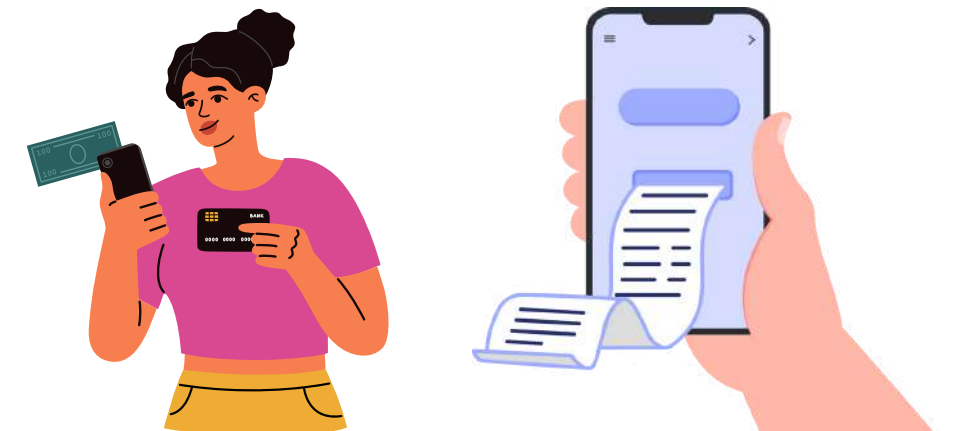




**Wasel: Fintech app & software for businesses
payments collection
for repeated/recurring bills.
& consumers to easily automate bills
payments.**

MVP DEVELOPMENT STAGE



- I noticed a gap and **no solution** being available for businesses to collect their monthly bills' money.
- Old receipts & in-person attendance can lower sales or take extra effort, time, and energy from both payers & businesses as bills/subscriptions/installments collectors.
- It's a **problem everyone faces** from housing rentals to cars rentals/leasing to gyms & clubs subscriptions.
- Everyone **faces anxiety/FOMO** when it comes to paying your bills & not being reminded/forgeting about them.

Problem.



SOLUTION

- Here where Wasel comes in hand to be a **reminder + paying tool** + Innovative financial software to **ease B2B2C + B2B experience.**
- We will provide 1st of it's kind of a digital ecosystem & solution links & eases all entities payments & transactions.
- Free & easy to create an account "Benefits a sole self-employed individual to smaller companies and large corporates."



PRODUCT FEATURES:



- 1. Businesses dashboard can track payers/clients status. (who is late/paid their bill/notify to pay/etc).**
 - 2. Financial analysis in the dashboard to help businesses manage & understand their costs & income.**
 - 3. Digitizing invoices & having saved cards wallets for easy payments for payers.**
 - 4. Linking payments collectors with their clients in 1 platform & digitizing the whole process.**
- Innovative bills reminders & notifications system for the app (general users) & businesses to collect their payments (web-based dashboard).



Targeting pool:

1. All property owners/renters **(commercial/housing)**.
(Apartments + malls + offices + villas + more).
2. All car leasing/renting companies & showrooms.
3. Telecom internet/data bills.
4. All gyms & sports clubs.
5. & more.

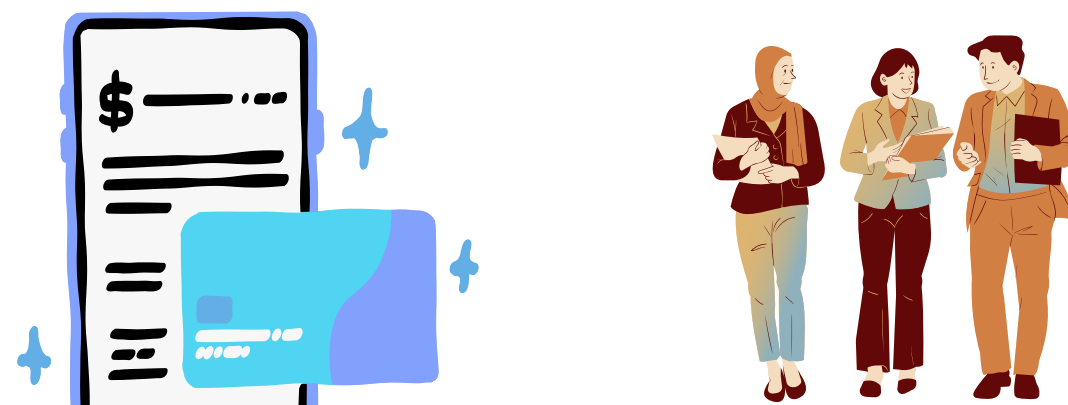
**Payments can pass 3 million
payments annually in 2-3 years
locally.**



COMPETITION:

- MyFatoorah: Annual revenue is \$37 million USD in 2024.
- \$4.5 billion worth of transactions in 2023.
- UPayments: Annual revenue is \$5.2 million USD in 2024.

We can grow bigger than these numbers with expansions & bringing new solutions for bigger audiences.



**Commissions on
bussinesses.**

1%

**Recurring/repeat
ed bills payments
collection.**

**(Exp. freelancers)
Fees for U2U.**

0.25%

**Direct user to
user (P2P) quick
payments.**

(free)

**First-time
business
account
registration
fees.**

Business model:



In summary:

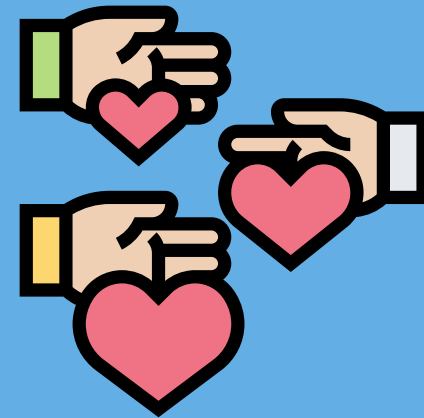
- **Bills reminding app connected with businesses who should receive their payments.**
- **Easy bills payments & money collection software for businesses.**
- **New methods for direct B2C money transfer + payments.**
- **Packed with innovative unique features.**
- **Easy to register + fair priced to everyone to use.**
- **Highly needed locally/regionally/globally.**

1st angels round is open for global investors.

Timeline.



**Development
starting in Q1.**



**Fundraising
closing in
Q1/Q2.**



**Licenses &
marketing
starting Q2.**



**MVP launched
in Q3 2025.**



Usage of funds.



- App development from 0 to full MVP costs 80K USD for bussiness interface + payer interface.
- Licenses + legal consultation costs.
- Pre-launch marketing campaigns.
- Post launch marketing campaigns.
- Hiring 1st team expenses. (Legal/Payroll).
- Office devices, computers & furniture.
- Constant sales & marketing deals & consultation.

Founding team:

- **Founder: Ibrahim Al-Khaldi.**

“I'm a 24 years old founder with a drive to make & impact in the market with a successful founding journey. ”



- **CTO:**

Scouting for a fit & expert technical officer.
(I've outsourced firms & local firms who are helping in setting up).



BASED IN RIYADH, SAUDI ARABIA.



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startup contact me on:**

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