Certra

Renewal software for Saudi medical-device Authorized Representatives.

September 2026

PROBLEM

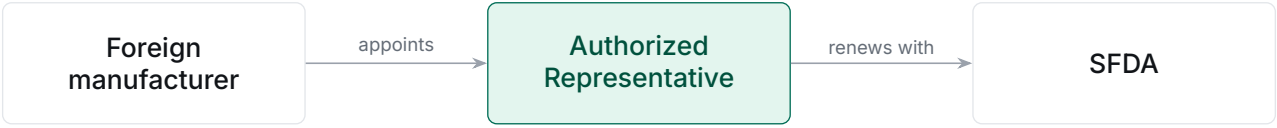
Miss a renewal and the device leaves the market.

1,608

Authorized Representatives renew these certificates, mostly from spreadsheets.

CUSTOMER

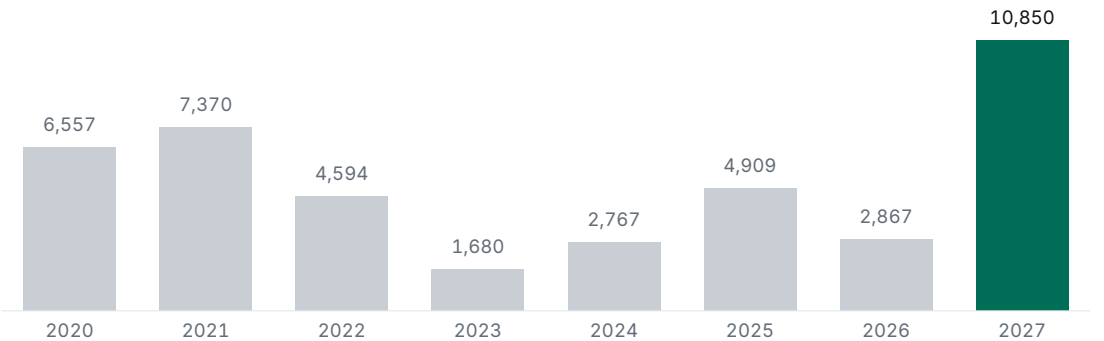
The Authorized Representative carries the risk.



WHY NOW

10,850 certificates expire in 2027.

The largest single expiry year on the register, and 13,717 across 2026 and 2027.



Device listings by MDMA expiry year. SFDA public device register, extract of 5 June 2026 (56,737 listings), analysed by MedDeviceGuide.

MARKET

A small, named market.

1,608

Authorized Representatives on the register

428

hold 21–500 listings: our core market

18

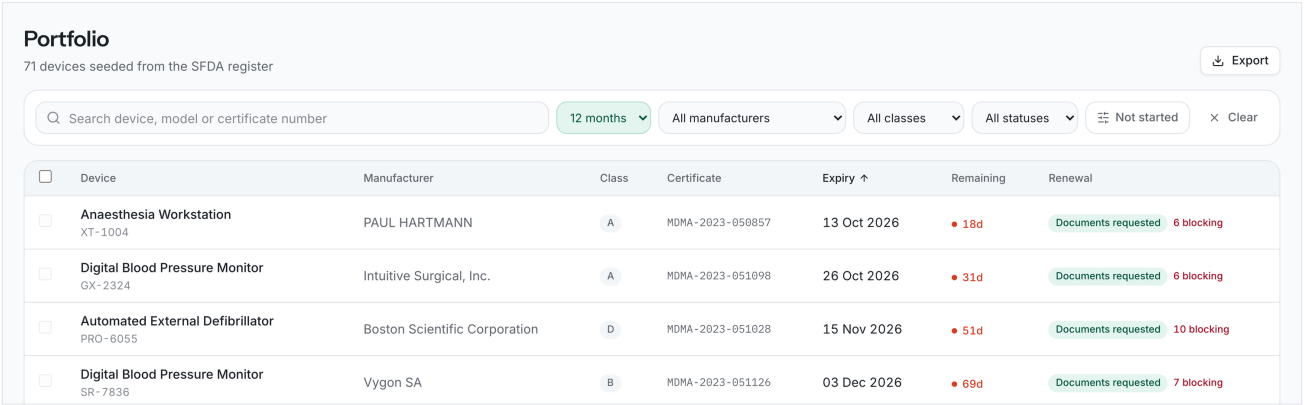
hold more than 500: enterprise

The core 428 are worth $0.86–1.31M a year at list price.

SFDA register extract of 5 June 2026, analysed by MedDeviceGuide. Revenue: 211 ARs with 21–50 listings on Starter, 104 with 51–100 on Professional, and 113 with 101–500 on Professional or Portfolio. Listings include expired certificates, so this leans high.

PRODUCT

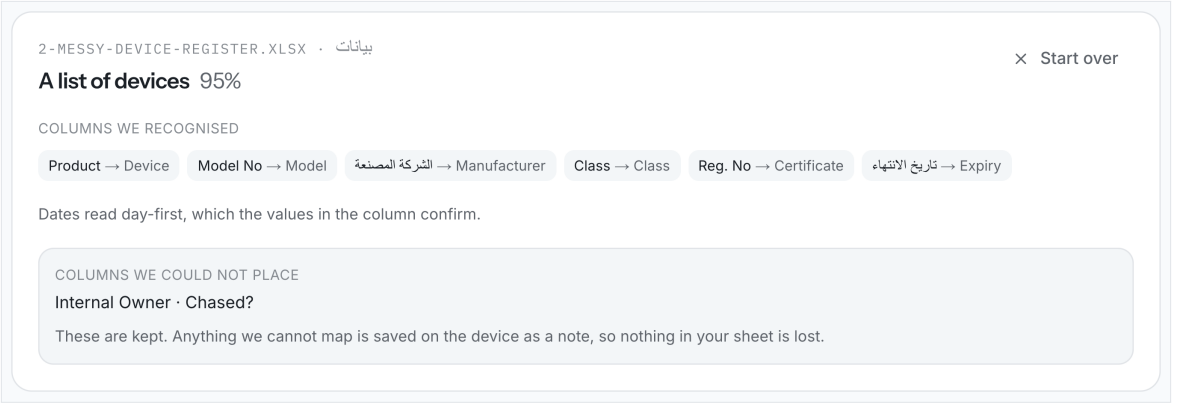
Type a licence code. The portfolio is already there.



Straight from the register, with no data entry. Shown with demo data.

SMART IMPORT

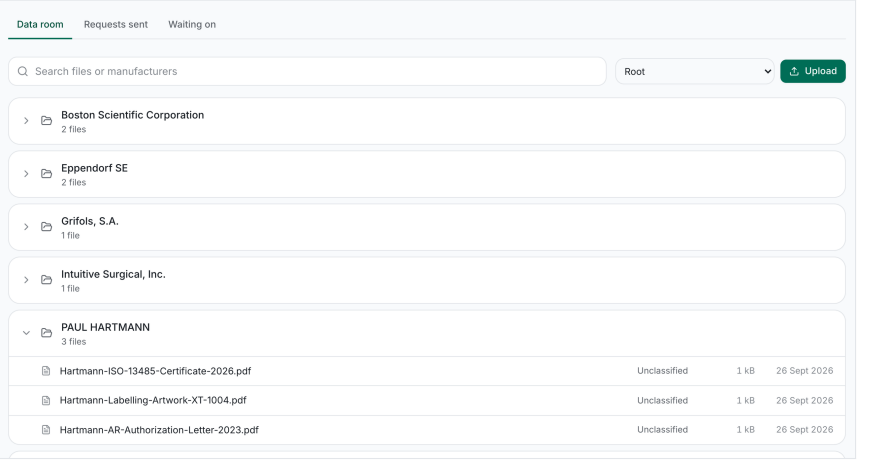
Bring the spreadsheet you already keep.



Reads your columns, even in Arabic. Flags what it cannot read. Writes nothing until you approve.

DATA ROOM

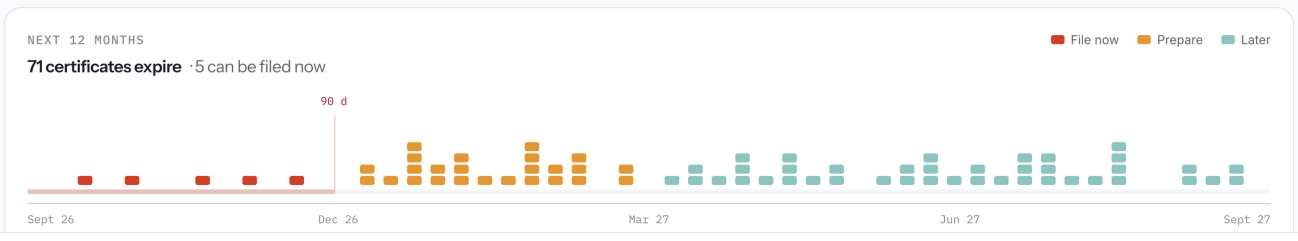
Every file, filed by manufacturer.



Uploads from manufacturers file themselves into the right folder.

PRODUCT

See the renewal wall before you hit it.

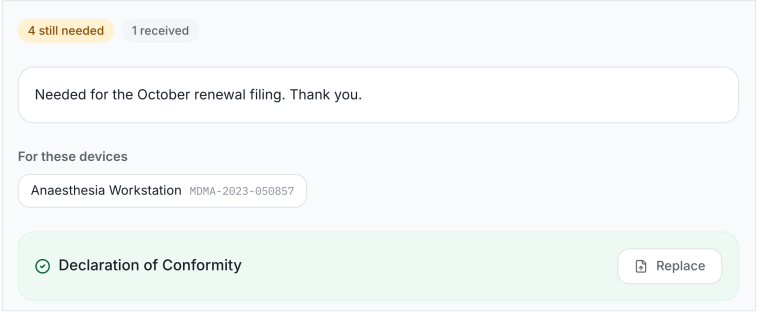


Every certificate expiring in the next twelve months, and which can be filed today.

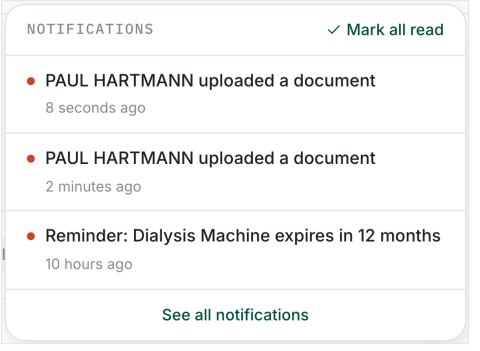
THE WEDGE

Request by link. Know when it lands.

THE MANUFACTURER UPLOADS. NO ACCOUNT.



YOU ARE NOTIFIED. THE CHECKLIST TICKS ITSELF.

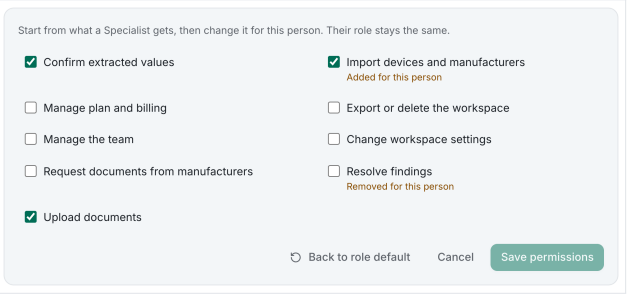


COLLABORATION

Work each renewal as a team.

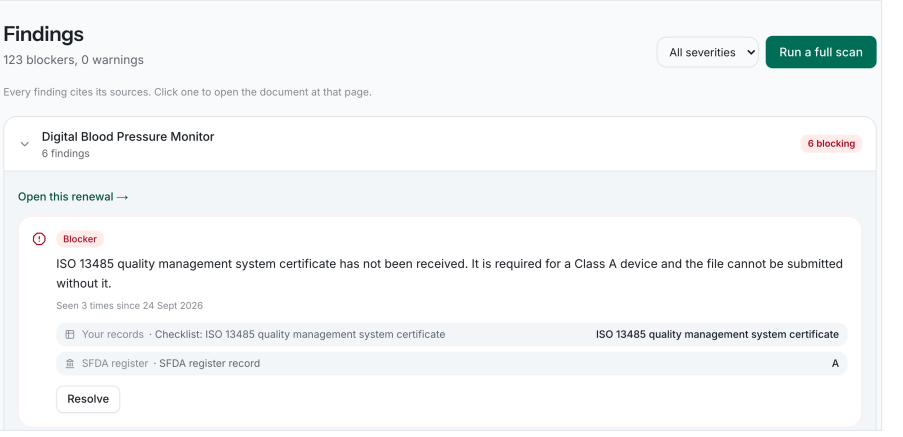
OWNERS AND INTERNAL COMMENTS

PERMISSIONS SET PER PERSON



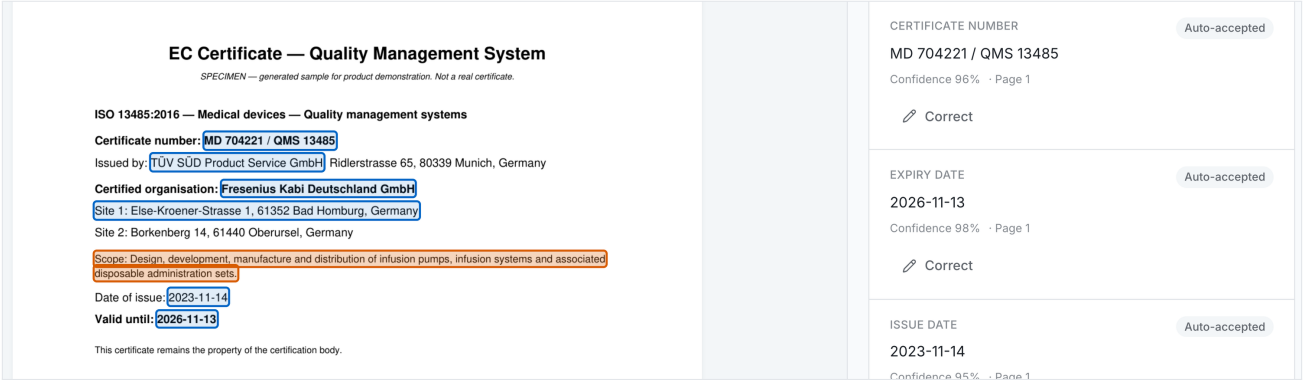
PRODUCT

Catch the mismatch before the regulator does.



PRODUCT

The AI flags and cites. A person decides.



Every extracted value points to the words it came from.

WHERE WE ARE

The product is built. The business has not started.

DONE

Full product, end to end
Arabic and English
Billing integrated

NOT YET

Customers
Revenue
Live register access

BUSINESS MODEL

Priced by portfolio size.

$99

Starter, up to 50 devices

$299

Professional, up to 200

$699

Portfolio, up to 1,000

Per month. Annual billing is ten months' price. Enterprise is priced separately.

PLAN

Next 90 days: customers, not code.

1

Deploy in the Kingdom

2

Connect the live register

3

Talk to ten ARs

4

First paid pilot

Certra

We verify renewals. We never write the technical file.