

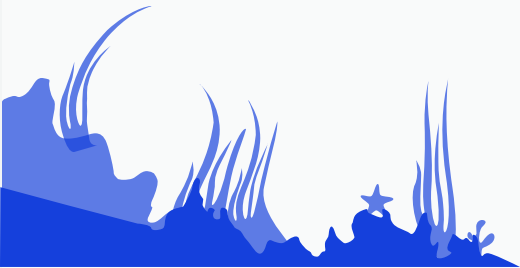


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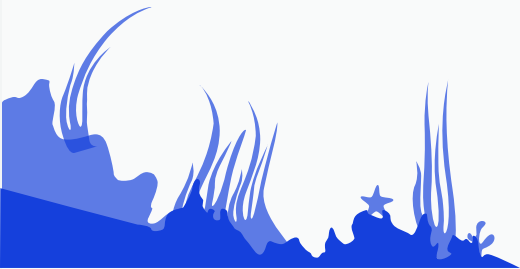
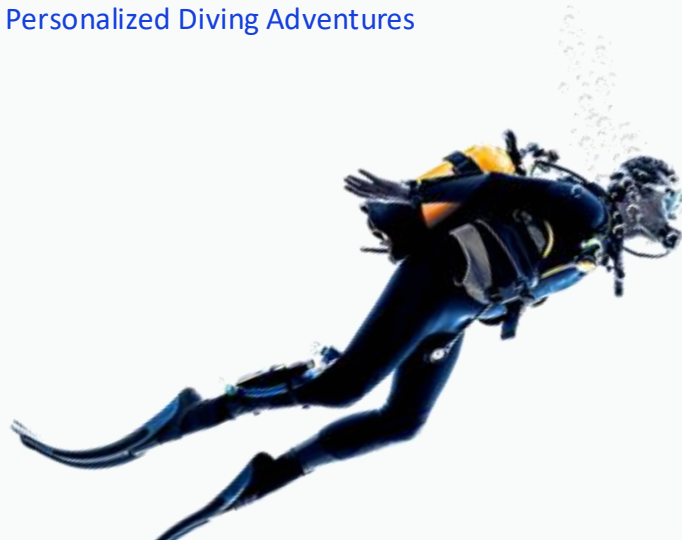




Revolutionizing Diving in Saudi Arabia and Beyond

Cloud-Based SaaS and Mobile App: Shaping the Future of Connected & Personalized Diving Adventures

Pre-Seed Deck - Raising \$500k - January 2025



Deep Dive into Challenges: The Diver's Dilemma

Navigating the Uncharted Waters of Organized Diving



Complex and inefficient dive planning processes leaving enthusiasts frustrated.



Absence of platforms that foster community engagement, making it difficult for divers to connect, share experiences, and find dive buddies with similar interests.



Concerns over safety standards and reliable information



Diving Made Effortless: Streamlining Every Step

Seamless Solutions for the Ultimate Diving Adventure



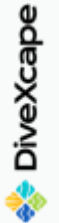
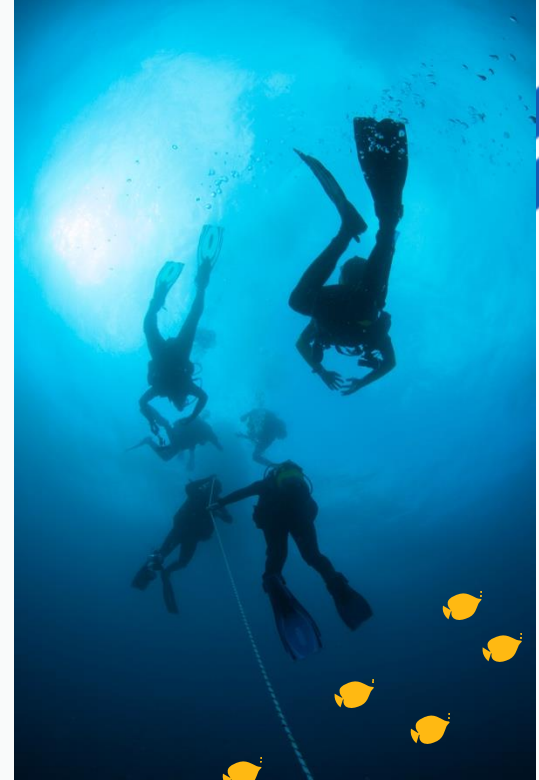
DiveXcape provides an efficient, community-focused platform for dive planning



DiveXcape operates as a Web App. It integrates with diving shops, instructors, and divers, enabling real-time booking, scheduling, and community engagement.

Divers: Use DiveXcape to book dives, connect with other divers, and ensure safety through vetted operators.

Dive Instructors, Centers and Operators: Streamline and enable operations by managing bookings and communicating with clients in a single platform.



Your Underwater Gateway

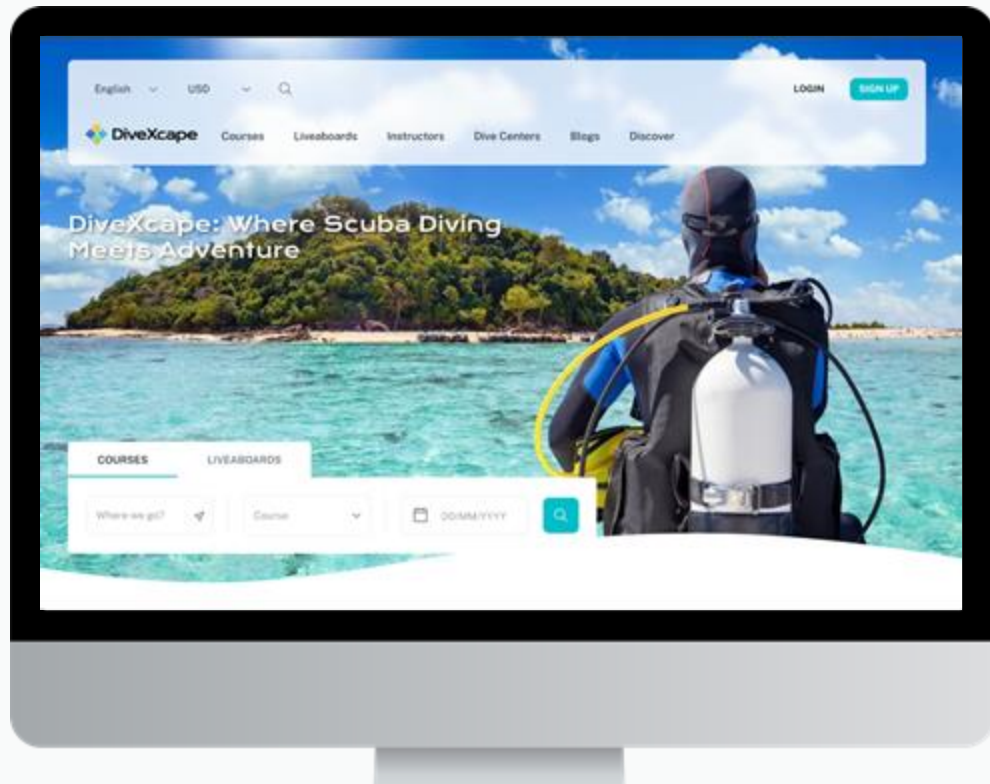
Seamless Experience for the Ultimate Diving Escape



“DiveXcape has greatly simplified the process of organizing trips and services, and we’re excited about its **potential to improve our dive center’s visibility** as **more** features are introduced.”

Firas Al Jafri
Saudi Diving Center Owner

DiveXcape.com





The Tide is Right: Why DiveXcape, Why Now

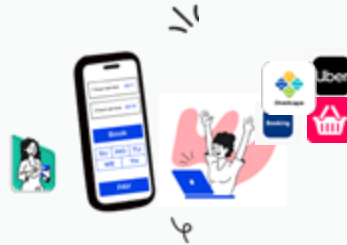
Capitalizing on the Wave of Change in Tourism and Technology

Shifting Consumer Behavior



Post-pandemic, consumers gravitate towards safe, convenient digital solutions, increasing demand for contactless platforms.

GenZ's Digital Expectations



GenZ tourists seek swift platforms that align with their values and aesthetic tastes, raising the bar for digital experiences.

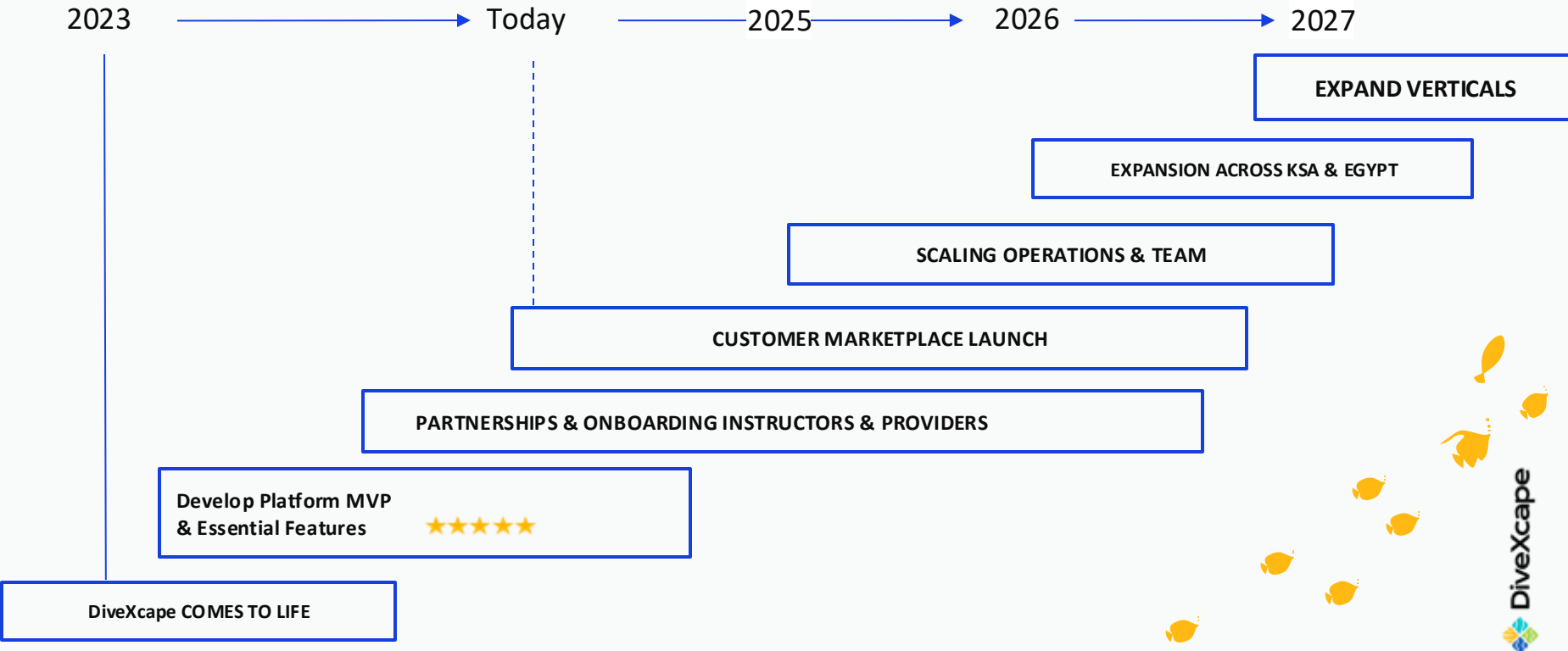
Tourism Embracing Digitization



Recognizing the changing landscape, tourism service providers are more open than ever to digital solutions.

Milestones & Roadmap

Our Plans for the Future





Our Traction & Market Validation

So far since going live in September 30, 2024

Providers Onboarded

5+

Organically without marketing, we have onboarded more than 5 instructors and a Dive Store.

Courses Offered

10+

Courses & diving experiences offered on our platform.

Liveboards

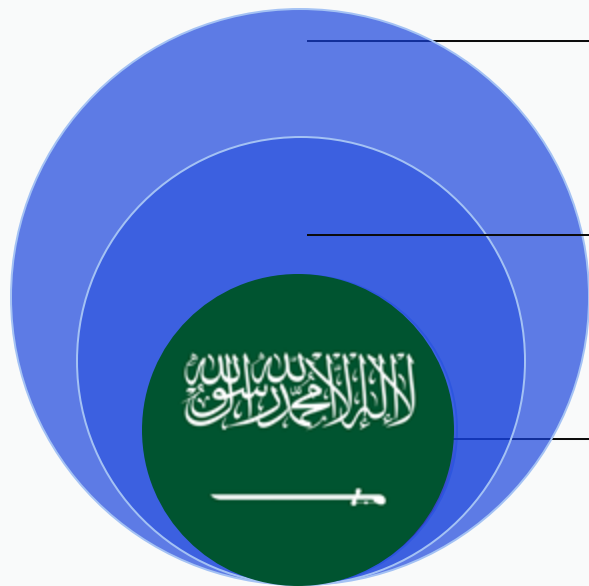
70+

Validating our API model and setting the stage for rapid scale-up in 2025.

Looking ahead to 2025, DiveXcape is focused on **enhancing** our platform, and optimizing our offerings to better serve divers and dive centers, and strategically **scaling** our **presence** across Saudi Arabia

Saudi: The Perfect Launchpad

The Saudi Arabia diving tourism market size is anticipated to reach USD 77.3 million by 2030, registering a CAGR of 12.9% from 2023 to 2030.



TAM

Total Available Market

\$3.9 Billion

Global Diving Tourism Market 2024

SAM

Serviceable Available Market

\$180 Million

MENA Diving Tourism Market 2024

SOM

Serviceable Obtainable Market

\$40 Million

Saudi Diving Tourism Market 2024



7.8M

International tourists during Q1 2023,
representing its highest quarterly performance,
up 64% compared to Q1 2019.

150,000,000

By 2030, Saudi Arabia seeks to be able
to welcome 100 million international
tourists each year.

85%

In the Travel & Tourism market, 85% of total revenue will be generated
through online sales by 2027.

Beneath the Surface

Innovative, User-Friendly, Community-Centric

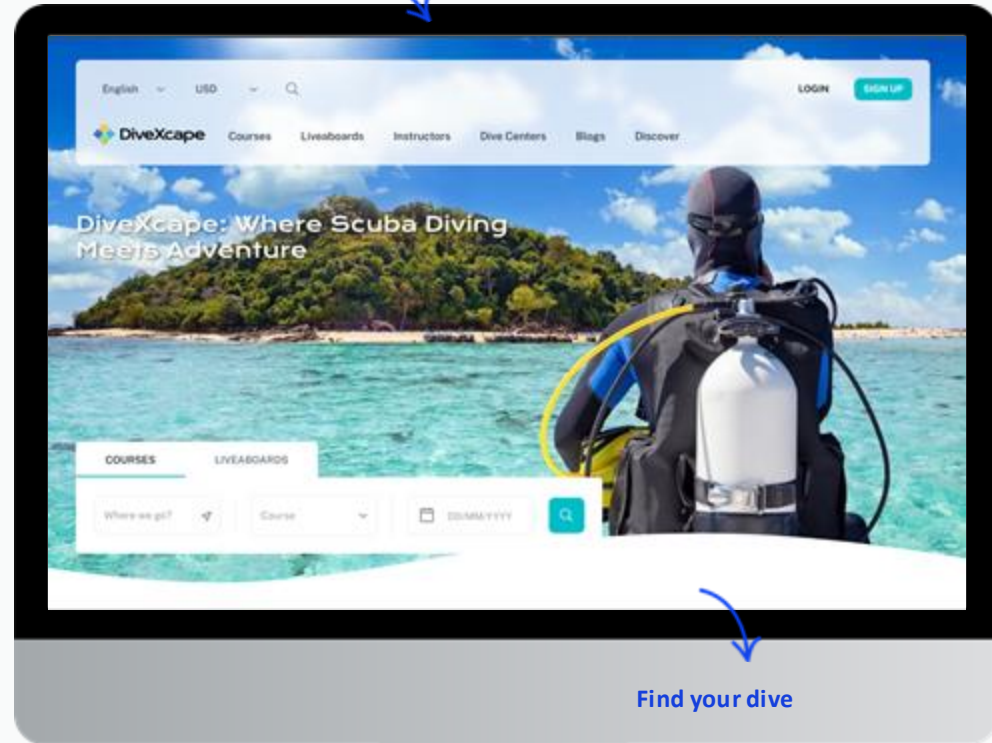


“DiveXcape was **crucial for my unforgettable Red Sea diving experience.** Their tech and local knowledge connected me to an amazing diving community I would have missed otherwise”

Shaun Kelleher
Diving Enthusiast



Find Your Escape



Find your dive

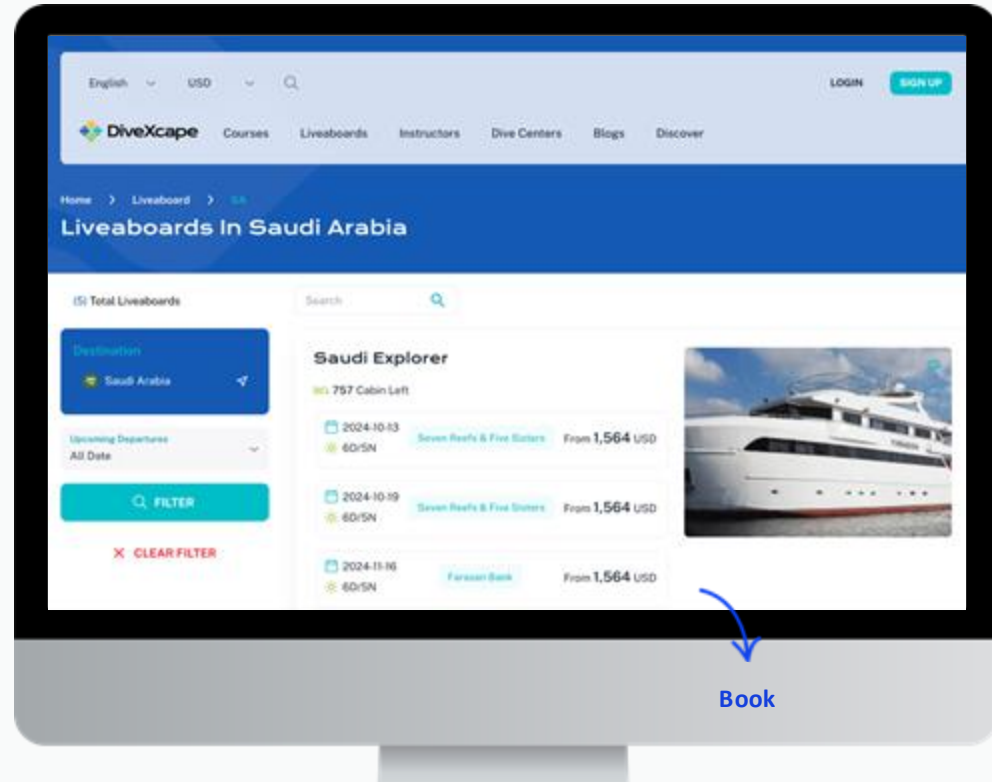
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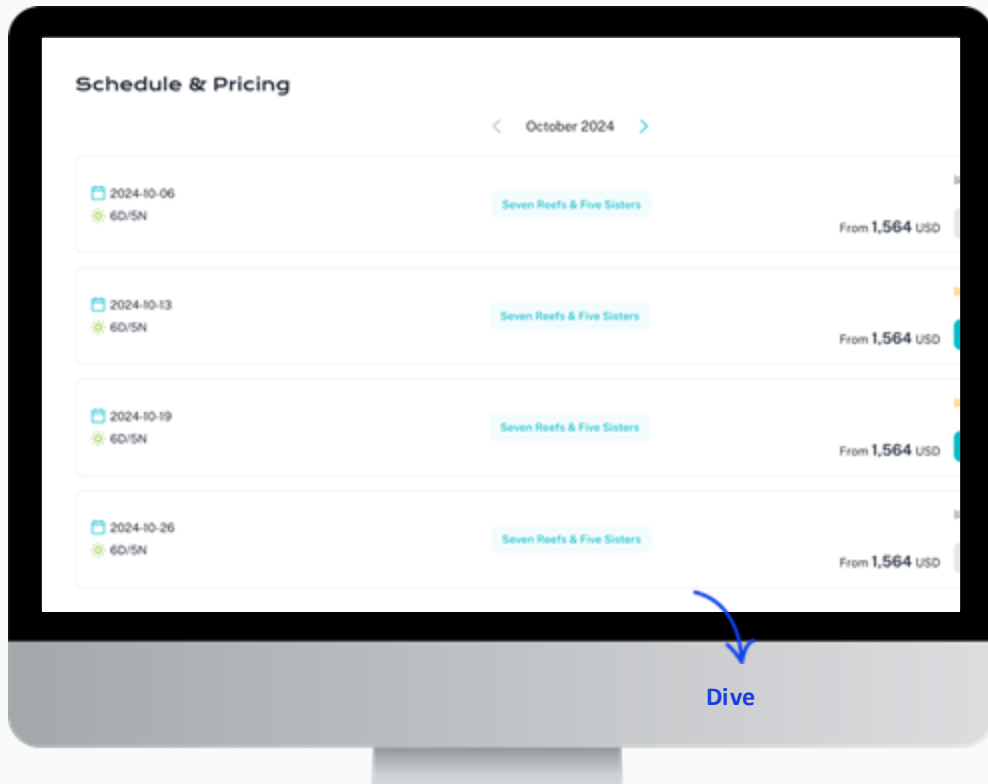
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Diversifying the Business Model for Scalability

Navigating Revenue Streams: DiveXcape' Business Model

We Charge
Dive Instructors & Diving
Shops

**Booking
Commissions
+ Monthly
Subscriptions**

**Diving
Experience**

\$37

Average Commission on
Diving Experience
Booking

**Diving
Liveaboard**

\$400

Average Commission on
7 Nights Liveaboard

**Provider
Subscription**

\$50

Average Monthly
Subscription Fee
Per Instructor or
Diving Shop

With possible Diving Equipment Sale Commissions and Advertising Revenues
Diversifying Revenue streams and allowing for scalability as the business grows.

DiveXcape' Launch Strategy: Making a Global Splash

A Strategic Approach to Customer Acquisition and Partnership Building

LOCAL STRATEGIC OUTREACH

Direct Outreach, Vetting, Quality Check and Training

DIVING
SHOPS



DIVING
INSTRUCTORS



ONLINE CUSTOMER ACQUISITION

Leveraging Data Driven Insights

DIGITAL
MARKETING



SOCIAL
MEDIA



INFLUENCERS &
CREATORS



DiveXcape' Launch Strategy: Making a Global Splash

A Strategic Approach to Customer Acquisition and Partnership Building



Partners Acquisition

Online on DiveXcape in less than 24 Hours

No Fees on Marketplace for 3 Months

Marketplace Campaigns

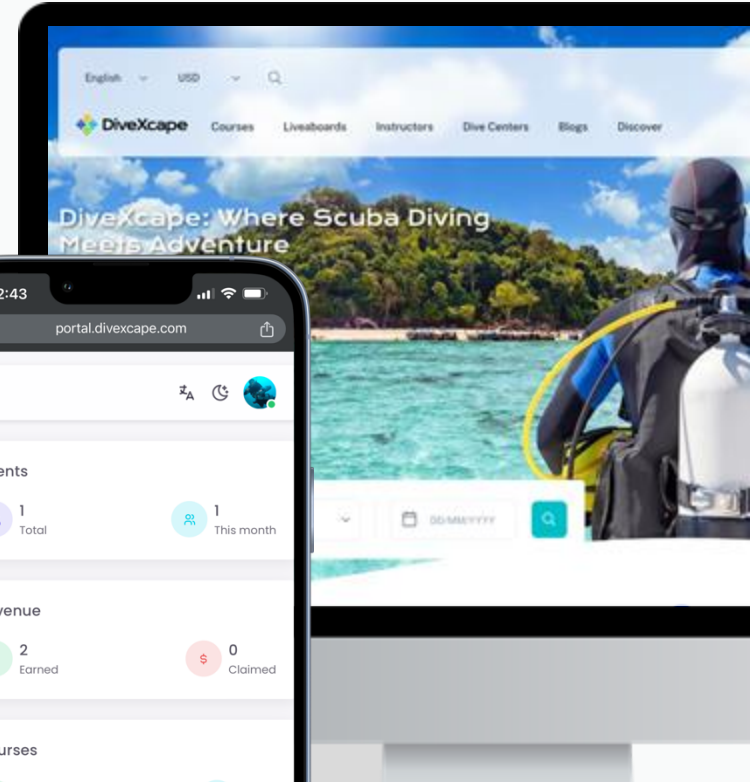
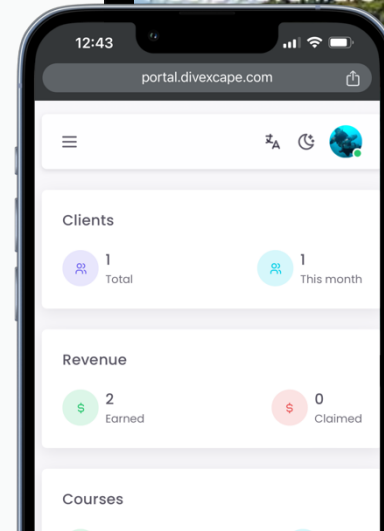
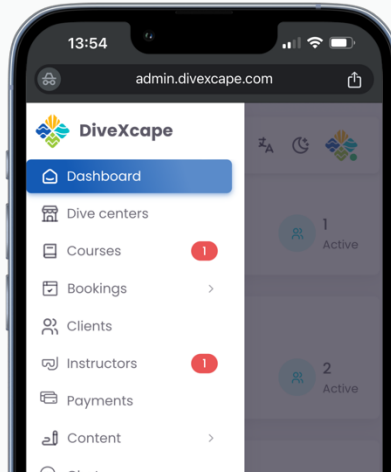


Divers Acquisition

Welcome Rewards

Loyalty Points

Referral Program



Standing Out in a Crowded Space

Distinguishing DiveXcape in the Adventure Tourism Landscape

Our Competitive Advantage

- ✓ Specialized Online Platform Tailored for Divers
- ✓ Robust SaaS Solution for Diving Operations
- ✓ Dedicated Local Support and Training
- ✓ Complimentary, User-Friendly Online Booking System

~~We facilitate great diving experiences~~

love



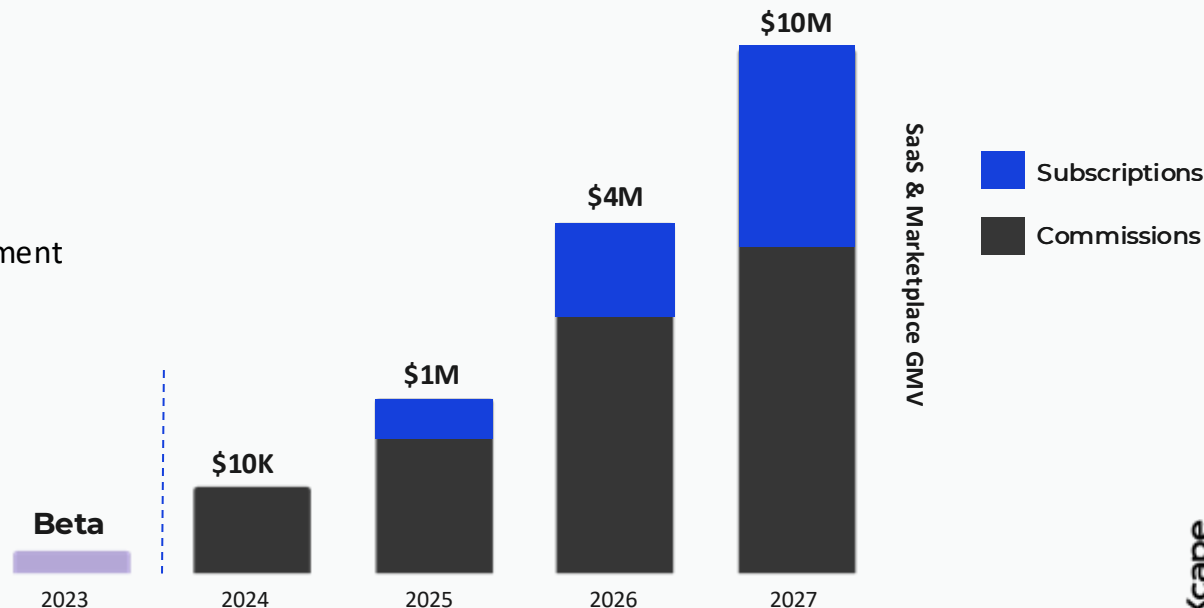
Financial Projections

10 Million USD in Net Revenues with +17% EBITDA by 2027

We project achieving profitability by

Q1 2026

and forecast a positive return on investment for our early-stage investors.



The Visionary - Leading with Passion

Meet Mahmoud

Mahmoud is the driving force behind DiveXcapes, blending **over 20 years of tech expertise with a Master Scuba Diving Trainer's passion.**

His deep dive into the digital world **enhances the diving experience,** ensuring DiveXcapes **meets every enthusiast's needs with precision and care.**

A Computer Science graduate from LAU, he's as comfortable navigating network security as the ocean's depths, with a vision that's as clear as the waters he cherishes.



“DiveXcapes is my commitment to every diver's dream—
bringing the beauty of the ocean closer with every click.”

- Mahmoud Katanani

The Team - Leading with Experience

The DiveXcape Team: DiveXcape, DiveXcape!



Mahmoud Katanani

Founder & CEO



Amir Turkistani

Co-Founder
R&D & Finance Expert



Ahmed Bassiouni

Advisor



Our team has previously worked in:

B•RN INTERACTIVE

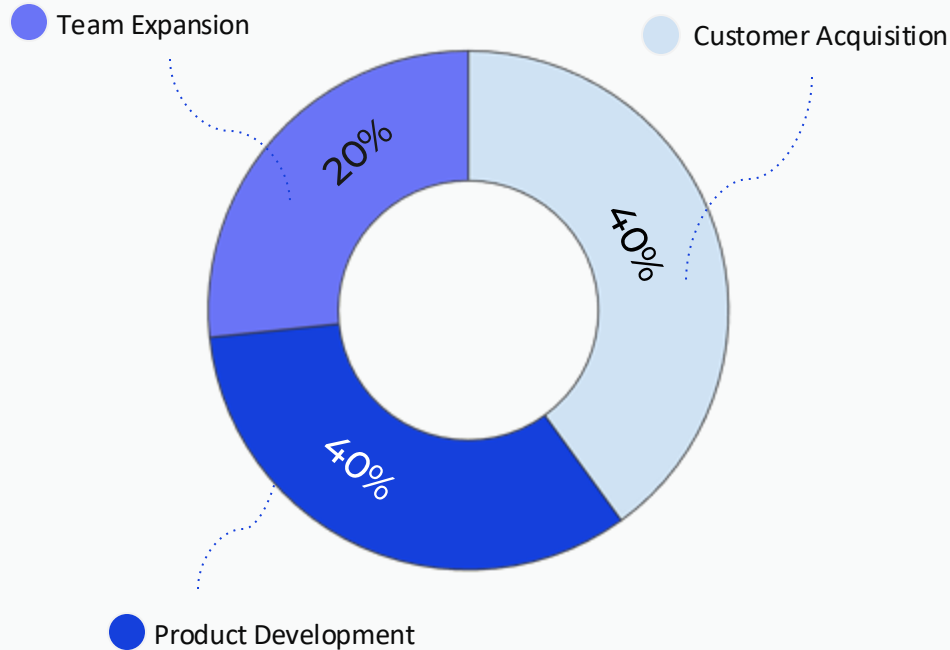
MIDWAM

SEVEN
HEROES

Careem

FUELING GROWTH & EXPANSION

We are looking for 12 months financing to launch our platform, scale and reach our Series A.



We are seeking a strategic investment of

\$500K

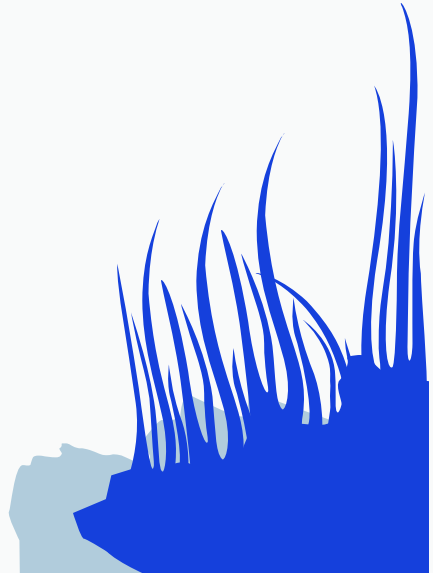
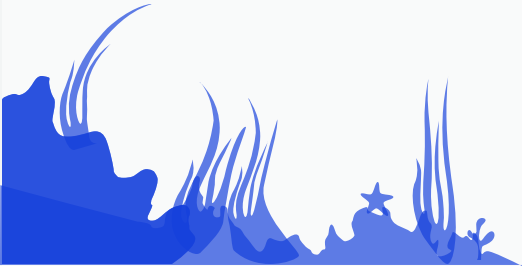
to support our launch, user acquisition, product development, team expansion and growth.



Q&A

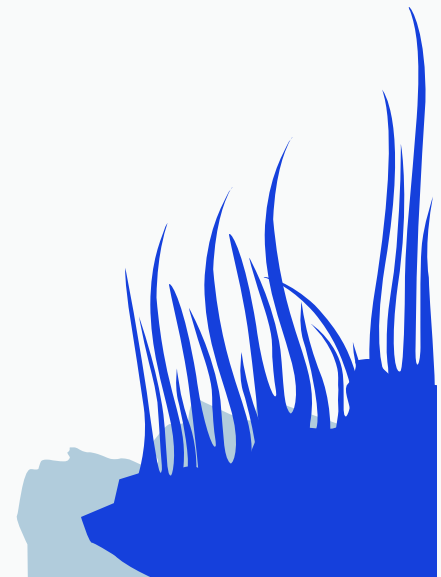
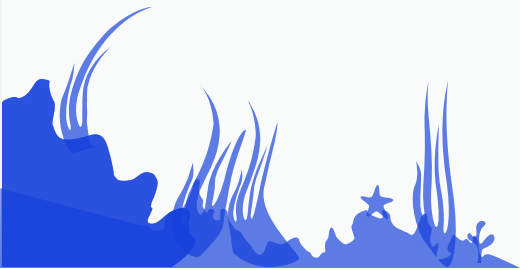
We're ready to answer all your questions and
explore this opportunity together.

[#DiveXcapeofLife](#)





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Appendix - Product Roadmap

Upcoming Product Features

- **Platform Launch** – Official launch on September 30, 2024, marking DiveXcape's entry into the diving community.
- **Dive Center Features** – Dive centers can add courses, invite instructors, and assign activities, creating a seamless booking experience.
- **Gear Marketplace** – Enabling dive centers to list equipment for sale and rental directly on the platform.
- **Invoicing Compliance** – Integrated PDF invoicing and QR codes, compliant with ZATCA regulations.
- **Loyalty Program** – Rewarding divers for bookings, sharing experiences, and learning through an engaging loyalty system.
- **Multi-Currency Support** – A customer-facing multi-currency feature, supporting international users and transactions.

Appendix - Potential Partners



Booking.com

