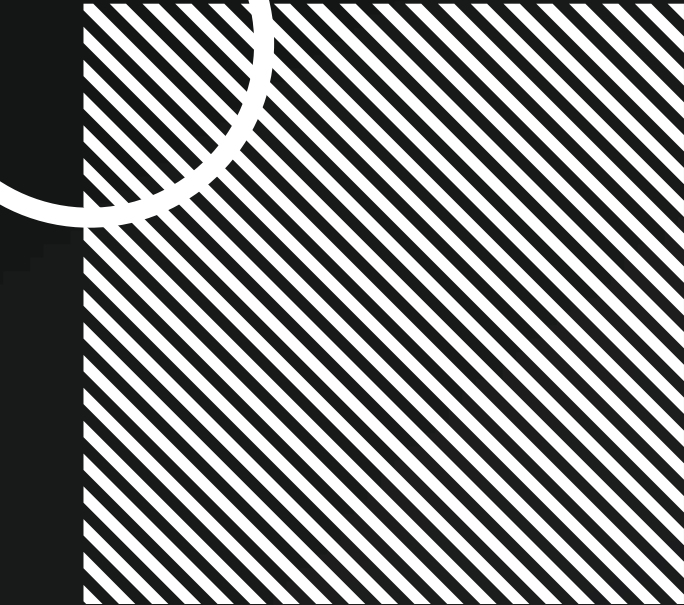




ZAT

The First Happiness
Ecosystem



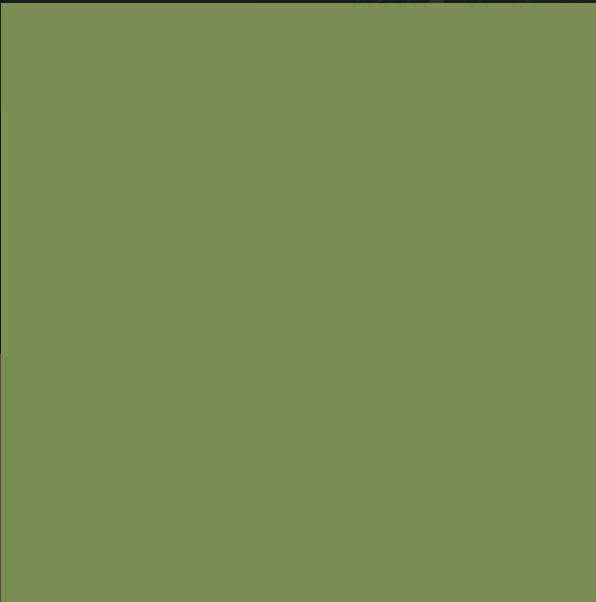
New Concept



A new concept requires the creation of an innovative business model. The journey differs from a startup replicating an existing model, as traditional metrics such as CAC, LTV, and others are not important; they fail to capture the core of innovation at this stage.

In an innovative business model, the focus shifts to understanding core challenges, and iterating on the model. The priority is to demonstrate high demand, showcase that the business model is repeatable, and can be scaled.

With this in mind, we have perfected our business model, demonstrating that it is repeatable and capable of achieving unprecedented scalability.



Happiness Concept

Humans pursue
happiness by **creating**
Memorable Moments
in Social Activities.

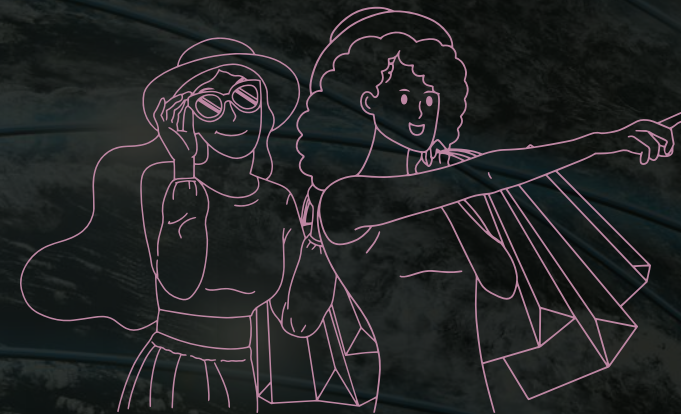
Party
Celebration



Weekly
Gathering



Going Out

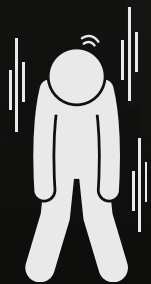


Traveling



The Problem

To creating memorable moments for Weekly Gatherings and Party Celebrations



**Lack
of Expertise**

From where should I start



**Mistrust and
Uncertainty**

Reliability of the providers



**Stress and
Pressure**

To create unforgettable
moments



**Emotional
Fatigue**

The toll of managing
expectations and relationships

The Solution

Simplifying the creation of Memorable Moments



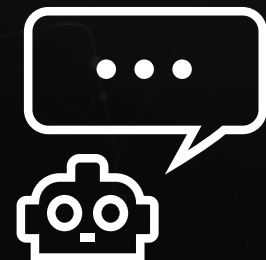
Data Input

Generate personalized
package for the user



Systemized Quality

A framework delivering top-
tier experiences



1-on-1

Personalized tools that foster
emotional connections

Business Model

A strong business model must offer diverse solutions across multiple customer segments and has multiple revenue streams. This ensures long-term sustainability.

Zat Happiness Solutions

Providing 4 Solutions

Customer Segments

Targeting 3 Segments

Revenue Model

Over 4 Streams

Digital Infrastructure

Over 4 Integrated Components

High Demand

Service Request

Exceeded SR 10 Million

Avg Ticket Request

SR 3,800

Highest Paid B2B

Exceeded SR 80k

Highest Paid B2F

Exceeded SR 13k

Overview

An overview of Zat Happppiness Ecosystem



Zat Happiness Solutions

- Party Celebration
- Weekly Gathering
- Happiness Subscription
- Ecosystem Subscription



Customer Segments

- B2F2P
- B2B
- B2E



Revenue Model

- Comission
- Subscription
- Application Fee
- Others



Digital Infrastructure

- User App
- SAP
- Driver App
- Others

Saudi Market

TAM
SR 144B

8.1M Families
175k all company sizes

SAM
SR 8.6B

6%

SOM
SR 260M

3%

Competition

زات

Ecosystem

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One Stop Shop

Holistic Journey

Platform

MILA



رتبلي
Ratbli



Forum Participation

We participated in several forums. In Biban Talk, Zat was selected as a guest speaker for its unique business concept.



BIBAN
بيبان 23

Biban Talks Stage



Biban Talk Video

Our Reach

We've served numerous B2C and B2B segments.
Notable B2B include a PIF-Owned Company, Dr. Sulaiman Al Habib Medical Group, and ELM.



Past Round Pre-Seed

Raised SR 1.56 Million

Family



69% of the Round

Founders

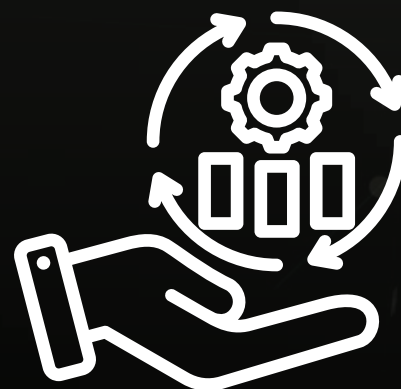


31% of the Round

New Round Seed

Seeking to raise SR 4 Millions

Employees



20%

Marketing



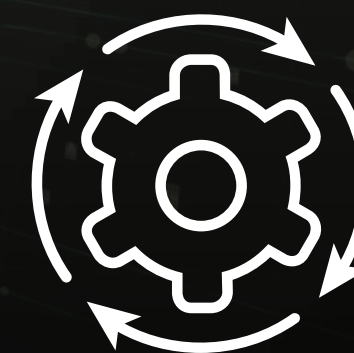
20%

Infrastructure



25%

Operational &
Distribution



35%

Co-Founding Team

Anas Alwehibi
Chief Executive Officer

○ Vision & Insights

After spearheading multiple ventures and identifying key market gaps, Eng. Anas positions Zat as the ultimate AI-Powered Happiness Ecosystem for a diverse range of social activities. He is committed to transforming how happiness is experienced, making memorable moments easy and accessible for everyone. His strategic insights drive Zat's ongoing growth and impact.

Educational Background & Experience

Eng. Anas holds an MBA and a Master of Science in Finance from Mississippi State University, along with a Bachelor's in Mechanical Engineering from King Saud University. His extensive career spans industries such as real estate, contracting, healthcare, and media. He has served as CEO for Awuael Platform and its subsidiaries, bringing a wealth of experience in building and reinventing business models, managing family offices, and implementing effective governance.



Co-Founding Team

Abdullah Alwuhaibi
Chief Operation Officer

○ Vision & Insights

After dedicating over 1,200 days to running Zat, leading countless customer meetings, and rigorously testing and validating business model theories, Abdullah has identified a massive gap in the market. He believes this will be the first-ever AI-Powered Happiness Ecosystem that makes creating memorable moments effortlessly and scalable, spanning across multiple sectors, industries, and customer segments, with its revolutionizing business model.

Educational Background & Experience

Abdullah graduated from the United States with a Bachelor's Degree in Marketing. He landed his first job as a part-timer at just 14 years old in the United States, and by the time he graduated from college, he had worked for over 6 companies across industries including Real Estate, Food & Beverage, Media & Publishing, Healthcare, and Retail. Starting early at a young age helped him develop a strong, hard-working mentality.



Co-Founding Team

Sami Alwuhaibi
Chief Strategist Officer

Vision & Insights

Dr. Sami is a strategic leader in family business and digital innovation, envisioning Zat as a transformative platform that redefines how people connect through meaningful, memorable experiences. As a seventh-generation business family member, he blends deep family values with forward-thinking digital strategies, creating an ecosystem that fosters cohesion and happiness across social and professional spheres.

Educational Background & Experience

Dr. Sami holds a Ph.D. in Strategic Management from Mississippi State University, where he received the Family Firm Institute's Best Doctoral Dissertation Award. His career spans academia and corporate leadership, including engineering roles at Saudi Aramco and co-founding the Awuael Platform to empower families. He has also provided consulting for entrepreneurs and business families and taught strategy, family business, and entrepreneurship at King Fahd University of Petroleum and Minerals, inspiring emerging leaders and entrepreneurs with practical insights, cultural understanding, and a commitment to innovation for their families and enterprises.



Invest in a One-of-a-Kind Opportunity

If you're interested, we can meet to discuss our investment opportunity, ticket size, and more.

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