

Investment Offer Letter

Date: 20 February 2025
To: Nomu Investment
From: EDEN Team
Subject: Investment Offer – \$1M for 20% Equity in EDEN

Introduction

We are excited to present you with an investment opportunity in **EDEN**, a pioneering travel-tech platform transforming the solo travel experience while creating a new marketing channel for airlines. EDEN leverages AI-driven matchmaking and dynamic traveler engagement to enhance connectivity among solo travelers while enabling data-driven marketing opportunities for airlines and travel service providers.

We are currently raising **\$1 million in exchange for 20% equity**, valuing EDEN at **\$5 million pre-money**. This funding will enable us to accelerate our growth, complete the development of our MVP, secure key partnerships, and establish traction in the GCC market, starting with **Saudi Airlines** as our initial partner.

Investment Overview

Investment Round	Pre-Money Valuation	Investment Sought	Equity Offered	Post-Money Valuation
Seed Round	\$5,000,000	\$1,000,000	20%	\$6,000,000

Use of Funds

The funds raised will be strategically allocated as follows:

Category	Percentage of Funds	Amount (\$)
Product Development & Technology	40%	\$400,000
Operations & Team Expansion	30%	\$300,000
Marketing & Customer Acquisition	20%	\$200,000
Legal & Compliance, Miscellaneous	10%	\$100,000

Key Milestones to be Achieved with Funding

This funding will allow EDEN to reach the following KPIs within **12-18 months**:

- MVP Development & Launch**
 - Fully functional mobile app & platform integration.
 - Secure **first 10,000 users** through strategic airline and travel partnerships.

2. Strategic Partnerships & Market Entry

- Finalize integration with **Saudi Airlines** as a launch partner.
- Establish at least **two additional travel industry partners (e.g., OTAs, airport lounges, or hotel chains)**.

3. User Acquisition & Growth

- Achieve **50,000 registered users** within the first 12 months.
- Drive **20% month-over-month user growth**.

4. Revenue Generation & Monetization Validation

- Execute first **B2B partnership monetization model** (action-triggered marketing campaigns for airlines).
- Achieve **initial revenue milestone of \$200K+ in pilot phase** through strategic airline campaigns & premium subscriptions.

Why Invest in EDEN?

1. **First-Mover Advantage** – No other platform in the MENA region integrates AI-driven social networking for travelers with an airline-focused marketing channel.
2. **Strong Market Opportunity** –with rapid solo travel growth and increasing demand for AI-powered personalization in travel.
3. **Validated Demand & Initial Traction** – Active discussions with **Saudi Airlines**, **exploratory talks with key regional players**, and early validation of our business model.
4. **High-Impact Revenue Streams** – Subscription model, affiliate partnerships, and data-driven ad revenues from airlines.
5. **Experienced Founding Team** – Strong leadership with **deep industry experience in telecom, digital transformation, and travel technology**.

Next Steps & Contact

We would love to discuss this investment opportunity further and provide any additional materials, including financial projections, our **detailed go-to-market strategy**, and further validation insights.

Please let us know a convenient time for a meeting to go over the details.

We look forward to partnering with you on this exciting journey to revolutionize the travel experience in the GCC and beyond.

Best regards,

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