



M&E GENIUS • SALES DECK

The AI platform for *global impact* measurement.

For Account Executives & Partner Teams

ACT I — THE PROBLEM

**\$200B moves every year,
and almost none of it can
prove itself easily.**

Global development runs on measurement obligations that scarce, expensive expertise can't keep pace with.

SEC.02 — THE GLOBAL PROBLEM

Every dollar is tied to an M&E framework.

HEADLINE

“\$200B+ in global development assistance. Every dollar tied to an M&E framework.”

- UN agencies, governments, NGOs, development banks and ESG teams are all contractually required to design, monitor and evaluate what they fund
- That requirement has always depended on scarce, expensive, specialized M&E expertise

\$200B+

GLOBAL DEVELOPMENT ASSISTANCE, ANNUALLY

SEC.03 — WHY NOW?

The moment this problem became impossible to ignore.

HEADLINE

“Eight forces are converging on the same bottleneck, at the same time.”

01

AI adoption

What used to sound experimental is now the default expectation in every procurement conversation.

02

Donor accountability

Funders are asking harder questions about results, and asking them earlier in the relationship.

03

Shrinking budgets

Development and aid budgets are tightening, so every program has to justify its measurement spend.

04

Demand for measurable impact

Boards, ministries and investment committees want evidence, not narrative, before they commit.

05

ESG reporting requirements

Corporate and institutional disclosure rules are pulling impact measurement into the mainstream.

06

Faster proposal cycles

Funding windows are shorter, and the organizations that respond fastest win the grant.

07

M&E talent shortage

The specialists this work has always depended on are scarce, and getting scarcer.

08

Digital transformation

Governments and NGOs are already modernizing every other system — M&E is next.



Eight separate pressures. One shared solution. The organizations that move first set the standard everyone else has to match.

SEC.04 — WHY CURRENT SYSTEMS FAIL

Fragmented tools. Inconsistent quality.

HEADLINE

“Fragmented tools. Inconsistent quality. A 15–20 day bottleneck.”

- Scarce specialized talent, unevenly distributed globally
- Fragmented tooling — Word, Excel, KoboToolbox, DHIS2, Power BI, stitched together manually
- Multi-donor compliance complexity — every donor has its own templates and rules
- Inconsistent quality between consultants, offices and countries

TRADITIONAL	Logframe Indicator ToC DCP Dashboard Fmw	15–20 Days
M&E GENIUS		Under 5 Minutes

ACT II — THE PLATFORM

Doing for M&E what Canva did for design.

A live, working product — not a concept. Six fields in, a complete MEAL system out.

SEC.05 — INTRODUCING M&E GENIUS

A real, live product.

HEADLINE

“M&E Genius is doing for Monitoring and Evaluation what Canva did for design and what GitHub Copilot did for coding.”



M&E Genius



M&E Genius

Design projects, generate logframes and
create M&E frameworks in minutes using AI.

Create Project Design ↓



WHAT YOU'RE SEEING

The entry point. One product name, one sentence of value proposition, one button.

TALK TRACK

This is a real, live product — not a concept.

SEC.06 — PLATFORM OVERVIEW

Six fields in. A complete MEAL system out.

HEADLINE

“Six fields in. A complete MEAL system out.”

— Project Name, Country, Sector, Donor, Duration, Objective → AI Processing Engine → Framework, Indicators, Theory of Change, Risk Matrix, Dashboard, Data Collection Plan, Proposal, Donor Matches

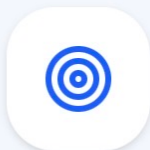
**M&E Genius**

GENERATED RESULTS-BASED MANAGEMENT FRAMEWORK

Climate Resilient Agriculture and Food Security Programme



**Generated Results-Based Management
Framework**



Overall Goal

This project design follows Results-Based Management (RBM) principles used by UNDP, UNICEF, and major bilateral donors.

To contribute to sustainable improvements in sustainable agricultural productivity and food security in Mozambique, aligned

with national Agriculture priorities
and funded by World Bank, so
that smallholder farmers and rural
households experience
measurable and lasting
improvements in wellbeing.

WHAT YOU'RE SEEING

A complete Results-Based Management framework, generated from six input fields.

SEC.07 — WHO USES M&E GENIUS?

One workspace, understood the same way at every level.

HEADLINE

“The same framework, read differently at every level of the organization.”

**Programme Officer**

Generates the framework in the field and keeps it current project by project

**M&E Manager**

Standardizes quality and indicator libraries across every office and grant

**Country Director**

Reviews live dashboards across the full portfolio, not static quarterly decks

**Executive Leadership**

Reads one governed source of truth when reporting to the board and to donors

**Donor / Development Partner**

Receives compliant, audit-ready reporting without a separate translation step

**Strategic Decisions**



Funding, renewal and program design decisions get made on current data

SEC.08 — AI-NATIVE ARCHITECTURE

Standards-in, standards-out.

HEADLINE

“Standards-in, standards-out.”

- Five layers: Experience (Web/Mobile/API/AI Chat) → AI Orchestration → Generation Engines (RBM, Indicator, Donor Alignment, Risk, Dashboard, Translation) → Integrations (DHIS2, Kobo, Power BI, Salesforce +4 more) → AWS Cloud Infrastructure
- Every engine is scaffolded to RBM, OECD-DAC and LogFrame methodology before AI generates anything

EXPERIENCE

Web App · Mobile App · AI Chat · API

AI ORCHESTRATION LAYER

AI Processing Engine

GENERATION ENGINES

RBM Generator · Indicator Generator · Donor Alignment · Risk Engine · Dashboard Engine · Translation Engine

INTEGRATIONS

DHIS2 · KoboToolbox · Power BI · Salesforce · ODK · CommCare · Excel · Tableau

INFRASTRUCTURE

AWS Cloud Infrastructure

SEC.09 — THE TWELVE MODULES

One workspace. The full MEAL lifecycle.

HEADLINE

“One workspace. The full MEAL lifecycle.”

**M&E Genius**

This project design follows Results-Based Management (RBM) principles used by UNDP, UNICEF, and major bilateral donors.



SMART Indicators

Indicators aligned to each Results-Based Management level.

**Generate**

Theory of Change

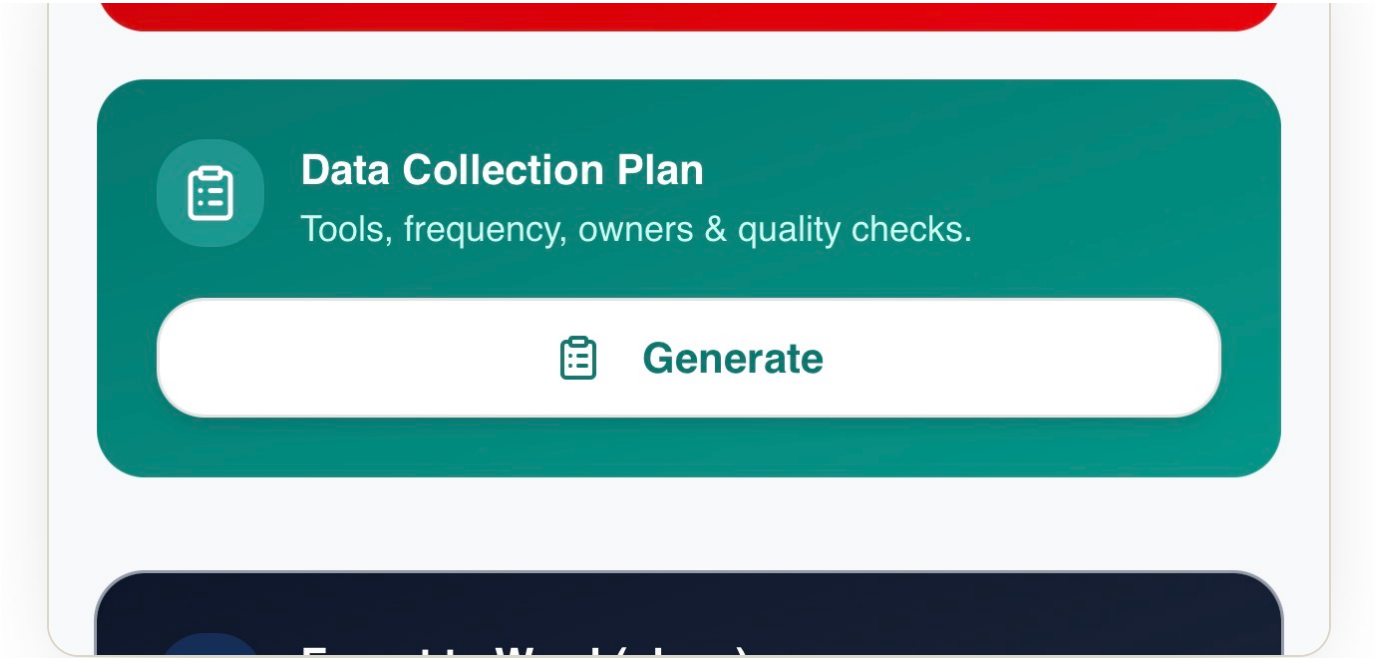
Interactive results chain diagram.

**Generate**

Risk Matrix

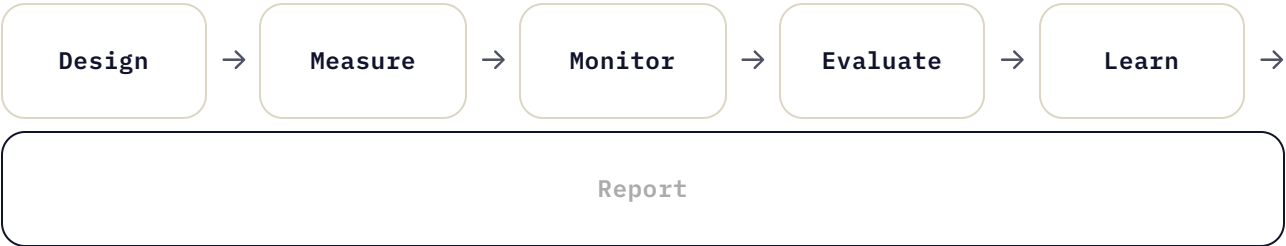
Heat map risk register with mitigations.

**Generate**



WHAT YOU'RE SEEING

Every downstream M&E product is one click away, pre-loaded with the project's context.



SEC.10 — AI PROPOSAL WRITER

Framework to donor proposal — one click.

HEADLINE

“From framework to a 22-page donor proposal — one click.”

67%

DONOR READINESS

Logical Framework Score	100/100
Donor Compliance Score	98/100
Technical Writing Score	82/100
Risk Management Score	55/100
SMART Indicator Score	40/100
Monitoring & Evaluation Score	40/100

TALK TRACK

The platform grades its own work — Logical Framework, SMART Indicators, Donor Compliance, Risk Management, M&E, Technical Writing — transparently, in front of the reviewer.

SEC.11 — AI DONOR OPPORTUNITY FINDER

Which donor should fund it?

HEADLINE

“Then: which donor should fund it?”



M&E Genius



AI Donor Opportunity Finder

Discover funding opportunities automatically matched to your project.



Donor: All



Sector: All



Funding size: All



Deadline: All



Scope: All



Organisation: All



Open only

Highest match



Funding Summary

22 opportunities found

Community Resilience and Livelihoods Investment Window

86%



World Bank

Multi-country / Global \$2M–\$25M

Deadline: 2026-12-15

Agriculture

Livelihoods

Climate

Social Protection

SDG 1

SDG 2

SDG 8

SDG 13

Mozambique is eligible (multi-country window) · Strong alignment with the Agriculture sector · Priority themes matched: Climate-sm...

View details

Official call

Feed Africa: Agricultural Transformation Grant Facility

86%
★★★★★

 African Development Bank

 Multi-country / Global  \$500K–\$8M

 Deadline: 2026-08-15

Agriculture

Livelihoods

Climate

SDG 1

SDG 2

SDG 8

SDG 13

Mozambique is eligible (multi-country window) · Strong alignment with the Agriculture sector · Priority themes matched: Agricultural...

WHAT YOU'RE SEEING

Matched funding opportunities, ranked by fit, with plain-language eligibility rationale.

22

MATCHED FUNDING OPPORTUNITIES, RANKED, WITH PLAIN-LANGUAGE
ELIGIBILITY RATIONALE

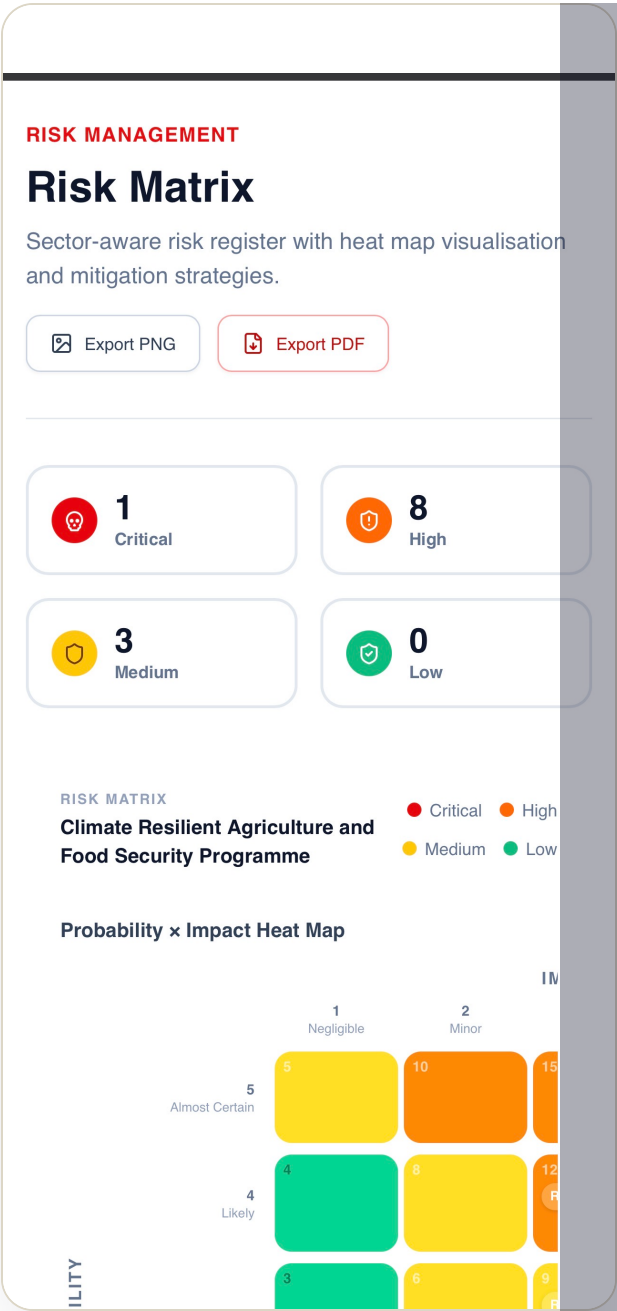
SEC.12 — DASHBOARD & ANALYTICS

Live KPIs. Not static reports.

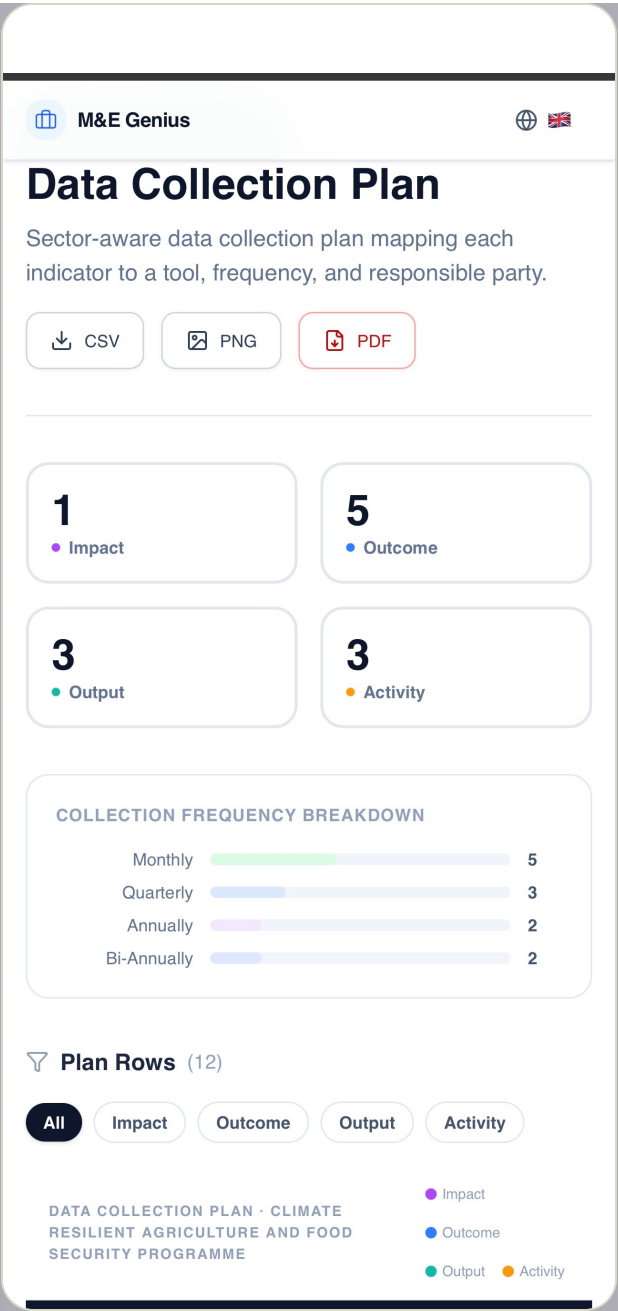
HEADLINE

“Live KPIs. Not static reports.”

- KPI cards, interactive bar/line/pie charts, trend analysis, geographic maps (province/district/facility level), disaggregated tables, full filter bar



Risk scoring, quantified automatically.



ACT III — ENTERPRISE READINESS

Built for government
and UN procurement,
from day one.

Security, governance and compliance are not an add-on — they're the foundation.

SEC.13 — SECURITY & ENTERPRISE COMPLIANCE

Built for government and UN procurement.

HEADLINE

“Built for government and UN procurement, from day one.”

- Encryption in transit and at rest, on AWS enterprise infrastructure
- Role-based access control at project, organization and module level
- Full audit logging of AI generation and manual edits
- Tenant isolation; dedicated infrastructure and regional data residency available on Enterprise



ENCRYPTION



RBAC



AUDIT LOGGING



DATA RESIDENCY

ACT IV — WHY IT MATTERS

What changes for the people who use this.

From program officers to ESG teams — freed capacity, standardized quality, comparable data.

SEC.14 — CUSTOMER BENEFITS

What changes for the people who use this.

HEADLINE

“What changes for the people who use this.”

- Program officers ship a fundable framework the same day, not weeks later
- M&E leads standardize quality across every country office and every grant
- Consulting firms redeploy freed capacity toward higher-margin advisory work
- ESG teams get comparable, disclosure-ready impact data across a heterogeneous grantee portfolio

Program Officers

Ship a fundable framework the same day, not weeks later

M&E Leads

Standardize quality across every country office and every grant

Consulting Firms

Redeploy freed capacity toward higher-margin advisory work

ESG Teams

Get comparable, disclosure-ready impact data across a heterogeneous grantee portfolio

ACT V — THE OPPORTUNITY

**A new category, not a
shrinking slice of an old
one.**

Positioned upstream of every adjacent category, with land-and-expand economics and a defensible moat.

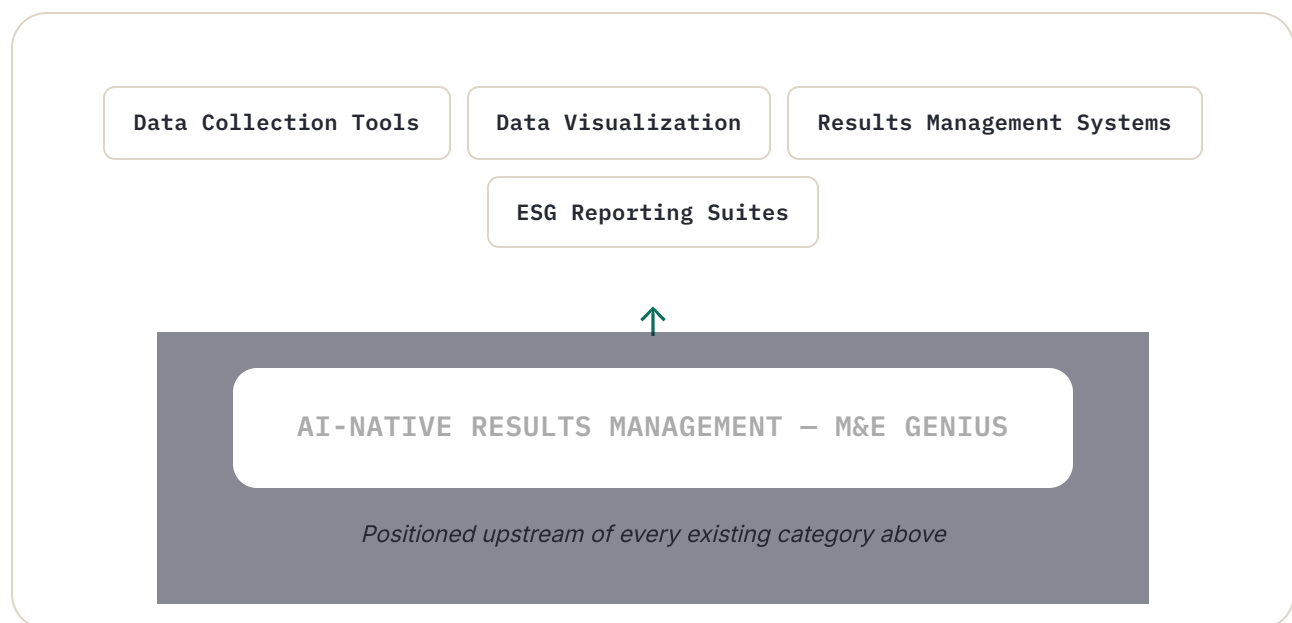
SEC.15 — MARKET OPPORTUNITY

A new category, not a shrinking slice of an old one.

HEADLINE

“A new category, not a shrinking slice of an old one.”

- \$200B+ global development assistance ecosystem, every dollar tied to an M&E framework
- Plus a fast-professionalizing corporate ESG and impact-measurement market (CSRD, investor demand for verifiable impact data)



SEC.16 — BUSINESS MODEL

Land-and-expand, priced for every buyer.

HEADLINE

“Land-and-expand, priced for every buyer.”

STARTER

\$29/mo

- ✓ Core generation
- ✓ SMART indicators

For: Independent consultants

PROFESSIONAL

\$99/mo

- ✓ Dashboards
- ✓ Donor templates
- ✓ Proposal Writer

For: NGOs, consulting firms

Most Comprehensive

ENTERPRISE

Custom

- ✓ Multi-country
- ✓ Dedicated infra
- ✓ Donor Finder

For: UN agencies, governments, banks

High switching costs at scale: once an institution's indicator libraries, donor templates and multi-country dashboards live inside the platform, M&E Genius

becomes the system of record.

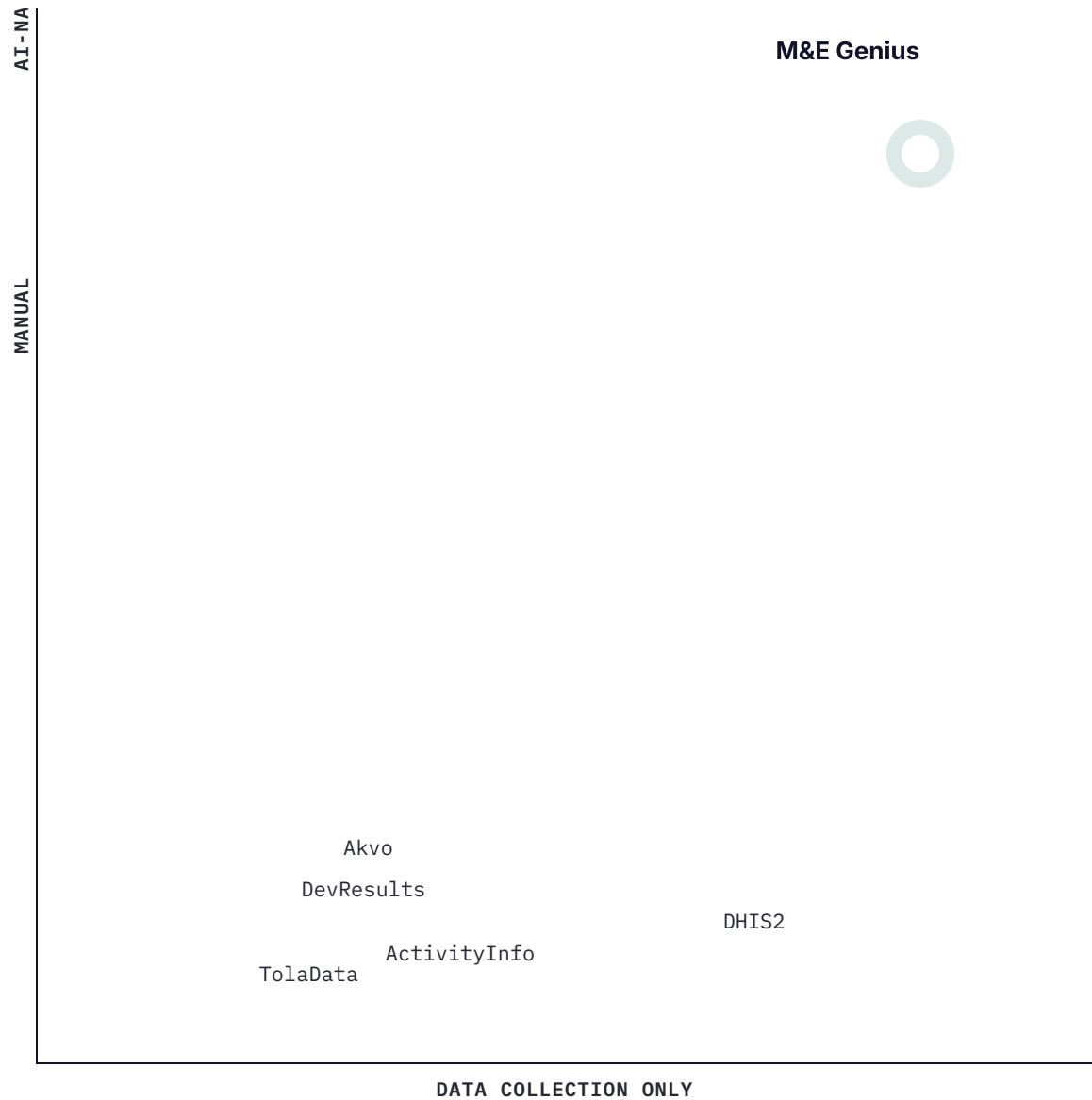
SEC.17 — COMPETITIVE ADVANTAGE

Why we win.

HEADLINE

“Why we win.”

COMPETITOR	CATEGORY	THE GAP
DevResults	Results data management	No AI framework generation
ActivityInfo	Data collection	Manual design stage
TolaData	Indicator tracking	Manual setup required
Akvo	Data collection	Not built for RBM/Logframe design
DHIS2	Health information system	Sector-locked, heavy implementation



STRATEGIC DEFENSIBILITY

REFRAME

Not why competitors are weaker — why this is difficult to replicate.

Standards-first architecture

Every engine is scaffolded to RBM, OECD-DAC and LogFrame methodology before AI generates anything — a constraint a general-purpose tool would have to be rebuilt around, not bolted on.

Donor compliance intelligence

A donor compliance library and full audit logging sit underneath the writing layer, so output is defensible in front of a reviewer, not just fluent.

End-to-end MEAL workflow

Integrated proposal generation

Design, Measure, Monitor, Evaluate, Learn and Report live in one continuous pipeline — a single-purpose data collection or dashboard tool would need to become a different product to compete here.

The framework, the scoring, and the donor-ready proposal come out of the same generation engine, so nothing has to be re-entered or reconciled by hand.

Enterprise governance

Role-based access, tenant isolation and regional data residency are built for the procurement bar UN agencies and governments already hold vendors to.

System-of-record switching costs

Once an institution's indicator libraries, donor templates and multi-country dashboards live inside the platform, replacing it means rebuilding all of it elsewhere.

SEC.18 — PRODUCT ROADMAP

From generation, to prediction, to autonomy.

HEADLINE

“From generation, to prediction, to autonomy.”

2026

GENERATION

Multilingual expansion,
dashboard enhancement

2027

PREDICTION

Predictive analytics &
forecasting

2028

AUTONOMY

Autonomous adaptive-
management recommendations

ACT VI — ACTION

Let's put your next
program on M&E
Genius.

For investors, enterprise customers and partners — the next step is one conversation away.

SEC.19 — CALL TO ACTION

Let's put your next program on M&E Genius.

HEADLINE

“Let's put your next program on M&E Genius.”

FOR INVESTORS

Join us in building the operating layer through which the world measures development, humanitarian and sustainability impact

FOR ENTERPRISE, GOVERNMENTS & UN AGENCIES

Book a live demo or start an Enterprise trial

FOR PARTNERS

Let's talk about integration and distribution

SEC.20 — CONTACT

Request an Investor Briefing • Book a Live Demo

APPENDIX SLIDES (USE AS NEEDED, NOT PART OF THE CORE 18)

- Sector deep-dive slides (Health, Education, Agriculture, Humanitarian)
- Multilingual reach — real screenshot of the language switcher (7 languages incl. RTL Arabic)
- Objection-handling: "Isn't this just ChatGPT with a template?" → Standards-anchored generation engines plus a donor compliance library and full audit logging, not free-form prompting.

Spreadsheets recorded the last
century of development work.
Intelligent systems will define the
next one — and someone has to
build the platform that runs on.

Request a Briefing

Book a Live Demo

M&E Genius · hello@menagenius.ai · menagenius.ai