



# Masaha: AI-Powered Custom Tailoring for the GCC

# The Problem



## Inconvenient

Customers face traffic, parking issues, and long queues.



## Inconsistent Quality

Results vary significantly between tailors.



## Slow Turnaround

Delivery takes 7–30 days, with no availability in peak seasons.



## No Delivery Infrastructure

Most tailors don't offer delivery or pickup.



# The Solution



## AI-Powered Sizing

Digital fitting room with 95% accuracy.



## Last-Mile Logistics

Seamless pickup and delivery.



## Tailor Customization

Select fabrics, cuts, and styles online.



## Mobile-First Experience

Full journey on app or web.

# Why Now?

## Digital Expectations

GCC Millennials & Gen Z expect tech-first convenience.

## Untapped Market

Tailor digitization is near-zero: ripe for transformation.

## Technology Readiness

AI & logistics infrastructure now make virtual tailoring feasible.

## Post-COVID Shift

COVID permanently accelerated digital shift in local services.



# Market Opportunity

\$4.1B+

GCC Dishdasha Market

92%

Wear Dishdasha

GCC males ages 18-40

13.6

Dishdashas Per Year

Average purchases

\$205M

5-Year Goal

5% market share



# Product



## Masaha App (Live)

AI virtual fitting room

Fully customizable order flow

Real-time order tracking

Embedded payments

Built-in delivery scheduling

## Tailor SaaS (In Progress)

Inventory, CRM, & order  
management

Analytics dashboard

POS integration

## White-Label Storefronts (Planned)

Shopify-style stores for tailors

Support for abayas, dira'as, etc.

# Business Model

## Masaha Revenue

Tailoring fees

Delivery fees

Fabric markups

Alteration services

## SaaS Revenue

Sales commissions

Subscriptions

White-label setup fees

Maintenance fees

# Traction

**30K+ App Downloads**

Strong initial user acquisition.

**14K+ Active Users**

Engaged customer base.

**95% AI Fitting Room Adoption**

High technology acceptance.  
Our accuracy is 95%+ &  
refund less than 3%.

**1K+ Dishdasha Orders**

As of Q1 2025.



# Competitive Landscape



Shutdown on 11\2024



|                  | كان كان  | توفي   | مساحة           |
|------------------|----------|--------|-----------------|
| AI Sizing        | 85-90%   | 90     | +95% Accuracy   |
| Tailoring Method | Online   | Online | Online + Pickup |
| Fulfillment Time | 5-7 days | 7 days | Target < 1 week |
| Logistics & SaaS | No       | No     | Full-Stack      |

# Roadmap

2025

- Expand Kuwait tailor base ▪
- Launch abaya & dira'a categories ▪
- Launch the SaaS in Q4 2025 ▪

1

2

2026

- Expand to UAE & Saudi Arabia ▪
- Integrate instant delivery partners ▪
- Roll out advanced tailor analytics ▪

# Team



**Nasser Al Baqsami**  
**Co-Founder & COO**

Ex-Oliver Wyman & Palladium; 13+ years in  
strategy & ops.

MBA – IE Business School, B.A. in Business –  
Portland State.



**Faisal Al Qarnous**  
**Co-Founder & CEO**

5+ years in tailoring; ex-brand founder in Kuwait.

B.S. in Communication Science (business &  
psych focus).



**Bader Aburezq**  
**Co-Founder & CFO**

Ex-Agility; 11+ years in finance.

B.S. in Accounting & Finance – Oregon State,  
CPA prep.

# The Ask

## \$500K

Seed Round

Marketing  
37%

Tech  
27%

CAPEX  
12%

OPEX  
24%





# Thank You!



Feel Free to Contact Us