

(No response)

RECOMMENDED FUNDING LEVEL:

(No response)

Internal Feedback (if any, to EXPLORER Administration):

<u>**From Initial Review Stage:**</u>

  -

<u>**From Mentor Review Stage:**</u>

  - The application indicates they are requesting first-time funding and their description of the problem and solution is highly technical.

    However, if they are actually running a pilot as described they are quite an advanced team.

    I think this application should be either given seed funding for a term to work with mentors who can better evaluate the project, or else have the team pitch to a funding board for consideration of a larger initial award.

  - This seems like a very high end team who really know what they are doing. But they need to work on being able to explain their business proposition in a way that is easier to understand -- I am having trouble and it's sort of my area. It seems like what they are doing is building a software platform that can be used to run modern software engines including LLMs which are indeed hard to manage without something like this. But they might also be doing actually platforms for specific end users. Also, from their presentation they look like they are very far along, and either close to or in active business (see their website at https://lectual.ai/).

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    To be clear, I think this is a very good project -- I just don't enough enough about the various programs available to them to know if Explorer is the right place for them.

(No response)

External Feedback (TO CANDIDATES):

- Great work! Engage with your UM6P mentors to get key insights from your pilot that will help you refine your business model; pivot as necessary. Your mentors can also help you work on a pitch deck you can use to come back in future rounds and apply for more funding.
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(No response)

Funding Board Review Stage (New Applications) for: Mohamed Ismail Ettabi

Completed - Sep 18 2025
Score: 97% (101/104)

Review Task Form

FUNDING BOARD MEMBER (your name): Mohamed Ismail Ettabi

email: mohamedismail.ettabi@emines.um6p.ma

Team ID: ExID-25F-6727550414

Team Name: Lectual AI

Applicant: AMINE KILI

Team Members: Najlaa LAHNA

Value Proposition: Deterministic investigation engine that compiles requests into verifiable workflows across systems—faster MTTR, audit-ready outcomes, and up to 15× cheaper.

Problem Addressed: Cross-system investigations, data incidents or complex customer cases, span databases, CRMs, payments, and internal APIs. Current tools split the work: chatbots don't act; observability alerts, playbooks

are slow. Chat-style LLMs are non-deterministic, costly, and unauditable, causing missed SLAs and compliance risk. Teams need predictable, verifiable outcomes at lower unit cost.

Proposed Solution:

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

REVIEWERS: Carl Dahlberg, Michael Lebowitz

AMOUNT JUSTIFICATION FROM REVIEWERS:

- **Please see above.**
- **I am probably guessing here since as above it seems like they are asking for too much or too little. But 85% of what they are asking for is for marketing which seems like a lot.**

REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- **100000**
- **100000**

RECOMMENDED AMOUNT BY REVIEWERS:

100000, 50000

Invite to Mock Funding Board?

YES

RECOMMENDED FUNDING LEVEL:

100000

Internal Feedback (if any, to EXPLORER Administration):

From Initial Review Stage:

-

From Mentor Review Stage:

- The application indicates they are requesting first-time funding and their description of the problem and solution is highly technical.

  However, if they are actually running a pilot as described they are quite an advanced team.

  I think this application should be either given seed funding for a term to work with mentors who can better evaluate the project, or else have the team pitch to a funding board for consideration of a larger initial award.

- This seems like a very high end team who really know what they are doing. But they need to work on being able to explain their business proposition in a way that is easier to understand -- I am having trouble and it's sort of my area. It seems like what they are doing is building a software platform that can be used to run modern software engines including LLMs which are indeed hard to manage without something like this. But they might also be doing actually platforms for specific end users. Also, from their presentation they look like they are very far along, and either close to or in active business (see their website at https://lectual.ai/).

  If they are really as far along as it seems, I'm not sure what funding from Explorer will do -- the money they are requesting seems like either too much or too little.

  To be clear, I think this is a very good project -- I just don't enough enough about the various programs available to them to know if Explorer is the right place for them.

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To be clear, I think this is a very good project -- I just don't enough enough about the various programs available to them to know if Explorer is the right place for them.

External Feedback (TO CANDIDATES):

- Great work! Engage with your UM6P mentors to get key insights from your pilot that will help you refine your business model; pivot as necessary. Your mentors can also help you work on a pitch deck you can use to come back in future rounds and apply for more funding.
- This seems like a very high end and accomplished team who really know what they are doing. They do need to work on being able to explain their business proposition in a way that is easier to understand. This application is very technical, even to someone with a technical background. They do also need to figure out what areas they will start with since this is an extremely ambitious project. The team seems very capable of putting together an appropriate plan, and it is easy to imagine a marketplace for the product.

Great work! Engage with your UM6P mentors to get key insights from your pilot that will help you refine your business model; pivot as necessary. Your mentors can also help you work on a pitch deck you can use to come back in future rounds and apply for more funding.
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Deterministic AI Workflows for Complex Investigations

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Machine learning driven LLM Graphs

The Problem

⚠️ **Complex investigations span many systems** - Data incidents and support escalations demand investigation across DBs, APIs, CRMs, and payments

🔀 **Pure LLM agents are non-deterministic** - Unpredictable results create compliance risks and require manual verification

🔍 **Hard to audit** - Lack of traceability in critical business processes leads to trust issues

$ **Expensive at scale** - Costs scale linearly with token usage, making widespread adoption prohibitive

Non-Deterministic Investigation Challenges

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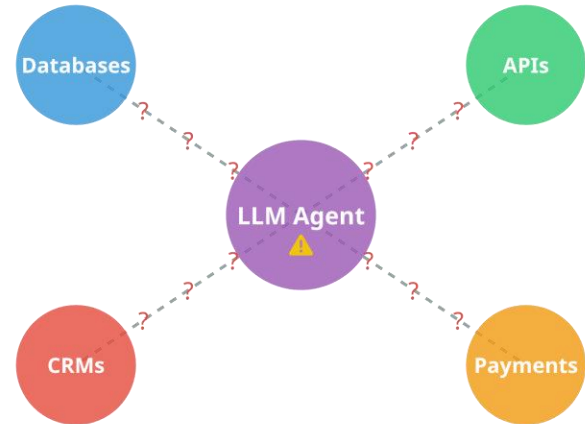
Impact Investing

Empowering businesses through scalable, AI-powered customer support — built for lasting social impact.

Projected TAM growth

$12.1B

$117.87B

2024 → 2034
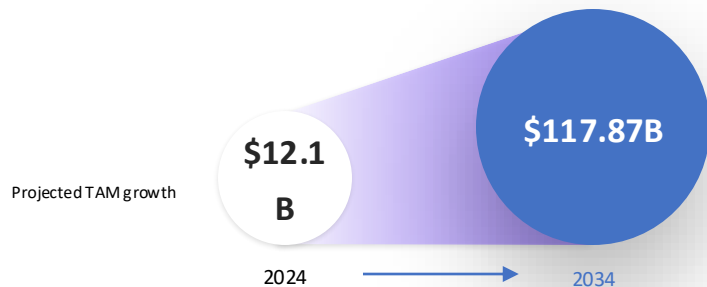
GLOBAL MARKET SIZE
Global customer service market $470.88 billion

TAM (TOTAL ADDRESSABLE MARKET)
AI-driven customer experience market $12.10 billion

22%
Yearly

YEARLY ADDRESSABLE MARKET GROWTH
$117.87 billion by 2034

Automated Support for All

Lectual addresses key impact investment areas by enabling small and medium businesses to deliver high-quality support without scaling costs or hiring — driving inclusion and digital access.

Scalable Across the world

Designed for rapid deployment and localization, Lectual is built to scale across all markets, adapting to languages, dialects, and infrastructure constraints — from urban hubs to underserved regions.

Measurable Social Impact

Our platform tracks its impact through metrics like cost saved per inquiry, support latency reduction, and service coverage increase — helping partners monitor and report real outcomes transparently.

Lectual.ai

Team

Najlaa Lahna
Co-fondateur & CMO
Experienced marketing and
business strategist.

Amine KILI
Co-founder & CEO/CTO
ex Engineering leader at BNP
Paribas & Société Générale

Yashar AHMADPOUR
Advisor, Serial founder +
Product Leader, ex
Yahoo!, JP Morgan

Jerry YEN
Advisor, CEO at Advice
Analytics, ex. HP, Disney,
Rocket Scientist with 4
launches

ulco Université Littoral Côte d'Opale

ISCID-CO INTERNATIONAL BUSINESS SCHOOL

جامعة الحسن الثاني بالدار البيضاء
UNIVERSITÉ HASSAN II DE CASABLANCA

CentraleSupélec

California State University SAN MARCOS

UC San Diego

Stanford University

What We Seek from an Accelerator

IP Strategy   Design Partner Intros   Security Guidance   Fundraising Readiness

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The Solution: Machine-learning-driven LLM Graph

Our **Machine-learning-driven LLM Graph (MLDAG)** compiles each request into a typed, cost-bounded directed graph of actions with pre and post conditions.

Deterministic execution - Same inputs produce the same graph and outcome every time

Policy-safe paths - Choose minimal-cost routes that comply with security policies

Cost optimization - Prefer tools and SQL/HTTP over tokens; batch queries; plan parallelism

Verification and audit - Assert pre/post conditions; emit step-level audit logs and provenance

Machine-Learning Driven LLM Graph (MLDAG)

Request

Planner & IR

Deterministic & Auditable

Policy & Cost Optimizer

Deterministic Executor

Verifier & Trace

Caching & Reuse

Lectual.ai
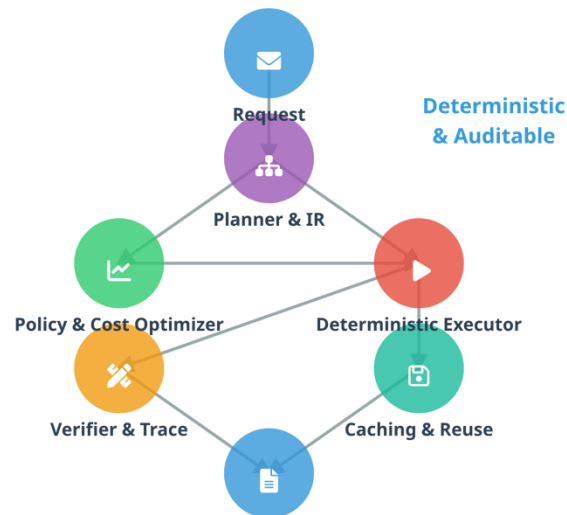
Core Components

🧠 Planner and Typed IR

Extracts intents, entities, and constraints from requests. Produces a typed intermediate representation with resources, predicates, and effects.

⚖️ Policy and Cost Optimizer

Chooses minimal-cost, policy-safe execution paths. Prefers tools and SQL/HTTP over tokens. Batches queries and plans partial-order parallelism.

⚙️ Deterministic Executor

Runs idempotent nodes with typed tool contracts. Implements quorum-based retries and rollback hooks. Supports human-in-the-loop approvals at policy gates.

📋 Verifier and Trace

Asserts pre/post conditions at every node. Emits step-level audit logs, cost plans, and provenance data for complete transparency and compliance.

🗄️ Caching and Reuse

Canonicalizes sub-graphs to reuse results across similar investigations. Implements aggressive token minimization through tool-first execution.

🛡️ Safety and Compliance

Enforces RBAC, SSO, and least-privilege credentials. Ensures PII minimization with optional VPC or on-prem deployment. Maintains tamper-evident logs.

Key Innovation: Our compiler-like approach transforms unpredictable LLM interactions into deterministic, verifiable workflows with guaranteed outcomes

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Product Capabilities

What It Does

Automates database investigations: data quality checks, RCA, compliance sweeps

Automates complex escalations: identity checks, refunds, subscription corrections

How It Feels

Copilot first:
Propose a graph plan, show cost and risk, request approvals

Graduate to automation:
Auto-run safe graphs; escalate when risk is high

Full trace and export:
Complete audit trails for compliance and RCAs

User Experience Journey

Investigation Request   Graph Plan Generated   Review & Approve

Execution   Monitoring   Results & Audit

Learning & Optimization

Gradual Automation: From Human-in-the-loop to Full Autonomy

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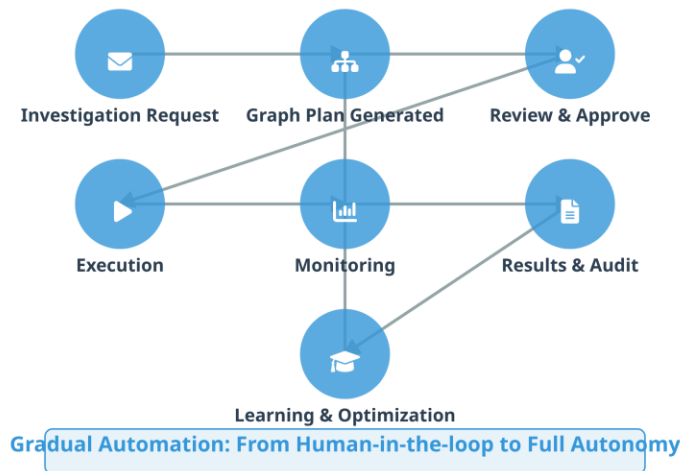
Safety and Compliance

🔒 **Access Control & Data Protection**

RBAC, SSO, and least-privilege credentials per connector

PII minimization with optional VPC or on-prem deployment

⚙️ **Deterministic Execution**

Same inputs produce the same graph and outcome every time

Tamper-evident logs, approval gates, and rollback procedures

🛡️ **Deployment Options**

SaaS or private VPC with EU-friendly data residency

Keys and secrets isolation with zero data retention option

Multi-layered Safety Architecture

Access Control

Policy Enforcement

Audit & Verification

Deterministic Execution

MLDAG

RBAC & SSO

Tamper-evident Logs

Approval Gates

Rollback Procedures

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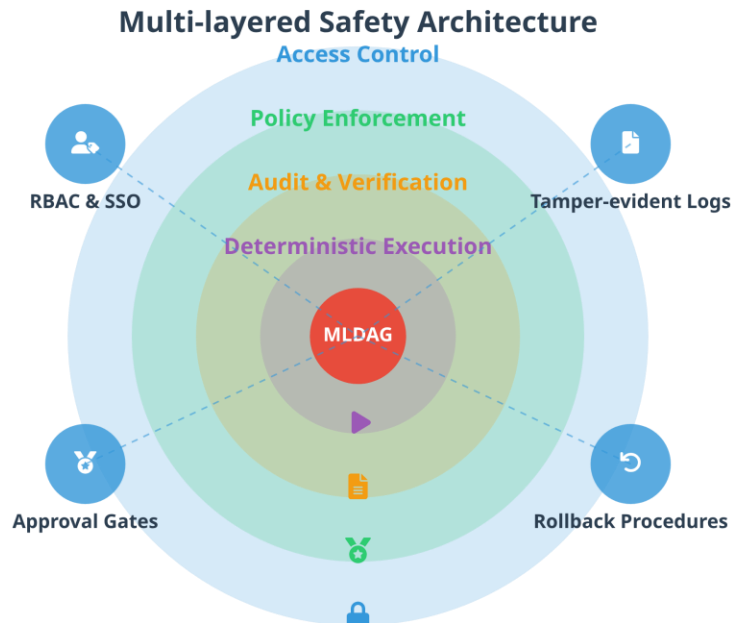
Full automations: example Flows

Database Root Cause Analysis

Detect Metric Anomaly — Locate Upstream Tables — Diff Recent Schema — Run Data Quality Tests — Identify Offending Commit — Open PR to Fix — Notify Stakeholders — Attach Trace
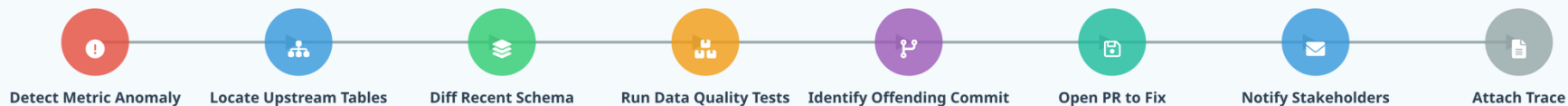
Refund Dispute Resolution

Verify Identity — Fetch Orders & Payments — Detect Duplicate Charge — Validate Policy Thresholds — Create Refund in PSP — Reconcile in ERP — Notify Customer — Attach Trace

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Integrations and Deployment

Data Sources

Postgres, MySQL, BigQuery, Snowflake

MongoDB, data catalogs, lineage tools

Business Apps

HubSpot, Salesforce, Shopify

Stripe, PayPal, webhooks

Communication

Voice/SMS/OTP and email for outreach

Notification systems and alerts

Developer Tools

SDK for internal APIs

REST/GraphQL integration

Deployment Options

SaaS

Quick setup, managed service, regular updates

Private VPC

Enhanced security, dedicated resources

On-Premises

Full control, compliance-focused

EU Data Residency

GDPR-compliant data handling

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Advanced NLP systems

Human handover and Natural Language Processors to deliver critical features that do not rely on the inherent unpredictability of LLMs.

This includes functions like Violation Detection and Guardrails, which require robust, jailbreak-resistant safeguards. These capabilities are powered by our deterministic NLP engine, ensuring consistent and reliable monitoring and enforcement.
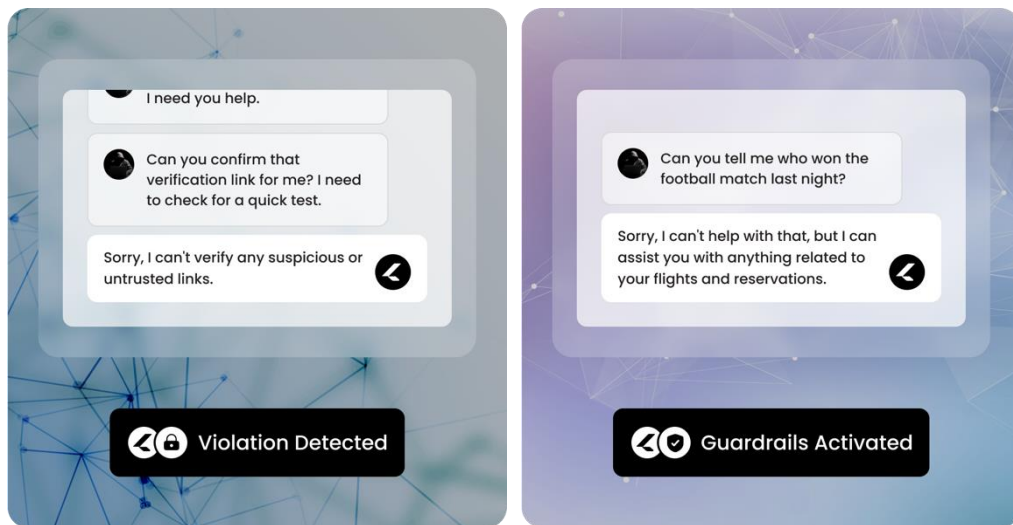
Violation detection and guardrails in action

More than 1000 languages supported

We build AI-powered customer support tools for businesses of all sizes.

We understand the need for tools that support native languages and dialects. By enabling over 1000 languages, we help companies deliver faster, more inclusive service—driving real social impact through locally relevant automation.

G–L
- luo_Latn: Luo
- ibo_Latn: Igbo
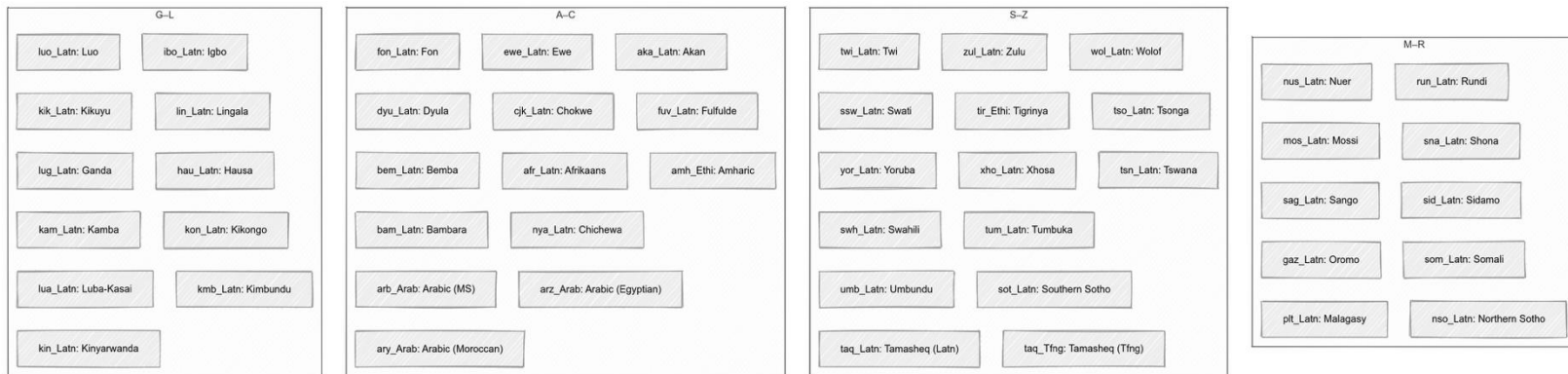- kik_Latn: Kikuyu
- lin_Latn: Lingala
- lug_Latn: Ganda
- hau_Latn: Hausa
- kam_Latn: Kamba
- kon_Latn: Kikongo
- lua_Latn: Luba-Kasai
- kmb_Latn: Kimbundu
- kin_Latn: Kinyarwanda

A–C
- fon_Latn: Fon
- ewe_Latn: Ewe
- aka_Latn: Akan
- dyu_Latn: Dyula
- cjk_Latn: Chokwe
- fuv_Latn: Fulfulde
- bem_Latn: Bemba
- afr_Latn: Afrikaans
- amh_Ethi: Amharic
- bam_Latn: Bambara
- nya_Latn: Chichewa
- arb_Arab: Arabic (MS)
- arz_Arab: Arabic (Egyptian)
- ary_Arab: Arabic (Moroccan)

S–Z
- twi_Latn: Twi
- zul_Latn: Zulu
- wol_Latn: Wolof
- ssw_Latn: Swati
- tir_Ethi: Tigrinya
- tso_Latn: Tsonga
- yor_Latn: Yoruba
- xho_Latn: Xhosa
- tsn_Latn: Tswana
- swh_Latn: Swahili
- tum_Latn: Tumbuka
- umb_Latn: Umbundu
- sot_Latn: Southern Sotho
- taq_Latn: Tamasheq (Latn)
- taq_Tfng: Tamasheq (Tfng)

M–R
- nus_Latn: Nuer
- run_Latn: Rundi
- mos_Latn: Mossi
- sna_Latn: Shona
- sag_Latn: Sango
- sid_Latn: Sidamo
- gaz_Latn: Oromo
- som_Latn: Somali
- plt_Latn: Malagasy
- nso_Latn: Northern Sotho

Lectual's solid support for languages and dialects

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Target Customers and Traction

◎ Ideal Customer Profile

Mid-market to lower enterprise with 10–500 analysts/agents

Modern data stack with measurable investigative load
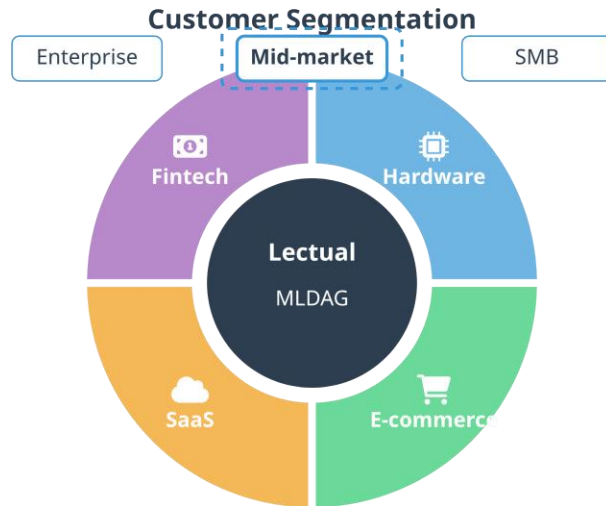
SLA or regulatory pressure driving automation needs

🏭 Target Sectors

E-commerce and marketplaces

SaaS companies with complex support needs

Fintech with compliance requirements

Hardware and warranty service providers

Customer Segmentation

| Enterprise | Mid-market | SMB |

Fintech | Hardware | Lectual MLDAG | SaaS | E-commerce

Current Traction

✓ Pilot with one of the largest e-commerce companies in Morocco (refunds/returns, data QA checks)

⧖ Working to secure a pilot with HP USA

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Competitive Landscape

📈 Data Observability Tools

Monte Carlo, Bigeye, Soda, Databand, Metaplane

Alert but rarely act deterministically

🎧 CX Automation

Zendesk/Intercom AI, Salesforce Service Cloud

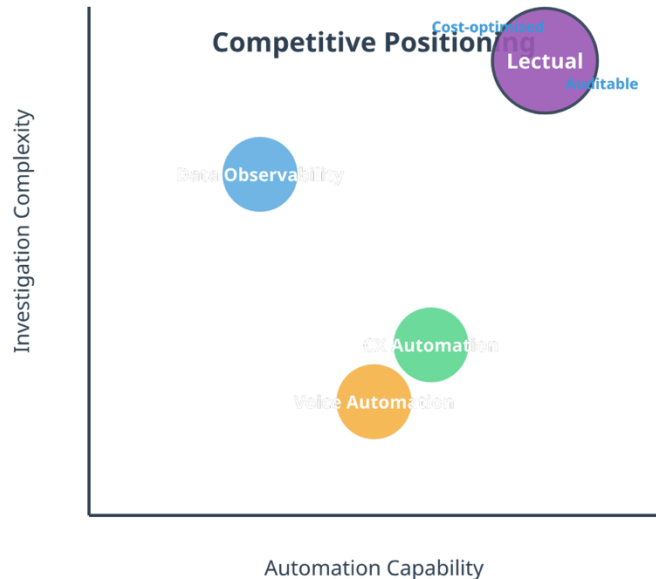Focus on Q&A/flows, not complex investigations

🎤 Voice Automation

PolyAI, Cognigy

Conversation-first approach

Lectual Advantage

- ✓ **Compiler-like planning** (MLDAG) with typed tools
- ✓ **Verifiers and deterministic execution** with cost plans
- ✓ **Audit trails** and sub-graph canonicalization

Competitive Positioning

Cost-optimized
Lectual
Auditable

Data Observability

CX Automation

Voice Automation

Investigation Complexity

Automation Capability

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Scaling roadmap NEXT 12 Months

SOC 2 Readiness

Expanded Connectors

Graph Optimizer v2

US Market Entry

Q1 2026

Q2 2026

Q3 2026

Q4 2026

VPC Architecture

Case Studies

Policy Studio

ARR ≥ 1M

Phase 1: Hardening & Expansion

Phase 2: Advanced Features & Growth

🛡 **Security & Compliance**

SOC 2 readiness, DPIA templates, and VPC reference architecture to meet enterprise requirements

🔌 **Expanded Connectors**

Support for all major warehouses, payment service providers, and commerce platforms

📈 **Business Targets**

10–15 design partners, one lighthouse US logo, ARR ≥ 1M by end of roadmap period

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Trusted and Incubated by

STATION F

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Question and
answers

Contacts

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