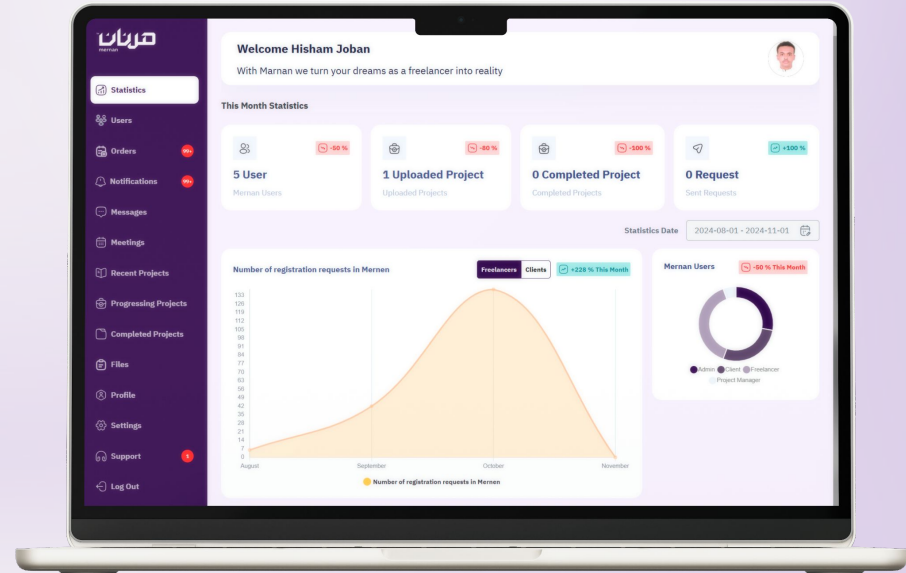




Empowering Talents...Elevating Businesses

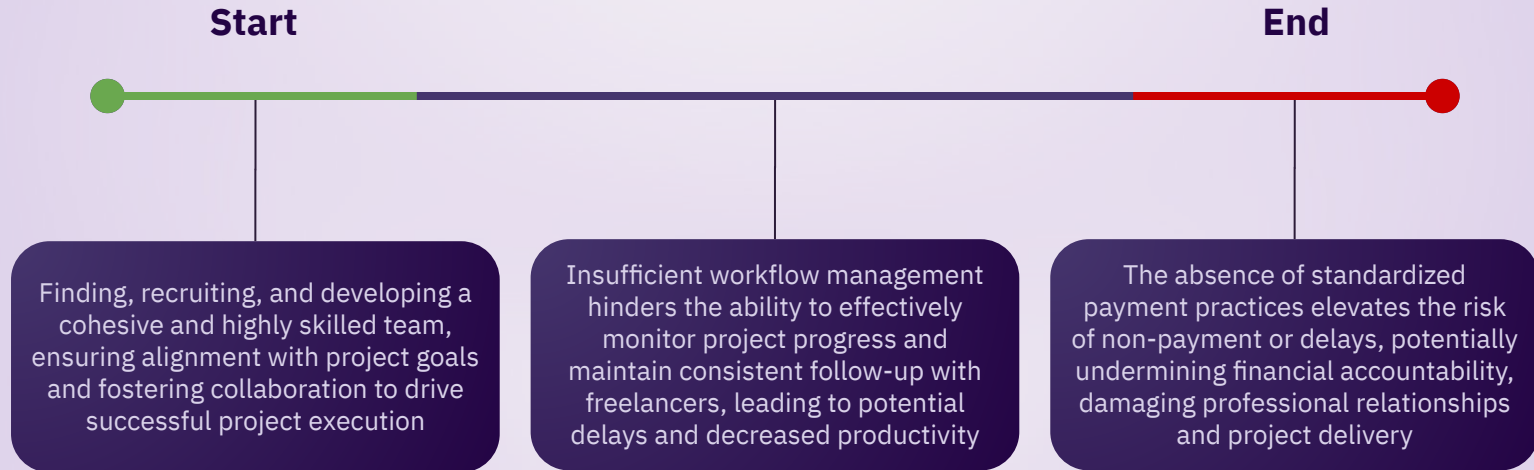
What is Mernan

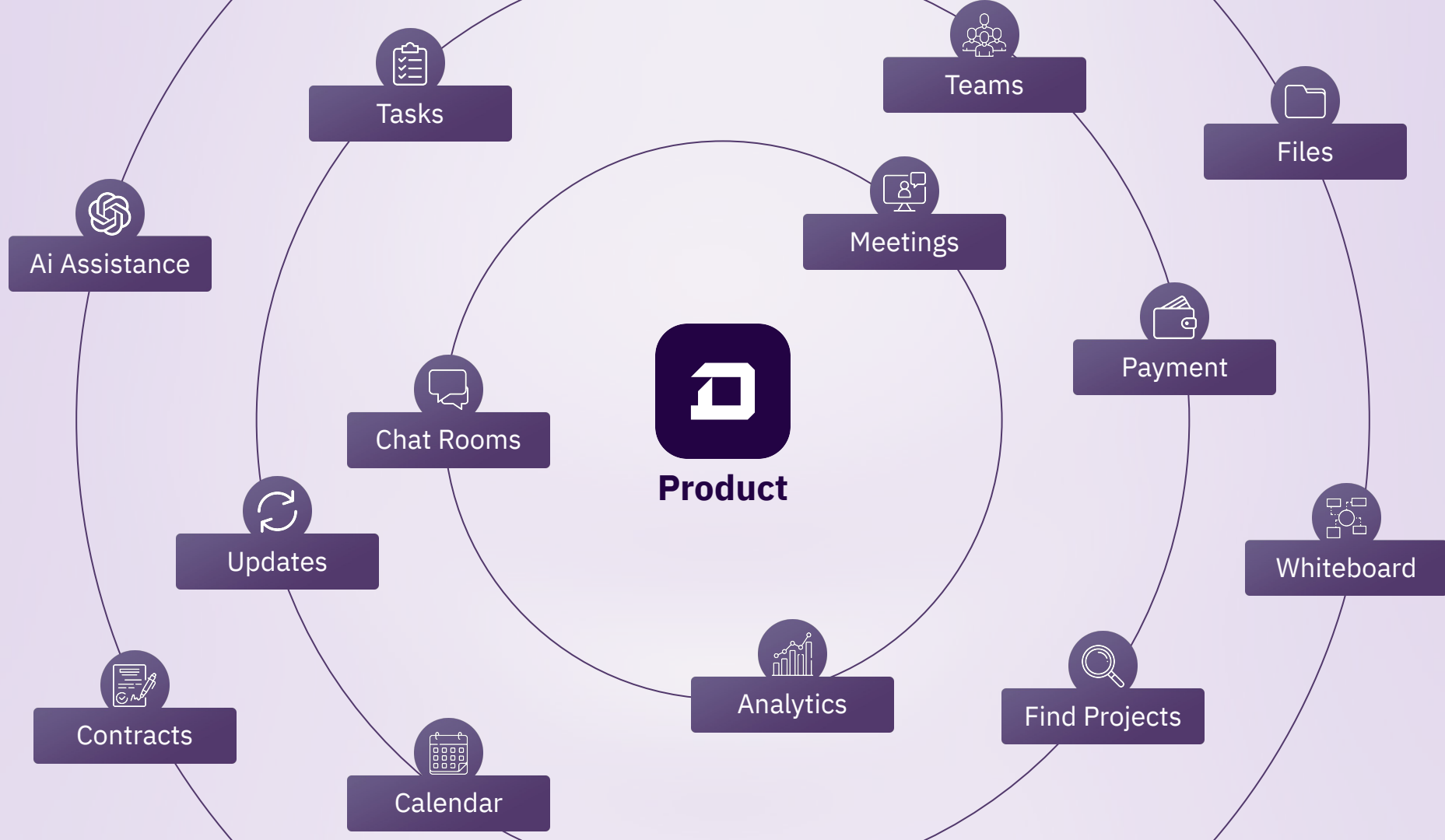
Mernan is an advanced business management system that brings together experts and specialists in the digital business needs, and establishes seamless cooperation in planning, implementation, follow-up and consulting with companies to simplify business management.



Pain Points

This shows the working flow issues with freelancers throughout the project





Services



Design

Branding
Presentation Design
Design Consulting
UX/UI Design
Graphic Design
Video Production



Digital Marketing

Social Media Marketing
SEO Marketing
Email Marketing
Google Ads
Marketing Strategy
SMS Marketing
Marketing Consulting



Content Writing

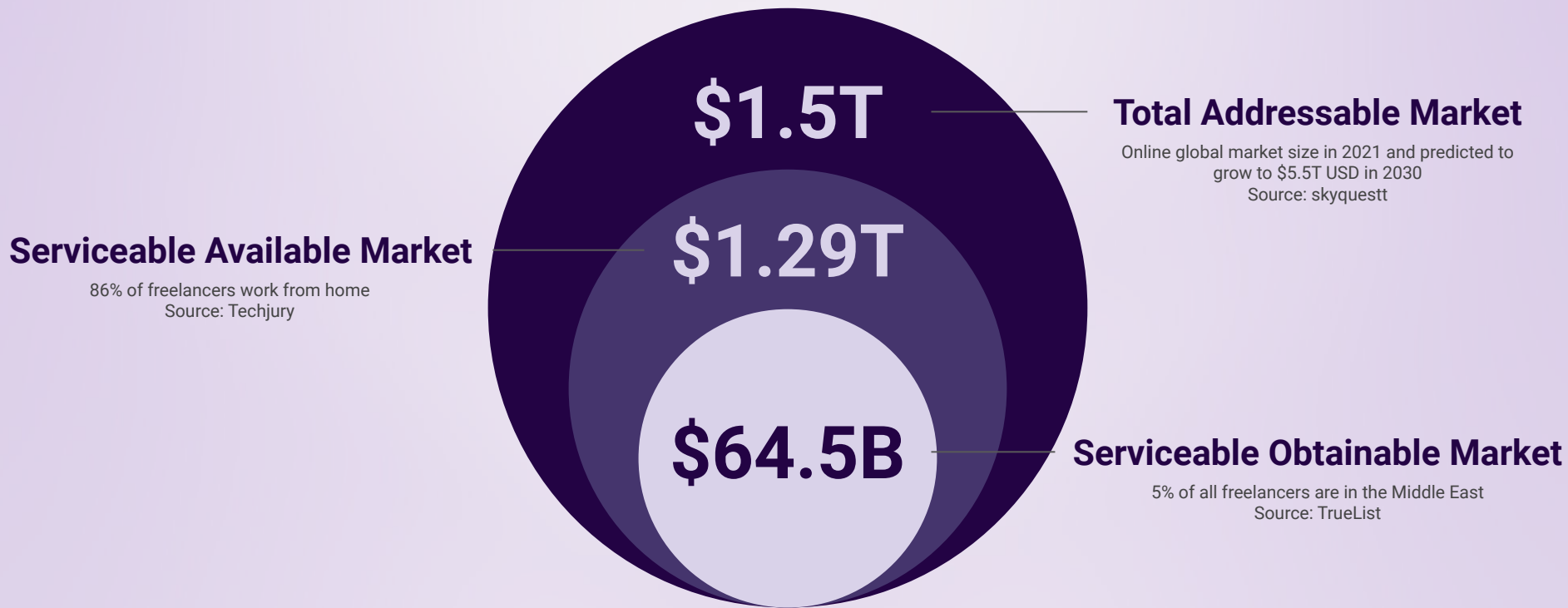
Proofreading
Writing Consulting
Blog Writing
Copywriting
Translating



Development

Web Development
AI Development
E-commerce Development
Web Design
Mobile App Development
Development Consulting

Market Size



Traction



+3000 Freelancers

Data of freelancers with different sets of skills and quality and different countries

+\$100K

In sales by our clients since January 2024

+\$550K

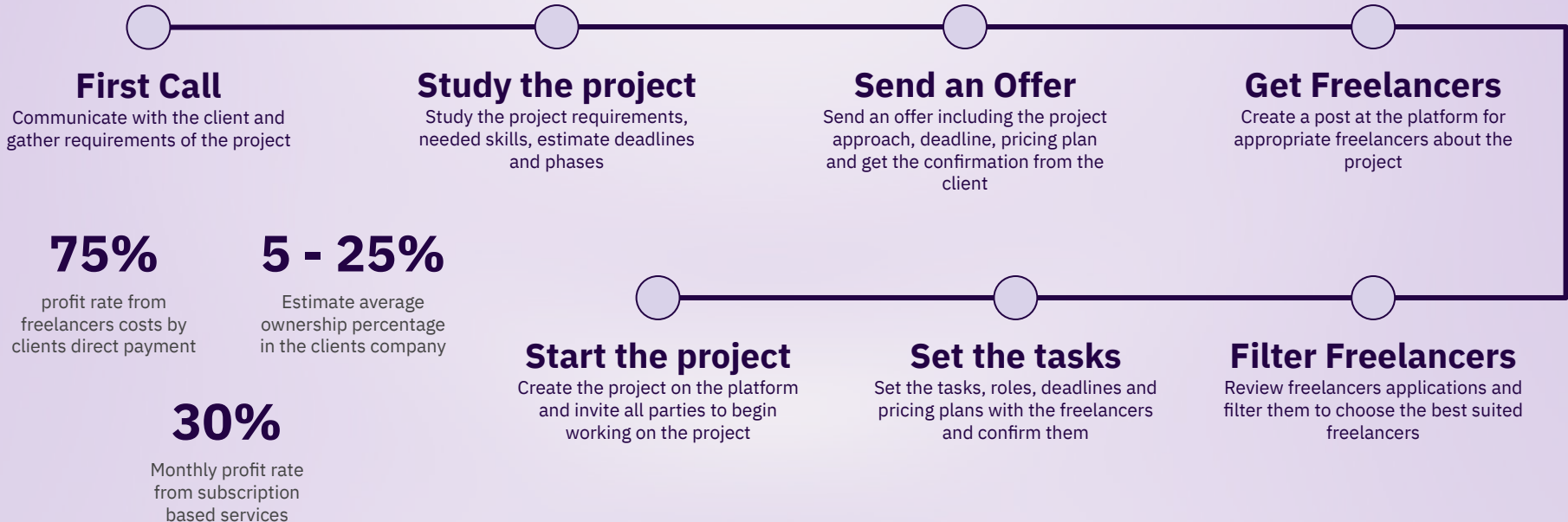
In sales for our clients

+30

Projects served in development, marketing and designs

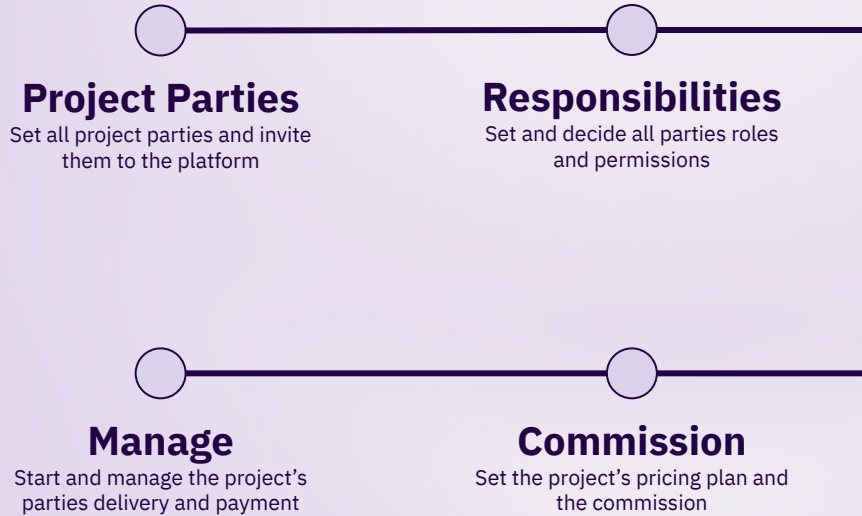
Business Models

Direct Projects



Business Models

Project Commission



15%

Commission for the project's pricing for Mernan

Owned Projects

Mshena (25% of \$3M Valuation)

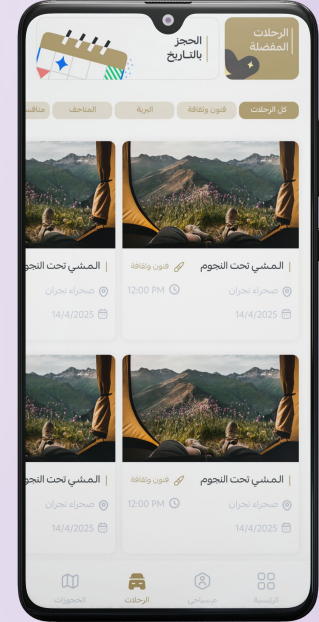
Mshena is a Saudi platform that empowers tourism companies that offer unique tourism experiences across all regions of the Kingdom of Saudi Arabia. Mshena focuses on Islamic history, Saudi civilization, and various aspects of entertainment. The aim is to enhance the visitor experience through a variety of enjoyable and educational tours that cater to the interests of all types of tourists.

+500

Tour Guide registered on the platform and guiding tourists in Makkah and Medina

+150

Tour Programs by over 15 professional tourism companies



Owned Projects

Maskob (30% of \$7M Valuation)

Maskob is a B2B platform provides water and beverages for HORECA businesses and helps in managing their purchases with over 80 brands. Committed to excellence and sustainability, we strive to be the trusted partner in meeting hydration needs for the HORECA industry.

+\$500K

Sales

+1000

Orders



Clients



Team



Yousef Ba Dawood
CEO

Background in trading and product management
Founded 3 successful startups



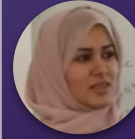
Hanaa Ibrahim
COO

Background in technology and product management Over 20 of Experience



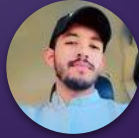
Hisham Joban
CTO

Full Stack Developer Worked in multiple positions in multiple companies



Amal Alamoudi
CFO

+10 Years of experience in accounting and financial management



Hasan Baradwan
CMO

Graphic Designer and UX/UI Specialist, Marketer and web designer



Omar Alsaif
Founder and partner in multiple companies
CEO of Sbl Almajd for Investment



Mohammed Aldweghri
PR Manager

Background in digital marketing and Project management



Madani Halwani
Technical Leader

Entrepreneur, 2nd Class Honors Programmer, Founder and Developer of Dabayih Station, Maskob, Devnile



Amr Azzouz
Technical Leader

Full Stack Developer Able to manage and lead technical teams



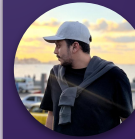
Zad Kamiha
UX/UI Design Leader

Science Student at Faculty of Computer and Information Sciences, Mansoura University
MEGA Team MU



Aya Sherif
UX/UI Designer

UX/UI and product designer, Education primary Bachelor at Mansoura University



Ahmed Abdelhamed
UX/UI Designer

UX/UI designer with experience of training and mentoring multiple UX/UI Designers

Competition



squadio		ptway	talents arena	wellfound:
x	✓	✓	x	✓
x	✓	✓	x	x
✓	✓	x	✓	x
x	x	x	✓	x
x	✓	x	✓	x

All businesses digital services



Work management dashboard



Trusted and filtered talents



Talent networking

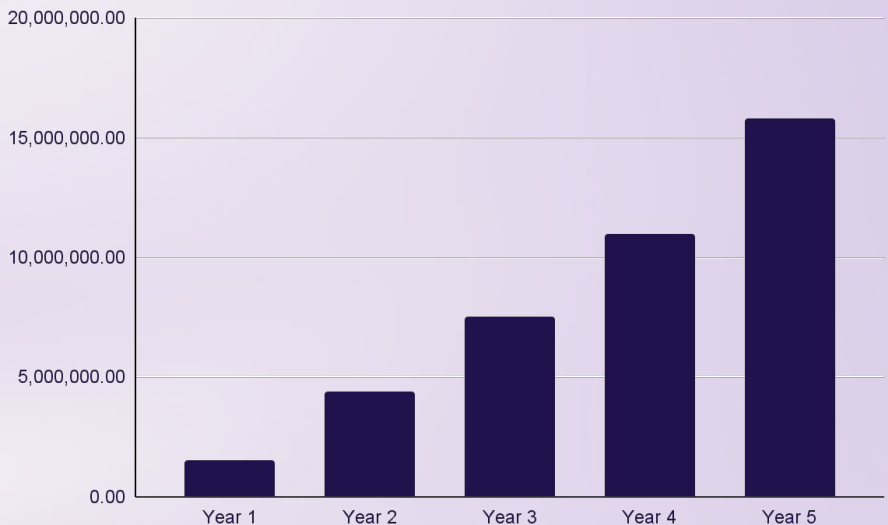


Close work observance



Financial Projections

	Y1	Y2	Y3	Y4	Y5
Clients	70	200	250	350	500
Total Sales	\$2.24M	\$6.6M	\$11.2M	\$16.4M	\$23.6M
Freelancers (15%)	\$336K	\$990K	\$1.68M	\$2.46M	\$3.54M
Development (5%)	\$112K	\$330K	\$560K	\$820K	\$1.18M
Payment Gateway (3%)	\$67.2K	\$198K	\$336K	\$492K	\$708K
CAC (10%)	\$224K	\$660K	\$1.12M	\$1.64M	\$2.36M
Total Costs	\$739K	\$2.17M	\$3.69M	\$5.41M	\$7.78M
Gross Profit	\$1.5M	\$4.42M	\$7.5M	\$10.9M	\$15.8M

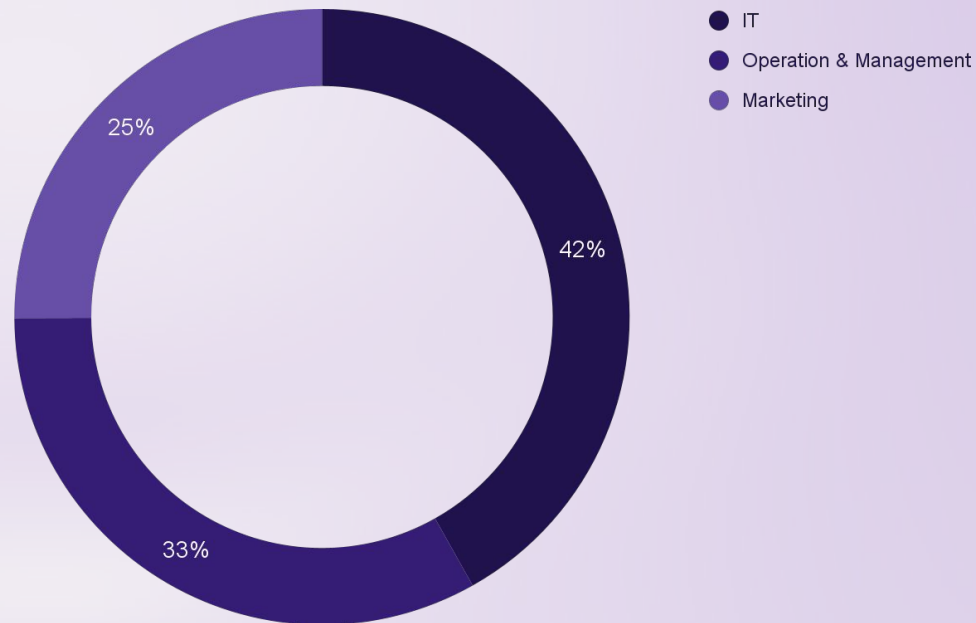


The Ask

For our Pre-Seed Round we're asking for:

\$1.3M

At **\$6.6M** Valuation



IPO

91

Exit Strategy

Acquisition

Google

Microsoft®

∞ Meta



Alibaba Cloud



Empowering Talents...Elevating Businesses

info@mernantech.com