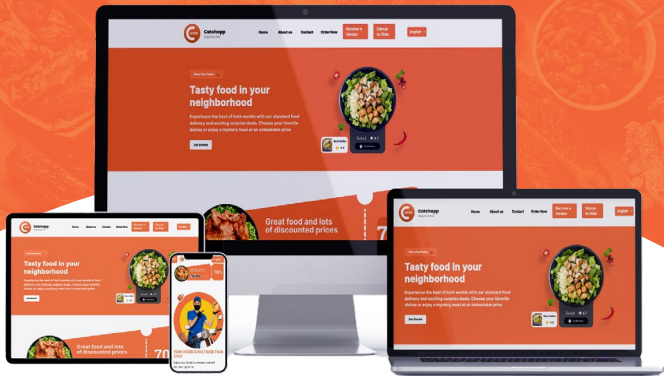




Catch App

Your Partner in Sustainability and Reducing Surplus

1 Problem Statement

Challenges for Businesses and Consumers:

Global:



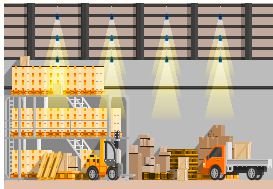
1.3 billion tons
wasted annually.

Saudi Arabia:



35% of food surplus
equals SAR 40B annually,
from 3.5 billion meals
consumed yearly.

Revenue Loss:



Businesses lose money
from unsold inventory.

Affordable Access:



Consumers lack access to
cost-friendly surplus items.

② Solution

Catch App :



A marketplace that connects businesses with surplus food to cost-conscious consumers.

Key Benefits:

A marketplace that connects businesses with surplus food to cost-conscious consumers.



Minimizes food surplus in line with Islamic values of gratitude.



Saves businesses money



Provides affordable options for consumers with discounts ranging between (15 - 50 %)

③ Why Now

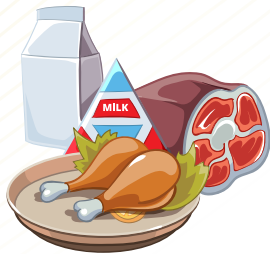
رؤية
2030

Vision

2 0 3 0

Alignment

Surplus Food Crisis:



35 % of food produced in Saudi Arabia is wasted annually, valued at SAR 40B



The government emphasizes sustainability and waste reduction, creating supportive policies and incentives.

Consumer Behavior:



Rising demand for affordable, sustainable options among cost-conscious and eco-aware consumers.

4 Market Opportunity

Surplus Food Market:

TAM (Total Addressable Market):



**SAR 261.75 billion
(USD 69.8 billion, 2022)**

SAM (Serviceable Available Market):



**Saudi Arabia food waste:
SAR 40 billion annually.**

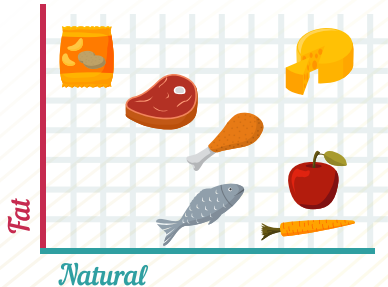
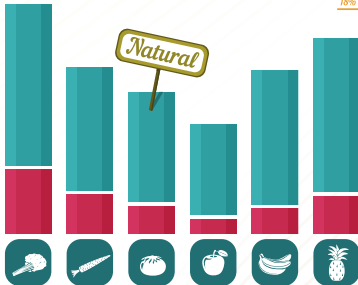
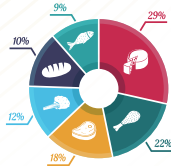
SOM (Serviceable Obtainable Market):



**Targeting %5 of the SAM =
SAR 2 billion over 3 years.**

Market Readiness:

الهيئة العامة للأمن الغذائي
General Food Security Authority (GFSA)



Businesses are actively seeking solutions to:

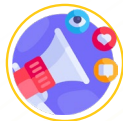
Reduce surplus food Increase profitability from unsold inventory.

5 Product Features



User-Friendly Interface :

Simplified browsing and purchasing experience.



Customer Engagement:

Notifications and marketing tools.



Real-Time Updates:

Businesses update surplus availability instantly.



Analytics Dashboard:

Track sales, inventory, and performance.



Inventory Integration :

Easily integrates with existing systems.

⑥ Competitive Analysis



barakah

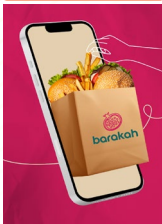
blessings in every bite

Competitors in Saudi Arabia:



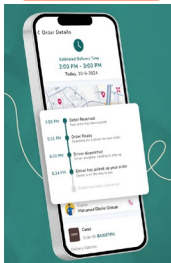
Barakah App:

Overview:



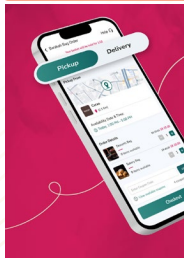
Launched in 2022, Barakah helps restaurants, bakeries, food by enabling them to sell their surplus inventory through its app. Wamda

Traction:



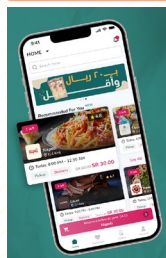
Raised \$1.8 million .
Wamda

Operations:



Active in Riyadh and Jeddah, with plans to expand to other Saudi cities. Wamda

User Base:



Delivered more than 1 million meals till 2024



Global Competitors:



Too Good To Go:

Overview:



A Danish app connecting users with restaurants and stores offering surplus food at discounted prices.
World Economic Forum

Traction:



Over 20,000 food outlets and 9 million shoppers

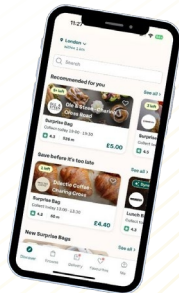
Operations:



Saved 12 million bags of food from waste.

World Economic Forum

User Base:



Overview: Offers anti-waste baskets from various businesses at an average %50 discount.

7 Catch App's Unique Value Proposition:

Comprehensive Service:



Offers a wider range of surplus food categories compared to competitors plus another products such as cosmetics.

Advanced Business Tools:



Provides analytics dashboards and seamless inventory integration.

Localized Focus:



Tailored specifically for the Saudi market, aligning with Vision 2030 sustainability goals.

⑧ Financial Projections

	Yearly	Net	Profit %
1	9,720,000,00 SAR	828,360,00 SAR	8.53 %
2	43,875,000,00 SAR	3,876,356,25 SAR	8.87 %
3	147,420,000,00 SAR	13,481,559,00 SAR	9.15 %
4	393,120,000,00 SAR	38,388,168,00 SAR	9.77 %
5	777,600,000,00 SAR	78,343,200,00 SAR	10.08 %

Investment Allocation:

Product Development

15%

Marketing

50%

Operations

35%

9Traction

App Performance Metrics:



Suppliers Registered:

15 suppliers onboarded



Products Listed:

15,000+ diverse products
available



Geographic Coverage:

Over 135 stores across
Saudi Arabia



Focus Region:

Starting with the Eastern
Province, with planned
national expansion

10 Future Objectives: The Next 2 Years

Geographic Expansion :



Launch officially in the Eastern Province
Expand to Riyadh and Western Regions within 18 months

Platform Enhancements :



Integrate advanced technology:
AI-powered matching for surplus items
Enhanced analytics tools for partners

User Growth:



Target 35+ suppliers for launch and scale to 450+ suppliers by year-end
Increase platform users to 20K+ active customers

New Product Categories :



Add flowers and cosmetics to diversify product offerings

11 Founders

Nasser Ibrahim Aldossary



Education:

Industrial Engineer, King Fahd University of Petroleum & Minerals
Master's in Supply Chain & Logistics, Cranfield University



Experience:

Government Relations , Public Relations



Rayan Mohammed Alsoguyier



Education:

Business Management Associate in Business
Accounting, Woodbury School of Business



Experience:

Logistics , Sales



Aamer Ali Qareesh



Education:

Business Graduate



Experience:

10+ years in supply chain optimization, strategic business development Expertise in procurement strategies, vendor relations, and project management Proven leadership in driving operational excellence and sustainable growth



Join Us to Transform Sustainability



 aamer@catch-sa.com

 [aamer-qareesh](https://www.linkedin.com/in/aamer-qareesh)

  +966563077222

 catch-sa.com