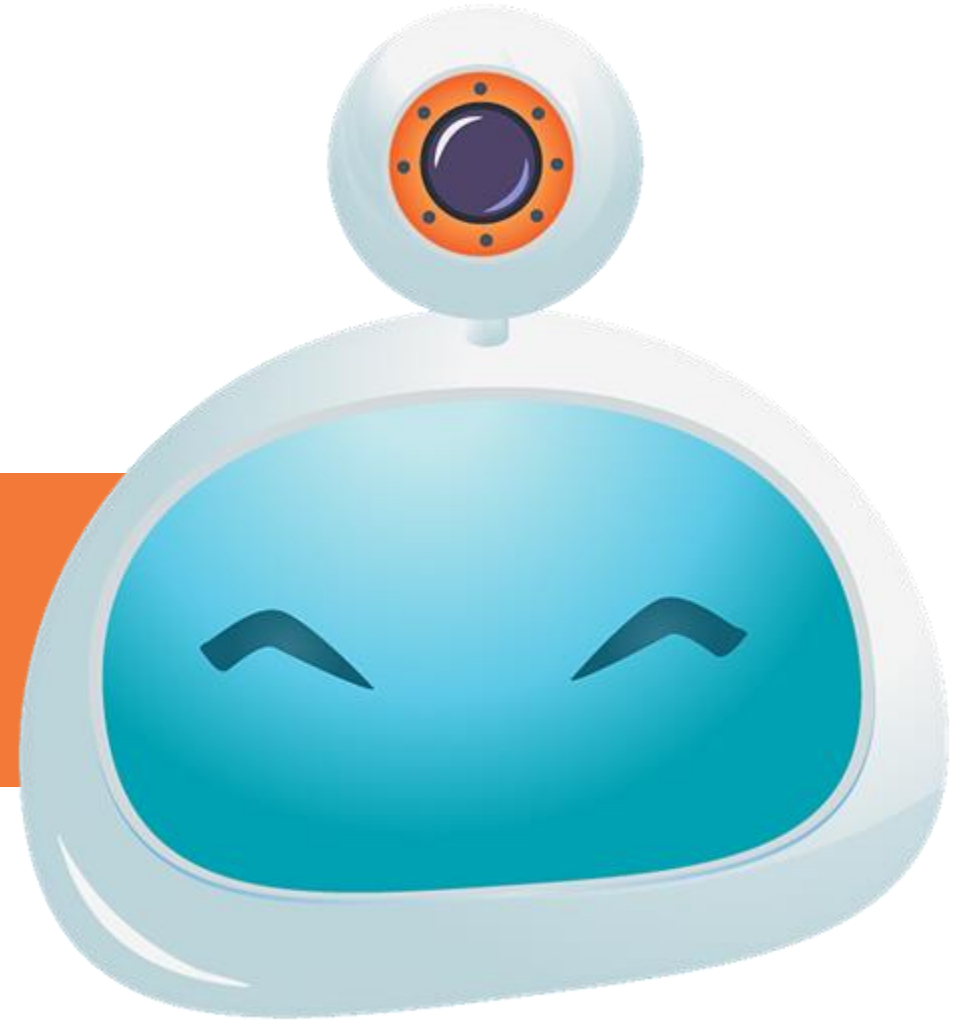


VoomRide

Giving Parents Peace of Mind

Fully operational in Jordan since late 2024 –
now entering KSA.



The Story - VoomRide

A Journey Born From Family Needs



The Problem – Lack of Trust

-  No kids focused transportation service.
-  No time to manage school and activities runs.
-  Public transport unreliable, ride-hailing not designed for kids.
-  Prolonged school bus transport.



85%+ daily trips/cars



6% students use PT



20%
income/transportation



The Solution

Safe, Scheduled Kids' Transportation



Business Model



Product Market Fit

Rides Schedules Fees



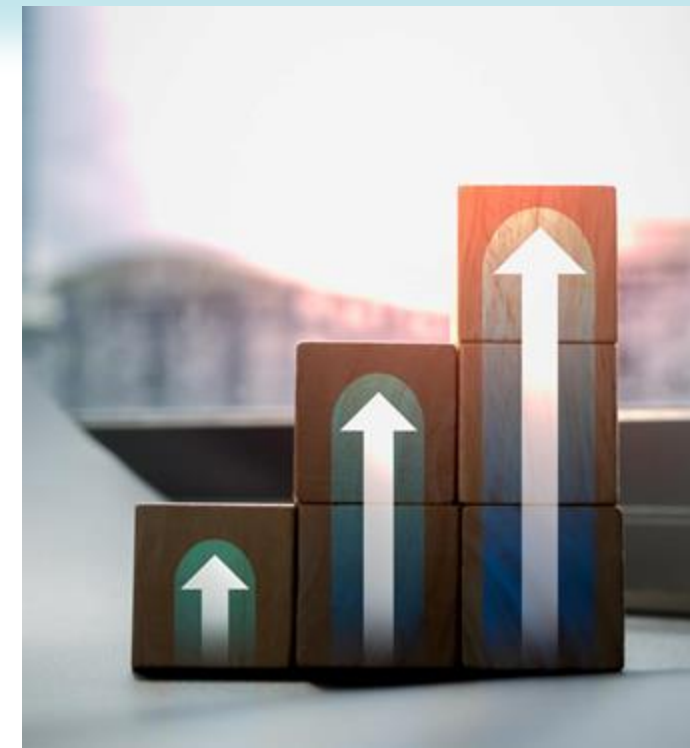
Prepaid per schedule pricing (Cash flow)



Drivers 80% - Voomride 20%



10% for additional kids in ride (fully retained by Voomride)



Operational & Validated Traction - Jordan



5500+

Booked Rides



2000

Registered users



USD 7K

Avg. Monthly
Revenue



USD 7.50

Avg. Ride Price

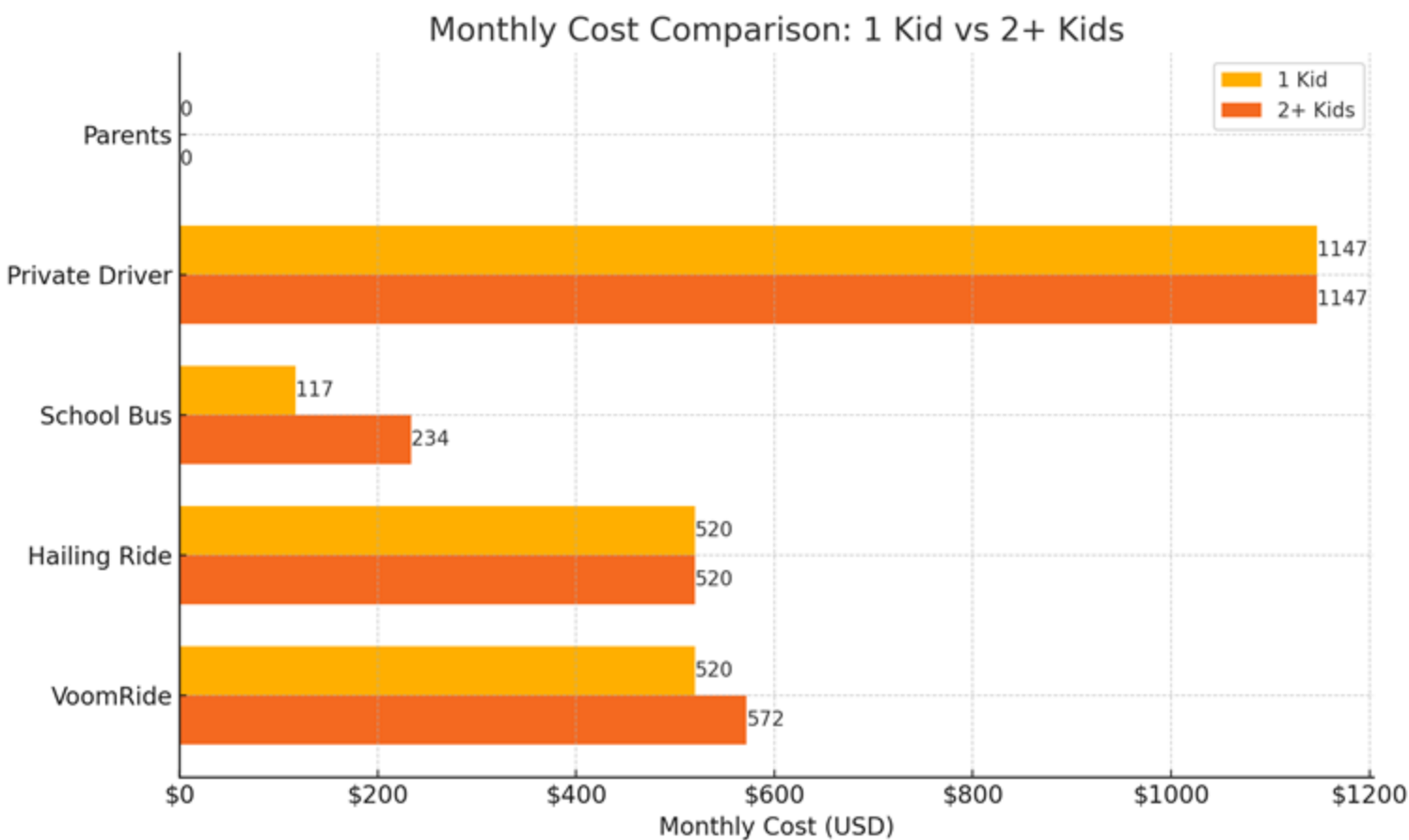


2000+

Reviews(4.96 avg)

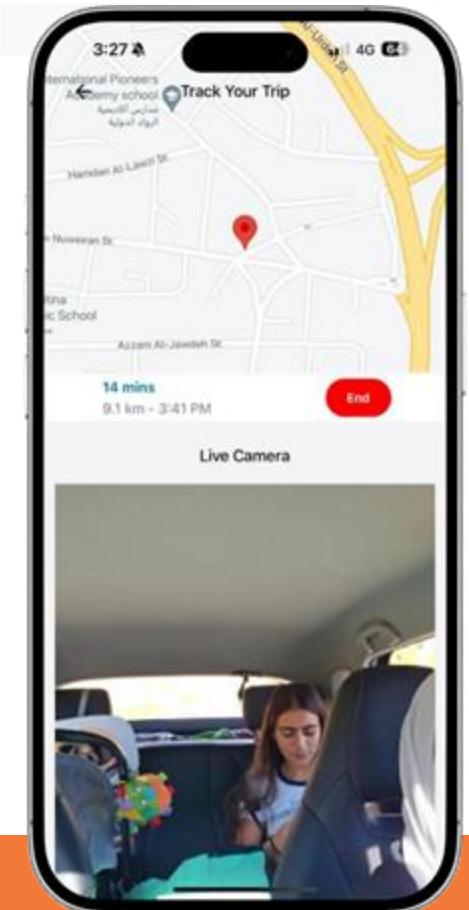
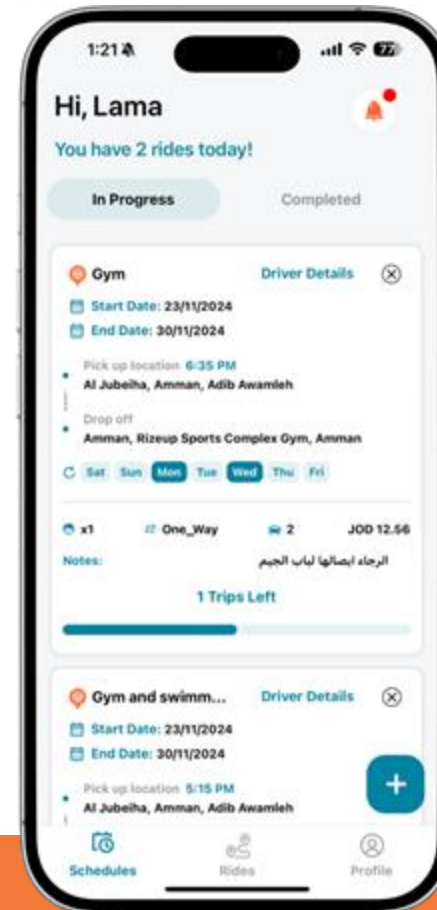
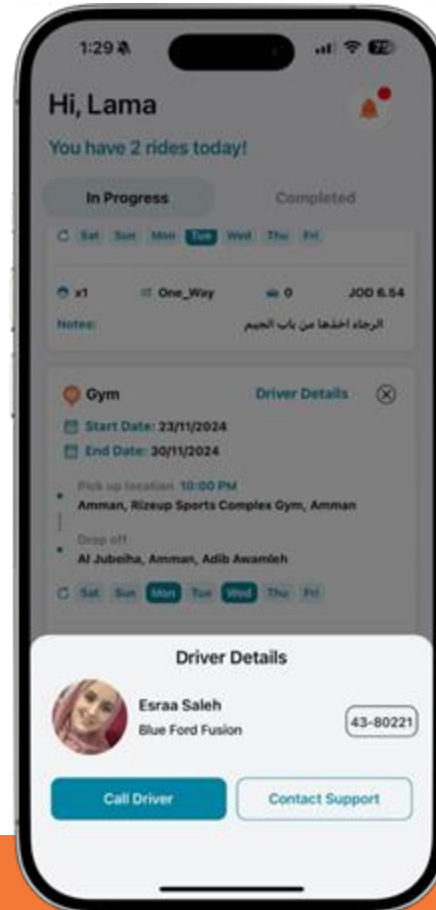
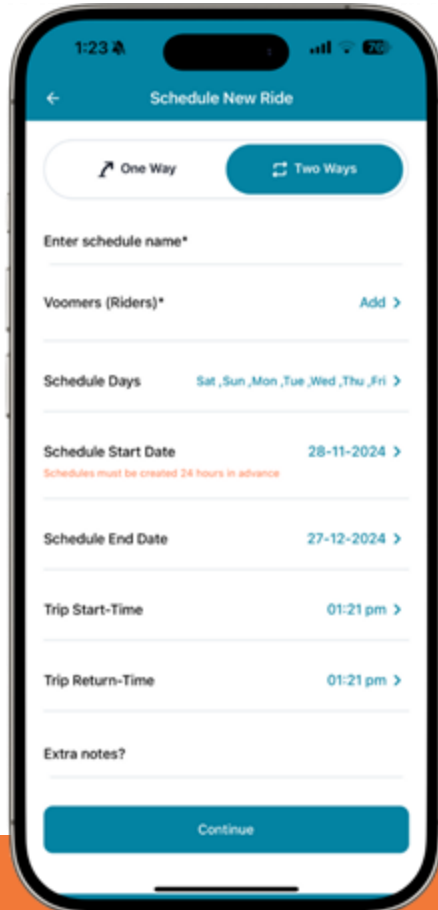
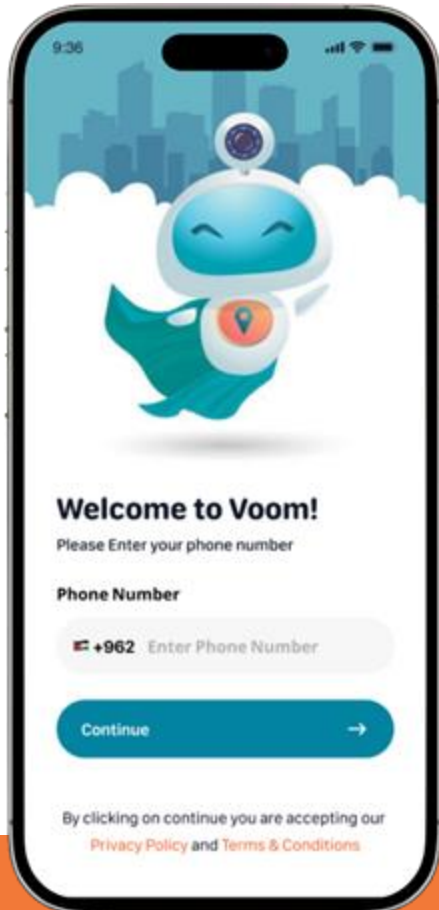
What Families Pay Without VoomRide

Time, Peace of Mind & Cost

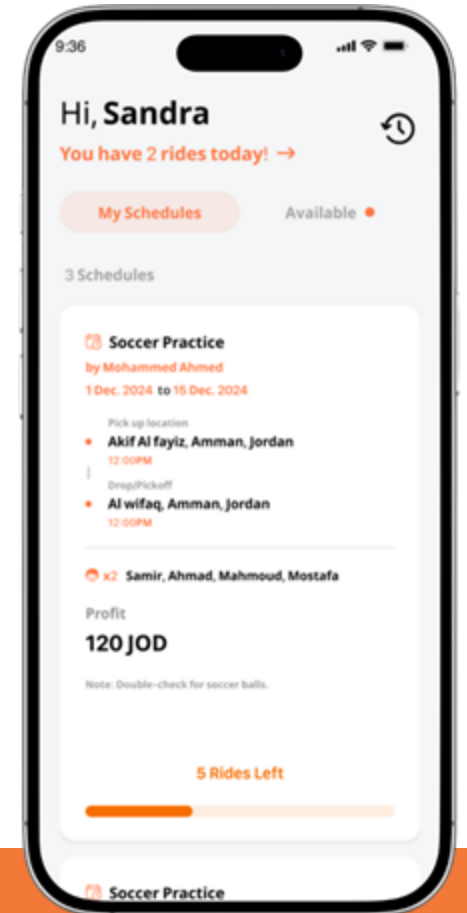
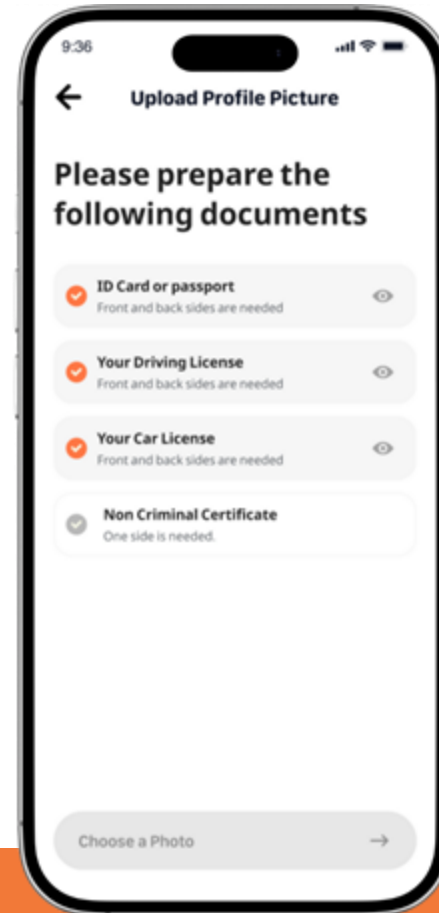
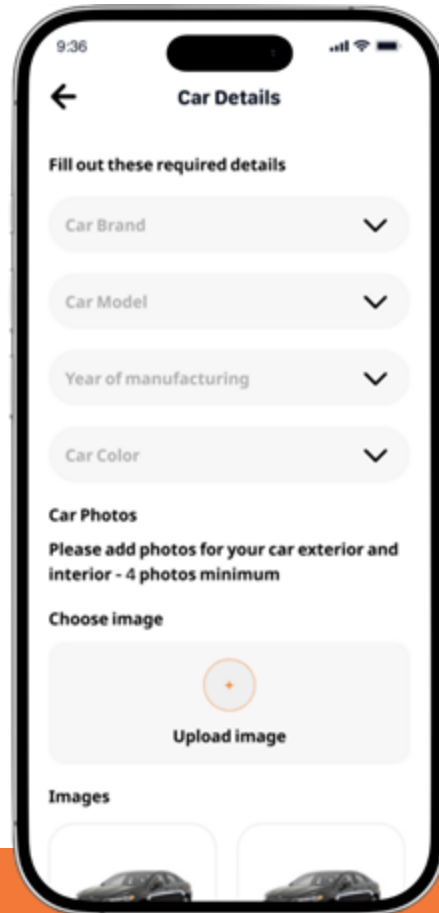
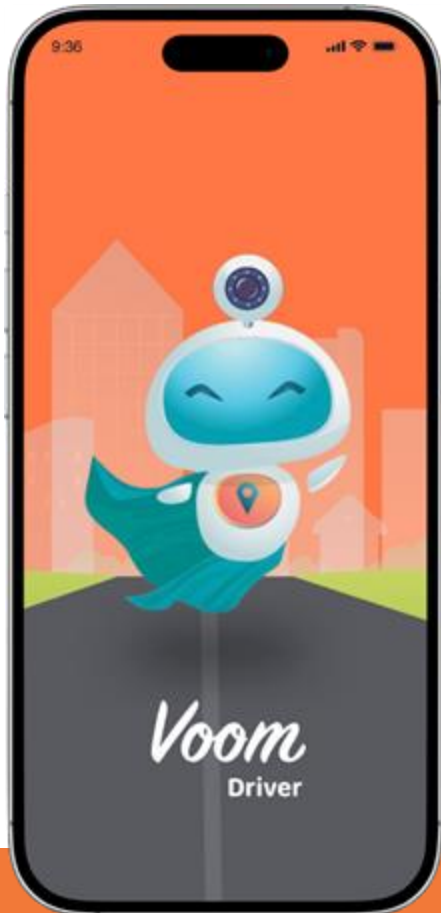


- ⌚ Parents lose 60+ hours/month driving
- 💰 \$1,000+ per month to hire a driver
- 🚫 Lack safety tech and flexibility
- ✅ VoomRide scales affordably with 10% sibling pricing

How it works for Parents

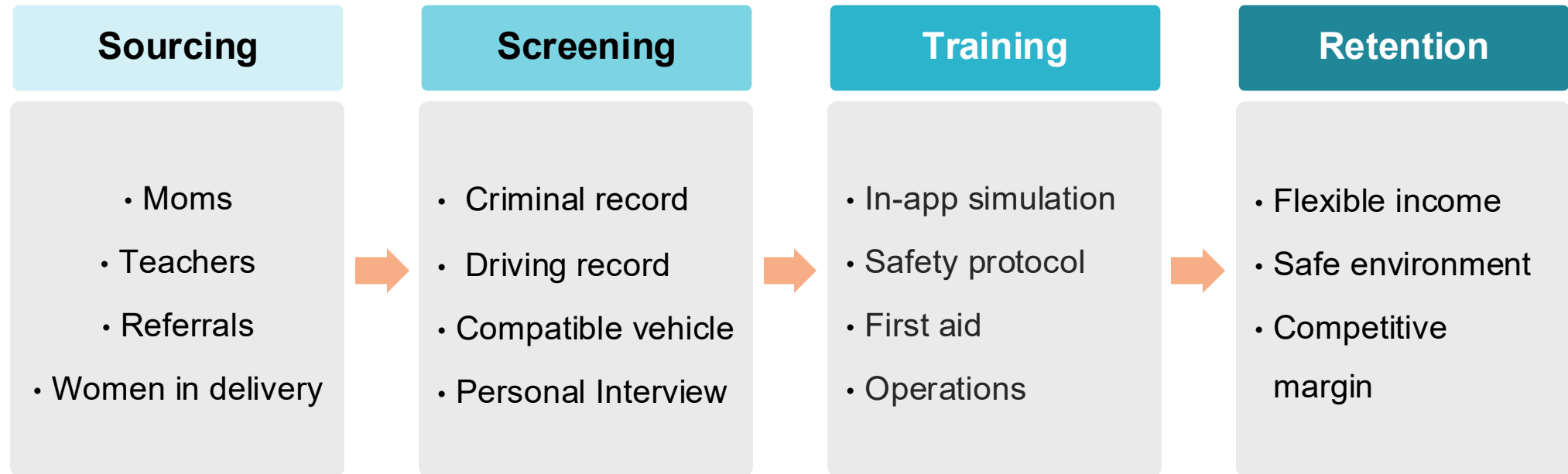


How it works for Drivers



Onboarding Drivers

Designed to Care – Built to Scale



What's Coming Next - AI Edge

Fully Scalable — No Hardware Needed



Camera-Based Insights

(in-app only)

- Quality & Safety Control
- Permanent Mystery Shopper



Driver Matching Engine

- Extension Prioritization
- Experience Matching



Voice Booking

- Seamless Rescheduling Experience
- Enhanced Retention



Smart Pooling

- $\pm$ 40% Reduced Price to Parents
- $\pm$ 65% Additional Revenue
- $\pm$ 35% Increased Pay to Driver
- Increased utilization

Will Allow Families to Find Their Perfect Journey

Empowering parents and care-givers, maintaining safety and trust



Regular school runs

Zaid and Fatimah working full time, rely on VoomRide for School runs



Occasional school runs and activities

Fatin is a mom of 2 boys working full time, relies on VoomRide for School runs



Extra activities

Tom and Sandra work full-time, utilize VoomRide for their daughters University and activities.



Hospital Patients / People of Determination

Amal is a 68-year-old retiree who empowered by VoomRide to independently attend regular dialysis visits.

VoomRide Enables Drivers to Have Flexible Hours, Aligning With Their Family Needs & Cultural Values

Riyadh Campaign

\$19

spent over 4 days

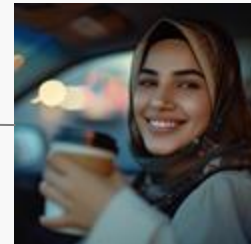
60+

qualified leads

- ✓ Valid Driving License
 - ✓ Car
 - ✓ No Criminal Record*
 - ✓ No Major Accidents*
 - ✓ No Major Traffic Violations*
- *TBV



Rania Ramadan
Teacher



Leila Lafi
Stay-at-Home Mom



Mary Jane
Full time driver

Unit Economics - Every \$ Returns 6

Metric (Amman, Jordan)	Amman 8 Months Actual	Amman	Riyadh
CLTV**	\$200	\$326	\$960
CAC	\$24	\$24	\$60
DAC	\$10	\$10	\$20
CLTV/CAC Ratio	6x	9x	12x
Gross Margin on Revenues	15%	15%	25%
Customer Growth (MoM Avg)	+15%	+15%	+15%
Revenue Growth (MoM Avg)	+19%	+19%	+19%

**Assuming 5% monthly churn rate
Actual in Amman is less than 3%
Customer-to-Driver 1:6 ratio



25%+ Margin Forecast



Margin-Positive Model



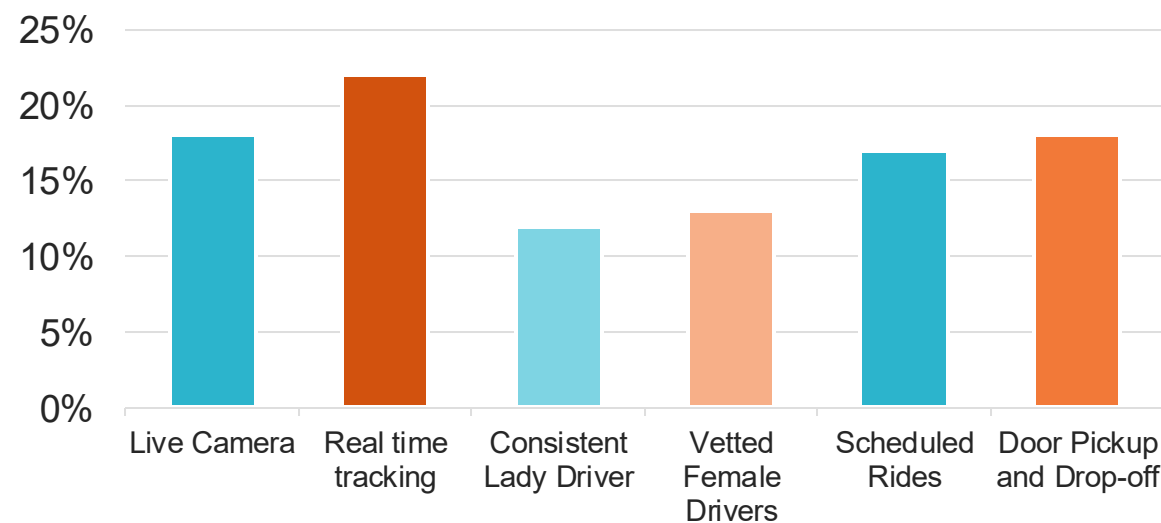
15–19% MoM Growth

KSA Survey to Validate Market

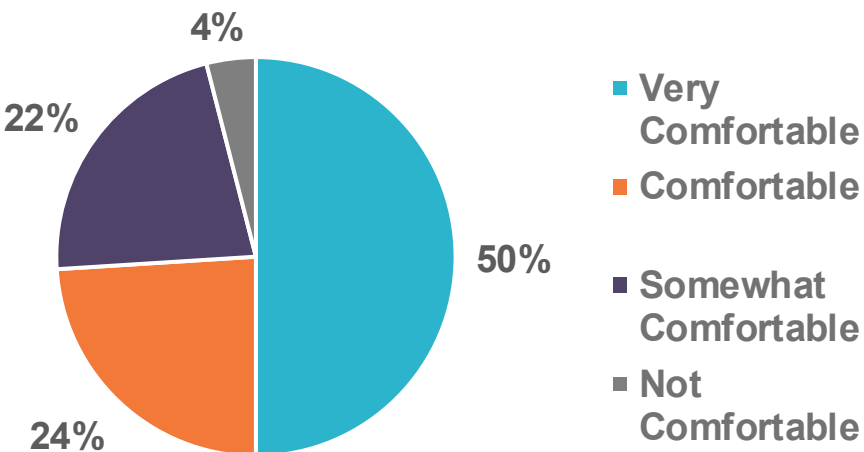
Riyadh Survey > 100 families

- 96% of Customer are interested in this service
- 68% of Customers are prepared to pay a higher price then ride haling if focused on kids safety

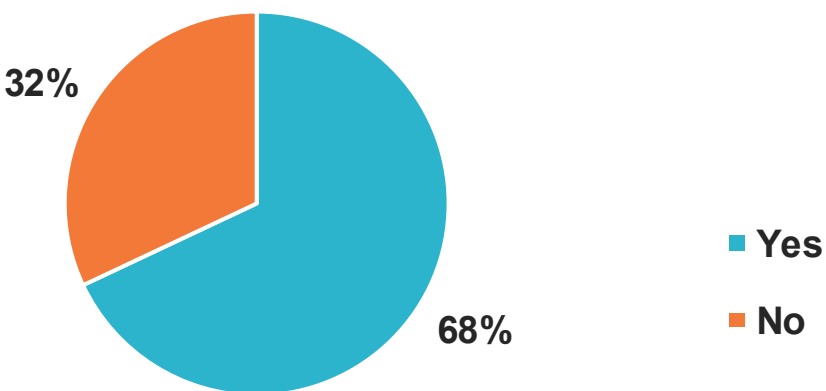
What safety or trust features are most important in a child transportation service?



How comfortable customers are with using a child-focused transport service



Customers prepared to pay a higher price then ride haling if focused on kids safety



Market Size and Revenue Top-Down (5 Years)

TAM_{Kids} (\$321 B)

CAGR 4.3%

SAM_{Kids} (\$6 B)

6M+ School Students in KSA
820K+ Private School Students in KSA
350K+ Private School Students in Riyadh
1.1M School Students in UAE
356.5K School Students Qatar

SOM (\$115.9 M)

- » **3%** (SAM Jordan and Saudi) in Year 5
- » **1.2%** (SAM UAE and Qatar) in Year 5
- » **7.3M** Annual rides

Year 1

Jordan and Riyadh



Private Schools



Private Schools

Year 2

Dammam and Jeddah



Private Schools

Year 3

Dubai and Doha



All Schools



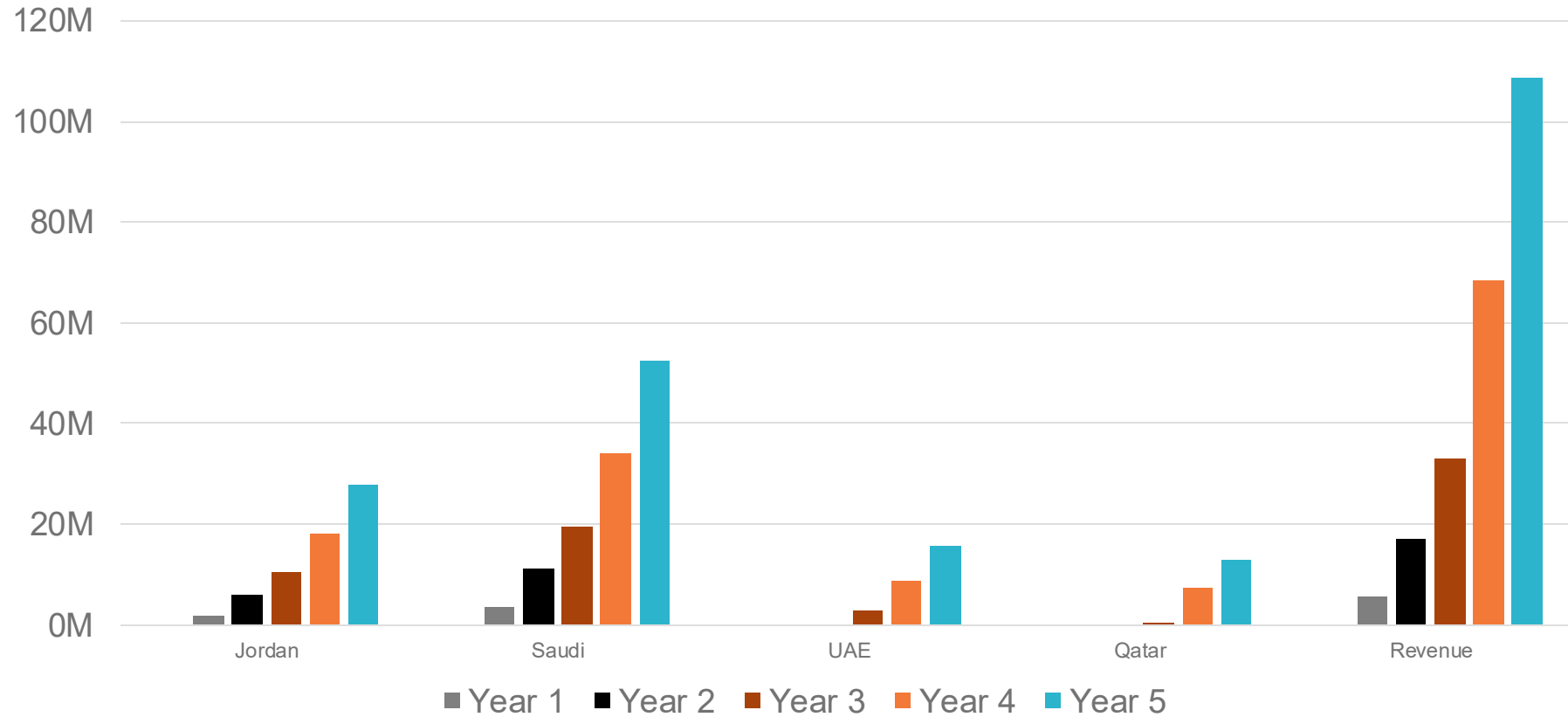
All Schools

Source:

<https://www.verifiedmarketresearch.com/product/kid-transportation-service-market>
<https://thepeninsulaqatar.com/article/06/01/2025/over-365500-students-return-to-schools-today-after-term-break>
<https://www.gulfoday.ae/News/2024/08/24/Over-1-1-million-students-return-to-UAE-schools-from-Aug26>
<https://www.argaam.com/en/article/article/detail/id/1692460>

Bottom-Up - Revenue Forecast (5-Years)

Revenue = Avg. Price × Number of Passengers × Avg. Number of Rides



Revenue (Year 5): \$108.9 M

Why KSA?

Execution Lift Not Product Build



Plug & Play

Solution, processes & tech
Validated & post revenue
Trade marked in KSA



96% interest

> 96 % interest (100+ families surveyed)



Local partners

Scalable LOI-ready fleet partnerships.



Social Impact

Aligns with Saudi 2030 vision.
Empowering women.
Fosters youth mental and physical development.



Large supply pool

728K Saudi women with licenses/Riyadh
22K+ active in ride-hailing/delivery
400 K Filipina and Jordanian women in KSA



Market Opportunity

1ST to market
Substantial untapped market.
Underserved segment.
Aims for first certified kids' transport in KSA

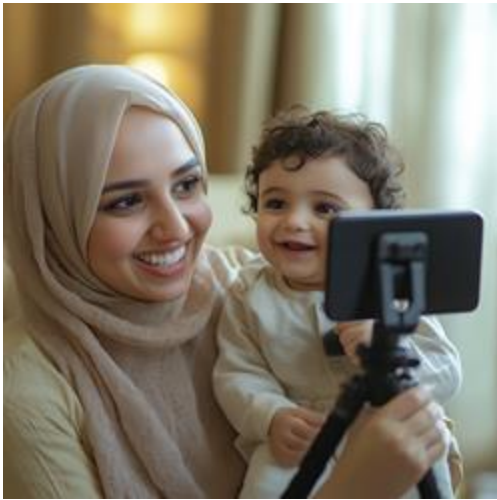


Clear cultural fit

Dual-income families
Trust in women-led services
Similar culture to Jordan

Strategic Market Launch

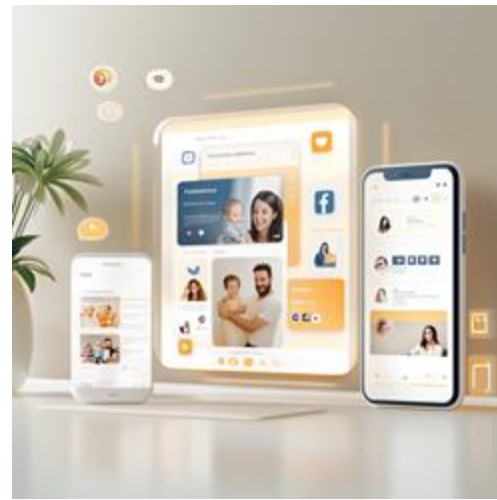
Tailored Marketing & Community Engagement



Influencers



Community

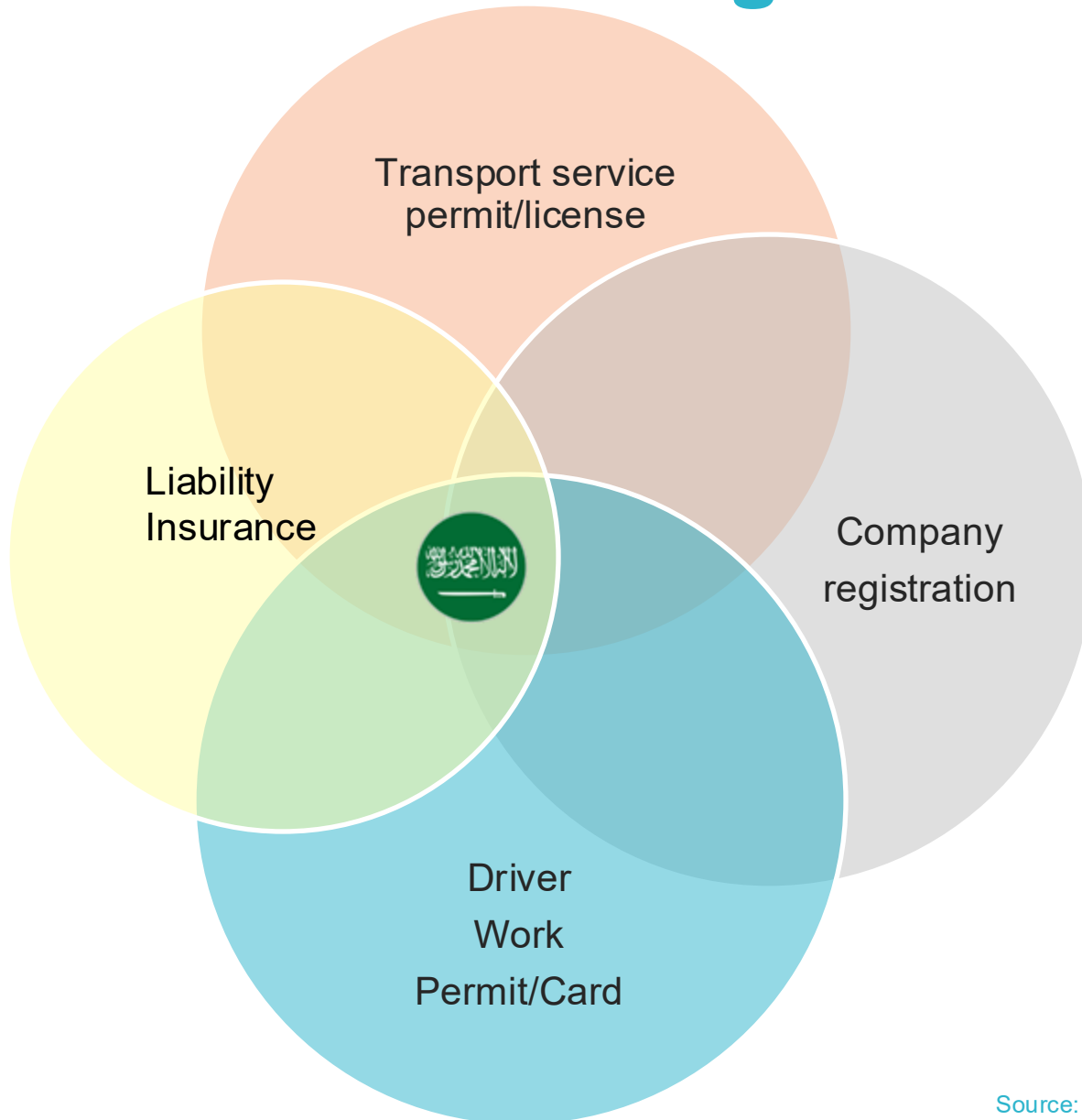


**Digital marketing
Campaigns**



Partnerships

Legal and Compliance



CR as technology company with logistics partners verified



TGA setup mapped with advisors



Wasel API integration compatibility



Saudis can work directly with us as Freelancers



3 market leading and expert advisors due diligence



Pre-opt Budget 25K USD



Competitive Landscape Overview

Safety First, Tailored Services & Innovative Tech

Feature/Service				 Careem Kids (Dubai Only)	
Video Live Streaming	✓	✗	✗	✗	✗
GPS Tracking	✓	✓	✓	✓	✓
Child Safety Seats	✓	✗	✗	✓	✗
Caregiver Drivers	✓	✗	✗	✗	✗
Childcare Training	✓	✗	✗	✗	●
Vetted Female Only Drivers	✓	✗	✗	✗	✗
Tailored Schedules	✓	✗	✗	●	●
Flexible Pickup & Drop Off	✓	✓	✓	✓	✓
Family Routines Adaptation	✓	✗	✗	●	●

● School-only Focused

Built to Be Trusted - Not Copied*

Replicate = Full Rebuild — It's A Rethinking Of Ops, Brand, Tech, And Culture



Built as a Family Brand

Parents don't trust gig platforms with their kids



Community-Led Driver Sourcing

A hyperlocal model driven by moms, teachers, and caregivers who are trusted faces in their neighborhoods



Partner-Led Scalability

Expand fast by plugging into schools, activity centers, & transportation entities

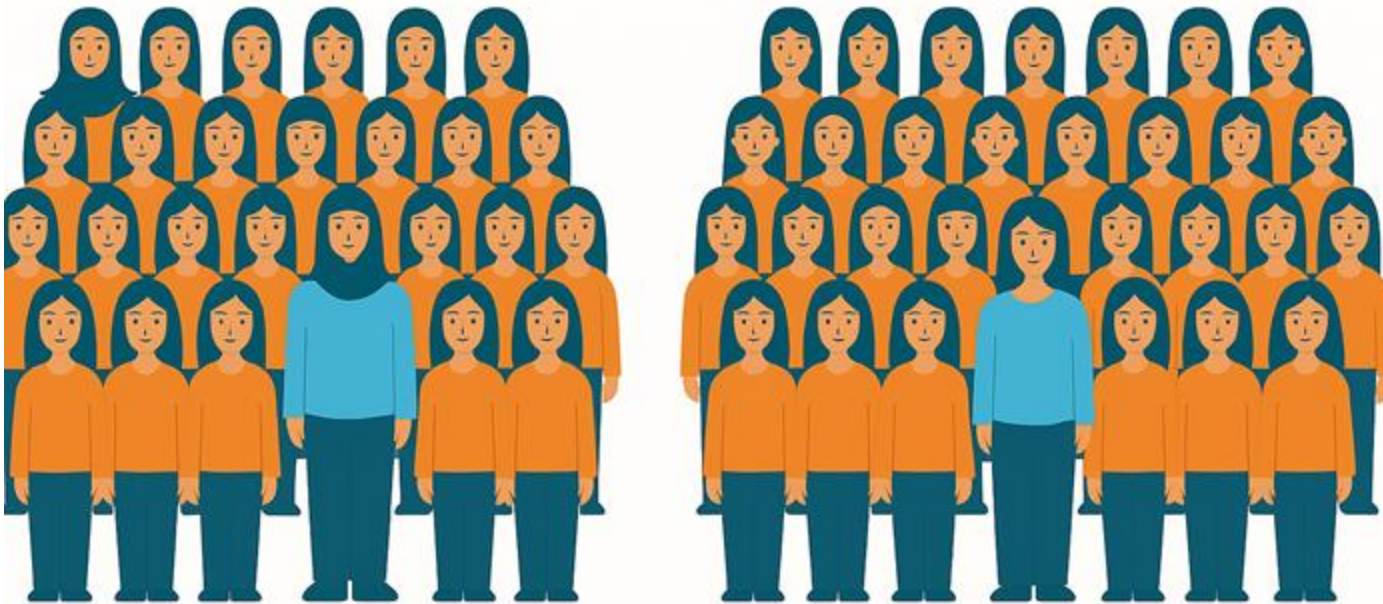


Scheduling + Safety Layer

full weekly/
monthly routine
Live-Streaming
AI safety features

*Check Appendix for detailed moat description

Built to Scale—Structured to Care



Self-managed
Trained-Lead
Culture & Values

Replicable
Localized
Empowerment

ASK? – \$1,200,000

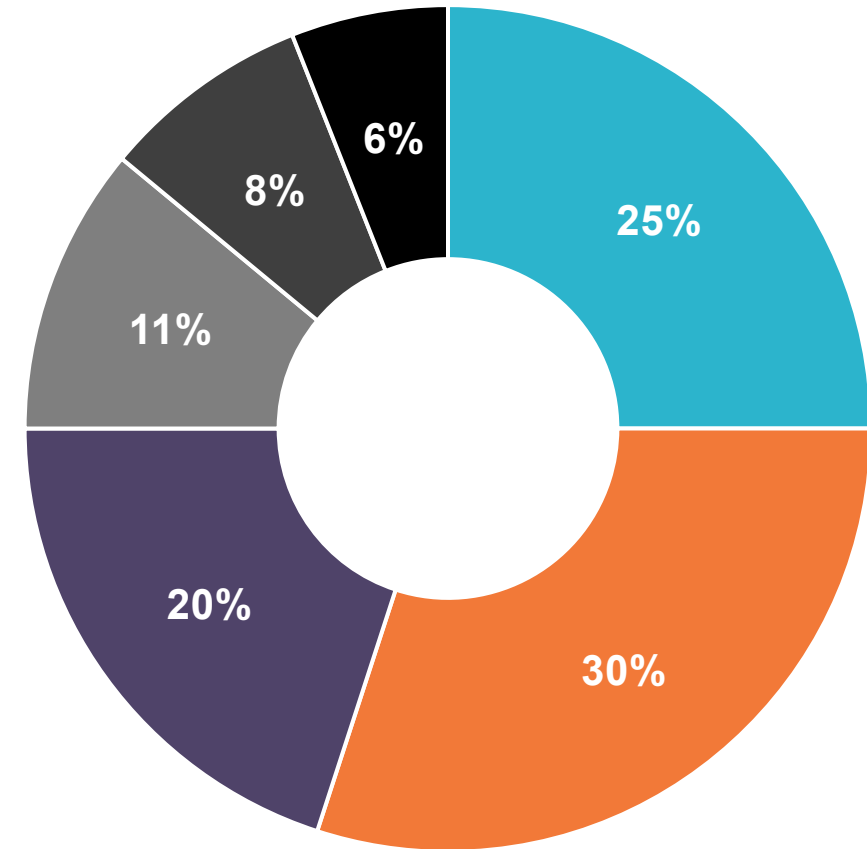
Our Ideal Investors

- » Mobility-focused VCs
- » Family tech and regional scale-up investors
- » Investors with GCC operational or regulatory experience

Current Progress

- » Secured **Pre-seed** investment from **Antler**
- » Secured **\$325K** Matching investment from **Antler**
- » LOI signed with **Limousina** as transport partner (+3 in progress including **AINaghi Group**)
- » Voomride **trademark** registered in **KSA**

Investment Allocation



■ Recruitment & Training ■ Marketing & Engagement ■ Technology & Platform
■ Operational Infrastructure ■ Fleet Acquisition ■ Legal & Compliance



Leaders Behind VoomRide

Meet The Founding Team



40+ Years
Combined experience



Jawdat Nassar
CEO

20+ years in tech & consulting
Ex–Equity Partner at PwC
Ex–Executive Director at Aspire
Scaled digital programs for Fortune 500s across US, LATAM & MENA



Sheeraz Sabir
CPTO

20+ Years experience in the tech industry
Ex – Nokia, G&D and du
Product Management
Business Development
Marketing
Built 2 Tech start-ups

Testimonials

2,000+ Reviews – 97 % 5-Star Rating & 4.96 Avg. Rating



Price is great around 1/3 more expensive than Careem but for such a great service I don't mind paying more for my peace of mind!



6 perfect rides were completed, 8 more rides booked, next time I'll be booking monthly school rides for my kids with Voom, the safest and most reliable kids taxi service!



Amazing experience, took the weight of picking up my kids that contradicted with my school schedule and the fear of a stranger doing it! Love the app and the effort behind it.



السائقه وصلت عند الاولاد على الوقت ووصلو على ..كانت رحلة خفيفة
كنت بفتح الكاميرا وبشوفهم والوضع كان منيح الحمد ..البيت بامن
وكل التوفيق ان شاء الله Voom شكرا ..الله

VoomRide

Download our app and join us in making family transportation safe, reliable, and stress-free.

iPhone



Android



Thank You!



Appendix

Exit & Expansion Strategy

1. Strategic Acquisition by Ride-Hailing Leaders

Regional transportation companies(**Careem,Uber,...**) can leverage VoomRide to:

- Enter the family mobility with a trusted brand
- Access a loyal community of parents and vetted female drivers
- Integrate a safety-first, scheduled ride service tailored for children

Trusted entry into the underserved family transportation market.

2. Market Entry Platform for Global Specialists

For global kids transportation companies like (**HopSkipDrive,Zum**) VoomRide provides:

- Presence in the Middle East
- Localized operations with cultural and regulatory compliance
- Partnerships with local community, schools and activity centers

Bridge for global players to enter new markets.

3. Expansion into a Comprehensive Family Services Platform

Leveraging our data and community trust, VoomRide can evolve to offer:

- Marketplace for trusted schools and activities
- Personalized recommendations engine for families
- Collaborative programs with educational and recreational institutions.
- Advertising for family-oriented brands

From transportation to a one-stop family services platform

Zum: Raised \$140M Series E at a \$1.3B valuation.

HopSkipDrive: Raised \$37M Series D; valuation between \$119M - \$178M. [LinkedIn+7Crunchbase News+7FinSMEs+7Tracxn](#)

5-Year Revenue Forecast

SOM (Year 5 – 3 %)

	Year1	Year2	Year3	Year4	Year5
Market share	0.2%	0.6%	1.2%	2.2%	3%

Country	Avg. Price	Monthly Trips	Year 1	Year 2	Year 3	Year 4	Year 5
Jordan	\$7.50	16	\$708.5K	\$2.1M	\$4.3M	\$7.8M	\$10.6M
KSA	\$13.00	16	\$4.1M	\$12.3M	\$24.6M	\$45.0M	\$61.4M
UAE	\$13.00	16			\$5.5M	\$16.5M	\$32.9M
Qatar	\$13.00	16			\$1.8M	\$5.5M	\$10.9M
Revenue			\$4.8M	\$14.4M	\$36.1M	\$74.8M	\$115.9M



Conclusion

Reaches **\$6 B** SAM;
\$115.9 M annual
revenue by **Year 5**

Smart Pooling

Economics Snapshot

Who wins	Solo Ride	Pooled Ride (avg.)*	Δ vs. Solo	Why it works
Parents	13.5 USD / child	4.50 USD / child	- ≈ 40 %	Dynamic discount ladder (-30 % → -50 %) as the empty seats fill up
Platform (Gross)	7.50 USD / ride	13.00 USD / ride	+ ≈ 73 %	More seats paid on the same kilometers
Drivers	6.00 USD / ride (80 % of solo fare)	10.4 USD / ride (80 % of pooled fare)	+ ≈ 73 %	Higher fare/ride, < 20 % detour, + pooling bonus

* Pooled-ride averages are taken across the 2-, 3- and 4-kid scenarios in the spreadsheet.

Discount ladder (Average)

Kids in ride	Parent discount	Price / child	Gross / ride
2 kids	-30 %	5.25 USD	10.50 USD
3 kids	-40 %	4.50 USD	13.50 USD
4 kids	-50 %	3.75 USD	15.00 USD

Every extra child pooled **cuts parent cost, boosts driver income, and lifts our revenue**—all without adding vehicles or hardware.

Smart Pooling - Example

Why it works: one car, almost the same kilometres, but three paying seats instead of one.

	If every child rode solo	With pooling (3 kids)
Parent cost	13.00 USD × 3 rides = 39.00 USD	7.80 USD × 3 kids = 23.40 USD
Savings per family	—	-40% (-15.6 USD)
Platform gross	13.00 USD	+80% vs a 1-kid ride (23.4 USD)
Driver income*	10.40 USD	+80% vs a 1-kid ride (18.7 USD)

Discount ladder (per child)

Kids in car	Parent discount	Price / child	Total fare / car
1 (solo)	0%	13.00 USD	13.00 USD
2	-30 %	9.10 USD	18.20 USD
3	-40 %	7.80 USD	23.40 USD
4	-50 %	6.50 USD	26.00 USD

What each stakeholder gains (per car)

Who wins	Solo ride (1 kid)	Pooled ride (avg.)	% change
Parents	13 USD / child	7.8 USD / child	-40 %
Platform (gross)	13 USD	22.5 USD+	≈ +73 %
Drivers	10.4 USD	18.0 USD+	≈ +73 %

Partnerships

يلو YELLO



محمد يوسف ناغي
MOHAMED YOUSUF NAGHI



Structural Moat – Why a Super-App Can’t “Toggle On”

Schedule-Locked Dispatch Core

- Optimized for both weekly routines *and* one-off scheduled trips.
- Guarantees the same vetted driver
- Pick-up / drop-off window aligned to each child’s class, practice, or appointment.
- Forces a full redesign of routing, pricing, driver-incentive logic, and app UX
- On-demand engines built for “nearest car, now” not designed to absorb these fixed constraints.

Institution & Parent Integrations

- Secure APIs with school dismissal systems, activity centers check-ins, and medical-visit schedulers.
- Multi-year MOUs (Schools & activity centers) give us priority curb access and word-of-mouth referrals, making provider swaps a high-friction process for administrators and families alike.

Subscription-First Economics & Trust Flywheel

- Parents pre-pay for defined schedules
- Drivers are paid on a predictable cycle
- Providing reliable cash flow and <3 % monthly churn
- Gig platforms centered on ad-hoc fares and instant payouts

Guardian In-App Safety Layer

- Live interior video, straight from the driver’s phone camera—no extra hardware
- seat-belt / door state checks

A copy-cat can’t just add a “kids” toggle. It must re-platform dispatch for fixed schedules, engineer phone-camera safety streaming with real-time alerts, embed itself in school/activity workflows, and adopt a subscription P&L