



Pitch Deck

February 2025

akosayara.com



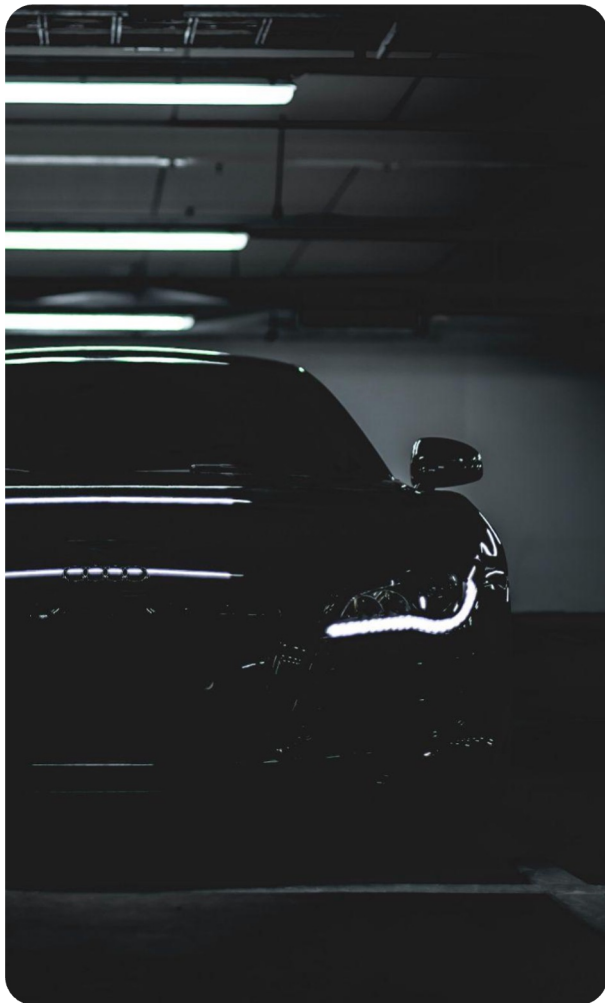
ABOUT US

We saw an opportunity in the Iraqi online automotive market for Used and New cars.

At first, we launched an **advertising platform**, after gaining successful traction, we realised that the market was even more attractive.

We want to harness this tremendous opportunity by extending the business to a **full-stack second-hand car service**.





What is the real problem in the market?

- ▶ **Lack of user trust** in existing platforms and other users.
- ▶ **Poor Quality Markets** + Poor Quality Apps/Websites + High Price.



The problem with vehicle advertising sites in Iraq is that customers currently are getting a **really poor experience** trying to find and buy a vehicle.



91.50% of Iraqis find the experience of buying a car bad or very bad



Solution

An **online platform and app with AI capabilities** to enhance customer experience and facilitate auto transactions. A **wide range of vehicles** fully refurbished with attractive prices:

- ▶ Vehicles with new technology
- ▶ Fully refurbished
- ▶ Attractive prices
- ▶ Financing options
- ▶ Provide great customer support with a quick response.
- ▶ Trustworthy payment system.

This is a win-win strategy for taking advantage of the market's inefficiencies and the huge second-hand car market in Iraq.

Traction

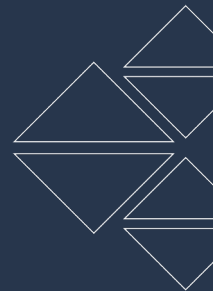
2,900+

App downloads,
with 1,450 active
listings.

116

Dealers, and 305
private sellers
onboard

Recent introduction of **brand registrations** on
the platform.



The business wants to capitalise on
this excellent commencement to
extend to a full-stack automotive
model that includes vehicle
acquisition, refurbishment, resale,
and financing options through third-
party providers

Market Size, Opportunity & Trends



Private vehicle market

- ▶ In 2022 there were 7.98 million privately registered vehicles in Iraq, a **41% increase since 2015**.

New car sales have increased approximately **20% since 2021**.

- ▶ Revenue in the Passenger Cars market is projected to reach US\$1.05 billion in 2024 and is expected to reach US\$1.55 billion by 2028, showing an annual growth rate (CAGR 2023-2027) of 10.04%.
- ▶ The size of the new car market in 2022 was approximately **87,200 transactions**.
- ▶ The total number of cars owned by private individuals will reach **15 million by 2035**.

Customers look for cars online

It is a distressing customer journey with many pain points, and very little has been done to improve the situation in one of Iraq's largest markets.

Customers demand more digitized services and added-value services to enhance their buying experience.

89%

As reflected in the figure, 89% looks for cars online.



COMPETITORS

Our two biggest competitors are Open Sooq and iQ Cars



OPEN SOOQ

Established in 2008

Is our biggest competitor and is the leading Arabic classifieds platform with approximately 45 million users in nineteen countries including Iraq. Open Sooq is available on the web, Android and iOS.



IQ CARS

Established in 2020

Is our second biggest competitor. Unlike Open Sooq which operates in 19 Arab countries, iQ Cars is exclusively an online car marketplace covering Iraq. iQ Cars was launched on October 25th, 2020 and gained 30,000 downloads and 18,000 active users within the first two months.

PRODUCT COMPARISON

Prices on Vehicles

COMPETITION

OpenSooq and iQ Cars
often don't display vehicle prices and customers have to call for a price and the advertised price often isn't honoured at the point of sale.



All vehicles will display a final sale price that the seller has to commit to.



PRODUCT COMPARISON

User Trust

COMPETITION

Poorly functioning markets with a low level of customer trust due to incomplete and inaccurate information, poor communication features and **bad customer service.**

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A high trust marketplace where complete validated information, great communications features, moderation, user reviews and quick customer support will **build a trustworthy marketplace.**



PRODUCT COMPARISON

Focus on the Private Vehicle Market

COMPETITION

OpenSooq **does not specialise on any one product**, vehicles is just one of many products on the platform and it's UI, platform and customer services can't provide the same level of service as a specialised advertiser.



We only do private vehicle adverts so our UI, processes and customer service can provide **the best experience to customers.**



UNIQUE SELLING PROPOSITION

How are we competing in the market?

MULTIPLE ONLINE CHANNELS

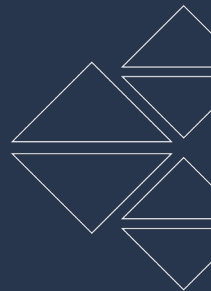
AI-POWERED CUSTOMER ASSISTANCE

TRANSPARENCY THROUGH VERIFIED LISTINGS

3D DAMAGE MAPPING

FINANCING OPTIONS FOR CUSTOMERS

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It is the only platform that combines AI, advertising, and full-stack business.

Successful Business Cases

- ▶ **Lack of user trust** in existing platforms and other users.
- ▶ **Poor Quality Markets** + Poor Quality Apps/Websites + High Price.
- ▶ The problem with vehicle advertising sites in Iraq is that customers currently are getting a **really poor experience** trying to find and buy a vehicle.
- ▶ **91.50%** of Iraqis find the experience of buying a car bad or very bad



The background of the slide is a photograph of a car's interior, specifically the rearview mirror and the area below it. The image is heavily blurred and has a solid red color overlay applied to it. In the top left corner, there is a small white diamond icon followed by the text 'Ako Sayara'.

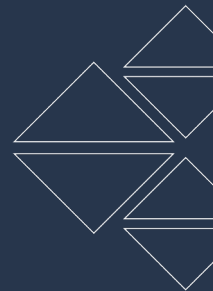
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Sales & Marketing Strategy

PRICING STRATEGY

Advertising

Plan for Traders	Price	Duration	Description
Basic	\$2.99	2 weeks	Attract buyers - show off your vehicles' best features with up to 100 photos. Stand out with photos in search results. Showcase your vehicle with a YouTube video
Standard	\$3.99	3 weeks	Everything from Basic Plan, but the duration is extended to 3 weeks
Premium	\$4.99	4 weeks	Everything from Basic Plan, but the duration is extended to 4 weeks
Ultimate	\$8.99	Until Sold	Everything from Basic Plan, but the duration is extended to 6 weeks
Plan Private	Price	Duration	Description
Basic	\$5.99	2 weeks	Attract buyers - show off your vehicles' best features with up to 100 photos. Stand out with photos in search results. Showcase your vehicle with a YouTube video
Standard	\$6.99	3 weeks	Everything from Basic Plan, but the duration is extended to 3 weeks
Premium	\$7.99	4 weeks	Everything from Basic Plan, but the duration is extended to 4 weeks
Ultimate	\$12.99	Until Sold	Everything from Basic Plan, but the duration is extended to 6 weeks



We initially operate a penetration pricing strategy.

Adverts are **free for the first 6 months for traders** to quickly scale up our marketplace.

Inventory Acquisition. Initially purchasing **200 cars** at an average price of **\$16,000 + \$3,000** for refurbishment. Average sales will be around **\$23,750**.

PRICING STRATEGY

Full Stack

Model	Year	Price
Volkswagen Tiguan	2023	\$23,600
Hyundai Accent	2019	\$13,200
Jep Grand Cherokee	2019	\$28,500
Chevrolet Malibu	2022	\$15,500
Chevrolet Malibu	2018	\$12,400
Kia K5	2023	\$23,500
Kia Seltos	2022	\$18,200
Toyota RAV4	2023	\$28,900



Inventory Acquisition. Initially purchasing **200 cars** at an average price of **\$16,000 + \$3,000** for refurbishment. Average sales will be around \$23,750.

The business aims to receive **25-30%** of the gross margin of the car's final price.

Sales & Marketing Strategy

Channel Type	Actions	Estimated % Sales	Advantages	Disadvantages
Website	-Information on the service -Service Description -Company credentials -Contact form	10%	-Clients use the internet to gain information -General approach to the service and pricing -Increase online presence	-SEO ranking -Will need ongoing content creation to rank the website on google -This can be very costly
Digital Marketing Advertising, including Facebook, Instagram, and LinkedIn	-Advertising with local individuals and traders -Generate traffic with potential customers to the website	30%	-Generating traffic with people wanting to sell their cars -Enhance brand awareness in the industry -Increase online accessibility	-Building a social media influence and the audience takes time -Digital Ads can be costly -In some cases, it requires time to get results
Account Managers	- Selling to direct local traders - Engaging with owners - Approach to bigger businesses	40%	-Increase brand involvement in the target market -Better customised approach and customer service -Option once the other marketing strategies are fully operative	-It can be expensive if the wrong person is hired
Event and Conferences	Events and conferences in the automotive industry	20%	-Increase brand awareness -They are affordable and can reach a big audience	-It is difficult to work out the ratio results/profitability

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Financials, Sales & Marketing Strategy

FINANCIALS

Pro-Forma Market Size
for Advertising and Full Stack

	New Cars	Imported Used Cars	Inside Used Cars	Total
2023	91,720	260,353	492,135	844,208
2024	96,414	273,678	517,322	887,413
2025	101,349	287,684	543,798	932,830
2026	106,535	302,407	571,629	980,572
2027	111,988	317,884	600,884	1,030,756
2028	117,719	334,153	631,637	1,083,509
2029	123,744	351,255	663,963	1,138,962

FINANCIALS

Pro-Forma Revenue Assumptions Advertising

Transactions							
Used cars	806,958	848,257	891,670	937,305	918,768	985,275	1,035,700
New cars	91,720	96,414	101,349	106,535	111,988	117,719	123,744
Individual Users							
Share in Used Cars	40%	40%	40%	40%	40%	40%	40%
Total Transactions Individual Users	322,783	339,303	356,668	374,922	367,507	394,110	414,280
% Share Individual Users	4.0%	8.0%	10.0%	12.0%	13.0%	14.0%	15.0%
Total Transactions	12,911	27,144	35,667	44,991	47,776	55,175	62,142
Traders							
Share in Used Cars	60%	60%	60%	60%	60%	60%	60%
Share in New Cars	100%	100%	100%	100%	100%	100%	100%
Total Transactions Traders	575,895	605,368	636,351	668,918	663,249	708,884	745,164
% Share Traders	4.0%	8.0%	10.0%	12.0%	13.0%	14.0%	15.0%
Total Transactions	23,036	48,429	63,635	80,270	86,222	99,244	111,775
Individual Users							
Number of Transactions	12,911	27,144	35,667	44,991	47,776	55,175	62,142
Monthly Growth First Year	3%						
Average Revenue User	4.00	8.39	8.81	9.25	9.71	10.20	10.71
Traders							
Number of Transactions	23,036	48,429	63,635	80,270	86,222	99,244	111,775
Average Revenue Per Ad	3	6.19	6.50	6.82	7.17	7.52	7.90
Check My Car Service							
% Share Check In My Car Service	30%	30%	30%	30%	30%	30%	30%
Price Per Month	5.99	6.29	6.60	6.93	7.28	7.64	8.03

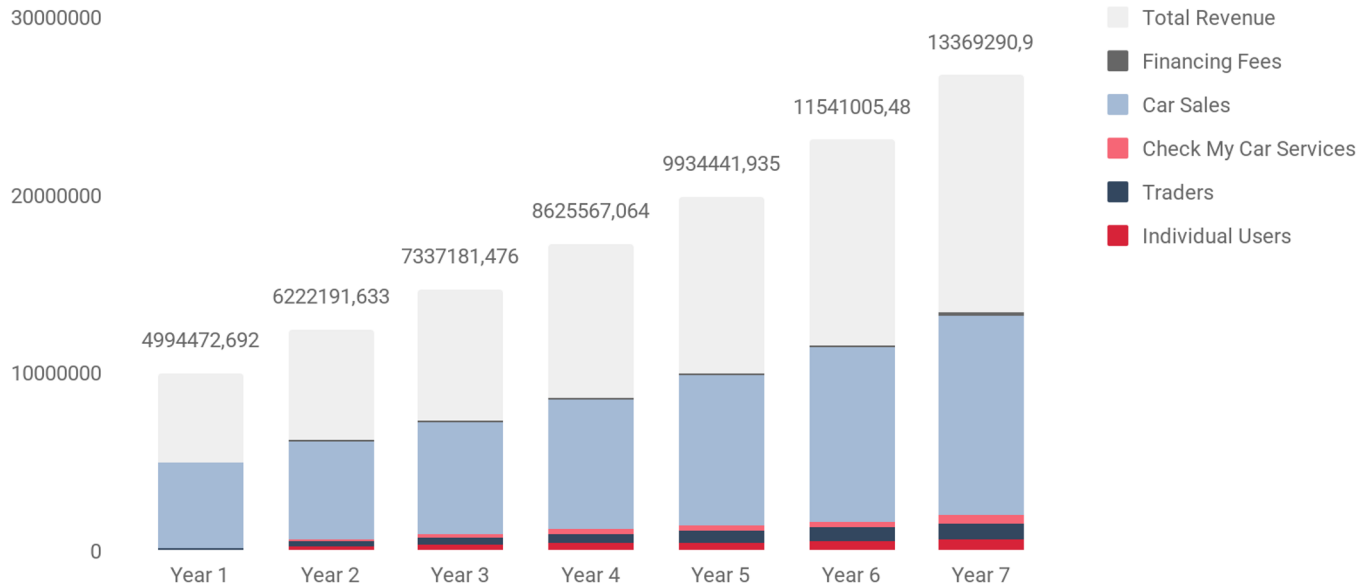
FINANCIALS

Pro-Forma Revenue Assumptions

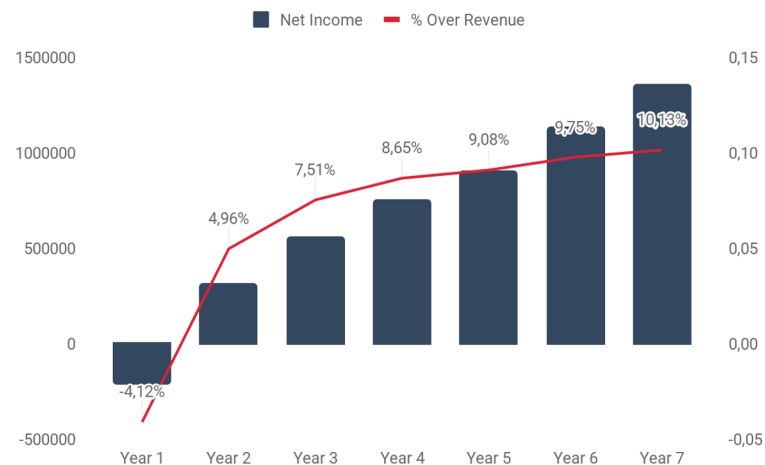
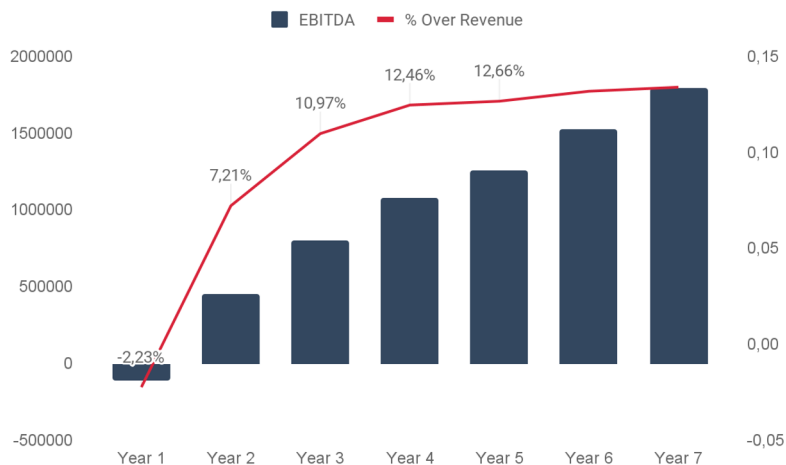
Full Stack

Second Hand Segment							
Total Number of Cars	200.00	220.00	242.00	266.00	293.00	322.00	354.00
Average Purchasing Price	16,000.00	16,800	17,640	18,522	19,448	20,421	21,442
Average Refurnishment cost	3,000.00	3,150	3,308	3,473	3,647	3,829	4,020
Average Sales Price	23,750.00	24,937.50	26,184.38	27,493.59	28,868.27	30,311.69	31,827.27
Financing Services							
% Units Finance	50%	50%	50%	50%	50%	50%	50%
Average Amount	19,000.00	19,950.00	20,947.50	21,994.88	23,094.62	24,249.35	25,461.82
% Fee for Ako Sayana	3%	3%	3%	3%	3%	3%	3%

Projected Revenue Projections



Projected EBITDA and Net Income

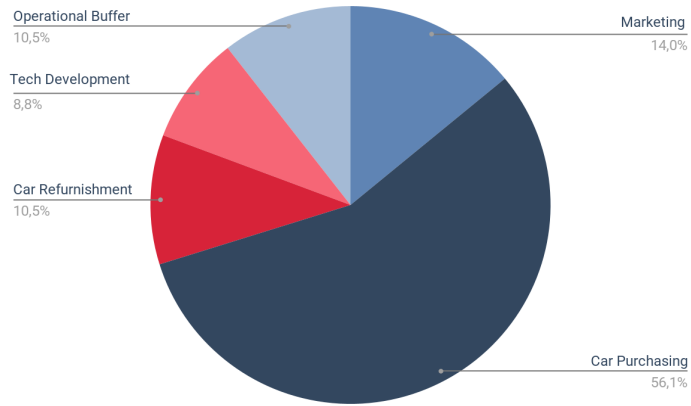


The background of the slide is a photograph of a car's interior, specifically the dashboard and steering wheel area, viewed from the driver's perspective. The image is heavily overlaid with a semi-transparent red color, creating a monochromatic effect. The lines of the dashboard and the shape of the steering wheel are visible through the red tint.

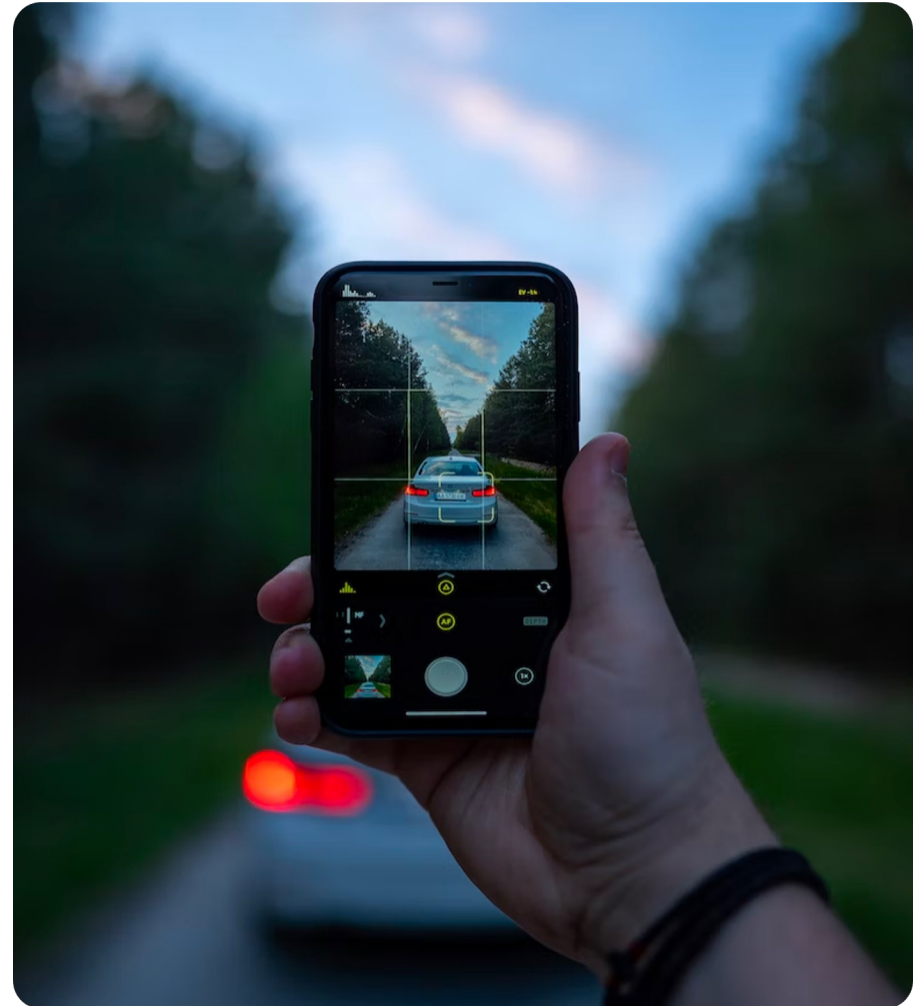
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Call-to-Action

Funding Requirements



We require initial funding of **7.5 million US dollars** to purchase 200 cars, refurnish them, marketing expenditure, complete development of the mobile app, AI and 3D mapping and for working capital. The figure below reflects the allocation of investment.



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