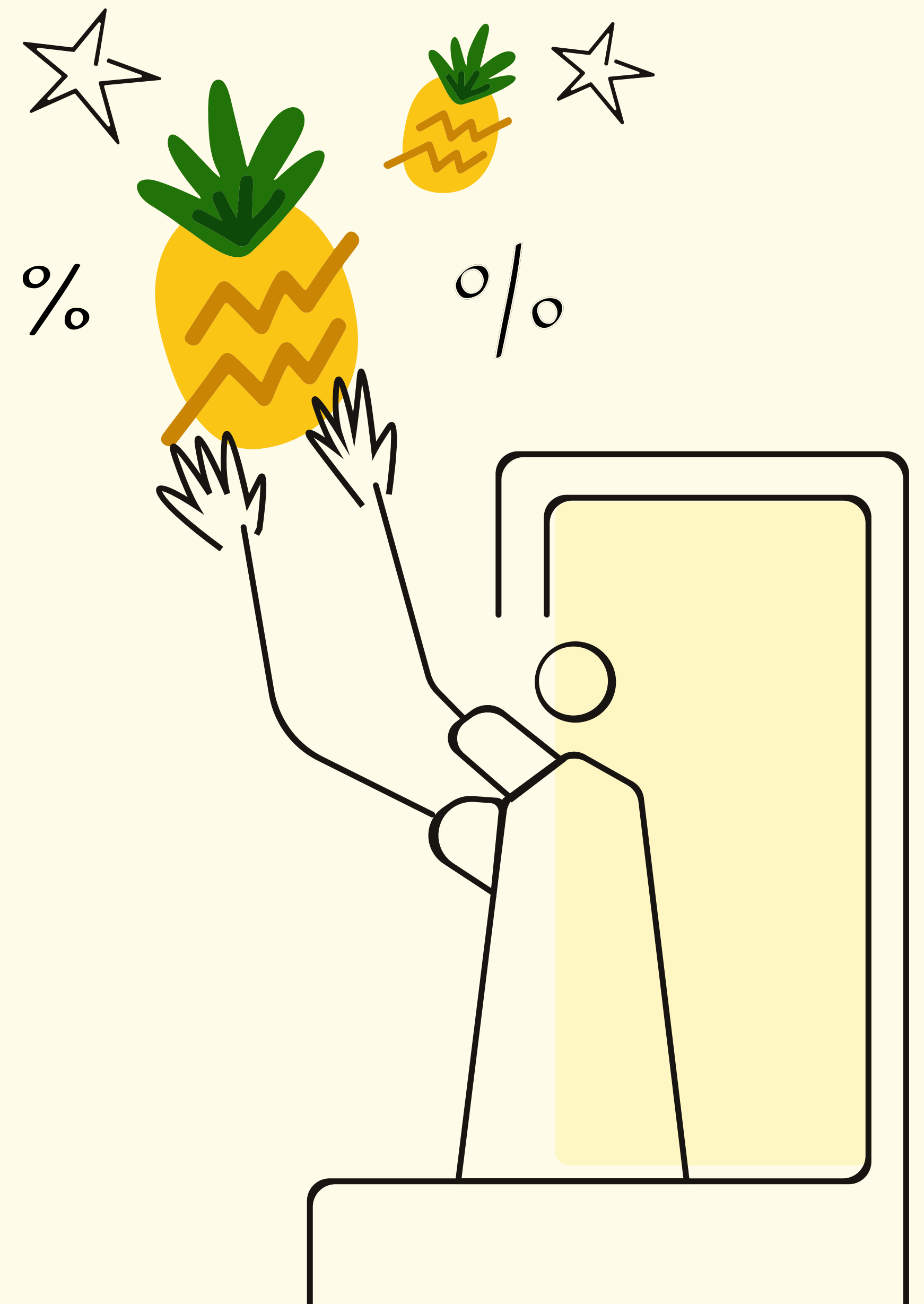




Where Every Meal
is a **Great Deal!**

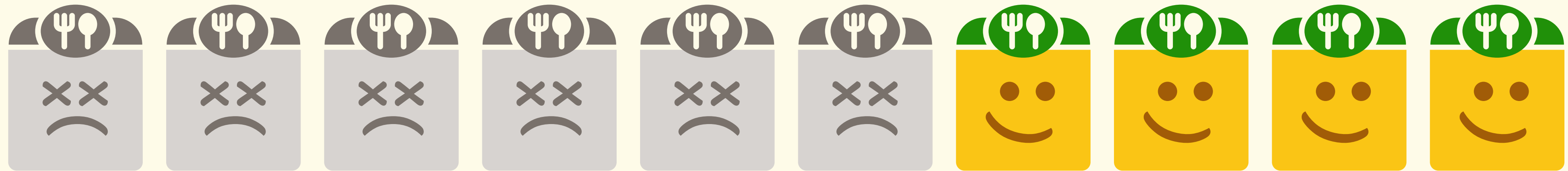


Situation



71% of F&B customers struggle to find high-quality affordable meals and **end up paying 20% more** through food apps.

Situation



60% Of New Restaurants Close Within Their First Year Of Operation

COLADA

According To Saudi Arabia Foodservice Market SIZE & SHARE ANALYSIS - GROWTH TRENDS & FORECASTs

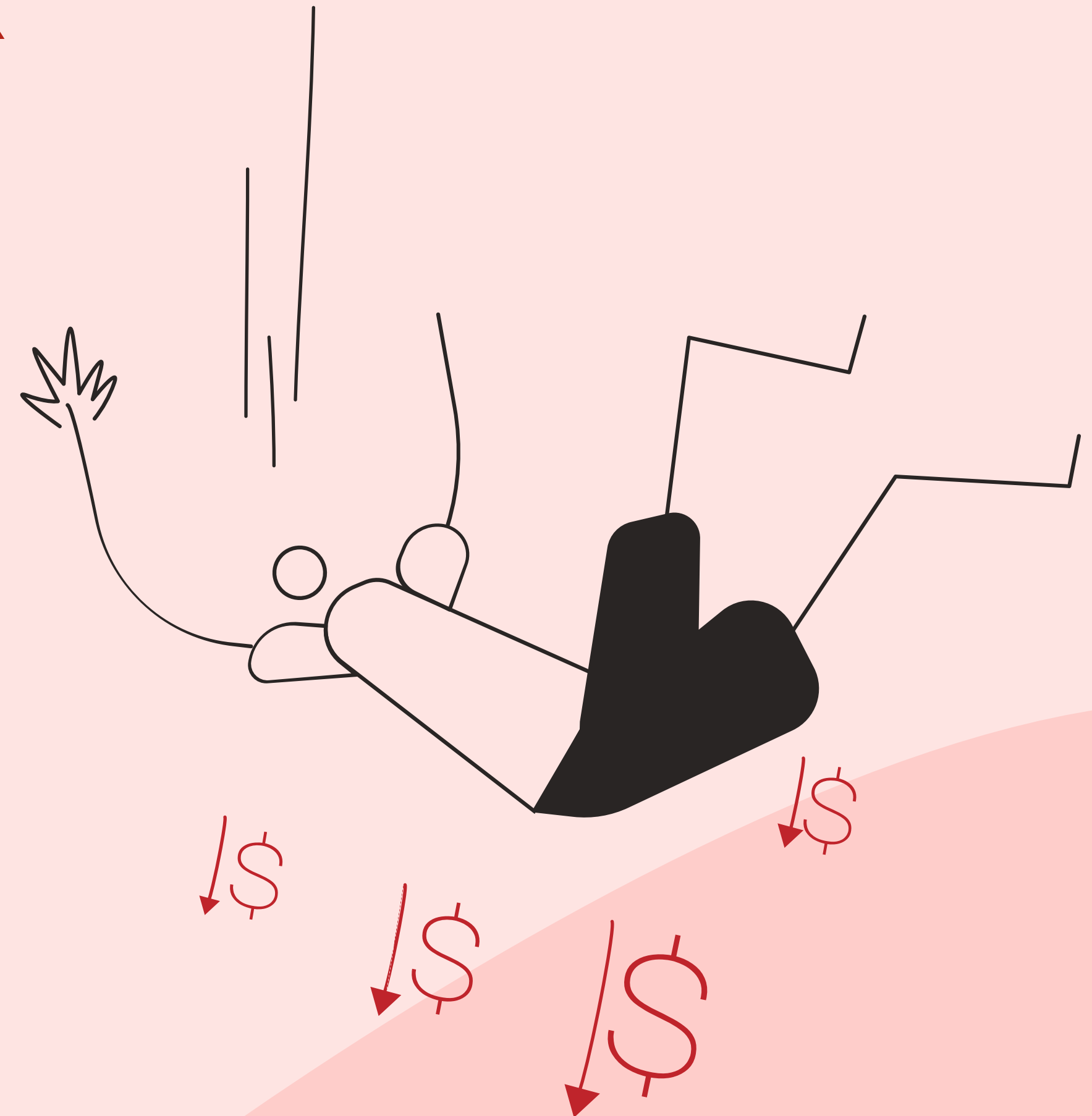
Problem

F&B Customers Face A Paradox In Selecting Affordable High-Quality Meals.

The hike in the restaurants' expenses forces to offer bad choices for the customers which are:

- **Expensive Meals With Small Portions**
- **Or Low-Quality Cheap Meals**

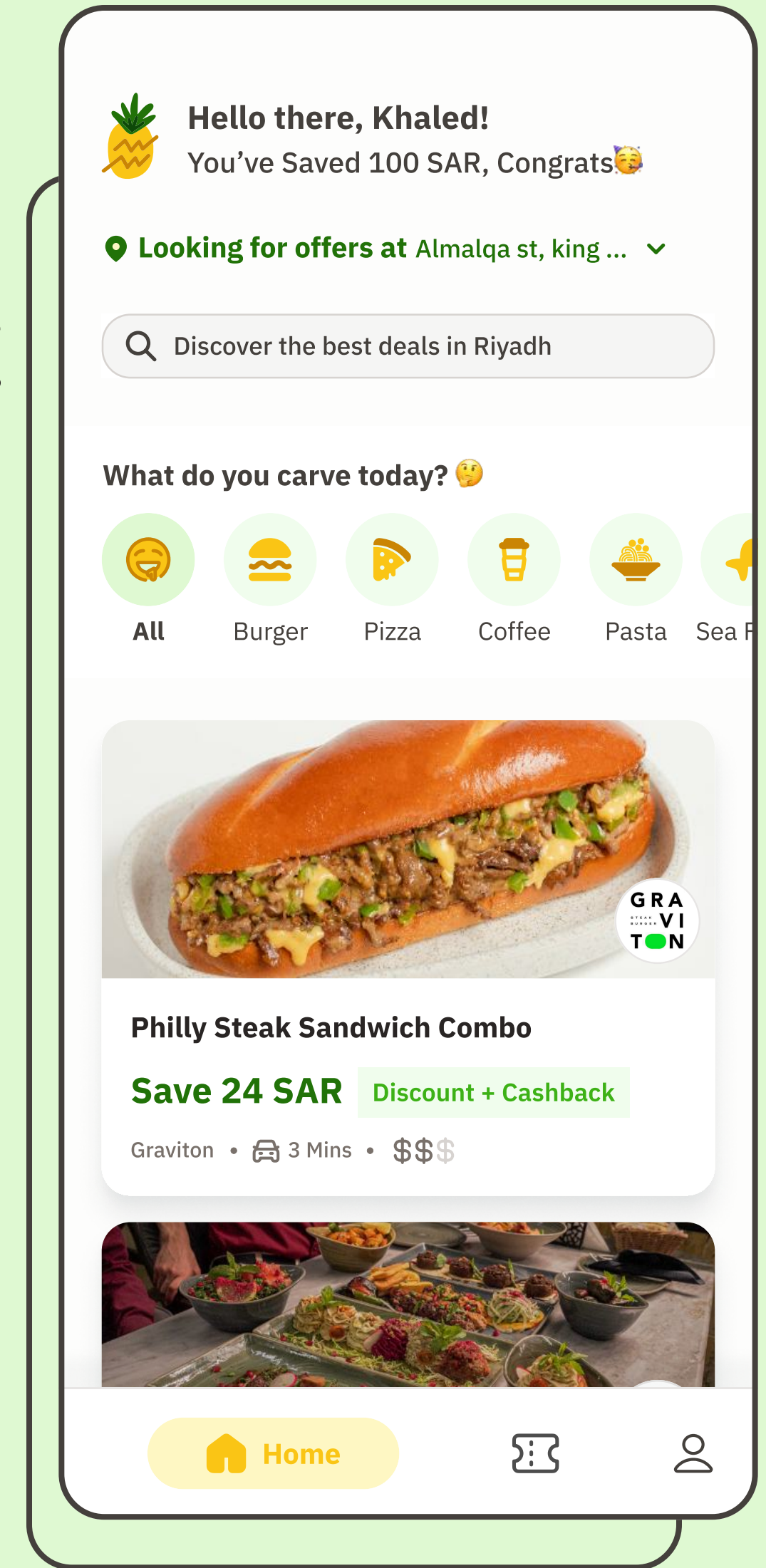
COLADA



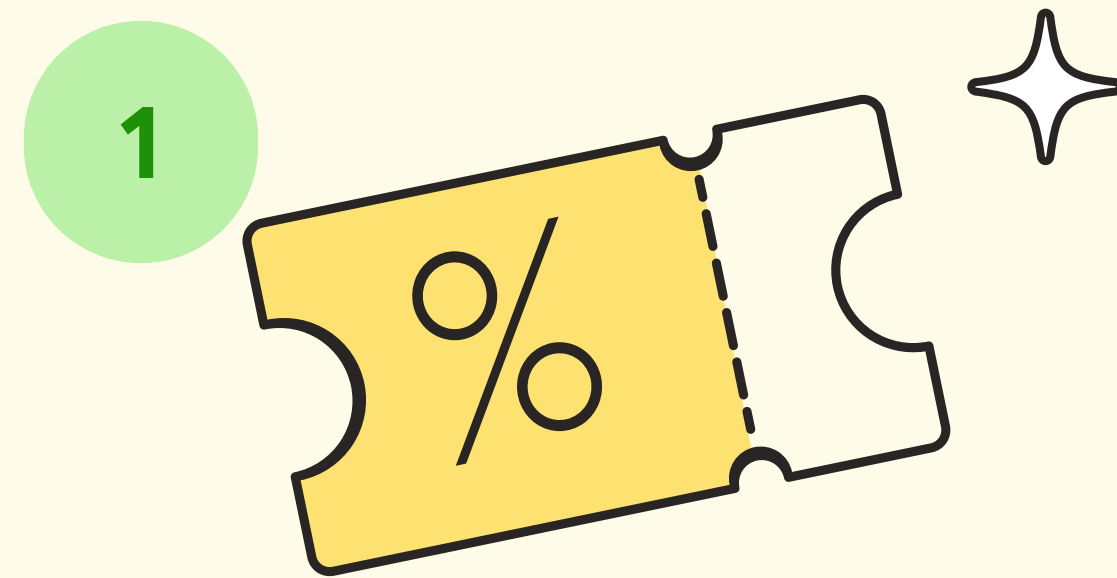
Solution

AI-Powered Marketplace Offering Discounts on Best-selling Meals

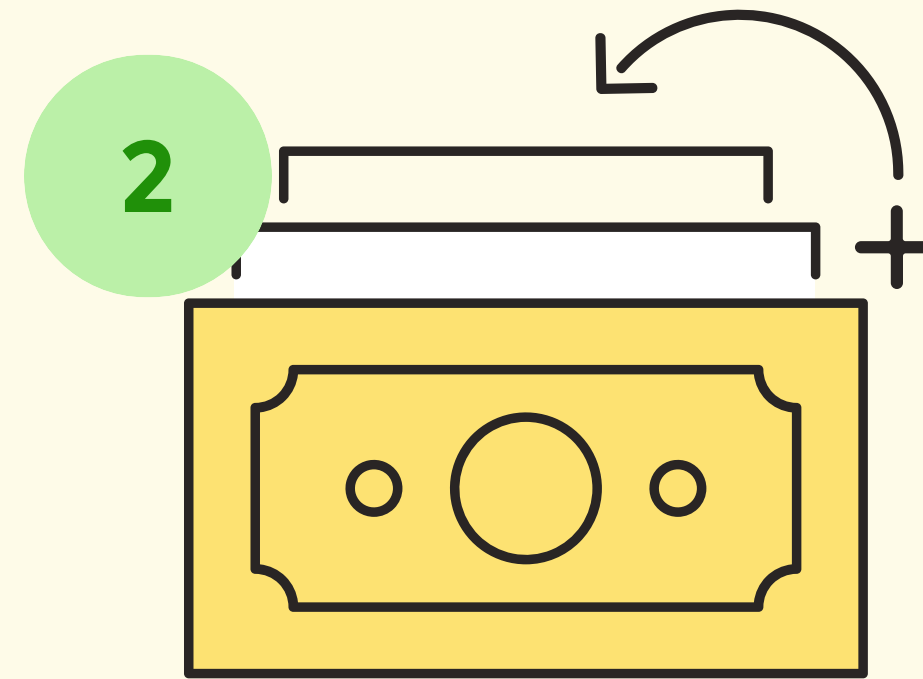
COLADA



Customers Benefit



Enjoying exclusive discounts, therefore **paying less for the highest quality meals** in each restaurant



Saving twice by earning cashback on each purchase



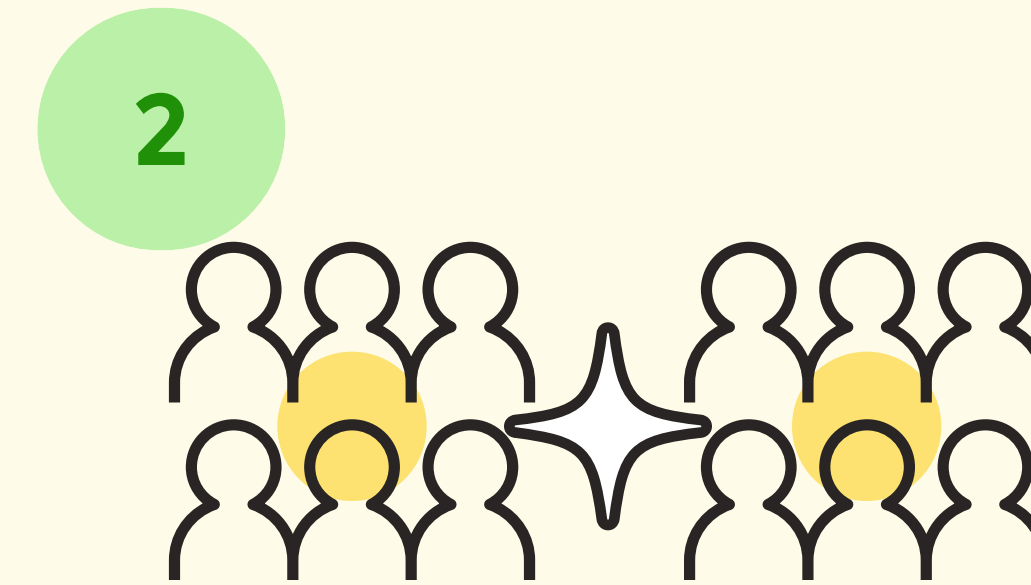
Saving significant time that gets wasted on selecting meals

COLADA

Restaurants Benefit



Reducing restaurants acquisition cost
by targeting high-potential customers
through our AI demand Algorithm



Loyalty creation through utilizing
recurring cashback model and
psychology patterns

How Does Colada Work?

1

Explore A List Of Best Offers

What do you crave today? 🤔

🍔

Burger

🍕

Pizza

☕

Coffee

🍝

Pasta

🍹

Sl



GRAVITON

Philly Steak Sandwich Combo

Save 24 SAR Discount + Cashback

Graviton • 🚗 3 Mins • \$\$\$

2

Activate The Discount Code

GRAVITON

Graviton

→

★ 4.5 on Google Maps



Philly Steak Sandwich Combo

enjoy philly steak sandwich with FREE fries and cola!

54 SAR

40 SAR

+

25% Cashback

Other apps charge around 60 SAR for this meal 😊

Activate Discount

3

Show The Code To The Cashier

✔ Offer Code Activated!

1 Go to the branch

Navigate via Google Maps

2 Show the Code to the Cashier

FC1343

Code Expires in: 59:20

4

Pay Online After Cashier Confirmation

Pay

50 SAR 🙋

FC1343

Bill Summary

40 SAR ~~54 SAR~~

Order Amount

10 SAR

Additions

-10 SAR

Walled Credit

40 SAR

Grand Total

Pay Online

Enjoy 24 SAR cashback 🎉

COLADA

Cashback Is Added To Your Wallet 🎉

5

Business Model

Commissions

10% Per Order

Top Restaurants generate sales through our platform, **where we take a commission percentage**, fostering mutual growth.

or

Subscriptions

2500 SAR/Year

Medium & small restaurants can partner with colada by **paying subscription fees in advance instead of commission**

Corporate Subscriptions

(Coming Soon)

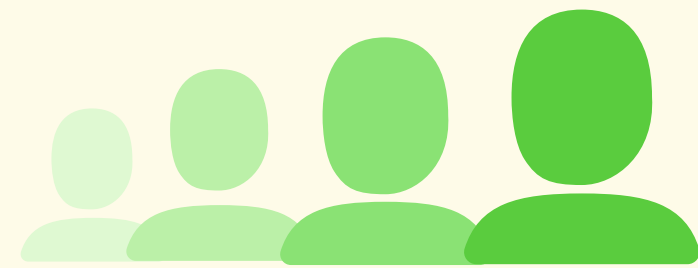
Corporates can offer **exclusive higher discounts only for their employees** in exchange for an annual subscription fee.



COLADA

Our Journey to date

March 2023- Nov 2024 | Self-Funded



Our User Base Grew To
+50K Users

With maintaining CAC below 5\$

COLADA

We Drove **+200%**
Growth In 2024
+570K GMV

\$
Revenue
+100K SAR

Our Journey to date

March 2023- Nov 2024 | Self-Funded



500+
Sizzling Offers



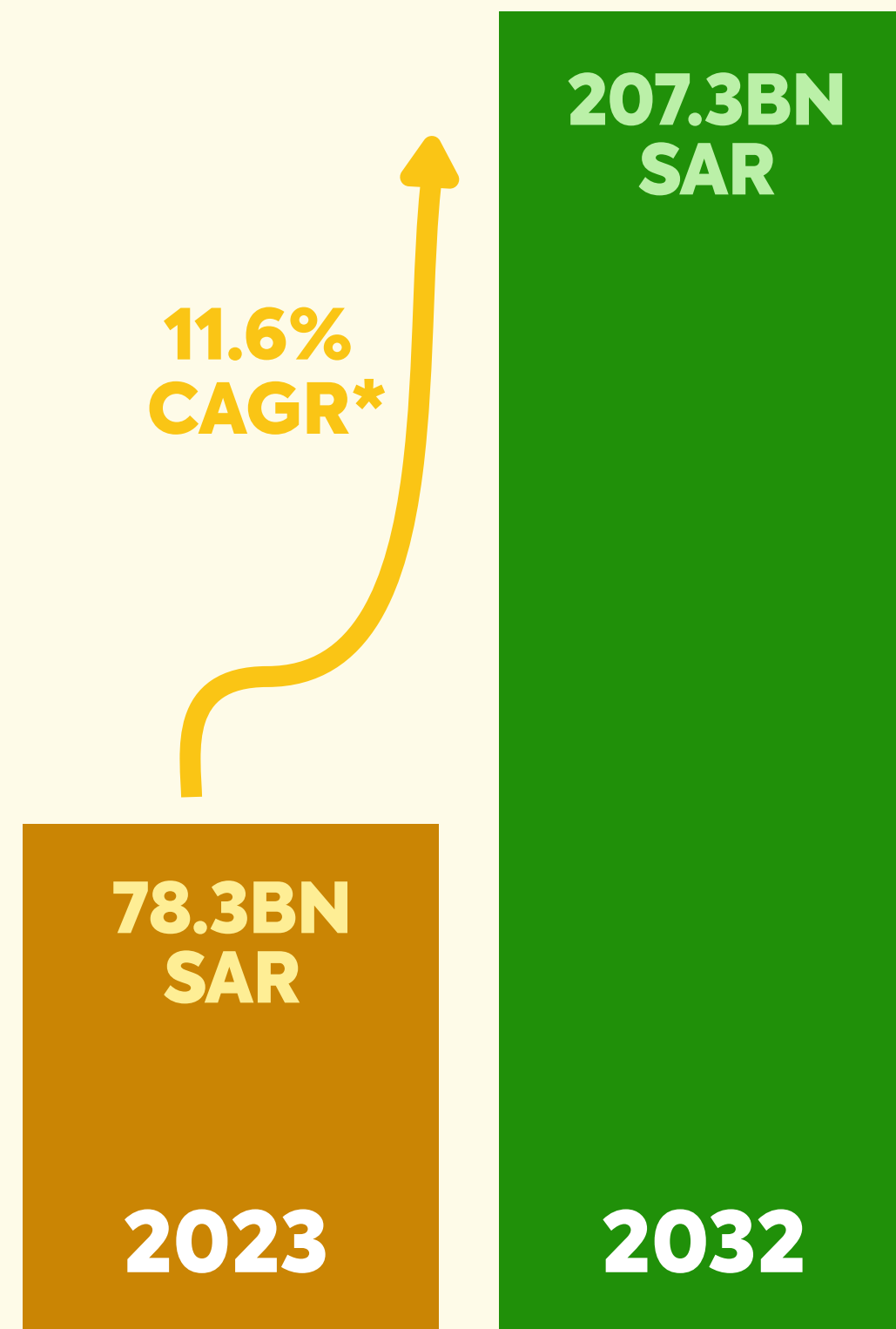
+150 Stores



6000+
Completed
Orders

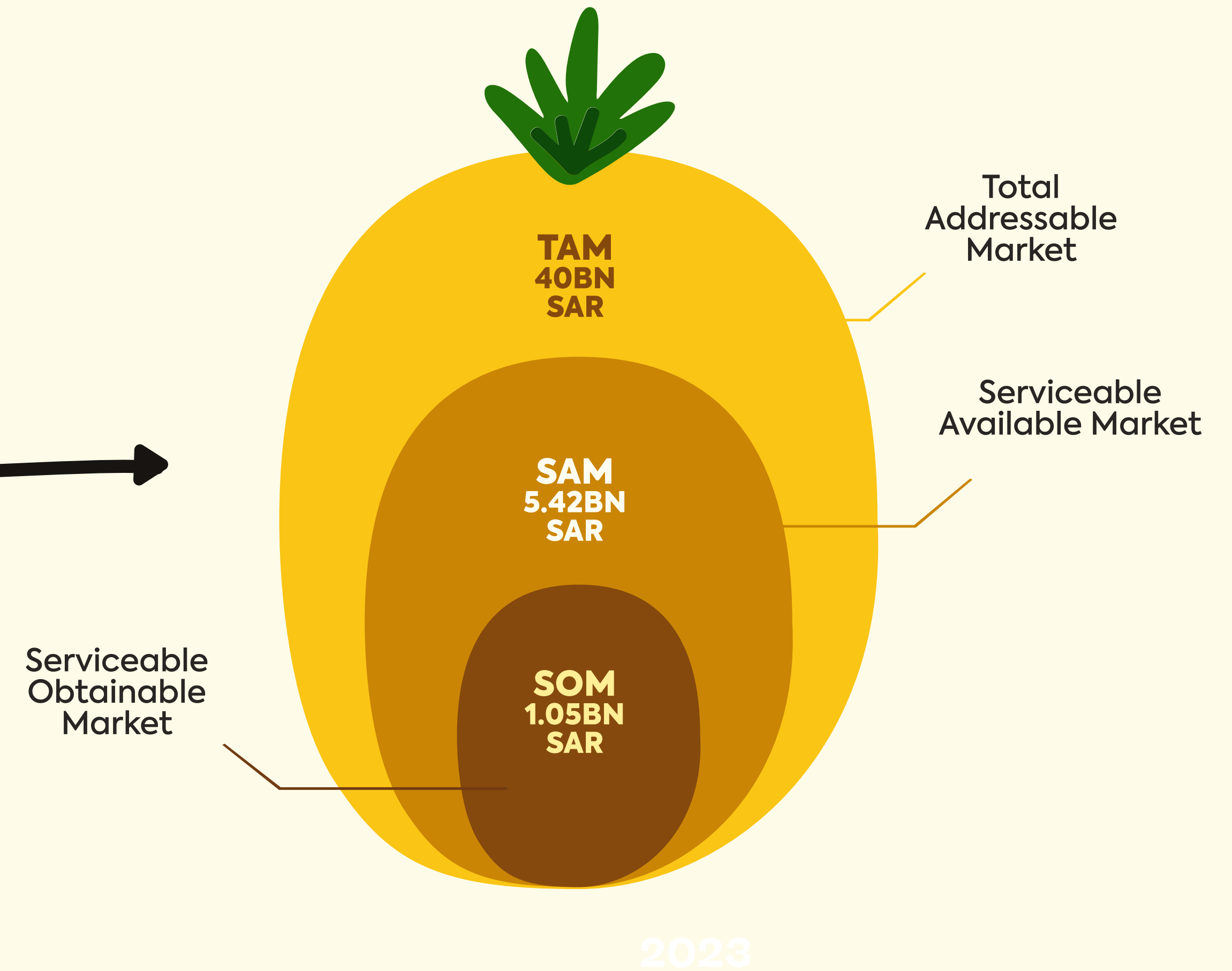
COLADA

Market Size

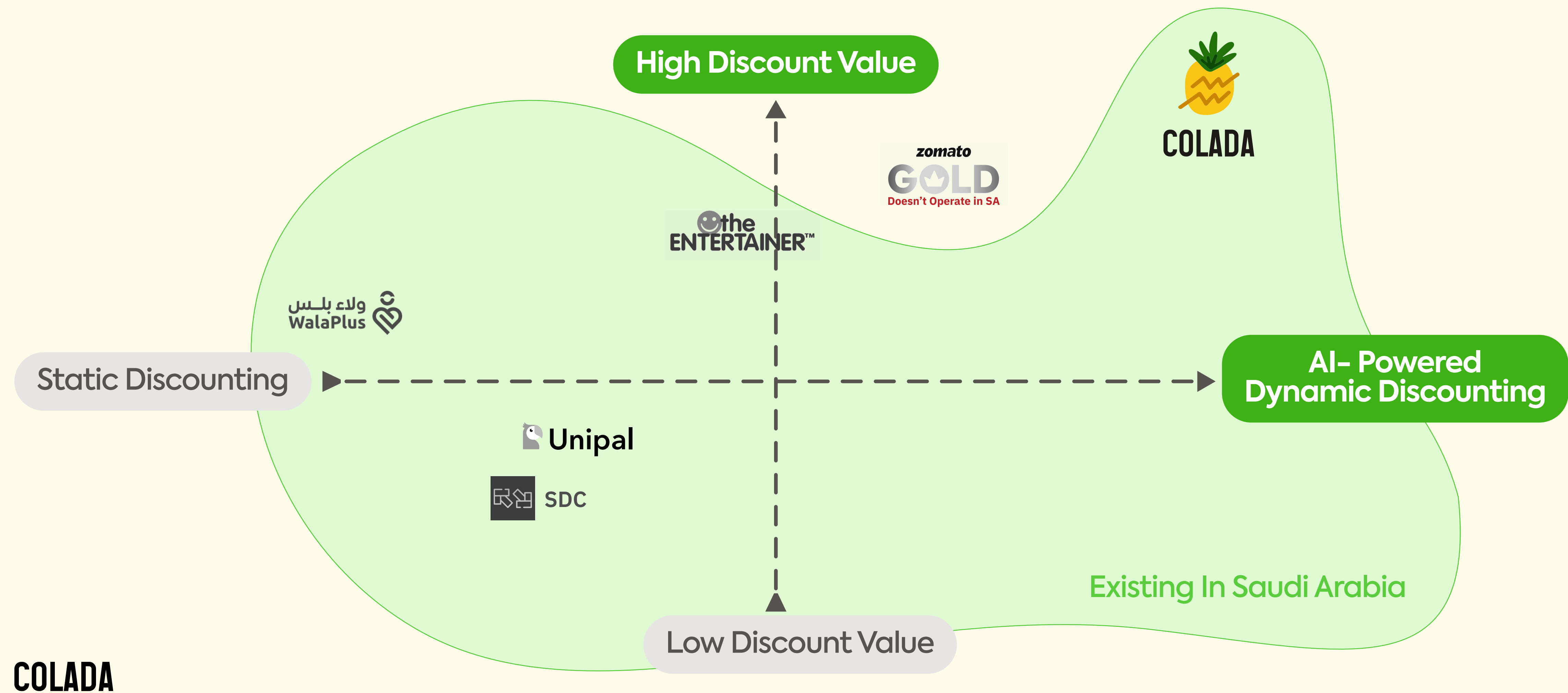


COLADA

Target Market (Pickup / Dining Market)



Competitive Positioning Map



Competitive Advantage



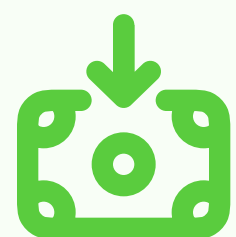
Exclusive Partnerships

Colada offers are exclusive and only available through the app.



Deep Technologies (ML/NFC)

Using a powerful ML model to match restaurants with their high-potential customers and NFC to use colada in restaurants without downloading the app



Low Cost of Acquisition

Managing to optimize our marketing strategies to acquire customers with minimal costs (CAC is 5\$)



First-Mover Advantage

Colada is the first app targeting food selection, making it **the go-to brand for meal decisions.**

COLADA

What's next?

Upcoming Year

COLADA

Colada Luxury & Corporate Subscriptions

From Q4 2024 – To Q1 2025

Key Benefit

Elevating the saving experience with premium quality and service with unlimited cashback.

Business Goals

25% Increase Average Basket Size

COLADA



Luxury Offers

Enjoy the finest experiences with our exclusive offers!
And get unlimited cashback!



Discount on all menu items

Save 50% Discount + Unlimited Cashback

OUTBACK Steakhouse • \$\$\$ • 🚗 7 Mins



Discount on all main dishes

Save 20% Discount + Unlimited Cashback

Awshal • \$\$\$ • 🚗 8 Mins

Colada Pickup

2025 -> Q1

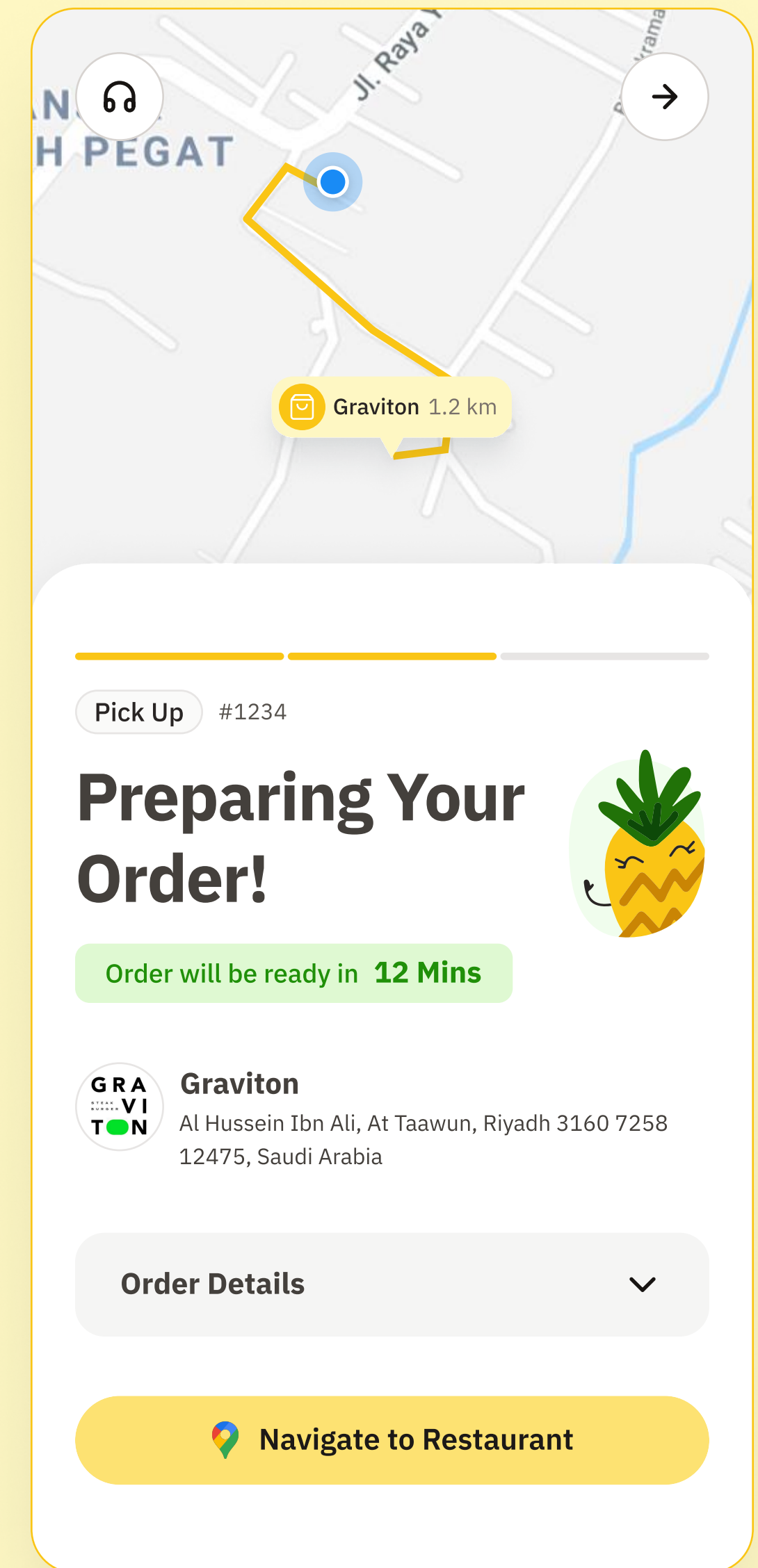
Key Benefit

Making the saving experience more time-convenient with a fast pickup option for users to **skip the line**.

Business Goals

Improve Customer Retention By 5%

COLADA



Colada Direct

2025 -> Q2

 First Mover Advantage

Key Benefit

Simplifying the food ordering process to the max through the power of our sophisticated selection algorithm.

Business Goals

Improve Customer Retention By 10%

COLADA

1

How Hungry?



Not too Hungry



Hungry



Starving

2

How Much?

Minimum: 15 SAR

Maximum: 40 SAR

15 SAR

25 SAR

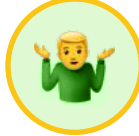
35 SAR

50 SAR

70 SAR

3

Craving What?



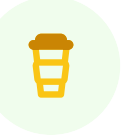
No Preference



Burger



Pizza



Coffee



Pasta



Shaw

4

Which Restaurant?

☐ Surprise me!

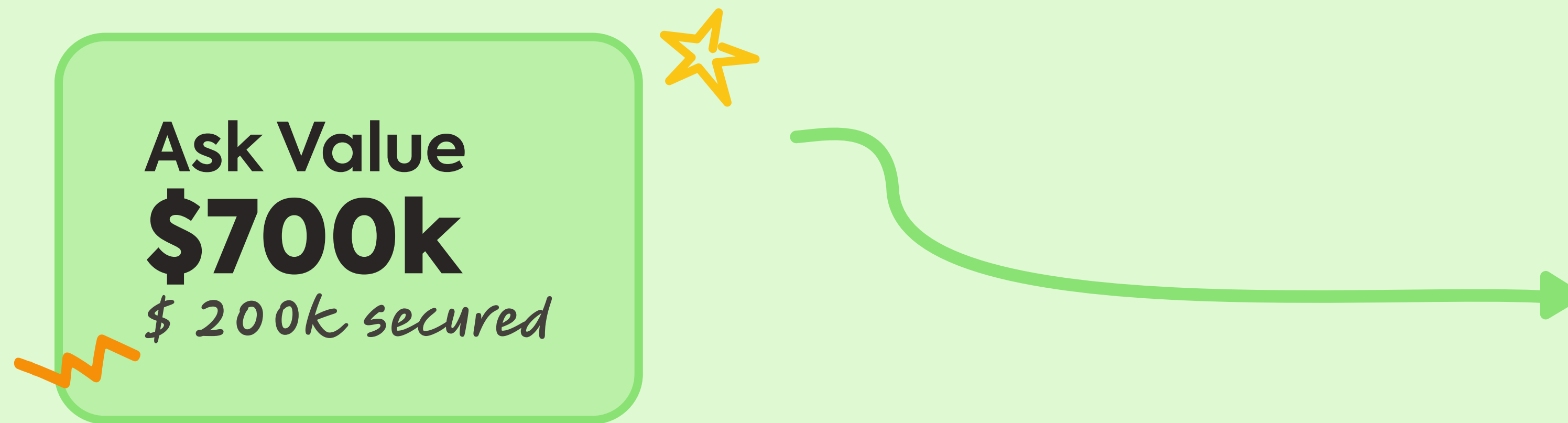
☒ Pick from my favourites.

We'll make sure to keep your allergies in mind!

>>

Swipe To Pay

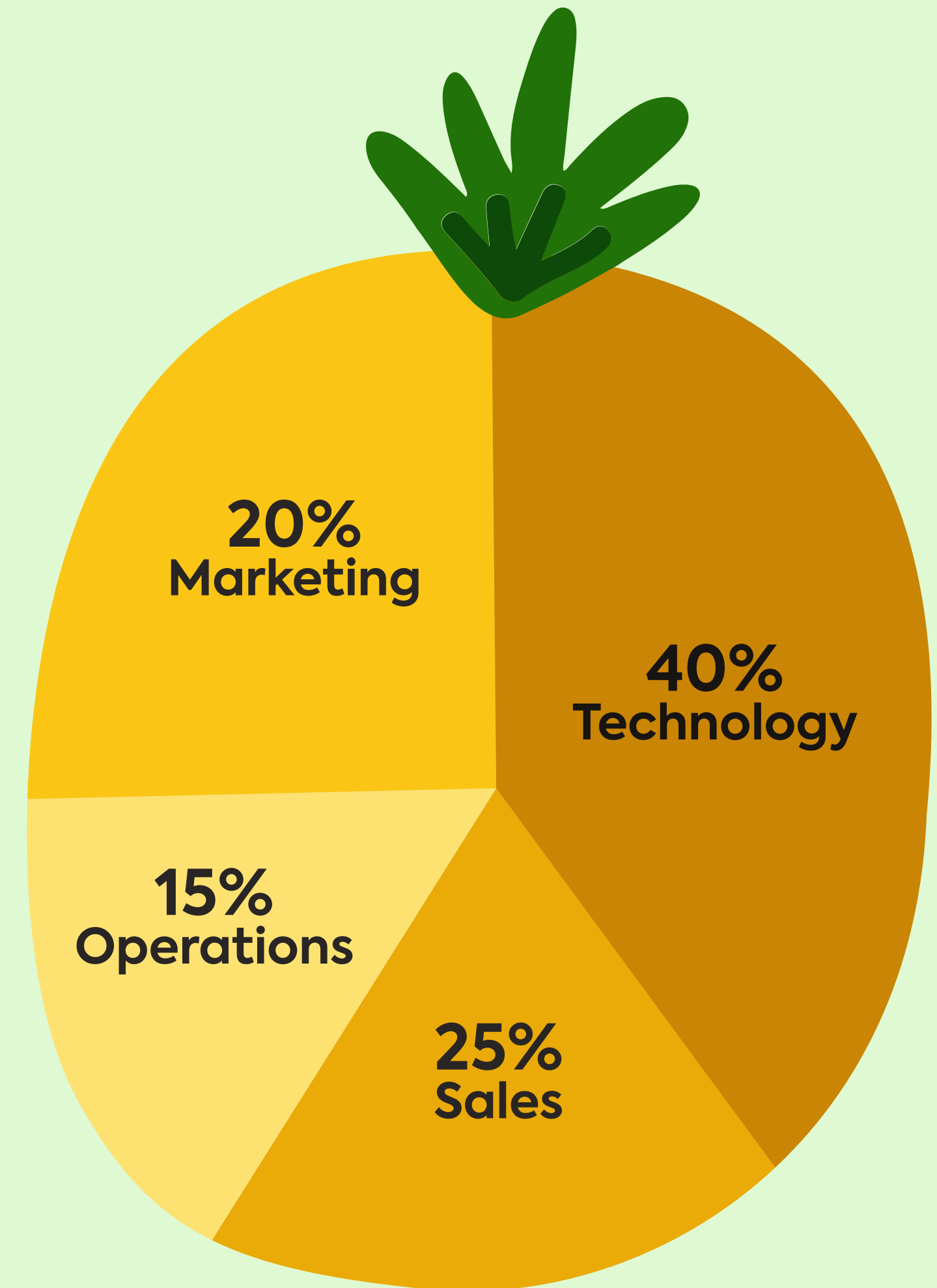
The Investment Opportunity



Goals

- 1 Grow customer base to reach to **75k Users**
- 2 Creating a retention engine to achieve **40% Monthly Retention Rate**
- 3 Achieve GMV of **5M SAR in 2025**
- 4 Partnering with **720 brands in Riyadh**

COLADA



Founders



Mahmoud Hassan
CEO

Previous Experience
Head Of Payments & B2B



Almusafer



Waleed Ali
COO

Previous Experience
Senior Sales Manager



Working With A Dedicated Team

- **4 Full-Timers:** Developers, Product Designer, & Sales Executive
- **2 Part-Timers:** Content Manager, & Marketing Specialist

Our Advisor



Faisal Alnemary
PhD In Educational Psychology



CEO Of Autism Center Of Excellence

+50 Years Of Accumulated Experiences Of Product, Sales & Technology.

COLADA

Try it Now!



   [colada_app](#)

 info@coladapp.io

*Proudly incubated by
Misk Launchpad*



Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman

*Proudly accelerated by
Flat6Labs*

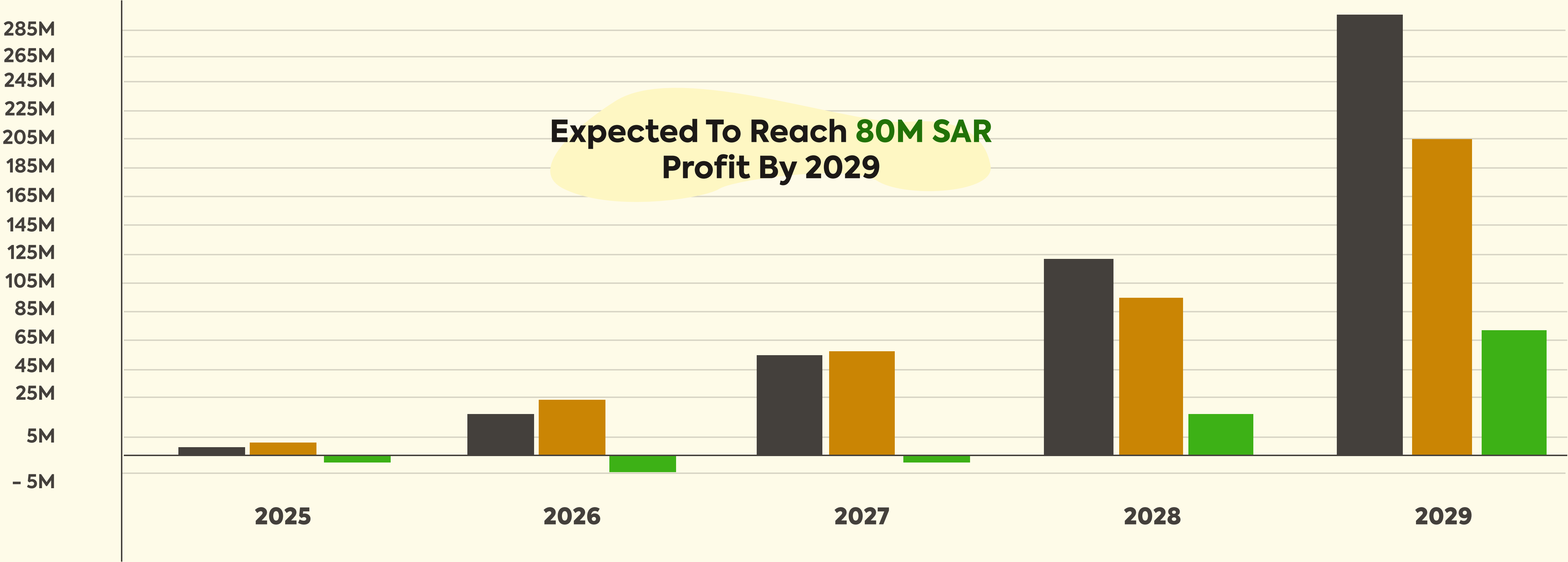


FLAT6LABS



Financial Projections

● Revenue ● Cost ● Profit



COLADA

[Check The Full Financial Analysis Here](#)