



Repositioning The Region As The Center Of Environmental Conservation Efforts

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2024



Did you know?

Riyadh's green space critically low at 1.18 m² per person, far below the UN recommendation of 30 m².



Only 1.5% of Riyadh is green space



The WHO recommends 9 m² of green space per person.

Major cities worldwide have much more

Tokyo:
24%

Cape
Town:
25%

New York
City:
27%

Rome:
38%



The Problem

Challenges in Reforestation Efforts



The private sector has limited involvement in the Green Saudi and Green Riyadh initiatives.



Insufficient channels for individuals and businesses to contribute to tree planting and conservation.



Public awareness about reforestation and sustainability is low.



Inadequate system to monitor and report on the impact of reforestation.

Our Solution



Shatla

Grow a Greener
Middle East

User-Friendly Platform

Order trees or donate to planting efforts through Shatla's convenient platform.

Business Engagement

Promote team unity and eco-responsibility with corporate tree-planting events.

Impact Tracking

Monitor your trees' growth and environmental contributions.

Transparency & Accountability

We manage the planting process, provide updates, and issue certificates.

Market Opportunity



Saudi Arabia aims to plant 10 billion trees in the coming decades.



Green Riyadh's plan:

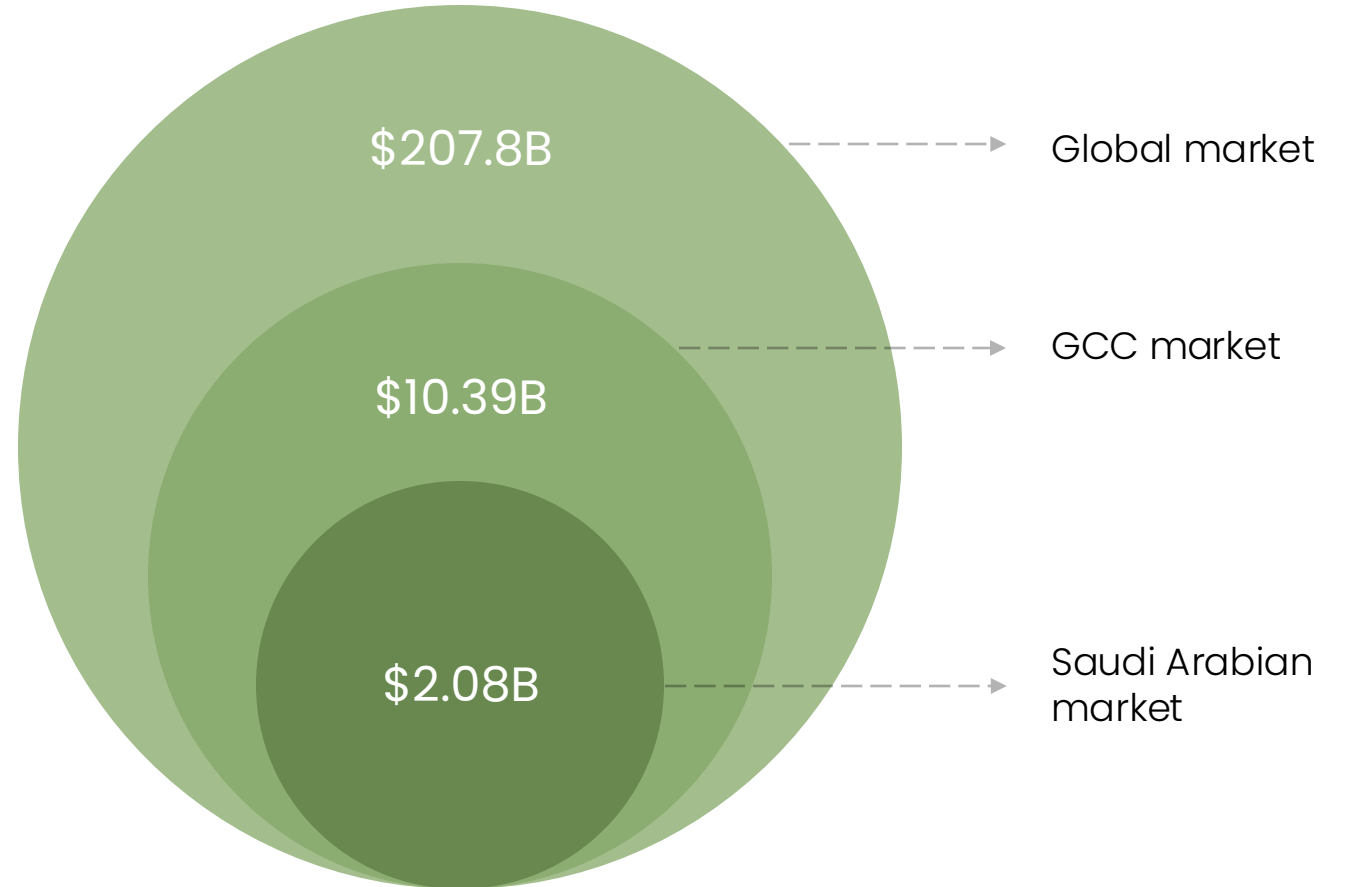
7.5M new trees to boost green space.



Rising demand for sustainable practices.



Eco-tourism sector set for growth.



It's an Ideal time for businesses to contribute to reforestation efforts.

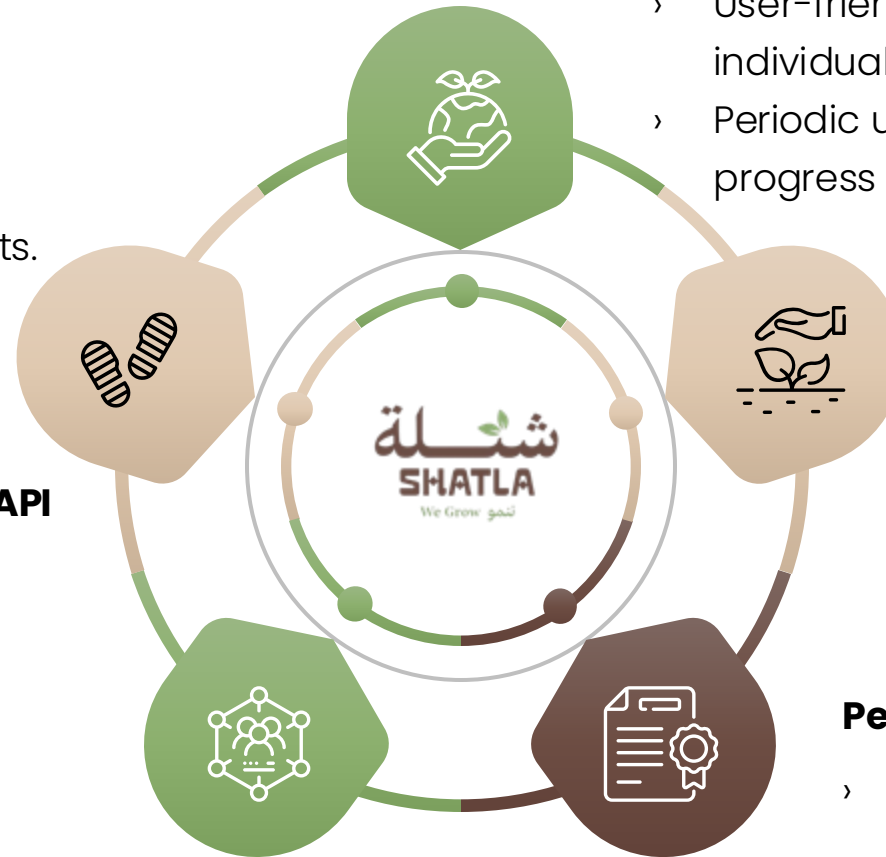
Features

AI Carbon Footprint Calculation

- › AI-driven accuracy.
- › Efficient assessments.

E-commerce Tree Planting API

- › API for planting trees at checkout, allowing businesses and customers to share the cost.
- › Seamless integration to boost environmental efforts.



Simple Plant-a-Tree Platform

- › User-friendly platform for individuals to plant trees.
- › Periodic updates on the progress of the planted trees.

Corporate Tree Planting

- › Scalable tree planting service for corporations.
- › Marketing content provided for showcasing environmental contributions.

Personalized Certificates and Updates

- › API for businesses to plant trees for customers based on purchases.
- › Sends personalized updates to customers, fostering positive relationships.

Business Plan



Revenue Streams:

Individuals and businesses or purchase trees.



Corporate Engagements:

Sustainable income derived from corporate team-building trip fees.



Partnerships & Sponsorships:

Opportunities for strategic partnerships & sponsorships with mission-aligned businesses.

Go to Market Plan



Quarter 4

2024

Partner with environmental
orgs, gov't bodies, and NGOs.

Collaborate with local
businesses for marketing.

Launch a digital campaign
for Shatla's mission.

Launch Website.

Quarter 1

2025

Target eco-conscious
individuals, corporates, and
leaders.

Organize tree planting
workshops.

Implement referral program.

Gather early adopter feedback.

Quarter 2

2025

Expand corporate
partnerships.

Promote team-building
trips as CSR.

Host sustainability
networking events.

Sponsor industry events.

Quarter 3

2025

Scale operations.

Explore international expansion.

Develop localization strategies.

Monitor KPIs.

We Are Seeking..

A Partner With Passion & Expertise To:



Develop strategic vision



Leverage industry expertise



Expand network



Utilize financial resources efficiently

\$350,000 investment for:



Product Launching



Team Expansion



Operational funding



Marketing & sales scaling

Our Team



Mohammed Zewdu
CEO

Global Business Development Manager in a Global Manufacturing Company.



Mohammed Farah
CTO

Senior Software Quality at AI & machine learning startup.



Hamdi Mahmoud
COO

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Contact Us



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