

Seed stage Pitch Deck

ABDULRAHMAN ALGASSIM
Ali Raza
Sultan Alotaibi

2024



Ship Faster. Ship Safer.

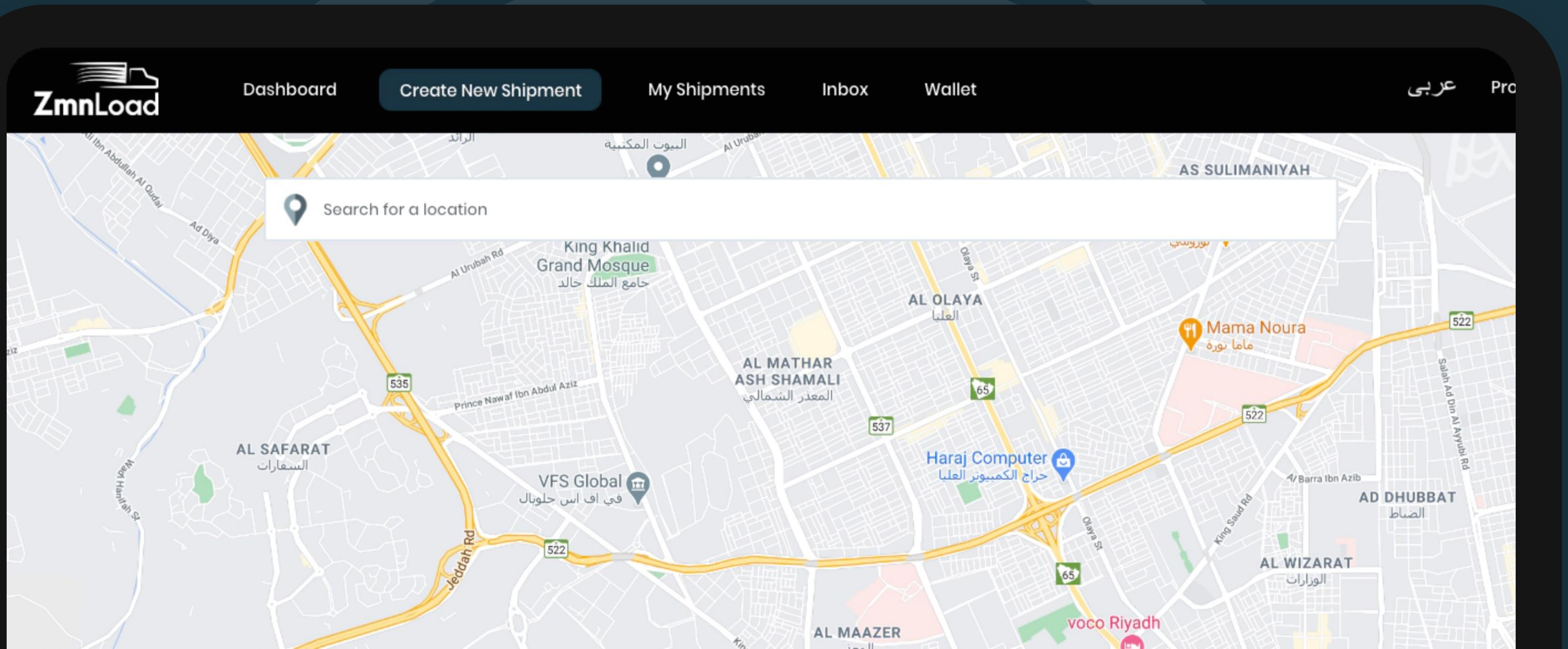


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PROBLEM



What?

The time and effort spent by shippers in searching, finding, waiting for price confirmation and availability by truckers and carriers.

This has lead to longer delivery times by some shippers or/and to move the burden of transportation to their clients to find a truck to transport the goods.

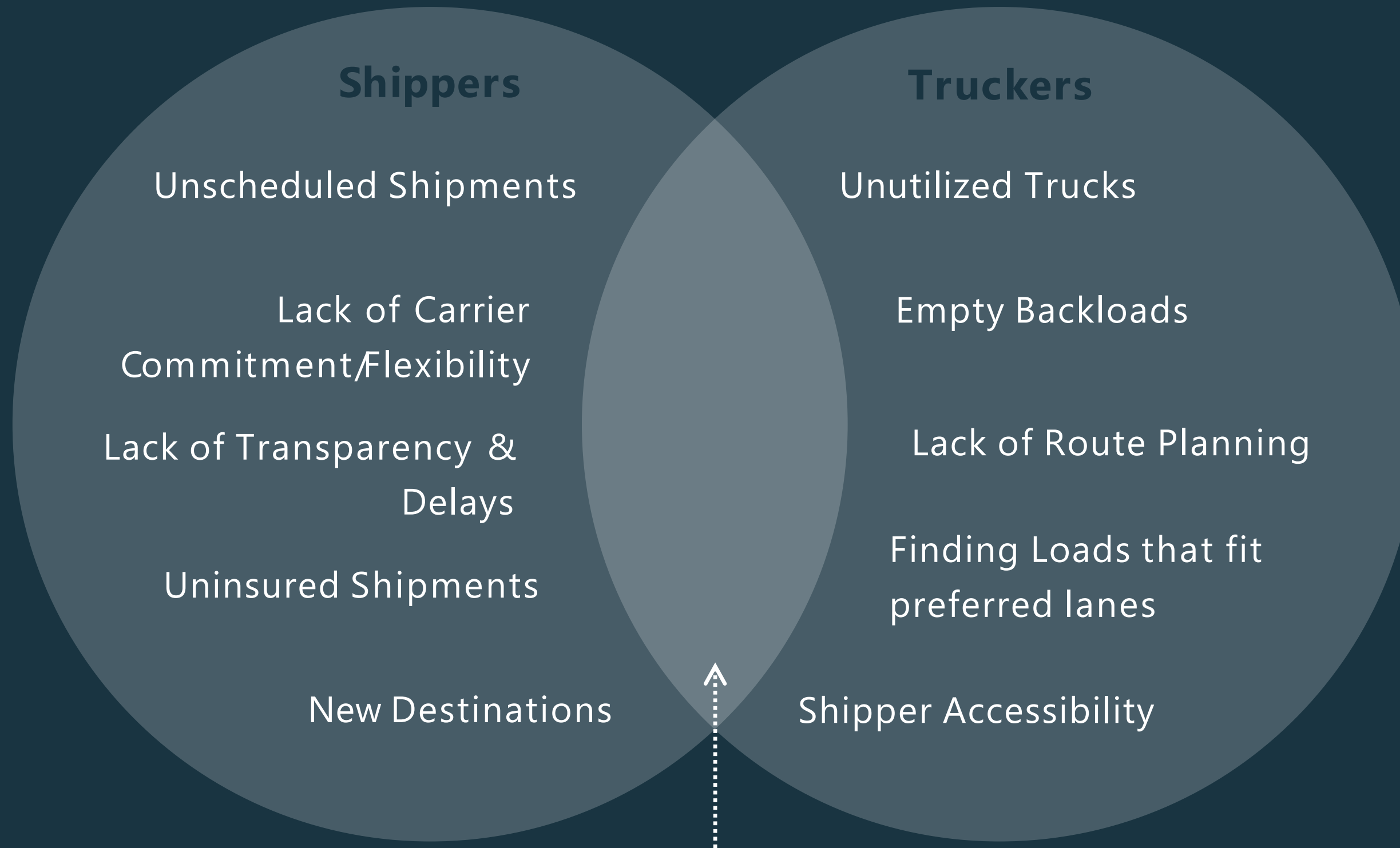
Why?

Inefficiency in matching the ideal supply (Truckers) with the demand (Shippers) due to the limited pool of truck drivers done by conventional brokers and the time spent in finding the right load & truck .

Why now?

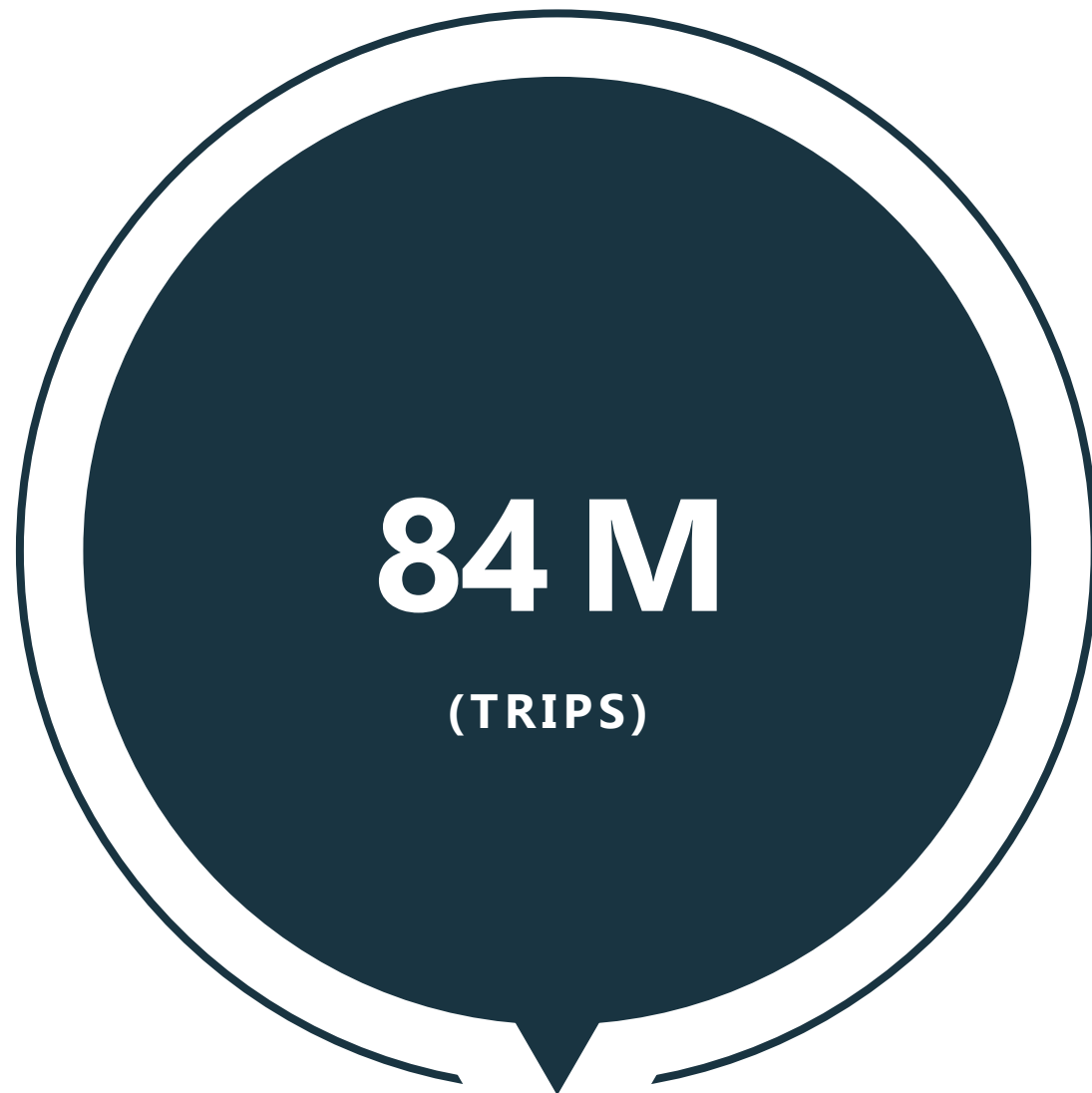
The rise in maturity of the market, the need for transparent, and reliable transportation eco system. Digitalizing the process through our products .

SOLUTION



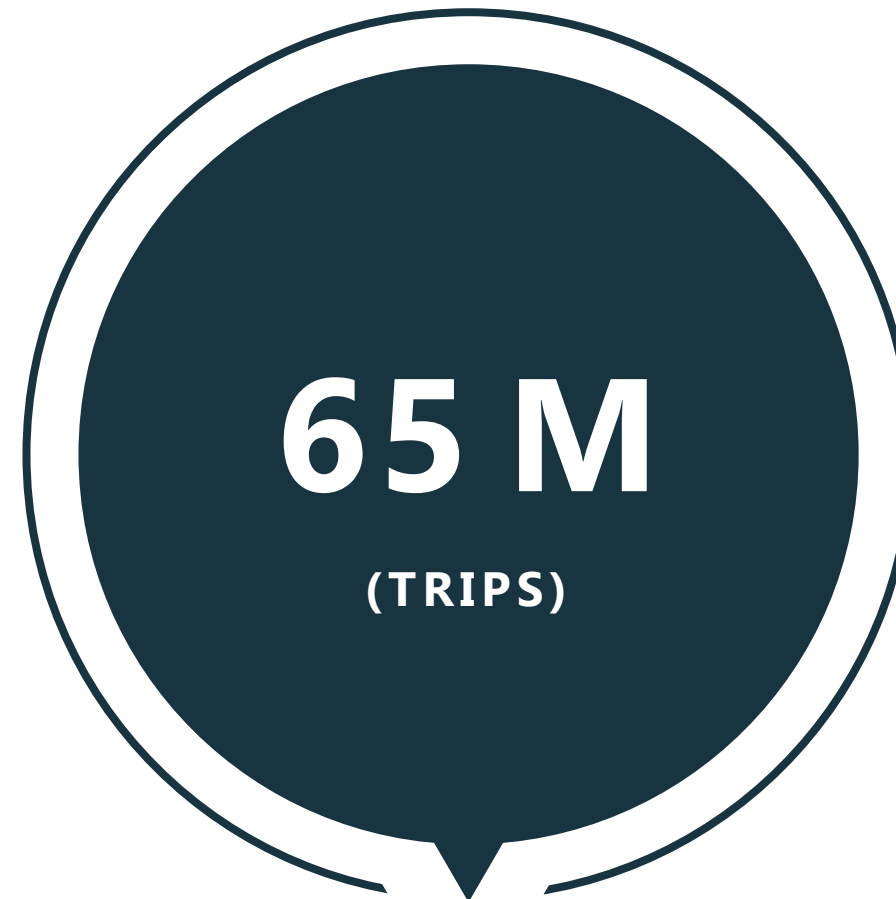
Matching the preferred routes/timing of the unoptimized truck drivers with the needs of shippers

MARKET SIZE



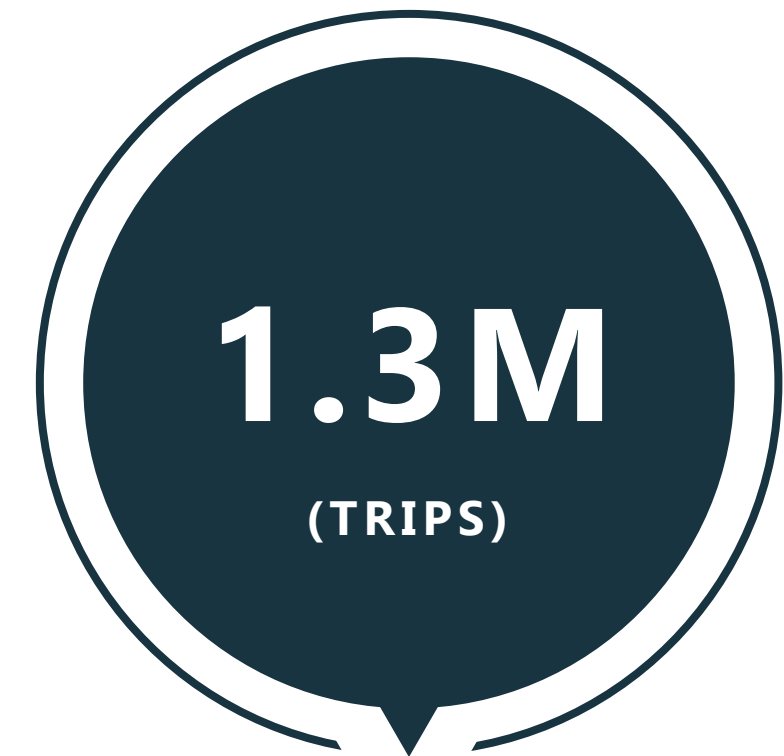
TOTAL AVAILABLE MARKET

According to Ministry Of Transportation, there are 250K truck trips daily.



SERVICEABLE AVAILABLE MARKET

According to General Authority of Statistics;
78% of the land transit market are SMEs



SERVICEABLE OBTAINABLE MARKET

2% of SAM for 5 years

BUSINESS MODEL

WE TAKE BETWEEN 10% TO 20% COMISSION ON EACH TRANSACTION

1.3M

TRIPS

SERVICEABLE OBTAINABLE MARKET

1700

(SAR)

AVERAGE trip revenue

2.21B

(SAR)

Total revenue

Trucking company bids for transport orders received by clients are bundled by Zmnload. It chooses the best offer out of several available offers (based on factors like pricing and availability, lane, client needs, industrial site permits, truck weight & specs, etc.). As a service charge, a margin on the chosen bid is added, giving the customer a single offer. Zmnload receives its total revenues and then reimburses trucking companies for their transportation costs while keeping its profit margin.

GO TO MARKET

THREE MAIN SALES CHANNELS

Goal

Market demand

Marketplace

- shipments with high volume
- Onboarding new clients /ecommerce

-
- API Integration with marketplace
 - Digital Marketing

Channel Sales

- Hiring brokers in the market with existing customer base

-
- Broker online - Partnership agreements

Direct Sales

- Contractual recurring shipments
- Mid-Large clients

-
- Sales personnel

PRODUCT ROADMAP

UI/UX, Prototyping, Product, Specs, Vendor search



User journey creation. Multiple wireframing and UI iterations. Product roadmap strategy, Development partner selection



Solution Development, Release 1MVP



Beta Launch

Release 2 Early Adopters, Release 3 Customer service , Beta Testing Field Testing



2021 / Q1-Q2

2021 / Q3-Q4

2022 / Q1-Q2

2022 / Q3-Q4

BUSINESS ROADMAP

Market Research, Meetings with Shippers, Truckers, Transportation companies, and Brokers.



Built strong relations with transportation experts. Lead Generation & Beta Testing Qualification. Joining WhatsApp groups, Aggregating pricing



Hiring sales , Operation teams, signing new contracts with customers and suppliers



Exploring new industries, expansion of sales & operations transactions.



PRODUCT ROADMAP

BUSINESS ROADMAP

ReLaunch

Completing MVP & Backend DB Restructuring, Upgrading Routing Android App



2023 / Q1



Completed Project and Product SOPs, Beta Testing on the field with trucking companies for product market fit

Phase 2

Vendor portal Registration, Basic operating features, Create Shipment (Shipper) invoicing, GRN document, Basic Reporting, Trucker App Geo-Fencing



2024 / Q3



Testing environment for the truck drivers' app done by the operations team for both loading in-transit, and offloading procedures.

Shipper & Vendor Scheduling Management, Load Matching, Trucker & Shipper App API enhancements, Trucker app tutorial



2024 / Q4



Expansion of sales & operation departments Evaluate the performance & improve operation access & control of shipper/driver app.

Launch

Bayan integration, Admin Notification Management, Wallet Management, Revamp Zmnload Website in Drupal/WordPress (CMS)



2025 / Q1



Implement digital & social marketing for shippers & suppliers & full control of the app efficiencies

PRODUCT ROADMAP

Third Parties Integration, Like OTO, Warehouse, and Shipper App (IOS & Android) Enhancements to manage all operations from Mobile App like a portal. Soft Launch, Kick-off Marketing.



2025 / Q2

Broker Panel, Pricing Calculator based on factors, Referral/Coupon system



2025 / Q3

Full-Scale Launch

Multi lingual (English, Arabic, and Urdu)for all portals and apps. AI-Based forecasting, Vendor Mobile Apps (IOS and Android), Load analysis for upgrading infrastructure



2025 / Q4

Upgrades

Vendor Mobile Apps (IOS and Android), Trucker IOS app.



2026 / Q1

BUSINESS ROADMAP



The capacity to input transport specifications in portal and rapidly receive load confirmation
New offices to be opened in Jeddah for business expansion



Reward program & referrals for both shippers & suppliers.
Signing additional contracts with freight brokers



Availability of a significantly wider range of transportation options. Information and research to identify inefficiencies, measure performance, and optimize operations



A straightforward and user-friendly technological solution developed with the needs of the transporter and shipper.

COMPETITORS

Name	No. of rounds	Amount raised
 ANY TRUCK ANY TIME ANY WHERE	10 rounds	\$ 320.4m
 Your Logistics Partner	3 rounds	\$ 10.4m
	7 rounds	\$ 72.6m

WHAT MAKES US DIFFERENT?



- We noticed that there are different players in the market.
- All try to capture the market at once : small pickups, Dyna trucks, trucks
- Our approach is to focused on trailer types : Flatbed, Curtain Side, Low bed, Reefer Trucks.
- ZERO incidents (100% delivery after accepting the job, ZERO damages, and ZERO thefts)

Focusing on trucker Loyalty

Our Go to Market is Lane by Lane, Trailer Type by Trailer Type. This leads to a healthy expansion achieving density & loyalty of truckers. In addition, return trips achieve higher active users and higher gross margins.

Peace of Mind

Our aim to be the outsource transportation department for shippers. Providing active follow-ups of shipments with omni channel customer support system. In addition, all our shipments have cargo insurance.

Transparency & End to End Visibility

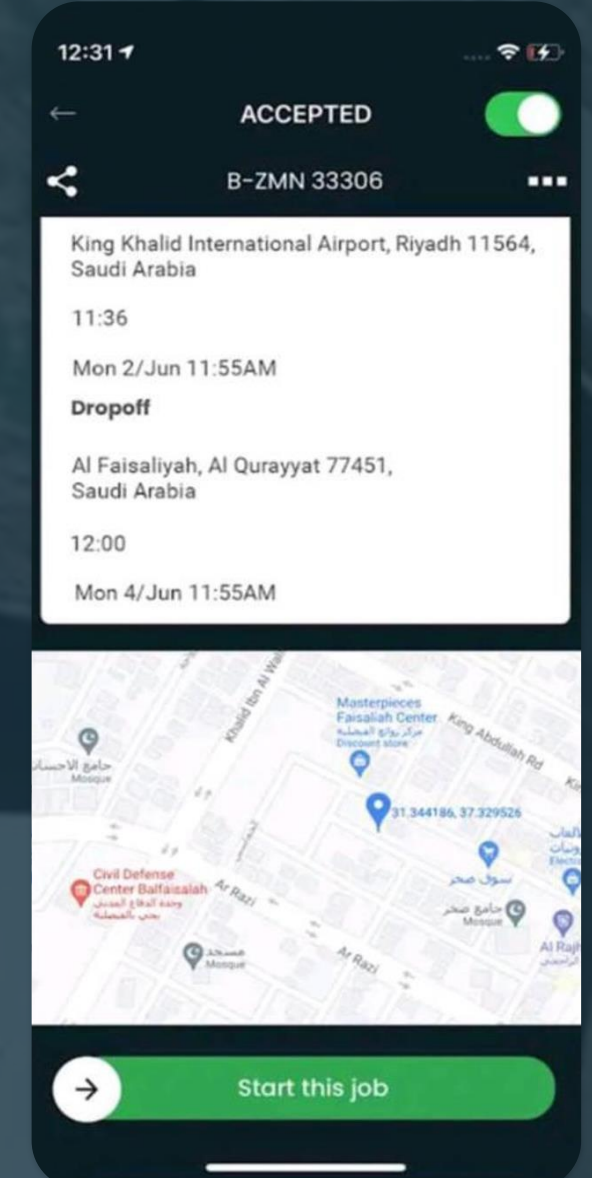
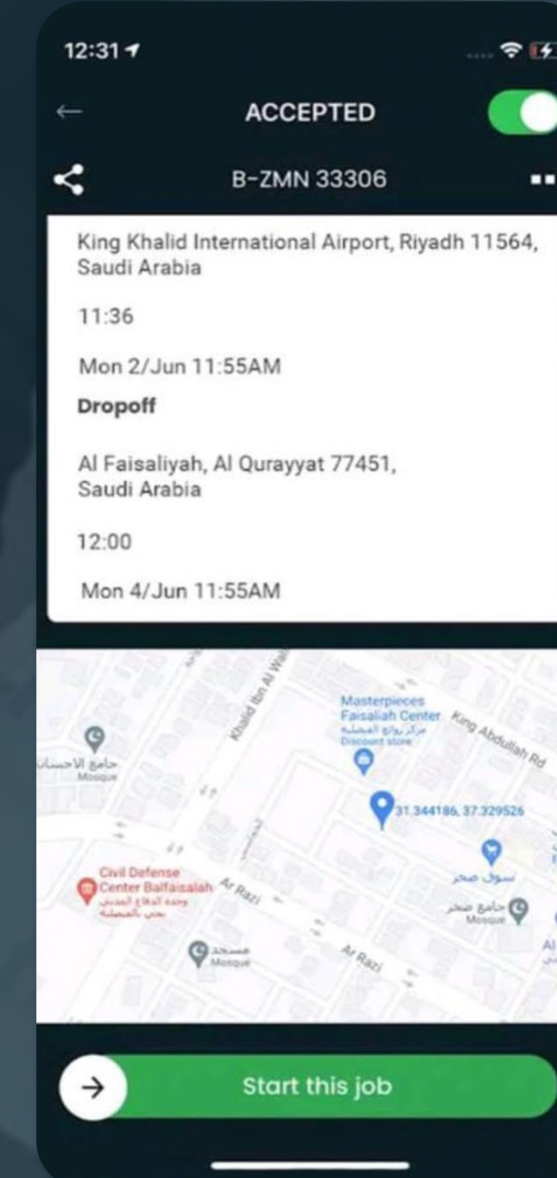
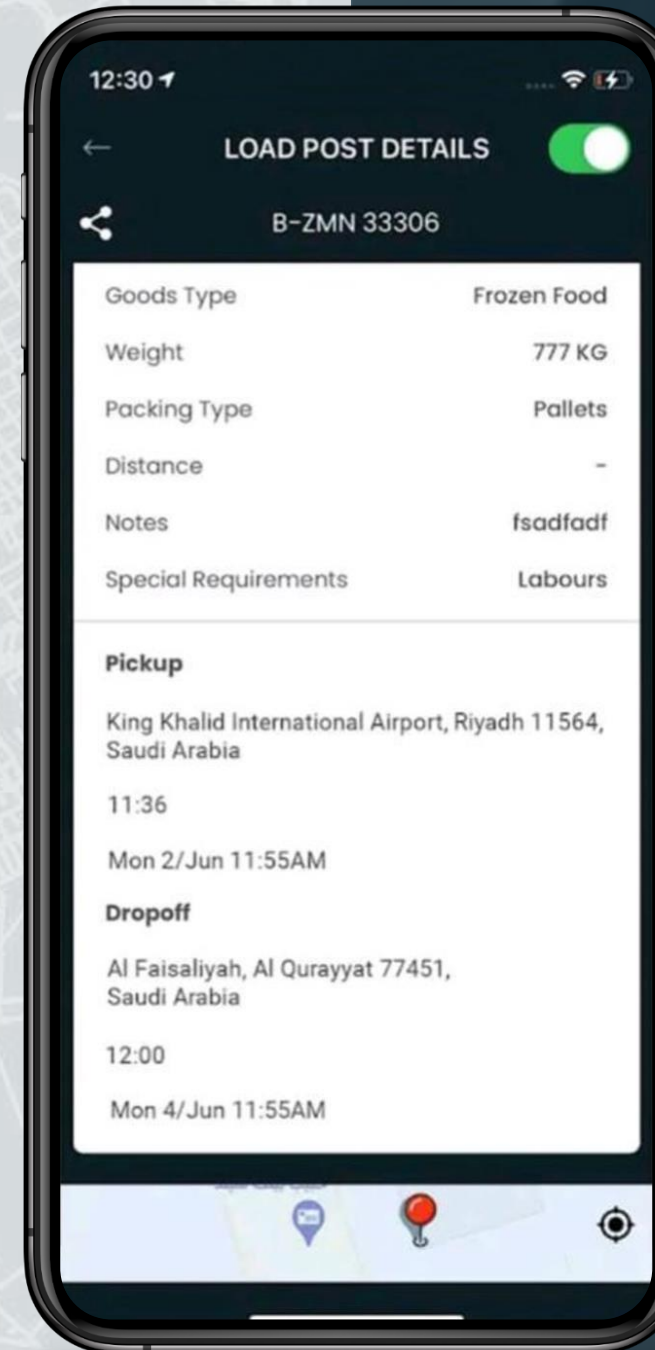
Marketplace for truckers with pricing, load details, and routes. Dashboard for transport companies to assess performance.

Shippers and their clients (receivers) can track their shipments 24/7.

WHAT MAKES US DIFFERENT?

We believe in digitizing the fragmented transportation sector in developing our product fast. Truck drivers app had major enhancements. Our focus are the SME trucking companies & truck drivers by giving constant loads through our Load board in SouqZmn.

Our fast pace to launch our truck driver app will make us first in the Saudi market to start automating the process of dispatching drivers through our load board (SouqZmn).



Jobs completed

Driver Training/Documents Uploading in App



Diriyah Formula E Job Site Porta Cabins Movement



Long Distance Projects (Eastern to Western Region)



Diriyah Formula E Job Site # 2



ARAMCO Job Site Eastern Region



SABIC Project / Jubail Industrial City



TRACTION

2022

107 Shipments completed

200+ Orders received

20 Qualified shippers

15+ Dealt directly with trucker drivers

2023

571 Shipments completed

1500+ Orders received

100+ Qualified shippers

8,000+ Trucker contacts

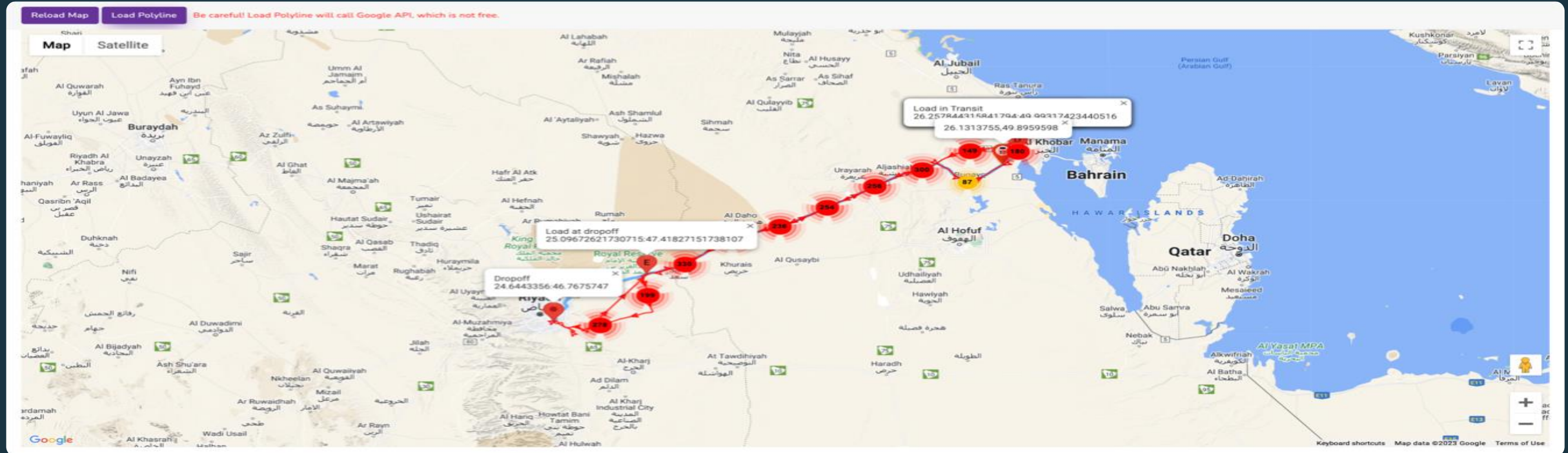
2.5X Q o Q revenue growth 2022

Top customers and vendors





Shipment Tracking-Monitoring & Tracing Shipment (Loading-Final Destination) By Our Solid App



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Scalability - Move Into New Geographies and Market Segments

Targeting projects for steady revenue . Customers Sample below

S #	Company Name	Industry
1	Near East Petrochemicals	Petrochemicals
2	Green Pipes	Pipes & Fittings
3	Al jazira Falcon	Ac & Refrigeration
4	OTO	E-Commerce Industry
5	Saudi Bulk Transport Ltd.	Transportation
6	SAL	Logistics
7	Al-Watania Plastics	Plastics
8	Fipco Fpc	Manufacturing Company
9	Al Musairiey Steel Industries co.	Steel Industries
10	Yamama Company Ltd.	Bricks & Clay Products
11	Wabra Contracting Co.	Construction
12	Samnan Holding Co.	Sanitary
13	Al-Ajllan Tensile Structure	Tensile Structure company
14	Al Sahoo For Technical Projects	Technical Projects Co.
15	Riyadh cables	copper rolls
16	Sitco Pharma	Pharma
17	Dalco Bond	Aluminium Panel Factory
18	ARTIC	Arabian Tile Company
19	National Kham Plastic Factory Co.	Plastic Factory co.
20	Riyadh Foundry	Iron Manufacturer
21	Astra Mining	Mining Company

Integration with E-commerce platforms

1. Zmnload's network of high-quality carriers for shipments can be accessed by anyone who manages freight through application programming interfaces (APIs).
2. It gives our customers and suppliers more ways to connect to our network. We see great value in the efficiencies that Zmnload can provide customers who manage their freight are looking to simplify their complex supply chains procedures in availability of trucks & transparent cost of transporting their goods.
3. Integration with : OTO (Ecommerce) ,Smart Warehouses, Mawani, and logistics companies.

Partners



Mawani

API document requested By Mawani to integrate for container transporting



Ejabiah :

Invoice factoring company with a credit limit of 500 k SAR to 1 m



Riyad bank:

SME credit facility

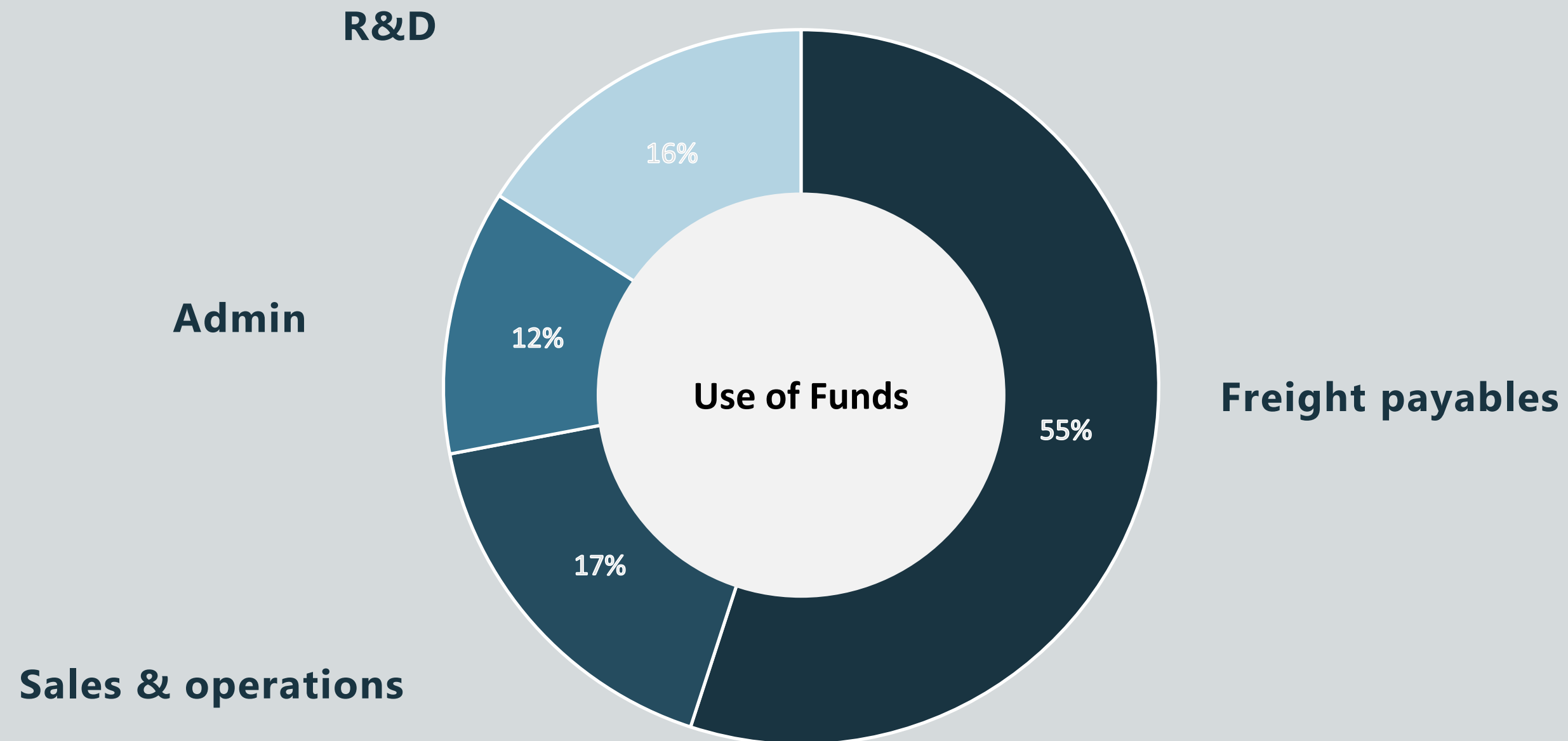


Elm:

Successful Integration between Zmnload platform & Naql portal (legal truck drivers documentation verification and the validity of truck registration)

FUNDING NEEDS

We are raising a seed round of SAR **4.5** m for 18 months of runway



FUNDING NEEDS

Summary outcomes for the upcoming 18 months :

- Total revenue target: SAR 24 m
- Targeting 12,650 shipments
- Enhancement of our digital infrastructure to better engage with customers & suppliers to improve efficiency
- Launch auto price quotations/ booking
- Boost online presence (Social Media , Website Upgrading)

We have considered various factors such as market trends, customer demand, and competition to arrive at these numbers. We believe that this round will enable us to achieve our business objectives for the upcoming period.



KEY CHANGES AND IMPROVEMENTS

While our budget for the upcoming period is largely based on the previous year's budget, we have made some key changes and improvements to respond to market dynamics and drive growth. They include:

- Investment in marketing and sales initiatives to expand our reach and acquire new customers
- Improvement in our supply chain management to optimize / reduce cost
- Training and development of our workforce to ensure they have the right skills to meet the changing needs of our customers and business.

Capital Raise Milestones

Headcount Increase

Go from 3 to become 8 and stabilize on brokers between Riyadh, Jeddah, and Dammam.

Jeddah Office

Aim to open during Q4 / 2024

Operations Expansion

As team size will increase, we will expand our number of shipments in the whole KSA and also backhaul trips from Dammam and Riyadh - bigger coverage of the Northern, Western, and Southern regions of the KSA market. Also, continue the platform development and activate exponential growth.

Profitability

By Q1 of 2025, we forecast to be profitable of breaking even.

Team



Abdulrahman Algassim

Founder/ CEO

"12+ years in contracting industry with SCM for public/private contracts. Throughout his professional journey, he has showcased proficiency in domains such as project management, team leadership, and client relations. His commitment to excellence and continuous improvement has consistently contributed to the success of various projects and initiatives. with a strong track record in driving strategic initiatives and fostering business growth. With a keen eye for detail and a passion for innovation.



Eng. Ali Raza

CTO

"16 + years of experience in the IT industry a passion for innovation and technology. With a proven track record in leading technical teams and driving product development. key skills includes Software Design & Development | Functional Testing & Implementation | Continuous Improvement/ Business Solutions | Requirement Engineering | Project Life-cycle Management | Resource Management | mobile Development | System Architecture | Design (OOD) and Programming (OOP) | UI Creation & Navigation"



Sultan Alotaibi

Chief Commercial Officer

Sultan is an accomplished Chief Commercial Officer with a robust legal background and a wealth of experience exceeding 9 years in the industry. Known for his expertise in driving business success, Sultan excels in developing innovative commercial approaches, optimizing revenue channels, ensuring legal compliance Sultan brings a unique perspective to commercial leadership, blending legal acumen in areas such as contract law, compliance, and corporate governance with a strategic focus on digital transformation

Advisors of business oriented, company building/restructuring mindsets with supply chain, resource optimization and technology backgrounds.

Mohammad Algassim

ADVISOR

15+ years of experience, holds the position of Chief Executive Officer at KAFAA Investment Company. Mr. Algassim also serves as independent audit committee member at ANB Capital, Hassana, Umm Alqura for development, Dar Al-Majid Real estate, and Maarif education. He served as a board member in Diol international and held different positions at GOSI and other private companies locally and internationally. He holds Master's Degree in Risk Management from UNSW and Bachelors in Accounting and Finance from University of Sydney

Mohammad Alhomidan

ADVISOR

12+ years' experience in "SAP", worked in Consulting/Project Management (across MENA). Global Accounts Director (Product, Subscription, and Services Sales) across industries. Currently heading Cloud Application Sales - FSI & Telco at "Oracle. Currently holding in Opentext as country manager

AlMoatazbillah Alsagri

ADVISOR

15+ years of experience, Strong grounding in critical and analytical thinking, underpinned by expertise across most of the organizational value chain including: Strategy formulation & execution, Business development, Supply chain management and demand forecasting, Finance, and Change management



Our Mission

Finding solutions to transportation dilemmas and raising the efficiency of the supply chain system

Our Vision

To become the leading enabler for SMEs in the logistics sector by achieving high efficiency and reaching the lowest empty mileage and carbon fuel emissions

Our Values

- 1) Listen to your customer
- 2) Work as a team
- 3) Transparency leads to trust
- 4) Flexibility is our nature
- 5) Love to challenge
- 6) Embrace problem Solving