

GoEjar

Where renting is easier!

Back in 2021 ...



91%

Of participants struggled renting
hiking gears



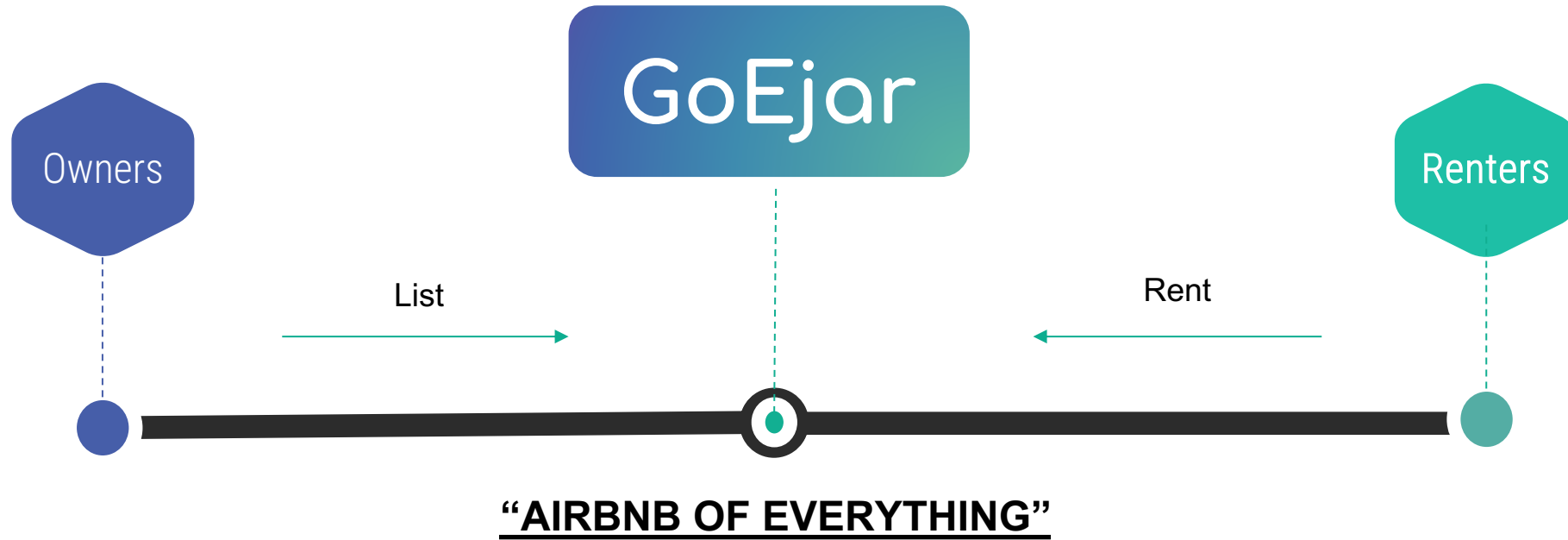
We identified that there is a gap ...

1

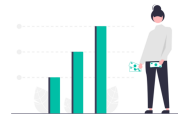
**Lack of availability of
renting variety of items**

2

**Buying items for a one-
time use was not always
an affordable option**



Save Money
In buying for one time use



Make Money
By assets utilization



Community Sharing
By increasing community social connection and sharing economy concept

With GoEjar, you are able to rent and rent out a vast variety of things!

Vehicle

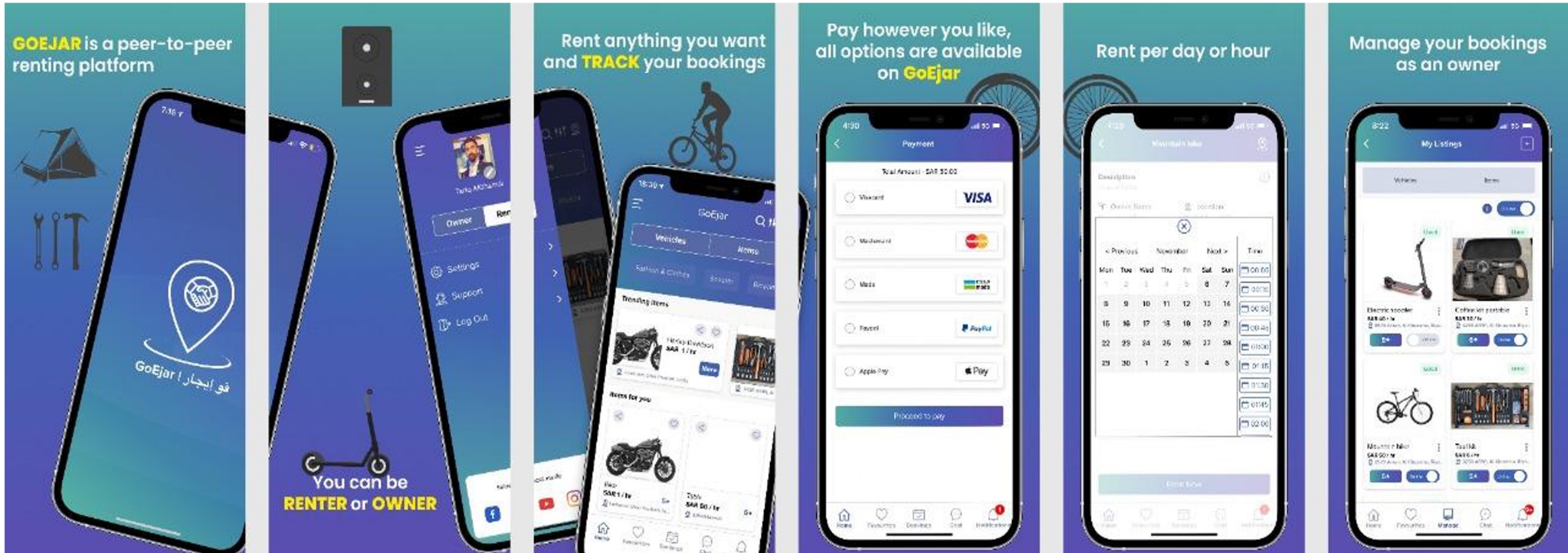
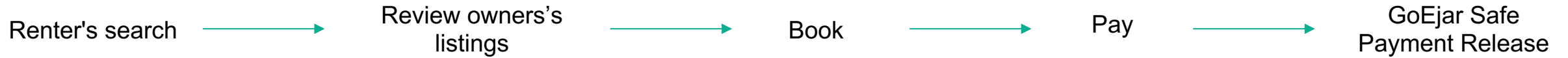


Items



As we grow, we're expanding our listing categories and have already developed a planned schedule for unlocking new categories

Our platform is ready to market



We had our soft launch two months ago



We have **onboarded 1459 users**, with 30% registering as owners who have expressed interest in listing items and vehicles



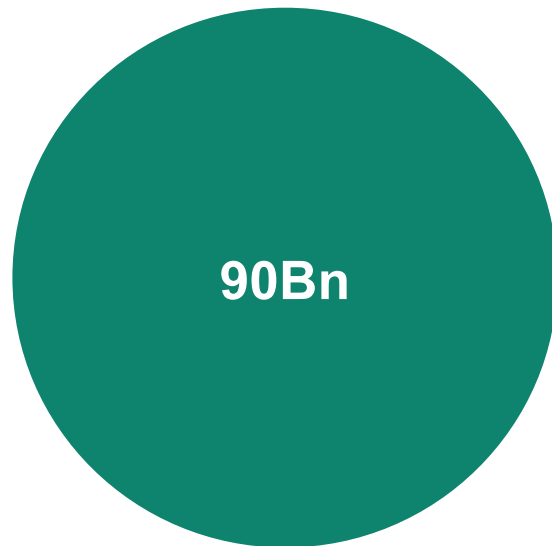
We launched a **Snapchat campaign** to gauge public impressions and successfully onboarded a significant number of engaged users



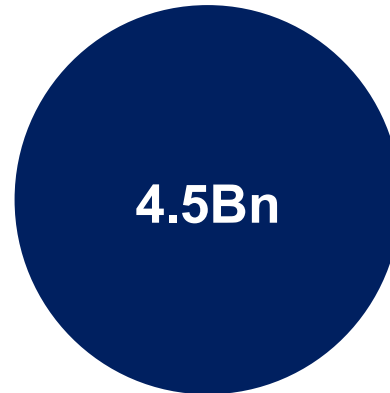
We have **initiated discussions** with potential **partners** in **insurance, delivery, and storage**

Market at a glance

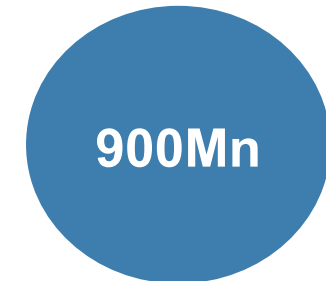
Sharing Economy Market Size in 2022-2027 reaching USD 600Bn by 2027



Total Addressable
Market (TAM)



Serviceable Available
market (SAM)



Serviceable Obtainable
market (SOM)



A detailed market analysis is available and will be provided upon request

Meet Our Team



Sultan A. Alduraywish

Co-Founder, Strategy, Legal, and Operations



Tariq D. Alghamdi

Co-Founder, Strategy, Marketing, and Business Development

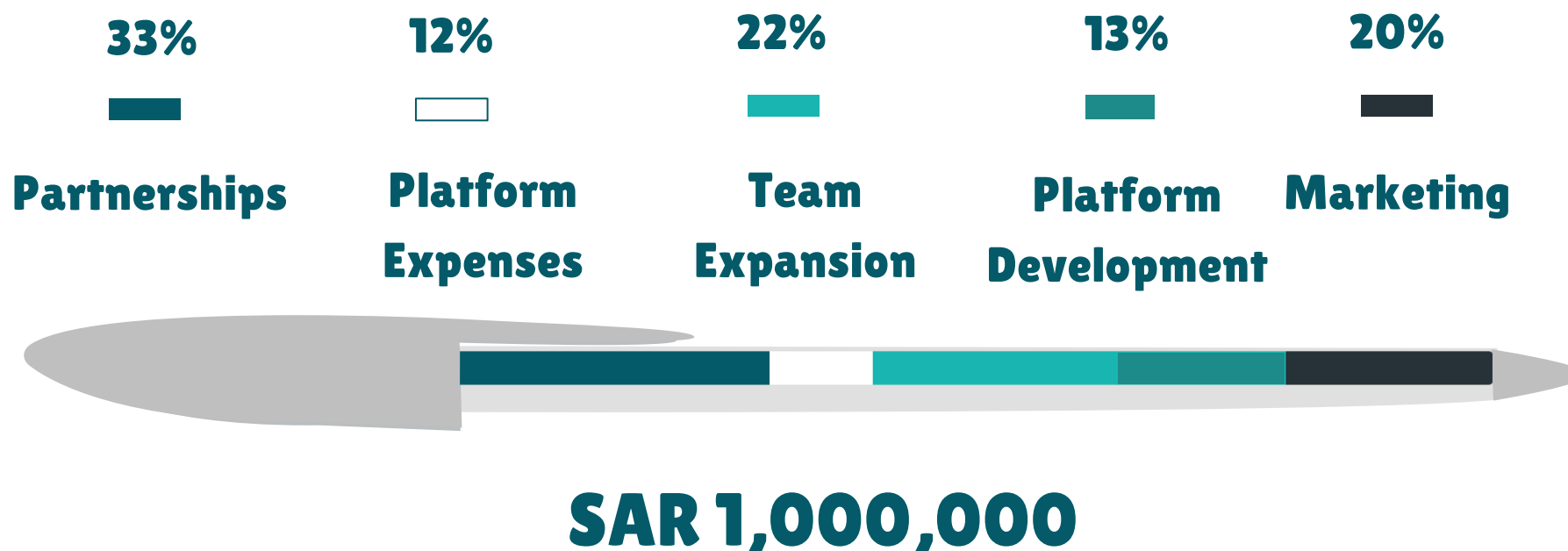


Omar H. AlAjaji

Co-Founder, Strategy, Technology, and Operations



We are seeking a **SAR 1 million pre-seed round** for a 10% stake in our company, **valued at SAR 10 million** to make the next 12 months count



Get In Touch



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Thank You For Your
Time!

Appendix

Competition landscape

Same Concept & Offerings



Same Concept but Different Offerings



...Some other inactive players e.g., Rent it and Markoun

Competitors are lacking essential features that position us as the ideal choice for the market

Lack of comprehensive solutions:

Many competitors fail to offer a complete, all-in-one platform that meets the full spectrum of user needs

User-unfriendly interface:

The platforms available generally have complex interfaces, making them difficult to navigate

Complicated account transitions:

Switching between owner and renter accounts tends to be a cumbersome process, leading to frustration

Limited platform availability:

Most competitors only provide either an app or a website, lacking a seamless cross-platform experience

Weak brand identity: Competitors lack strong branding, making it difficult for them to stand out in the market

Inactivity: Many competitors have become inactive, with outdated listings and little to no presence on social media

Lack of accelerator or incubator backing: Most are not sponsored by leading accelerators or incubators, missing out on support for innovation and growth

Among multiple competitive Advantages

Team Exposures & Experiences

- Silicon Valley experience
- Consulting & Strategy
- Insurance Experience

Business Model and Revenue Stream

- Dynamic commission from owners
- Different source of revenue generation (e.g., trending, subscriptions, stores)

Insurance Penetration

- Third party liability company insurance (We know the way)
- Insurance per booking on the way to implement (We got the connection)

Market Strategy

- Strategic incremental addition of market's products
- Targeting individuals and SMEs owners

Product Fit

- Easy of use (3 clicks)
- Full control of users and products
- Users' verification stars
- One platform for both users
- Ready to market platform backed by dedicated technology Co-founder

We have detailed our strategy moving forward

Launch Phase – Limited categories

- **Initial Launch:** Start with a **basic platform offering** limited categories (e.g., light vehicles such as bicycles, scooters and light items such as speakers) with a small number of listings
- **Reassessment metrics:**
 - User growth incl owners & renters
 - Platform functionality
 - Performance of listings
 - Transactions success

Q4 - 2024

Growth Phase - Partnerships and Agreements

- **Partnership with Insurance Companies:** Build trust with users by offering rental insurance options
- **Partnership with Delivery Companies:** Introduce logistics support for deliveries and returns to make renting easier for users
- **Increased Listings:** expand user base and listings
- **Reassessment metrics:**
 - User growth incl owners & renters
 - Performance of new listings and partnerships

Q1 & Q2 - 2025

Expansion Phase - New Categories (e.g., Property Rentals)

- **Launch of Property Rentals:** Expand the platform to property listings (homes, apartments, short-term rentals)
- **Further Integration of Insurance and Delivery:** Apply insurance and delivery models to property or other high-value categories
- **Reassessment metrics:**
 - Market viability of property rentals, user feedback
 - Performance of categories

Q3 & Q4 - 2025

Business Model and Revenue Stream B2B & B2C

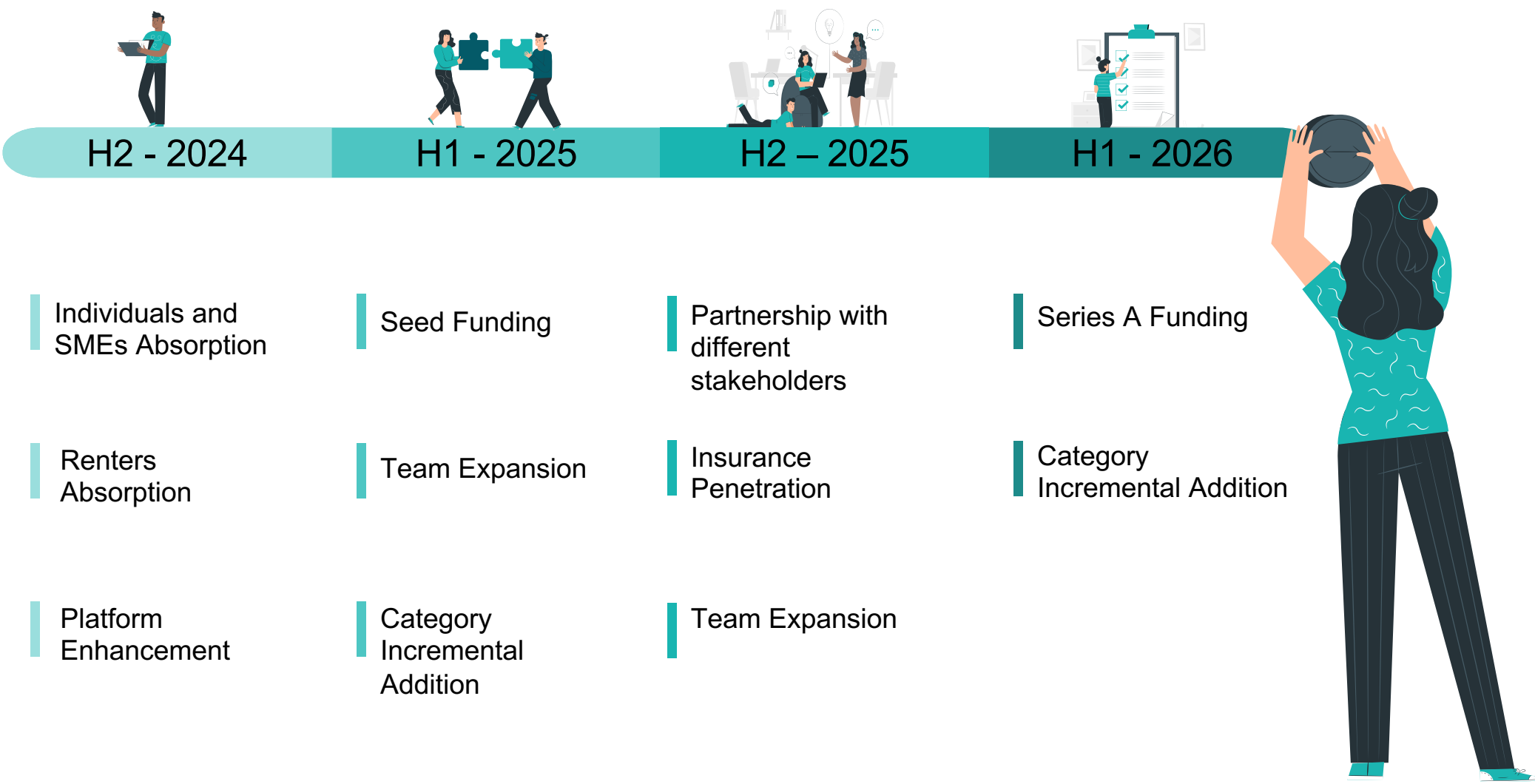
Revenue Model:

- 15% commission of each transaction / booking (No commission for first batch of owners)
- Servicing fee for SMEs / Individuals (Renting out on their behave)
- Subscription fee for more than 15 listings (Designed for stores and selected individuals)
- Trending fees

Pricing Structure:

- Dynamic & controllable GoEjar commission
- Full control of owners renting, and insurance booking amount listed

Adoption Strategy



Risk and Responses

Risks			Responses
1	Damage or total assets loss	→	• Cash Insurance payement between users
2	Dispute on cash insurance amount	→	• Clear elaboration of policies and procedures in T&C
3	Theft and complete disapperance	→	• ID and mobile numbers are capturered • Verified users' concept
4	Delay in receiving or completion	→	• Clear delay and cancelation policies
5	Fake uploads	→	• Back office check • Random check visit selection

Why is this worth solving?

- Sharing economy is demanding these days due to inflation and prices increase
- High volume of owners assets (Individuals & SMEs)
- Building a strong community using tech platform is a good access within these days
- Most of Saudi are 35 years and below and they trust technology
- Market is becoming mature in terms of concept and entrepreneurship

5-Years Projection

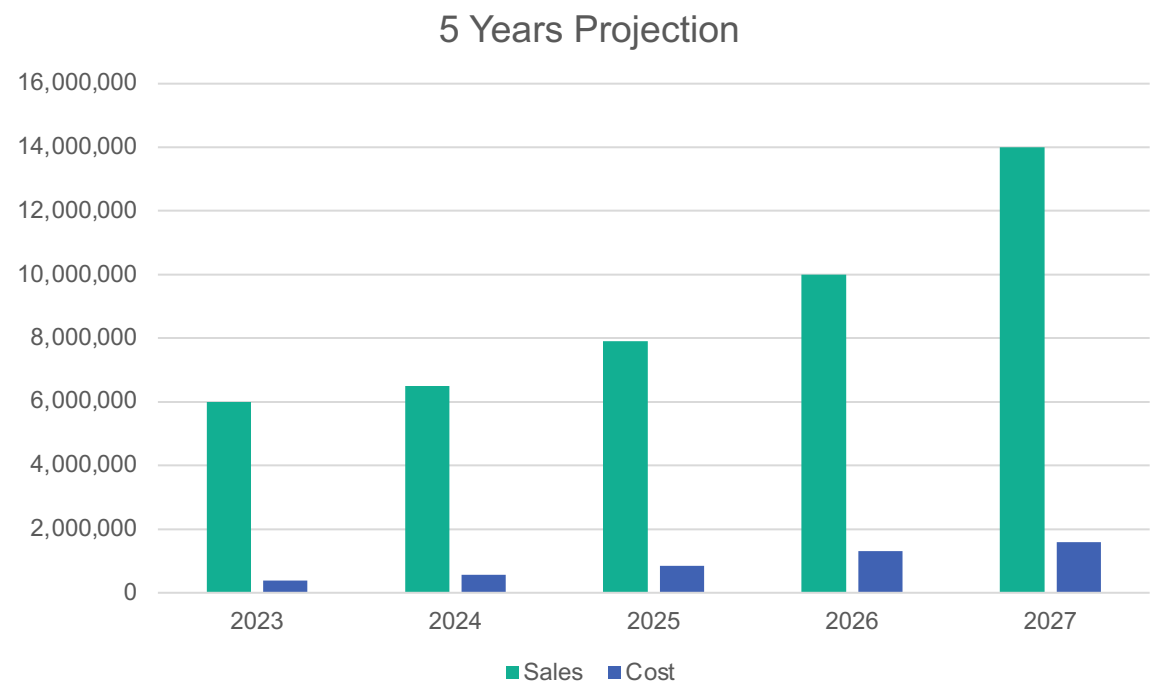


Figure4: 5 - Years company sales vs. cost expectation

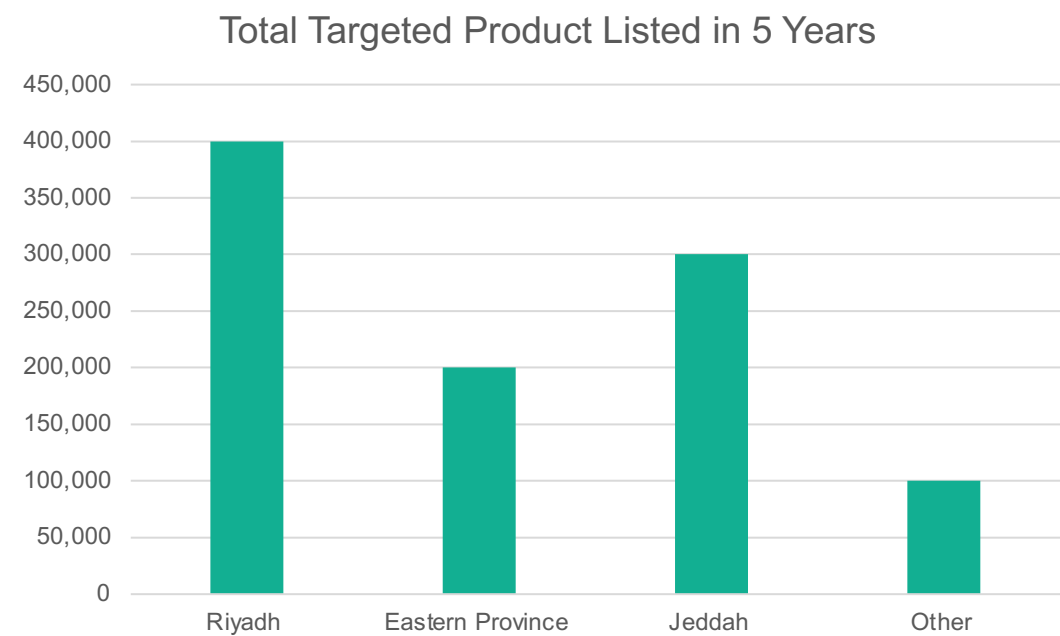


Figure5: Total targeted product listing by different owners in 5 Years



GoEjar inline with Saudi 2030 vision

Thriving Economy

- SMEs growth participation in GDP
- Saudization employment
- Assets utilization and money in rotation

Society

- Increasing cooperative spirit between different communities

Value Proposition

1

Product
management

2

Different revenue
sources

3

Talents and
Co-Founders
experiences

4

Growth
strategy and
partnership

5-Years Projection (Details)

Parameter/Yearly	2022	2023	2024	2025	2026
Sales	6,001,006.05	6,601,106.66	7,921,327.99	10,297,726.39	14,416,816.94
Revenue	900,150.91	990,166.00	1,188,199.20	1,544,658.96	2,162,522.54
Increase rate	0.10	0.20	0.30	0.40	
Cost	392,127.00	568,329.50	852,048.54	1,326,017.88	1,651,431.11
Profit	508,023.91	421,836.50	336,150.66	218,641.08	511,091.43

Ask for (Details)

Money	Investment on	Details	Comments
SR. 330,000/-	Partnership for Delivery and Asset Storage	12 months contract with asset delivery company 12 months contract with asset storage company	Approx of SR. 200,000/- delivery Approx of SR. 130,000/- storage
SR. 220,000/-	Employment and Team Expansion	5 Employees	Total annual salaries
SR. 200,000/-	Marketing	4 Different marketing campaigns	Agency Contracting
SR. 130,000/-	Platform development	- New features addition - New come up partnership - Enhancing current process or feates	Agency Contracting (could be less)
SR. 120,000/-	Platform expenses	- Third party expenses/costs - Maintenance and incidents fix	Agency Contracting (could be less)

Business Mission

To build stronger local communities and a sharing economy by putting the items and vehicles we already own to better use.

Business Values

Impact Focused

Leverage tech to improve the lives of others.

Ideation

Embrace audacious challenges and be highly creative.

High Touch

Create great products and support them well.

Sharing is Caring

Sharing assets and building relations within local communities.